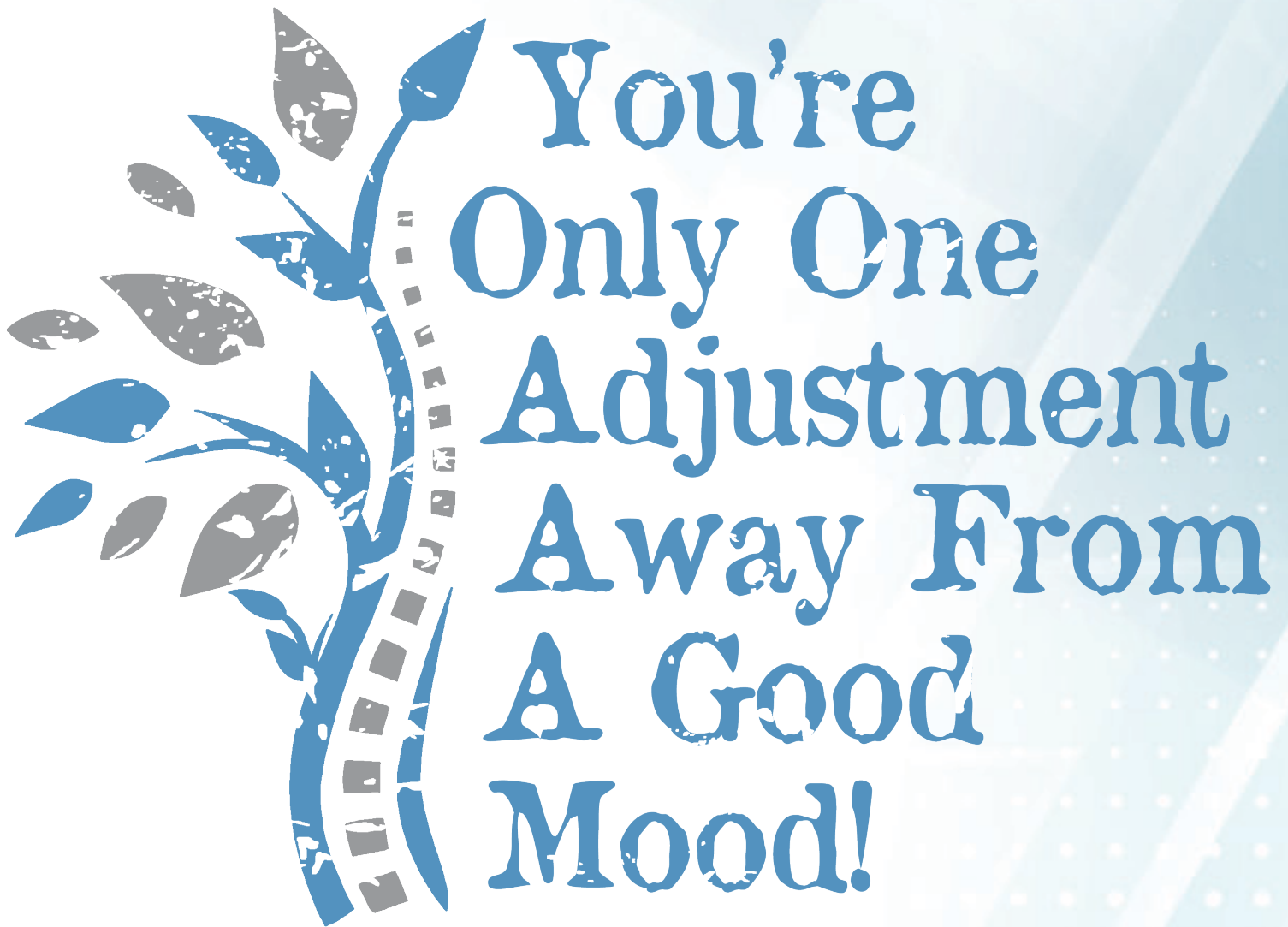


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**YOUR HEALTHCARE... REIMAGINED.**

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***TAKE A LOOK INSIDE AT***  
**ALL THE NEW SERVICES!**

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it's better  
to **GROW**  
healthy  
children  
than to  
— **fix** —  
injured  
adults

## WHY CHOOSE SCW

At Smith Chiropractic & Wellness Center, our team strives to help you receive the professional treatment you've been looking for. Far too often, society struggles with back, shoulder, neck or leg pain and does not seek professional treatment. Usually, the issue only gets worse and can lead to a decreased quality of life. Our team offers non-surgical options that can bring relief and promotes healing. Whether you've been in a car accident or simply slept the wrong way, we have something that will help get rid of the pain. More importantly, we go beyond to help you achieve a sustained level of improved health by providing maintenance routines, home stretches & more!

