

MARCH MADNESS? PREP FOR SPRING!



Cabin Fever Got You Down? Prep for an Active Spring!

Spring is right around the corner—and after enduring a long winter of harsh weather, frigid temperatures, and online socialization, many people are itching to get outside and move. But before you jump back into your favorite springtime activities, you have to prepare your body to avoid injury and encourage pain-free participation.

NOT SO FAST!

Yearning to alleviate cabin fever, many people plunge back into their favorite activities (such as golfing, gardening, biking, or hiking) once the weather warms. But soon after, they often experience pain, discomfort, or even injury due to a lack of physical preparation. Golfers might begin to experience lower back pain, gardeners might experience a stiff or sore neck, and hikers might start to have severe aches in their hips and knees. Being cooped up inside for months can weaken your muscles and joints, and leaping back into your physical activities too soon can have severe consequences—and might even prevent you from participating altogether!

Seeking the help of a chiropractor will prepare your body for the active season you want. As experts in not only pain management, but wellness and movement, we'll take a holistic look at your body and lifestyle and prescribe a tailored plan of care that can involve chiropractic adjustments and exercises that will help get your body ready for some springtime fun!

STILL STUCK INSIDE? NO PROBLEM!

Combining government mandated restrictions, social distancing rules, and inclement weather, many people are finding it extremely hard to stay active without access to indoor workout facilities. Although it might seem cumbersome (especially when you're still stuck inside), preparing and moving your body now will help train your muscles so you can have the active spring you want.

Taking into account your physical abilities and limits, we'll work collaboratively with you to assess your home environment and issue creative (and fun!) exercises that you can do right in the comfort of your own home.

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KEY FEATURE

Cabin Fever Got You Down? Prep for an Active Spring! (KEY FEATURE CONTINUED FROM PAGE 1)



We can also have in-depth conversations with you about the particular activities you want to do in the spring, and recommended specific chiropractic adjustments to increase your spine and joint mobility and relieve stress on your nervous system. This will improve your health and ability to perform those activities at the highest level.

There's a reason professional athletes and sports teams have "pre-seasons" and "training camps" before their actual seasons. Adequate preparation of the body prior to physical activity is necessary to avoid injury. The body will perform at a higher level after a chiropractic adjustment and decrease recovery time. According to an article published by the [National University of Health Sciences, "Everything You Need to Know About Chiropractic Medicine for Athletes,"](#) there are four main reasons why chiropractic treatments are important for athletes:

- Improves range of motion
- Reduces pain
- Decreases use of prescription drugs
- Offers non-invasive treatment

Plus, moving your body while stuck inside will relieve tension and stress, boost your mood, and get rid of some of that pesky cabin fever!

DIFFERENT SPORTS, DIFFERENT MUSCLES

Some people who have remained active during the winter with home workouts, gym routines, and even winter sports such as skiing or snowboarding sometimes believe they don't need to prepare their bodies for the spring. However, skiing doesn't use the same muscle groups as gardening, and snowboarding doesn't use the same muscles as golfing. A chiropractor will tailor your individual treatment program aimed at reducing nerve irritation, or interference, helping the body work more efficiently as well providing exercises specific to your condition, or activities you desire to perform.

IT HELPS NOW, TOO!

Chiropractic care can brace your body for the spring. But don't forget, it'll help combat your cabin fever right now.

Chiropractic care has been known to improve mood, boost energy and encourage better sleep. The chiropractic adjustment has a pronounced effect on the central nervous system meaning it can also have an effect on all systems of the body, including immunity, circulation and digestion – making them function more efficiently. The more efficient the body works, the less energy is wasted, and the more that energy is available for you to use as you please. Through expert assessments, hands-on approaches, and informative sessions, your chiropractor will help you shake away the winter blues and prepare for springtime sun and fun.

CHRONIC PAIN AND ILLNESS

Unfortunately, inactivity has also been linked to chronic pain and illnesses, so it's extremely important to stay active to deter these possibilities. It can be hard to stay motivated during the winter, but incorporating enjoyable, sustainable exercises into your everyday routine will help fight harmful inflammation and reduce chronic pain. Chiropractic adjustments have been shown to be very effective in decreasing both acute and chronic pain, which is one of the many reasons why staying on your chiropractic maintenance care plan is so important. Check out our [February newsletter](#) to learn more about the role chiropractic care can play in chronic pain management.

