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CHIROPRACTOR

A PUBLICATION OF THE GEORGIA CHIROPRACTIC ASSOCIATION

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Dr. David Webb completed his undergraduate training at the prestigious Xavier University of Louisiana in New Orleans, Louisiana. He then completed medical school and a post-graduate residency in Anesthesiology, at the Medical College of Georgia in Augusta, Georgia.

Dr. Webb further specialized his medical training, completing a fellowship in Regional Anesthesia and Acute Pain Medicine at the University of Pittsburgh Medical Center and an Interventional Pain Medicine Fellowship at the University of Iowa.

During his medical training, he served as chair of the Resident Section of the American Society of Regional Anesthesia and Pain Medicine. He has published numerous peer-reviewed articles relating to all aspects of interventional pain medicine and has been involved in investigative clinical research which has opened new doors in the treatment of chronic pain.

Dr. Webb brings to Georgia Pain and Spine Institute a wealth of knowledge acquired through the years of training and in practice. He is double board certified in Anesthesiology and Pain Medicine and is one of a limited number of physicians in the country who is dual fellowship trained in both acute and chronic pain medicine.


Dr. Webb specializes in many interventional and non-interventional techniques.


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A LETTER FROM THE PRESIDENT

Dear Georgia Chiropractors,

I am truly delighted with everyone's attendance, participation and support during our recent events. It is your commitment and dedication to our community that lends to the passion in that we all share towards the continued advancement of the chiropractic industry.

I want to take a moment to emphasize the importance of diversity within our organization. By embracing diversity in age, race, and background, we continue to enrich our profession with a multitude of perspectives, ideals and experiences. This support for diversity not only enhances our ability to serve a broader community but also fosters a more inclusive environment for all members.

Sharing knowledge and passing it on to the younger generation of chiropractors is crucial for the continued advancement of our field. Mentoring and supporting the next generation ensures that the legacy of excellence and innovation in chiropractic continues to thrive. Our diverse community also allows for a rich exchange of ideas and techniques, ultimately benefiting our patients and the profession.

With our dedicated members, we can continue to host such impactful events where we share our ideals, goals and strategies. We are especially grateful for you, the generous Georgia Chiropractic Association & Political Action Committee members. Your contributions are vital in protecting our rights and advocating for a better future, ensuring we leave the profession better than we found it. Please encourage others to join the Georgia Chiropractic Association and Political Action Committee by visiting gachiro.org/political-action-committee or emailing gca.pac@gmail.com for more information.

Let's continue to move forward with unity, loyalty, and commitment to making the GCA a symbol of excellence and inspiration. When we stand strong and united, embracing diversity and mentoring the next generation, we become one powerful voice making a significant impact on our communities. I am honored to continue to lead you and look forward to rallying us forward.

Thank you to everyone who contributes to our shared mission. Together, we can achieve great things. Help us to continue to be the number one chiropractic state association in the nation as we were awarded!

Ask the question of how you can help build your state's association.

Warm Regards,
Deborah Little, D.C.
President of the Georgia Chiropractic Association



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NEWS

ASSOCIATION NEWS



CA Under 40: Braving Chiropractic Through GCA

Recognized as one of this year's largest attended events outside the annual Fall conference, the May 2 gathering did not disappoint. Sponsored by CP Healthcare and Mabra Law, the event drew over 150 attendees who filled the entire upstairs floor at Live! at the Battery in Atlanta. A standout feature of the evening was the Braves tickets giveaway, sponsored by CP Healthcare, which added an exciting element to the festivities. Mr. Christian Hughes, GCA Influencer, expressed his enthusiasm, "This was the best chiropractic event I have attended in a long time. Many connections were made tonight, which will undoubtedly benefit our members."

GCA Attends Life U's "Celebrating Women in Chiropractic Assembly"

On May 16th, GCA participated in Life University's "Celebrating Women in Chiropractic Assembly." The event showcased the achievements and resilience of women in the chiropractic field. Our influential female members delivered powerful motivational speeches to the students. Their words resonated deeply, offering inspiration and practical advice. The assembly not only highlighted the contributions of women in our profession but also strengthened the bonds within our community. The event left a lasting impact on all who attended, reaffirming the GCA's commitment to fostering a supportive and inclusive environment.





Spring Conference at DeSoto Hotel, Savannah

Following the success of the May 2 event, GCA continued its momentum with the Spring Conference held at the DeSoto Hotel in Savannah from June 7-9. The weekend kicked off on a high note with the GCA After 5 event on Thursday, offering attendees a relaxed atmosphere with beverages and snackable Southern foods to initiate networking opportunities.

Friday evening saw the Vendor Reception, graciously sponsored by GCA's Silver Partners, followed by the PAC Whiskey Pull, sponsored by Gold Partner, Barbour Orthopedics. Attendees enjoyed classic Southern comfort music while indulging in a variety of Southern comfort foods and a specially crafted cocktail just for GCA. The vendor hall buzzed with spirited conversations and valuable connections.

Saturday's highlight was the President's Luncheon, supported by Gold Partners, where attendees relished a delightful Southern Cuisine Buffet featuring favorites like Mac n' Cheese, Pulled Pork BBQ and greens. The event also featured the announcement of PAC Basket Winners, adding to the excitement of the day. That afternoon, PAC Chair, Leana Kart, D.C. announced that the GCA-PAC

raised over \$8,000 for next year's political opportunities.

