

Celebrating

30
YEARS



MCR
CHIROPRACTIC

 **HAPPY
HALLOWEEN!**

OCTOBER 2020

NATIONAL CHIROPRACTIC MONTH: EMBRACING THE POWER OF CHIROPRACTIC CARE



Every October we celebrate National Chiropractic Month—a time where we can come together as a community to raise awareness of the positive impact chiropractic care can have on your physical, mental, and emotional wellbeing. From adolescent ailments, to adult challenges and geriatric obstacles, this beneficial practice combats the physical stressors that evolve through all stages of life.

This year at MCR Chiropractic, we're focusing on the countless ways that chiropractic care can optimize health (and ultimately encourage happiness) for patients of all ages. To provide our patients with the highest level of service, and the greatest chance of an effective, long-term recovery, we approach our practice holistically by:

- Ensuring all techniques, practices, and recommendations are based on the latest research
- Creating recovery plans tailored to a patient's entire life (not just their injury)
- Providing continuous education and advice to patients—even after recovery—to ensure lasting success

Whether you're an athlete looking to treat a mobility injury, or a nine-to-five worker seeking tips for achy joint or back pain, chiropractic care can give you the necessary steps to work towards a healthier, happier life.

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KEY FEATURE

Embracing the Power of Chiropractic Care

(KEY FEATURE CONTINUED FROM PAGE 1)

PRACTICING ON THE EDGE OF INNOVATION

Science is constantly improving the way we look at the mind and body. To give you with the best possible care, we strive to remain up-to-date on the latest research, trends, and theories in the industry today.

WHERE DO WE LEARN THE LATEST TECHNIQUES?

COLLABORATION

Once a month (currently on Zoom), all of our chiropractors meet to discuss the most pressing topics in the industry, address ways to improve the patient experience, and share innovative techniques and updates they've learned.

EDUCATION

Our chiropractors are required to receive 12 continuing education credits per year to ensure they're equipped with the latest training, tools, and resources.

PARTNERSHIPS

We partner with two other chiropractic organizations, who serve as excellent resources on the most enhanced data and research in the industry.

INNOVATIVE TREATMENTS

From herniated discs and migraines, to Temporomandibular joint dysfunction (TMJD) and sports injuries, we treat a wide variety of issues with the latest remedies. Check out our Seasonal Tip section to learn more about the ways MCR Chiropractic can treat these pain points.

The most important part of the chiropractic visit is the chiropractic adjustment. Designed to improve mobility as well as impact the function of the nerves and nervous system. A few ways that we use groundbreaking treatments in our day to day care are by utilizing Functional Movement Screens and Myofascial Release.



Myofascial Release is a specific massage technique used by many of our clinicians which focuses on releasing trigger points, or knots, in the muscles with sustained pressure over these areas. These trigger points can cause generalized or radiating pain in areas outside of their location causing significant discomfort for patients. Locating trigger points and treating them with myofascial release technique helps improve this wide spread muscle pain by reducing any restriction or tension in the muscle and reducing any adhesion of the connective tissue surrounding the muscle, called fascia, thereby treating the cause of the widespread pain.

Functional Movement Screens are a type of screening that evaluates the quality of movement of different areas of the body. For the majority of people these include movements which are present in our day to day life like squatting, reaching overhead, or bending forward. For athletes, other movement screenings may be necessary to evaluate the quality of the movement for their specific sport. These screenings allow clinicians to evaluate the biomechanics (how your body moves) and determine if daily activities could be contributing to a patient's symptoms.

A HOLISTIC APPROACH

To effectively treat an injury, you have to look at the bigger picture. To address a physical ailment, our chiropractors not only look at the injury, but create an effective treatment plan based on the lifestyle, history, and environment of the patient.

THE ROOT OF THE PROBLEM

We take an investigative approach to diagnoses—searching for the root cause of an issue instead of relying on superficial indicators. For example, a patient may come in with excruciating low back pain or migraines. Upon further analysis, we may discover that low back pain is actually stemming from postural weaknesses, and the migraines are related to poor neck posture.

(KEY FEATURE CONTINUED ON PAGE 3)

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Embracing the Power of Chiropractic Care

(KEY FEATURE CONTINUED FROM PAGE 2)

By addressing the root cause of the issue, we avoid simply treating the symptoms and provide effective strategies to ensure long-term relief.

