

# Gerou's Chiro News

A Free Monthly Newsletter for the Friends and Patients of: **Dr. Thomas J. Gerou**

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## This Month's Featured Topics:

- Moved To New Location
- What's New
- Sports Injuries in Teenagers
- Special Thanks to Our Movers
- Special Offer

**On Monday, January 14, 2008,  
Gerou Chiropractic moved to  
our new location!**

**Come see us! We'll have a warm cup of coffee  
waiting for you.**

## What's New

**1. An expanded nutritional display featuring  
Standard Process, DaVinci, Biotics and Medi-  
Herb product lines---the finest in the industry!**

**2. A large display of products available:**

- Pillows
- Orthotics
- Cold packs
- Exercise balls (with instructions)
- TENS units
- Low back support belts
- Bio-Freeze

## Sports Injuries in Teenagers

Many of us have teenagers involved in numerous sports, such as: Dance, football, baseball, softball, basketball, track, martial arts, gymnastics, etc.

The training can be rigorous to achieve high levels of performance to be competitive. One key factor to maximize performance is through "injury prevention". Often, a "biomechanical flaw" creeps



into the picture before the body actually breaks down. The sport-specific activity applies more stress than the body can handle in this circumstance, resulting in an injury. Trying to "work through" the injury without correcting the "underlying cause" of the problem may only lead to prolonging the injury, or worse yet, causing further damage.

Chiropractic has always been a leader in "injury prevention", as well as in the treatment of new injuries, by evaluating the condition thoroughly to determine whether the nervous system, muscles and joint biomechanics are functioning properly. A nutritional status evaluation of the athlete can also be a performance enhancer.

A "recommended action plan" is then established to address all of the components that are functioning at less than optimal levels.

In addition to a thorough history of the presenting problems, we utilize the following "**diagnostic tools**":

- Computerized Surface EMG
- Thorough orthopedic, neurologic, chiropractic and musculo-skeletal examinations
- Postural X-Ray analysis
- Computerized Nutritional Assessment

Consider this: If chiropractic is not part of the overall plan in striving for "Athletic Peak

Performance”, then you’re not doing all that’s necessary!

### **Chiropractic Coverage: Insurance & Cash**

Although most insurance companies cover chiropractic care, there are some plans that have limited or no coverage at all. If your place of employment has optional insurance plans available, please feel free to call our office and ask for Patty to have her assist you in choosing a plan that may have better chiropractic benefits.

For our patients who do not have any chiropractic benefits at all, we do offer very affordable plans so that you can maintain your optimal health!

By purchasing a “block” of visits, we offer a “**pre-payment discount**”. Our greatest savings offer is our “**Universal Care Plan**”. In purchasing a larger block of visits, there are greater discounts as well as other benefits. Please ask us about this!

### **New Patients Welcome**

Sometimes I forget to let our patients know that we are always accepting new patients. If you have a friend, co-worker, or family member that lives or works locally, has a health problem, and is interested in trying to get rid of their problem, please have them give us a call! The greatest form of compliment we can receive is a referral from you! Your trust and confidence is truly appreciated!



## **Thank You!**

**Thanks to the following friends, family and patients for their help in moving our office:**

- Patty Gerou
- Mike Tomblin
- Derrick Tomblin
- Brandon Tomblin
- Mike Gerou
- Miles Gerou
- Peggy Gerou
- Chelsey Ennis
- John Bleecker
- Tim Coshatt
- Joel Ladderoot
- John Bul

**Please notify us if you have change in your insurance coverage. Many changes took place at the start of 2008, with many patients unaware of their change in benefits offered. If you do have a new insurance card, please allow us to make a copy of it, so that we can have Patty (our insurance specialist) ou.**