

BREAK FREE FROM PAIN



Freedom From Pain & Reliance On Medication

The freedom to move, be active, and maintain independence is crucial to your health and quality of life. For some individuals, pain makes movement challenging. In fact, pain is one of the common reasons people seek healthcare. [The International Association for the Study of Pain](#) defined pain as “an unpleasant sensory and emotional experience associated with actual or potential tissue damage, or described in terms of such damage.” This definition indicates that pain may result from actual injury to a tissue (e.g. bone, muscle, or tendon) or the perceived threat of injury to a tissue. Whether actual tissue damage or perceived threat of injury has occurred, people will experience pain as reality.

Unfortunately, many who suffer from chronic pain turn to opioids to combat their discomfort prior to seeking less invasive treatment options. There are extreme risks that come with choosing opioids as the first and primary treatment option for pain, with major side effects including addiction, depression, and potential overdose. Recognizing the surge in America’s opioid epidemic, the [Centers for Disease Control and Prevention \(CDC\)](#) recommends engaging nondrug approaches to address pain “only if expected benefits for both pain and function are anticipated to outweigh risks to the patient.” The CDC further advised that if opioids are prescribed, they should be used in tandem with nonpharmacologic therapy, like chiropractic care, to reduce the risk of dependence and encourage long-term recovery from pain.

Through chiropractic adjustments, nutritional education, expert guidance, and tailored solutions, chiropractic care is extremely valued as a first-line choice for non-pharmaceutical methods for pain reduction and injury rehabilitation. Chiropractors excel in reducing both acute and chronic musculoskeletal and nerve-related pain to help get you back to enjoying your favorite activities medication-free.

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KEY FEATURE

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BENEFITS OF CHIROPRACTIC CARE OVER OPIOIDS

THE ROOT CAUSE

Chiropractors use holistic and hands-on approaches to address the root cause of the issue causing pain. Once the root cause is identified, a customized program is implemented to encourage healing of the affected area to diminish pain for good. Opioids only mask the sensation of pain—they don't address what's actually causing pain.

For instance, low back pain is one of the leading causes of opioid dependency. This type of ailment is also notoriously difficult to cure because it can be hard to identify the root cause of the pain. This leads some clinicians to prescribe opioids to provide comfort to patients without addressing the cause of the issue. By taking a holistic look at your musculoskeletal composure, your environment, and your lifestyle, chiropractors are able to discover the underlying issues causing this type of pain and instead prescribe conservative forms of care to decrease or hopefully eliminate the problem.

Based on this evidence, expert organizations such as the College of Physicians recommend that patients and clinicians choose nonpharmacologic treatment with exercise, multidisciplinary rehabilitation, or spinal manipulation (chiropractic adjustments) for chronic low back pain before seeking relief through pain medication.

SIDE STEP SIDE EFFECTS

Chiropractic is a safe and effective way to address pain while avoiding the dangerous side effects of opioids. In fact, [one study](#) found that people with chronic back and neck pain who receive chiropractic care were 64% less likely to use opioids than those who didn't, and there was a 55% decrease in likelihood of refilling an opioid prescription if the patient engaged with chiropractic care.

STEER CLEAR OF SURGERY (IF APPROPRIATE!)

Chiropractic is also an extremely effective way to avoid the need for surgery. Oftentimes, surgical intervention is followed by opioid prescription to help patients reduce their discomfort after their procedures. A reduction in the need for surgery may lead to a lower chance of needing opioids.



PATIENTS SHOULD CHOOSE CHIROPRACTIC CARE WHEN:

- The risks of opioids outweigh the benefits
- They want long-term relief instead of a solution that only temporarily masks the pain
- Pain or function issues are related to back pain, hip pain, headaches, or fibromyalgia
- Pain lasts more than 90 days

TAKE CONTROL OF YOUR HEALTH

Through techniques such as spinal manipulation, or chiropractic adjustments, massage, and nutritional counseling, chiropractic treatments have been proven to reduce pain and improve function in cases of low back pain, neck pain, and osteoarthritis (which are also some of the common conditions treated by opioids). While opioids may be necessary to combat pain in some cases, a more holistic approach could ease your symptoms without the possible consequences of pharmaceutical options.

If you or someone you love is dealing with pain, we can help. At MCR Chiropractic, we work with people of all ages and abilities, and empower our patients to be an active part of their own recovery. As a member of your medical team, your chiropractor is specially qualified to provide hands-on care, educate you on your condition, and prescribe exercises to help diminish pain without pharmaceutical intervention.