VARYING CIRCUMSTANCES

Our evaluations start with a comprehensive consultation of the patient that includes a description of the primary complaint, as well as their health history, home and work environment, and current and future goals regarding treatment.

When assessing a patient, we don't just analyze the injury. We dig deep, getting to know their lifestyle, stressors, and everyday activities and routines. We deal with the problem at hand, but also look at the bigger picture to see what we can do to further contribute to their overall health.

We also analyze the patient's history to proactively initiate preventive measures based on patterns we've seen in their health over time. Taking the complete history, short and long term goals, and functional outcome assessment results into consideration, we're able to design a treatment plan tailored to the patient's exact lifestyle to ensure a successful recovery.

ENCOURAGING LASTING SUCCESS

Optimizing your body's function is hard work. It takes time, effort, and more than a little patience. So, why let it go to waste? If you go back to your original habits, the same issues can arise again and again. Maintaining

your health after your treatment is a major priority. Our chiropractors conduct periodic check-ins with patients to make sure progress is steady, and to make sure that the patient doesn't fall back into the pain they were experiencing.

Studies have shown that maintenance and proactive care significantly decreases the chance of an injury recurring. During our periodic checks, we can catch a minor problem before it becomes a massive issue or relapse.

FURTHERING EDUCATION

We make sure that our patients (both present and past) are frequently educated on creative ways that they can continue to improve their health and wellbeing—even outside the clinic. Through regular communication via emails and newsletters, we give our patient base the steps they need to continue their recovery or prevent recurring injuries.

Free screenings are also offered for patients who are concerned that their injury has returned. If we decide care is needed again, we offer modified Home Exercise Plans (HEPs).

THERE'S SOMETHING FOR EVERYONE IN CHIROPRACTIC CARE

As chiropractors we don't just treat injuries, we work collaboratively with you to achieve your potential. So, during National Chiropractic Month, we're going to celebrate a practice that improves wellbeing and leads patients to a healthier, more fulfilling life.

All Walks of Life

HOW CAN CHIRO WORK FOR YOU?

Pediatric

- Growth monitoring
- Posture evaluations
- Stress assessments
- Scoliosis screening

Adult

- Lifestyle adjustments
- Pregnancy care
- Low back pain
- Work-related injuries

Geriatric

- Decrease progression of osteoarthritis
- Mobility and joint movement

Use it or Lose it!



Meet your health benefits before 2021!

- Insurance Deductibles
- FSA/HSA funds

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STAFF SPOTLIGHTS

In celebration of National Chiropractic Month, our chiropractors expressed why they love being a DC:

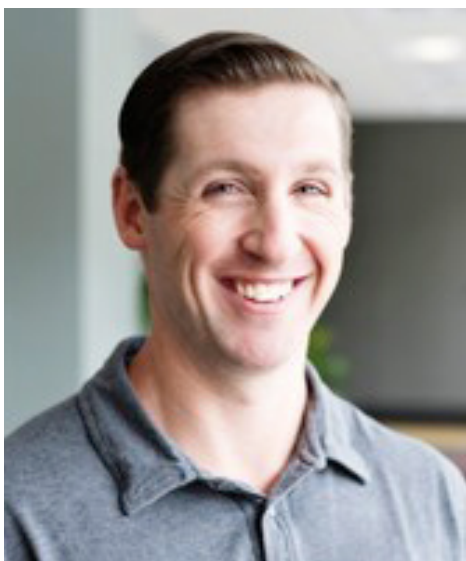


Pictured here is **Dr. Kelsey Heston** on the left with **Dr. Dana Pemberton** on the right.

Dana Pemberton, DC, CCSP

Chiropractor of MCR Attleboro

"I feel as though I'm an anomaly among most people in my profession. I didn't have any life changing experiences with a chiropractor prior to starting school. In fact, I hadn't even been adjusted until then. But I knew from the start of high school that this was the profession I wanted to pursue. I found that I was able to do everything within the profession that I wanted, including positively changing the way people live their day-to-day lives. I knew that I'd be able to see a vast array of patients, which is ultimately what I wanted from my working life. Regular chiropractic treatment has been shown to increase spinal mobility, ultimately improving nervous system function. But most importantly, it decreases pain! My time at MCR has allowed me to work towards my fullest potential. My clinical interest varies from athletic care to migraine treatment. I've recently completed my chiropractic sport physician certification, and being susceptible to migraines myself, find fulfillment in easing the pain of patient migraines. I enjoy helping and treating others with these diagnoses as well as many other conditions."