GET UP & GET ACTIVE

The benefits of exercise and chiropractic care are countless, and it's not too late to start moving your body to prepare for the spring, fight your cabin fever, and repel preventable chronic illnesses. The clocks will officially turn back on March 13, and your chiropractor will give you all the necessary tools and strategies you need to use that extra hour of daylight to participate in the activities you love.

DON'T DELAY YOUR CARE-
contact MCR Chiropractic today to get started!

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STAFF SPOTLIGHT



Ashleigh Berg, DC

Chiropractor of MCR Pembroke

"I grew up playing soccer, and endured many injuries as a result of the sport. This piqued my interest in how the human body functioned and the process of how it can recover from injuries. I knew early on that I wanted to be in the healthcare field, but had a lot of different careers in mind. When I was first introduced to chiropractic, I had little knowledge of the profession. I learned more about the field through an internship and became very intrigued. Not only were chiropractors incorporating manual therapies and rehabilitative programs into their craft, but they also addressed the musculoskeletal and nervous systems. It's an alternative way of medicine where you're able to affect different systems in the body all under the care of one doctor. This is what drew me to the profession.

Chiropractors help the body heal itself by applying corrective measures to it.

“ My ultimate goal in joining this profession is to provide patients with the best possible care to help improve their quality of life. ”

While working with patients, I believe one of the concepts that's important for them to understand is that their pain most likely didn't happen overnight. The biomechanical portion (e.g. muscle, joint, ligament, disc, nerve), which is the underlying issue causing their pain, has been slowly changing over time. Patient education is just as important as the hands-on treatment we provide. Giving patients the knowledge of what could exacerbate their condition—whether it be poor posture or ergonomics, overuse, or stress—is vital. If we treat the area of pain, but don't provide patients with the tools to correct their maladaptive behaviors, long-term health and wellness can't be achieved.

Setting goals is a great way for patients to track their progress throughout the course of treatment. Having functional, attainable, timely goals keeps patients motivated in their recovery. Even when patients are experiencing less pain, continuing chiropractic treatment is important to optimize function. Patients shouldn't wait until they're in pain to step into our office. Continuing chiropractic care, even when no pain is felt, allows us to address dysfunction in the spine, any recurrence of old or new injuries, and promptly treat injuries before pain becomes a bigger issue. We treat and address the underlying issue and don't just provide temporary relief, which leads to long-term recovery."

Dr. Berg will be transitioning out of MCR Quincy to full time at MCR Pembroke over the coming weeks. If you're interested in scheduling an appointment with Dr. Berg, [click here](#).

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PATIENT SPOTLIGHT

Sheila M.,

Patient of MCR Somerset

"About 10 years ago, I slipped and twisted my back. My niece (who was a client of Heather Graham at MCR) recommended Heather. She was local, and I didn't have to wait weeks for an appointment. The office was clean and the receptionist, Deb, was friendly and welcoming. If I need an appointment on short notice, I'm always accommodated as quickly as possible. Since COVID-19 began, I feel safe because the clinic follows protocols with temperature checks, masks, and social distancing.

I've used Heather's services on and off over the past 10 years, and will continue to do so as I've always had good results. Heather is easy to talk to, and gives answers a non-medical person can understand! I will continue to recommend her to family and friends. Overall, I'm a very satisfied client!"

- Sheila M.

In the Somerset area? Schedule an appointment with Dr. Heather Graham [here!](#)



Pictured here is our Chiropractor, Dr. Heather Graham and Office Manager, Debbie!

Need a Free Screening? Stay Tuned!

In the coming months, we'll be offering free screenings to all past and current patients, as well as their family and friends. As we all emerge from winter hibernation and get back to your favorite springtime activities, it is important to make sure your musculoskeletal system is aligned and working properly!

You may have participated in, "Patient Appreciation Week Free Screenings" last October to provide assistance to those experiencing "work from home" aches and pains. In the coming months, we'll be offering free screenings to all past and current patients, as well as their family and friends.

