

OVERCOME PAIN AND LIVE AN ACTIVE LIFE








Overcome Pain to Live Your Best Life

The ability to move, be active, and maintain independence is crucial to your health and quality of life. But for some people, even the most basic movements are inhibited by pain—leaving many with negative mental, physical, and emotional health consequences.

When pain management becomes difficult, some may turn to pharmaceutical options to deter and lessen discomfort. However, some pain medications (such as opioids) often just reduce the sensation of pain by interrupting signals to the brain. If you're seeking long-term pain relief, effective recovery, and enhanced mobility, chiropractic care is a great solution. As experts in function and wellness, your chiropractor can holistically assess your lifestyle and ailments to provide tailored solutions to relieve your pain and get you back to enjoying your favorite activities.

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16 CONVENIENT LOCATIONS NEAR YOU

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KEY FEATURE

Overcome Pain to Live Your Best Life

(KEY FEATURE CONTINUED FROM PAGE 1)



Whether you're suffering from acute or chronic pain, working with a chiropractor can help you:

- Avoid surgery
- Recover from injuries and prevent future re-injury
- Reduce the use of prescription pain medications

Through chiropractic adjustments, myofascial techniques, targeted exercises, informative education and collaborative teamwork, chiropractors can serve as one of the first lines of defense against pain and discomfort—giving you the freedom to have the healthy, active lifestyle you want.

WHAT'S THE DIFFERENCE BETWEEN ACUTE AND CHRONIC PAIN?

ACUTE PAIN

- Often felt as a sharp, sudden sensation that's caused by an active, underlying issue
- Usually related to tissue, joint, or skeletal injury
- Duration: < 3 months
- Location: Centralized in a single area
- Signs of inflammation present: Redness, warmth, swelling
- Recent history of injury or illness
- Pain increases with physical stress (e.g. touching or moving)

CHRONIC PAIN

- Occurs when pain signals remain active in the

nervous system after the injury or illness that initially caused the pain has healed

- Usually multi-factorial and influenced by emotions, previous injury, and changes in the nervous system
- Caused by illnesses such as arthritis, cancer, or fibromyalgia
- Duration: > 3 months
- Location: Widespread to multiple body parts
- No recent injury or trauma
- Hypersensitivity to the area
- Pain may increase with physiological, emotional, financial stress

Many studies have shown that chiropractic care is an extremely effective treatment option for patients suffering from either acute or chronic pain. For the studies listed below and more, visit the ACA website by [clicking here](#).

- A 2003 study showed that chiropractic care had twice the improvement of symptoms as medical care within the same time frame.
- A 2012 study showed that seeing a chiropractor before seeking surgical procedures reduces the odds of having spinal surgery from 42.7% to 1.5%.
- A 2015 study stated that individuals who receive chiropractic care experience a 30% improvement in their symptoms vs. traditional medical care.

(KEY FEATURE CONTINUED ON PAGE 3)

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(KEY FEATURE CONTINUED FROM PAGE 2)

Even some insurance companies support seeing a chiropractor first for acute back and neck pain.

- An Optum Insurance study recently showed the cost of chiropractic care is 2.5x less than traditional medical care, and 5x less than seeing an orthopedic surgeon. They're advocating for chiropractors to be the gatekeepers for back and neck musculoskeletal pain.
- Allways Health Partners and United Healthcare have plans that waive your co-pay for the first four to six treatments with a chiropractor for back and neck pain—possibly insinuating that they want you to see a chiropractor first!

As the American Chiropractic Association (ACA) states, chiropractic care is a **"first line of defense against pain."** In 2017, there were a few widely known organizations who recognized chiropractic treatment as a first line of defense for low back pain. The American College of Physicians (ACP) recommends the use of non-drug treatments as the first step in treating low back pain for acute and chronic pain, which includes spinal manipulation. The Journal of the American Medical Association (JAMA) also listed spinal manipulation for acute low back pain as first-line treatment.

ACTIONABLE WAYS CHIROPRACTIC CARE MITIGATES PAIN

CHIROPRACTIC ADJUSTMENT

Chiropractic adjustments or spinal manipulation has shown to be very effective in decreasing acute and chronic pain. When performed by a skilled chiropractor, the adjustment reduces pain by creating a neurophysiological effect on the involved, troubled spinal joint. The quick, yet gentle movement caused by the adjustment has been shown to release endorphins (our body's own, natural pain killers) resulting in pain relief.