## WHAT MAKES US... *Different?*

Have you ever been to a Chiropractic office before? Our mission is simple. Keep care plans short, provide great results, and keep costs low. What we've found is that an overwhelming number of patients have easy to fix musculoskeletal ailments that take an average of 3-4 visits to completely resolve. Whether it's sciatica, a bulging disc, tendonitis, or joint inflammation... we have something that will work. Keep in mind we offer many complimentary services other than Chiropractic. In addition, we have many locations to choose from!



Sinking Spring



Muhlenberg



Harrisburg

**Mt. Penn & More Coming Soon!**

# WHAT IS CHIROPRACTIC?

Doctors of Chiropractic (DCs) care for patients of all ages, with a variety of health conditions. DCs are especially well known for their expertise in caring for patients with back pain, sciatica & headaches... particularly with their highly skilled Chiropractic adjustments. They also care for patients with a wide range of injuries and disorders of the musculoskeletal system concerning any muscle, ligament or joint. These painful conditions often involve or impact the nervous system, which can cause referred pain and dysfunction distal to the site of the initial injury. The benefits of Chiropractic care extends to general health issues as well since our body structure affects our overall function.

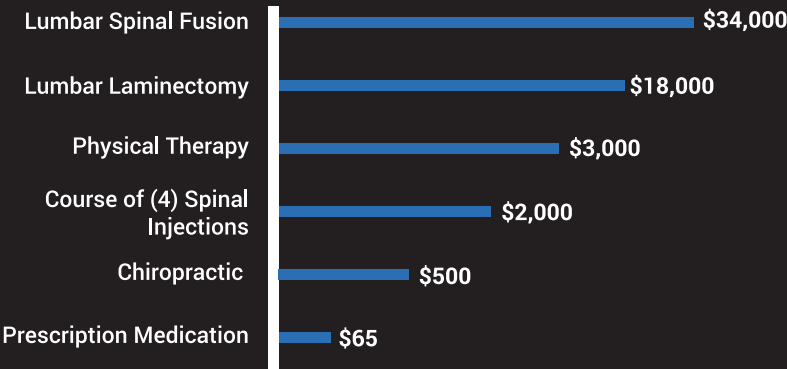
# WHAT TO EXPECT?

Your first visit will include an exam & treatment. No prior x-rays or images are required to be seen. Our techniques are straight forward and you can expect to feel better after just the first session! It's important to note that there are many interesting videos one might find on YouTube or even hear about. Many of them display aggressive neck adjustments, which are dangerous if performed on every patient. Rest assured, we keep your health and comfort level at top priority. If you're not comfortable getting an area adjusted, we will find another way to solve your ailment(s). This usually involves the use of therapies, which we have plenty of !

## MISSION STATEMENT

At Smith Chiropractic & Wellness Center, we believe our services are the key to long-term success with health and wellbeing. Our mission is to keep you motivated and ultimately have a pain free lifestyle. At our practice, we specialize in getting those old & new injuries resolved, so you can reach and sustain your health & fitness goals. From the moment you first enter our doors, we are eager to learn what brings you in today and how we can assist and support your wellness goals.

## AVERAGE COST OF CARE



1895

The year Chiropractic was founded by Daniel David Palmer, a grocery store owner with an intense interest in metaphysics. Prior to his "discovery" of Chiropractic, D.D. Palmer studied magnetic healing and spiritualism. His first patient, Harvey Lillard, claims to have had his hearing restored by a simple cervical adjustment.

\$83.5  
MILLION

The amount research by The Journal of the American Board of Family Medicine found that replacing a visit to a doctor with a visit to a Chiropractor for back pain could save Medicare every year.