Throughout the weekend, attendees were treated to enriching sessions by high-quality speakers covering diverse topics such as epigenetics, low-back rehab, biomechanics, X-rays and MRI, as well as the latest developments in law and business ethics. Feedback from participants was overwhelmingly positive. A survey respondent said, "I loved all the topics at this year's conference. Each speaker brought their personality, making each session lively. I cannot wait to attend the next conference."

The Spring Conference and May 2 event not only provided valuable educational content but also fostered a sense of community and camaraderie among chiropractic professionals in Georgia. As GCA looks forward to future events, the organization remains committed to delivering exceptional experiences that enhance the knowledge and connections of its members.

GCA's next conference will be held at the Hotel at Avalon in Alpharetta, Georgia October 11-13. Registration for C.E. opens August 5 at 9 AM on GCA's website, gachiro.org.

LGCA Political Action Committee Spring Conference Recap

Dear Fellow Chiropractors,



The GCA Political Action Committee (PAC) was in full swing at our spring conference in Savannah, working diligently to sign up new members and fundraising for the upcoming 2025 legislative year. The event was a tremendous success, thanks to the support and participation of our members and sponsors.

One of the highlights of the weekend was the Friday evening bourbon pull, generously sponsored by Barbour Orthopedics. The pull, held during the vendor reception, was a hit among attendees. We extend a special thank you to Art from Barbour Orthopedics for his enthusiastic participation and assistance in the pull. Congratulations to all the winners who took home fantastic prizes!

We would also like to express our heartfelt gratitude to Peachtree Orthopedics for their generous donation of prizes for our basket raffle. The basket raffle was a major success, thanks to their support and the contributions from the following sponsors:

- Auto Injury Attorneys
- Georgia Spine & Orthopaedics
- TensNet
- Executive Exteriors

Each of these sponsors played a crucial role in making the basket raffle a significant fundraising event, helping us raise over \$10,000 for our PAC.

This success is a testament to the collective effort and commitment of our community to protect and expand chiropractic care for all citizens of Georgia.

Your continued support is vital for the GCA PAC, the only lobbying group in the state dedicated to advocating for the chiropractic profession. If you know anyone interested in getting involved or potential sponsors for our next fundraiser during the Fall conference, please do not hesitate to reach out. We are always on the lookout for sponsors and donations to further our mission.

For more information or to get involved, please contact Leana Kart at 404-350-0808 or via email at dr.leanakart@hotmail.com.

Thank you once again for your unwavering support. We look forward to seeing everyone at the Fall conference!

You never know how far-reaching something you think, say, or do will affect the lives of millions tomorrow.

Upward,



Leana Kart, D.C.
Chair, Georgia Chiropractic
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SCIENCE



Dr. Christie Kwon, a 2011 Life University graduate, where she is a faculty member and Research Chair. She serves on various boards, focusing her research on vertebral subluxation epidemi-

ology and public health, earning recognition as Chiropractic Researcher of the Year in 2021 and 2023.

The Science of Subluxation: Women's Health

By Christie Kwon M.S., D.C., M.P.H.

Preamble

A growing body of research suggests that women who seek chiropractic care during their pregnancy and perinatal periods achieve significant benefits from doing so. Indeed, based on an analysis of perinatal health, chiropractic care has positive results throughout the entire gestational period, and perhaps throughout the lifetime of the child. Several scientific bases support chiropractic management during this time of life, and the peer-reviewed literature supports this conclusion.

Physical Readiness

Pregnancy is a physically demanding endeavor on all body systems, including the neuromusculoskeletal system. In one recent study, nausea, vomiting, pelvic pain and back pain were the most common symptoms reported, and 88% of the pregnant participants reported having two or more symptoms simultaneously.¹ There are rapid changes to the body at this time. These changes include unequal weight distribution, which adds stress on the spine and joints, as well as endocrine changes that increase ligamentous laxity. Chiropractors are commonly engaged in the care of both musculoskeletal and visceral health concerns, and best practices guidelines recommend nonpharmacologic management, such as spinal adjustments,

as first-line interventions for low back pain.²

Even prior to pregnancy, the physical health of the woman is important for optimal reproductive system function. While there are many causes to female infertility, interference to the nervous system can play a role.^{3,4} Additionally, subluxation correction can improve pelvic floor muscle function, which in turn can facilitate easier labor and delivery.⁵ Preparing the physical body to support fetal development is one of the many ways in which we can help women who are trying to become pregnant and during pregnancy.

Mental Health

The World Health Organization (WHO) defines health as “a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.”⁶ Well-being and the quality of life of the mother play a significant role in the long-term well-being of the child. Studies have shown that women with poor mental health are likely to have more challenging pregnancies, greater rates of postpartum depression and lower birth weights.⁷

Subluxation correction has been shown to positively impact mental health and quality of life; research shows it is a salutogenic activity that enhances an individual's sense of coherence and provides benefits that increase our capacity to overcome obstacles

through all stages of life.⁸ Large cohort studies have shown that the physical and mental health benefits of chiropractic care are evidenced from as early as one month following the beginning of treatment, with continuing clinical improvements over three years.^{9,10} Pregnant women report satisfaction with chiropractic care, including improvements in social roles and quality of life.¹¹

Improved Outcomes

At the time of writing, a simple search of “*pregnancy*” in the Index to Chiropractic Literature (chiroindex.org) produces 213 peer-reviewed articles relevant to this topic; a similar search in PubMed (pubmed.ncbi.nlm.nih.gov/) for “*pregnancy OR pregnant*” and “*chiropractic*” reveals 134 research articles. Even accounting for some overlap in these results, it is clear that there is a significant amount of research regarding the chiropractic management of pregnant patients.

