



Confidently Communicate Chiropractic

The Posture Longevity Connection




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BREAKTHROUGH COACHING Communicating Chiropractic



- The **science** supporting chiropractic care has been growing by leaps and bounds.
- From the impact of **posture on longevity** to the improved **function of the brain** following the adjustment, the evidence supporting chiropractic is strong.
- With **dozens of footnotes**, this presentation is designed to help you communicate the benefits of chiropractic more clearly than ever before.



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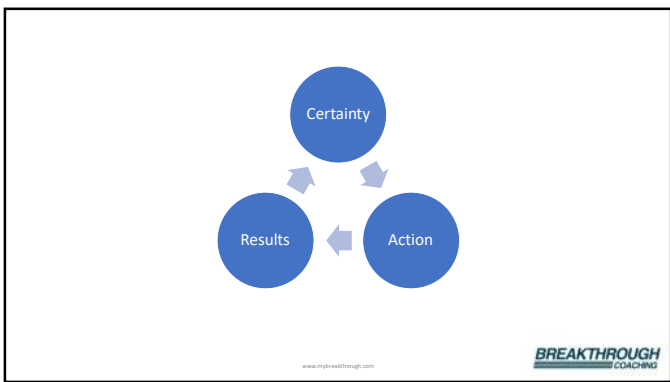
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The foundation of success in practice lies in your ability to look your patients in the eyes and deliver your clinical and financial recommendations for care with absolute certainty.

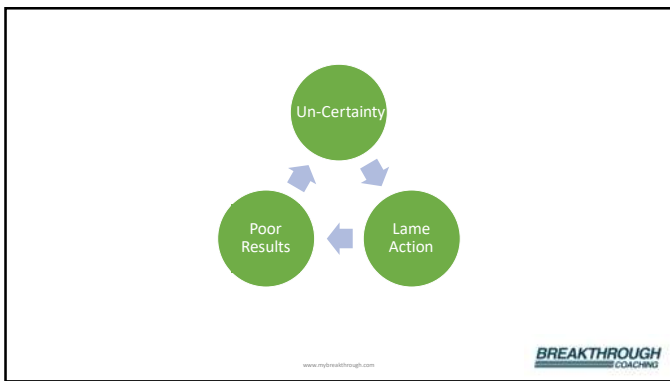



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The Posture Connection

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BREAKTHROUGH COACHING The Posture Connection

- Posture is one of the most overlooked aspects of good **health** and **longevity**.
- Research shows a clear connection between **poor posture** and **diminished longevity** and **quality of life**.



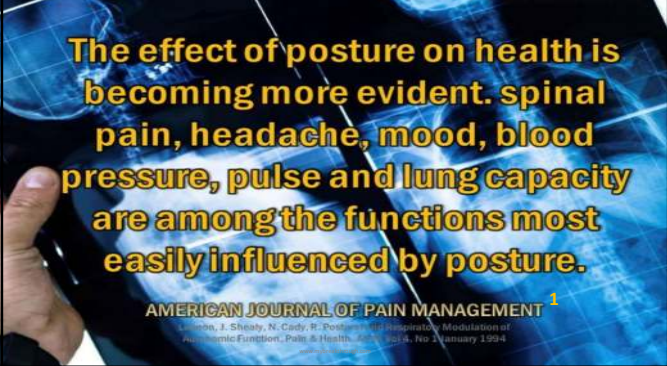
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The effect of posture on health is becoming more evident. spinal pain, headache, mood, blood pressure, pulse and lung capacity are among the functions most easily influenced by posture.

AMERICAN JOURNAL OF PAIN MANAGEMENT¹

Johnson, J. Shealy, N. Cady, R. Posture and Its Implications: Modulators of Autonomic Function, Pain & Health - 2009, Vol. 4, No. 1, January 1994



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“You are only as young as your spine.”