DON'T DELAY YOUR CARE –
contact MCR Chiropractic today to get started!

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STAFF SPOTLIGHT

Cami Cleaveland, DC

Chiropractor of MCR Newton

"I was in high school when I realized I wanted to become a chiropractor. After injuring my spine in the fourth grade, I started receiving chiropractic care. Ever since, I truly feel the most effective, and comprehensive care, is chiropractic. Chiropractic allowed me to get back to doing what I loved faster, regardless of the injury or activity. After graduating high school in Oneonta, New York, I went to Hartwick College and obtained a Bachelor of Science in Biology. From there, I went on to pursue my Doctorate in Chiropractic at Logan University in St. Louis, Missouri.

The clinic in Newton is very unique and convenient for our patients. Additionally, MCR Chiropractic works alongside Bay State Physical Therapy (BSPT), which is a huge advantage and service to our patients. Physical therapy and chiropractic work great together, as both are experts in the musculoskeletal system (MSK) and share the same goal—to relieve pain and improve quality of life. I'm a big advocate of co-management, which is why I'm excited to work alongside BSPT and collaborate on patient care.

“ When working with patients, I strive to:

- **Help them achieve their goals and return back to their normal activities pain-free and with improved ergonomics.**
- **Educate and expand their knowledge of the totality of wellness.**
- **Inspire and uplift patients to continue their health and wellness journey. ”**

I have realistic expectations of my patients and help them create overall recovery and wellness goals. I'll give them the necessary tools and strategies to use outside of

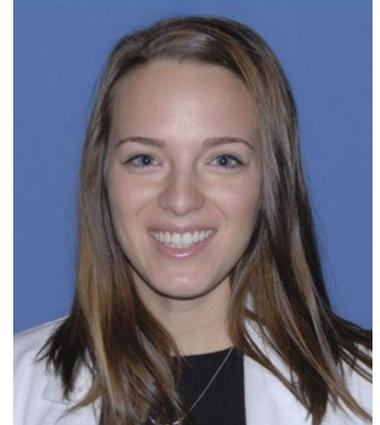
appointments to maintain progress, and I'm able to hold patients accountable to keep up with their recovery plans!

Some of my clinical interests include athlete, prenatal, postpartum, and family care. I'm currently completing my [BirthFit](#) leader certification, so I'd love to incorporate pregnancy and postpartum rehabilitation plans for new and expecting mothers. Some of my favorite pains or conditions to treat are those that most people are unaware chiropractic care can help with. These would include caring for people with radiating pain, headaches, sinus issues, and extremity pain.

I'm extremely interested in women's healthcare equality advocacy, and I spend most of my free time creating wellness content, looking for trends, and reading research articles. Outside of work, I'm a fitness and nutrition advocate - grocery shopping may be my favorite hobby! I also enjoy presenting to the students in my twin sister's classroom in the Boston Public School system. I educate the children on how to lead a healthy lifestyle and answer health-related questions. I also have a 4-pound Yorkipoo named Skippy, who goes most places with me and brings so much joy to other people!

I truly believe chiropractic encourages a "wellness lifestyle." When you come to your chiropractic appointment, it may be the first time you've asked yourself "how is my body doing today?" As a society, I believe we can do a better job taking care of our aging bodies. We need to have the tough conversations about what needs to change. Living a wellness lifestyle requires movement, and chiropractic care will keep you moving.

If you're hesitant to try chiropractic care, I'd be happy to schedule a conversation to answer your questions. The best decision is an informed one. Let's talk about your pain, what your goals are, and how chiropractic could specifically help you."



To schedule an appointment with Cami Cleaveland, [click here.](#)

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PATIENT SPOTLIGHT

DC and Patient Q&A

Edition: Emily Y., Patient of Dr. Don Jewell of MCR Saugus

Question: Is this your first experience with chiropractic care?

Patient Answer (Emily): Yes, this is my first experience.

Chiropractic Insight

Dr. Jewell: I'm always excited to meet patients who have never pursued chiropractic care. This was to be Emily's welcome to chiropractic. I was very excited because she was a great candidate for care.

Question: Has your injury impacted your activity level?

Emily: Yes.