Best Practices Guidelines suggest that there is established evidence that specific analysis and adjustment help to address complications in pregnancy and labor and delivery.⁵ Benefits documented by the authors’ review of literature include those related to (1) musculoskeletal pain and headaches, (2) mental health co-morbidities including sleep quality, (3) addressing subluxations in the context of fetal malposition and (4) improved quality of life of pregnant patients. Alone, each of these factors is a substantive improvement; combined, they represent the possibility for a very marked advancement in quality of life for the pregnant woman.

Empowerment

Chiropractic is well-positioned to address the inequities that plague our healthcare system. Barriers to healthcare access and equity have been cited as some

of the greatest challenges facing the United States today.

The chiropractic profession, in contrast, holds a holistic, person-centered view of health that focuses on well-being and prevention. By managing the whole person, chiropractors create an avenue to improve healthcare access and equity.

Most chiropractors teach lifestyle changes, exercises and ergonomic changes. They provide patients with stress management tools, in addition to the chiropractic adjustment. This person-centered, self-care approach proactively provides patients with the tools they need to be as healthy as possible throughout pregnancy. Empowered individuals experience greater self-efficacy and a comprehensive understanding of their health. This provides a patient with the agency to ask for the care they need or prefer from their other providers as well.

In summary, subluxation correction addresses numerous factors in the perinatal period. Chiropractic focuses on facilitating the adaptability of body systems by reducing nervous system interference. In pregnancy, there are major changes to the physical and physiological state of a woman’s body. There are a multitude of physical, mental and social benefits for mother and child. Chiropractic is both safe and effective, and the profession is well-equipped to deliver this care. For example, the International Chiropractic Pediatric Association (icpa4kids.com) has 8,500 member chiropractors certified at various levels in the care of pregnant women. Screening by trained Doctors of Chiropractic is recommended throughout pregnancy for long- and short-term benefits to mother and child.

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PHILOSOPHY

Science

Philosophy

Art

Business

Politics



Eric G. Russell, a Palmer College of Chiropractic graduate, is a leading figure in chiropractic education and consultancy. As the first DPhCS Diplomate to lead a chiropractic college, he's recognized for his contributions and was awarded Fel-

low in Chiropractic Philosophy in 2023. Dr. Russell's influence extends globally, inspiring excellence in chiropractic philosophy, science, and art.

The Five Components of a Great Chiropractor

By Eric Russell, D.C., M.B.A., F.P.H.C.

It was a privilege to be approached by the Georgia Chiropractic Association to pen an editorial on chiropractic philosophy. In this piece, I aim to underscore the pivotal role of the five key areas that every chiropractor should be deeply involved in, to foster the growth of both the individual practitioner and the profession.

With a rich background in chiropractic education, I've gained a profound understanding of the five key areas that every student (and chiropractor) must master to unlock their full potential. In my observation, the most outstanding chiropractors excel in all five areas. Although some exceptional chiropractors are hyper-focused on a couple of areas, they acknowledge their limitations and either strive to enhance their skills or provide support to those who possess the necessary knowledge, skills and experience in these areas.

So, what makes a great chiropractor? The five areas every chiropractor must function in are science, philosophy, art, business and politics. Let's first dive into science.

Science is the common language of health professions and is used to determine the information needed by legislators to make decisions. It is my strong belief that every chiropractor should be a consumer of science. They must stay current with the most up-to-date research. It is true that the volume and speed of

research has increased over time. Still, with critical thinking skills, a chiropractor should be able to see how the research article supports or challenges their existing ideas. Furthermore, you should be able to tell a good study from a poor one. While there has been an increased number of chiropractic researchers, we need more. They need your support, and you can fund chiropractic research to further the profession.

The second area is philosophy. When I chose to specialize in chiropractic philosophy, I never anticipated that it would become a contentious issue. But a year out of chiropractic college I wondered why some chiropractors were in love with chiropractic and others thought it was a job. I didn't know that this question would change the course of my professional career. However, it's important to understand that every chiropractor operates under a philosophy, whether it's well-developed or not. Your chiropractic philosophy influences every decision you make, from defining chiropractic, to determining which procedures fall under its purview and even how you choose to practice. Every decision in the five areas is influenced by philosophy!

The third area is art, or the application of technique in chiropractic. I recall a remarkable manual adjuster who was deeply committed to their craft. They regularly attend various adjusting seminars, always eager to glean new ideas to enhance their skills.



I find this approach admirable as it reflects a mindset of growth, rather than a fixed one. If the chiropractic adjustment is one of the most impactful interventions we can perform on the human body, then shouldn't we strive to perfect our craft? Philosophically understanding when, where and when not to introduce an adjustic thrust into the human body should enhance the body's ability to adapt to that force. The outcome is health which, is the body's natural design.

