

WE'VE GOT YOUR BACK



Overcome Your Back Pain With Help From MCR Chiro

Back pain can be excruciating, debilitating, and unrelenting. It can hinder your ability to move freely, prevent participation in activities you love, or even negatively affect your work life. Low-back pain is the [leading cause of disability](#) worldwide, and over 31 million Americans experience back pain at any given time. Back pain is also the most common reason for missed work, and with lost wages and decreased productivity factoring in, low-back pain costs Americans over \$100 billion in healthcare costs each year.

Many individuals who suffer from back pain either endure their symptoms untreated, or turn to surgical procedures or opioids to relieve their pain. However, these treatments often offer only short-term relief and can have critical side effects that may impact your health. But don't worry—there's a better way.

Using non-invasive techniques, chiropractic care has been proven to reduce the symptoms of back pain for many individuals. Based on the success seen in patients who have undergone non-invasive care such as chiropractic, [The Agency for Healthcare Research and Quality](#) has even recommended that patients suffering from low-back pain pursue conservative forms of treatment, which includes chiropractic care, prior to seeking surgical or medicinal intervention.

HOW DOES CHIROPRACTIC CARE HELP BACK PAIN?

Your chiropractor will first analyze your neuromusculoskeletal system to identify the root cause of your back pain. This includes checking the alignment or motion of your spinal joints, tightness, or strength of the muscles as well as function of the nerves. Once the root of the problem is discovered, the chiropractor will specifically address the problem.

SPINAL MANIPULATION OR ADJUSTMENTS

Chiropractors focus heavily on spinal health and function, using a series of manipulations, also known as adjustments, to restore joint mobility, reduce inflammation, and improve muscle and nerve function. An adjustment consists of manually applying a specific movement, or force to joints and tissues that have become inflamed, misaligned or restricted. Returning your spine to its correct alignment can reduce the strain on your back muscles, ease the neurological symptoms that could be contributing to your pain, improve your overall movement, and quality of life.

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WE'VE GOT YOUR BACK



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ATTLEBORO



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CONVENIENT
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NEAR YOU**

REQUEST AN APPOINTMENT



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16 CONVENIENT LOCATIONS NEAR YOU

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KEY FEATURE

We've Got Your Back

(KEY FEATURE CONTINUED FROM PAGE 1)

MYOFASCIAL RELEASE

This treatment identifies and releases tight trigger points in the muscle, thereby relieving painful tension and reducing strain. These trigger points can cause generalized pain to the specific area, which is called referred pain. Locating trigger points and treating them with myofascial release technique helps improve this widespread muscle pain along with adjustments your chiropractor will provide.

THERAPEUTIC EXERCISE OR FUNCTIONAL STRENGTHENING

Once the alignment and mobility of the spine is restored, as well as the inflammation of the nerves and tightness of the muscles have alleviated, the chiropractor will instruct the patient on strengthening and functional exercises. This type of exercise will help to “lock in” the corrections made, and help the patient return to the activities they enjoy.

NUTRITIONAL COUNSELING

Nutrition can also contribute (either positively or negatively) to back pain. Chiropractors can educate you on why your current nutritional habits can contribute to possible dysfunction in your joints or muscles. Then, looking at your life holistically (e.g. your specific food preferences, day-to-day habits, exercise regiments), they'll be able to offer suggestions on possible nutritional improvements that could help restore your spine and body to its optimal condition.

EDUCATION

Understanding your pain is a crucial component in your recovery plan. Chiropractors will look at your body holistically—taking into account past injuries, everyday activities, and your unique musculoskeletal composure—to identify the root cause of your pain. They'll then be able to describe the reasons for your pain so you can understand how to fix the problem together.

Optimizing your body's function is hard work. Maintaining your health after your treatment is a major priority. Our chiropractors

conduct periodic check-ins with you to make sure progress is steady, and to make sure that you don't fall back into the pain you 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, keeping you as injury resistant as possible.