Albert Couillard, DC

Chiropractor of MCR Dorchester

"When I look back on the decision to become a chiropractor, I think that instead of choosing the path, the profession chose me. I knew that I wanted to be in the medical field in some capacity, but was unsure of the direction I'd take. All I knew was that I wanted to help people live happier and healthier lives. After a few in-depth conversations with some colleagues, my eyes were opened to the world of chiropractic."

The great thing about chiropractic is that we use the body to heal the body. Through examination, we determine the root cause of a patient's symptoms and provide a solution to address the issue."

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(STAFF SPOTLIGHTS CONTINUED FROM PAGE 4)

Chiropractors are well known for treating neck and lower back pain, but the benefits expand to many other aspects of life, such as digestion, immune system function, and even fertility.

The best thing about chiropractic is that I'm able to work with a diverse population. From babies dealing with acid reflux and athletes looking to enhance their performance, to 90-year-old patients seeking ways to remain active, chiropractic is able to treat a wide variety of conditions."



Kelsey Heston, DC, CCSP

Managing Partner of MCR North Dartmouth

"I decided to become a chiropractor after receiving chiropractic care for many years. I've been receiving chiropractic care since childhood for scoliosis and sports injuries. In college, when trying to decide between physical therapy school and medical school, I had another episode of severe low back pain due to a disc herniation, and ended up returning to chiropractic for treatment. While under care, I learned more about chiropractic and loved the idea of treating the root cause of symptoms instead of treating the pain alone. Regular chiropractic care has allowed me to remain active and manage my back pain despite the history of injuries and disc herniations.

One of my favorite parts of treating patients is getting them back to the activities they love, and being able to empower them to become more diligent in their home care to prevent future injuries. We don't have to give up our favorite sports and hobbies, we just have to train our body to move in ways that don't exacerbate injuries. Regular chiropractic care or maintenance care allows us to stay ahead of those injuries and ensure that our bodies are working how they should, so we don't have to suffer from severe flare ups due to recurring conditions. I love keeping myself and my patients active and pain free!"



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PATIENT SPOTLIGHT

Nicole P.,

Patient of MCR Stoughton

"During both of my pregnancies, I received chiropractic care at MCR Chiropractic. In my most recent pregnancy, I was diagnosed with Symphysis Pubic Dysfunction (SPD), which is a condition where the joint in the pelvis becomes too flexible due to the hormone that's released in the body to help prepare it for birth. When this special hormone is released too early it causes pelvic pain. I was in a tremendous amount of discomfort, especially in my last trimester, as my baby girl grew larger.

“ I can wholeheartedly say that my “good” pregnancies were attributed to regular chiropractic treatments by the fantastic chiropractors at MCR, especially Dr. Swink! His knowledge and expertise in pregnancy are second to none. ”

I saw Dr. Jessie Swink at MCR Stoughton regularly to help with the discomfort as well as treat all the other typical pregnancy symptoms of low back pain, headaches, and general aches and pains. He would take the time to listen carefully to what discomfort was most prominent each visit and customize his treatment plan. I can wholeheartedly say that my “good” pregnancies were attributed to regular chiropractic treatments by the fantastic chiropractors at MCR, especially Dr. Swink! His knowledge and expertise in pregnancy are second to none.

My beautiful baby girl, Violet, was born a whopping 8lbs 15oz a healthy and happy baby! We both visited Dr. Swink for an appointment at 8 weeks post-partum where Violet received her first adjustment! For infants, chiropractors have a far gentler approach that can be beneficial and lead to many positive effects like easing colic symptoms, boosting their immune system, etc. I continue to advocate for chiropractic adjustments in pregnancy to all my pregnant family and friends– it will change your pregnancy journey for the better!”



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SEASONAL TIPS



Did You Know We Offer...



