

Client: Grifka Chiropractic
Task: Brochure Text, Retail Sales, 8x11 trifold
Revision: 2.0 Final
Length: 1,611

Main Body:
Word Count: 1,279



Welcome to Grifka Chiropractic

“It is more important to know what sort of person has a disease than to know what sort of disease a person has.”
“Natural forces within us are the true healers of disease.”
-Hippocrates

Grifka Chiropractic Clinics have been getting people well and keeping them well since 1978. Dr. Roger Grifka has spent his lifetime studying, refining and developing highly effective testing and adjusting techniques for his patients. He has intergrated kinesiology, nutrition, herbology, energetics and homeopathics into his practice. As a result, patients can live with restored function, usually no pain, improved health and overall well being.

Dr. Grifka's Unique Integrated Chiropractic Health Care System

Hippocrates, the father of medicine, discovered that your body is a self-regulating, self-healing organism. Your nervous system controls the function of every cell, tissue, organ and system in your body. The spinal column protects your nervous system and nerve roots that connect everything in your body together. Thus, any spinal malfunction can cause problems in tissues and organs throughout the body.

Dr. Grifka employs a natural method of health care that does not use drugs or surgery. Using nutrition and spinal adjustments, he focuses on treating the causes of physical problems, rather than just the symptoms, so your body can health itself and stay healthy. As a sought-after expert in extremity adjustment for college athletes, he not only successfully treats immediate injuries, he is able to help them prevent future injury and gain better performance.

Over the past 26 years of successfully treating thousands of patients, Dr. Grifka has taken his wealth of knowledge and experience in chiropractic care and integrated it with other areas for better patient health. Taking the top four health needs, structural, nutritional, energetic and neuro-emotional, he found that proper attention to each produces excellent results. But when properly integrated, with each one interacting with and affecting the other, the result is more vibrant health and long-term well-being.

Many pains are caused by immune problems, nutrition, allergies, toxic substances and energy blocks. Consequently, traditional medicine rarely addresses the problem directly and simply focuses on relieving the symptoms, not the cause. As a result of his integration of all major facets for well-being, Dr. Grifka has become well known for successfully treating those patients whose traditional medicine cannot. Pain and movement disorders have been reduced or eliminated in most patients and, happily, the drugs traditional medicine prescribed as well.

The Major Procedures Used by Dr. Grifka

There are six major procedures used by Dr. Grifka to test, analyze and ultimately, to help the body heal. All are non-invasive, use no drugs and are implemented to compliment the integrated approach to your better health. When you visit our offices, one or more of these techniques will be used to fully evaluate your health and limitations followed by putting you on the road to full recovery.

Chiropractic Physical Evaluation

Basically a standard visit to the doctor's office, you will be evaluated for general health, structure, mobility and challenges. Through consultation and a traditional orthopaedic, as well as muscle and reflex testing, examination, your specific complaints will be equated with other areas, both physical and environmental, to help find the real root of the problem. Once found, the next step will be to refine areas of your systems or lifestyle that are causing the problems and then develop the best approach to relieve them.

Nutritional Response Testing

To more fully understand the underlying causes to your complaint, the use of muscle reflex testing to determine your specific priorities of treatment are utilized. These tests will also help to uncover the underlying causes, such

as toxins, allergies, immune problems and others, to more fully address any problems. This response testing then provides a pathway for appropriate dietary changes, nutritional supplements and/or herbal remedies that, when integrated into the whole treatment, will lead to a reversal of the development of your health problems.

Structural Alignment

This is the chiropractic manipulation of the spinal column by pressure, movement and balancing. However, Dr. Grifka works at not only the gentle realignment of the spine, he also employs manipulation of other joints including arms, legs, wrists, ankles, jaw and head. In addition, soft tissue manipulation and muscle balancing may also be included. These techniques usually bring quick relief from persistent pain and often result in an overall feeling of energetic well-being.

