

Celebrating

**30**  
YEARS



**MCR**  
CHIROPRACTIC

JANUARY 2021

# COMMIT TO YOUR HEALTH TO REACH YOUR POTENTIAL



## Maximize Your Potential with MCR Chiropractic

The start of the New Year can be filled with hope, determination, and drive—with many vowing to put more effort into achieving their goals and maintaining good habits. This year, why not focus all of that positive inertia towards committing to your health?

Prioritizing your wellbeing is crucial and can lead to reduced stress and anxiety, enhanced productivity, increased empathy, and overall happiness and contentment. But with all of your responsibilities and obligations, it can be hard to see how you'll be able to prioritize your wellbeing. That's where we come in. As chiropractors, we strive to give our patients the necessary tools, resources, and support to ensure lasting health and healing in the New Year ahead.

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CHIROPRACTIC



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# 15 CONVENIENT LOCATIONS NEAR YOU

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## KEY FEATURE

# Maximize Your Potential with MCR Chiropractic

(KEY FEATURE CONTINUED FROM PAGE 1)



“If you can't fly then run, if you can't run then walk, if you can't walk then crawl, but whatever you do, you have to keep moving forward.”

– Martin Luther King Jr

## ALL THE WAYS CHIROPRACTIC CARE CAN HELP

### GOAL SETTING

Setting goals can be overwhelming. You might have an overall goal in mind, like “become healthier,” but have no idea what that really means for you or how to get there. The idea of optimized health varies from person to person. Your chiropractor will be able to holistically look at your unique circumstances, lifestyle, and history to help you first construct an idea of what optimal health looks like for you, and then break down this goal into attainable achievements.

### ACCOUNTABILITY

In 2017, the American Society of Training and Development (ASTD) found that if you have a specific accountability commitment with a person, you increase your chance of success by up to 95%. Who better to keep you accountable than your chiropractor? Your health and wellness is our number one priority, and with regular check-ins and follow-ups, we'll help you stay on track and give you the boost of positivity or support needed to keep plugging away (even when it gets tough or life gets in the way).

### INNOVATIVE STEPS

We stay current on all of the latest strategies for effective healing, wellness, and strength. In order to constantly expand our knowledge base and offer you the most effective solutions, our staff:

- Participates in enhanced certification opportunities
- Remains up-to-date on the latest research in scientific journals

- Attends frequent courses outlining the latest trends and research in the field
- Attends additional seminars and conferences conducted by experts in the industry

Armed with the latest industry trends, injury prevention techniques, and creative strategies, your chiropractor will be able to offer steps you may not have access to on your own—increasing your chance of success during your journey.

## OVERCOME OBSTACLES

Your chiropractor has a comprehensive view of your lifestyle, giving them ample opportunity to recognize some of the obstacles that might get in your way while trying to achieve your goals. For instance, you might have a goal of participating in a circuit training routine at your gym, but perhaps some of those exercises increase your back pain. Your chiropractor will not only address the pain you're experiencing to resolve your symptoms and limitations, but will also provide you with exercises that are safe alternatives to reduce recurrence of your symptoms in the future.

## CONCLUSION

It's easy to get caught up in the New Year frenzy of “resolutions” and “quick fixes,” but these mindsets often lead to short-term achievement instead of long-term success. Enlist your trusted chiropractor to guide you on your journey to health and wellness and help you reach your maximum potential this year.



**15 CONVENIENT  
LOCATIONS NEAR YOU**

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## STAFF SPOTLIGHT



## John Olson, DC

### *Chiropractor of MCR Fall River*

“So, the New Year is here and you may be thinking, ‘I need to improve my health.’ I’m Dr. John Olson and welcome to 2021. With 2020 being such an unusual year, you may have neglected your health and wellbeing while hunkering down at home. Now’s the time to take charge of your health.

January 1 is usually the time when we make a list of resolutions, but what usually happens by the end of January? That’s right, you forgot what your resolutions were. The solution is to forgo resolutions and partner with me at MCR Chiropractic to guide you on your quest for better health.

Graduating from Palmer College of

Chiropractic, I’ve been a practicing chiropractor for 20 years and have worked with countless patients to improve their health and wellbeing. My focus is on a multi-dimensional approach including spinal health, diet, exercise, and lifestyle modifications. As a Navy veteran, I understand the value of teamwork. That teamwork extends to the patient and other medical professionals involved in their care.

