

#550 SD Poster Scripting

Subluxation Degeneration Poster

How to Use...
The Back Talk Systems, Inc.
Subluxation Degeneration Poster

Purpose: To provide a visual representation of the degenerative process resulting from neglecting trauma or injury to the spine.

Benefits: Increase patient awareness of the implications of neglect and reaffirm the value of regular chiropractic checkups.

Placement: Usually this poster is placed in the X-ray room so patients are facing it when neutral lateral views are taken. Additional copies are often placed in the room in which the patient's report of findings is delivered.

X-ray Room Scripting: While touching the patient's side to be X-rayed and pointing to the appropriate views on the poster the doctor or X-ray technician can say:

"We're about to take pictures of the side view of this area of your spine. This poster shows the three-stage process of spinal decay. When you see these pictures at your report, you'll be asked to compare the view we're about to take, with one of these views: either Textbook Normal with the proper curve, Phase One with a loss of curve, Phase Two with the appearance of bone spurs, or Phase Three with complete fusion."

Report of Findings Scripting: During the X-ray presentation portion of the report ask the patient:

"Here is the side view of your (neck, mid-back, lower-back). When you compare this picture of your spine with these printed examples here, which comes closer? The Textbook Normal with the curve? The Phase One with a loss of curve? The Phase Two with bone spurs? Or, the Phase Three where the bones have fused together?"

Wait for patient response. If they estimate that their X-ray portrays a phase of degeneration greater or worse than yours, use this opportunity to teach the patient what you see and how you evaluate their X-ray. If they are accurate in their estimation, congratulate the patient for their diagnostic skills.

Few patients will have X-ray views that perfectly reflect the views shown on the poster. Use the continuum under each series of views to "phase-place" patients in tenths of a phase.

While pointing to the heavier vertical hash marks on the horizontal bar directly beneath the X-rays that are shown:
"Actually, the spine doesn't jump from one phase, directly to the next, but instead, this slow process can take years to progress. In your case, I see your (cervical, thoracic, lumbar) spine as a Phase (in 1/10ths of a phase)."

If you've determined that when it comes to health matters, your patient is motivated by the tendency to avoid problems, you can conclude your report of findings reference to Subluxation Degeneration:

"It's good that we caught this problem now, before it worsens. Chiropractic care is designed to help mobilize these joints that are stuck, and help slow or stop this condition from getting worse."

If you've determined that when it comes to health matters, your patient is instead, motivated towards a goal or optimization, you can conclude your report of findings reference to Subluxation Degeneration:

"While I can't promise that chiropractic care will reverse this condition, chiropractic care can give you the best chance of slowing or stopping this condition and helping promote flexibility and vitality in your later years."

Photo: Subluxation Degeneration poster

Call outs to various features of poster:

Three-phase model referred to by Kirkaldy-Willis in Managing Low Back Pain is used to make the differences in each phase great enough for lay persons to see the difference.

Superimposed drawing of the spine helps orient patients.

Continuum allows phase-placement by doctor in "tenths of a phase."

Interesting photographs draw patients to the poster.

Brief captions and copy explain the process in lay terms.

Cervical, thoracic, and lumbar views are shown to demonstrate that this process occurs throughout the spine.

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