

Tid Bits

A CSI Publication

"Achieving maximum output"



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Written by:

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Certified Sports Physician

2003

3rd Quarter

Quote of the Month

"No one can make you feel inferior without your consent."

- Author unknown

We Sadly Say Goodbye to Dr. Jay

"It is with mixed emotions that I say goodbye to Chiropractic Sports Institute. I will greatly miss the cheerful staff that has become my office family. On the other hand, I am very excited about starting my own practice here in Westlake Village. I will continue to provide the high level service that you have expected here at CSI. I will be practicing in conjunction with Terry Hudson of **Complete Body Fitness**. I will continue to have a full service office, with massage therapist, rehab. facility, and of course, full chiropractic services. Please stop by and say "Hi".

Sincerely,

Dr. Jay Bayles

2900 Townsgate Rd., Ste. 119

Westlake Village, CA 91361

(805) 777-4815

Dr. Jay and I are parting on very good terms. I have the utmost respect for Dr. Jay and his practice principles. His integrity and personal love for his patients is amazing. We at CSI wish him the very best of luck. ☺

Cha...Cha...Cha...Changes

This edition of Tidbits is dedicated to the changes that have taken place at CSI and the stress that has affected us all. Changes can cause stress; so can the situation overseas. One thing that has not changed at CSI is our love for you and your health. One of the best ways to combat stress is to get adjusted! When you are stressed, the chemistry in your body changes causing muscle to tighten. Since muscles are attached to bones, this slow increase in tension will affect the alignment in your spine from your neck to your lower back. This change in alignment will slowly compress and change the neurology in your body. This change in neurology will also change how your body operates. Please, during times of stress, maintain a healthy spine and nervous system. Chiropractic, it does a body good! ☺

CSI Adds New Staff to Better Serve You! Two New Doctors!!!

Dr. Tracy Gebo, another sports chiropractor, has been handpicked to join CSI. She has been selected due to her integrity, chiropractic skills and drive to be a superior sports chiropractor.

Dr. Tracy Gebo works with people of all ages and stages, from pregnancy and active families to retired or injured athletes, with one common goal in mind – to release the individuals inborn, innate ability to perform at their peak potential in a comfortable, compassionate and encouraging environment.

Since 1998, she was the owner of Newbury Park Sports Chiropractic, which was an active family practice with emphasis on sports injuries. She brings this expertise to CSI where she offers a proactive holistic approach to healthcare including nutritional, rehabilitative and goal-oriented strategies to balance your body for ultimate performance.

Dr. Gebo is a graduate from Cleveland Chiropractic College and was co-founder of the World Congress of Women Chiropractors. She is currently pursuing certification as a Chiropractic Sports

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Two New Doctors!!!

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Physician and has special interests in equestrian sports, snowboarding, wakeboarding, motocross and off-road sports.

Dr. Gebo has more than 24 years experience with horses and many different riding disciplines and is a nationally ranked dressage rider. She is a member of the American Chiropractic Association and California Chiropractic Association.

Dr. Gebo and her husband Gary currently reside in the Conejo Valley with two horses, a dog and a cat.

Dr. Michael Bateman has been added to our staff to handle the Med-legal aspects of healthcare. Dr. Michael Bateman, D.C., CCFC, brings his 12 years of expertise in the area of industrial and personal injury to our team. Dr. Bateman is a graduate 1991 of Cleveland Chiropractic College. He received specialty certification from the state of California as an independent disability evaluator, and is a state-appointed medical evaluator. He is a physician adviser for major insurance companies in the arena of workers' compensation, and is currently serving as an examiner for the National Board of Chiropractic Examiners. Dr. Bateman has a postgraduate certification in chiropractic foot care. He is a past postgraduate instructor at Cleveland Chiropractic College on the subject of chiropractic foot care. Dr. Bateman and his family have lived in the Conejo Valley for the last 32 years. He is an avid outdoorsman and is currently involved in with the Boy Scouts of America serving in various positions of leadership. ❧

Full-Time Rehabilitation Specialist

Julie Rego, MS, is our new Rehab Specialist. Julie has a Master's degree in Kinesiology from Cal Poly State University. A California native, she has lived in Ventura for over 20 years. Julie specializes in strength, conditioning, rehabilitation and flexibility for those with chronic problems and sports-related injuries. She has been working with patients and clients in her own business for over ten years before coming to CSI. In her spare time she likes to water ski, snowboard, weight-lift and run. ❧

New Faces at the Front

Fernando Rivera is the new face and voice at the front desk. Betty has moved to the position of office manager and we brought Fernando in to work the new hours at the front desk. Fernando has been in the medical field for 11

years. He worked as a customer service/service tech for a respiratory specialist company. Fernando's goal is to have every patient walk out from CSI with a smile.

Tina Laraway will be working part-time and the opposite hours of Leslie Cranmer and Wendy Cranmer. Tina will be the face that greets you when you walk in the door, escorts you to your room, and makes sure you are comfortable. Tina is excited to be a part of CSI and to assist us in making sure your visit at CSI is a pleasant one. ❧

In-House Biller

After many years of having an outside billing department, we have brought it back to the office. As of September 23rd, Mary Jo Hall is running our billing and financial department.

