

*Jersey*

CHIROPRACTIC CENTRE

*Your Recovery Starts Here*



How do You  
want to Feel..?

Balanced

Younger

Stronger

Healthier

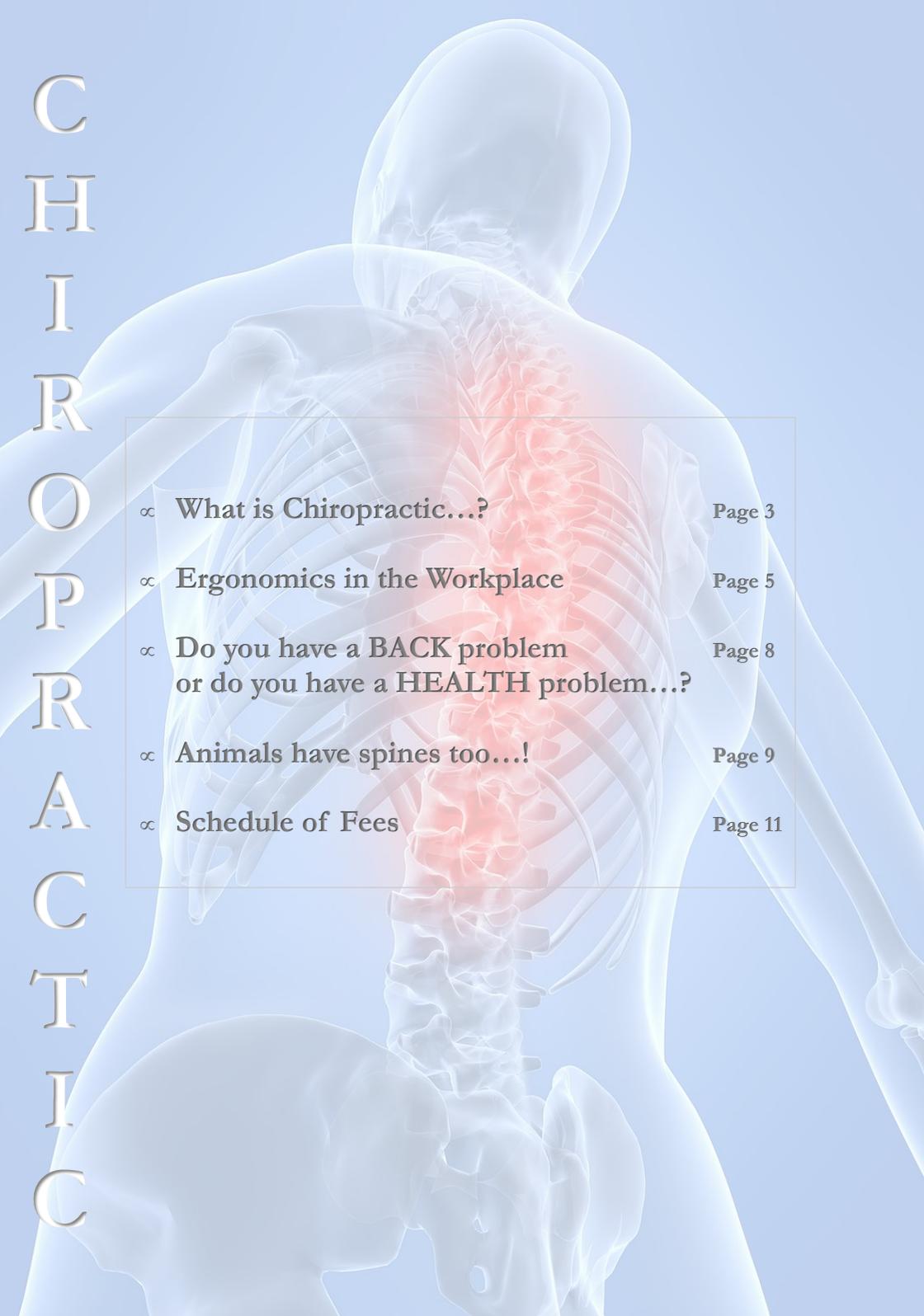
Less Tired

More Flexible

[www.jerseychiropractic.com](http://www.jerseychiropractic.com)



# C H I R O P R A C T I C

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# What is Chiropractic...?