94%

A study that investigated prescriptions vs spinal manipulation found that 94% of patients that visited a Chiropractor saw at least a 50% reduction in their pain in under 4 weeks!

2,460

The minimal contact hours needed in specific subjects taught in Chiropractic Colleges (Includes lectures and laboratories). This is outside of the bachelor's degree needed to enter the school itself.

\$50  
BILLION

The amount Americans spend each year on back pain—and that's just for the more easily identified costs.



# CHIROPRACTIC SERVICES OFFERED

## ► Auto / WC Injury Evaluation & Treatment

In addition to basic adjustments, we can provide additional assistance if you find yourself in a personal injury accident. Even if you're currently under treatment with another provider, there are many additional services our practice offers. Keep in mind your pain might resolve from the accident, but scar tissue and muscle knots can linger. If not taken care of properly, it can lead to early onset degenerative changes.



## ► Pre / Post Natal & Pediatrics

Whether you're a mom experiencing low back pain during your second trimester or a parent with a child that is getting headaches, we have you covered! Keeping joints mobile during pregnancy tremendously helps the birthing process considering how much the pelvis is moving. In addition, Chiropractic care for children is possibly even more important than for adults. Their spines and joints are growing and keeping them loose helps ensure they mature properly.



## ► Shockwave

Looking to break up any trigger point or scar tissue? This therapy is a definite go to as there is no deeper therapy our office offers. Think of an air compressor tied to a massage gun. Don't worry, it can be turned down or up to tolerance. The benefits are worth the moderate discomfort though. Works wonders of tension headaches, low back pain, carpal tunnel and plantar fasciitis!



## ► Graston Technique

Similar to "gua sha" or "coining," this technique uses a stainless-steel tool to work out fascial & muscle adhesions located just below the skin. The more redness or petechiae (small red dots) comes out, the more the practitioner knows they are working on the right area!



## ► Additional Therapies Offered

In addition to the above-mentioned therapies, our doctors draw from additional therapies such as Rapid Release, PEMF, Cold Laser, Kinesiology Taping, Theragun and more to help promote the healing process.



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# FUNCTIONAL MEDICINE / ORTHOPEDICS

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## ► What is Functional Medicine?

Functional medicine is a systems biology–based approach that focuses on identifying and addressing the root cause of a disease. Each symptom or diagnosis may be one of many contributing to an individual's illness. For example, depression can be caused by many different factors, including inflammation. Depression may then lead to several different diagnoses, including weight gain and more inflammation. The precise manifestation of each cause depends on the individual's genes, environment, and lifestyle. Only treatments that address the right cause will have lasting benefit beyond symptom suppression.

## ► What is Orthopedic Medicine?

Orthopedics is a medical specialty that deals with the treatment of bones and muscles. At our office, this works out nicely as it compliments **all** the other services we provide. Whether it's an new injury that needs trigger point injections or chronic symptoms that won't go away... there's something we can do to help!!

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## MEDICAL WEIGHT LOSS

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### ► Medical Weight Loss

Need some addition help losing a few pounds? Our medical weight loss program combines lifestyle and diet medications with vitamins, peptides and prescription medications to optimize weight loss. We customize the program to your personal needs to address everything from the unwanted weight to the underlying cause of the gain. Unlike many other weight loss programs, our office has the ability to utilize additional resources to maximize losses. One of the unique parts is our **peptide program**. These prescriptions trigger certain pathways in the body and can metabolize belly fat, shed additional calories with meals & more! The key is finding out what works for you. Something as simple such as low vitamin D levels can greatly impact weight loss goals. All of it is taking into consideration when choosing the right weight loss plan for you.





# SERVICES OFFERED

## ► Trigger Point Injections (TPIs)

TPI's are a great way to immediately calm down muscle knots. Whether there's pain when tilting your head back or LBP when trying to get your socks on... this option works immediately and is very effective.



## ► Joint Injections & Aspiration

Have some swelling into a joint? We can help with drainage, but also provide immediate relief with a boosted version of what we use with our TPIs.



## ► Prescriptions

Our office can provide prescriptions for any of the commonly treated conditions we see at our office. In addition, there are many prescriptions such as peptides that are newer to the medical field and have great benefits!



