

BE PREPARED FOR WHAT'S NEXT



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DISCOVER RELIEF WITH CHIROPRACTIC

You might be feeling it right now. That tightness, soreness, or sharp ache in your lower back. You might have even just reached around to massage it, hoping to relieve some of your pain. You could be ignoring these aches and pains, hoping to avoid time-consuming and costly medical appointments and procedures. But what if there's a better way? A less expensive, faster way to reduce your pain and heal your injuries?

That's where your MCR Chiropractic comes in. Chiropractic care not only helps relieve pain faster to stay better longer, but helps to keep healthcare costs down. Your chiropractor may not be a super hero or wear a cape, but they are always ready to help you overcome your pain or injury to help you regain and maintain your health! With them as your partner, you can be prepared for your next big adventure.

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MAIN ARTICLE

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CHIROPRACTIC AS THE FIRST LINE OF DEFENSE

Musculoskeletal issues stemming from low back are the [number one source of pain among U.S. adults](#). But treatment for these issues often comes with significant downsides, such as:

- Extensive wait times for referrals for, and appointments with, specialists—prolonging your pain as you wait to be seen by a specific doctor
- Costly testing or diagnostic imaging such as x-rays or MRIs
- Expensive and invasive surgical procedures
- Prolonged recovery times
- Opioid use



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. Back pain is also [one of the most common reasons](#) 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.

Engaging in chiropractic care before seeking these more “traditional” forms of treatment can help relieve pain and restore mobility while saving you valuable time, money, and hassle.

HOW CHIROPRACTIC CAN HELP

Through comprehensive evaluation of your history, injury, symptoms, and daily activities, your chiropractor will identify the root cause of your pain and determine the appropriate steps for treatment which could include:

- [Spinal Manipulations & Adjustments](#)
- [Trigger Point Therapy](#)
- [Stretching and Strengthening](#)
- [Manual Therapy and Myofascial Release](#)
- [Electric Muscle Stimulation \(E-Stim\)](#)

Patients who chose chiropractic as their first line of treatment:

61%

Saved an average of 61%
in medical costs

\$3,000

Saved an average of more than
\$3,000 in indemnity costs

90%

Had 90% decreased odds of
early and long-term opioid use

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MAIN ARTICLE

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Why Seek Chiropractic Care Before Spinal Surgery?

Seeing a Chiropractor BEFORE seeking surgical procedures reduced the odds of having spinal surgery from 42% to 1.5%.

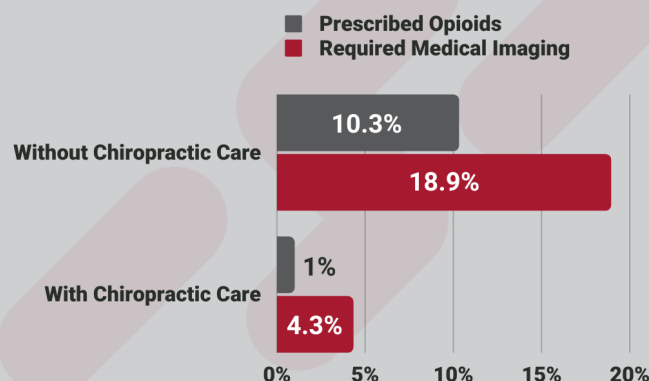
If your medical provider has suggested that you have spinal surgery, consider the benefits of chiropractic care first.

42%

1.5%

Chiropractic Care for Injured Workers

Injured workers treated exclusively by chiropractors used fewer opioid medications and received fewer diagnostic imaging scans.



The Pay-Off of Choosing Chiropractic First

Studies have shown that when low back pain treatment is provided solely by chiropractors, patients pay less in medical costs, avoid intrusive procedures more, return to work sooner, and have a lower risk of requiring potentially dangerous opioids.

What if I Need Other Medical Services?

It can be difficult to understand whether your pain or injury requires the expertise of a specialist. We can help with that, too. Your chiropractor will help you understand the scope of the injury and determine whether you need additional care.

If your condition requires further medical attention, they'll refer you to a trusted specialist. But their work doesn't stop there. They'll continue to coordinate with your specialist to keep up to date on your condition. Based on your progress, they'll continue to design tailored programs in tandem with your physician's recommendations to speed up your recovery.

FIND RELIEF AND KNOWLEDGE WITH YOUR CHIROPRACTOR

Experience long-lasting pain relief without the financial or emotional stress. With chiropractic, you'll experience a true partnership. A doctor that works with you to create a customized recovery plan for long-lasting relief. We've listed the value benefits of choosing chiropractic first—now it's time to experience the value it can bring to your life.

Contact a clinic [near you](#) to get started today or request an appointment here!