As we celebrate **National Chiropractic Month**, we wanted to provide a few additional ways that chiropractic care can benefit you. It's often thought that chiropractic care consists of "popping" and "cracking," and that chiropractors can only treat back or neck pain. Though we can treat this pain, and the "popping" and "cracking" can come with the territory, we can treat many different conditions as well.

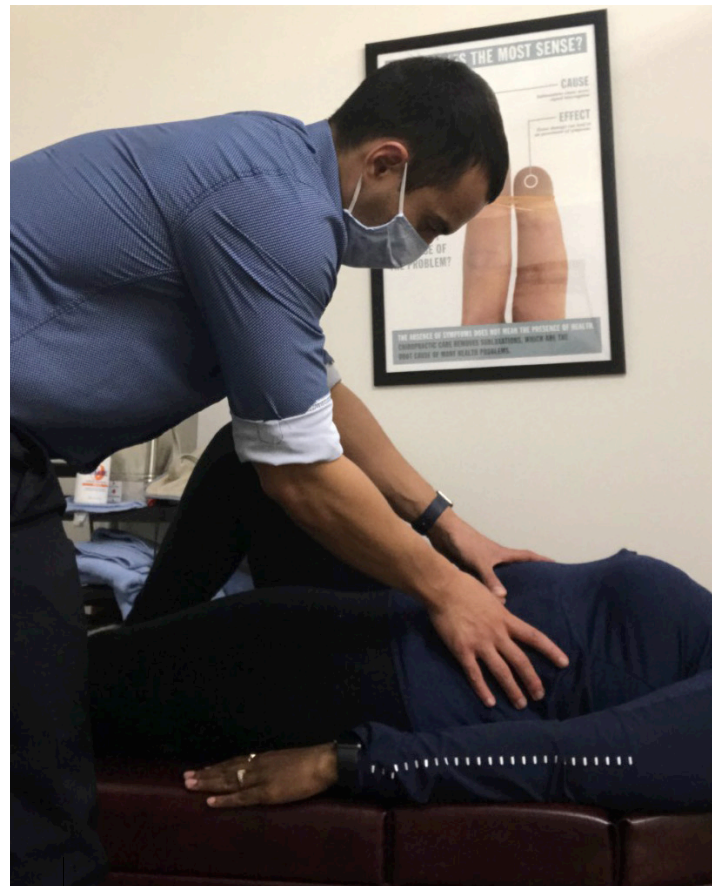
We offer many treatment techniques, provide you with lifestyle and wellness advice, and more. Expand the way you think about chiropractic by taking a look at these lesser-known treatments that can help you or a loved one:

PREGNANCY AND WEBSTER TECHNIQUE

By: *Jessie Swink, DC of [MCR Stoughton](#)*

Pregnancy brings on a multitude of changes to the mother's body, especially to her center of gravity. Weight shifts occur as the developing baby begins to grow over the gestation, and ligaments and cartilage will soften to allow for widening of the pelvic cavity in preparation of birth. These changes may alter the balance of the mother's body, resulting in common issues such as back pain, sciatic-like symptoms, abnormal posture, and neuromuscular movement patterns. Chiropractic care is useful in the restoration of a balanced pelvis and the brain-body connection to allow for improved function and movement. The adjustment reduces interference in the nervous system—a vital benefit to improve physiology for both mom and her baby. When mom's physiology function is at its best, the baby's development is optimized.

The Webster Technique is primarily performed on pregnant patients and is one of the treatment methods used to help both mom and baby during pregnancy. With the intent of supporting natural childbirth in the mid-1980s, Larry Webster, DC, developed a chiropractic adjustment to improve a mother's pelvic balance.



Pictured here is **Dr. Jessie Swink** demonstrating the use of the Webster Technique.

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When the mother's pelvis is out of alignment, the ligaments that connect the pelvis to the uterus develop increased tension, resulting in distortion of the uterine space. For the baby, the surrounding walls of the uterus tighten with pelvic imbalance, leaving inadequate space for optimal growth and development. This distorts the baby's ability to move within the mother's belly, potentially leaving them in a less-than-ideal position for birth.

Increased tone is like sleeping in a bed with someone sitting on the sheets beside you—you can't turn over freely. The chiropractic adjustment to the pelvis releases tension to the ligaments so that the baby can move freely and assume the best possible position for birth, and also gives the mother a more comfortable pregnancy and birthing experience.