Chiropractic is a **'Primary Health Care'** profession specialising in the diagnosis, treatment, and prevention of mechanical disorders of the neuro-musculo-skeletal system, which can effect the function of the nervous system, and a patient's general health. 'There is an emphasis on manual treatments, including spinal manipulation' (**World Federation of Chiropractic 1999**).

Chiropractic offers a safe and effective treatment for many common conditions and is recommended in the UK Clinical Guidelines for the management of acute low back pain, and other conditions of a 'bio-mechanical' nature which affect the spine.

## Our Chiropractic Techniques

We use a number of highly-effective adjusting approaches to help improve spinal biomechanics and reduce nervous system interference. The approach we use is based on our clinical judgment and years of experience. The primary adjusting techniques we use include:

### Diversified Technique

After identifying which vertebrae have lost their normal motion or position, a specific manual thrust is applied to free up "stuck" spinal joints.

### Thompson Drop Technique

Thompson Terminal Point technique is a system of analysis and a special table that reduces the amount of energy needed to adjust your spine.

### McTimoney Technique

A gentle but highly accurate manual technique with a whole body approach. Suitable for practice members of all ages.

### AK Applied Kinesiology

Testing the strength of specific muscles of your body helps us find structural, chemical and mental problems and monitor your results.

### Activator Methods®

This is a system of spinal evaluation combined with a handheld adjusting instrument that delivers a consistent, low force thrust.

### Acupuncture (Dry Needling)

The perfect adjunct to your chiropractic care, we use acupuncture for meridian balance, symptom relief and many organic health complaints.

### Kinesio-Taping

The Kinesio Taping Method is a rehabilitative taping technique that is designed to facilitate the body's natural healing process while providing support and stability to muscles and joints without restricting the body's range of motion.



Do you have  
90 seconds  
to check  
your spine?



Symptomatic



Goal



## Trigger Point Therapy

By applying direct pressure or stretching of the affected muscle, we can reduce muscle spasms and flush out pooled blood and accumulated toxins.

## Ultrasound

This high-tech deep tissue ‘micro-massage’ helps reduce swelling, increase blood flow, decrease pain, reduce joint stiffness and stimulate cell-repair.

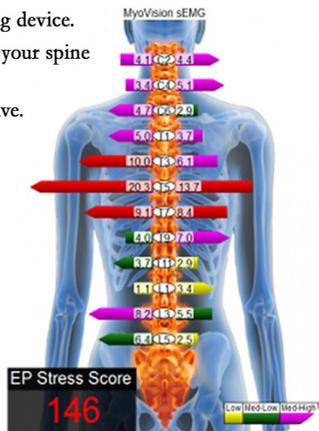
## MyoVision E-Scan (sEMG)

This amazing technology allows us to assess your muscular and nervous system by measuring tiny electrical differences in the surrounding muscles of the spine and send the results directly to you on your computer, tablet or Smartphone..!

It only takes a minute or two, is completely painless and non-invasive. With **MyoVision** seeing really is believing.. Get your friends, and family checked today...!

## MyoVision (Digital E-Scan)

- State of the Art digital sEMG scanning device.
- Identifies areas of dysfunction within your spine and associated muscles.
- Quick, accurate, painless & non-invasive.
- Results e-mailed directly to you.



# Ergonomics in the Workplace...

**Ergonomics** is the study of the kind of work you do, the environment you work in, and the tools you use to do your job. The goal of office ergonomics is to set up your office work space so that it fits you and the job you are doing.

Correct office and computer ergonomics, can help minimize the risk of repetitive injury, such as carpal tunnel syndrome, and the risks associated with prolonged sitting in an office chair, such as neck strain, lower back pain and leg pain.