The chiropractic adjustment has also been noted to cause "descending pain modulation." By inducing movement to a joint, the brain becomes more interested in the mechanical stimulation of the joint than it is with the pain. Have you ever been told to walk it off? And it worked? The same applies to a painful and inflamed joint that receives an adjustment. The movement stimulates nerve endings that block, or inhibit, the pain signal.

EXERCISE

Exercise is a common option used to treat chronic pain, and it's proven to decrease inflammation, increase mobility, and decrease overall pain in many cases. Taking a comprehensive look at your current health, pain levels, and ability, your chiropractor will be able to offer exclusive expertise to prescribe the best exercises to specifically target and mitigate your pain for short-term and long-term relief.

MANUAL THERAPY

Staying up to date on the latest industry innovations and best practices, chiropractors can use hands-on muscle manipulation, joint-mobilization techniques, cupping, and other strategies to ease pain and encourage healthy movement.

EDUCATION

Here at MCR, your chiropractor will work thoroughly with you to ensure you understand the "whats," "hows," and "whys" throughout your treatment. Your chiropractic physician will fully explain their expert opinion on what is causing your pain, identify and share how you can mitigate the pain (whether through exercises, stretches, etc.), and then further explain why exactly those solutions will help you in the long run.

We're able to educate patients at any stage in their life—giving useful insight into how to manage pain from adolescence through their older years. Fully understanding your injuries, how they relate to your age, and the reason for your treatment plan will ensure accountability and follow-through during your journey to wellness.

TEAMWORK

Chiropractic care is a partnership between clinician and patient. As chiropractors, we work with you to understand your unique lifestyle and circumstances to develop a treatment plan that's easy to stick to and tailored individually to your needs. We don't just prescribe, we look, listen, and collaborate.

CONCLUSION

Don't let pain stand in your way of leading the active, healthy, and happy lifestyle you want. Partner with one of our chiropractors at your **closest** MCR clinic to take the first step towards better, long-term pain management.

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STAFF SPOTLIGHT



Tonya Dacko, DC

Chiropractor of MCR Taunton

"I began seeing a chiropractor when I was eight years old, after my mother and I were in a car accident. I watched my mom suffer for almost a year. She couldn't work and she could barely turn her head. After three short weeks with the chiropractor, she was almost back to normal. Any time I was sick or injured from playing sports, she would take me to the chiropractor to get adjusted, and I was back to school or on the field playing the next day.

I enjoy working in a private practice setting because it allows me to get to know my patients very well over a very short period of time. I love watching my patients' faces when they get up off the table and realize how much better they feel. They sometimes even do a dance because they can move again!

Many of my patients suffer from chronic pain, and my advice is always the same—keep moving as much as you can until you feel pain, but never push through the pain (as this will make it worse). Ice as often as every hour, but only for 20 minutes, and make sure you follow your care plan.

Patient education is the most important thing I can do as a doctor. Pain can originate from many pathways, and even if someone is feeling pain in a certain location, it doesn't necessarily mean the pain is coming from that area. Pain is the brain's way of protecting us. Most patients want immediate results, but I always let them know that they didn't get into this position overnight, and it's going to take time to get back to normal. I always remind them of how far they've come, and what they couldn't do when they first started chiropractic treatment. Each step is a rung on a ladder—you can't skip to the top, and you have to take each step one at a time. Even when you start to feel better, if you don't follow the steps in your long-term care plan, you can relapse and end up right back where you started.

Most patients who try chiropractic do it as a last resort, as almost every other option has failed. When they first come in, they usually say, "Oh, it's just my normal pain." For me, the most rewarding moment is when they realize that pain isn't normal, and that they don't have to live with it."

To schedule an appointment with Dr. Dacko, [click here](#).