HEADACHES AND MIGRAINES

By: *Dylan Dyer, DC of [MCR Pembroke](#)*

Headaches and migraines can occur for many reasons. The most common causes are musculoskeletal imbalances in the cervical and thoracic spines that cause the brain to have a painful episode. In other words, certain muscles in the neck and upper back can start to pull and complain, which causes the head to ache. Other causes include hormones, poor blood flow, poor sleep habits, constipation, and allergic triggers. Thankfully, chiropractic can help eliminate or alleviate these symptoms.

The "band-tightening" feel of a tension headache is something that chiropractic is well known for treating. Adjustments and posture exercises are excellent for resetting the muscles causing the symptoms, and are very effective at ensuring the pain doesn't return. The vertebrae in the neck that get misaligned can be mobilized, and the increased ranges of motion will allow the spinal cord to move without disturbances.



Pictured here is **Dr. Dylan Dyer**, mobilizing a patient's neck.

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CERTIFIED CHIROPRACTIC SPORTS PHYSICIANS

By: *Kelsey Heston, DC of [MCR North Dartmouth](#)*

Dr. Kelsey Heston in North Dartmouth and Dr. Dana Pemberton in Attleboro are our Certified Chiropractic Sports Physicians (CCSPs) at MCR Chiropractic. In 2018, they went through a continuing education course to learn more about treating sports injuries (both on and off the field) so they could further help patients with injuries outside of back and neck pain. Both avid sports fans and athletes, they felt it was important to address any injuries their patients may present to help them return to sport quickly and safely. Sports chiropractors can treat injuries with adjustments or chiropractic manipulations (similar to the way they treat the spine), along with muscle work, rehabilitation exercises, taping, and preventive care to avoid re-injury.

Rotator cuff strains or tears are a very common sports injury. Because of the closeness to the neck and upper back, symptoms can present throughout all three of these regions. Sports chiropractic is an ideal treatment for minor rotator cuff injuries because we can manipulate through the neck and back as well as treat the rotator cuff muscles to ensure all

affected areas are being addressed and there are no residual symptoms.

One exercise we like to give our athletes with rotator cuff injuries is called Bruegger's exercise. This exercise focuses on strengthening the lower scapular stabilizing muscles. It also addresses poor posture, which can contribute to irritation of the rotator cuff. We start this as a body weight exercise for improved muscle activation. As the patient gets stronger, we're able to modify this and add an elastic band for resistance.

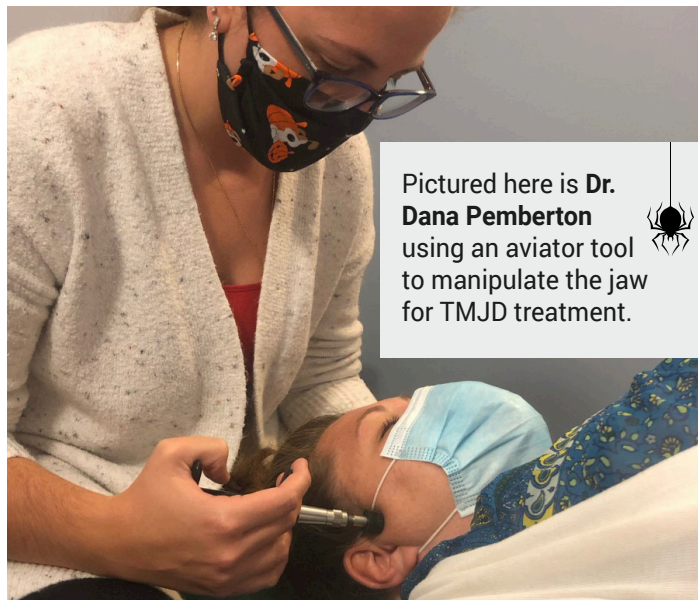


Pictured here is **Dr. Kelsey Heston** performing the Bruegger's exercise.

TMJD DYSFUNCTION

By: *Dana Pemberton, DC of [MCR Attleboro](#)*

Temporomandibular joint disorder (TMJD) is a blanket term used to describe discomfort or inflammation in the jaw joint directly in front of the ear. This often includes an audible clicking or popping when opening and closing the mouth. People have also described clenching or grinding their teeth as a secondary issue associated with TMJD. Some people experience ear pain or pain along their cheek, but don't experience pain in their jaw—so they may not consider it could be TMJD.