When your workstation is set up right, you may:

- Be less likely to have problems such as headaches or eye strain.
- Reduced neck and back pain.
- Prevent bursitis or tendon problems that are linked to doing the same task over and over (repetitive tasks).

Did you know that our Chiropractic Team are one of only a few properly qualified professionals to offer work place postural and ergonomic desk assessments. This is an on-site service where 1-2 Chiropractors will attend your office and give members of staff a postural assessment with advice and guidance on desk set up and seat position. Each assessment will take approximately 10-15 minutes, and give each staff member the opportunity to ask any questions regarding their set up and any specific postural problems they may have. Tailored advice and guidance will then be given for that member of staff.

Our aim is to provide you with the most up to date ergonomic advice whilst saving your employer money! Ensuring good posture and preventing back problems is not all about fancy expensive chairs but more simply how to sit and the ***do's and dont's*** of setting up a desk. Following on from this, should you or any of your colleagues have a specific back problem or require a more detailed examination then you/they will be entitled to an introductory discount from the initial Chiropractic consultation. Important to note also is that we are open from (8a.m. until 7p.m.) most days and Saturday mornings so appointments can fit around normal working hours.

If you sit behind a desk for hours at a time, aches and pains may be a common part of your workday. This can cost you and your employer time and money, and can also affect how well you do your job. Still, you're not doomed to a career of neck and back pain or sore wrists and fingers. In addition to taking short breaks from sitting, proper office ergonomics: including correct chair height; adequate equipment spacing and good desk posture can help you stay comfortable at work.



Back pain is one of the most common work-related injuries and is often caused by ordinary work activities such as sitting in an office chair or heavy lifting. Applying ergonomic principles can help prevent work-related back pain and back injury and help maintain a healthy back.

### **How can you prevent injuries at work?**

Here are a few ways you can prevent injuries at work:

- Try to place your work in front of you and sit tall while you work.
- Try not to put too much stress on one area of your body, such as your lower back or arms.
- Change your position often.
- Turn with your whole body instead of twisting to face your work.
- Take breaks to stretch or get out of your chair every 20 to 40 minutes. If you can, switch to another task.

### **Ten Things You Should Know About Sitting**

- 1) **Most of us sit too much** - The average person sits more than 8 hours per day. Many office workers sit as much as 15 hours per day. Think about all the sitting in your typical day; sit at breakfast, sit on your way to work, sit at work, sit on your way home from work, sit for dinner, and then sit to watch TV or surf the internet.
- 2) **Sitting puts your metabolism to sleep** - 60 - 90 minutes of inactivity (like sitting) is enough to shut down the enzymes responsible for producing HDL - the "good" cholesterol, and for regulating blood sugar. Chronic inactivity is now thought to contribute to our diabetes epidemic.

3) **Sitting is harder on your back than standing** - Sitting tenses the hamstrings and causes a flattening of normal curve in the low back. This distortion of the spine increases the internal strain of the back. Sitting upright or sitting in a forward bent position is particularly hard on the back.

4) **Sitting with an open hip angle of greater than 90° reduces back tension** - Sitting in a reclined posture, thighs-declined, or even slouched back against the back cushion can reduce tension in the spine. This reduces the hamstring tension and shifts some of the upper body weight onto the back cushion.

5) **Sitting provides more stability and control for detailed work** - As opposed to many types of stand up work. Sitting is easier on the musculo-skeletal system (except as noted above in number 3).

6) **An hour of daily exercise won't counteract the negative health effects of sitting** - Running, biking and other types of exercise are great for improving fitness, but they don't counteract the negative health effects of prolonged sitting. Exercisers who sit most of the day are known as *active couch potatoes*.

7) **You need to stand and move each hour or more to maintain health** - Sitting puts your metabolism to sleep. Movement like standing, walking, and other leg-muscle activity stimulates your metabolism and restarts your body.

