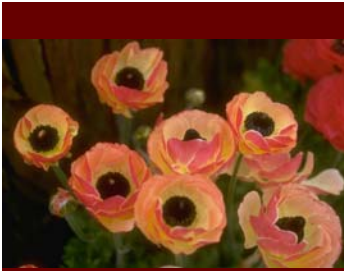


A New Year Means A New Direction for Us and Our Patients



Health and Wellness

As we enter the new year we all have aspirations for a brand new start. We set goals for the new year and hope to improve upon ourselves physically as well as emotionally. At Seneca Chiropractic & Family Wellness we also have aspirations for the new year, for ourselves and our patients.

As we look to the future and ponder the past we have seen health care change not always for the better. With rising health insurance costs and more people developing chronic diseases such as arthritis, heart disease, and diabetes just to name a few, we have all seen how much of a burden health care has placed on society. We also can see what these diseases do to our loved ones, causing chronic pain and disability, as well as significant financial burden.

So it is time to change the whole paradigm of health care and be pro-active. That is exactly what we are doing for the new year at Seneca Chiropractic & Family Wellness. We are focusing our efforts on providing our patients with ways to promote overall health and wellness. We will also continue to provide the same quality care of your spinal related pains and conditions that we have for the past nine years. And as always we continue to update our skills and provide the most up to date treatment strategies in our field. But what we have planned for the new year is an overall plan to help you and your loved ones to maintain a healthy active lifestyle.

Research shows that people who lead a healthy lifestyle and have proper nutrition have less overall health care costs and illness. This is the new health care and it is much different than the current sickness model of health. So at Seneca Chiropractic & Family Wellness we are promoting this new model of health care and we hope that you will embrace it with open arms and derive full benefit from our hard work and research, to provide you and your family with current and credible information and strategies to live a healthy and happy life. Our goal is to inspire and empower you to take control of your health. At Seneca Chiropractic & Family Wellness you will find the help and care you and your family needs to lead a healthy lifestyle. We realize that health and wellness is a journey and we would like to be part of your journey to good health and wellness.

We are currently working to implement these strategies into our practice and plan on having full implementation sometime in February or March of 2010. At that time we will be having a dinner for all of our patients who would like to hear about our new programs and how they can benefit their overall health and wellness. If you are interested in attending this dinner please call Mary Kate and let her know so we can reserve your spot at this important informational event. I hope to see you all there so that our providers will have the chance to answer all your questions regarding improving your quality of life.

Dr. Theodore A. Baldini, DC

Locations:

7960 Oswego Rd.-Liverpool

100 Weatheridge Dr.
Suite. 200-Camillus

119 W. Seneca St.-Manlius

www.seneca-chiro.com

Special points of interest:

- *Sign up for our Transitions Lifestyle Weight Management Program (12 weeks for \$349.00)*
- *Patrick Loiacono, LMT joins us to provide massage therapy to our patients*

Proper Posture for Computer Use

Sitting posture is an important factor in both your health and performance in the workplace. By sitting correctly, you are able to achieve many benefits for your body, including preventing your spine from becoming fixated in abnormal positions.



A lumbar support pillow is a good way to add support to your low back while at work

Keep both feet flat on the floor. If there's a problem with your feet reaching the floor comfortably, a footrest can be used. Your knees should be even

with the hips, or slightly higher.

To further help, position your monitor directly in front of your keyboard about one arm's length away. The top of the viewing screen should be at eye level.

To do this align your back with the back of the office chair. Avoid slouching or leaning forward, and keep your shoulders straight. Flex your arms at a 75 to 90 degree angle at the elbows.

with the hips, or slightly higher.

A lumbar support pillow can be used to help you maintain the normal curve in your lower back. Your Doctor of Chiropractic can assist you in finding the correct

pillow for your specific situation. Don't sit in one place for too long. Get up and walk around at least every 30 minutes. This stimulates blood circulation, which is diminished, when you sit for too long in the same position.

Dr. David Isabella, DC

A Synergistic Approach to Care

It is my belief that Chiropractic care should include a combination of manipulation, therapy and supportive adjuncts. This includes other modalities such as but not limited to exercise/strengthening, nutritional counseling and supplementation, as well as making proper lifestyle changes to achieve optimal health and wellness. This approach helps to create a complete health and wellness experience.