The fourth component is business. As most chiropractors eventually become business owners, chiropractic students must cultivate interpersonal and business skills to enhance their employability. Since chiropractic schools primarily focus on securing graduates' licenses and meeting accreditation requirements, students and practitioners must proactively develop their business acumen outside their clinical training. Often chiropractors function as healers and the business aspect is not something they are comfortable with. Cash flow, balance sheets, profit/loss, accounts receivable and payable reports should be second nature to every business owner. The goal should be to understand all business aspects so you can delegate them!

The fifth and final component is politics. Chiropractic has a distinct position and territory within healthcare, necessitating interactions with other



professions while advocating for its unique needs. The quote, "Just because you don't have an interest in politics doesn't mean politics won't take an interest in you," underscores the importance of political involvement. Despite this, only a small percentage of chiropractors are members of state or national chiropractic associations. It is a professional duty for chiropractors to participate in such associations. A more significant representation of chiropractors within these organizations will amplify our impact as a profession.

In closing, I urge my fellow chiropractors to recognize the profound impact we can make by embracing the interconnectedness of science, philosophy, art, business and politics within our practice. Let us commit to continual growth and mastery in these areas, not only for our own advancement but, for the betterment of our profession and the individuals we have the privilege to serve. As we navigate the evolving landscape of healthcare, let us stand united in our dedication to excellence and our unwavering belief in the transformative power of chiropractic care. Together, let us continue to inspire, innovate, and elevate the standards of our profession, ensuring a brighter, healthier future for all.

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Dr. Shayan Sheybani is a chiropractor with a Doctor of Chiropractic from Palmer College and an MBA from St. Ambrose University. He specializes in healthcare compliance and teaches at Keiser University's College of Chiropractic, focusing on technique, ethics, and compliance.



ART

Gonstead Method of Cervical Spine Analysis **for Chiropractic Subluxation**

By: Shayan Shebani, D.C., M.B.A

Developed by Dr. Clarence Gonstead, this specialized approach emphasizes a systematic evaluation that integrates detailed analysis through palpation, instrumentation, and radiographic imaging. Unlike broader spinal techniques, the Gonstead method offers a focused framework tailored specifically for diagnosing and treating conditions affecting the spine. The Gonstead technique is a hallmark in chiropractic care, renowned for its precise approach to analyzing and correcting spinal subluxation, particularly in the delicate cervical region. With a steadfast commitment to thoroughness and specificity, this method offers practitioners a systematic framework to assess vertebral subluxations with unparalleled accuracy. By focusing on individual vertebral segments through detailed palpation, instrumentation, and radiographic analysis, the Gonstead technique empowers chiropractic providers to tailor interventions that directly target underlying biomechanical dysfunctions. This article explores the Gonstead protocol in evaluating the cervical spine, emphasizing its efficacy in enhancing diagnostic precision.

The Gonstead technique, known for its high-velocity low amplitude (HVLA) approach, is currently included in the curriculum of most Council on Chiropractic Education (CCE) accredited colleges and universities. It is one of the most frequently used chiropractic techniques, as 58.5% of chiropractors say

they use it, and 28.9% of patients reportedly receive Gonstead care.

This article delves into the principles and analysis of the cervical spine, highlighting its role in enhancing diagnostic accuracy and optimizing patient care in chiropractic practice.

A Gonstead spinal assessment analyzes the spine using five main criteria:

- Spinography
- Visualization
- Instrumentation
- Static palpation
- Motion palpation

Spinography

According to Gonstead Chiropractic Science and Art (3), full spine Spinography is essential to evaluating spinal misalignment(s). Both anteroposterior (AP) and lateral images are taken on 14"X 36" dimensions and an 8"X10" AP open mouth view.

When considering x0, begin your assessment with lateral film. First, look at the indicators of spinal misalignment, such as stacking, stair stepping, and hour-glassing. The following describes each component:

- **Stacking-** The lowest intervertebral segment causing a decrease in the cervical spine. The cervical spine appears to stack above the misaligned segment.
- **Stair stepping-** the loss of George's line so that the posterior margins of the vertebral bodies in the cervical spine show patterns like steps in stairs. The lowest segment where the stair stepping begins is the cause of the misaligned segment.
- **Hourglassing-** The vertebral bodies in the cervical spine appear to have an hourglass shape. The lowest segment that starts the glassing is the cause of the misalignment.

The next step is to find the reference points and begin Spinography. The following lists the reference points and lines associated with Spinography relating to the Atlantoaxial intersegmental unit.

- **Atlas Plane Line (APL)-** a reference point is placed in the middle of the anterior tubercle of C1, and the next point is placed in the middle of the posterior arch of C1. The points are connected via a line.
- **Odontoid Line (OL)-** A reference point is placed on the apex of the odontoid process, and a reference point is placed on the base of the odontoid process, with an equal distance between the anterior and posterior aspect of the odontoid process. The two reference points are connected with a line.
- **Odontoid Perpendicular Line (OPL)-** Place a line perpendicular (at 90 degrees) to OL at the point where the OL origination point is on the Axis.

The lines should be parallel when comparing the OPL and APL. When determining the listing, the A stands for Atlas. If the lines diverge anteriorly, the listing would be Atlas Superior (AS), and if the lines converge, the listing would be Atlas Inferior (AI).

Next, analyze the anteroposterior (AP) open mouth view (APOM). With the Gonstead method of Spineography, the images are reviewed in the PA view instead of AP. The following reference points are for analyzing the APOM view.