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PATIENT SPOTLIGHT

OD F.,

Patient of MCR Taunton

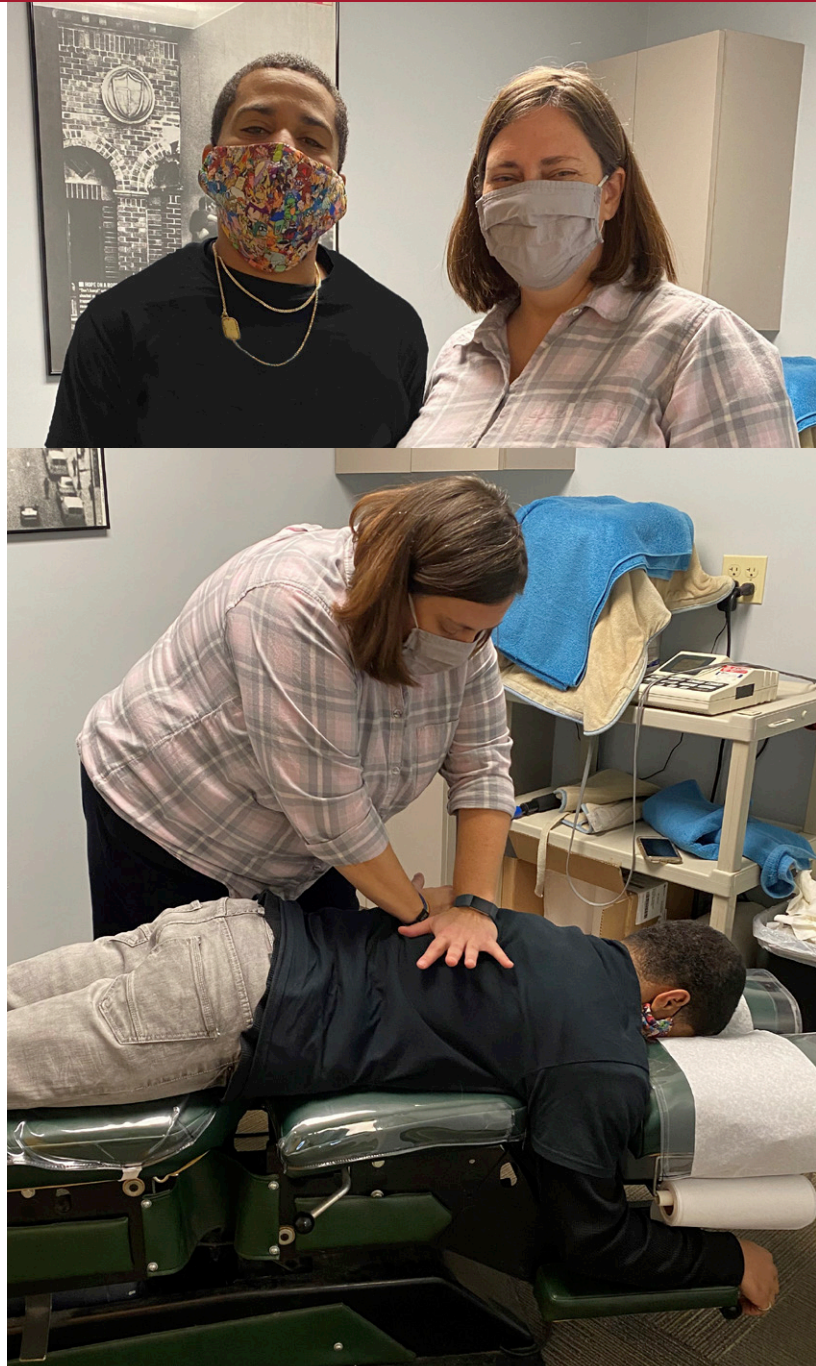
"My chronic pain has interrupted my life for many years. I sought many treatments, but none could effectively ease my chronic back pain, neck pain, and headaches. Then, I finally found the right alternative—chiropractic care. Chiropractic care helps manage my chronic pain with stim and joint manipulation. It helps reduce my pain gradually, allowing me to move more freely and get back to the things I love.

I began chiropractic care and physical therapy in 2015, working with my team for a year. I recently returned for care and have been continuing my treatment since October. I tried a few other chiropractic services, but MCR's unique, collaborative, positive approach more effectively relieved some of my constant pain—improving my overall quality of life.

“ Chiropractic Care helps reduce my pain gradually, allowing me to move more freely and get back to the things I love. ”

I chose to return to MCR because of their warm atmosphere and unparalleled expertise. Even with an entirely new group of employees from my last visit, their services remained top-tier and helped me relieve my pain."

