

Back pain can strike at any time



Entrust your spinal care to your chiropractor

Back pain is extremely common, especially in the western world where about eight people out of ten are likely to experience lower back pain, ranging from slight to severe.

If that wasn't enough cause for concern, such back pain is often managed with insufficient knowledge and skill — despite treatments being extremely expensive. And that's before you consider the run-on costs that come with managing disability and reduced or lost productivity.

In 2000-2005, some three million Australians sought treatment for back pain. In the two years ending 2001, chronic back pain totalled \$567 million: a significant percentage of Australia's health costs.

The need for specialised back pain care is clearly significant and many Australians understandably turn to their chiropractor:

A study in 'Spine' on low back pain has shown that compared to those who sought care from medical doctors, chiropractic patients were more likely to be satisfied with their care, and less likely to seek care from another provider for that same episode of pain.*

The reason for that preference is clear. Chiropractors are the spinal health experts — the only health professionals who study the neuromuscular system for five years full time at university.

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Given this degree of dedication and specialisation, chiropractic care focuses on back and spine-related problems without being side-tracked by other issues. Chiropractic reduces pain, does not rely on drugs and is extremely cost-effective.

Each week, there are approximately 200,000 visits to Australian chiropractors for a broad range of reasons.

If you suffer from back problems and related issues — or simply want to reach your potential, it's time to discover the benefits of chiropractic care.

* Carey, T.S., Evans, A.T., Hadler, N.M., Lieberman, G., Kalsbeek, W.D., Jackman, A.M. et al. (1996). Acute severe low back pain: a population-based study of prevalence and care-seeking. *Spine*, 21, 339-344.