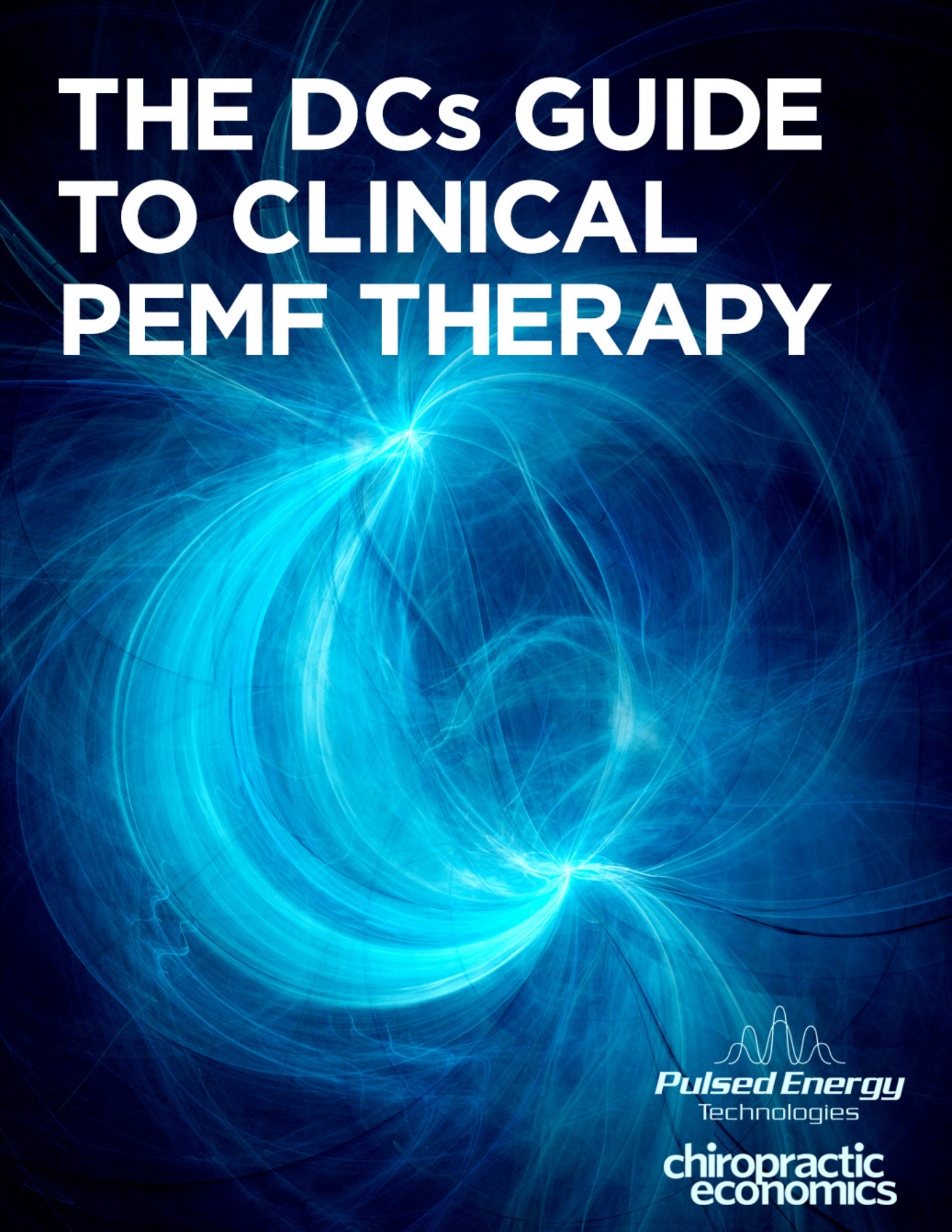
THE DCs GUIDE TO CLINICAL PEMF THERAPY



Pulsed Energy Technologies

chiropractic economics

WELCOME TO THE WORLD OF CLINICAL PEMF

Ever since the discovery of electricity, a range of therapeutic applications have been the subject of widespread inquiry. More than 4,000 years ago, the ancient Egyptians began treating various pathologies with a type of electric eel, and this practice continued with the Greeks and Romans.

The central nervous system is understood to be bioelectrical, as are many of the body's processes. It seemed reasonable to suggest that the application of electricity to the body would be in some way beneficial. In the early part of the 20th century, a range of electrical stimulation machines were available to the general public, often marketed as beauty aids, rejuvenation tools, and general pain relief. However, such devices were largely placebos, as the mechanism of action was not fully understood and the control of voltage was primitive.