COMMON BACK AILMENTS TREATED BY CHIROPRACTIC

Using our proven methodology, chiropractic can treat issues such as:

- Low Back Pain
- Upper Back Postural Pain
- Cervicogenic headaches
- Disc Degeneration
- Herniated Discs
- Muscle Sprains
- Myofascial pain
- Piriformis syndrome
- Sciatica
- Scoliosis
- Slipped Discs
- Spinal Osteoarthritis
- Whiplash

GET BACK TO WHAT YOU LOVE

Don't suffer in silence! The Journal of American Medical Association (JAMA) has strongly suggested patients seek conservative care such as chiropractic before engaging in surgery or taking opioids when managing low back pain. Taking a holistic approach to your wellbeing, chiropractic can significantly reduce your discomfort, enhance your body's ability to heal itself naturally, and get you “back” to what you love—pain free! Call your [nearest MCR Chiropractic clinic](#) to get started or [click here](#) to request an appointment.

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

[REQUEST AN APPOINTMENT](#)

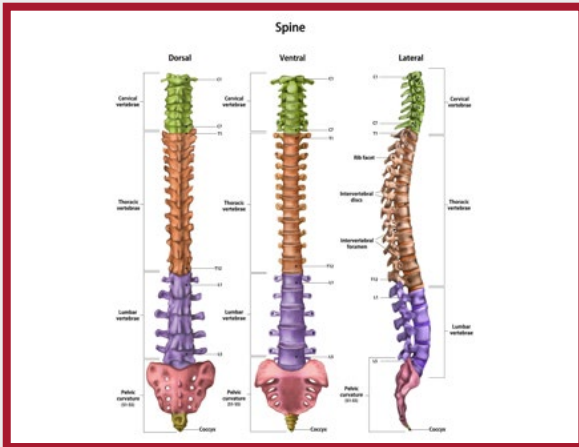

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Back injuries are common, but often misunderstood. Below you will find information about some of the most common back conditions we see in chiropractic care and learn a little bit more about your spine! Click a condition to learn more about it!

UNDERSTANDING YOUR SPINE

Your spine is comprised of 3 major regions:



- **CERVICAL SPINE (NECK)**

Chiropractic care looks at all of the causes of your neck pain by taking a detailed history, performing a thorough examination...

[LEARN MORE ABOUT NECK PAIN](#)

- **THORACIC SPINE (UPPER BACK)**

In most people, the upper spine has a kyphotic curve. This means it has a natural bend toward the back of the body. Conversely...

[LEARN MORE ABOUT UPPER BACK PAIN](#)

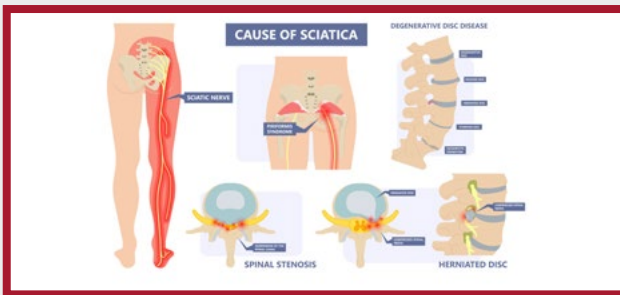
- **LUMBAR SPINE (LOW BACK)**

Dealing with lingering lower back pain is difficult because it can make even the simplest of motions difficult. Walking, standing...

[LEARN MORE ABOUT LOW BACK PAIN](#)

WHAT IS...

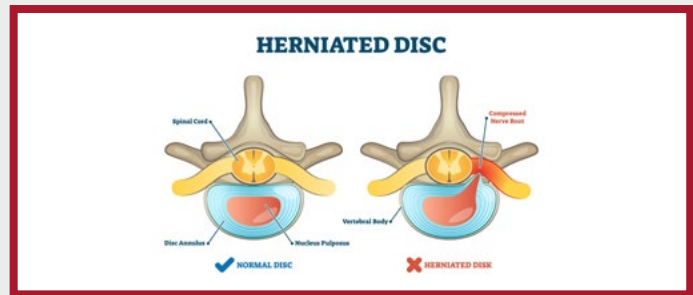
SCIATICA?