Pictured here is **Dr. Dana Pemberton** using an aviator tool to manipulate the jaw for TMJD treatment.



(SEASONAL TIPS CONTINUED ON PAGE 10)

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(SEASONAL TIPS CONTINUED FROM PAGE 9)

The benefits of treating TMJD range widely, including pain relief for more comfortable chewing. There are several ways to treat this issue with a chiropractor, including manual release of the jaw muscle, a manual manipulation of the jaw, or a tool-assisted manipulation of the jaw (see activator tool in the picture). In my personal practice, I find that a mixture of these techniques (along with treating their cervical and thoracic spine) helps patients the most.

HERNIATED DISCS AND FLEXION-DISTRACTION

By: *Dylan Dyer, DC of [MCR Pembroke](#)*

The lumbar spine is where most of the shock absorption happens in the body when we stand up against gravity. The discs in the lumbar spine are the largest and thickest in order to prevent any injuries or compression on the nerves that exit the spinal cord in the area. As humans age, or if an action causes a disc to tear, they'll begin to shrink and expand into the sensitive nerves. The material inside the discs is inflammatory to the nerves, and this is where "popped disc" pain historically comes from.

Thankfully, with the use of flexion-distraction chiropractic techniques, we can reduce the pressure on the lumbar spine and allow the material that's found inside the disc to return to its intended position. With the help of the right equipment, we can create a vacuum in the disc that will pull the material back into the disc so the body can begin to repair the area unimpeded. This technique helps alleviate pain, allows the nerves to move freely, and stimulates the nervous system in the area to reestablish balance. The discs are notoriously slow healers, but proper chiropractic treatments with expedite the healing process and strengthen the area.



Pictured here is **Dr. Dylan Dyer** using Flexion-Distraction on his patient.

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EXERCISES OF THE MONTH: START YOUR DAY OFF RIGHT

Meghan Eckel, PT, DPT is one of the Physical Therapists at our Bay State Physical Therapy and MCR Chiropractic Dorchester location. She also doubles as a yoga instructor! As a former athlete who has a love for movement and helping others, she wanted to put together some exercises that address common aches and pains that are often left unaddressed. The most prevalent causes of these symptoms are lack of mobility throughout the body and core stability. The movements below focus on both to relieve constant neck, back, hip, or glute aches and pains.

These yoga-friendly exercises are a great way to promote everyday health and wellness.

Start off your day right by incorporating these exercises into your morning routine! These movements will wake you up, get you active and mobile, and put you in a healthy mindset for the day.

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.



OPEN THE BOOK

1. Lay on your side and bring your knees up towards your chest
2. Extend your arms straight out in front of you and rotate your body as you open your arm up to the other side
3. You should feel a stretch in the middle of your back
4. Added bonus: coordinate your breath; inhale as you open up, exhale as you close back down



KNEELING CRESCENT LUNGE

1. Start in a kneeling position, with extra support under knees if needed
2. Step one foot out in front of you and stack your knee over your ankle
3. You should feel a stretch in the front of your hip on the kneeling leg
4. Squeeze your glute to pull your hips even farther forward

(EXERCISES OF THE MONTH CONTINUED ON PAGE 12)

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(EXERCISES OF THE MONTH CONTINUED FROM PAGE 11)



BABY COBRA

1. Lay prone on your stomach, then engage your glutes and your shoulder blades to tighten your back
2. Press gently through your hands and lift your head up slightly, using your glutes and your postural muscles to do so
3. Added bonus: inhale as you lift, exhale as you lower



BIRD DOGS

1. Start on all fours, in a tabletop position
2. Stack your shoulders over your wrist and your hips over your knees
3. Pull your belly button to your spine, then extend your opposite arm and leg out while maintaining a neutral spine
4. Engage your glutes to lift your leg, and pull your shoulder blade down your back to lift your arm



DEAD BUGS

1. Lay on your back, bend your knees, and plant your feet close to your bum
2. Engage your transverse abdominus and bring your belly button to your spine
3. While maintaining a neutral spine, lift your legs and arms up overhead
 - For an additional challenge, extend your opposite arm and leg out, then come back to center and switch
4. Alternate your arms and legs slowly with control, all while maintaining core engagement

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New Clinic Announcements

NOW OPEN! New MCR Pembroke Clinic!