Jack LaLanne, DC

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BREAKTHROUGH COACHING Anterior Head Movement


- As the head moves forward **all measures** of health status are reduced.
- Rene Cailliet, Director of the Dept. of Physical Medicine and Rehab. at USC, concluded that **forward head posture can add up to 30 pounds of pressure on the spine** and **reduce lung capacity by as much as 30%**, which can lead to heart and blood vascular disease.
- He determined a relationship between forward head posture and the **digestive system** as well as **endorphin production** affecting pain and the experience of pain.²

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BREAKTHROUGH COACHING Chronic Inflammation

- “Chronic inflammation has become one of the hottest areas of medical research.
- It destabilizes cholesterol deposits in the coronary arteries, leading to heart attacks and potentially even strokes. It chews up **nerve cells** in the brains of Alzheimer’s victims.
- Chronic inflammation may be the engine that drives many of the **most feared illnesses** of middle and old age.”




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BREAKTHROUGH COACHING Imagine Your Head was a Bowling Ball

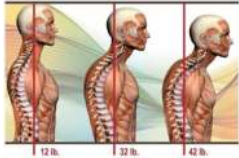
- And your neck as the hand that holds that ball.
- Imagine letting the bowling ball sit in the palm of your hand with your arm tucked tight into your body.
- Slowly move your arm away from your body while continuing to palm the ball.
- The weight of the ball will put more and more **stress** on your arm as it moves away from your body until the weight **causes failure or injury** to occur.



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BREAKTHROUGH COACHING According to Kapandji, Physiology of the Joints, Volume III

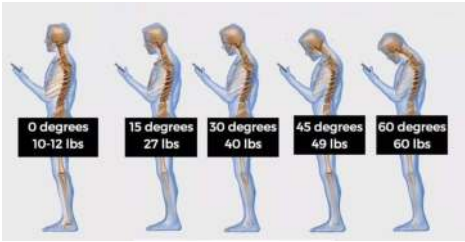


- For every **1 inch** that the head moves forward, it increases the weight of the head on the neck by **10 pounds**.
- The typical forward neck posture of **3 inches** increases the weight of the head on the neck by **30 pounds** and the pressure on the muscles **6 times**.³

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BREAKTHROUGH COACHING Tech Neck



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BREAKTHROUGH COACHING The Facebook Logo Makes Sense Now!




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BREAKTHROUGH COACHING The British Regional Heart Study

- Researchers found that men who lost **3 cm** in height were **64%** more likely to die of a heart attack.
- Over the 20-year period of the study, men lost an average of **1.67 cm** which was associated with a **42%** increased risk of heart attacks, even in men who had no history of cardiovascular disease.⁴




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BREAKTHROUGH COACHING Our Posture = Our Emotional State


- You can tell a lot about a person from the way they carry themselves.
- For instance, picture the way someone stands when they are feeling **depressed**: mid-back and shoulders rolled forward, head hanging, gaze focused on the ground.
- Not exactly the picture of health and vitality!



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Yoga gurus have long said that it is impossible to be depressed with your armpits open.




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BREAKTHROUGH COACHING Posture & Life Expectancy


- A group of scientists led by Dr. Deborah M. Kado wanted to see if there was a correlation between **postural distortion** and a person's **health**.
- They started with the biggest health problem: **death**.
- They asked: "Was there any correlation between a person having a **hyperkyphosis** and having a decreased **life expectancy**?"⁵



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BREAKTHROUGH COACHING The Frightening Long Term Effects



- Dr. Kado reported in the Journal of the American Geriatrics Society that people with hyperkyphosis were **2 times** more likely to die from **pulmonary causes**.
- They were also **2.4 times** more likely to die from **cardiovascular disease** than those without poor posture.⁵

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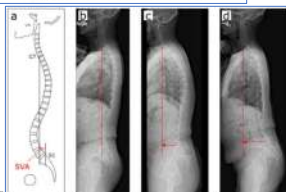
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BREAKTHROUGH COACHING Posture & Cognitive Decline³³

- A 2019 study published in Nature reports that **sagittal spinal alignment (posture)** correlates strongly with health-related **quality of life**.
- Anteriorization of the sagittal vertical axis (SVA) can be regarded as an easily visible indicator of **latent cognitive decline in seniors**.

scientific reports


OPEN Detection of cognitive decline by spinal posture assessment in health exams of the general older population



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BREAKTHROUGH COACHING Too Much Sitting Can Shorten Your Life



- According to a study from the American Cancer Society the amount of time you spend **sitting** can affect your risk of death.
- Followed 127K people over 21 years.
- Prolonged periods of sitting have a negative influence on key metabolic factors like **triglycerides**, **high density lipoprotein cholesterol**, and a number of other biomarkers of **obesity** and other **chronic diseases**.⁶

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To live a long, active, energetic life, few things matter more than posture.