Sciatica describes the symptom of pain traveling down the back of your leg along the path of the sciatic nerve. Sciatica is a result of....

[CLICK HERE TO READ MORE](#)

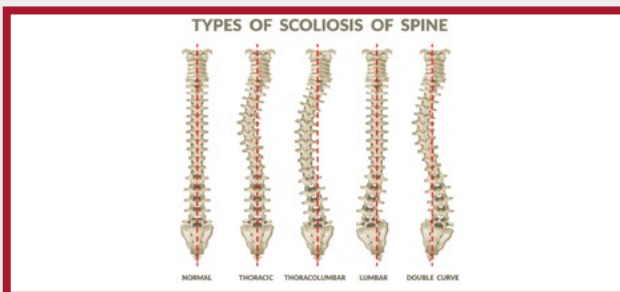
HERNIATED DISC?



A disc is a jelly like, fluid filled sac that acts as a cushion between the bones of your neck (vertebrae). Your discs change as you age, drying out and becoming more....

[CLICK HERE TO READ MORE](#)

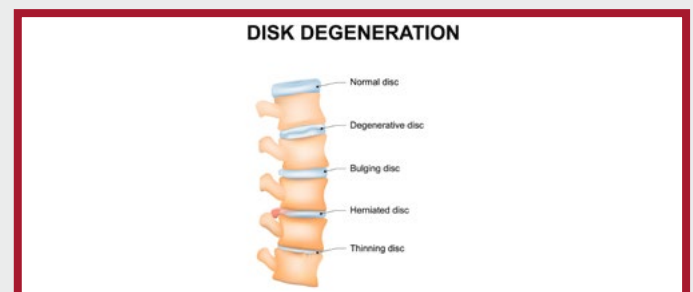
SCOLIOSIS?



Scoliosis is defined as an abnormal curvature of the spine. There are a variety of forms of scoliosis. Scoliosis can form as....

[CLICK HERE TO READ MORE](#)

DISC DEGENERATION?



Discs begin to thin due to age, a prior injury, or genetic factors. Once a disc begins to degenerate, the joints can't move properly and often become pinched....

[CLICK HERE TO READ MORE](#)

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STAFF SPOTLIGHTS



Julio Cruz, DC

Chiropractor of MCR West Roxbury

Dr. Cruz was born and raised in San Juan, Puerto Rico where he graduated from University of Puerto Rico with a Bachelor of Science in Cellular Molecular Biology. He then received his Doctorate of Chiropractic at New York Chiropractic College. Dr. Cruz participated in the VA Healthcare System in New York during his clinical training. His experiences have provided him the exposure of caring for patients of all stages of life.

Dr. Cruz is devoted to providing the best possible care to promote optimal health. His passion for health and wellness is the driving force behind his devotion to patient care. Dr. Cruz takes a consultative approach that empowers the patient with the care needed to achieve their health goals. He holds a certification in Whole Foods Nutrition and Sports Injury Management, and combines this knowledge with [Flexion Distraction](#), [Diversified](#), [Thompson Drop](#), and [Instrument Assisted Therapy](#) to provide optimal care.

When he's not at work, Dr. Cruz enjoys playing and watching basketball. He also enjoys an active lifestyle by riding his bicycle and going to the gym. Dr. Cruz was treating in MCR Quincy and is now full time in MCR West Roxbury. To schedule an appointment with Dr. Cruz, [click here](#).