- OD F.



Pictured here is OD with his Chiropractor, Dr. Tonya Dacko.



OUR NEW WEBSITE IS LIVE!

Check out our new page at www.mcrchiro.com!

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SEASONAL TIPS

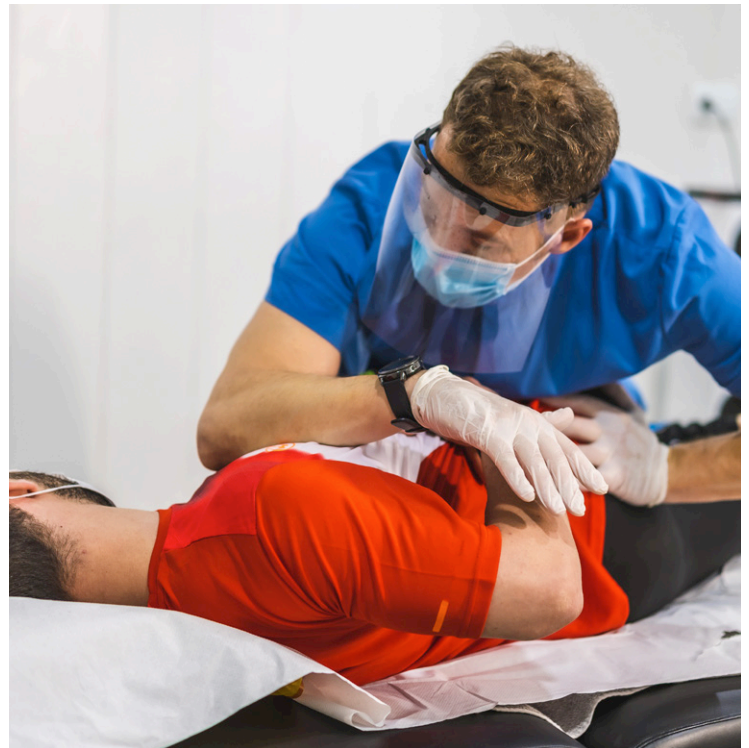
Paving a Path to Better Pain Management

Living with pain is something many of us have to endure. Whether you're living with a chronic pain condition or are experiencing acute pain due to an incident, Chiropractic Care can help manage your discomfort.

1. CHIROPRACTIC ADJUSTMENT

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The chiropractic adjustment has also been noted to cause "descending pain modulation." By inducing movement to a joint, the brain becomes more interested in the mechanical stimulation of the joint than it is with the pain. Have you ever been told to walk it off? And it worked? The same applies to a painful and inflamed joint that receives an adjustment. The movement stimulates nerve endings that block, or inhibit, the pain signal.



2. AEROBIC EXERCISE

Aerobic exercise is any type of cardiovascular conditioning, also known as "cardio," and can include any activity that increases your heart rate (such as walking, jogging, lower or upper body cycling, or swimming). Low to moderate levels of aerobic exercise have been shown to decrease pain levels by affecting the body's pain threshold. Aerobic activities can also release positive pain modulating neurotransmitters, including dopamine and serotonin, to help alleviate pain. Your chiropractor will be able to create an aerobic exercise program catered to your conditioning level to reduce pain.



(SEASONAL TIPS CONTINUED ON PAGE 7)

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(SEASONAL TIPS CONTINUED FROM PAGE 6)

3. RESISTANCE EXERCISE

Resistance exercise, also known as strength training, is any exercise that uses equipment or your body weight to create changes in muscle strength. Equipment will vary, but can include free weights, machines, or resistance bands. Strength training has been well documented to decrease pain levels in patients with chronic pain and fibromyalgia. It's also been shown that strength training improves quality of life in people with osteoarthritis. In one study, the long-term benefits of strength training were shown to be more effective than short-term strategies (such as injections) for pain management. Your chiropractor will select strengthening exercises that are most beneficial for your affected body part to maximize your function.



4. PAIN SCIENCE EDUCATION

Pain science education is a critical component of understanding and managing chronic pain and disability. This type of education allows you to better understand why you're experiencing long-term pain, the neurophysiologic changes that have happened to your body, and how you can address those changes. Research has shown that an understanding of pain science helps reduce pain and disability, and improve overall attitudes and beliefs surrounding pain. Your chiropractor will help you understand the etiology of your pain, as well as why you're experiencing it, to create a personalized program to improve your quality of life.