Poor posture and lack of spinal mobility are serious risk factors for poor health. To improve these risk factors, I use manual adjustments (Gonstead Method), instrument adjustments (Arthrostim), or a combination of both along with Pilates-based exercises. I’ve been incorporating Pilates after completing the Polestar Pilates comprehensive program in 2014. As an avid practitioner and instructor of the practice, I’ve found it to be a perfect complement to the chiropractic adjustment.

Diet and lifestyle modifications are often overlooked but can accelerate the healing process. I get great satisfaction when a patient commits to making some minor or major changes in their lifestyle and reaps the benefit of better health. Health can be improved with a bit of perseverance and commitment.

As a second-generation chiropractor, I’ve witnessed the benefits of chiropractic my entire life. I thank my father for leading the way. Chiropractic has truly been my passion, and I love to help those seeking better health.”

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



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### PATIENT SPOTLIGHT

## Shauna A.,

*Patient of MCR Raynham*

"When I originally came to see Dr. Tim Arcand, I worked the front desk for the Raynham Athletic Club (located in the same building as MCR Raynham). For years, I'd been struggling with what the doctors had diagnosed as a rare form of 'severe' Fibromyalgia. Every day, I lived with widespread severe pain, migraines, exhaustion, stiffness, limited mobility, and the risk of tearing a muscle or tendon if I moved the wrong way. There wasn't much the doctors could do besides prescribe strong pain medication or muscle relaxers, and encourage me to research different alternative treatment options. In my research, I saw that chiropractic treatments could help, and I naturally thought of Dr. Tim at MCR in Raynham. It turned out to be one of the best calls I've ever made!



**“ The improved quality of life I've received through chiropractic care has taken me from the sidelines to being able to do things like run races with my son, keep up with my granddaughter, and even start running obstacle course races. ”**

Along with adjustments of various areas, we've done heat, electric stimulation, stretches, cupping, and kinesiology taping. On that first day, I walked in struggling to get out of bed and do day-to-day activities, but now I have a quality of life I didn't think was even possible. I'm completely off daily pain medications and muscle relaxers, I rarely get headaches, I can move with ease, I have increased mobility, and I have more energy than I've had in years. The improved quality of life I've received through chiropractic care has taken me from the sidelines to being able to do things like



Pictured here is Shauna with her Chiropractor, Dr. Tim Arcand.

run races with my son, keep up with my granddaughter, and even start running obstacle course races. Before seeing Dr. Tim, my doctors had conversations with me about applying for disability, but now those discussions aren't needed and I'm able to succeed in my dream career.

When I learned chiropractic care could help with attention-deficit/hyperactivity disorder (ADHD), I brought my son to Dr. Tim, and it seems to have helped. I've been seeing Dr. Tim for years now and recommend him to friends, family, and even clients. The staff is inviting and friendly, and it's always a positive experience. Words can't express how incredible my experience has been and how thankful I am that I made that first appointment."

- Shauna A.



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### SEASONAL TIPS

## Winter Activities to Fight Off the Chill

The frigid New England weather has officially set in, and the dreary weather, plummeting temperatures, and continued COVID-19 safeguards can make it challenging to achieve your activity goals. Now that the holiday stress has subsided, it's the perfect time to set distractions aside and commit to a healthy lifestyle that will allow you to work toward your full potential. Here are some tips to get you started:

### 1. WHEN THE WEATHER PERMITS, GET OUTSIDE!

While cold temperatures and bone-chilling wind can make venturing outside less than enticing, there are often winter days when the conditions are mild enough to safely get out of your house and exercise. In addition to being invigorated by the cold air, getting outside in the sunlight can boost your mood and help you to get some Vitamin D—a vital nutrient for bone health!

### 2. LAYER UP!

Even in cold weather, the more you move, the more you'll sweat, so your base layer should be a fabric that will wick moisture away from your skin. In addition to adding a layer to insulate your body, having multiple layers makes it easy to adjust your attire depending on the conditions and how extensively you exercise. Don't forget to add a winter hat and warm gloves to your must-haves before heading out the door.