**8) Adjust your chair for comfort, support, and add movement** - Your chair should fit you and your physique, and it should allow for a variety of postures and movement. Adjust the back rest cushion up/ down to fit the curve of your low back, adjust the seat height for a comfortable leg support, and set the backrest to allow supported reclining and movement back and forth. While seated you should fidget, squirm, contract/relax your muscles, and flex/extend your legs. Remember movement is good, sitting still for long periods is bad.

**9) Your best posture is your next posture** - There is no single best ergonomic posture. Most experts recommend a variety of positions and postures including these four reference postures; upright supported, reclined seated, thighs declined, standing.

**10) Don't sit if you can stand, don't stand if you can walk** - Thomas Jefferson and Ben Franklin both knew that standing for work was a good thing. Both of these great Americans had stand up workstations...!

If you or your employer would like more information on this highly valuable service or Chiropractic in general then please give us a call on **(01534) 633060** or visit our website [www.jerseychiropractic.com](http://www.jerseychiropractic.com)

**The Jersey Chiropractic Team**



# Do you have a **BACK** problem? or... Do you have a **HEALTH** problem...?

Did you know that Chiropractors treat more than just backs...? We are highly trained in treating many other conditions, from neck pain to sports injuries. However, many people do not realise that often what at first glance appears to be a **BACK** problem, may indeed actually be a **HEALTH** problem.

Everyone, and every living thing on this planet has an **innate** ability to heal itself. However, often in our busy lives we can develop 'roadblocks' to this healing process. Physical, chemical, emotional stress and /or injury can cause a whole host of problems to develop. As Chiropractors it is our role simply to identify where these interferences are and remove them. These roadblocks often lead to the development of what Chiropractors define as the '**Subluxation Complex**'.

Subluxations often begin with the misalignment and/or loss of range of motion of one or more vertebral segments of the spine. These we term as '**fixations**'. As a result surrounding muscles become tense, spastic, and often cause *generalised pain*. Over time the joint surfaces (Facet joints) then become irritated and inflamed, and often cause *localised pain*. This inflammation (if not treated) can irritate the closely lying sensitive nerve roots, which may cause pain to be referred to other areas/regions of the body.

## Take the Test

Zoom into the image below and see how many symptoms/dysfunctions you may have..?

*Do you or anyone you know suffer*

## COMMON SYMPTOMS AND EFFECTS OF VERTEBRAL SUBLUXATIONS

### C1-C3

Headaches and migraine-like pain, neck and scalp tension, pressure and pain behind eyes, blurring of vision, dizziness, light-headedness, fainting, facial pain and numbness, ringing in ears, ear pain, jaw pain, recurring sore throat, nasal congestion, sinus trouble, loss of co-ordination, disorientation, symptoms of Otitis, generalised malaise, childhood fevers, vertebral artery insufficiency, insomnia (loss of sleep), problems with memory, depression, irritability, loss of concentration, symptoms of allergies and hay fever.

### C4-C7

Pain and stiffness in the neck, pain in the shoulder, arm and hand, tennis elbow-like pain, hand and finger swelling, numbness and tingling in hands and fingers, pain of bursitis in shoulders, wasting of arm and shoulder muscles, reduced neck/shoulder movement, difficulty swallowing, neurosis, neck tension, chest pain, cold hands, poor circulation in the arms, twinges of pain which "seem to go away", loss of power and grip strength, whiplash, certain thyroid problems, speech difficulties, hormonal balance issues.

### T1-T3

Shortness of breath, chest pain and pressure, difficult breathing, pain between shoulder blades, rib pains, heart arrhythmias, bronchitis and related chest conditions, respiratory difficulties, recurring upper respiratory tract infections, functional heart conditions, asthma and allied conditions (especially in children), certain types of arm pain, angina-like pain.