Make sure you follow our social media pages and subscribe to our emails to receive the latest updates from MCR Chiropractic!



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SEASONAL TIPS

Ready, Set, Go Safely... with the Help of Chiropractic Care

For many of us, March signifies the end of winter and the promise of spring. Perhaps more than any other time in our collective memories, this spring means a hopeful return to normalcy. Individuals of all ages and abilities are preparing to return to organized sport leagues and weekend warrior grudge matches. However, let's not forget that our bodies may need a bit of preparation before we resume competitive endeavors. Here are some ways you can get ready to return safely to the activities you love!

EMBRACE THE IMPORTANCE OF A WARMUP!

Experts agree that it's important to do some light activity for 2-3 minutes before stretching. This allows increased blood flow to your extremities, lubrication of your joints, and a fresh supply of oxygenated blood to flow into your muscles. This makes your muscles more receptive to stretching and helps improve your body's ability to handle the upcoming demands of higher intensity activity.



DON'T EXPECT TOO MUCH OF YOUR BODY.

Don't expect too much of your body. You may have been cruising at top speed on your 5-mile run in October, but that doesn't mean your body is ready to do that on day one. Our musculoskeletal and cardiovascular systems atrophy very quickly when not challenged on a consistent basis. If you're eager to restart a running or walking program, make sure to start slowly, both in speed and in duration. Many knee, hamstring, and Achilles injuries occur when people return too quickly after a lapse in activity. Starting at a shorter distance and progressively increasing your pace and distance will allow your body to safely adapt to the demands of higher intensity activities again.

VARIETY IS THE SPICE OF LIFE, SO MIX IT UP.

The term 'cross training' refers to utilizing a variety of exercises and activities that challenge your body in different ways. This results in a more well-rounded, overall challenge to your body. It also reduces the likelihood of overuse injuries that occur when you do the same activity over and over. Adding resistance training and plyometrics to go along with your running routine will improve your running performance and reduce the chance of injury.

(SEASONAL TIPS CONTINUED ON PAGE 6)

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(SEASONAL TIPS CONTINUED FROM PAGE 5)

IT'S HARD TO GET STARTED, BUT NOTHING WORTH HAVING COMES EASY.

We've been through a lot this past year, and sometimes it felt like a big accomplishment to just get through each day. Sometimes getting started is the hardest part. But just like when you started chiropractic care, you should set attainable, short-term goals that work toward larger and more complex long-term goals. It's going to take a while to reach your peak. So to prevent disappointment, it's important to set reasonable expectations of yourself and your body. Start with a walk/jog routine, where you walk for 2 minutes and jog for 1 minute. If you're a cyclist, ride lightly for 10-20 minutes. Then, add in a few exercises and perform 1-2 sets of 10 reps each. Listen to your body. If you're sore the next day, it's normal and part of building a stronger body. Foam rolling, stretching, and trigger point therapy with a ball are all great recovery tools. Check out our sister company, Bay State Physical Therapy's [online store](#) for recovery tools and more!



NO PAIN, NO GAIN. BUT, NOT SO FAST.

There are distinct types of pain. Muscle soreness the day after exercising is a sign that you stimulated your muscles to adapt in a beneficial way. Typically, by incorporating light levels of activity and stretching, your muscle soreness will go away in 1-2 days. Overuse pain, which develops during your activity and gets progressively worse with swelling isn't a "normal" part of exercise. If you experience pain that increases with rest or doesn't resolve after a few days, call our office. As your chiropractic care provider, we're only a phone call away, and are happy to schedule a [free 15-minute movement screening](#) to help identify if something more significant might be going on. If so, we will help you take the next steps to return to your activity.

Now that you know how to prepare for your return to sport and exercise activities, we wish you good luck on your journey! Should you need us in the future, you know exactly where to [find us](#).



