

#703 Your Report Of Findings Video

PREMIER PATIENT COMMUNICATION MATERIALS
BACKTalk
SYSTEMS INC

Your Report Of Findings Video

FADE UP ON DOCTOR AND PATIENT IN CONSULTATION ROOM, AT X-RAY VIEW BOX, SPINAL MODELS, ETC. SUPER: REPORT OF FINDINGS.

VOICE OVER ANNOUNCER

In a few moments the doctor will explain what your examinations revealed, recommend a course of care, and answer your questions. This short video will help you understand the doctor's explanations, helping you get well faster.

CUT TO GRAPHIC. WORDS APPEAR AS MENTIONED.

The doctor has found areas of your spine suffering from the Vertebral Subluxation Complex. Vertebral, meaning of the spine, Subluxation, meaning less than a total dislocation, and Complex, meaning consisting of many parts.

SUPER: BONES (SPINAL KINESIOPATHOLOGY)

When individual bones of the spinal column lose their normal position or motion, it is called Spinal Kinesiopathology.

SUPER: NERVES (NEUROPATHOPHYSIOLOGY)

This can cause nervous system malfunction when the spinal bones rub, irritate or choke the spinal cord or nerve roots. Doctors call this Neuropathophysiology.

SUPER: MUSCLES (MYOPATHOLOGY)

These malfunctioning spinal joints and nerves can cause muscle damage in the form of weakness, atrophy, spasm, and scar tissue. This is called Myopathology.

SUPER: SOFT TISSUES (HISTOPATHOLOGY)

Damage to the discs between spinal bones, ligaments, connective tissues, and the resulting inflammation is referred to as Histopathology.

SUPER: DEGENERATION (PATHOPHYSIOLOGY)

Finally, the joints and related organs and tissues begin a progressively worsening degeneration process. This is called Pathophysiology.

The vertebral subluxation complex can be the underlying cause of a variety of health problems.

DISSOLVE TO MONTAGE OF SCULLING SHOTS.

Like these rowers, when your spine is functioning normally, each bone moves in perfect harmony with the bone above and below it. When each joint contributes properly, turning and bending is smooth and easy.

DISSOLVE TO VIDEOFLOUROSCOPY OF NORMAL BENDING. SUPER: PROPER FUNCTION

Special motion X-rays of the spine show how the joints of a healthy spine work together--making it easy to look up and down, or bend over to tie your shoes.

CUT BACK TO ONE OF THE SCULLING ROWERS PUTTING ON BLINDFOLD AND EARPHONES. WE FAINTLY HEAR LOUD ROCK AND ROLL MUSIC. ROWER NODS HIS HEAD TO BEAT, NOW, UNAWARE OF HIS SURROUNDINGS.

However, many things can cause individual spinal bones to lose their normal motion and position.

DISSOLVE TO SCULLING SHOWING RESULTS OF UNCOORDINATED ROWER, DISTURBING OTHER ROWERS, ETC. SUPER: KINESIOPATHOLOGY

When spinal joints are "stuck," fixated, and not moving properly, they can cause problems in other areas of the spine. Other joints have to compensate, causing wear and tear to the spine.

DISSOLVE TO DIFFERENT VIDEOFLUOROSCOPY SHOWING FIXATION. ARROW POINTS OUT AREA. SUPER: LOSS OF MOTION. SUPER: COMPENSATION.

This type of malfunction can occur anywhere in the spine. In the neck, you can see the bone that has lost its normal motion, affecting the joints above and below. Along with improper motion, there can also be a loss of proper curves.

CUT TO SIDE VIEW OF PERSON. SUPER LATERAL VIEW OF SPINE OVER PERSON (LIKE SD POSTER) SHOWING CURVES OF THE SPINE. SUPER SMALL SECTIONAL X-RAY VIEW ZOOM IN TO X-RAY WHICH BECOMES FULL FRAME.

Proper spinal curves help support the weight of the body. For example, the neck should have a healthy, forward curve.

SLIDE TO LEFT TO REVEAL SPLIT FRAME OF NORMAL AND MILITARY NECK X-RAY SECTIONAL. SUPER: NORMAL. SUPER: LOSS OF CURVE.

When the neck loses its normal curve, the ability to turn and bend can be reduced, often resulting in headaches, neck pain, or other symptoms.

CUT TO GIRAFFE AT ZOO, SPREADING LEGS TO BEND DOWN TO EAT OR DRINK.

Interestingly, some animals like the giraffe, do not have a curve in their neck. This severely impairs their ability to bend.

CUT TO FLAMINGOS AT ZOO, BENDING, TURNING, AND GROOMING THEIR BACKS WITH THEIR BEAKS.

Other animals, such as these flamingos, have multiple curves. This permits an unusual range of motion and flexibility. Clearly, proper spinal curves are important.