- **Transverse Atlas Line (TAL)-** Reference points are made at the junctions of lateral mass and transverse process on each side. The points are then connected to create TAL.

- **Axis Plane Line (AxPL)-** Reference points are placed on each lamina pedicle junction of Axis. The reference points are attached via a line to form AxPL

TAL and AxPL are compared for the laterality of C1. The side of the divergence of the lines would be considered the side of laterality. For example, if the line diverges on the right, it will provide the listing of R. If the lines diverge on the left, it will provide the listing of L.

Next, the rotational component of the atlantoaxial region is assessed. On the side of laterality, if the size of the Lateral Mass is larger than on the contralateral side, it is considered that the Atlas has rotated anteriorly (A) on that side and posterior (P) on the contralateral side.

The following are misalignment listings for the atlantoaxial joints.

Atlas Listings	
ASR	AIR
ASL	AIL
ASRA	AIRA
ASRP	AIRP
ASLA	AILA
ASRP	AIRP

In addition, the Atlantooccipital intersegmental unit must be considered when determining the alignment of the upper cervical region. Lateral cervical imaging is again used to compare the relation of Occiput to the Atlas. The following needs to be completed:

- **Foramen Magnum Line (FML)-** A reference point is marked where the condyle meets the occipital base posteriorly. Anteriorly, the reference point will be placed where the anterior part of the condyle meets the squama in the front. A line connects the reference points.

For the analysis, FML and APL are compared. If the lines diverge posteriorly, the listing of Posterior Superior Occiput (PS) is documented; if they diverge anteriorly, the listing of Anterior Superior Occiput (AS) is documented.

Once AS or PS is determined, APOM imaging is used to list the atlantooccipital joint further. As mentioned earlier, the position of the imaging is P-A, not

A-P. The following describes the proper listing from the occipitonasal joint.

- **Transverse Condyle Line (TCL)**- A reference point is created where the mastoid process meets the jugular notch on each side of the occiput. A line connects the reference points to create TCL.

Normally, TCL and TAL should be perfectly parallel to each other. Please note that the side where the TCL and TAL diverge would be considered the side of the laterality of the occiput. Providing the listing of Left Superior (LS) or Right Superior (RS).

Lastly, the rotation of the atlantooccipital joint is assessed. On the side where the Atlas is anterior, the occiput would be posterior to the Atlas. For example, if the listing on the Atlas is LA, the occiput would be LP, and if the Atlas listing is RP, the occiput would be LA.

The following shows all the listing combinations for atlantooccipital joint:

Occiput Listings	
PS	AS
PS-LS	AS-LS
PS-RS	AS-RS
PS-LS-LA	AS-LS-LA
PR-RS-RA	AS-RS-RA
PS-LS-LP	AS-LS-LP
PS-RS-RP	AS-RS-RP

Now that the upper cervical listings have been determined, the chiropractic provider must assess alignment C2-C3 through C7-T1 intersegmental regions. Like the upper cervical region, start with the lateral cervical film. Starting with T1, mark the vertebral body's anterior inferior and posterior inferior margins. If the patient has osteophytes, please make sure to mark where osteophytes meet the vertebral bodies. Using a parallel to create a line 2.00 mm above the reference points. The lines should be extended posteriorly to the film edge. This process is done up to the C2 intersegmental level. All the lines should converge but not touch each other in the film. The lines that cross each other within an intersegmental level will represent the posteriority (retrolisthesis) of the superior segment. For example, the lines between C5-C6, and C6-C7 are both crossing posteriorly on the film. Both C5 and C6 would have posterior misalignments. Consider the lines crossing closer to the spine to de-

termine the major misalignment. If the lines between C5-C6 cross closer to the spine than C6-C7, then the C5 would be considered the major and be considered Posterior (P).

Next, A-P cervical imaging determines the segment's rotation and laterality. Please remember to position the film P-A to comply with the Gonstead method of Spinography. Use the findings from the lateral imaging as the starting point. For example, previously, we found C5 to have the major posteriority with the listing designation of P. Next, using the P-A imaging, determine the rotation of the spinous process to either right or left. If the C5 spinous process is rotated to the right, the segment would have a right laterality for R. If the spinous process is rotated to the left. The laterality would be to the left, providing the listing of L.

Lastly, the wedging component is assessed. Wedging is determined once the posteriority and rotation are assessed. On the P-A view, the uncinat processes are marked on each side of the vertebral body to determine wedging, and the marked points are connected via a line. Providing a superior (S) or an inferior (I) listing. If there are no wedges or the wedging is superior, then listings are considered simple listings. In simple listings, the segmental contact point is on the inferior lateral side of the spinous process. If the wedging component is inferior, then the listing is considered a rotary listing, and the segmental contact point would be on the lamina opposite the side of spinous rotation. These types of listings are considered to be rotary listings. The reasoning behind the opposite lamina contact is to ensure that the chiropractic provider does not thrust on the side of the concavity of the curvature.

The following are potential listings for C2-C7 intersegmental units.

Listings	Simple or Rotary
P	Simple
PR	Simple
PL	Simple
PRS	Simple
PLS	Simple
PR-L (L=lamina)	Rotary
PL-L (L= lamina)	Rotary
PRI-L (L= lamina)	Rotary
PLI-L (L= lamina)	Rotary

Visualization

As discussed, Spinography is a component of the Gonstead Technique analysis system. In addition, your patient's posture must be analyzed using three orthogonal planes: the X, Y, and Z axes. Your findings need to be documented to support your assessment of the vertebral subluxation complex.