Chiropractic Insight

Dr. Jewell: During our initial conversation, Emily stated that there were several areas where she was experiencing pain. She came to our office hoping we could help.

Question: What types of activities or hobbies do you enjoy?

Emily: Biking, gardening, hiking, and cooking

Chiropractic Insight

Dr. Jewell: Emily has been unable to enjoy these favorite hobbies to her fullest capacity. With chiropractic care, I look forward getting her back to these activities pain-free.

Question: How has working with your chiropractor helped you? Have you been able to return to activities that you were once unable to perform?

Emily: Yes, Dr. Jewell has been very helpful. Driving is a lot easier and I can turn my neck fully over my shoulders.

Chiropractic Insight

Dr. Jewell: Emily responded very well to our [corrective or restorative model of care](#). We were able to restore function that had been lost for many years.

Question: What do you enjoy most about your chiropractic care with Dr. Jewell? What do you enjoy about the office you attend?

Emily: I enjoy the various techniques that Dr. Jewell uses, the facility is clean, and the staff is friendly.

Chiropractic Insight

Dr. Jewell: Our brand-new office in Saugus is up and running! We're ready to treat new patients and have more success stories like Emily's.

Question: If you sustained another injury, would you return to our office? Do you plan on continuing chiropractic services for maintenance or preventive care?



Emily: Depending on the injury, I'd absolutely return! I understand that maintenance is key in keeping my body healthy and limber.

Chiropractic Insight

Dr. Jewell: We hope to keep Emily on a preventive and maintenance care plan—something I call the “balance of wellness.” We've worked together to improve her health, and we don't want her to ever lose what she's gained from our chiropractic sessions.

Question: Would you recommend our office to family and friends who might need our services?

Emily: Yes, the team at MCR is great!

Chiropractic Insight

Dr. Jewell: Working with patients like Emily is what I enjoy most.

Question: What would you tell someone that might not think chiropractic care can help them?

Emily: Give it a try! I was skeptical at first, but now I'm an advocate for chiropractic care.

Chiropractic Insight

Dr. Jewell: Emily came into our office with an open mind. Many of her family members are traditionally trained healthcare providers. We were easily able to demonstrate how our model of chiropractic care works synergistically with traditional healthcare.

Question: Do you consider your chiropractor a member of your healthcare team?

Emily: I do now. Dr. Jewell is a central part of my healthcare team.

Chiropractic Insight

Dr. Jewell: We hope to continue on the path of becoming an integral part of our patients' medical teams, and I'm grateful to hear that Emily views me as a central part of her healthcare.

To schedule an appointment with Dr. Don Jewell in MCR Saugus, [click here](#).

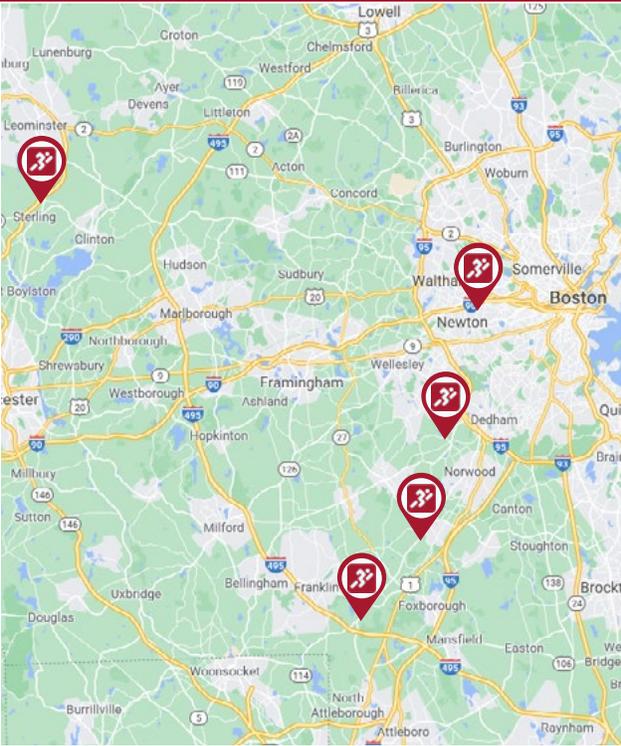
19 CONVENIENT LOCATIONS NEAR YOU

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Clinic News: Now Open Near You

Mass Sport and Spine is now Bay State Physical Therapy and MCR Chiropractic

We are pleased to welcome Tom and Eileen Murphy, PT and their Mass Sport and Spine team and patients to Bay State PT and MCR Chiropractic. As of July 1st, their locations in [Walpole](#), [Westwood](#), and [Wrentham](#) will provide both physical therapy and chiropractic services. Eileen states, "This partnership provides us with new clinical and administrative resources that grant us the ability to perform at a new capacity. With this support, we will be able to focus more of our time towards the providing the best quality care to you, as our patients." [Click here to read the press release](#) or [schedule an appointment](#) with one of these locations!