CUT TO FULL LATERAL VIEW OF PERSON SHOWING ALL SPINAL CURVES.

Your chiropractic doctor has checked for these curves, plus noted any postural deviations.

SAME PERSON WITH SPINE SUPERIMPOSED. ROTATES 90 DEGREES SHOWING POSTERIOR VIEW ILLUSTRATION AND PERSON CHANGE WITH EACH MENTION.

Besides the loss of normal spinal curves, a low hip, a high shoulder, or a sideways bending of the spine known as a scoliosis, are all signs of abnormal motion or position of spinal bones. This is referred to as Spinal Kinesiopathology.

This can set in motion other components of the Vertebral Subluxation Complex.

CUT TO NORMAL FREEWAY TRAFFIC. CARS SIGNAL CHANGE LANES, EXIT, AND TRAFFIC MOVES FREELY AND EFFICIENTLY. SFX TRAFFIC REPORT ON THE RADIO.

Imagine that these automobiles represent the millions of nerve impulses that travel the brain stem, spinal cord, nerve roots and all the nerves of your body. Like the cars, when there is no interference, a continuous flow of nerve impulses travel freely to each cell, tissue, and organ of the body.

FAST CUTS, SCREECHING TIRES, CRASHING SFX, HORN HONKING, AND OTHER EFFECTS OF CAR ACCIDENT STOPPING TRAFFIC ON FREEWAY.

Like a car accident that causes a traffic jam, a loss of proper motion or position of your spinal bones can interfere with nervous system function.

CUT TO AMBULANCE WITH SIREN AND FLASHING RED LIGHT APPROACHING ACCIDENT. STALLED DRIVERS YELLING AND POUNDING ON THEIR STEERING WHEELS. HELICOPTER BLADES ADD MORE CONFUSION. SFX RADIO TRAFFIC REPORTS, POLICE SCANNERS, AND HORN HONKING ADD CONFUSION.

This can overexcite or reduce nervous system function, causing hyperactivity, muscle spasms, burning sensations, and even pain.

CUT TO RUBBER NECKING DRIVERS, SLOWING TRAFFIC FROM OPPOSITE DIRECTION. SUPER: NEUROPATHOPHYSIOLOGY

It can influence nervous system traffic both to and from organs and tissues, setting the stage for disease and ill health. Doctors call this Neurophysiology, meaning, abnormal nerve function.

CUT TO CLOSE UP OF RED "FLAG" BEING TIED TO THICK ROPE. CLOSE UPS OF HANDS, FEET BRACING, ETC.

Muscles can be involved, too. Attached to each spinal bone are layers of muscles that support the spine.

SOUND EFFECT OF WHISTLE BLOWING AND CROWD CHEERING AS WE PULL OUT TO REVEAL TWO GRADESCHOOL AGED TEAMS IN RUGBY TYPE CLOTHING IN A SERIOUS TUG-OF-WAR. INITIALLY, FLAG DOESN'T MOVE OFF CENTER.

These muscles hold each spinal bone in place and help maintain proper posture. When these muscles are healthy and equally matched, proper spinal balance can be achieved.

FREEZE TUG OF WAR AND ADD SLOW DISSOLVE TO NORMAL A-P X-RAY OF LUMBAR SPINE WITH A SPINOUS PROCESS SUPER-IMPOSED OVER RED FLAG. SPINOUS PROCESSES ARE INDICATED AS MENTIONED.

X-ray views of the spine reveal the small projections on the back of every spinal bone to which powerful muscles attach. These "spinous processes" make those bumps you can feel up and down your spine. The spinous process of each bone should be centered and in alignment with the one above and below it.

X-RAY CUTS ON WHISTLE BLOWING. ONE TEAM OF KIDS IS REPLACED BY STRONG, COLLEGE-AGE STUDENTS. THEY DIG-IN, READY TO PULL.

Physical injury, repetitive motion, or changes from improper spinal function can make muscles on one side, stronger than the other.

CUT TO YOUNGER TEAM WITH WORRIED LOOKS, BUT EXPRESSIONS OF DETERMINATION.

While some muscles supporting the spine can weaken and atrophy, others can become tight and overdeveloped. This can cause spasms or permanent scar tissue, changing the elasticity of supporting muscles of the spine.

WHISTLE BLOWS AND STRONGER TEAM WINS EASILY. SUPER: MYOPATHOLOGY.

Doctors refer to improper muscle tone like this as Myopathology, meaning abnormal muscle function.

BOTH TEAMS CONGRATULATE EACH OTHER, TESTING EACH OTHER'S ARM MUSCLES. OLDER TEAM OFFERS ENCOURAGEMENT.

That's why repeated spinal adjustments are often needed to help retrain these supporting muscles.