In the early 1960s, however, controlled experiments and double-blind studies began to generate replicable data. It was found that an electromagnetic field would rapidly facilitate the knitting of fractured bone.

By the mid-1970s, the first patient-wearable TENS units were made available and by the 1990s pulsed high frequency electromagnetic therapy was discovered to have a wide range of clinical applications, and ever since has been the subject of hundreds of journal articles and human trials.

Because pulsed electromagnetic frequency (PEMF) therapy is both effective for treating a range of conditions and noninvasive, it is a natural tool for doctors of chiropractic to consider. There is substantial evidence that it is effective for accelerating the healing process for soft-tissue injuries in addition to its well-known ability to increase calcium flux in bone cells.

It has also become a tested approach to treating chronic arterial and venous leg ulcers. And often, PEMF achieves results with persistent wounds that resist healing—one of the more challenging problems in healthcare today.

In addition, PEMF is compatible with chiropractic philosophy and easy to administer in a practice setting. In the following eBook sponsored by Pulsed Energy Technologies LLC, you'll get an in-depth look at how this exciting technology can benefit your practice and your patients.

CONTENTS

All stories written by Christina DeBusk

WHAT IS PEMF?

After conducting in-person interviews of more than 23,000 American adults, the National Center for Complementary and Integrative Health (in conjunction with the National Center for Health Statistics) found that almost 40 percent of those surveyed used some type of complementary and alternative medicine (CAM) in an effort to obtain and retain a higher level of health.[1]

And while many different forms of CAM exist, many of which you as a healthcare professional likely use in your office daily, one that is less talked about yet offers a scientifically proven positive healing response is PEMF.

PEMF BASICS

PEMF stands for Pulsed Electro Magnetic Field therapy; using this particular process involves directing powerful, pulsed energy waves toward damaged or injured areas of the patient's body.

These waves painlessly and quickly pass through the cells in the damaged region, increasing the spin of the electrons contained within them as a result.

It is this amplified electron spinning which restores the cell's potential (its energy), regulating its volume at the same time. And, unlike some other forms of CAM, this positive cellular effect lasts for as many as four days after the treatment session has ended.

With that, PEMF therapy is: The induction of electricity into the cells to help stimulate or promote healing.

Perhaps the easiest way to understand PEMF is to think in terms of each cell in your body as if it were a little battery. Like with any battery, sometimes your cells become tired and worn, whether due to age, stress, overuse, or damage, making it more difficult for them to fight off any type of potentially damaging force or illness.

HOW PEMF WORKS

Perhaps the easiest way to understand PEMF is to think in terms of each cell in your body as if it were a little battery. Like with any battery, sometimes your cells

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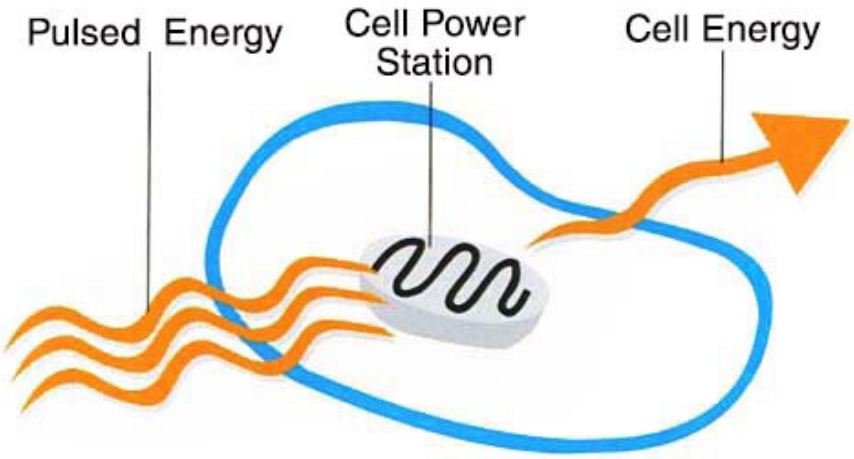
become tired and worn, whether due to age, stress, overuse, or damage, making it more difficult for them to fight off any type of potentially damaging force or illness.