Newton Now Open!

With the addition of our Newton clinic, there's now greater access for care in the Greater Boston area. This clinic is located at 29 Crafts St., Suite 570 in the Chatham Medical Building. As in all of our MCR clinic locations, we offer physical therapy services through [Bay State Physical Therapy](#).

Sterling Now Open!

We're proud to announce our new Central Massachusetts location in Sterling! Our new location is at 50 Leominster Rd, #6 in the Sterling Village Plaza. On-site physical therapy services are available through [Bay State Physical Therapy](#).



Stay up to date by following us on Facebook and Instagram!



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SEASONAL TIPS

Tee Up for Summertime Golf

Summer is the season when many of us hit the golf course and discover that our golf clubs aren't the only thing that worked better last year. For all its leisurely hype, golf is still a very athletic activity. It doesn't take much more than a bucket of golf balls to cause a sharp twinge of pain in our backs. It also quickly reminds us of the forgotten off-season conditioning program we promised to follow at the closing of the courses in the fall. Whether you're an avid golfer or someone who'd be better served sticking to putt-putt, optimal health and mobility can improve your performance and limit the likelihood of injury.

As experts in the musculoskeletal system, we can assess what golfers need to perform at a high level while avoiding injuries and pain. Oftentimes, golfers can experience aches, pains, and injuries due to common issues with range of motion, strength, balance, and motor control.

Here are some tips to help you swing for the stick injury-free!

| WARM UP

Golf requires a long rotational swing that generates club-head speed. The muscle contractions that create this swing culminate the ideal ball strike and trajectory off the club. Limitations in the mobility to your joints can negatively impact swing mechanics, shot distance, and accuracy. Lack of flexibility can also lead to muscle injury. Always take at least 10 to 15 minutes to prepare your body for golf.

| ADDRESS YOUR ACHES & PAINS

Nearly 7 in 10 amateurs and 9 in 10 professionals will suffer a golf-related injury at least once in their lifetime. That means you're in good company when you address your nagging pains quickly. The longer you wait, the longer recovery can last. If you're experiencing any aches or pains, seek treatment from your chiropractor.

| WALK THE GOLF COURSE

Walking the golf course offers many health benefits. It allows you to stay warmed up, and the physical demands of walking help build and maintain strength and endurance, which benefits your heart health. It also allows you to approach your next shot in the direction of play. Fun Fact: The actual distance walked for 18 holes is usually five to seven miles!



| FOOTWEAR MATTERS

You invest in your clubs and have your favorite brand golf ball, but what about those golf shoes? You won't find a professional golfer wearing ill-fitting, slippery shoes, so why would you wear them? Your feet are the foundation of your swing, so choose a quality golf shoe that provides grip, traction, alignment, and stability. Since we've already talked about the benefits of walking, be sure they're comfortable and offer good arch support too!

| EQUIPMENT IS KEY

As in any activity, improperly fitted equipment can lead to poor performance, posture, and mechanics. Whether you're thinking of playing golf for the first time or are a seasoned professional, choosing the right clubs is key to performance and safety. Based on your height, body type, and physical strength, a professional fitting might be right for you.

(SEASONAL TIPS CONTINUED ON PAGE 7)

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(SEASONAL TIPS CONTINUED FROM PAGE 6)

CARRY YOUR BAG PROPERLY

The average golf bag, loaded with golf balls, clubs, and rain gear weighs approximately 30 pounds. So, if you're carrying that bag for 18 holes (the equivalent of five to seven miles), take the time and effort to carry it correctly by following these tips:

- Keep the straps tight so the bag sits towards your mid back. The bag should not be resting on or below your hips.
- You should try to keep the bag as parallel to the ground as possible when you're wearing it so you can have even distribution between both shoulders. Try to feel as if the weight is evenly placed on both shoulders.