She has been hired to give our patients personal attention and to make it more convenient when it comes to resolving financial issues. She will be happy to answer any of your questions regarding insurance coverage, patient payment options or financial matters, past or present.

A New Massage Therapist

Key Burns graduated from the Touch Therapy Institute in Encino, CA with a Massage Degree and as a Certified Reflexologist. She studied Deep Tissue, Pregnancy and Infant Massage, Qi Gong, Color Therapy and Therapeutic Stretching. She also attended the Ojai School of Massage and studied Hot and Cold Stone Therapeutic Massage techniques. Key is a Licensed Bach Flower Remedy Practitioner with the Nelson Bach Foundation in London, England, and a Reiki Master. She completed her mastership in New York. She joins the massage team of Michael Batt and Holly Underwood. ❧

Billing for Massage

To keep overhead down and refrain from raising our fees, we have changed how we are billing Massages. The reimbursement to patients is at times better than it is to us. It is also very time consuming to verify if 30/60 minute massages are covered and to make sure the insurance companies stay true to their word in following through with payment. I feel that Massage Therapy is such an important tool in achieving maximum output and true health. The way we have decided to handle the billing issue is to collect up front for the massage and supply you, the patient, with a super bill (a bill that you submit

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Additions to Our Nutritional Counter

O-Tropin

O-Tropin is the only product on the market that delivers an HGH stimulator using the Liposomal Delivery System (patented process and licensed). The Liposome coating protects the free amino acids and targets the delivery directly to the Pituitary with markers. We do not use recombinant HGH - only natural free amino acids. O-Tropin has been clinically tested to demonstrate a 25% average increase in IGF1 levels (insulin-like growth factor, which is the major promoter of protein synthesis in muscle) in 30 days. Feel young again, sleep better, work out stronger, lose body fat and think clearer than you have in years.

Orenda Anti-Aging Serum

Collagen III is the component in the skin layer just beneath the surface that gives the skin thickness and elasticity. Thickness and elasticity keeps young skin firm, taut and wrinkle-free. As we age, the production of Collagen III steadily declines. Many anti-aging serums on the market are based on the use of Retinoic Acid and Vitamin C. While these treatments are effective, Orenda Anti-Aging Serum operates on a completely different plane. According to studies, our key ingredient, ASC III™ liposome, is more than 10 times more effective than Retinoic Acid or Vitamin C in the net increase of Collagen III. This is a breakthrough in your ability to treat your skin with a serum containing this outstanding ingredient, which has been shown to have such a dramatic effect. Don't take our word for it, try the Orenda Anti-Aging Serum yourself, and be prepared to be amazed as the appearance of fine lines vanishes!

Orenda Immune

We have all heard about detoxification products. This formula contains Muramyl Peptides, which are created by patented processes licensed to Orenda International. Many scientists have studied Muramyl Peptides, and their research indicates that Muramyl Peptides are key to stimulating Macrophage activity, which is critical to immune function. D-Glucarate, developed from research at top cancer research facilities, is another key ingredient. This ingredient supports liver detoxification, which is critical to healthy immune function.

All-in-One Female

Immune Support

The same formula found in Orenda Immune contains Muramyl Peptides, which are created by patented processes exclusively licensed to Orenda International. Many scientists have studied Muramyl Peptides and their research indicates that Muramyl Peptides are key to stimulating Macrophage activity, which is critical to immune function. Calcium D-Glucarate™, developed from research at the prestigious MD Anderson Cancer Research Center is another key ingredient. This ingredient supports liver detoxification, which is critical to healthy immune function.

Mid-Life Issues

By including the important soy isoflavones, Genistein and Diadzein, the All In One Female™ formula gives you a head start on maintaining proper biochemical balance as you approach menopause.

Nutritional Foundation

A proper nutritional foundation provides you with the fuels to support immune function as well as anti-oxidant protection. By covering all three bases in one formula you get the best of science, comprehensive protection and unequalled value.

All-in-One Male

Immune Support

The same formula found in the Orenda Immune contains Muramyl Peptides, which are created by patented processes exclusively licensed to Orenda International. Muramyl Peptides are key to stimulating Macrophage activity, which is critical to immune function. Calcium D-Glucarate, developed from research at the prestigious MD Anderson Cancer Research Center is another key ingredient. This ingredient supports liver detoxification, which is critical to healthy immune function.

Mid-Life Issues

Including the important Saw Palmetto and Pygeum extract in the All in One Male formula gives you a head

Mid-Life Issues (Male)

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start on maintaining proper prostate function.

Nutritional Foundation

A proper nutritional foundation provides you with the fuels to support immune function as well as anti-oxidant protection. By covering all three bases in one formula you get the best of science, comprehensive protection and unequalled value.