Through PEMF therapy, your batteries (i.e. your cells) essentially become recharged. The energy supplied via PEMF waves gives them the energy they need to ward off whatever is threatening them, whether it's a trauma or disease-based threat.



This makes it easier for your patient's body to restore its health naturally, simply by using the electrical currents and impulses that are already interacting within and throughout their cells.

In essence, high-powered PEMF is like a "battery re-charger" for your depleted cells.

PEMF AND NASA

The benefits of PEMF are so powerful, even NASA has taken an interest in it. In 2003, Thomas J. Goodwin, PhD, published a report on behalf of the Lyndon B. Johnson Space Center which stated that it was determined that time-varying electromagnetic field cells had a growth rate which "was 2.5 to 4.0 times the rate of the non-waveform cells."[2]

This caused Goodwin to conclude that, "As is clearly demonstrated in the human body, the bioelectric, biochemical process of electrical nerve stimulation is a documented reality." In other words, it works and it works very well. ■

A Chicago Cubs player enjoys a PEMF therapy session on his shoulder

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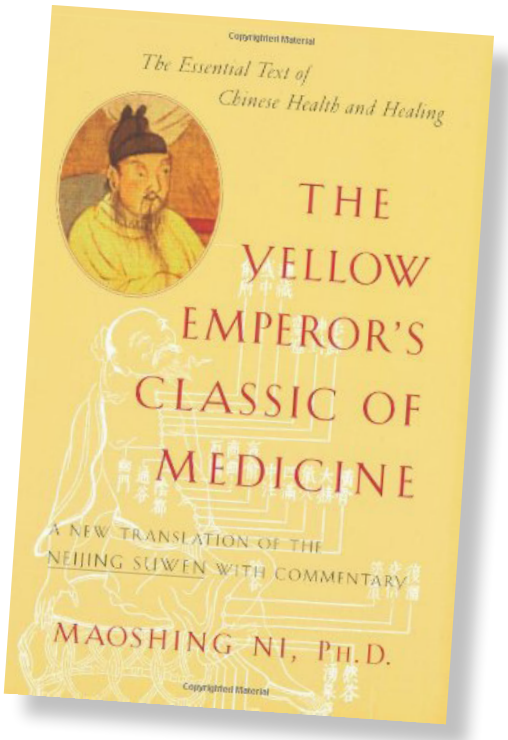
THE HISTORY OF PEMF: THOUSANDS OF YEARS IN THE MAKING



Pulsed electromagnetic field (PEMF) therapy isn't typically as well-known as other forms of treatment such as chiropractic, massage, and physical therapy. Therefore, many people assume that it's a relatively new remedy, leaving it wide open for speculation when it comes to its positive effects.

However, the truth is, PEMF has actually been used to help people live a healthier life for quite a long time. Thousands of years to be exact.

PEMF'S EARLY BEGINNINGS

The use of magnetic therapy can actually be found as early as 2000 B.C., which is when Chinese book, The Yellow Emperor's Book of Internal Medicine, noted that "magnetic stones" were used for various health issues.[1] Centuries later, during the Middle Ages, use of these types of stones was again recorded, this time referring to them as "lodestones" which were placed upon the patient's body in an effort to achieve greater health.

Then, in the late 1800s, science increased our understanding of electrons and electro-magnetism, prompting healthcare professionals to consider using magnetism and electricity for a number of different ailments, ranging from an inability to sleep to actual physical convulsions. In fact, magnetic therapy was deemed so powerful, magnet-based products such as boots, girdles, and caps were sold through the mail.

Fast-forwarding briefly to more recent times, Thomas F. Valone's 2003 presentation to the Whole Person Healing Conference & Tesla Energy Science