## ► Peptide Therapy

You've probably never heard of this therapy before ... but it's a game changer! Peptides are something our body produces naturally. By taking something that is halfway "built" molecularly, we are able to push the body to complete the peptide. Thus, we can trigger certain pathways in the body that can help with everything from joint pain, weight loss, hormone balancing, sports endurance and more!



## ► Platelet Rich Plasma (PRP) Injection

If you're steroid shy or just can't have any more into a particularly joint, PRP injections are a great alternative... and there's nothing added except your own blood! We spin down the "good stuff" and inject it back into the injured area, which promotes healing. In addition, we offer facial PRP which is great for decreasing wrinkles and youthful looking skin. It's a great alternative to botox too!



## ► IV Drip Therapy & More

We are working hard to bring the latest in holistic medicine, which means the list mentioned above is growing fast! One of which is Vitamin Drip IV Therapy. This is great for those short of basic nutrients, but also for those who have a hard time acquiring them through traditional methods that first must travel through the GI system.



# MEDICAL MASSAGE THERAPY

## ► What is Medical Massage Therapy?

Unlike a strictly spa setting, each session is designed to treat a particular condition. That is not to say we do not offer relaxation sessions or couples massages as well. Whether it's tension headaches, herniated discs, sciatica or carpal tunnel, there's something massage therapy can help with. **In addition, some health insurances offer massage benefits which our office can go through!!**



## SPECIALIZED TECHNIQUES OFFERED

### ► Pre / Post Natal

Aches and pains during pregnancy is part and parcel of joy during pregnancy. If you're in your second trimester, there's a good chance your hips or back is starting to feel the strain. A pregnancy massage is designed to loosen those hip flexors and SI joints to make it more comfortable to carry. In addition, studies show a decrease a breech cases when everything can move properly!

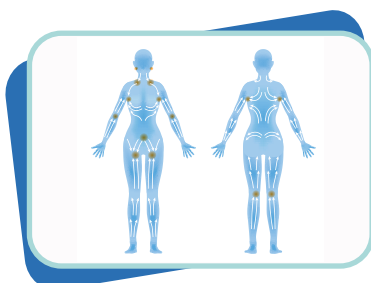


### ► Sports Stretching

This technique is designed to assist patients with stretching by gently pulling on joints while moving them into different positions. Even if you're not an athlete, a treatment focused on strictly stretching does wonders for achy joints and tight muscles. Additionally, these sessions do not require the removal of any clothing.

### ► Lymphatic

The fluid in the lymphatic system helps remove waste and toxins from the bodily tissues. Some health conditions and even old age can cause lymph fluid to build up. This leads to painful joints due to hydrostatic pressure. Normally, muscle contractions help facilitate movement of fluid from the legs. When you have tight muscles or weakened veins, this process is hindered. The primary sign of lymphatic back up is called pitting edema, which is performed by pressing on the lower shin bone. If a pit forms and stays for longer than 5 seconds, you have water retention.







### ► Cupping Therapy

Cupping is a type of alternative therapy that originated in China. It involved placing cups on the skin to create suction. This suction facilitates healing by increasing blood flow and decreases stagnation in the muscles and fascia. The more stagnation present, the darker red the area will get.

### ► Hot Stones

Our office uses a variety of hot stones including bamboo, synergy and tradition versions to perform this technique. Benefits include increased blood circulation and decreased muscle tension, which helps the provider work out stubborn knots!



### ► Chair Massage

For those who might feel uncomfortable lying flat, a chair massage is a great option. Along with not having to remove any clothing, the practitioner can access muscles groups easier and really work those knots out!

### ► Couples Massage

Whether it's a relaxing evening or a surprise for that special someone, our massage team has you covered. Additionally, we offer gift cards that work perfectly for Newlyweds, Valentine Day and Anniversaries!




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## WHAT IS NEUROPLASTICITY?

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Neuroplasticity, or neural plasticity, allows neurons to regenerate both anatomically as well as functionally, and to form new synaptic connections. Brain plasticity, or neuroplasticity, is the ability for the brain to recover and restructure itself. This adaptive potential of the nervous system allows the brain to recover after disorders or injuries and to reduce the effects of altered structures due to pathologies such as Chronic Pain, Multiple Sclerosis, Parkinson's, Alzheimer's, Dyslexia, ADHD, Insomnia, and More! What this means is that getting therapy such as massage helps the brain turn off pathways such as inflammation and pain. The more it's reinforced, the less likely you are to dip back into chronic pain!