Instrumentation

Once the visualization part of your assessment is complete, the instrumentation is the next step. Gonstead requires the use of a Nervo-scope. The instrumentation detects the temperature differences between the right and left sides of the spine. Generally, the probes are adjusted to fit the paraspinal gutter, and the sweep is inferior to superior from T1 to the base of the occiput. To perform this procedure for the cervical spine, a patient must have the concerned area exposed to room temperature for 10 minutes, allowing the skin to adjust the surrounding temperature. The chiropractic provider then starts to sweep at T1, going superior at a speed of three (3) seconds per segment. The provider looks for a needle break of at least one (1) increment within a segment, termed a "break." With patients with acute chiropractic subluxation, the break will be toward the side temperature increase, and with patients with chronic chiropractic subluxation would be away from the side coolness as chronic subluxation can cause colder temps on the affected side.



Static Palpation

Another important part of your assessment is static palpation of the area. First, the skin over the posterior part of the cervical spine should be analyzed for any sudoriferous or oily changes, as the changes may be related to the subluxation in the area. Next, palpate the posterior cervical musculature to check for any soft tissue changes such as hypertonicity and trigger points. Please remember to document your findings

and correlate it with results from information gained from Spinography, postural analysis, instrumentation, and skin palpation.

Motion Palpation

Motion palpation of the cervical should be performed to evaluate the presence of chiropractic subluxation. The first component is to assess the motion of Atlanto-occipital joints. The occipital-atlantal glide must be performed to assess the extension or flexion malposition of the joints. Next, the atlantal axial motion needs to be evaluated to determine the laterality of C1 in relation to C2. Generally, there would be lateral bending fixation of C1 to C2 on the side of laterality. The rotation of C1 on C2 is then evaluated to determine anteriority or posteriority on the side of wedging.

The lower cervical spine needs to be assessed for chiropractic subluxation. Start at cervical prominence, contacting the spinous process and checking the posterior to anterior fluid motion. Determine the fixation of the segment moving from posterior to anterior. Once you determine the segment locked in posteriority, check the spinous rotation to each side. The side the spinous process rotates easier towards is the side of laterality. Finally, check for the wedging component. Finally, check the same segment for wedging by laterally bending the segment to each side and assessing restriction.

To finish, correlate all your findings from Spinal Morphology, visualization, instrumentation, and static and motion palpation to determine the major segment that needs to be adjusted.

I recommend adjusting the segment and allowing innate intelligence to work on healing the body. Dr. B.J. Palmer's quote influenced my chiropractic practice.

"So what Chiropractic does, is that it simply "takes the handcuffs off Nature", as it were. By finding the particular vertebra that had shifted and restoring it to its natural position, the adjustment thus releases the natural flow of nerve impulse. When the maze of nerves, or Nature's communication system, supplies the body with the energy it needs for well-being, you have health." ~ B. J. Palmer

I hope this article assists you in the analysis of the cervical spine using the Gonstead analysis methodology.

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The New Wellness Revolution

By Dr. Eric Plasker

PHILOSOPHY



Dr. Eric Plasker, 2023 Life University Chiropractor of the Year, has trained over 12,000 doctors, published bestsellers, and created The 100 Year Lifestyle brand, promoting chiropractic care globally.

Email: info@100yearlifestyle.com
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Do you remember the Wellness Revolution? In the late 90s, Paul Zane Pilzer wrote a book identifying and naming the Wellness Revolution as a paradigm shift that would impact healthcare consciousness for individuals and families, and the world at large. The entire holistic industry grew exponentially as did the utilization of chiropractic care.

The Wellness Revolution was adopted by many chiropractors and their offices exploded with lifetime patients. The doctors that we trained on these principles set records in their practices as did many other chiropractors who realized the importance of a healthy spine and nervous system at the center of a healthy lifestyle rather than just for crisis care. Their patients valued the care and the doctors loved seeing their retention skyrocket.

The Wellness Revolution was also embraced by drug companies and many other industries to capitalize on this shift. Well, here we are in 2024 and the NEW Wellness Revolution is here.

Welcome to the Healthy Longevity Revolution.

Hang tight! This is not about Medicare. This is about EVERYONE, and chiropractors should be leading the way.

The Healthy Longevity Revolution will be exponentially bigger than the Wellness Revolution addressing healthy aging for all people of all ages. This includes people who have been injured in accidents, sports, or at work, PLUS babies, kids, families, athletes, seniors, and everyone in between.

How do we know that a Healthy Longevity Revolution is here? By paying attention to marketing and advertising trends, you will see that there is a Longevity Industrial Complex that has organized in the

world, and they are gearing up to create and capitalize on this paradigm.

The following reports are just a few that have been published since 2022:

- The New Journey of Retirement: by Edward Jones co-branded with Age Wave and The Harris Poll
- The Second Half of Life Study: by AARP co-branded with National Geographic
- The New Map of Life (Capitalize on the 100 Year Opportunity): Stanford University
- Global Roadmap of Healthy Longevity: National Academy of Sciences co-branded with the National Academy of Engineering and Medicine
- The Global Longevity Economy: Forbes co-branded with AARP
- Manulife: John Hancock co-branded with MIT and the World Economic Forum
- XPrize HEALTHSPAN: A global research competition for healthy longevity
- Plus, many others that are too numerous to name

What does this have to do with Chiropractic Philosophy in Action? The allopathic world tells us that these people are living on “borrowed time.” We know that this is not borrowed time! It is birthright time!