TRUST THE PROS

Many of the top golf professionals utilize chiropractic care as part of their health and fitness regimen:

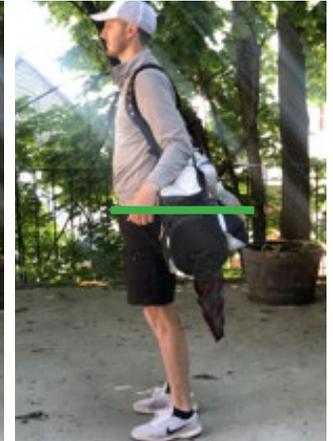
“I've been going to a chiropractor as long as I can remember, it is as important as the practice of my golf swing.”
- Tiger Woods

This [ACA article](#) provides insight on the benefits of chiropractic care in the sport of golf. Jordan Spieth has been receiving chiropractic care since he was 14 years old in order to optimize his health and athletic performance in addition to injury prevention. Spieth credits his chiropractor, Dr. Van Biezen, in his success stating, “Dr. Van Biezen is an important member of my team, and thanks to his care, my all-time dream of winning the Masters Tournament has become a reality”

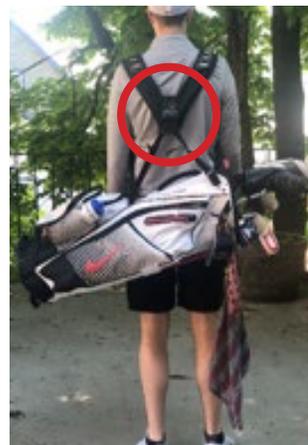
Dr. Van Biezen is also the chiropractor for Zach Johnson, who grew up receiving chiropractic care from his father, David Johnson, DC. Chiropractic care has given Zach Johnson a competitive edge as his father states, “I've always known that chiropractic care improves function and balance and reduces pain associated with the grind of repetitive movement and high-speed movement in the golf swing. However, since Zach has been on the tour, I have seen firsthand how much professional golfers rely on chiropractic care. Zach also depends on nutritional and exercise support for maintaining his high level of performance and function.”



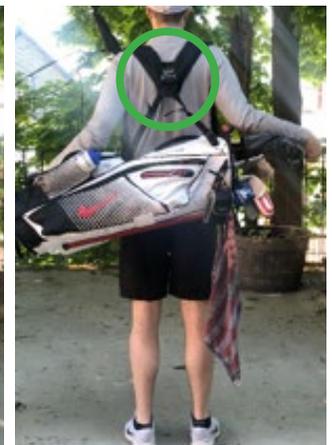
NO



YES



NO



YES

BOOK YOUR TEE TIME AND YOUR APPOINTMENT

Golf requires a lot of time, effort, skill, and physical endurance. The explosive nature of the swing can put a tremendous amount of stress on your muscles and joints. You don't have to be a professional to experience some of the most common injuries in golf. With help from your chiropractor, many of these injuries can be prevented. [Click here](#) to schedule an appointment with [your local MCR](#) today!

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EXERCISES OF THE MONTH

Core Stability Exercises!

Exercise should be enjoyable and offer a new challenge for your body and mind. Summer is a perfect time to try something new with your exercise routine, and a common thread that runs through every type of exercise is the importance of a strong core! Your core stabilizes your body to allow it to move in any direction while also maintaining proper balance. Regardless of age, ability, or activity level, a strong core is essential for proper body function. Check out these core exercises you can do anywhere your summer plans may take you.

Please keep in mind, we recommend you do these exercises in a safe and comfortable setting. Check with your chiropractor if you have any questions or concerns when performing these exercises.



BIRD DOG

Target Muscles: Erector spinae (low back), glutes

Directions:

- Begin on your hands and knees
- Ensure your hands are aligned with your shoulders and your knees are aligned under your hips
- Maintain a neutral spine
- Raise your opposite arm and opposite leg straight out so they're close to parallel to the surface you're on
- With control, return to the starting position and repeat with the opposite arm and opposite leg
- Repeat for 8-10 repetitions on each side



SIDE PLANK

Target Muscles: External obliques, rectus abdominus (abdominals)

Directions:

- Begin the exercise lying on your side with your legs bent stacked on top of each other
- Prop your upper body up on your elbow
- Raise your hips off the surface and hold for five seconds
- Repeat for 8-10 repetitions per side



(EXERCISES OF THE MONTH CONTINUED ON PAGE 9)