### 3. HAVE SOME FUN

Fun outdoor activities aren't reserved for the warm months. On a nice winter day, hitting the trails for a hike, giving snowshoeing a try, or digging out your cross-country skis are all ways to get moving. If you're a novice, start slow and set modest goals for yourself, or partner up with a friend or family member that can keep you company and show you the ropes.



(SEASONAL TIPS CONTINUED ON PAGE 6)



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(SEASONAL TIPS CONTINUED FROM PAGE 5)

## 4. HAVE A BACKUP PLAN

If the conditions outside make safety a concern, have a list of some exercise activities that you can use instead. Tune into a virtual yoga class that our sister company, Bay State Physical Therapy, has on their website [video library](#) or [Facebook page](#), participate in some mindful meditation, or refer to the exercises on our monthly [newsletters](#) and emails to put together a circuit of body-weight exercises.

## 5. PLAN YOUR EXERCISE IN ADVANCE

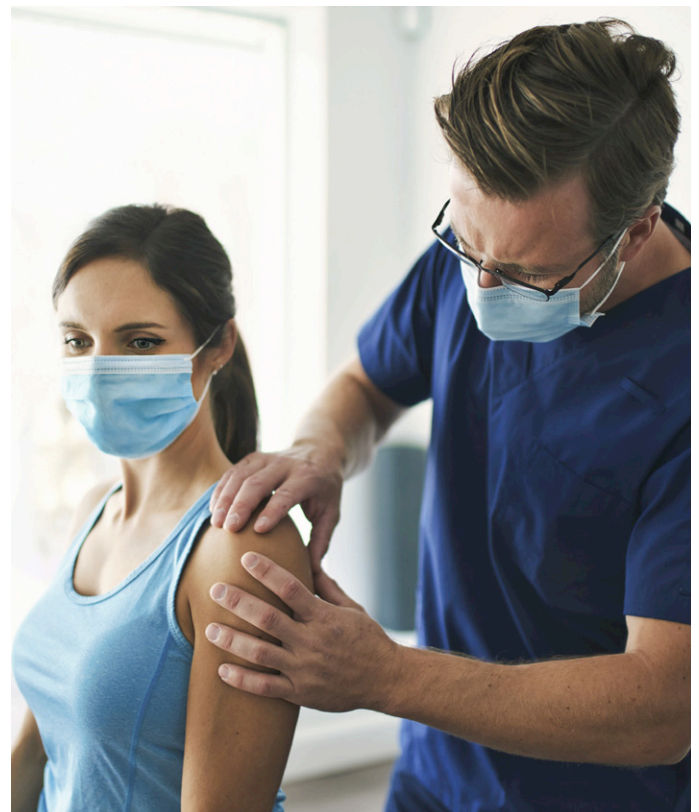
If you're like many people, creating a routine that's part of your weekly calendar is an easy way to commit time to make movement part of your daily routine. Many of us reserve time on the weekends to plan meals for the week, so use this same approach to achieving your exercise goals. Knowing what you're scheduled to do each day, and including the time needed to accomplish your daily exercise tasks, is one way to set yourself up for success.

## 6. DON'T DELAY CARE IF YOU'RE IN PAIN

If pain or loss of mobility and function is a barrier to your exercise goals, schedule a visit with your chiropractor. Your chiropractic physician is your partner in health, and as an expert in movement, will help you identify the root cause of your symptoms. As you progress through your care, your chiropractor will help identify safe exercise options that help you return to your maximum function and achieve your full exercise potential.

## IN CLOSING...

While it can be easy to just pull up the blankets and add exercise to your list of things you'll deal with tomorrow, now is the time to turn the page on old patterns that have sabotaged you in the past. Your journey to better health can start today, and we're here to help every step of the way.





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## EXERCISES OF THE MONTH: SHOVEL THAT SNOW!

Shoveling snow is a workout, and we want to teach you the right movement patterns so you push, lift, and throw the heavy snow properly to avoid injury. Follow the exercises below to prepare for the next snow storm!

*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.*



### TRUNK ROTATION

1. Stand with your feet shoulder-width apart and your knees slightly bent.
2. Place your arms across your chest.
3. Turn your body left and right, and gradually increase the amount of movement.
4. Perform 10x on each side and rest for 30 seconds before performing it again.



