

Palmer Family Chiropractic Newsletter

Tell Your Family and Friends – Save Money, See Your Chiropractor

Picture of
Doctor

Dear Patients and Friends,

The American Medical Association recently published an article citing a study that showed money spent on back care from 1997 to 2005 increased 65%. The average was \$6,096 for spine related problems treated medically, and most of that was on drugs.

Yet, with all the money spent, you would expect back care problems to be decreasing. In fact, they are increasing. More people are reporting back problems according to the AMA article.

Yet, study after study shows that chiropractic care is more effective and costs less than treatment with drugs or surgery. But the chiropractic profession is not represented by pharmaceutical lobbies or hospitals and the cost effectiveness of chiropractic care is not well known. We just don't get the advertising these industries can purchase.

We are well represented however, and always have been, by our patients. Because of the great results chiropractic achieves, family members tell family members and friends, and the word gets out.

As new forms of advertising grow, such as the Internet and "social media" networks that promote personal advertising, these statistics may change in the future.

But for now, here in the Tulsa area, I encourage you all tell your family and friends about the benefits of chiropractic. Many of you already have and I want to thank you. We appreciate your referrals.

Maybe we can't change national statistics, but with your help, we can help more people here in the Tulsa community.

Yours truly,

Dr. Palmer

News in the office

Health Tip:

Margie's Killer Chili Recipe