

Wellness Words

Happy December, everyone. This year has passed in a hurry, and what a challenging year 2009 has been. Although our office has experienced some ups and downs due to the economy—and to growing struggles with the insurance industry—we have had a terrific year in many ways. While 2009 may not have been outstanding in a monetary sense, I will always remember it as the year I achieved some of my most important and long-held professional goals. If you're curious about what could have me so excited in the midst of these trying, troubling times, please read on, and enjoy this exciting Olympic edition of Wellness Words.



Dr. Pat named
official
chiropractor
to the Infinite
Running team

www.Infiniterunning.com is an innovative online program that lets ordinary people benefit from tips and training by Olympians and internationally ranked runners. This groundbreaking site gives everyday runners, like you and me, the opportunity to exercise like a champion. In June of this year, I was selected as the official health care provider for the Infinite Running team. I have treated two of their core team members for quite some time. Tara and Kara Storage are local engineers who happen to be elite runners vying for a place on the 2012 U.S. Olympic marathon team. They are a joy to treat, and I even traveled with them to the U.S.A. Track &

Field National Championships in Eugene, Oregon, this year, where I provided medical support for the event. It is an honor to assist the Infinite Running team, and I will continue to do all I can to help our local athletes perform at their peak and work toward their goals.



CHIROPRACTIC HEALTH & WELLNESS CENTER

Receives *2009* Eclipse Integrity Award

On May 12, my staff and I were honored to receive one of the Dayton business community's most prestigious awards: The Eclipse Integrity Award given by the Better Business Bureau (BBB). The award was presented during a gala event at the Benjamin and Marian Schuster Performing Arts Center in downtown Dayton. Each year, the BBB recognizes three Miami Valley businesses and one nonprofit organization for demonstrated excellence in a range of areas, including management practices, business relationships, and overall reputation. It was quite a shock when the Chiropractic Health & Wellness Center of Dayton was announced as a finalist in April, as more than 40 of the region's finest businesses had been nominated for the 2009 awards. Once the finalists were announced, I flew home early from a family vacation to meet an award committee representative at the Far Hills office, provide a facility tour, describe the practice's rich history, and explain the center's unique approach to highly personalized health care.

The night of the awards ceremony was fantastic, and I was humbled to be surrounded by more than 400 distinguished guests representing many of the area's most successful and admired companies. When the award was presented, although I had a speech prepared, just in case, I got a bit choked up. The award was a moving validation



of my ongoing efforts to create a different kind of health care practice focused on personalized care and respect for every patient. I explained this in my speech, and I dedicated the award to my mentor Dr. Richard Miller, who was in attendance that night, and who was the original inspiration for me to become Dr. Prikkel. It is worth noting that the Chiropractic Health & Wellness Center of Dayton is the only chiropractic physician's office to receive the Eclipse Integrity Award. The BBB leadership stated that they chose the office to receive the award because when they began to study the company, "the policies and procedures were exceptionally written for an office with a staff of three, and the

pricing that they offer their patients with limited or no insurance coverage is an industry leader."

The award designation is now proudly displayed in our office, where it can be shared with all of our patients. After all, you are the reason we're here and do the things we do—and as wonderful as it is to receive awards and public recognition, our truest measure of success is, and always will be, your satisfaction with our efforts to help you enjoy the best possible health and wellness.



Dr. Pat selected to join the Volunteer Olympic Medical Staff

In October, I achieved one of my oldest and most exciting professional goals, a dream I have nurtured ever since my early days as a young student: I was contacted by the U.S. Olympic Medical Network manager and invited to participate in the U.S. Olympic Committee's medical program. In my opinion, this is one of the highest honors in health care. In 2009, I was one of fewer than 30 physicians and therapists selected from across the country to participate in a two-week rotation at the Olympic Training Center (OTC) in Colorado Springs. I was chosen in part due to a long history of caring for nationally ranked runners, as well as the treatment methodology I use—primarily the Graston technique I use with many of you for soft tissue injuries.

From October 1-15, I spent virtually every waking hour on the grounds of the OTC. My duties were to attend practice, perform first aid, treat athletes, and assist them in

selecting exercises, but most importantly, my job was to be myself and do what I do with each of you—help everyone to be the very best he or she can be! The OTC medical staff was fantastic and included athletic trainers, physical therapists, and chiropractors. Everyone was there with one common goal—to do our best as a team for the good of the athletes in our care. This sounds simple, but in actuality, it can be very difficult to achieve, which is why the medical professionals assembled in Colorado Springs were among the best in their fields.

