

# Seeing more RED:

## Influencing family healthcare trends in your community

The term “**influencer**” is used a lot these days in the business world. In a chiropractic practice, it’s particularly important to become the influencer of trends in your community’s approach to family and especially, children’s wellness. **Chiropractic, by nature, is a trend setter** as we offer the responsible, drugless approach that families are searching for.

**So, how do we get that message into our communities and begin taking care of more children?**

At CLA, **we recently ran a small survey** to sample the current trends in the profession. Besides asking about marketing strategies and practice economics, we asked chiropractors what percentage of their practice population were children under the age were of 13.

**The average response was barely 5%.**

That’s a statistic that shouts loudly about the chiropractic message that is being shared into the community. The opportunity to become an influencer of childhood wellness is being missed in the vast majority of practices.

The good news is that this statistic can jump, almost immediately, by making just a few “adjustments” to the way you present your message.

Every patient is a member of an extended family and so positioning yourself as **a family practice** is the most natural way to become an influencer of health trends. Regardless whether your special focus is spinal care, athletic performance, occupational health or personal injury there is a family tree associated with that patient and believe it or not, the easiest way to connect with families is through that newborn to 13-year-old sector! Parents, grandparents, uncles and aunts know the importance of creating a foundation in the early years for children to stay well, but what they often don’t know is **what chiropractic has to do with that**. This is your chance to shift the age-old perception

of chiropractic being simply a back and neck pain program to being seen as a health, performance and even, growth and development strategy.

The template for making this critical shift is the simple, yet organized RED concept of communication and clinical application. (For a comprehensive review of RED, download CLA’s eBook, “Seeing RED”)

Using the acronym RED as a guide provides a concise way of building that all important bridge for the patient or parent which then allows you to invite families into care without them having the “necessary” back or neck pain.

**RED: R stands for Reserve, E is for Efficiency and D is for depth.**

The essence and power of chiropractic care at any age lies in the body’s natural ability to heal and regulate itself when the nervous system is free and clear of the interference caused by a subluxation. That’s great for us to know as chiropractors but what can we tell a parent whose child should be checked?

This orientation begins with the letter “**R**”, which **defines the level of RESERVE** within the regulatory nervous system. Many parents have battled through their children’s’ ear infections and/or endless colds so they are familiar with the effects of a run down immune system. What they need to be made aware of is how the immune response is directly tied to the level of reserve their child’s nervous system has to work with. The amount of **autonomic nervous system reserve** is a significant indicator of the responsiveness of the immune system. It is accurately **measured using HRV (Heart Rate Variability) which is collected using CLA’s neuroPULSE**. Lowered and unbalanced autonomic activity is directly related to lowered immunity. HRV is widely used in cardiology, exercise physiology and now chiropractic. To accommodate the use of HRV

in a family styled practice, the neuroPULSE has been designed to collect HRV from the earliest of ages.



An ear clip and finger sleeve attachment are available so that even newborns can have their autonomic reserve checked.

Showing a parent their child's HRV results is a powerful

way to introduce the non-spinal benefits of chiropractic care. **Using the "R" in RED is the easiest way to introduce why chiropractic care, on an ongoing and asymptomatic basis, is an essential foundation for keeping children well.** As the "reserve" message is introduced, an expanded message associated with vagal tone can be developed so the parent can become aware of the remarkable benefits that a well-adjusted child can experience that include behavioral stability along with learning and developmental excellence.

**What parent wouldn't want their child checked regularly by an experienced chiropractor using valid and reliable, precision technologies?**

The second letter **"E", in RED stands for efficiency.** Growing children need to be **checked for structural and postural integrity** every step of the way. If a child is under excessive physical, emotional or even biochemical stress, the body's natural reaction is to protect itself. Measuring the neuromuscular tone along the spine is an ideal way to detect emerging patterns of postural or overwhelming stress that can exhaust a developing child and limit the efficiency of the entire nervous system.



**Surface EMG (measured using CLA's neuroCORE)**

is a test that allows parents to connect the dots, linking spinal care to overall health and wellness.

This digital examination is **ideal for children 5 years of age and older** as the test is done in a seated position. Bringing the health and alignment of the spine into the entire wellness conversation is a powerful message that parents trust. **Shifting that "crooked spine" message towards neural efficiency, stress and overall coordination** can be completed with ease using the graphs and scores collected with the neuroCORE.