# MEDICAL SPA

## ► Volume Lash Extension

We offer a variety of lash extensions ranging in length, curl, thickness and even color. Our office uses a hypo-allergenic glue from NovaLash and lash extension from LLBA. Unlike some other brands, these lashes allow you to immediately go into water!



## ► Waxing

Our office offers both hard and soft waxing with hard waxing being less compromising to the skin. Hard wax only adheres to the hair itself as opposed to soft wax which adheres to the skin too. With hard wax, the hair must be at least  $\frac{3}{4}$  of an inch long so it can properly adhere. It's recommended that you have at least 2 weeks of growth before waxing can be performed.



## ► Facials

A facial is one of the best ways to take care of your skin. Along with a daily routine using a variety of our products from Lira, your skin tone and texture will greatly improve! Chemical peels can also be used for certain conditions such as acne, but also for softer skin.



## ► Micro Needling / Collagen Induction Therapy

Micro needling is a cosmetic procedure, which involves the pricking of the skin with tiny, sterilized needles. The small wounds cause your body to make more collagen and elastin, which in turn heals your skin and helps you look younger. It can help with conditions such as acne, dark spots, hair loss, wrinkles and more! Our office uses Rejuvapen, which is the only FDA cleared Micro Needling device.



## ► Spray Tanning

Spray tanning is a form of self-tanning (or sunless tanning) where a fine mist is sprayed onto your body. This mist has an ingredient in it called Dihydroxyacetone (DHA) that interacts with your own skin's chemistry to turn it tan, or bronze. This temporary effect generally lasts from 3-7 days and is completely safe for your skin.



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# ACUPUNCTURE

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## ► What is Acupuncture?

Acupuncture is the insertion of very fine needles on specific points along energy pathways called meridians. To put it another way, meridians follow routes similar to nerve or visceral to somatic pain (e.g., the way a heart attack causes left shoulder pain or sciatica travels down the back of the leg). By treating areas along this pathway, disfunction can be removed from that specific meridian.

## ► What Can Acupuncture Help With?

Standard treatments can often ease the pain, but when they don't... Acupuncture is an option that is worth considering. Research shows that Acupuncture can provide relief from many common forms of pain. Ask our staff! We've seen countless patients get instant relief after just a few treatments.

## ► Electroacupuncture?

This technique is an enhanced version where electric current passes between the needles during treatment. This current provides more stimulation to acupoints than needle twirling or other hand manipulation techniques an acupuncturist might use.





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# UNDERSTANDING INSURANCE

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*Health insurance can be a great thing, but a source of anger at times if not properly understood.  
Please take the time to read the following, so there is no misunderstanding.*

Our office is individually contracted with each insurance company. Each insurance company has a different set of fees they consider reasonable for the care provided. We do not determine these fees and will only know what the insurance company has paid once we receive payment. If the insurance company has paid for the service, they have already deemed it within the licensed practitioner's scope to get reimbursed for those services.

## ► What is a co-pay or co-insurance?

A health insurance co-payment is a fixed amount established by your insurance plan. A co-insurance is a percentage-based responsibility. Before anything is collected, our office will bill for the services and the insurance company will determine what the patient's responsibility will be.

## ► What is a deductible?

A health deductible is the amount you pay for covered health care services before your insurance plan starts to pay. With a \$2,000 deductible, for example, you pay the first \$2,000 of covered services yourself. After your deductible is met, your responsibility will only be a co-payment or co-insurance for covered services. Your insurance company pays the rest. Please note that some insurance carriers have separate deductibles for Chiropractic services.

## ► Why am I receiving a bill?

There are usually 4 reasons why you might receive a bill from our office.

- ✦ There is a deductible which has not been met for the year.
- ✦ You have a co-insurance that we did not collect during the time of service.
- ✦ The insurance denied the visits. In this case, we will do whatever we can to get approval.
- ✦ You do not have any more authorized visits for the year. Most insurance companies have a set number of visits allowed. This will reset each year though!

## The EOB I just received says I owe something. It was explained to me that I wouldn't have a charge outside my co-payment.