When you combine these treatments it allows your body to function at its optimal level and improve overall performance. This helps you deal with stress and other life situations which can wear the body down and deplete it of energy and other vital nutrients.

A good exercise and strengthening program that is targeted to the areas of need and executed correctly can amplify and lengthen the effects of your wellness program. This

along with the correct diet and proper combination of vitamins and other supplements can create an optimal healthy lifestyle.

This complete form of care helps reduce chronic pain, decrease the frequency of exacerbations and improve your overall health and mood.

Always remember it is much easier to live well than to manage living with pain.

To achieve Optimal Health and Wellness a combined approach is best.

Dr. David Stevens, DC

A Health and Wellness Solution

Massage is a systematic and scientific approach of soft tissue manipulation for the purpose of maintaining health.

The practice of massage as a healing method derives from customs and techniques rooted in ancient history. Civilizations in the East and West found that natural healing and massage could heal injuries, relieve pain as well as prevent and cure illnesses.

Massage therapy is a highly effective holistic healing method practiced around the world.

It is also an excellent preventative step for good health. This is achieved by increasing circulation, relaxing muscles, increasing respiration,

decreasing pain, and stimulating the immune system. Along with chiropractic care and nutrition, massage provides many important benefits to your health.

A few conditions that can benefit from massage include:



Relax and de-stress with a regular regimen of massage

- Back and neck pain
- Headaches
- Stress and anxiety
- Swelling and inflammation
- Limited range of motion
- Muscle pain
- Frozen shoulder
- Plantar fasciitis
- Constipation

Massage should be an important part of everyone's health regimen in order to help maintain optimal health.

Patrick Loiacono, LMT

Calcium Supplementation : Not As Easy As Advertised

Some television commercials state that a particular brand of antacid not only relieves upset stomach, but also delivers something else that a body needs: Calcium!! On the surface, this product seems to be a good value for the consumer.

The active ingredient in this antacid/calcium supplement is calcium carbonate. It is the most commonly used source in calcium supplements in the market today because it is inexpensive and has a high calcium content. With the recommended

*Using herbs and supplements
requires knowledge and
experience*

dietary intake of calcium being around 1000 mg, it is much easier to sell the consumer needed products in a single dose of a couple of tablets. This is an easy solution....but is it effective? What determines effective calcium supplementation?

Effective calcium supplementation should include a source of calcium that is safe, retained in the tissues, is the correct dosage and is balanced with other nutrients.

Beating the Winter Time Blues

With winter in full force, and the onset of cold weather, shorter days and the holidays, comes the winter blues for some of us.

One of the ways to help beat the blahs is by staying active. Simply by getting out of the house to take your dog for a brisk 30-minute walk every day will help with the release of serotonin. Serotonin is a chemical in your brain that helps keep you feeling good. Not only are you doing

something good for yourself but also for your furry friend who is always beside you during your good days and bad.

Consider adopting a dog from one of our local animal shelters. Roxy is a beautiful young lady that would love to be someone's pal and walking companion.



Call Stefanie at Wander's Rest at 315-697-2364 to inquire about Roxy

Mary Kate Migdal

Seneca Chiropractic & Family Wellness
7960 Oswego Rd.
Liverpool, NY 13090

Can My Doctor of Chiropractic help?

The direct and indirect costs of low back pain, one of the most common symptoms in adults, are estimated at \$60 billion annually in the United States. Recent U.S. practice guidelines recommend spinal manipulation for some patients with low back pain. Some question the appropriateness of chiropractors' decisions to use spinal manipulation for patients with low back pain.



To determine the appropriateness of manipulation for low back pain a study of chiropractic offices was done. The researchers studied 1310 patients who sought chiropractic care for low back pain, 1088 (83%) had spinal manipulation. For 859 of

these patients (79%), records contained data sufficient to determine whether care was congruent with appropriateness criteria. Care was classified as appropriate in 46% of cases, uncertain in 25% of cases, and inappropriate in 29% of cases.

The proportion of chiropractic spinal manipulation judged to be congruent with appropriateness criteria is similar to proportions previously described for medical procedures; thus, the findings provide reassurance about the appropriate application of chiropractic care.

As always your doctor of chiropractic takes great care to determine your course of treatment. If it is warranted referrals to other healthcare providers may be necessary. At Seneca Chiropractic & Family Wellness your doctor is ultimately concerned about your safety and health.

Chiropractic Spinal Adjustments can help to improve your overall health and wellness.