Finally, the letter **"D" in RED, allows for a complete neural profile to be produced.** The depth of change



within the processing nervous system needs to be evaluated as well. Organs, glands and blood vessels are regulated via the autonomic spinal nerve connections and so as subluxation patterns remain undetected, the

impact can be measured in the deeper functions of the spinal nerves.

An accurate way to assess whether this regulatory process is being interfered with is to use thermography (CLA's neuroTHERMAL instrument) to detect patterns of deepening stress reactions.



**Infants can be easily tested in just seconds while a neural profile can be recorded for future comparison. The examiner may choose to scan individual segments along the spine on very small children or complete a full spine, rolling thermal scan which can then be used to compare the deepening trends of a subluxation or the**

**improvements while under care.** Thermography has been used extensively within chiropractic examinations because of its accuracy and speed of application. **When combined with the HRV and sEMG scans, the thermal scans confirm if a child is thriving or locked into a deepening, subluxated pattern.**

The RED approach to introducing and communicating chiropractic helps parents choose to have their children checked regularly by their family chiropractor.

### **Here are some helpful scanning tips when using the INSIGHT scanners with kids:**

#### **R – HRV, collected using the neuroPULSE**

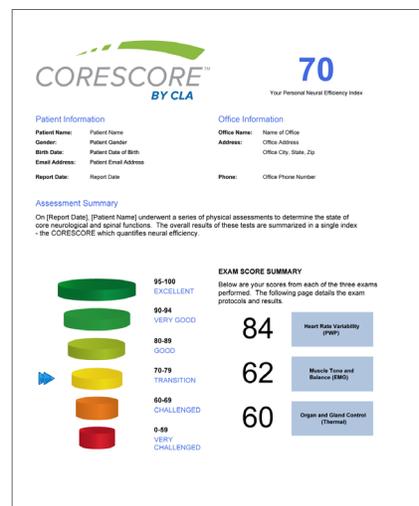
Did you know you can capture an HRV on a sleeping baby? Use the ear clip sensor by finding the place on the ear with the strongest pulse. Move it around the ear to find the best spot if the ear lobe isn't big enough. If needed, flip the sensor around to try to find the best pulse. Have the kiddo on a parent's lap if they are a little older. You can also use the finger sleeve to collect on kids over the age of ~ 2yrs. Some children pull at the ear clip, so use the sleeve! For kids that can sit still and are older than 5, the actual neuroPULSE works beautifully! For kids that are really active, a 2 minute collection time may be necessary.

#### **E – sEMG, collected using the neuroCORE**

You need the kiddo, aged 5 and up, to be able to sit independently on a stool with their feet touching the ground and remain still to get a good collection. (Some skilled examiners can get scans at ages below 5). Its great to look at the total energy and pattern scores to watch how their postures and energy are changing while they develop!

#### **D – Thermography, collected with the neuroTHERMAL**

For kids, the sensors can be moved all the way to the centerline. Have the kiddo sit on the stool in the same position as adults or in the lap of a parent and even prone on an exam table.



CLA has also developed a combined scoring system that uses the data from all three RED instruments so that parents can track their child's neuro spinal health. The CORESCORE is an index that is created by combining HRV, sEMG and

thermographic data. Parents can easily understand if their child is moving towards a healthier and higher score or if they are struggling to maintain a healthy reserve and efficient nerve control. Using the CORESCORE opens up a new vista of communication to inspire and educate parents.

Becoming an influencer and trusted wellness advisor for families in your community is a reality. These families are searching for a qualified and dedicated professional who understands the power of healing from within. Parents and other extended family members are searching for solutions that don't include constant medications and are willing to listen to a message that is built on a rational, valid and technological basis. The real reason for them to believe lies in the objective data that the RED approach offers. CLA has been supporting family-styled chiropractic practice since its inception almost 30 years ago. In that time, many of our clients have raised their under-13-year-old group of patients to over 25% of their practice volume. This speaks loudly of the ability to leverage today's technologies with a concise and understandable RED approach. We all know that children and their families are better off with chiropractic in their lives! Let's strive to get the message that matters out to them and set a new health trend for generations to come.