Please keep in mind that you will receive this EOB before we get the charges back, so we might not have had a chance to reach out. Sometimes we get surprises from insurance companies where they do not cover a particular service that normally is covered under the policy. This is handled case by case as it sometimes does change what you would normally receive on an office visit. Some insurances also break up the Chiropractic deductible from the medical deductible. We cannot determine this beforehand and will only know once payment is received.

## Can I skip insurance and just go with the cash rate?

Yes! As mentioned earlier, sometimes we get surprised like denied services and hidden deductibles. We unfortunately cannot "haggle" with insurance companies nor make changes to how they handle Chiropractic claims. If it is more affordable to go with our cash rate, we can very easily make that change. If you happen to meet your deductible throughout the year and it now makes more sense to go through insurance, please let us know :)



# CANCELLATION POLICY

*We understand things come up. We kindly ask that you take a moment to review our policy for late cancellations and missed appointments.*

Sometimes plans change, we forget we had an appointment, or we must take a surprise trip to the emergency room. Our staff treats each cancellation uniquely and by no means are we trying to be disingenuous. We ask though that you please consider the other party. Someone else's income is being displaced because of no fault of their own. Therefore, we come up with the following policy that best helps us to maintain a balance between understanding both the patient's side and our employee's. Please note, we cannot charge insurance for late or missed appointments. That would be insurance fraud. We must convert to our cash rate for this purpose. For the most up to date pricing, please visit our website.

Less than 24hrs notice = 25% of cash rate  
Less than 12hrs notice = 50% of cash rate

Less than 4hrs notice = 75% of cash rate  
Missed appointments = 100% of cash rate

Example: John Smith has an appointment at 5pm for a 60min Medical Massage and Chiropractic visit. He calls us at 3pm to cancel. His late cancellation charge is roughly \$100 based on 75% of the 60min massage and Chiropractic visit

# OUTREACH PROGRAM!

*Being a newer business in the area, we want to spread the word about all the amazing services we have to offer.*

## ► What's the cost?

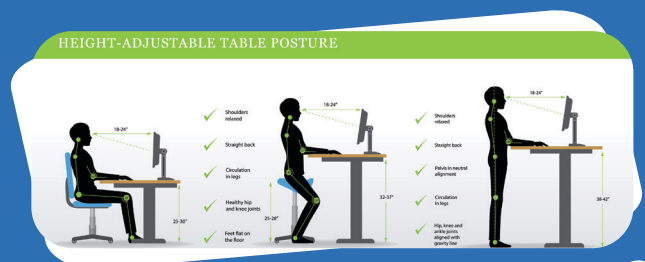
Nothing! We will bring our staff to your work for **FREE!**

## ► Worried about liability?

No worries! Our professional liability insurance covers our services no matter where we go.

## ► What does the visit entail?

As long as we can plan everything out in advance, any of our staff including the Chiropractor & Massage Therapist will come out for a designated time and provide complementary treatment! In addition, we can also offer ergonomic support and other tidbits that can lesson injuries and improve production!





## Looking for Home Stretches & Exercises!?

Our office uses Physitrack to prescribe at home regiments for everything from low back pain to frozen shoulder. Please ask one of our Doctor's or staff members to gain access to a personal account :)

### Common assigned stretches include

- Pigeon Pose
- Psoas Stretches
- Foam Rolling
- Nerve Flossing
- Mckenzie Exercises
- Wall Climbers



Doctor's Notes: \_\_\_\_\_

## Now There's a Central Place to Shop ALL Your Favorite Vitamin Brands!!



Fullscript is an e-commerce platform that has partnered with many companies including Standard Process, Ortho Molecular, Integrative Therapeutics, Apexenergetics, Vital Nutrients, Pure Encapsulations, Biotics Research, Metagenics, Klaire Labs & hundreds more!