From the moment of conception, we are hardwired for 100 healthy years if we take care of ourselves along the way while also avoiding harm. This includes keep-

ing the spine and nervous system healthy through every phase of life, and places chiropractic care at the center of a healthy lifestyle.

It is indisputable that a healthy spine and nervous system are essential for a healthy, long life. They are not necessarily essential for a long life, however. There are a lot of elderly people who are rotting away and suffering, unable to enjoy life, because their spine and nervous system were neglected.

Most of your patients have aging parents and/or grandparents who are experiencing challenges related to their longevity and they want to live differently to avoid these long-term problems. Educating people from this perspective will help you do a better job and attract more people in your community for lifetime chiropractic care.

Every community in the state of Georgia, and in this country for that matter, is seeing an abundance of assisted-living and memory care centers popping up on every corner. These facilities are filled with beautiful souls who did not know they were going to live this long, and therefore did not know how to take care of themselves to ensure quality of life as they age.

What can you do in your practice? Start educating people with a long-term vision for their life and give them the opportunity to make choices based on their longevity potential. You will be amazed how many people choose to participate in the care this way.

Stop blaming age for people's problems. We see so many people who have been degenerating for decades in some parts of their body while the rest of their body is youthful. Let people know that they have youthfulness within, and they can build on that. Their body knows how to heal.

Be consistent with your education and messaging to include the importance of healthy longevity beginning at birth.

We are prepared to lead this Healthy Longevity Revolution and equip the chiropractic profession to lead and become the #1 healthcare profession. How?

The 100 Year Lifestyle 3rd Edition will be coming out soon with updated statistics, education and resources that will lead people to chiropractic.

Our certification program with Life University will be adding dates to the calendar and we are proud to have GCA as a sponsor.

Lastly, we have a full-scale public relations campaign that will be occurring to open people's eyes to the utilization of chiropractic care through every phase of life.

The time is now, and the people are ready. We are proud to work with GCA to lead this revolution and attract more people to chiropractic.

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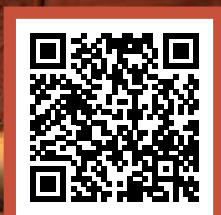
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Bryan Tatum and TSF Association: From Humble Beginnings to Grand Gestures

By SeKoixa Gonzalez

Like many love stories, you never really see it coming and Bryan Tatum fell hard, that is, with bartending of course. With no clue what to do after completing his degree, Tatum dove into the world of bartending. Fueled by ambition, he swiftly transitioned from employee to owner, eventually transforming the place into a hotspot for the College of Charleston. His success caught the eye of a big-time Texas investor, who offered him six times what he invested. This was just the start of Tatum's addiction: growth. Tatum ended up owning six restaurants in Charleston, another in the US Virgin Islands and one more in Sonoma, California.

Tatum's business ventures in Sonoma led to a big game-changer. Shortly after opening his spot in Sonoma, Tatum met his future wife. However, there came to be a problem. Bar life, with its crazy hours, didn't mesh well with married life. Tatum traded in one hat for another and tried bar consulting, however, this didn't fulfill Tatum's fascination for growth. Enter his cousin, who worked in sales for United Healthcare. She convinced Tatum to give it a shot.

Tatum's first steps into health insurance were rocky. He had a life-changing experience with a customer who had a heart attack a month after signing up for a policy. Tatum's knowledge of insurance provided the client full coverage of his incidents plus some for aftercare. The client's gratitude lit a fire in Tatum, and he became a top seller in no time, finding himself opening new offices in areas like Buford and Norcross, Georgia.

A pivotal moment arrived with the birth of his son, prompting Tatum to reassess his schedule. Departing from his demanding role, he ventured into sales leadership coaching at Southwestern Consulting. Despite professional success, Tatum continued to search for a deeper sense of purpose.

Last September, Tatum started his insurance agency. This new venture allowed him to balance work and family life, and his agency took off. Now he gets to help people while still having quality time with his family.

Tatum's journey took a surprising turn when he met Brandon Straza, the brains behind The Success Finder Association (TSFA). TSFA distinguishes itself by offering tailored educational resources for business growth, including specialized insurance products from America's Choice, which Tatum has integrated into his insurance agency.

TSFA focuses on quality and personalized service. They don't pair anyone with any coach. It's all about finding the right match based on detailed questionnaires. This ensures everyone gets the guidance they need from top-tier professionals. The platform's intake form dives into users' goals and needs, ensuring they get matched with the right coach. Plus, TSFA offers resources on everything from billing to wellness, making it a goldmine for pros like chiropractors all while fostering a distraction-free environment absent from social media.

Tatum's story is a rollercoaster of adaptability, passion and finding fulfillment. From his bartending to managing a thriving insurance agency, he has embraced each career transition with unwavering determination. His partnership with TSFA underscores his commitment to empowering others and equipping them with the necessary tools and support for success.

For more information on TSFA and to discover what drives you, join for free today and connect with a dedicated coach. Contact Bryan Tatum for expert insurance consultations.