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SEASONAL TIPS

BREAK FREE FROM HEADACHE PAIN

Over [45 million](#) Americans suffer from headaches, making it the 3rd most common disease in the world, impacting 1 out of 7 people. While there are many different “triggers” such as alcohol, chocolate, scents, and other factors that cause headaches and migraines, most people who suffer from chronic or recurring headaches have underlying neck problems that contribute to their headaches.

According to Stanford Health Care, some of the common types of headaches include:

- Tension
- Cervicogenic or neck muscle-related
- Migraine
- Secondary headaches from an underlying condition, such as fever, infectious disease, or sinus disorder

Regardless of the type of headache, waking up with pain can interfere with your day no matter what is on your calendar. Furthermore, 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.

Chiropractic treatments are designed to help the body function at its peak. No matter how old you are or the frequency with which you have them, dealing with frequent headaches can be incredibly frustrating, but chiropractic care can offer relief.

CHOOSE CHIROPRACTIC FOR HEADACHE RELIEF

How Can We Help?

Headaches and migraines are often associated with myofascial trigger points (tight and tender points in a muscle) and muscle spasms in the neck, shoulders, and upper back. Many headaches can be triggered by physical and/or emotional stress resulting in tension headaches. Tension headaches can be very painful and debilitating and can possibly trigger migraine headaches.

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SEASONAL TIPS

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Visiting a chiropractor is an excellent alternative to traditional medication management of headaches. You can decrease the intensity, frequency, and duration of headaches with the help of MCR Chiropractic. Here are five ways chiropractic care can reduce headache pain include:

1

Spinal Manipulations

Research has shown that spinal manipulation can effectively treat tension headaches and headaches that originate in the back. According to a 2011 study conducted by the [Journal of Manipulative and Physiological Therapeutics](#), chiropractic care, including spinal manipulation, improves migraine and cervicogenic headaches.

2

Exercising More

Studies have shown that increasing your activity levels can decrease pain and inflammation. Physical therapy also improves your range of motion as well as joint health and promotes overall health.

3

Providing Education

Chiropractors want their patients to understand the triggers that contribute to their headaches, such as poor posture, eye strain, and even sleeping in the wrong position. Recognizing these triggers can help patients prevent as many painful headaches as possible.

4

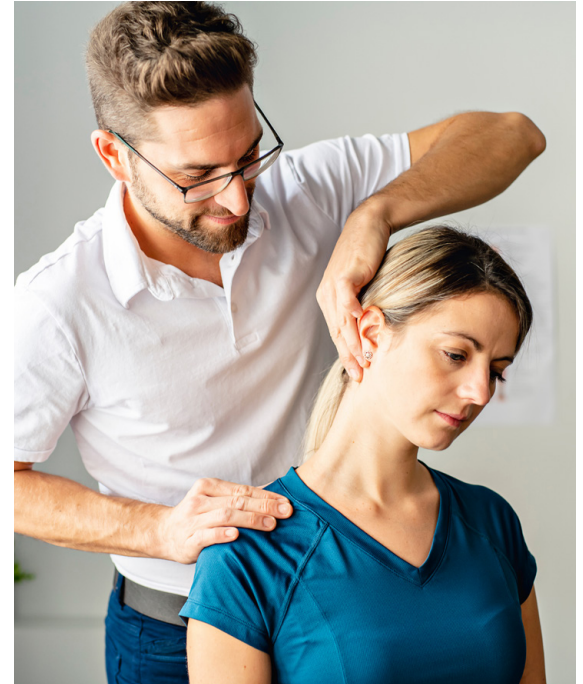
Implementing Manual Therapy

Chiropractors provide hands-on treatment techniques designed to increase the mobility of your head and neck, decrease muscle tension and spasms, and improve posture. If additional modalities are needed, such as dry needling or cupping, your chiropractor will make a recommendation to help you get the most out of your sessions.

5

Postural Correction

Do you spend a lot of time staring at a screen or driving in a car? Do you have a forward head or rounded shoulders? If so, your upper cervical spine may be causing pinching of nerves. Therefore, one aspect of care your care chiropractor may implement includes correcting your posture and addressing tight pectoral muscles or weakened upper back muscles.



DON'T IGNORE YOUR HEADACHES - OVERCOME THEM!

Cut through the fog of your headaches with help from MCR Chiropractic! Your chiropractor will help get to the root cause of your pain and empower you to take control of your headaches to live a life full of motion. To schedule an appointment, contact your nearest MCR Chiropractic office, or [click here to request an appointment](#).