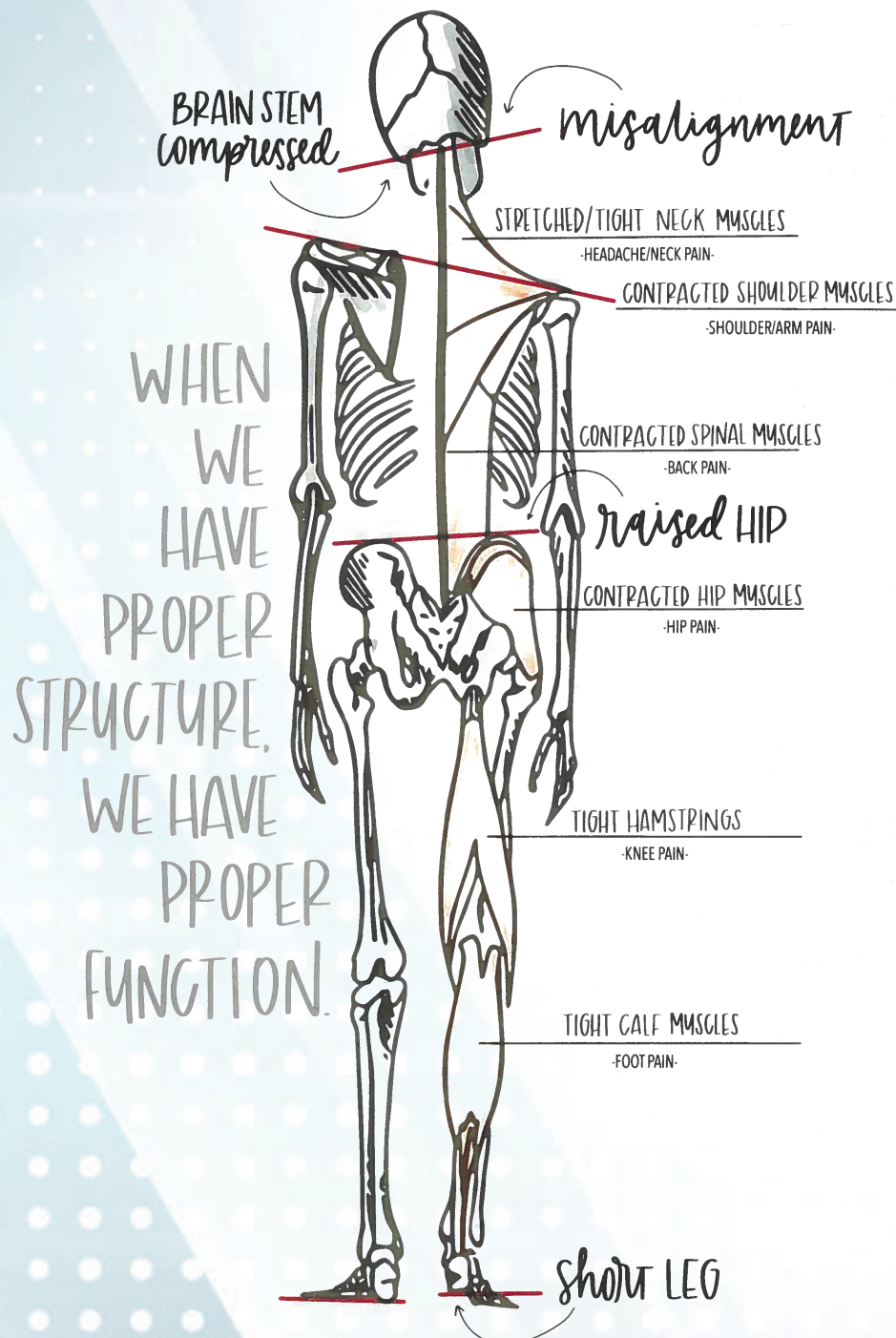
**Registering via the link below provides 10% off EVERY ORDER!**

<https://us.fullscript.com/welcome/smithcw>

Doctor's Notes: \_\_\_\_\_

# BODY Imbalance

SKELETAL MISALIGNMENT OF YOUR HEAD AND NECK LEADS TO MUSCULAR TENSION AND IRRITATION OF THE NERVOUS SYSTEM. THIS ALSO LEADS TO PAIN AND MALFUNCTION IN THE CORRESPONDING REGIONS OF THE BODY. WHEN WE HAVE PROPER STRUCTURE, WE HAVE PROPER FUNCTION.





Check us out online at  
**[www.smithcw.com](http://www.smithcw.com)**

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SCAN ME!



*Help Us Grow!*

REFER A FRIEND



WRITE A REVIEW



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