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MEMBER SPOTLIGHT

Advocating for Chiropractic Care: A Call to Support Pro-Chiropractic Representatives

By SeKoixa Gonzalez



Drs. Karen Mathiak and Anissa Jones are leading the charge for chiropractic care in Georgia, each bringing unique perspectives and commitments to their roles as state representatives. Their dedication to advancing chiropractic interests defines how crucial it is to support candidates who prioritize healthcare accessibility and advocacy.

Dr. Karen Mathiak of District 74: Advocating for Fair Reimbursement and Transparency

With extensive political experience, longstanding GCA Board Member Rep. Dr. Karen Mathiak holds a steadfast commitment to advancing chiropractic through state legislation. Central to her mission is promoting healthcare transparency and ensuring fair reimbursement for healthcare providers, including chiropractors, within the legislative framework she navigates.

Serving as the Secretary of the Health Committee and Chairlady of State Planning and Community Affairs, Dr. Mathiak amplifies chiropractic interests and advocates for small businesses, local universities, and schools. She places a strong emphasis on bolstering economic resilience within the tax budget and striving for equitable healthcare access, especially for veterans reliant on Medicaid and underserved communities. Dr. Mathiak's strategic positioning under the Golden Dome empowers her to influence policies that safeguard, promote, and protect the chiropractic profession and enhance healthcare accessibility across Georgia.

Dr. Mathiak looks forward to continuing her fifth tenure as representative of her district and as champion of chiropractic, she welcomes the aid and support of her colleague, Dr. Anissa Jones.

Dr. Anissa Jones of District 173: A Champion for Community and Healthcare

Doctor of Chiropractic and Board Member of the GCA, small business owner and former professor of Fort Valley State University, Dr. Anissa Jones has deep roots in Macon, Georgia with a longstanding commitment to public service. Her tenure as District One Representative for the Macon Water Authority highlights her leadership and dedication to community welfare.

Now, Dr. Jones seeks to bring dynamic leadership to her community, focusing on critical issues such as education, economic development, affordable housing and infrastructure. Her vision for Georgia emphasizes expanding the chiropractic scope and improving affordability, positioning chiropractors as primary caregivers for conditions within their expertise. Her campaign advocates for legislative changes, aligning with healthcare policies that meet the needs of Georgia residents to ensure accessible holistic healthcare options.

The Importance of Voting for Pro-Chiropractic Representatives

Voters backing candidates who prioritize healthcare access and advocate chiropractic care will find the passions of Drs. Mathiak and Jones refreshing. Their campaigns highlight how legislative decisions shape healthcare policy, stressing chiropractors' crucial role in Georgia's healthcare framework. Electing representatives like Drs. Mathiak and Jones may ensure that healthcare policies are crafted in the best interests of chiropractic patients and practitioners.

Supporting the Backbone of Chiropractic Advocacy: Unite with GCA-PAC

For individuals passionate about protecting and enhancing the chiropractic profession in Georgia, joining the GCA-PAC is crucial. The GCA-PAC plays a significant role in representative legislative initiatives that help chiropractic professionals and their patients. By joining the GCA-PAC, individuals can support a strong voice in state policymaking and actively contribute to the ongoing efforts that influence positive legislative outcomes.

In conclusion, Drs. Karen Mathiak and Anissa Jones depict leadership and advocacy in advancing chiropractic care in Georgia. By supporting candidates who prioritize healthcare access, fairness and transparency, we can ensure the chiropractic profession and patients are protected. Joining the GCA-PAC allows individuals to actively contribute to shaping policies that promote healthcare and chiropractic excellence across the state.



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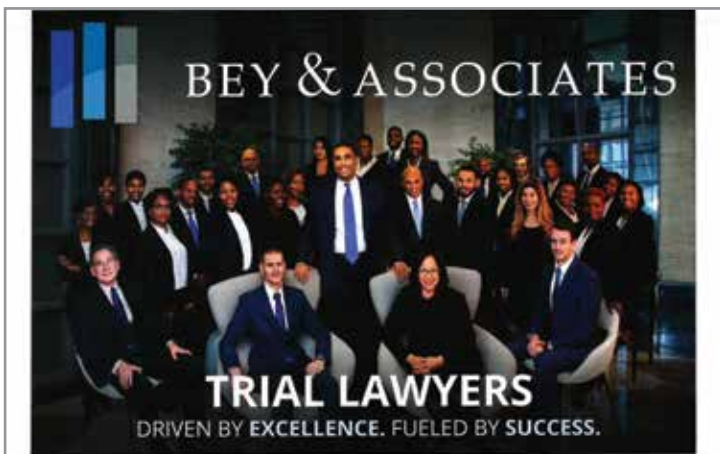
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(2)- Zenith II 210 tables w/ pelvic drop and Heritage upholstery, (5) Zenith-Rock Toggle tables and (5) Barge knee chest tables. Pictures available.

FOR SALE - Williams Model 1070F Elevation Table with 4 drop sections. Works great and looks very good. PRICE REDUCED Asking \$2,500.00." Call Dr. Gibson 770-366-9045"

FURNITURE AND EQUIPMENT FOR SALE. We still have some therapy equipment, furnishings and posters, etc. For a list of available items and price. Contact Gloria Markham at 470-523-8077, info@markhamchiropractic.net

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