You can get these great products at the front desk by asking Fernando or Betty. ↻

Fighting the Stressors

A balanced diet and exercise are effective ways of fighting stress. This includes eating a variety of foods every day, such as fruit, vegetables, whole-grain breads, cereal, lean meats, fish, poultry, and low-fat dairy products. Avoid excessive sugar, salt, fat, caffeine, alcohol, and crash or fad diets. Eating regular meals in a relaxed setting will help to reduce your stress, too.

You can also try a strenuous workout, or just sit and close your eyes. Exercise can have a calming effect that makes you feel, think, and perform better. Explore different techniques in breathing, muscle relaxation and mental imagery. Find new and different physical exercises that can help you calm down and assist your body in relaxing.

Exercise your mind, spirit, and body.

Make time for recreation.

Enjoy yourself.

Become involved in leisure activities that are both peaceful and playful.

Find activities or hobbies that bring you pleasure.

Indulge yourself regularly.

Get regular chiropractic adjustments.

These joys can counterbalance the stressful situations in your life.

Tips on How to Get a Good Night's Sleep

1. Go bland before bedtime. To fall asleep quickly, avoid caffeine, nicotine and alcohol for at least four hours before you go to bed.
2. Be predictable. Go to bed around the same time every

night, and try to follow a similar routine.

3. Don't toss and turn. If you can't sleep after 20 minutes, get out of bed and do something else.
4. Save the bed for sleep and lovemaking. Avoid paying bills, reading the paper or watching TV in bed.
5. Take a bath. When your body gets ready for sleep, your temperature drops. A bath may nudge your bedtime biochemistry along.
6. Exercise early. If you exercise in the evening, do it before dinner, not after.
7. Get dark. People usually sleep best in a cool, dark environment. Invest in heavy drapes if city lights glare outside.
8. Grab a snack. It's hard to sleep hungry, so try a light snack before bedtime. Some researchers think tryptophan, a chemical found in milk, naturally induces sleep.
9. Cut naps short. If you have trouble falling asleep, consider avoiding naps. At the very least, limit them to less than an hour before mid-afternoon.
10. Deal with stress. If daytime troubles keep you awake, try jotting notes about ways to deal with them. Leave stress at the bedroom door, if you can.

Source: "How To Sleep Well," Stanford University Sleep Disorders Clinic and Laboratory.

Keeping Up with the Changes

I know that this is a lot of changes. When we have changes we put them on our website (www.chiropractic-sports.com). Please bookmark our site so that you can stay informed. All of our new patient paperwork, re-exams and other insurance forms are available on our website for downloading to minimize time spent at our office. If you have not been in the office for a while, or are referring someone to our office, go to our website and download the paper work to save time. ↻

Billing for Massage

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to your insurance for re-imburement) and letter of medical necessity. We have found that the patients were reimbursed faster than we were at times. This saves us time and management costs, and the savings are passed down to you by our being able to keep our current fee schedule for a longer period. ↻

New Office Hours for Dr. Terry

Due to the addition of two new Doctors, CSI will now be open from 8:30 – 6:00, Monday through Friday. I will be keeping close to the same hours, with only a few changes. Due to my boys wanting to “spend some time with Daddy”, I am taking Thursdays off. Before I go to the Valley to work for Zenith Insurance Company, doing peer reviews and attempting to lower work comp fraud, I am taking my boys out for breakfast and spending some Daddy time with Tyler and Lance.

My new hours are:

Monday: 8:30 - 6:00
Tuesday: 7:00 - 12:00
Wednesday: 8:30 - 6:00
Thursday: Off
Friday: 7:00 - 5:30

I have kept my early morning hours for you and I look forward to continuing the same care we have established at CSI. There will be two Doctors working per day to keep the waiting room from getting too crowded.

CSI Adopts Overseas Pen Pals!!!

In lieu of Little Bits, Special Achievements and Birth Announcements, we at CSI have decided to adopt some young soldiers that are fighting for our country in Iraq.

The war in Iraq has affected all of us in different ways. Whether you support the war or are protesting it, the fact remains we have young men and women overseas fighting for our freedom and way of life. Some of these men and women are CSI family members. Those left behind are praying and hoping their family members come home safely. Here at CSI we have decided to adopt these soldiers as pen pals. I have been told that getting mail is a highlight for them. Please copy the addresses below and drop them a line letting them know you care, wish them safety and appreciate them.

Lcpl Yeschin
2nd MEB B Co. 1/2 DET C
76092 FPOAE 09511-6092

*Mr. Yeschin is a Marine and is fighting
at the front.*

Or to any of the single soldiers at:

CPT. Murphy
c/o Single Soldiers
11th AVN RGT
A Troop, 6-6 CAV
APO, AE 09302-1443

*Please write to them and let them know
they are appreciated!!!*

LT. Carrie Bruhl
11th AVN RGT
A Troop, 6-6 CAV
APO, AE 09302-1443

*Ms. Bruhl is an Apache Helicopter
Pilot.*

Thank you again for your continued support and comments. Remember that the biggest compliment you can ever give us is by referring a friend to our office.

***Love and Peace to All,
Dr. Terry***