“ Dr. Cruz takes a consultative approach that empowers the patient with the care needed to achieve their health goals. ”



Jennifer Swanson, DC

Chiropractor of MCR Attleboro

Dr. Swanson grew up in Cranston, Rhode Island and received her Bachelor of Science in Kinesiology at the University of Rhode Island. Afterward, she continued her academic career at New York Chiropractic College where she obtained her Doctor of Chiropractic (DC). While at New York Chiropractic College, she received an advanced certificate in sports science and human performance, and focused much of her studies on pregnancy and pediatric care. She continued her clinical experience at a multidisciplinary wellness clinic in Buffalo, New York, where she worked alongside physical therapists and nurse practitioners to provide a collaborative approach to patient care. She's thrilled to continue to work alongside physical therapists in Attleboro with MCR Chiropractor's sister company, [Bay State Physical Therapy](#). Dr. Swanson's drive for health and wellness stems from proper patient education and personalized goal setting. She's devoted to providing individualized care through a variety of chiropractic techniques including [Diversified](#), [Activator](#), [Thompson Drop](#), and [Flexion Distraction](#). She's also certified in [Basic Rocktape Application](#).

Dr. Swanson is a former competitive swimmer who still trains as often as she can. In her free time, she can be found at the pool or surfing at the beach. Dr. Swanson is very excited to be practicing back in New England.

One of Dr. Swanson's areas of interest is the health of postpartum women. When asked about how the health of your spine plays a role in postpartum care, Dr. Swanson answered:

“When asking a chiropractor if one should get adjusted during or after their pregnancy, the answer is almost always ‘absolutely.’ Immediately upon delivery, the primary focus is on the care of your baby. However, we can't forget to take care of mom too. Following delivery, moms undergo physiologic changes to return to their non-pregnant state. Postpartum is a stage that follows delivery and lasts up to a year. It's crucial during this time to help alleviate some of the issues that may arise.

Common problems we see in postpartum women are headaches, sciatic pain, neck pain, postpartum depression, posture abnormalities, nutritional deficiencies, and poor bladder control. Chiropractors can help the recovery process through normalizing pelvic and spinal movements, strengthening core and abdominal muscles, postural education, and providing nutritional guidance. We can also aid in the healing of cesarean scars through cupping and soft tissue work. It's our goal at MCR to provide exceptional care to our new moms as they care for their little ones.” To schedule an appointment with Dr. Swanson, [click here](#).

“ One of Dr. Swanson's areas of interest is the health of postpartum women. ”

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PATIENT SPOTLIGHTS



REVIEWS



E Ellen
MCR Brockton



Frank is a life saver I been having horrible back pain forever ! I been too many different chiropractors and none of them have successfully fixed the problem. From day one he was extremely professional kind and knowledgeable about his field! I am happy to have him and scared to lose him! It hard to find a person who knows exactly what to do and is confident in your treatment! I finally see a light at the end of the tunnel and am enjoying a better back THANK YOU SO MUCH.

E Ellen
MCR West Roxbury



Milton Chiropractic has been a wonderful addition for me on my path for a more natural and holistic way to care for myself and my family. Dr.Jolly is a wonderful listener and really understands the different needs for each member of my family. Susan at the front desk is always friendly and does her very best to get you in at the last minute if the need arises. Can't say enough wonderful things about the care we have received over the years.

N Nicole
MCR Attleboro



I feel FANTASTIC leaving MCR. Dana makes me feel comfortable during my appointment and the results are incredible!

S Shelby
MCR Norwell



Dr. Alex Sibert is fantastic at what she does! I was experiencing frequent intense headaches and was nervous about having my neck adjusted. Dr. Alex explained everything beforehand and truly made me feel comfortable. My headaches were reduced after my first round of adjustments and were pretty much gone after a few weeks of treatment! If you're looking for a chiropractor who knows her stuff but also takes the time to listen and makes sure you feel comfortable with the treatment plan, Milton Chiro in Norwell is the place to go. Thanks, Dr. Alex!

L Lynne
MCR Somerset



I seriously don't know what I would do without Heather. Her knowledge and experience along with her passion for chiropractic make her the best doctor ever! Debbie the office manager is also awesome and accommodating. We are so lucky to have this business in town and especially lucky to have Heather Graham DC here!