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EXERCISES OF THE MONTH

Tai Chi - Movement is Medicine Regardless of Your Age Courtesy of Nathan Judd, PTA of sister company, MVPT Concord

While many of us think we need to throw weights around and break a heavy sweat to get our bodies ready for competition, that's not necessarily the best way to exit our winter hibernation. Tai chi is often described as "medication in motion" because of the restorative benefits for mind and body—and who couldn't use a little help there! We have plenty of time ahead to crush records. For now, let's start with this gentle form of exercise that is safe for all ages and abilities to build a bridge to strength, flexibility, and balance.

Please keep in mind, we recommend doing these exercises in a safe and comfortable setting. Check with your chiropractor if you have any questions or concerns when performing these exercises.

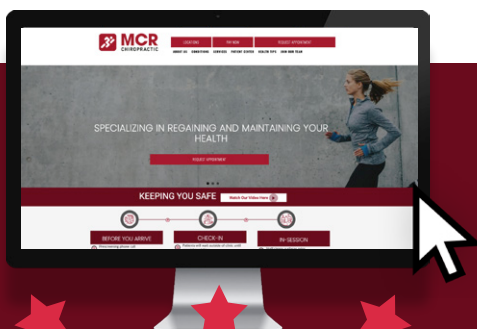


PRESSING UPWARD

Spinal extension and shoulder movement that **translates to throwing and overhead sport actions.**

- Stand with feet shoulder-width apart and interlace fingers with palms up
- Inhale and raise arms up past your face, turning the palms outwards and up to face the sky
- Press your palms upwards and exhale
- Continue to exhale and release your hands, letting them float down to each side and back to the start position
- Repeat 10 times

(EXERCISES OF THE MONTH CONTINUED ON PAGE 8)



HAVE YOU SEEN OUR NEW WEBSITE?

Click here to check it out! The new site now hosts more information on our clinic locations and chiropractors, and information on all the ways chiropractic care can help you!

VISIT US AT WWW.MCRCHIRO.COM

16 CONVENIENT LOCATIONS NEAR YOU

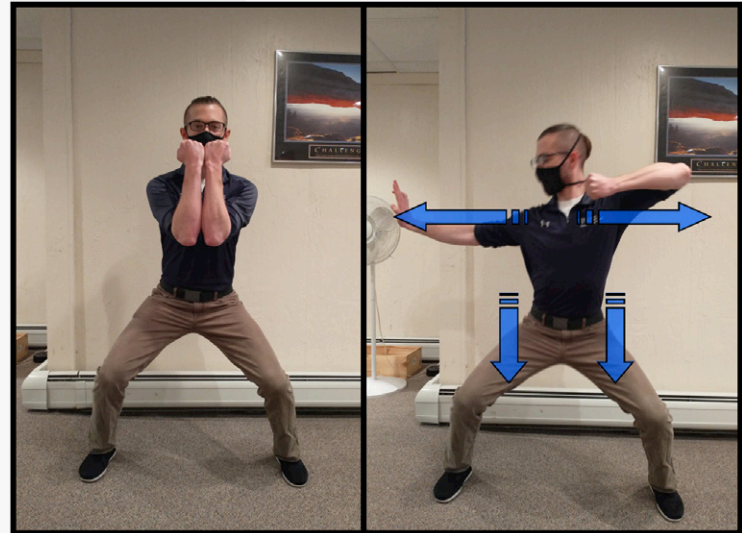
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(EXERCISES OF THE MONTH CONTINUED FROM PAGE 7)

DRAW THE BOW

Clear application to tennis movement pattern that's much like the **loading phase before a tennis serve** with the pulling arm. The legs are working a functional squat movement, just wider than the average person does it. It also **mimics the movement seen in archery**.

- Stand with your feet wide and your back straight
- Connect your forearms together in front of you and inhale
- Push your right hand to the side and pull back with your left fist, squeezing your shoulder blades together as you exhale (draw the bow)
- Inhale and return to the starting position
- Perform on the opposite side
- Repeat 5 times each



