



PRECISION
Marketing & Client Communications
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Custom Practice Newsletters for Medical Professionals
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Please fill out the below form and fax it to us along with your topic choices numbered by priority. Thank you.

Fax Cover Sheet

We Do Websites!
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Date: _____

of pages (including cover sheet): _____

Doctor's name: _____ Fax #: _____

Photos this issue? (please circle) Yes No How many? (extra charge for more than three) _____ (original photos, no negatives or slides)

Mailing Instructions: (please circle) Current Resident or Return Service Requested Note: The Post Office charges for address correction returns

Any staff changes? _____

Address, phone or hours changes? _____ Issue #: _____

Any office news? _____

Doctor's message? (topics covered) _____

Referral message? (please circle) Yes No Names? (please circle) Yes No Quantity? _____ Contest winners? (please circle) Yes No

Coupon? (please circle) Yes No Value? _____ Expiration date: _____

New services? _____ Patient profile/testimonial? _____

Special events or promotions? _____

Details:

Chiropractic Topics

Doctor's Name: _____

Please Note: There is usually only enough room for two to three articles in a semi-custom newsletter and about seven in an all-custom. Please number your choices in order of preference. We'll fit in as many as we can, in that order. Keep this master topics list to refer to each issue.

Anatomy

- Back basics
- Feet (Get a foothold on good health)
- Low back care
- Muscular system
- Nervous system
- Posture
- Skeleton
- Spinal column
- Spine & nervous system (how they relate)

Conditions

- Allergies
- Arm and hand pain
- Arthritis
- Auto injury
- Carpal tunnel
- Colds and flu
- Digestive problems
- Disc problems
- Fatigue
- Headaches
- Herniated discs
- Hip, leg and foot pain
- Intestinal problems
- Low back pain
- Menstrual problems
- Migraines
- Neck aches
- Numbness
- Osteoporosis
- Painful joints
- Pinched nerves
- Sciatica
- Scolosis
- Shoulder pain
- Soft tissue injury
- Sports injury
- Stress
- Subluxation
- TMJ
- Whiplash
- Workplace injury

Family-related

- Babies and chiropractic
- Back to school tips
- Backpack safety tips

- Buckle up for safety
- Children and chiropractic
- Chiropractic for the whole family
- Pregnancy and chiropractic
- Seniors and chiropractic
- Women's wellness

Treatment

- Acupuncture
- Applied kinesiology
- Adjustments
- Massage
- Orthotics
- Trigger Point
- Using heat and ice

Quiz/tests

- 15 warning signs of an unhealthy spine
- Do you need to see a DC?
- How good are your chances for staying healthy?
- How healthy are you?
- Personal wellness check-up
- Simple home tests to check your spinal health

General Info

- Athletes and chiropractic
- Carrying too much?
- Chiropractic for overall health
- Chiropractic: What is it?
- Computer user tips
- Do's and don'ts
- Don't look for quick fixes
- Drug-free health
- Drug reactions and side effects
- Ergonomic tips
- Exams (general)
- Four phases of chiropractic care
- Frequently asked questions
- Good back home care
- Good habits for good health
- History of chiropractic
- Invest in your health
- Lifting tips
- Maintenance care
- New year's resolutions

- Other side of drug abuse
- Pain is a symptom, not a disease
- Preventing injuries
- Primary care provider
- Start the new year out right
- Straighten up for good health
- Take care when playing sports
- Tips for proper posture
- Tips for the new patient
- Weekend warriors
- What does a DC do?
- What it takes to be a chiropractor
- What kind of people to to a chiropractor?
- What to do after an auto accident
- X-ray safety

Nutrition/Fitness

- Back exercises
- Before you start a fitness program
- Benefits of water
- Eat right for your health
- Facts on fiber
- Fitness and exercise
- Neck exercises
- Nutritional supplements
- Office exercises
- Soft drink dangers
- Stretching
- Tips for good nutrition
- Walking for fitness
- Water benefits

Seasonal

- Have you been hibernating?
- Keep cool this summer
- New year's resolutions
- Spring tips
- Tips for the gardener
- Wintertime warnings

Filler

- Counting sheep and still no sleep
- Don't get your back up
- Let sleeping limbs lie

- Spine facts
- Workers: A variety of bones

Office

- Appointment breaking
- Care Enough to Share program
- Continuing education
- End of the year reminder
- Financing options
- Insurance (filing)
- Insurance (general)
- Insurance (how it works)
- Insurance (types accepted)
- Mananged care
- Maximize your insurance
- Office policies
- Office report card
- Patient news
- Patient testimonial
- Product promotion
- Record update
- Referral (contest)
- Referral (list)
- Referral (program)
- Referral (thanks)
- Rescheduling appointments
- Staff intro
- Staff news
- Success Story (testimonial)

Custom Topics

- Provide a description below