[Click here](#) to schedule an appointment or call 774-510-4520 to get started!

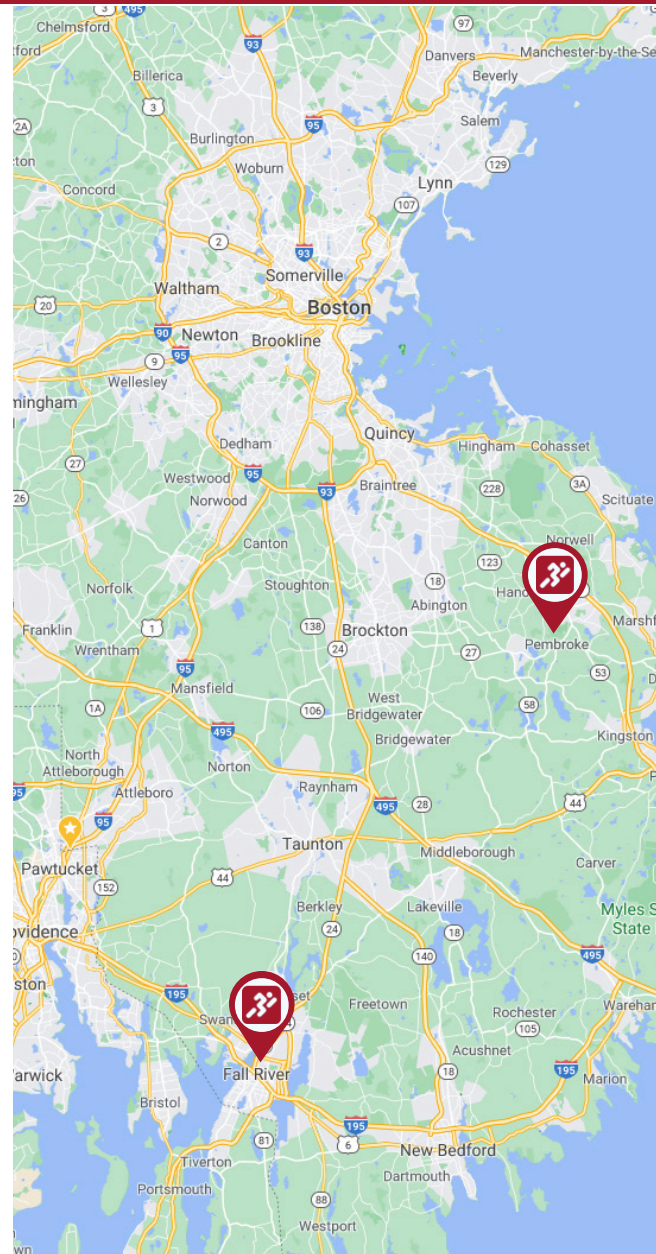
Coming Soon! Dual MCR Chiropractic and BSPT Clinic in Fall River, MA

As previously announced in our September newsletter, our dual Bay State Physical Therapy and MCR Chiropractic clinic location in Fall River, MA is coming soon. Stay tuned for upcoming announcements related to their opening towards the end of this year!



Earlier This Month, Our Sister Company, MVPT, Began Partnership with Abilities Physical Therapy & Wellness of Portsmouth, NH

They're very excited to welcome their patients and staff to the MVPT family.



Annual Halloween Contest

Check out our sister company Bay State PT's [Facebook page](#) for our annual Halloween contest, and vote for your favorite clinic's costumes! Voting starts 9:00 a.m. Friday, October 30 and ends 9:00 a.m. Monday, November 2.



REMINDER



2019 Winners: BSPT Danvers

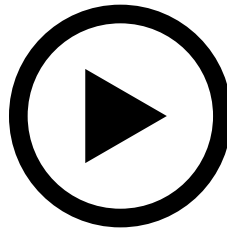


New Safety Measures



MCR
CHIROPRACTIC

We are committed
to your
health and safety



An Introduction to our new safety measures



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Pembroke • Quincy • Raynham • Somerset • Stoughton • Taunton •
West Roxbury • Weymouth

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