PUNCH WITH SQUAT

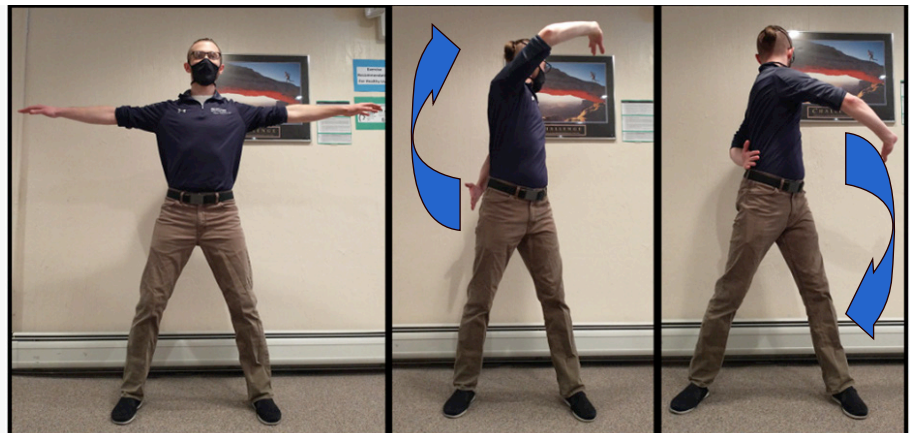
The functional squat pattern **has application in contact sports**. In **racquet sports or lacrosse**, you might see this movement done bilaterally (mostly because the athletes are holding their racquet or sticks with each hand when doing it).

- Stand with your feet wide apart and your back straight, arms tight to your side
- Bend your knees, squat down slightly, and slowly press one fist forward as you exhale
- Inhale and rise from the squat position, and return your arm to your side
- Perform on the other side
- Repeat 5 times each

WISE OWL TURNS ITS HEAD

This is a strong **swimming application** with the arms, and is a great spinal rotation stretch. Spinal rotation is important for any sport, but definitely **tennis, baseball, and throwing sports**.

- Start with feet at hip-width and arms extended straight out to the side at shoulder height
- Lower your left arm and raise your right arm as you begin to rotate your shoulders to the left, start to exhale
- Continue turning until your left arm tucks behind your back and your right arm arcs around with palm facing out; your head turns to look behind you as you finish your rotation and exhale



- Slowly unwind back to the starting position and inhale
- Perform on the opposite side
- Repeat 5 times each

Breathe in the good air, exhale the bad air, and prepare your mind and body for the activities that lie ahead!

16 CONVENIENT LOCATIONS NEAR YOU

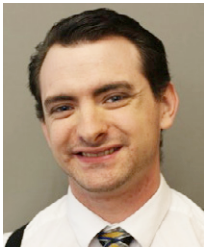
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Clinic News

This month signals a transition from winter to spring, and gives many the hope of new opportunities. And we're right there with you! Check out a few of the updates within MCR Chiropractic locations and staff:



Dr. Ashleigh Berg will be full time in MCR Pembroke after transitioning out of MCR Quincy and MCR West Roxbury.



Dr. Dylan Dyer is now the full time DC in MCR Stoughton, previously located in MCR Pembroke.

Welcome MCRs's New Providers:

Dr. Julio Cruz Garcia of MCR Quincy, Dr. Olusegen Buraimoh of MCR Dorchester, and Dr. Jennifer Swanson of MCR Attleboro!

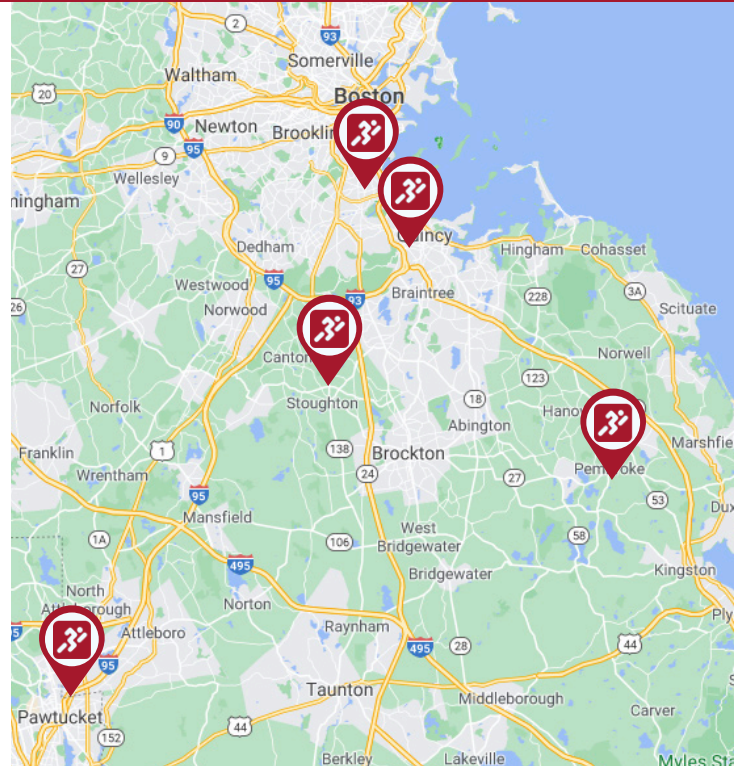
Be sure to read our future newsletters to learn more about our new team members!