5. NUTRITION EDUCATION

Your nutrition plays a large part in the management and the severity of your pain. Foods with high sugar, trans fat, saturated fat, and refined carbohydrates are a few examples of particular foods that may increase your inflammation. Your chiropractor can advise you on the kinds of food you should use to fuel your body to reduce inflammation and decrease your pain.



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EXERCISES OF THE MONTH

Universal Exercises to Reduce Pain

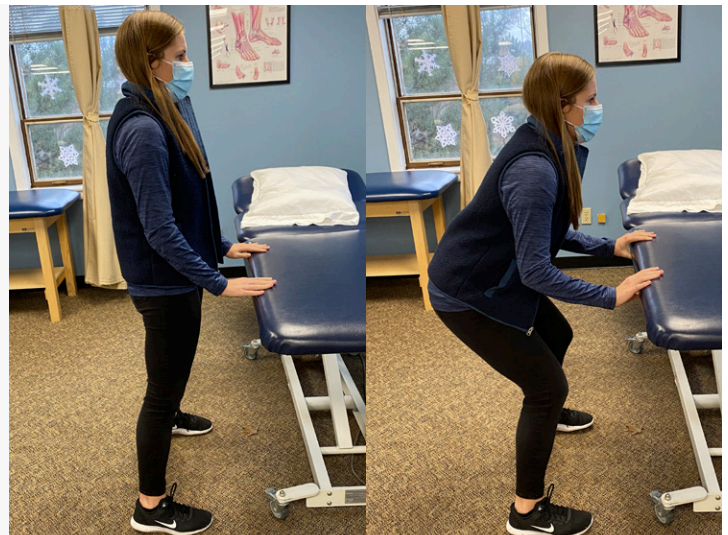
By Jillian McNabb, DPT, OMT, CSCS of our sister company, Bay State Physical Therapy.

The freedom to move, be active, and maintain independence is crucial to your health and quality of life. For some individuals, pain makes movement a challenge. In fact, pain is one of the number one reasons people seek healthcare. Chiropractors are experts in movement who can help you reduce pain and improve mobility to get you back to enjoying your favorite activities. Below you will find 5 exercises that you can perform anywhere, with no special equipment needed!

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.

CHAIR SQUAT

1. Start by standing with your feet shoulder-width apart and arms by your sides.
2. Sit your hips back behind you, as if you're preparing to sit in a chair.
3. Make sure your knees don't move forward over your toes and your back stays flat.
4. Return to the starting position.
5. You can hold on to a counter or chair in front of you for balance, if needed.
6. Repeat for 10 repetitions, 2-3 sets.



TANDEM BALANCE

1. Start by standing in front of a counter for support and safety.
2. Position your right foot in front of your left foot in a heel-to-toe alignment.
3. Let go of the counter and hold this position for 30 seconds, trying to maintain balance.
4. Switch sides and repeat for a 30 second hold.
5. Repeat 3 times.
6. If this is too easy, try standing on couch cushion or closing your eyes for an added challenge.

(EXERCISES OF THE MONTH CONTINUED ON PAGE 9)

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(EXERCISES OF THE MONTH CONTINUED FROM PAGE 8)

INCLINE PLANK

1. Start by standing in front of a counter top or stable surface at waist height.
2. Position your forearms on the surface, shoulder-width apart.
3. Walk your feet back until your body is in a straight line.
4. Draw your belly button inward to keep your core engaged and engage your glutes.
5. Hold this position for 30 seconds.
6. Repeat 5 times.
7. If this is too easy, you can perform this at floor level for an added challenge.



INCLINE PUSH UP

1. Start by standing in front of a counter top or stable surface at waist height.
2. Position your hands on the edge of the surface, slightly wider than shoulder-width apart.
3. Walk your feet back until your body is in a straight line.
4. Draw your belly button inward to keep your core engaged.
5. Slowly bend your elbows and lower your body toward the surface.
6. Straighten elbows and push back up into starting position.
7. Repeat 10 repetitions for 2 sets.
8. If this is too easy, you can perform at it at floor level for an added challenge.