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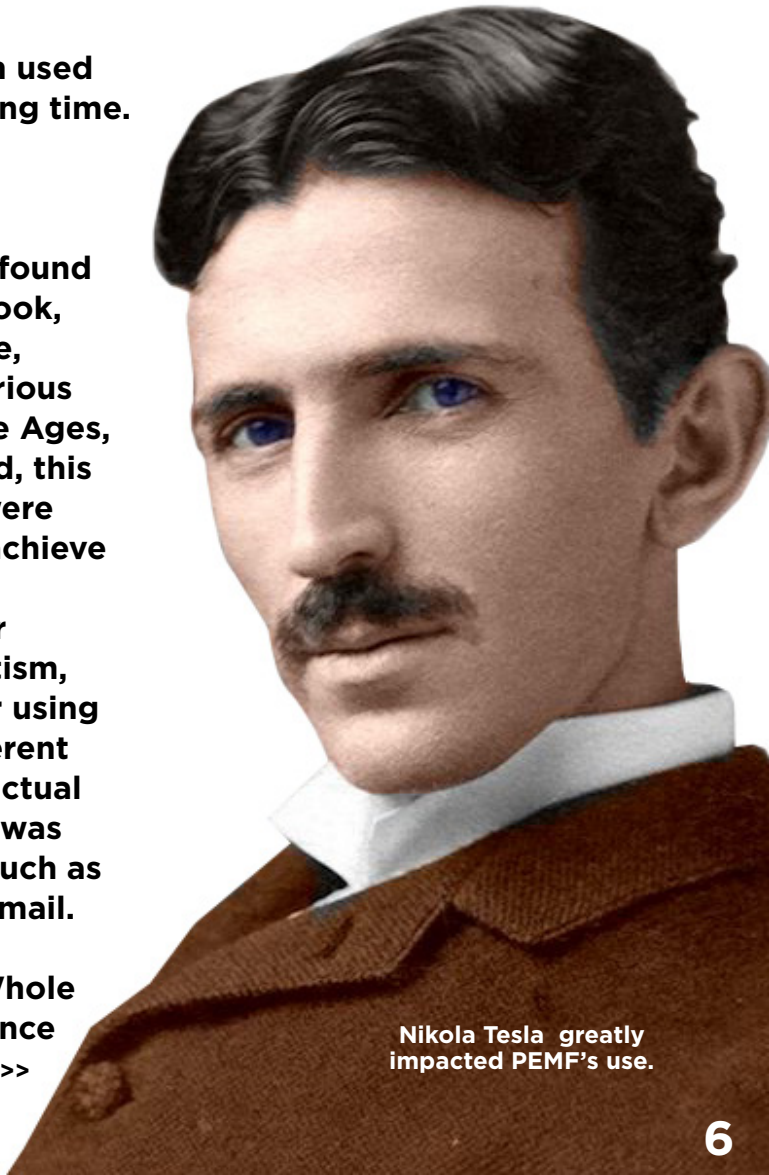

Nikola Tesla greatly impacted PEMF's use.

Conference shed some light on PEMF's early beginnings even more.[2] Specifically, Valone shared how it was Nikola Tesla who would majorly impact PEMF's use—forever.

NIKOLA TESLA AND PEMF

Valone said that it was two years short of the 20th century when Tesla reportedly addressed the American Electro-Therapeutic Association, telling its members that "One of the early observed and remarkable features of the high frequency currents, and one which was chiefly of interest to the physician, was their apparent harmlessness which made it possible to pass relatively great amounts of electrical energy through the body of a person without causing pain or serious discomfort."

Tesla made this assertion after having used coils as big as three-foot in diameter to treat ailments without making any type of physical contact with their bodies. And it is because of this breakthrough device and its related findings that magnetic field strength today is measured in Tesla (T).

While this was all new and extremely hopeful information, especially for that period of time, it wouldn't be until more than two decades later that PEMF as we know it today would begin to really take form.

A THERAPY TAKES FORM

In his presentation, Valone went on to say that it was 1922 when Alexander Gurvich, a Russian doctor, and his wife discovered that our body's cells can communicate certain bits of information with each other—even if they are physically separated by a plate of glass.

Three years later, this concept was taken one step further when Georges Lakhovsky shared his ideology and theories that the reinforcement of cell oscillation with radio waves increased their ability to fight off damage or disease. It did this by making them stronger and more resilient, Lakhovsky ascertained.

Over the course of the next several decades, many researchers—Royal Raymond Rife, Antoine Priore, Robert Becker, and Abraham Liboff, to name a few—would each identify and research various pieces of information which, together helped create PEMF as we know it today.

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PEMF TODAY

Although electromagnetic therapy techniques essentially started with Tesla's three-foot coils, engaging in PEMF therapy today is simpler on the patient and doctor alike. PEMF devices are available in all shapes and sizes, even offering options for home use for patients who want to continue their treatment sessions between office visits.

However, if it weren't for the ideas, curiosities, and ahead-of-their time findings of individuals such as Tesla, Gurvich, and Lakhovsky, PEMF therapy would not be where it is today. Who knows? It may not even be at all. ■

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CONDITIONS CLINICAL PEMF HELPS TREAT

Some treatment devices offer relief limited in nature. Take dental braces, for instance. These are devices designed for one reason and one reason only: to align and straighten your teeth, thereby improving the health of your mouth. To apply them anywhere else on your body would serve no beneficial purpose whatsoever (not to mention, probably look more than a little foolish).