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SEASONAL TIPS

Take Control of Your Headaches

Chiropractic treatments are designed to help the body function at its peak. No matter how old you are, what kind of shape you're in, or the frequency in which you have them, dealing with frequent headaches can be incredibly frustrating, and can quickly become debilitating. Different types of headaches include:

- Tension
- Cervicogenic or neck muscle-related
- Migraine ([check out our most recent blog post for more information on migraines](#))
- Secondary headaches from an underlying condition, such as fever, infectious disease, sinus disorder, or in rare cases, a tumor or more serious illness

Regardless of the type of headache, waking up with pain can interfere with your day no matter what may be on your calendar. While many of us are comfortable relying on pain medication to deal with the symptoms of a migraine or headache, there are other options to get to the root cause of your pain.

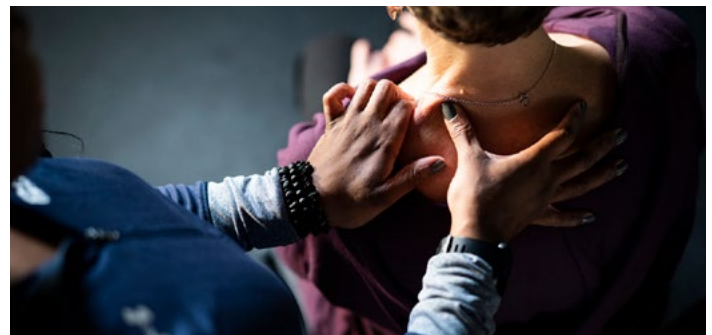


HOW CAN CHIROPRACTIC CARE RELIEVE HEADACHES?

SPINAL MANIPULATIONS (CHIROPRACTIC ADJUSTMENT)

Also known as the chiropractic adjustment. This will improve This will improve spinal function and help reduce any stress on your neuromuscular system.

- Research has shown that spinal manipulation can effectively treat tension headaches and headaches that originate in the neck.
- According to a 2011 study conducted by the [Journal of Manipulative and Physiological Therapeutics](#), chiropractic care, including spinal manipulation, improves migraine and cervicogenic headaches.
- The American Chiropractic Association states that the majority of primary headaches are associated with muscle tension in the neck. Extended amounts of time spent in one fixed position or posture can result in an increase of joint irritation and muscle tension in the neck, upper back, and scalp. This could cause your head to ache.



PROVIDE EDUCATION

Your chiropractor will work with you to understand what triggers could cause or contribute to your headaches. Recognizing these triggers can help patients prevent as many painful headaches as possible. This is the best defense against the return of headaches after having treatment. Your chiropractor may:

- Provide nutritional advice or recommend changes to your diet, like the addition of complex B vitamins.
- Provide you with ergonomics and posture advice.
- Suggest at-home stretches and techniques to decrease the tension in your muscles, as relaxation techniques and exercises can help relieve the recurring joint irritation and tension in the muscles of the neck and upper back.

At MCR Chiropractic, our chiropractors are prepared to help you fight through the fog of headaches. Your chiropractor will get to the root cause of your pain and empower you to take control of your headaches to live a life full of motion.

[Contact your nearest MCR office to get started.](#)

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EXERCISES OF THE MONTH

Break Free From Back Pain

For some individuals, pain makes movement challenging. Our chiropractors can help improve mobility, decrease dependence on pain medications, and get you back to enjoying your favorite activities.

At MCR Chiropractic, we work with people of all ages and abilities, and empower our patients to be an active part of their recovery. Your chiropractor is specially qualified to provide hands-on care, educate you on your condition, and prescribe exercises to help you build strength and stamina safely. Here are five exercises you can do at home that don't require any special equipment.