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This quote by Thomas Meyers, Author of Anatomy Trains, says it all...

"Movement becomes habit, which becomes posture, which becomes structure."

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BREAKTHROUGH COACHING **Sitting Disease**

Forward head posture in cervical spine

Elongated, inactive and weak upper back muscles with T spine curvature

Reduced hip flexion

Elongated, inactive and weak glutes

Shoulder Internal Rotation

Shortened pec muscles

Shortened hamstrings

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Postural Assessment
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BREAKTHROUGH COACHING **The 7-Step Posture Check**

- We recommending using the **7-Step Posture Check** in all of your community outreach presentations.
- This quick check gets the audience moving and provides them with **tangible evidence** of their postural distortions that they can take home to **share** with their friends and family.
- They can also take extra copies of the form to perform the posture check on their loved ones.

Which posture are you?

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BREAKTHROUGH COACHING **The 7-Step Posture Check**

- Pick a partner & perform the 7-Step Posture Check

1. Head
2. Shoulders
3. Hips
4. Neck
5. Upper Back
6. Low Back
7. Shoes

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BREAKTHROUGH COACHING **Posture Apps are a Snap!**

Don't Have PostureScreen? Download from AppStore Now!

Use a **Posture App** or HIPAA-compliant smart device or tablet to capture and analyse posture.

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Proprioception
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BREAKTHROUGH COACHING Why Train Proprioception?²⁵


Research Letter
June 4, 2019

Mortality From Falls Among US Adults Aged 75 Years or Older, 2000-2016

Klaas A. Hartholt, MD, PhD¹, Robin Lee, PhD, MPH², Elizabeth R. Burns, MPH³, et al⁴

> Author Affiliations | Article Information
JAMA. 2019;321(21):2131-2133. doi:10.1001/jama.2019.4185

Fatal falls on the rise for seniors
June 5, 2019



More older Americans are reportedly dying after falling. Many of these deaths are related to hip fractures and traumatic brain injuries that patients don't recover from.

A study published in the Journal of the American Medical Association states that fatal falls have nearly tripled in older Americans during a 16-year span, rising to more than 23,000 deaths yearly.

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BREAKTHROUGH COACHING Single Leg Standing Predicts Mortality³⁴

A 2022 study in the British Journal of Sports Medicine reports that the ability to successfully complete 10-second one-leg standing (OLS) is independently associated with **all-cause mortality** and adds relevant prognostic information beyond age, sex and other clinical variables.

There is potential benefit to including the 10-s OLS as part of **routine physical examination** in middle-aged and older adults.

Successful 10-second one-legged stance performance predicts survival in middle-aged and older individuals

Claudia Gil-Argente, Christine Grune de Souza e Silva, Jani Antero Laakinen, Maria Fátima Singh, Sener Kuruppu, Jonathan Myers, João Felipe Franca, Claudia Lucia Castro


ABSTRACT
OBJECTIVE: Assess whether 10-second one-legged stance (OLS) performance is associated with all-cause mortality in middle-aged and older individuals. DESIGN: Cohort study. SETTING: Hospital-based. PARTICIPANTS: 10,000 individuals aged 40-80 years. MEASUREMENTS AND MAIN RESULTS: OLS performance was measured by time to complete 10 seconds on the right and left legs. Mortality was measured by time to death from all causes. RESULTS: OLS performance was significantly associated with all-cause mortality (HR 1.15, 95% CI 1.05-1.26) after adjusting for age, sex, and other clinical variables. CONCLUSIONS: OLS performance is independently associated with all-cause mortality in middle-aged and older individuals. This study suggests that OLS performance should be included in routine physical examination in middle-aged and older adults.

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BREAKTHROUGH COACHING Single Leg Standing Assessment

- Stand with Posterior Pelvic Tilt, arms relaxed at sides and eyes forward.
- Flex hip 60 degrees and knee 90 degrees.
- Toes of raised foot are at height of ankle of planted leg.
- Maintain position until loss of balance or raised foot touches down.
- Repeat with eyes closed.



