

May 2020

Hi {{ contact.FIRSTNAME }},

Despite seeming a bit surreal I do know one thing: it is great to be back!!!

With good numbers on the Covid 19 board, the economy can get into business again. We are very relieved to be working but will continue to maintain safety. I would ask if patients would wear a face mask to each visit. We have decreased patient flow to stop crossover, we wear various PPE equipment and are doing our best to keep this pandemic at bay. Other than that, it is business as usual in this slightly strange world we find ourselves in.



In the middle of all this, we would also welcome Dr Josh Murdoch to our Milford clinic. He is a local, ex Rosmini College student who has been practising for the last few years in Tauranga. Josh was an exceptionally good sportsman who got injured and that led him into chiropractic. He is delighted to be home, and we are thrilled to have him.

For the next month if any members of your family or friends would simply like to see if chiropractic is for them Josh will offer at no charge an initial consult. Josh is totally committed to getting people active. He knows the benefits of specific exercises and tailored chiropractic care to everyone. Josh has also made himself available Tuesday and Thursday nights and weekends ongoing!!!!

*As an introductory offer, next **Saturday 6th June** Josh is available from 9 am on (booking required due to Covid tracking) for any friends or family to have a thorough Chiropractic exam and discussion at no charge. Josh has packed up and moved back home so it is particularly important to get involved in the community immediately. Book through the front desk 09 4897050. I really would appreciate any referrals towards this day. This is a community gesture and no charges apply at all.*

Speaking of out of hours. Those of you who are immunocompromised or in any way concerned or vulnerable we can see you at a time where no one else will be in the clinic and we will wear full PPE gear. Just ask. We do understand! Both clinics will be offering this service over the weekends or late nights as required. If you want extra consideration just ask.

On an important note, I personally know the cost of closing businesses for so long. On Friday last week, it was apparent that some (many) of you have had jobs and businesses decimated. We are providing what I believe is an essential service for good health and function. It would break my heart should financial hardship stop you attending this office. If it is the case, please just talk with your chiropractor and we will make it happen. Your health is our number one concern. **If you cannot pay for our service, we would still like to help and if that means no charge so be it!!!** We will not let you down just because you have been financially "rocked". It would be an honour to help you get on your feet.

It has been an interesting time with some people realising a few lifestyle

changes are needed after lockdown. Some of us had time to do things we have been put off. Some people expressed great insight, and some were just hilarious. There were a lot of learnings and not all bad. Please also get onto our Facebook page. If not for the learning, then for Andrews brilliant humour!!

Kristian took the car and trailer to get DIY supplies the day prior to lockdown and worked ferociously throughout his house. Kristian is now working a few more shifts out of Ponsonby. His demand is really increasing and knowledge of extremity biomechanics brilliant. We have put a [video](#) on the website where he talks about foot function. Those of you with acute or chronic feet and leg issues must make an appointment with Kristian. He has worked for years with the world's top distance runners! It is an absolute passion of Kristian's to get athletes (and those not so inclined) extremities working well.

Andrew pruned, cut, and worked on his land and bees. I also suspect Andrews culinary skills may have been on show as well! I took the approach that my brain needed upkeep. It has been a while since I was at university and with three young adults in the house, I decided to NOT spend the time giving advice!!! I took to webinars, podcasts and did a course on home organic gardening and one on the microbiome.

Two learnings:

Firstly, the appendix does have a role. It has a sample of the gut microbiome and should the gut get savaged by an infection or even antibiotics it releases a sample of the microbiome to rebuild again.

Secondly the tonsils. They simply see what comes into the mouth and send information forward to the gut should the microbiome need to prepare for foreign or unusual invaders. They have an important role but are communicators and not the first defense we thought they were.

Our bodies are amazing and that is the simple premise of chiropractic. Good function lets the body do "its thing". Bad habits, posture, sedentary lifestyle, emotional and environmental shortcomings do the opposite. Now is the time to keep well. There is plenty of fact around sleep and lifestyle affecting the body's response to Covid 19. If you have not been in for a while maybe a tune up really is in order. In fact, there is just so much new information we are learning I feel it is necessary we stay on top of it. These little pointers and ideas will be written more thoroughly in the blog I am now writing on the website.

So, thank you for reading and please help us get busy again. Josh needs referrals and I have no doubt so do many of your businesses, so it is critical we:

- Shop locally
- Help thy neighbour
- Smile
- And when sick ... stay home

Kia Kaha, be kind and stay safe

Ed, Andrew, Kristian, Josh, Karen, and Debbie



But wait - there is more ... we are absolutely unashamedly trying to make the clinic also a hub of cutting edge information that is available for everyone both online and in practical workshops on-site at the clinic. However, we are also at the core providing chiropractic care and if we have not seen you for a while maybe it would be a good time to pop in and just get a “tune-up”. Headaches sore backs and sore feet can often so easily be corrected when your spine is operating optimally. As the expression says “ignore your spinal health and it will go away”. We have one spine .. **Look after it and thank you for your many many referrals!!!**

Back In Action
Ponsonby (09) 376 3176
Milford (09) 489 7050
www.backinaction.co.nz



This email was sent to {{ contact.EMAIL }}
You received this email because you are registered with BACK IN ACTION
CHIROPRACTIC LIMITED

[Unsubscribe here](#)

Sent by

 sendinblue

© 2019 BACK IN ACTION CHIROPRACTIC LIMITED