

# **Chiropractic is in Demand**

ALUMNI TRAVEL VIDEO SCRIPT

PALMER COLLEGE OF CHIROPRACTIC

By Minda Powers-Douglas



## **Suggested Video**

## **Audio**

(Music in)

**Chiropractic adjustment shots.**

**Medical shot 1, dentist shot 2, chiropractic shot comes in over both of them.**

**Images of vibrant people, people working out, close up of muscles flexing. Chiropractic adjustment shots.**

Chiropractic is in demand, and the employment of chiropractors is expected to increase by 20% between now and 2018. Tens of millions of Americans are already under chiropractic care, and this number is rapidly growing. In fact, doctors of chiropractic comprise the third largest group of doctorate-level, primary-care providers in America, next to medical doctors and dentists.

Chiropractic is about health, wellness and helping the body reach its full potential. Chiropractors focus on the nervous system, which controls all aspects of the body. The brain sends messages through the spinal cord across a huge network of spinal nerves to deliver information to every cell, organ and system of the body. A misalignment of the spine can hinder the body's functioning and health. Such a misalignment is referred to as a subluxation.

Chiropractors perform spinal adjustments with their hands as their main tools. A spinal adjustment is the application of a precise force to a specific part of the spinal segment. The goal of an adjustment is to restore normal nerve transmission and assist the body in recuperating on its own.

As a chiropractor, you'll help patients alleviate their pain, assist their bodies to good health, and help them *stay* in good health. And it's all natural.

**Hospital shot 1. Chiropractic shot.**

(words)  
“42% of hospitals are offering alternative therapies, including chiropractic.”

Health store 1, farmers market 1, chiropractic pics (including very happy patients).

Even mainstream medicine is getting into natural care.

According to the L.A. Times, 42% of hospitals are now offering alternative therapies, including chiropractic.

As the demand for healthy living and alternative health care grows, so does the demand for chiropractic. A growing number of patients already consider their chiropractors as their primary physicians.

While there are a lot of health care career options out there, here’s what makes chiropractic stand out from the rest:

- Chiropractic is all-natural. It’s non-invasive and involves no drugs or surgery.
- It’s the “fastest-growing and second-largest primary health care profession” (3).
- “Chiropractors are used more often than any other alternative (care) provider group” (4).
- “Patient satisfaction with chiropractic care is very high” (4). *Consumer Reports* states that 88% of those who received chiropractic adjustments said it made a positive difference to their health (5).
- Chiropractors spend quality time with their patients—building relationships with *them* instead of just their patient charts
- Chiropractic care has been known to decrease hospital visits by 60%, cut pharmaceutical costs by 85%, and lead to 43% fewer outpatient surgeries and procedures. Also, “numerous studies have shown that services by doctors of chiropractic are cost effective and safe.

- And as for a “green” profession, when you get down to it, all you really need to adjust people to good health are your hands!

**(words on screen)  
It’s Your Career**

When you become a chiropractor, you create your career. No other profession allows you to be yourself the way chiropractic does. You can be your own boss, set your own hours, build relationships with your patients, and design a career that reflects who *you* are.

Chiropractic is also a career of options. You decide how you want to practice, whether independently or in a group setting. You can also specialize in areas such as pediatrics, geriatrics, sports injury, family care, and more. Or you can choose a different path all together and become a researcher, join a hospital staff, work with the Department of Defense, or join a multi-specialty group health practice.

**(words)  
It’s Your Education**

**(images)  
Historical and current  
images/video of Palmer  
campuses**

While there are other chiropractic colleges, it’s *your* education and you want the best. Palmer College of Chiropractic is known as *the* trusted leader in chiropractic education—and not just because it was the first chiropractic college. Founded in 1897, Palmer *is* chiropractic history—and its reputation is excellence. Palmer now consists of three campuses located across the United States—the founding campus in Davenport, Iowa; our West Campus in San Jose, California; and our Florida Campus in Port Orange.

At Palmer College, you will not only learn from our renowned faculty, you'll also benefit from ...

Our extensive curriculum ...

**(images)**  
**Curriculum lists from PowerPoint)**

**Doctors, students, patients**

The Palmer Clinic experience, where you'll not only hone your adjusting skills while treating patients in our outpatient and outreach clinics, you'll also examine your patients' X-rays through Clinical Radiology's digital X-ray equipment, and assist patients in the Chiropractic Rehabilitation and Sports Injury Department.

**(images)**  
**AHC inside and out, digital radiology, rehab**

**(words)**  
**The Palmer Center for Business Development**

**(images)**  
**the stacks, computers, students working**

The Palmer Center for Business Development offers services above and beyond your everyday classes. The Palmer CareerNetwork makes networking easy. There are also mentoring opportunities with practicing chiropractors and business professionals, as well as coaching sessions with faculty members, and business modules.

**(words)**  
**Palmer Center for Chiropractic Research**

**(images)**  
**researchers doing their thing**

The largest and most highly funded research center at a chiropractic college is located right on Palmer's Davenport Campus, and research programs are offered on each of our campuses. Researchers are constantly doing work in the fields of biomechanics, neuroscience and more.

**(words)**  
**Clinic Abroad Program**

We have a variety of other programs, including Clinic Abroad, which sends chiropractic students to locations around the world to provide care for patients who receive little or no health care. Palmer students have traveled to Brazil, Bolivia, India, Madagascar, Fiji and beyond.

**(images)**  
**adjustments, happy**  
**students, faculty and**  
**alumni**

What makes Palmer outstanding is not just our history, extensive curriculum or even our exceptional faculty. Palmer's excellence comes from students like you who want to lead the way in health care and chiropractic. We have a reputation for graduating the best chiropractic adjusters in the field. There is a reason why nearly 1/3 of all chiropractors in the United States are Palmer graduates.

**(images)**  
**all three campuses**

To learn more about chiropractic and Palmer, visit our campuses. Find out for yourself why Palmer's the trusted leader in chiropractic education. The investment you make in your Doctor of Chiropractic degree at Palmer will be one of the best you ever make.

**(images)**  
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**logos)**

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