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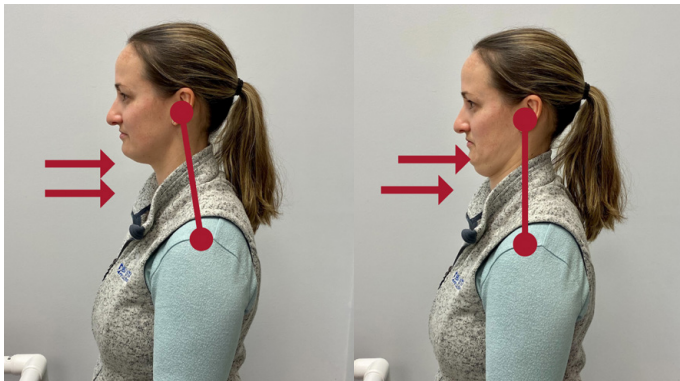
EXERCISES OF THE MONTH

NECK PAIN RELIEF

Whether you are a young athlete looking to get stronger to prevent injuries, a desk-bound worker with a desire to improve posture to reduce neck strain, or an older adult wanting to stay safe on the go, a strong cervical spine is important.



We recommend you do these exercises in a safe and comfortable setting. Consult with your chiropractor if you have any questions before performing some of these exercises.



CHIN TUCKS

- Sit or stand with your back straight
- While looking straight ahead, slowly draw your head backward using the muscles in the front of your neck to initiate the movement
- Continue this movement until your ears are aligned over your shoulders, always keeping your head level with the floor
- Avoid tilting your head upward or downward while pulling backward
- Hold for 5 seconds
- Repeat for 2-3 sets of 10 repetitions

SCAPULAR RETRACTION

- Sit in a chair with your back straight and your arms resting at your side
- Slowly draw your shoulder blades together and downward (imagine you're holding a pencil between your shoulder blades)
- Hold for 5 seconds, then return to the starting position
- Repeat for 2-3 sets of 10 repetitions

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EXERCISES OF THE MONTH

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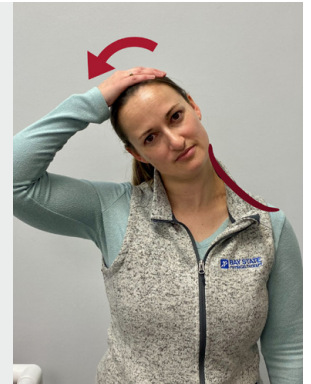


CERVICAL ISOMETRICS (SIDE BEND)

- Gently place your hand on one side of your head near your temples
- Keeping your head in a neutral position and looking forward, apply gentle pressure through your palm using your arm muscles
- You're attempting to push your head to the opposite side – resist this motion using your neck muscles while keeping your head in a stable position
- Hold for 5 seconds, then repeat in opposite direction
- Repeat for 2-3 sets of 10 repetitions

UPPER TRAPEZIUS STRETCH

- Stand with your head in a neutral, relaxed position
- Gently place your right hand on top of your head
- Allow your right ear to move toward your right shoulder, feeling a gentle stretch on the left side of your neck
- Allow the weight of your hand to aid in the stretch, but don't force it beyond a comfortable, light stretch
- Keep your shoulders level while you stretch
- Hold for 30 seconds then slowly return to a starting position
- Repeat 3 times before switching to stretch opposite side



CERVICAL ISOMETRICS (EXTENSION)

- Gently place your hand on the back of your head
- Keeping your head in a neutral position and looking forward, apply gentle pressure through your palm using your arm muscles
- You're attempting to push your head backward – resist this motion using your neck muscles, while keeping your head in a stable position
- Hold for 5 seconds
- Repeat for 2-3 sets of 10 repetitions

If you suffer from neck pain or headaches, working with a chiropractor can help. Choose Chiro First for neck pain relief and call your nearest MCR Chiropractic location to get started today!

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SERVICE SPOTLIGHT

DRY NEEDLING

Dry Needling is a technique that involves inserting a very thin needle into a tight muscle to cause a contraction followed by its release. Unlike acupuncture which targets the meridian line to balance the flow of energy, dry needling targets the specific point of a muscle where pain is present. The needle causes a "twitch" which causes the muscle to release the longstanding contraction.

When muscles become overburdened, they can develop knots that are called trigger points. Trigger points can be a source of longstanding pain, and when not resolved can limit muscle function. When the very thin needle your chiropractor uses is inserted into the trigger point, it triggers a 'contract and relax' reflex of the trigger point. This in turn helps to draw oxygenated blood to the painful area to release muscle tension and promote healing.

There is a certification and additional training required in order for your chiropractor to offer this service. If you have trigger points, this will be a great addition to your care plan. Before beginning dry needling, your chiropractor will thoroughly discuss the process and answer your questions so that you have a clear understanding of dry needling.



5 DRY NEEDLING QUESTIONS YOU MIGHT HAVE

Now's the time to stop ignoring your pain! Chiropractors have many tools at the ready to help their patients, and one of those is called dry needling. Here are some common questions and answers about dry needling.