The same is true with foot orthotics. They were created to correct foot and leg defects due to trauma or disease, or any type of issue that occurs as a result of biomechanical inadequacies. However, if you wear them on your hands, this would do you absolutely no good.

But this is where a PEMF device is different as it is one of the few treatment devices that offer users many different health-related benefits—from head to toe.

HEAD AND NECK. The American Osteopathic Association reports neck pain is the third most common chronic pain, afflicting more than one in four Americans at any given time.[1] Fortunately, PEMF can often help with issues in this area of the body.

Case in point: one study in Rheumatology International found that subjects with cervical osteoarthritis had pain levels which "decreased significantly" after PEMF.[2] Study participants also reported improvements in disability and range of motion, especially when compared to a control group who received sham PEMF treatments.

BACK. PEMF also helps treat numerous back-related issues, even if they occur post-surgery. In fact, one study in Current Orthopaedic Practice found that PEMF prompted increased bone formation for 85 percent of the participants, all of whom endured failed posterior lumbar interbody fusion.[3]

Seventy-seven percent achieved body-to-body fusion after being treated with PEMF. The researchers involved in this study also pointed out that PEMF "required no

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hospitalization, reduced morbidity, and avoided the risks associated with surgical intervention"—three more reasons why this remedy is a preferred treatment choice.

JOINTS. When it comes to joints, arthritis is often one of the biggest concerns. However, PEMF helps not only with arthritic symptoms, but also potentially the cause as one piece of research in the Indian Journal of Experimental Biology found that "the use of PEMF for arthritis cure has conclusively shown that PEMF not only alleviates the pain in the arthritis condition but it also affords chondroprotection, exerts anti-inflammatory action and helps in bone remodeling..."[4] As Benjamin Franklin once said, "An ounce of prevention is worth a pound of cure."

CHRONIC BODY CONDITIONS. PEMF is even helpful when it comes to chronic conditions that affect your entire body. For instance, one study published in Pain Research and Management found that, after seven days of twice-daily PEMF treatments, participants who struggled with fibromyalgia responded positively to the pulsed electromagnetic therapy, reporting less pain after treatment sessions.[5]

Another study, this one in Chinese Medical Journal, concluded that "low-frequency PEMFs relieves the pain of primary osteoporosis quickly and efficiently, enhances bone formation and increases BMD [bone mineral density] of secondary osteoporosis."[6]

PEMF has also shown positive effects with Alzheimer's disease, Lou Gehrig's, cancer, heart disease, depression, diabetes, endometriosis, epilepsy, headaches, glaucoma, hepatitis, kidney problems, lung disease, lupus, multiple sclerosis, pancreatitis, Parkinson's, sexual disorders, sleep disorders, spinal cord injury, stroke, Tourette's, ulcers, urinary problems, and more. ■

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HOW TO USE PEMF

The nice thing about PEMF is that you can use it anywhere on the body for positive, life-enhancing results. Here are just some of the ways other medical professionals and elite athletes such as Terrell Owens and Shaquille O'Neal use PEMF to increase their health and wellness:

HEAD
Place loop at crown of head
Good for: headaches, migraines

NECK
Place head through loop
Good for: neck pain

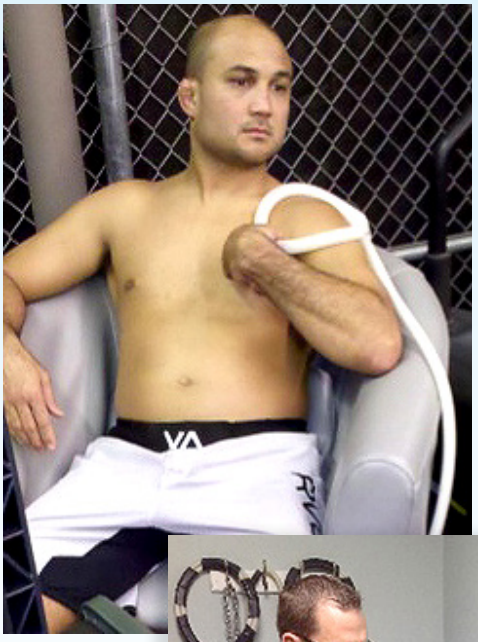
CHEST
Hold loop in front of the chest
Good for: immune system, heart, lungs, thymus