Neuro-Emotional Technique

Emotions have a direct effect on our well-being. Usually, these emotions are short-lived and our bodies return to the normal state shortly after the emotion has passed. However, sometimes a significant event can cause an unhealthy emotion to become unresolved and locked into our bodies. When this occurs, ill health or an imbalance in one or more area can show up as pain or other physical symptoms. By applying a physical correction, the lock can be released allowing the body to heal itself. This shouldn't be confused with psychology; this is the use of chiropractic maneuvers to help release the physical results of the emotional lock. That release, in turn, helps to release the emotional lock itself.

Meridian Adjusting

Ancient acupuncturists developed and mapped the body's meridians, twelve zones along which the body's energy flows. Influencing the organs and structures of the entire body, these meridians run up and down from the head through the toes. Anytime these meridians are blocked, pain or organic disease can result. Dr. Grifka took this ancient art of healing and integrated it with chiropractic manipulation. Through specialized spinal adjusting, he is able to clear the blocked meridians to allow balanced energy flow and balanced muscles. This relieves joint and muscle pain, joint stress and organ distress. Best of all, this doesn't require any needles!

Homeopathics

The idea behind the use of homeopathics is to wake up the body's memory of good health and have its own mechanisms go to work at healing. A homeopathic remedy is one that produces the same symptoms as those of the sick person's complaint and in so doing, sharply provokes the body into throwing them off. A naturopathic form of treatment, it does not override or divert the body, but rather assists the body's own healing to bring back vibrant health.

Who Is Dr. Roger Grifka?

Completing his undergraduate studies at the University of Southern California, Dr. Grifka graduated magna cum laude from the University of Pasadena School of Chiropractic in 1978. Even as a student he attended extra-curricular seminars in x-ray interpretation and applied kinesiology. After graduation, Dr. Grifka sponsored the first Total Body Modification seminars concerned with affecting organ function and correcting allergies.

A past member of Mensa International, Dr. Grifka has relentlessly pursued knowledge in nutrition, herbology, body energetics, neuro-emotionals, homeopathics and structural manipulation. For over 15 years he served as a commissioner for the California State Licensing Board responsible for examining chiropractic applicants for competence in adjusting technique. He continues to train other chiropractors in technique.

His thirst for knowledge led him to develop a fully integrated health practice embracing the very best of available techniques in natural health treatments. He also developed his Integrated Meridian Adjusting techniques, successfully combining the best of eastern and western medical techniques into his practice.

Well known throughout the medical and chiropractic communities, Dr. Grifka has a reputation for success with those patients other doctors cannot help. With his continuing expertise in sports medicine, he has also worked with many talented athletes in San Diego County, enabling many of them to achieve top honors in their sports.

What You Can Expect From Grifka Chiropractic

- **Pain Relief When MDs Can't Help**

A local construction worker was diagnosed out of work for over one year with a large herniated disc and recommended for surgery. Dr. Grifka's treatment had him back at work in 30 days. Even after many years, he is still pain free and able to work normally in the construction industry.

- **Successful Treatment When Others Fail**

A woman with neck pain had an MRI that showed a herniated disc flattening her spinal cord and causing her radiating pains to the point where she could not lift her arm. Recommended for surgery, no other doctors would try to treat her. Dr. Grifka's adjustment program moved the disc back into place in a short time relieving her pain. Within one year she moved to another state and packed up her house herself.

- **You May Be Able To Avoid Surgery**

A woman came from her doctor complaining of years of knee pains. Her MD told her she had no cartilage and that the only solution was replacement of both knees. Dr. Grifka's adjustment relieved her pain in 30 seconds and she was able to walk out of the office. Continued treatments have kept her virtually pain-free for years.

- **Athletes Can Have Better Performance**

Coaches from several universities and colleges have Dr. Grifka treat their track teams and other athletes for injuries. In addition, he has been able to not only treat and prevent injuries, he has actually improved their performance by creating proper structural alignment and muscle balance.

- **Expertise Even Other Chiropractors Call On**

The wife of a Chiropractor had been suffering from headaches for some time. Dr. Grifka diagnosed the problem as TMJ and was able to relieve her headaches immediately with a specific adjustment. She continued to drive weekly from the other side of the county for continue treatment until her headaches were permanently relieved.

**Caring, Knowledgeable and Experienced...
Grifka Chiropractic**