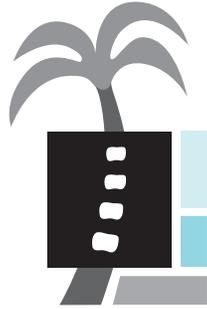


# FLORIDA CHIROPRACTOR



## Newsletter

Nov., Dec. 2004 & Jan. 2005

5621 Central Ave.  
St Petersburg  
FL 33710  
(727) 345-4242

6166 Seminole Blvd.  
Seminole  
FL 33772  
(727) 344-0681

## Touch-Screen Chiropractor

I went to the post office the other day and didn't have to stand in line with my package. In the lobby was an automated postage meter with a touch screen display and a label printer. By the time I figured my way through it I would have been better off standing in line. Not to mention that nobody reminded me that I needed to buy stamps. At Home Depot, I accidentally ended up in the self-serve line. I couldn't make it through the transaction without help from the clerk. The computer kept telling me to put my items in the bagging area. When I did what the computer said it told me that there was something in the bagging area that shouldn't be there. Why couldn't it make up its mind??

It seems we're heading away from interactions with real people. It must be disheartening for people to watch their jobs being replaced by touch-screens. I just don't see the touch-screen chiropractor in the future. You'd walk into the office. No one would be there. You'd punch your symptoms into a screen, then you'd lay down on the table. A contraption would come down out of the ceiling and adjust your back. Maybe I should get to work on that. In the meantime, we plan on taking Florida Chiropractor in the opposite direction.

Seven years ago, when we began creating the concept of Florida Chiropractor, we knew what we wanted it to be. First, we wanted it to offer a contemporary approach to chiropractic. Second, we wanted it to provide a familiar environment for the experienced chiropractic patient. And lastly, we wanted it to present a professional and informative encounter for someone trying chiropractic for the first time. This is our mission statement and we are fortunate that all of you have been spreading this message to your friends and families. Patient referrals were at an all time high for the month of August. I hope we were able to pay you back with

our patient appreciation week in September. This fun-filled week featured daily giveaways and culminated in a drawing for our big prize. Check inside this newsletter to see the winner.

We continue to do the things that represent Florida Chiropractor. Everybody on the staff is friendly and inviting. When you call, you get a real live person. In this day and age when you're lucky if you even see a doctor at the medical office, our doctors are always available. They take the time to listen, they answer your questions, they explain what the problem may be and how they plan to help you.

As my practice continues to grow towards capacity, the office is prepared with likeminded doctors ready to offer the same quality care. Dr. Jaime Kean is beginning to expand her hours at the Seminole location as it continues to grow. Dr. Richie Cabigting will earn his Florida license by December. Last week I interviewed a new chiropractic graduate who is looking forward to joining our clinics this winter. All of us have been training, educating and honing our skills together so that we can offer the consistent and professional treatment that Florida Chiropractor is becoming known for.

My hope is that this vision for Florida Chiropractor will help us continue to grow. We have been working hard to package our message to make it easier for you to pass it along to your friends and families. We have just completed an office brochure that looks great. Please take as many as you need at your next visit. We have also launched our "new and improved" Florida Chiropractor website. Check inside for details. Wouldn't it be nice if you could look back someday and say you were a part of something big. You could say, "I was a patient of Florida Chiropractor when it was starting its first office. Of course, back in those days a chiropractor was a real live person and not just some contraption that came down out of the ceiling."

Take Care,

*Dr. David A. Sandefur*

# FloridaChiropractor.com

It seems like an anachronistic impossibility but I really do come from a line of tech nerds. My dad was a chiropractor. He was also one of the first computer geeks. This was back in the 1970's when the hottest mainframe was a Radio Shack TRS-80. This computer cost \$3000 and shipped with a whopping 4 kb of ram. It did not have a hard drive. You saved your work to a cassette deck. If you wanted software you had to program it yourself. So that's what my dad did. He spent hours every night typing basic code into his TRS-80 until he developed the first chiropractic patient management program. It took him over a year to write it. The program came in at around 10,000 lines of code and could track charges, billing and insurance for his chiropractic office.



With this heritage I thought I could design and maintain my own web page. If you have been to our old website, you've seen my attempt. It wasn't too bad, but obviously from a chiropractic tech nerd and not a professional. When our media people took a look at it, they giggled and said, "You wouldn't want your patients trying to adjust each other at home. You should hire a professional to do your webpage." It hurt a little, but they were right. If we were going to fulfill the contemporary vision of Florida Chiropractor, our website was going to need a professional makeover.

As of the publication of this newsletter, this portion of the Florida Chiropractor mission has been completed. I hope all of

you will check out our new and improved website @ FloridaChiropractor.com. We have all spent a lot of time and energy designing one of the best chiropractic websites on the net. Being the computer geek that I am, I insisted on helping with the design structure and supplying all of the written content. I am very proud of it and I hope you take a few moments to see our efforts.

This website will offer our active patients a place to find answers to questions. It will also provide an entryway for a referral you might have. My wish is that you will feel proud to show off our website as a place where you go for your healthcare. If you have a friend or family member thinking about chiropractic, it will be much easier for you to say, "Check out their website. Once you do, you'll see that Florida Chiropractor is an informative and professional place to go for chiropractic care. That is if you don't mind being treated by a chiropractic computer nerd.