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



LYING FIGURE 4 STRETCH

Why: Targets hips, low back, and glutes

How:

- Lie on your back
- Cross one leg so your ankle rests on the opposite knee
- Hold onto the back of your leg and gently pull your knee towards your chest, stopping once you feel a strong (but comfortable) stretch
- Hold the stretch for 20 seconds, complete 3 times, then switch to the opposite side

DEAD BUGS

Why: Creates stability in the core, spine, and low back muscles

How:

- Lay on your back with your knees bent at a 90-degree angle and your arms pointed straight up towards the ceiling
- While keeping your lower back on the floor, extend the right arm up and over your head as you extend the left leg out and towards the floor
 - If you feel your back start to arch, return to the starting position and reset your core muscles before your next repetition
- Exhale as you bring your arm and leg back to the starting position, reset your core, and switch sides
- Extend your left arm up and over your head as your right leg straightens and extends above the floor
- Perform 3 sets of 8 repetitions on each side



(EXERCISES OF THE MONTH CONTINUED ON PAGE 8)

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(EXERCISES OF THE MONTH CONTINUED FROM PAGE 7)

GLUTE BRIDGES

Why: Extends hip flexors, strengthens glutes and core

How:

- Lie on your back and bend both knees, keeping your feet flat on the floor
- Drive through your heels, activate your glutes, and elevate your hips until your they're aligned with your knees and shoulders
- Hold this position at the top for a count of 3, ensuring you keep your hips level side to side, and then slowly lower down to the starting position
- Perform 3 sets of 10 repetitions



SIDE LYING HIP ABDUCTION

Why: Strengthens hips to promote stability in the core and reduce low back compensation

How:

- Lie on your side with your legs straight and your top leg rotated towards the instep of your bottom foot
- Allowing your heel to lead, raise the top leg as you lift through the hip
 - If you have a hard time doing this, you can lay up against a wall and glide your heel along the wall
- Control the speed of the movement as you slowly bring your leg back down to the starting position
- Perform 3 sets of 10 repetitions on each side

BODYWEIGHT SQUATS

Why: Strengthens lower body and core, specifically targeting quadriceps

How:

- Start with your feet slightly wider than hip-width apart and your arms out in front of you
- Engage your core muscles (while still being able to breathe and talk)
- Bend your knees and sit back through your heels as if you were going to sit in a chair
- While keeping your head and chest up, drive through your heels to return to standing by engaging your glutes
- Perform 3 sets of 10 repetitions



Don't Delay the Care You Need

Don't let pain get in the way of the activities you enjoy. If you're ready to get back to an active lifestyle, [contact MCR Chiro to get started.](#)

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Clinic News

Coming Soon: Plymouth!