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BREAKTHROUGH COACHING Single Leg Standing Normative Data²⁶

Normative Data		
AGE (years)	EYES OPEN (seconds)	EYES CLOSED (seconds)
20-59	29-30	21-28.8
60-69	22.5	10
70-79	14.2	4.3

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BREAKTHROUGH COACHING BoBo Proprioceptive Trainer: Available on Amazon.com

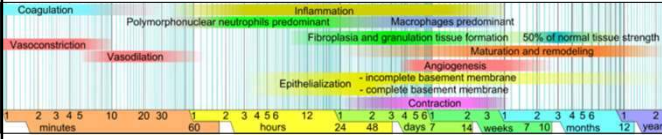
BoBo Core Trainer Balance Board
Whole Family Fitness Device with Connected Game & Exercises App



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BREAKTHROUGH COACHING The Healing Calendar



<https://en.wikipedia.org/wiki/Healing>


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Functional Postural Assessment

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BREAKTHROUGH COACHING Vladimir Janda, MD

- Combined therapy and medicine in a hands on approach; one of the earliest to practice physical medicine and rehabilitation.
- Published more than 16 books and 200 papers.
- Defined **Crossed Syndromes** in 1979.
- Emphasized that the sensorimotor system, composed of sensory system and motor system, could not be functionally divided.
- He emphasized the importance of proper **proprioception**.




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BREAKTHROUGH COACHING Neurodevelopmental Locomotor Patterns

- **Tonic Muscle System:** prone towards tightness.
- **Phasic Muscle System:** prone towards weakness.
- Work together **synchronously** through co-activation for posture, gait and coordinated movement.



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BREAKTHROUGH COACHING Sherrington's Law of Reciprocal Inhibition

When a muscle contracts, its direct antagonist relaxes to an equal extent allowing smooth movement.


—C.S. Sherrington
The Integrative Action of the Nervous System 1906



"The ON - OFF Law"

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BREAKTHROUGH COACHING Sherrington's Law of Reciprocal Inhibition

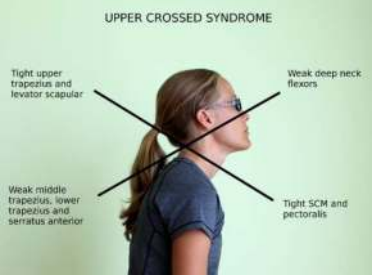


BICEPS = ON

TRICEPS = OFF

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BREAKTHROUGH COACHING Upper Crossed Syndrome



UPPER CROSSED SYNDROME

- Tight upper trapezius and levator scapular
- Weak deep neck flexors
- Weak middle trapezius, lower trapezius and serratus anterior
- Tight SCM and pectoralis

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BREAKTHROUGH COACHING Lower Crossed Syndrome

Tight erector spinae (thoraco-lumbar)

Weak abdominals

Weak gluteals

Tight rectus femoris and iliopectors

LOWER CROSSED SYNDROME

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BREAKTHROUGH COACHING Janda's Muscle Imbalance Syndromes²⁷

Lower Crossed Syndrome	Inhibited: Deep cervical flexors	Facilitated: Upper Traps / Levator Scapulae	Upper Crossed Syndrome
	Facilitated: SCM / Pectoralis	Inhibited: Lower Traps / Serratus Ant.	
Lower Crossed Syndrome	Inhibited: Abdominals	Facilitated: Thoraco-lumbar extensors	Upper Crossed Syndrome
	Facilitated: Neck Flexors / Iliopsoas	Inhibited: Gluteus Med / Min / Max	

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BREAKTHROUGH COACHING Facilitated = Tight/On/Short

STRETCH

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BREAKTHROUGH COACHING Inhibited = Weak/Off

STRENGTHEN

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BREAKTHROUGH COACHING Rehab Therapy Evaluation

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Assessing Wellness

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BREAKTHROUGH COACHING You Know You Want It

- The Great Divide.
 - You know your patients want Wellness Care.
- You know you want to provide it to them.
 - But you don't know how to measure and communicate Wellness.
- Let's learn 3 easy to perform assessments of Wellness.