Don't forget, our Saugus clinic will be offering chiropractic services soon!

We are thrilled to offer both physical therapy and chiropractic services at this clinic. Follow our [Instagram](#) and [Facebook](#) to stay up-to-date on our MCR Saugus opening!

Check out our new space in Fall River!

Call (774) 520-0034 to set up your evaluation with [Dr. John Olson](#) or [click here](#).



Our new BSPT and MCR Fall River clinic.

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CARE OPTIONS THAT KEEP YOU SAFE

Your safety is our priority. That's why we offer various therapy options that help you get better, while keeping you safe.



VIRTUAL TREATMENT TELEHEALTH

Telehealth is for patients who want to get an initial evaluation and treatment plan or continue an existing treatment plan from the comfort of their home. It works a lot like FaceTime, letting you connect directly to a chiropractor via phone, tablet, or computer.



IN PERSON TREATMENT IN-CLINIC

In-person treatment is for patients who have acute pain or need hands-on treatment or specialty care (e.g. adjustments, manual therapy, etc.). You will receive care at one of our safe and secure clinics where all CDC guidelines are followed to minimize the risk of transmitting COVID-19.

BEST OF BOTH COMBINATION

The hybrid approach is for patients who have a treatment plan that requires a mix of adjustments and exercises they can do remotely. Often this approach begins with an initial in-clinic evaluation, then transitions to a telehealth plan of care.



March Madness is Here!

We are all ready to break free from 'cabin fever' and return to our favorite activities.

To help you get moving and prepare you for a return to outdoor exercise, keep an eye on our [Facebook](#) and [Instagram](#) pages for featured exercises and help us crown the fan favorite exercises.



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KEEPING YOU SAFE



BEFORE YOU ARRIVE

- 1 Prescreening phone call prior to appointment
- 2 All patients will receive appointment & safety reminder
- 3 Patients requested to attend session alone

CHECK-IN

- 1 Patients will wait outside of clinic until appointment time
- 2 All patients wear masks when entering the office & throughout session
- 3 Patients will have temperature checked and asked screening questions
- 4 Contactless payment options offered

IN-SESSION

- 1 Staff clean surfaces prior to each patient session
- 2 Patients & staff wash hands prior to each session
- 3 Limited number of patients in clinic at one time



PREPARATION & SAFEGUARDS

All employees trained in COVID health precautions

All employees are screened upon arrival and are prohibited from working if unsafe

All staff wear masks at all times

All staff wash/sanitize hands between client interactions

🗨️ We'd Love to Hear from You!

Would you like to be featured in one of our patient spotlights?

If you're interested, send a write-up of your experience to contact@mcrchiro.com. One of our favorite things to do here at MCR Chiropractic is read about your personal experiences and successes. Even if you're not interested in being featured in one of our newsletters, we'd still love to hear from you! Your triumphs in chiropractic care are the reason we come to work every day.

Have something you'd like to learn more about in an upcoming newsletter?

Please email contact@mcrchiro.com to share!



16 CONVENIENT LOCATIONS NEAR YOU

Attleboro • Brockton • Dorchester • Fall River • Kingston • North Dartmouth • Norwell • Pembroke • Quincy
• Raynham • Saugus • Somerset • Stoughton • Taunton • West Roxbury • Weymouth

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