SHOULDERS
Slide loop through arm, up to shoulder area
Good for: shoulder issues or injuries

MID-BACK
Lean back against loop or hold it against mid-back
Good for: adrenals, kidneys, central nervous system

HANDS, ANKLES, OR OTHER SMALL JOINTS
Hold loop against injured or inflammed joint
Good for: arthritis, inflammation of joint areas

KNEES
Hold loop near knee or wrap to knee with bandage
Good for: knee issues or injuries



MMA legend BJ Penn and Seattle Mariner center fielder, Leonys Martín utilizing PEMF on their shoulders.

The thing to remember is to "box" the area of need, or surround it with the loop, thereby better directing the pulsed electromagnetic waves to the afflicted area.

Other PEMF accessories that can accentuate treatment and offer more direct treatment sessions include: PEMF blankets, leg wraps, small joint applicators, shoulder applicators, and multipurpose applicators (for knees, calves, forearms, and feet). ■

IS CLINICAL PEMF SAFE?

When it comes to choosing a treatment option, one of the first questions most patients ask is: "Is it safe?" And, rightfully so.

According to the World Health Organization (WHO), "Patient safety is a serious global public health issue."[1] They back this statement by reporting that even hospitalized patients are at risk, with one out of every ten harmed while in what is supposed to be one of the safest medical environments.

It only goes to reason then that safety is also a major concern and consideration for patients who are interested in PEMF therapy. So what's the answer to the question of whether or not PEMF is safe?

If you answer this question based on research alone, then PEMF is in fact a safe treatment remedy.

A SAFE TREATMENT OPTION

For instance, in the May-June 2008 issue of The Spine Journal, a clinical study was published involving 323 patients with a compressed cervical nerve root and symptomatic radiculopathy, leading into anterior cervical discectomy and fusion.[2] Post-surgery, approximately half of the participants engaged in PEMF therapy while the other half served as a control.

After evaluating the patients' statuses at one, two, three, six, and twelve month intervals, the researchers concluded that, "There were no differences in the incidence of adverse events in the two groups, indicating that the use of PEMF stimulation is safe in this clinical setting."

It's important to note that, although PEMF was deemed safe in this study, there was still one major difference between the group who participated in this therapy and the group that did not. And that's in the positive effects that PEMF offered.

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Notably, the researchers found that the PEMF group had an 83.6 percent fusion rate at six months' post-op compared to the control group's 68.6 percent. Additionally, fusion rates for the PEMF group were still higher at the 12-month point, with a 92.8 percent success rate for their group versus only 86.7 percent for the control.

SAFETY MATTERS

Another study, in Bioelectromagnetics, looked at 11 different trials involving PEMF to determine its level of therapeutic effect as well as whether or not it was safe. Some of these studies involved PEMF's effects on osteoarthritis, fibromyalgia, or pain perception, while the rest focused on how PEMF impacted skin ulcers, fatigue related to multiple sclerosis, heart rate variability, and overall well-being.[3]

While the researchers ultimately recommended that more research be conducted on this particular treatment method to be able to clearly say that it is effective for a variety of different health conditions, they also noted that "Acute adverse effects have not been reported." This was after reviewing 11 PEMF studies in total, each of which had anywhere from 12 to 71 participants.

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AND MANY MORE...

The list could go on and on as there are several more studies that have focused on the same thing, too many to mention to be honest. However, there is one common theme among all of them and that is that PEMF is a safe treatment option.

That makes this one concern that can be crossed off your patient's list. ■

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PEMF Best Practices

PEMF offers patients a number of different full-body benefits. However, there are some things that you as a medical professional can do to help enhance its results, improving your patients' level of satisfaction with your office, and increasing the likelihood that they'll come back for more (maybe even bringing friends and family with them when they do).

With that business-growing thought in mind, here are a few best practices to consider implementing while using your PEMF device:

ABOUT POWER LEVEL

Different PEMF devices produce differing amounts of magnetic energy, making each one good for different ailments and conditions. For instance, PEMF devices with lower magnetic energy are best used for cellular health and bone healing.

However, devices with higher, more powerful levels of magnetic energy are more beneficial if you're treating traumas, sport injuries, degenerative disease, or if you're using them on patients who are post-surgery.

