

ACC Releases DVD on Cervical Spine Adjusting and Issues Related to the Vertebral Artery

In recent years there have been many changes in the thinking related to cervical spine adjusting and issues associated with the vertebral artery. These changes have been so significant that the Association of Chiropractic Colleges (ACC) has recently released a DVD designed to bring the latest and most up-to-date information on the subject to the practicing chiropractor.

The goals of the ACC with respect to this project are simple and straightforward — to put this information in the hands of every chiropractor in North America. With advance orders of over 50,000 units, the ACC is well on the way to accomplishing this ambitious goal. The Association is making this DVD available to the profession for the cost of shipping and handling (\$10.00).

"The information provided in this DVD needs to be known and understood by every chiropractor," said project chairperson Gerard W. Clum, D.C., president of Life Chiropractic College West, Hayward, California. "Quite literally, this lecture will be the single most widely disseminated work in the history of the chiropractic profession."

Over the years chiropractors have been confronted with opinions associated with cervical adjusting and vertebral artery injury that range from causation to coincidence. The profession has also been exposed to opinions that state 1 in every 5,000 adjustments results in a vertebral artery injury, to it is impossible for the chiropractor to be involved with any injury to the artery. The initiative seeks to sort through the issues and to separate the wheat from the chaff.

"The shift in perspective is truly profound. Rather than looking at this as a matter of causation, current thinking views the situation as a matter of recognition of presentation," noted Dr. Clum. "The reality is that most of the patients who develop symptoms of vertebral artery injury walked into the office with the mechanism of injury already underway."

Approaching vertebral artery questions in this manner is critical to patient outcomes, it also means that technique doesn't matter in this discussion. If the question is presentation rather than causation then your technique, light force or high force isn't the issue, the condition walked in the door.

Additionally this lecture signals a major change in thinking as it relates to patient evaluation and pre-adjustive screening. We were all taught to perform various provocative maneuvers to assist in detecting patency of the Vertebral artery. Conventional wisdom held that if George's test was negative we had nothing to worry about. Current evidence holds that the provocative maneuvers of George's test pose more risk than they are worth.

The bottom line is simple — this lecture will change the standard of practice in chiropractic. "Members of the ACC felt a presentation offered on behalf of the entire academic community would almost immediately result in a change in the standard of practice in chiropractic," said Dr. Moss, President

of Canadian Memorial College. "The ready accessibility of the latest data provides chiropractors with greater confidence in the delivery of care. Patient's clinical presentation will be better understood and potential complications can be avoided."

This project which began under the leadership of Dr. Moss has been three years in the making. "Our task was to gather, integrate and present the most current information possible," related Dr. Clum, "the heavy lifting associated with the development of literature in this area included the efforts of Terret, Haldemann, Triano, Kawchuk and a host of authors. We are the reporters in this situation."

Over the past three years the lecture has been presented to a special meeting of institutional representatives

gathered for the sole reason of reviewing and critiquing the lecture, to a gathering of the clinic directors of the ACC member institutions and programs and to several state, national and international groups. Following each and every presentation the content was further refined and the information clarified. Earlier this year the emphasis of the project shifted from the development process to the replication and distribution process.

The ACC never viewed this project as anything other than a service project in the best interests of the health care consumer and practitioner alike. As a result every means possible was employed to bring this effort forward at the lowest cost possible. Seed funding was sought and received from the National Chiropractic Mutual Insurance Company (NCMIC) and many search and production related expenses were borne by the institutions directly involved in the project.

A number of chiropractic colleges and programs have taken their commitment to this process one step further


by purchasing and shipping copies of the DVD to their respective alumni around the world.

The next step will be to take the information contained on this DVD to chiropractors far and wide. To this end the ACC will be working with state associations, boards of examiners, professional liability carriers, technique groups, management groups and specialty societies to seek the greatest distribution possible.

This effort has been costly and all costs have been borne by the Association of Chiropractic Colleges and the individual institutions supporting this effort. If you would like to help defray some of the costs of this project the ACC would be honored to receive your tax-deductible donation in care of the Association of Chiropractic Colleges 4424 Montgomery Avenue, Suite 102, Bethesda, Maryland 20814. **You can order copies of the DVD at the website of the Association of Chiropractic Colleges at www.chirocolleges.org for the cost of shipping and handling (\$10.00).**


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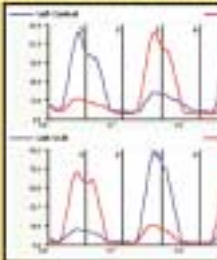
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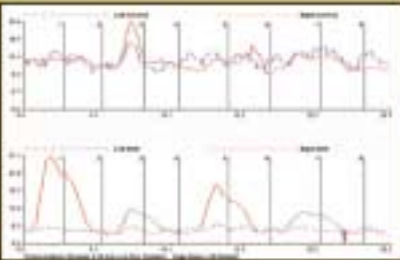
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