### T4-T9

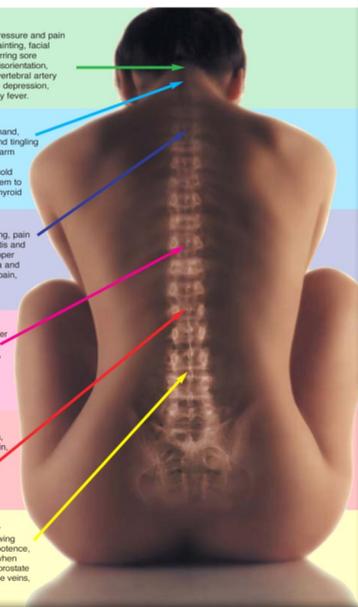
Pain between shoulder blades, chest pain and pain in ribs, liver and gall bladder trouble, jaundice in infants, abdominal trouble, chronic indigestion, dyspepsia, heartburn, abdominal bloating, pancreas malfunction, hypoglycaemia, ulcers, gastritis, abdominal pain, trouble digesting certain foods, allergies, lowered resistance to skin and other skin disturbances, abnormal blood pressure, sweet tooth cravings.

### T10-L1

Urinary problems, constipation, ulcerative intestinal conditions, spastic colon, lazy colon, adrenal trouble, appendicitis-like pain, abdominal bloating and pain, gas pains, frequent sighing, diarrhea, fluid retention, allergies, fatigue, and mid-back pain.

### L2-L5

Low back pain, groin pains, weakness in legs, cramping, poor circulation in legs, numbness in legs and feet, childhood 'growing pains', leg pains, gas pains, constipation, certain types of impotence, infertility, bed wetting in children, abdominal cramps, fatigue when standing, cold feeling in feet, menstrual cramps, bladder and prostate difficulties, sciatica (pain in leg), leg and ankle swelling, varicose veins, urinary difficulties, fatigue and leg weakness, spinal curvature, scoliosis, frequency (too frequent urination), knee pains, hemorrhoid pain, hip pain, ulcerative bowel conditions.



# Our animals have Spines too...!



## What is animal Chiropractic...?

Animal Chiropractic is a specialised field of animal health care that focuses on the maintenance and optimisation of the neuro-musculo-skeletal system (nerves, muscles and bones). The nervous system controls everything that happens in your animal's body and helps coordinate the body's ability to heal and regulate itself. Trauma, over or underuse may cause some of the vertebrae in the spine to become fixated, which can cause surrounding muscles to go into spasm, and ligaments to become inflamed. Closely related nerves often become irritated and/or compressed which can prevent impulses from reaching their final destinations i.e. (muscles, skin, organ systems, etc...). As a result these impaired structures may lose their ability to heal, which can ultimately impact on your animals overall health.

## Does my animal need Chiropractic...?

Traditionally horses would have lived on the open plains, constantly on the move, always grazing therefore always with their heads lowered. In

domestication, humans have forced confinement in the stable or in small paddocks. We then expect these animals to perform a specific task, carry a rider, and perform to the best of their ability. All these factors reduce the desired optimal performance that we require from our animals. Similarly with dogs there are numerous common stressful or traumatic situations that can affect our dogs such as boisterous play, car accidents, age and handling methods. Symptoms your animal may exhibit are vast and may include pain, spasm, sensitivity to touch, lameness, gait/movement abnormalities and postural compromise. Specifically horses may exhibit reduced performance such as difficulties with collected or lateral gaits, abnormal posture, pinning back the ears when being saddled or rugged, tail swishing or changes in behaviour. These are the symptoms that are easiest to detect. It may take a trained Animal Chiropractor to distinguish some of the more subtle changes.

Over the last 6 years prior to moving to Jersey Emma has also worked with gun dogs where expectations were high for peak performance. After completing a 4 year Master's Degree in Human Chiropractic Emma then went on to study Animal Chiropractic with the International Academy of Veterinary Chiropractic (IAVC). The IAVC provides the most comprehensive and current continuing professional development courses in Animal Chiropractic in Europe. The intensive courses are specifically designed for Veterinarians and Doctors of Chiropractic. Emma is also a certified member of the International Veterinary Chiropractic Association.