CONSIDER YOUR PATIENTS' PAIN

While all PEMF devices have the capability of reducing your patient's pain, keep in mind that the more magnetic energy the cells receive, the more the pain is reduced. Therefore, lower power devices may be adequate if the pain is limited in nature, but higher power devices are preferable if pain is more chronic or severe.

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REINFORCE HYDRATION

Of course, drinking plenty of water is always recommended for good health, but hydration is extremely important when it comes to PEMF. When our body, and thus our cells, are dehydrated, they become sluggish, slowing the healing process and limiting PEMF's ability to "recharge" and heal the affected area. Instead, cells which are hydrated respond much better to PEMF therapy, so encourage patients to drink plenty of water both before and after treatment sessions.

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SET REALISTIC EXPECTATIONS

It's not uncommon for patients to experience positive results after engaging in PEMF therapy just one time. That being said, not everyone responds so quickly, especially if the condition you're treating is chronic or the injury severe.

That's why it's important to set realistic expectations when using PEMF, letting your patients know up front that it may take a few sessions before feeling better. This prevents them from feeling let down (potentially choosing to discontinue treatment entirely) if they don't notice results right away.

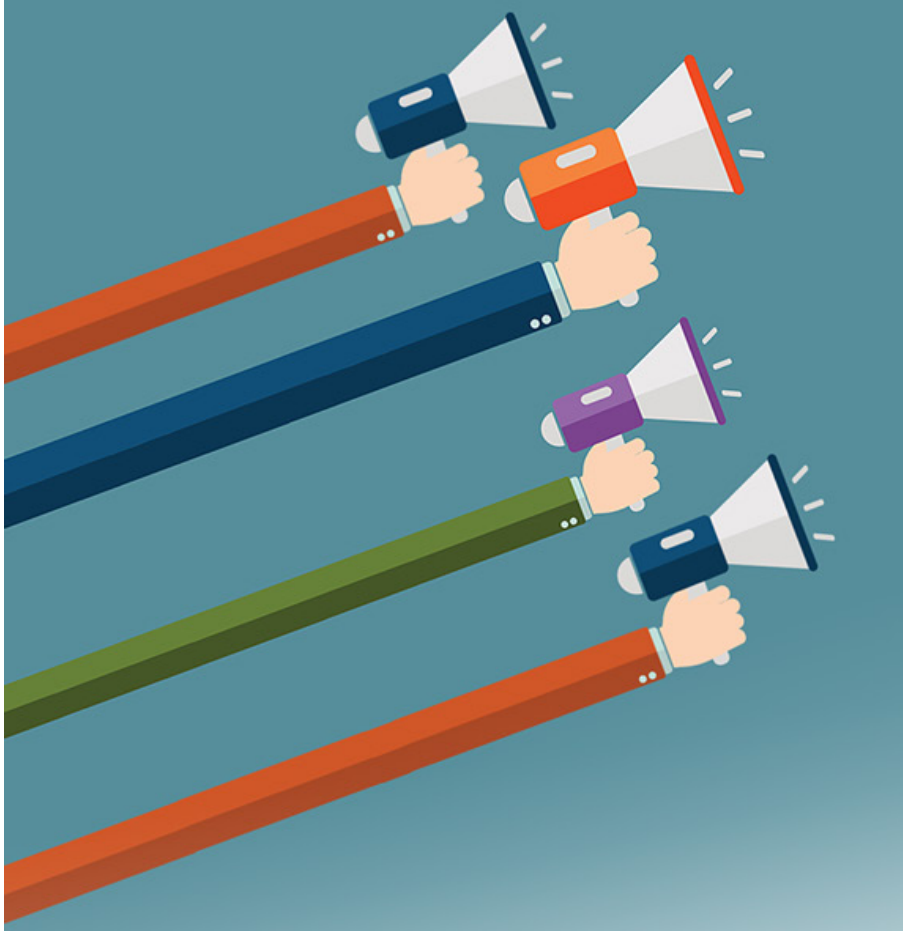
DISCUSS "UNEXPECTED" RESULTS

Although you may be using PEMF to treat one injury, the effects of the pulsed electromagnetic waves can sometimes be felt in other areas of the body thanks to the power this treatment remedy holds. For instance, one physician used PEMF for a patient's low back pain only to have the patient return to the next visit and say that it also had a positive impact on a urinary issue.

