

Chiropractic has evolved through several very significant paradigm shifts since D.D. Palmer introduced it as a miracle healing system in 1895. As Dr Palmer explained in *The Chiropractor's Adjustor* it began as, and was fully intended to be, a safe, effective, non-invasive holistic approach to healing. The chiropractor of the first half of the 20th century looked at the whole person, and in addition to corrective spinal adjustments for people suffering from a wide variety of often serious medical conditions, generally included dietary as well as lifestyle advice.

Under B.J. Palmer's lead, it went into a pendulum swing of "straight chiropractic" adjusting, the most extreme being adjustments limited only to the occiput-atlas-axis subluxation complex, and the "HIO" (Hole-in-One) atlas recoil adjustment. This was extremely effective in patients whose tissue integrity was still in good

they were thoroughly hooked, they gradually became the unwilling recipients of insurance coverage cut backs at all levels and insurance companies more and more defining what was appropriate for a chiropractor to treat and be reimbursed for.

To complicate matters, in the last 60 years we have witnessed the most marked degradation of America's food supply (see *Empty Harvest* by Mark Anderson). Each decade has brought more and deeper states of nutritional deficiency to the general public, whose bodies have become gradually less able to even hold an adjustment.

It was this combined scenario of insurance companies legislating the scope of practice, and the deterioration of the food supply, that brought chiropractic close to extinction as a unique, holistic healing art.

A small percentage of dyed in the wool chiropractors, who had each sat at the feet of the legendary chiroprac-

HOW DO I ADD A SUCCESSFUL NUTRITIONAL COMPONENT TO MY CHIROPRACTIC PRACTICE?

PART 1



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enough condition to respond once the interference to the vagus nerve was eliminated.

In the 1960's and 70's, we moved into the insurance era. In order to ensure a seat at the "beggar's table" of insurance reimbursement, the profession started moving, almost in unison, toward a specialization in musculoskeletal problems. Thus disregarding functional illness for the most part, which is where chiropractic originally made its mark, as this was considered to be "beyond the scope of practice" by those who dictated what insurance companies could or would reimburse for. Thus, chiropractic was being redefined again, away from holistic healing, by economic forces outside of the profession, but not without their consent.

Initially, the insurance coverage was seen as a gold mine for chiropractors who eagerly jumped on the band wagon to get their share of the insurance pie. But once

tic masters, were taught the true chiropractic philosophy. They not only kept the dream of D.D. and B.J. Palmer alive, but – in response to greater and greater insurance reimbursement suppression, began a serious quest to revitalize the profession by bringing it back to its foundational principals and ideals.

And now, at the beginning of the second decade of the 21st Century, we have now gone full circle, greatly enriched by our experience. We stand at the cusp of the final paradigm shift that will take chiropractic back to its rightful position as the most effective, truly holistic healing science and art. We will do this supported by the massively increased public awareness of the devastating effects of far too many pharmaceutical products, and an all time high increase in interest in nutrition and the damaging effects of the Standard American Diet.

Chiropractors who have "had it up to here" with

third party or single payers reimbursement plans, and who truly understand their destiny, are now reaching, like never before, to regain their birthright as holistic healers by adding nutrition, detoxification and wellness counseling to their practice mix.

Due to greatly expanded knowledge in the subject of applied clinical nutrition, as derived from Royal Lee, Frances Pottenger, Weston Price, and Dr. Melvin Page, the fathers of clinical nutrition, we now have the potential to take our rightful position as true holistic healers. We can stop the dwindling spiral of patients and restore the ability to hold corrective adjustments and assist the body to repair itself. Through nutrition and detoxification, we can restore enough tissue integrity to enable patients to hold an adjustment and restore lost health. Our time has come.

Today more than ever, people are much more aware of the need for nutrition. Anytime I get on a plane and somebody asks me, "What do you do for a living?" If I say "I'm a chiropractor," they say, "Oh, yeah, my back went out once." But if I say I specialize in holistic healing and nutrition they immediately start a stream of conversation that literally will last an entire trip across the country.

They relate all the grave conditions they've got and all the health difficulties, their fear of pharmaceuticals and other so-called conventional treatments, and ask questions about which vitamins they should be taking, etc, etc.

It's a very high interest item because the public intuitively knows that their health could be greatly improved and that they would have less need for pharmaceuticals or worry about the harmful side effects. This situation has been evolving over the last 10-20 years.

I never considered that I was actually a pioneer back in the 1990's when I began introducing nutrition into my practice. But looking at the trend and what's occurred since then, I see that by whatever good luck or God's grace, I was certainly ahead of the curve.

I've been called upon to offer assistance, help, guidance, and consulting to hundreds of practitioners who would like to add a successful nutritional component to their practice, but are not getting the results they desire and know are possible. They meet continual non-compliance and resistance when they try to provide potentially health restoring nutritional products.

In the main, the chiropractors who are having this problem are trying to simply add some nutrition in the hopes of increasing their effectiveness with their patients and to add a profitable nutritional component. Many are trying to practice nutrition from a symptom viewpoint as they lack a reliable, easy to implement, easily duplicated system for analyzing the body. Selling these palliative nutritional products as add-ons to a chiropractic visit is a problem. Patients who come in for an insurance reimbursable adjustment uniformly resist paying for anything that they will not be reimbursed for.

The truth of the matter is that in the past two decades of providing effective nutritional solutions that truly change the health of our patients, we have repeatedly proven to ourselves that it is the hidden causes of the subluxation, the viscerosomatic reflex that must be effectively addressed. We must find these in order to fully enable adjustments to hold and nerve interference to be permanently relieved following the administration of competent chiropractic manipulative care.

We've proven over and over and over again that the reason a joint is chronically inflamed is not that it's missing those trendy supplements that are supposed to repair joints. In most cases, there's also an internal, intrinsic factor that is affecting the joints, and unless you identify and address these, and provide correct nutritional solutions, your nutritional approach will be palliative at best.

Chiropractors who are just newly getting into nutrition have a lot of questions. "Well, what do I do? What do I give the guy who has knee pain, neck pain or back pain?" And while it will sell a few products supplying these trendy supplements, it doesn't actually fulfill the basic, real purpose of chiropractic.

If one would step back from this mold that chiropractors have gotten themselves into because of the insurance industry, and actually review the original vision of chiropractic as a healing art and science, one would see the real purpose of nutrition as it relates to chiropractic.

For example, in my practice, I find that a large percentage of men, with chronic low back problems that don't fully resolve to even the best chiropractic adjustments, generally have a viscerosomatic reflex at their basis. Some organ, under stress, is creating a reflex that results in chronic low back, as an example. Most common of these in men in their 50's and 60's, is a prostate problem. In other words, a nutritional deficiency is causing stress in the prostate, which then results in overload to the nerves through that portion of the back and the person constantly has back problems.

Giving that patient a Glucosamine Sulfate product or one of the other newer, trendier products for joints will rarely handle this situation. What handles it is finding out what is ailing the prostate and putting him on a nutritional program that includes some very specific supplements and some dietary guidelines. The prostate begins to repair itself and your lower back adjustments start holding.

The same is true for women who suffer from chronically recurring neck aches or headaches coming from their neck. It's amazing how many are suffering from some sub-clinical thyroid deficiency which, when addressed with correct nutritional support, takes the stress off of the neck, and viola — there go the headaches. The adjustments are holding again.

About The Author: Dr. Freddie Ulan is the founder of Ulan Nutrition Systems