QUAD STRETCH

1. Start by standing in front of a counter top or chair to hold for balance.
2. Position a chair behind you and place one foot (top of foot down) on the chair so that your knee is bent.
3. Your knees should be in line and your chest should be up tall.
4. Draw your abdominal muscles inward and tuck your pelvis underneath you until a moderate stretch is felt in the thigh of the bent leg.
5. If you don't feel a stretch, use a higher surface to position your foot, such as arm rest of a couch.
6. Hold for 30 seconds and repeat with the opposite side.
7. Repeat 3 times on each side.



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Clinic News

Our new clinic location in Fall River, MA will soon be open for chiropractic care!

We are thrilled to offer both physical therapy and chiropractic care at this clinic location. While we are open and accepting new PT patients, we will soon be open for chiropractic care this month! Call (774) 520-0334 or [click here](#) to schedule a chiropractic appointment. If you're interested in our physical therapy services through Bay State Physical Therapy, you can call (774) 520-0033 or [click here](#) to schedule an appointment.

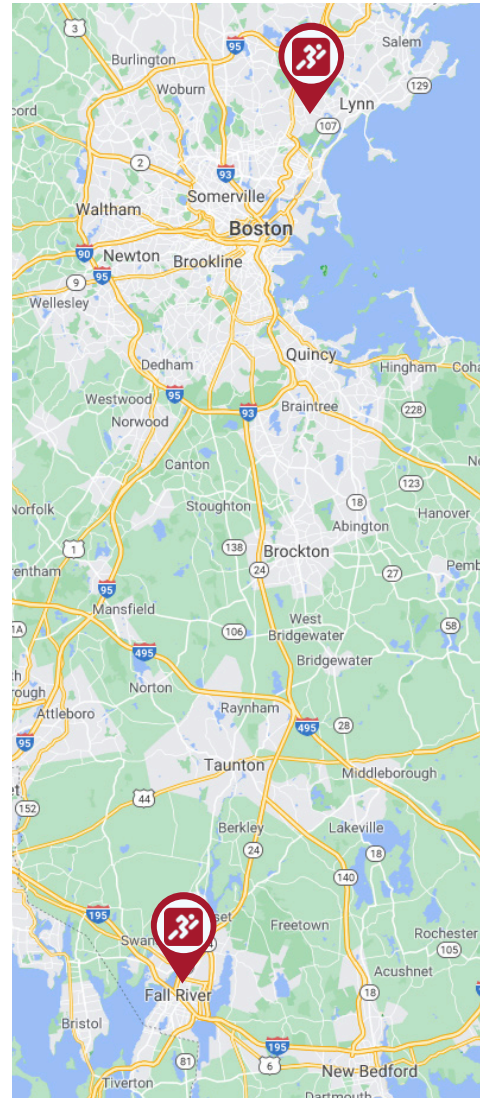


Our dual Saugus, MA clinic will soon be offering chiropractic care!

In the meantime, if you're interested in our physical therapy services through Bay State Physical Therapy, you can call 781-746-6013 or [click here](#) to schedule an appointment.

We seek to provide chiropractic care that's convenient for you and your loved ones.

Stay tuned for new clinic announcements and updates by following our [Facebook](#) and [Instagram](#) pages!



BSPT and MCR Saugus



Here's a sneak peak of our 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.

February Is National Heart Health Month!

WHAT IS HEART HEALTH MONTH?

Each year in February, Heart Health Month is celebrated to encourage the adoption of a healthy lifestyle for heart disease prevention. Research has shown that more success is found in meeting our health goals when we have others around us for support. For this reason, February is the perfect time to inspire, motivate, and encourage yourself and your loved ones to make heart health a regular part of a self-care routine.

WHY CHIROPRACTIC CARE CAN HELP

Chiropractic care can help reduce the risk of Cardiovascular Disease through the effect of nerve function. Since your spine is at the center of your chiropractic treatment and your spinal cord is part of your central nervous system, this means that the treatment provided by your chiropractor can positively impact the nerves connected to your heart and blood vessels.



“Share the love” with your friends and family and refer them to [your DC!](#)

[Click here](#) to refer a loved one to MCR Chiropractic today!



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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!

Email Us!

MCR
CHIROPRACTIC

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• Raynham • Saugus • Somerset • Stoughton • Taunton • West Roxbury • Weymouth

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