SPEAK FROM EXPERIENCE

Have you ever talked to someone who's been through something you're going through and connected right away because of it? Powerful stuff, right? Well that's the same type of connection you can have with your patients when you use PEMF yourself.

You don't need to be ill or injured to benefit from PEMF therapy sessions, so give it a try and pay attention to how good it makes you feel. You'll be able to better connect with your patients when you do. ■



4 EFFECTIVE WAYS TO INTRODUCE PATIENTS TO CLINICAL PEMF

Once you add PEMF therapy to your practice, the next step is to get your patients to want to try it for themselves. How? Here are four effective ideas to consider:

TALK (EXCITEDLY) ABOUT IT

Have you ever talked to someone so excited about something (maybe a new restaurant in town or a new home improvement product) that you thought to yourself, "I've really got to try this!"?

When you're this way with regard to your

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new PEMF services, your excitement will transfer to the person you're speaking with, sparking their interest and making them want to try it out for themselves. Maybe even set the device out in the open for a week or two, prompting your loyal patients to ask what it is, giving you the perfect opportunity to get the conversation started.

HOLD AN OPEN HOUSE

What better way to help your patients understand the power of PEMF and satisfy their curiosity about how it works at the same time than to actually show them what a session is like? Holding an open house enables you to do just that.

Send invitations to current and past clients, hang flyers in local establishments, and get the word out. Ideally, schedule it for 3-4 hours on a weeknight so working people can attend. Do short demo sessions for free and offer yummy snacks and refreshments, maybe even hold a drawing for a free treatment session, to draw people in even more.

OFFER A FREE SESSION

If you're treating a patient that you think could really benefit from PEMF therapy, you could offer that person a free session to see for themselves what PEMF is and what it could possibly do for them specifically. Sometimes people find it difficult to sign up for new things, especially when there is a cost involved, but providing a free "taste" may be just what they need to decide to make the investment in their health and sign up future sessions.

PROVIDE REFERRAL INCENTIVES

Research conducted by Nielsen, a consumer research firm, found that 84 percent of the respondents relied on the word of family and friends when making a buying decision.[1] Use this to your advantage by getting your patients to help you spread the word about PEMF.

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One way to do this is to provide some type of incentive for their trusted referral. A few options to consider include free or reduced treatment sessions, a gift card to a local establishment (thereby supporting another local business who may return the favor), or even something as simple as thanking the person in your regular newsletter. A little appreciation goes a long way, so make your loyal patients feel good about referring your services and that's what they'll continue to do. ■

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FAQs

Still have questions about PEMF? That's okay. Here are the most common ones, as well as their answers so you don't have to wonder anymore.

WHO USES PEMF?

The great thing about PEMF is that it can be used by just about anyone—from the elite athlete who relies on his or her physical ability to earn an income to the everyday person who's simply looking to enhance his or her own personal health.

> "Everything is about energy – everything. We physically are little units of electrical energy, and we vibrate and project electromagnetic thought."
>
> – John Trudell, author

Although a number of medical practitioners use PEMF to help their human patients, PEMF is also used by veterinarians to increase the health and healing power in the animals they treat. It's even used by environmental specialists because of its positive effects on nature itself. It can literally be used by everyone.

IS PEMF ELECTRICITY?

No! While electricity can be dangerous, PEMF is actually quite safe as it is doesn't involve use of the same type of direct current and stimulation.

In fact, PEMF devices can actually be used both in and around water with no potential of harm whatsoever, whereas electricity cannot.

WHAT WILL USE OF A PEMF DEVICE DO TO MY ELECTRIC BILL?

Because PEMF devices are so powerful when it comes to the results they provide, some people picture an electric bill which skyrockets to astronomical proportions with its use. However, this simply isn't the case.

There is minimal impact to power usage because the therapy is pulsed and not constant.

HOW CAN I LEARN MORE ABOUT PEMF OR PEMF DEVICES?

If you're interested in learning more about PEMF, PEMF devices, what PEMF can do for your practice, how to best integrate it for the best possible results, or anything else associated with PEMF, feel free to reach out to the experts at Pulsed Energy Technologies. ■

Pulsed Energy Technologies

Pulsed Energy Technologies award-winning Pulsed Energy Replenisher (PER 2000) boosts energy, relieves pain, and accelerates the healing process. Trusted by top athletes, medical professionals, and everyday people alike, this cutting-edge technology is available to *anyone* seeking non-invasive, all natural methods to restore health and amplify the body's overall performance.

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