### HIP FLEXOR STRETCH

1. Stand up straight facing a chair or high bench.
2. Stand on the leg you'd like to stretch, placing the sole of your other foot firmly on the chair.
3. Ensure your foot is in the middle of the chair to avoid any tipping.
4. Stand up straight, look ahead, and tighten your buttock muscles.
5. Keep your stance leg straight as you push your hips forward.
6. You should feel a stretch in the front of your hip on your stance leg.
7. Hold this position for 20-30 seconds and perform it 3x on each side.

**(EXERCISES OF THE MONTH CONTINUED ON PAGE 8)**



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## (EXERCISES OF THE MONTH CONTINUED FROM PAGE 7)



### SEATED PIRIFORMIS/FIGURE 4 STRETCH

1. Start in a seated position.
2. Cross your right leg over your left knee, resting your right ankle on your left knee.
3. Apply gentle pressure to the right knee as you lean forward, increasing the depth of the stretch in your right buttock.
4. Hold this position, you should feel a comfortable tension with no pain in your right buttock area.
5. Hold for 20-30 seconds and repeat 3x on each side.



### SQUAT

1. Start standing with your feet slightly wider than hips-width apart.
2. Bend at the knees as you lower and squat like you're about to sit in a chair behind you.
3. While engaging your core, push through your heels and return to a standing position.
4. Repeat this exercise for 2 sets of 10 with a 30-second rest between sets.



### PIVOT SNOW SHOVEL SIMULATION

1. Stand in a wide stance and imagine you're holding a snow shovel with a load of snow on it.
2. Think about engaging your core (bring navel towards your spine).
3. Push your toes into the floor, lift your heels, and pivot to one side on the ball of your foot (keeping your core tight).
4. Turn your hips and shoulders 90 degrees.
5. Feel your calves, glutes, and quads activate as you turn.
6. Repeat this movement 3x on each side.







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Pictured here is the Bay State Physical Therapy riding team from this summer's Pan-Mass Challenge.

## **PMC WINTER CYCLE**

**Our sister company, Bay State Physical Therapy, is proud to be the official physical therapy sponsor of the Pan-Mass Challenge (PMC).**

The Bay State Physical Therapy riding team completed their 100-mile ride around the Massachusetts South Shore and raised over \$50,000 for Dana-Farber Cancer Institute. We couldn't feel more humbled to be able to sponsor and participate in such a phenomenal cause. Part of PMC's annual fundraising efforts kick the year off with an indoor cycling event, called the "PMC Winter Cycle." Last year, they raised more than \$825,000 with this event alone!

**PMC Winter Cycle** is held annually each January in Boston, which is a "charitable stationary cycling event" that starts off the yearly fundraising campaign for PMC. The event is typically held inside Fenway Park, but this year, riders will be able to cycle on the iconic baseball field itself! The event consists of stationary rides throughout the day that can also be accessed virtually through a live stream.

We're excited to support the riders as we did in last year's PMC Winter Cycle—but now in a slightly different way! Last year a few of the physical therapists were able to provide stretching for participants, but this year we're providing riders with resistance bands, as well as stretches and exercises to do with the bands in preparation for their PMC Winter Cycle ride. The bands will be sent out to all PMC Winter Cycle riders and a few members of the Bay State PT riding team will be demonstrating how to use the resistance bands in video exercises. Stay tuned for these videos later this month!

PMC Winter Cycle will be held on Saturday, January 30, 2021. If you're interested in registering for PMC Winter Cycle or would like to learn more, [click here!](#)



# 15 CONVENIENT LOCATIONS NEAR YOU

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## Clinic News

### We're proud to announce that our new clinic in Fall River, MA will have its Grand Opening this month!

This dual Bay State PT and MCR Chiropractic clinic is located at 450 William S Canning Blvd, Unit 4A in the South Coast Marketplace! Please [click here](#) or call (774) 520-0034 to schedule an appointment!



### Our new clinic location in Saugus, 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. Follow our social media pages below to get the latest news on our MCR Saugus opening.



### 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!



## 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@miltonchiropractic.com](mailto:contact@miltonchiropractic.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@miltonchiropractic.com](mailto:contact@miltonchiropractic.com) to share!

Email Us!





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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.



# 15 CONVENIENT LOCATIONS NEAR YOU

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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

# 15 CONVENIENT LOCATIONS NEAR YOU

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

REQUEST AN APPOINTMENT



# MCR CHIROPRACTIC