While I was at the training center, some athletes would receive hours of therapy, multiple days a week. The athletes were a joy to treat. They were exceptionally humble, especially considering some were Olympic medalists and world-champions. What impressed me most, though, was my contact with the Paralympians who live and train at the OTC. The Paralympics

follow the Olympics every two years and last four weeks (as do the Olympics). At the OTC, it was common to see gifted, world-class athletes who were missing an arm, blind, or walking around with an artificial leg. The dedication and talent of these individuals was simply incredible to behold, and words cannot express the impact they made on me. You can learn more about these superstars (and support them) at www.USParalympics.org.

My two weeks at the OTC were some of the best days of my life and created memories I will never forget. I hope to be asked back to help again, and one day, I would love to serve at the Olympics. Thank you to everyone who made this possible, especially my loving wife, who allowed me to relocate to Colorado for 14 days. This experience goes to show that you should never give up on a dream!

Don't Scrimp on what Matters Most: Your Health

When times are tight, many of us try to scale back, focus on the essentials, and avoid needless expense or risk. Unfortunately, this mindset, which is generally wise and beneficial in most cases, can actually be harmful when applied to one's health and wellness. It can be tempting to put off seeking care until a problem becomes truly serious, but this can actually result in a longer—and more costly—road to recovery in the end.

Now more than ever, our office is dedicated to providing you with the best, most effective care to help you enjoy optimal wellness. We pride ourselves on building personal relationships with each and every patient and establishing a course of treatment based on your exact needs and preferences. We never recommend a treatment that we don't feel is necessary, and our only "bottom line" is your health and satisfaction.

Please give us a call if you are experiencing any common back or neck ailments, or any of the following:

- **Rotator cuff tendonitis/frozen shoulder**
- **Plantar fasciitis**
- **Headaches**
- **Arthritic pain**

In many cases, we can have you feeling like new with just a few treatments—and sometimes significantly better after just one visit to the office!

2010 may be big year for the insurance industry, though it's anyone's guess what will happen. The government is driving hard to make its case to shape or control the health care system. Many patients ask me my take on this heated topic, so here

The Insurance Industry: *Times of change*

goes. In my opinion, there is no one right answer. Health care has so many facets and complexities that to understand all of the issues involved and come up with an effective solution in a 12-month time span is impossible.

Here is what I do know, though:

Costs continue to rise, reimbursement continues to decline, copays and non-covered services are at record highs, and more and more doctors are throwing their hands up in frustration because of all the regulations and limitations being forced on them. All the while, we as a society are

sicker than ever before. When I began practicing in 1998, some patients would talk about a loved one being ill, but now it's a daily discussion on who is ill, or even dying.

Clearly, we need change and some regulation, but I don't believe the politicians can handle this issue. Instead, we need to alter the way the insurance companies set their rates and how they pay doctors and facilities for their services. I believe physicians need to be audited and should be reimbursed on the quality of care they provide. I believe our voices need to be heard, but I suspect our words will continue to fall on deaf ears.

If that's the case—if we're screaming for help and no one is listening—what can we do? Even in the worst of all systems, we have the power to control our own behavior and make positive changes in our lives, including disciplining ourselves to take

good care of our bodies. We can educate ourselves about the health consequences of our actions and choices, and we can work hard to take positive steps based on that knowledge. Skipping the soda and passing on fast food, for example, can really give you a boost, and might even help you avoid illness. This is just one example of the way simple changes can add up to have a huge impact. While some factors that contribute to health and wellness lie outside of our control, the most powerful ones are ours to determine.

As surely as change is needed, it must begin with us. It has to take hold in the way we shop, the food we eat, and the lives we live. As a first step, try to laugh more, let some of your stress go, and cherish those around you. Take some time off from trying to save the planet or solve the world's problems, and just start making the most of every moment. Eat right, exercise, take care of yourself, and when you do have problems (or just want some help to achieve your ideal health and wellness), give us a call. You can be a healthier, happier person, and our team is always ready and eager to help you be your best.

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