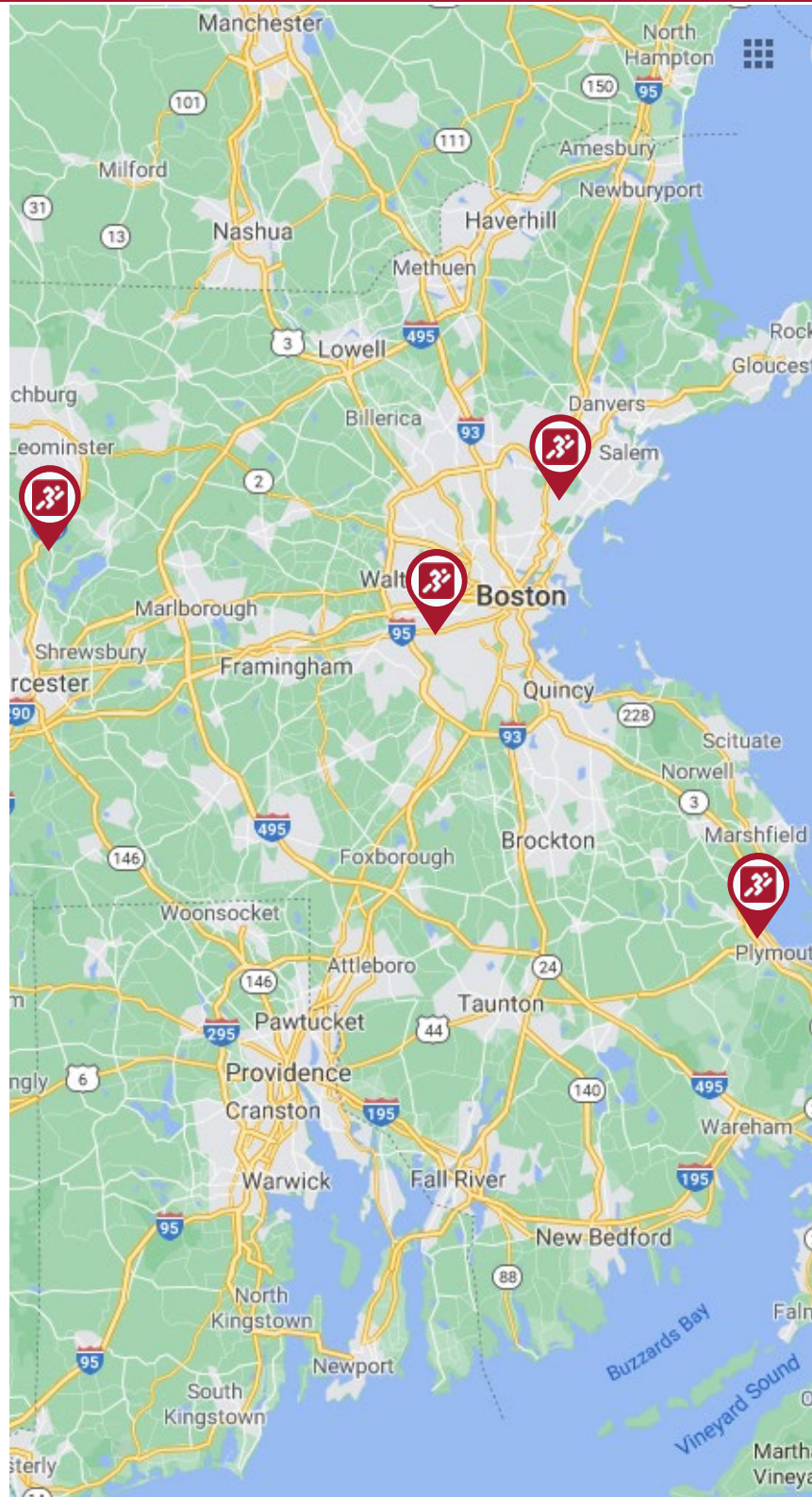
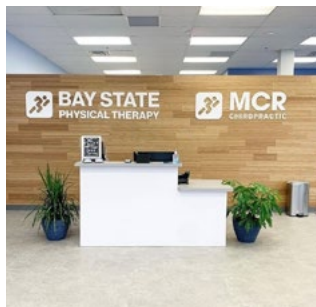
We're opening a new Plymouth clinic this month that will offer orthopedic physical therapy, pelvic health physical therapy, and chiropractic care! The Bay State Physical Therapy Plymouth and Bay State Physical Therapy Women's Health clinics are moving from their original homes to a new location, for all-in-one care options! This new office will be located 51-5 Commerce Way, Plymouth, MA 02360, right off Route 3. While physical therapy care will begin right away, we will soon begin offering our chiropractic services as well. Stay tuned!

Newton & Sterling Now Open!

Our Newton and Sterling clinics are now open! Our Newton office is located at 29 Crafts St, Suite 570. The Sterling clinic is located at 50 Leominster Rd, #6. Both clinics offer physical therapy services with Bay State Physical Therapy and are thrilled to bring our multi-disciplinary approach to these two communities.

Saugus Now Open!

Looking for chiropractic care in the North Shore? Our Saugus clinic is open and accepting new patients. We bring our unique multi-disciplinary approach to this community and are excited to offer these care options to more communities in the North Shore.



We have some exciting news to share towards the end of this month! Follow our social media pages, [Facebook](#) and [Instagram](#), to watch for updates and upcoming announcements.

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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

16 CONVENIENT LOCATIONS NEAR YOU

Attleboro • Brockton • Dorchester • Fall River • **Newton** • **Sterling** • Norwell • Pembroke • Quincy • Raynham
Saugus • Somerset • Stoughton • Taunton • West Roxbury • Weymouth

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