1. How Big Is the Needle?

Dry Needling utilizes a very fine monofilament needle to penetrate the skin and myofascial layer, commonly targeting trigger points. The needles used come in varying lengths, and your chiropractor will choose the appropriate needle based on where your trigger point is in relation to the surface of your skin.

While you may be very familiar with the needles that are used for injections or IVs, the dry needle your chiropractor uses is very different. That being said, if you want to see the needle before you try dry needling, don't hesitate to ask your chiropractor to show you!

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2. What's a Trigger Point?

Myofascial knots or myofascial 'trigger points' are the result of the bands of tissue and muscle becoming tight or tense. While trigger points can occasionally improve on their own, left untreated these knots can lead to more significant pain. Trigger points can cause:

- Pain at the trigger point
- Muscle weakness
- 'Referred' pain in other areas of the body region
- Reduced range of motion

If you are dealing with any of the above symptoms, your chiropractor may recommend dry needling.

3. What's the Science Behind Dry Needling?

Dry Needling is based on contemporary knowledge of musculoskeletal and neurological anatomy, pathophysiology, and evidence-based research. Dry needling targets discrete, hypersensitive spots in the fascia of the skeletal muscle known as trigger points. Trigger points can be a source of longstanding pain, can limit movement, and affect function.

More simply, a very thin needle is inserted into the tender spot of a muscle to "trigger" a contract/relax response. This response stimulates oxygenated blood to be drawn to the area of the trigger point. In turn, this releases the trigger point and promotes healing.

4. What Conditions Can Dry Needling Help?

Your chiropractor will discuss your medical history and help determine if you are suitable to try dry needling. Dry needling can be beneficial for many of the conditions that chiropractors treat. Some of the most common include:

- Muscle pain in the [low back](#)
- Tennis elbow or Golfer's elbow
- [Shoulder](#) and rotator cuff pain
- [Neck pain](#) and chronic headaches
- Hip and leg pain
- Osteoarthritis
- [Sciatica](#)

5. Will it Hurt?

When performed effectively, dry needling elicits a twitch response as the area of the muscle contracts and relaxes. Some patients describe the sensation as a short muscle cramp that quickly relaxes. Most patients say they are surprised when the muscle twitches but that it is not painful and does not hurt.

LEARN MORE ABOUT DRY NEEDLING

If you are injured or are dealing with pain, you are not alone. As your partner in health, MCR Chiropractic is just a call or click away. Contact your [nearest MCR Chiropractic location](#) to learn more about Dry Needling and if your local clinic offers this service. [Click here](#) to request an evaluation.

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CLINIC NEWS

GROUP HEALTH TALKS

At MCR Chiropractic we are committed to building healthier communities. We do this by educating our communities on the most effective treatment for as well as prevention of some of the most common health complaints we all have today. One way that we do this, is through our Free educational series called "Group Health Talks"!

The most common health complaints today are those of back pain, headaches, and stress related illness. Many of you may not be aware of the impacts and effects these 3 problems can have on your health. We understand, and feel it's our role to educate our patients in the offices, as well as our communities around our offices. So, take action to help prevent your peers, friends, teammates, or colleagues from paying for our day-to-day stressors with aches and pains and begin taking an active approach to your healthcare!



We offer a **FREE** educational series called Group Health Talks. These consist of a series of 3 one hour educational health presentations for your business (employees or customers), community group, or local organization. During the sessions, we will discuss various health topics, including:

- Back Pain
- Headaches
- Stress Management

If you would like to schedule your group for our Group Health Talk series, click the "Schedule Now" button below. If you would like to learn more about MCR Chiropractic or have questions about Group Health Talks, please click the "Learn More" button.

We are all in this together!

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PREVENT INJURIES & STAY IN THE ACTION WITH THE INJURY PREVENTION EXPERTS

Regardless of age or ability, proactive attention to mobility and strength can help prepare athletes for the rigors of sport. If an injury does occur, timely access to care is vital.

Common Sport-Related Injuries We Treat

- Concussions
- Knee Injuries
- Low back pain
- Muscle strains and sprains
- Neck pain
- Shoulder injuries
- Sciatica
- Tendonitis

Whether there is an existing injury or underlying weakness that can lead to injury, our team is here to keep your athlete safe all year long.

Contact any MCR Chiropractic location to learn more!



19 CONVENIENT LOCATIONS NEAR YOU

Attleboro • Braintree • Brockton • Dorchester • Fall River •
 Newton • Norwell • Pembroke • Quincy • Raynham • Saugus •
 Somerset • Stoughton • Taunton • Walpole • Westwood •
 West Roxbury • Weymouth • Wrentham

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