CUT TO SUNBATHER WHO HAS FALLEN ASLEEP AND GETTING SUNBURN AT SWIMMING POOL AT RESORT HOTEL. SFX: BACON FRYING IN PAN. SUPER: SOFT TISSUE DAMAGE

When there is injury to the spine, soft tissues such as tendons, ligaments, and discs are often involved. As with a bruise, a sunburn, a black eye, or a sprained ankle, there is a rise in temperature and chemical toxins are released.

CUT TO ADJACENT KIDS WHO ARE EATING ROUND ICE CREAM SANDWICHES THAT ARE SOFT AND BULGING AS THEY BITE INTO THEM. SUPER: DISC BULGING

Like the soft ice cream, the pulpy disc material between each spinal bone can bulge or herniate. Ligaments and tendons can stretch or tear. Bulging soft tissues can put pressure on adjacent nerve tissue.

SUNBATHER WAKES UP AND IS ALARMED BY THE BURN. SUPER: HISTOPATHOLOGY

Like a serious burn, the resulting inflammation can be painful and cause the joint to swell. Doctors refer to soft tissue damage as Histopathology.

CUT TO INTERIOR OF CAVE SHOWING MINERAL DEPOSITS FROM CEILING.

With stress or injury to spinal joints, the body responds as it does to a broken bone. Like the mineral deposits in a cave, calcium is deposited on adjacent bone surfaces. If motion is not restored to the joint, the spinal bones can eventually fuse together. Doctors call this Subluxation Degeneration.

CUT TO NORMAL LATERAL CERVICAL.

This is a side view of a textbook normal neck. Notice the forward curve and the equal disc spacing between each spinal bone. The spinal cord is here, and nerve roots exit from both sides through openings between each spinal bone.

PHOTO MORPH TO PHASE ONE. SUPER: PHASE ONE

When the spine is injured there is often a loss of curve. Disc damage, soft tissue inflammation, and nerve dysfunction often accompany this condition. Doctors refer to this as Phase One. While this example is in the neck area, the degeneration process can occur in virtually any joint of the spine. If ignored, the spine can degenerate into Phase Two.

PHOTO MORPH TO PHASE TWO. SUPER: PHASE TWO

Now, adjacent joint surfaces have thickened, roughened, and bone spurs can be seen. The body continues to deposit calcium to splint the unstable joints. Range of motion continues to decrease, and without appropriate care this condition can progressively worsen.

PHOTO MORPH TO PHASE THREE. SUPER: PHASE THREE

Finally, the body has deposited enough bony growth to fuse this unstable joint. Like cancer or heart disease, pain or other obvious symptoms may not be present. Chiropractic care at this late stage, after so many years of neglect, is hoped to slow this process or help other areas of the spine not yet affected.

DISSOLVE TO DOCTOR AND PATIENT AT X-RAY VIEW BOX.

Whether you're seeking relief from obvious symptoms, or interested in a preventive approach to better health, chiropractic has three stages of care.

DISSOLVE TO PATIENT WHO IS IN OBVIOUS DISCOMFORT, GETTING ONTO ADJUSTING TABLE AND DOCTOR BEGINS PALPATION. SUPER: INITIAL INTENSIVE CARE

The first type of care is Initial Intensive Care-sometimes referred to as Relief or Stabilization Care. The purpose of the frequent visits over the first days or weeks is to help reduce your most obvious symptoms.

DISSOLVE TO DIFFERENT PATIENT EASILY CAPABLE OF LYING FACE DOWN ON BENCH. SUPER: REHABILITATIVE CARE

The second stage is Rehabilitative or Reconstructive Care. With the most obvious symptoms gone, visit frequency can often be reduced. Rehabilitative Care is designed to strengthen the supportive structures of the spine and help restore your health to its highest potential.

DISSOLVE TO CHILD EXCITEDLY CLIMBING ONTO ADJUSTING TABLE. SUPER: WELLNESS CARE.

Perhaps the most valuable type of care is known as Wellness, Maintenance, or Preventive Care. This third stage of care consists of regular chiropractic checkups to detect and correct little problems before they become serious-like periodic eye examinations and regular visits to the dentist.

DISSOLVE TO ORTHODONTIA VISIT SHOWING BRACES. SUPER: CHIROPRACTIC TAKES TIME

Remember, chiropractic care takes time. Think of it as orthodontics for the spine. Instead of braces, your doctor will use repeated spinal adjustments.

PATIENT HAS HAD ALL QUESTIONS ANSWERED AND IS READY TO BEGIN CARE. BOTH DOCTOR AND PATIENT STAND UP, SHAKE HANDS AND IMAGE FREEZES.

Chiropractic is a team approach to better health. So get involved. Ask questions. Watch your diet. Get the proper exercise. Keep your appointments. And follow your doctors recommendations. Doing so will help you get well faster and avoid a needless relapse. Better yet, as you experience chiropractic results, tell others. Encourage them to discover chiropractic and to learn what you have learned.

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