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(EXERCISES OF THE MONTH CONTINUED FROM PAGE 8)

DEAD BUG

Target Muscles: External obliques, rectus abdominus (abdominals)

Directions:

- Begin by laying down on your back on a comfortable surface
- Position your arms so they're perpendicular to the surface and in line with your shoulders
- Lift your knees so that they're directly over your hips
- Draw your belly button in towards your spine (or flatten your back) to engage your core
- While keeping your core engaged, bring one arm back down behind you and simultaneously lower the opposite leg
- Return to the starting position and repeat with the opposite arm and opposite leg
- Repeat for 8-10 repetitions on each side



PALLOF PRESS

Target Muscles: Obliques, transverse abdominis (abdominals)

Directions:

- Begin the exercise with a band or a cable anchored around a stable point
- The band or cable should be somewhere between waist and chest height
- Hold the open end of the band or handle with both hands interlocked at chest level
- Step away from the anchor point until there is tension in the band/cable and fully extend your arms
- You should feel the band trying to rotate your body- the goal is to prevent this rotation by stabilizing your core
- Return your arms back towards your chest
- Repeat for 8-10 repetitions

| Don't Delay the Care You Need

Don't let pain get in the way of the activities you enjoy. If you're ready to get back to an active lifestyle, [click here](#) to request an appointment or call your [nearest](#) MCR Chiropractic to get started.

DON'T DELAY YOUR CARE –
contact MCR Chiropractic today to get started!

[REQUEST AN APPOINTMENT](#)

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SUMMER IN NEW ENGLAND? IT'S PMC SEASON!

MCR Chiropractic is proud to support sister company, Bay State Physical Therapy, in their partnership with the Pan-Mass Challenge. As the Bay State PT riding team prepares for their ride in August, we look forward to helping their riders gear up for the big weekend.



Official Physical Therapy Partner



Stay tuned for our upcoming August newsletter, to learn how chiropractic care has helped their riders!

Part of our commitment at Bay State Physical Therapy is to promote healthier communities by helping people stay active. We love to support our local communities and charitable organizations by providing health and wellness education, volunteering our quality physical therapy services, attending events and fundraisers, as well as making various charitable contributions. We believe that with great success comes the great responsibility to promote the welfare of others and give back to the community. As part of our commitment to philanthropic support, Bay State Physical Therapy is proud to be the Official Physical Therapy Partner of the Pan-Mass Challenge.

As we hit the height of summer vacation season, we want to remind you that our Bay State PT PMC Riding Team is hitting the road! On Saturday, August 7, the team is calling on all riders to join them for their own re-imagined ride of 75 miles! Then, on Sunday August 8, they are conquering the 100 mile PMC organized Wellesley Century Route!

Whether they're in the clinic, behind the desk, or on their bikes, the team members seamlessly represent our commitment to supporting the fight against cancer and support the patients and families enduring treatment.

Our 2020 fundraising goal of \$50,000 was exceeded with a final total of \$52,446 raised with your help! This year, our team has set a goal of raising \$60,000! To learn more about our team or to contribute toward our fundraising goal, visit [Team Bay State Physical Therapy's PMC Page](#).



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KEEPING YOU SAFE



BEFORE YOU ARRIVE

- 1 Prescreening phone call prior to appointment
- 2 All patients will receive appointment & safety reminder
- 3 Patients requested to attend session alone

CHECK-IN

- 1 Patients will wait outside of clinic until appointment time
- 2 All patients wear masks when entering the office & throughout session
- 3 Patients will have temperature checked and asked screening questions
- 4 Contactless payment options offered

IN-SESSION

- 1 Staff clean surfaces prior to each patient session
- 2 Patients & staff wash hands prior to each session
- 3 Limited number of patients in clinic at one time



PREPARATION & SAFEGUARDS

All employees trained in COVID health precautions

All employees are screened upon arrival and are prohibited from working if unsafe

All staff wear masks at all times

All staff wash/sanitize hands between client interactions

19 CONVENIENT LOCATIONS NEAR YOU

Attleboro • Brockton • Dorchester • Fall River • Newton • Norwell • Pembroke • Quincy • Raynham
Saugus • Somerset • Sterling • Stoughton • Taunton • **Walpole** • **Westwood** • West Roxbury • Weymouth • **Wrentham**

REQUEST AN APPOINTMENT