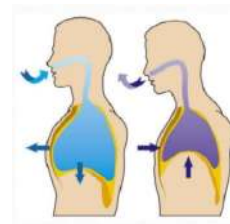


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BREAKTHROUGH COACHING Oxygen is Really Important

- All functions of the body are regulated by oxygen.
 - It must be replaced every moment because 90% of our lives depends on it.²⁸
- Oxygen energizes cells so they can regenerate.
 - The body uses oxygen to metabolize food and to eliminate toxins and waste through oxidation.
- The brain needs oxygen each second to process information.



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BREAKTHROUGH COACHING Chest Expansion

- Measured as the difference between maximal inspiration and maximal forced expiration in the 4th intercostal space in males or just below the breasts in females.
 - Normal 2-5 inches²⁹
- Measures thoracic mobility & breathing



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BREAKTHROUGH COACHING Pulse Oximetry

- Measures the oxygen level in the blood and heart rate.
 - Normal SpO2 readings range from 95 to 100%.
- Normal heart rate is 50-70 beats per minute.
 - Low blood oxygen can result in acidosis, cellular destruction, inflammation and disease.



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BREAKTHROUGH COACHING Perfusion Index (PI)

- Assesses the vasomotor tone of the body.
 - Vasomotor readiness of the peripheral nervous system to comply with need. (Fight/Flight)
- Breaks down with stress.
 - Normal Perfusion index 0-10.³⁰



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BREAKTHROUGH COACHING Don't Forget Body Mass Index


- A ratio between weight and height.
 - Used to evaluate if a person is at an unhealthy weight.
- BMI = Weight [in pounds] x 703 / (Height [in inches])²
 - The acceptable range is 20-25 for men and women.
- Obesity is taken to start at a BMI of 30 and gross obesity at 40.³¹



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BREAKTHROUGH COACHING Wearable Tech = Weight + Percentage of Body Fat + More



- Every **10 lbs** of body of extra weight = **45 lbs** pressure on the low back and lower extremity joints
- Worn around the wrist, Fitbit monitors more than just steps.
- Equipped with GPS, skin temperature tracking, and a heart rate monitor, it provides key insights into health and activity, including **exercise performance**, **sleep** habits, and changes in **heart rate**.

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BREAKTHROUGH COACHING Heart Rate Variability (HRV)


- HRV is a measure of the variation in time between each heartbeat.
- HRV may offer a noninvasive way to signal imbalances in the **autonomic nervous system**.
- Based on much research, if the system is in more of a **fight-or-flight mode**, the variation between subsequent heartbeats tends to be lower.
- If the system is in **more relaxed state**, the variation between beats may be **higher**.
- **SonoHealth Portable EKG Heart Rate Monitor**, Wireless Handheld Home ECG Cardio & Electrocardiogram Machine, Biofeedback Finger & Chest Leads (Amazon.com)

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BREAKTHROUGH COACHING Add Tech to Improve Patient Outcomes

- Adding technology to your case management toolkit can help **improve patient outcomes** through better documentation of your criteria for care.
- Use tech to increase patient motivation and retention by setting **clear-to-communicate** and **understand** goals for care.



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BREAKTHROUGH COACHING Results from National Health Interview Survey³²

- Reason reported for consulting a chiropractor:
 - For **general wellness or disease prevention** (43.3%)
 - To improve their **energy** (16.3%)
 - To improve **athletic or sports performance** (15.4%).
- Back pain (63%) and neck pain (30%) top specific health problem for which they sought chiropractic care.
- 66.9% reported that chiropractic care had helped them to improve **overall health** and made them **feel better**.

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BREAKTHROUGH COACHING Results from National Health Interview Survey³²

- 42% reported **sleeping better**
- 40% reported chiropractic helped them by **reducing stress** or helped them to **relax**.
- 33% reported chiropractic gave them a **sense of control** over their health.
- 27% reported chiropractic helped them to **feel better emotionally**.
- 39% reported chiropractic made it **easier for them to cope** with their health problems.

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BREAKTHROUGH COACHING Practice Profitability Analysis



- Your practice has areas of significant profit being overlooked and left untapped.
- We can unlock hidden sources of profit in your practice and help you quickly turn them into increased income.
- Schedule your **FREE** solution-driven analysis and review today.

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