## Happy Holidays from Florida Chiropractor!

Dr. David Sandefur

Kelli

Dr. Jaime Kean

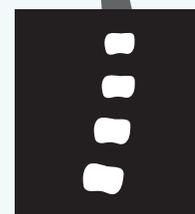
Elisha

Beth

Dr. Ruth

Dr. Richie Cabigting

Audren



# "Pill-Poppers"

by Dr. Ruth Sandefur, DC, PhD



If you will recall, in the last (and first) of my nutrition articles, the major theme was that no matter how hard we try, it is unlikely that we can obtain all of the nutrients needed for good health from our diets alone. The bottom line was that it is necessary to take a high-quality multivitamin supplement each day. That is why I chose the title "pill-poppers". If you accept my premise - you will join me in taking a multivitamin daily - or, in other words, you will become a pill popper! Now, I will have lots to say in future articles about several specific nutritional supplements. However, the importance of a multivitamin cannot be overstressed. I hope you will not mind one more article devoted entirely to the multivitamin.

A famous pioneer nutritionist, Dr. Roger Williams, one time asked an audience, "What is the single **most important nutrient?**" They answered with specific nutrients that were their favorites, like "Vitamin C?", "Folic Acid?", "Vitamin E?", but to each of these suggestions, Dr. Williams shook his head, "No". After letting the audience think about his question for a while, he finally answered his own question by stating, "The single most important nutrient for health is whichever one you are **not** obtaining from your diet!"

He went on to point out that the "most important nutrient" varies from person to person, and within an individual, varies from time-to-time. But, this nutrient is vital to health and its absence contributes to the development of disease. Dr. Roger Williams was among the first to preach the importance of a general, over-all, daily, multiple-vitamin supplement.

If this is sounding like I'm overstating the case for vitamins, consider this. When "vitamins" were first discovered, scientists used the name "vitamin" as a derivative of the word "vital". To qualify as a vitamin, the nutrient must be shown to be necessary for life. Its total absence from the diet must lead to a deficiency disease or even death. Its addition back into the diet of a person (or

animal) found to be deficient must cure the deficiency disease. These requirements must be met in order for scientists to "name" the nutrient a vitamin. One other criterion for being termed a vitamin is that it is a "micronutrient", or a nutrient that is required in very small amounts. Carbohydrates, proteins and fats also are nutrients that are necessary for life, but they are required in large amounts and are just called - macronutrients - or foods.

Nutritional supplementation got a "bad rap" years ago, when shortly after they were discovered (most vitamins were discovered and named in the 1920's, 30's and 40's) some proponents began to make outrageous claims about their benefits. These people suggested that taking vitamins would cure all sorts of diseases and improve every condition from dandruff to gangrene. The over-zealous people gave the entire field of nutritional therapies a bad name.

Nonetheless, what a tragedy it would be to lose the true benefits of supplemental nutrition just because a few people made wild and outrageous claims. Let's just agree that in our newly formed "pill-poppers" organization, we will opt for the benefits that nutritional products offer without falling for the "hype". Agreed? Agreed!

So, for now, we'll vow to do as Dr. Roger Williams suggested and take the "insurance policy" (his words) of ingesting a multiple vitamin tablet every day in order to assure that there won't be one, tiny, **vital**, nutrient that happens to be absent from our diet. This insurance policy won't promise us total health, or the absence of disease, it will simply promise us that we have a fighting chance of not being "deficient" in any substance vital to a healthy life.

Wishing you excellent health and true happiness,

Dr. Ruth



## Calendar of Events

- November 15 - 20:** Holiday Food Drive
- November 24:** Office Open
- November 25 - 28:** Office Closed - Happy Thanksgiving!
- December 24:** Christmas Eve - Office Open 9:00 a.m. - 1:00 p.m.
- December 25:** Christmas Day - Office Closed
- December 31:** New Years Eve - Office Open 9:00 a.m. - 1:00 p.m.
- January 1:** New Years Day - Office Closed
- January 17:** Martin Luther King Day Office Open

### Holiday Food Drive

We will collect nonperishable goods during this week to donate to a local shelter. Last year we donated more than 300 lbs of goods. Bring at least 2 items on Saturday, November 20 and receive a complimentary adjustment.

### Chiropractic 101 Classes

On the 3rd Wednesday of the month, at 7 p.m.

Office Hours:

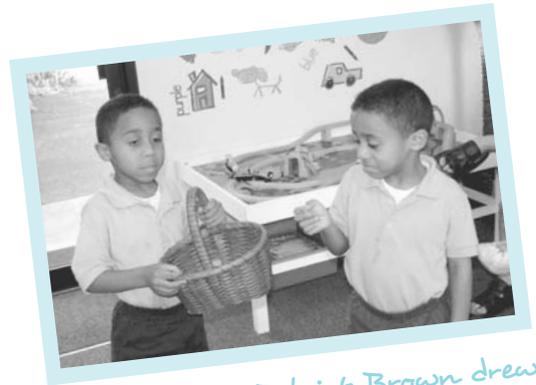
**Monday - Wednesday - Friday** 9:00am - 7:00pm.  
Closed for lunch from 1pm to 3pm.

**Saturday** hours are 10:00am - 12:00pm.

**Tuesday and Thursday** hours are available by appointment. If you or a friend/family member is involved in an accident, call the office @ **345-4242** (in St Pete) or **344-0681** (in Seminole) for immediate care.

## Recent Events @

FLORIDA  
CHIROPRACTOR



*Hakeem & Patrick Brown drew the winning ticket*

Congrats to Loyce & John Katchur, winner of our **Patient Appreciation Week** big drawing for a weekend stay at the Tradewinds Resort!



Current resident or -

St Petersburg, FL 33710  
5621 Central Avenue

FLORIDA  
CHIROPRACTOR



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