If you would like to know more about Animal Chiropractic and whether it can help your animal please call us here at the **'Jersey Chiropractic Centre'** and ask to speak to Emma.

## Fees

**Initial Consultation (Equine) £80**

**Follow up Treatment (Equine) £65**

**Initial Consultation (Canine) £60**

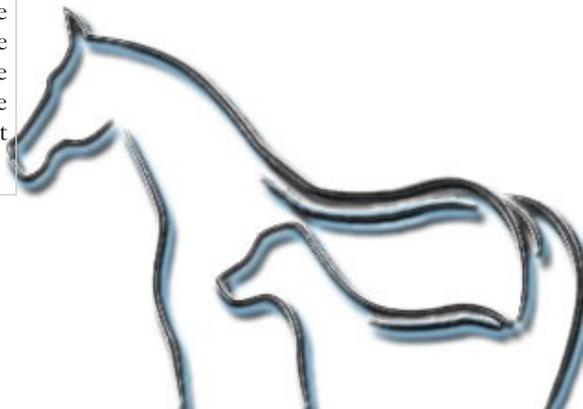
**Follow up Treatment (Canine) £45**

**\*All fees are inclusive of transport costs to you.\***

## Treatment

The goal of an Animal Chiropractor is to **1)** reduce pain/inflammation, **2)** improve mechanical function **3)** minimise muscle spasm, and **4)** optimise nerve function, thus allowing an animal or human to perform at their optimum potential. Chiropractic care is a very specialised treatment that utilises hands on 'gentle adjustments' to restore the normal motion of a spinal/vertebral 'Functional unit'. Even though horses have a very large, thick muscle mass over the spine, the vertebral joints are flexible and relatively easy to manipulate with minimal force. If the correct technique is used the ligaments are not adversely affected in any way. We combine adjustments with other mobilisation techniques, i.e. (stretches and trigger point release therapy) alongside advice on training and performance enhancement. In order to maintain the highest level of integrative care possible for your animal, prior veterinary consent is required.

**Dr. E. Hurst** has an extensive background working with both horses and dogs. Emma has ridden since the age of 4 and between the ages of 12 and 18 rode for a competition yard breaking and training young horses. Having a particular interest in showing she regularly competed at county level. In later years she has kept up her riding, exercising and training horses for owners. After working with and riding many different breeds and ages of horses, it became clear to Emma that the importance of a healthy moving and working horse was for it to function at its optimum.



# Schedule of Fees

New Patient Consultation	£ 80
Chiropractic Treatment	£ 55
Chiropractic Maintenance Treatment	£ 50
Chiropractic Treatment (under 16)	£ 45
Chiropractic Maintenance Treatment (under 16)	£ 40
Missed Appointment Fee	£ 45
Spinal Health Checks	£ 60

Our clinic and Chiropractic Team are registered with all major insurance companies which offer significant yearly cover for Chiropractic Care.

\*Please speak to your provider in advance of your appointment to confirm your levels of cover.\*

## Payment Policy

- We kindly ask our **1)** non-insured Patient Member or **2)** Patient Members dealing directly with their own private medical insurance company to pay for their treatments on the day of their visit. We accept payment by card, cheque or cash and can offer instant receipts for insurance purposes.
- Treatments can also be pre-paid either individually or as a package at a **preferential rate**. For more information please enquire with your practitioner or visit our website.
- For new patient members who wish to utilise their private medical insurance and request for us to deal directly with the insurance company we will require a one off £20.00 administrative fee. This fee is not redeemable on your insurance policy and will be due before the commencement of treatment.

*N.B. Patient members who choose to deal directly with their own private medical insurance company will not be charged the £20.00 administrative fee.*

Should you have any questions regarding your account or our payment policy, please feel free to contact us on (01534) 633060.



wpa.org.uk



PRUHEALTH



AVIVA



simplyhealth

We can be bothered

*Jersey*

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How do You  
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