

COMMIT TO A YEAR OF MOVEMENT



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NEW YEAR, NEW YOU, NEW VIEW ON CHIROPRACTIC

It's that time of year again—a time to take a fresh look at your life to appreciate what you have, improve habits, and pursue goals. It's well known that many New Year's resolutions center on health and wellness. But while you're considering the everyday changes you can make to improve your health, why not take a fresh look at the changes you can make to your healthcare team as well?

Many people routinely visit traditional forms of treatment such as primary care physicians, dentists, and optometrists. While these visits are important, it could be time to make a valuable addition to your team to not only help you reach your 2022 resolutions, but also promote optimal health and wellness throughout your entire life.

CHANGE THE WAY YOU THINK ABOUT CHIROPRACTIC

Chiropractic treats disorders within the musculoskeletal and nervous system, focusing on spinal alignment to prevent, diagnose, and manage pain. While many people view chiropractic as an alternative approach to traditional forms of healthcare, the average Doctor of Chiropractic program equates to the amount of classroom hours seen in allopathic (MD) and osteopathic (DO) medical schools and should be considered a primary form of treatment for many conditions.

At **MCR Chiropractic**, your chiropractor is a member of your medical team. We work together with your other medical providers to position you at the center of your care.



20 CONVENIENT LOCATIONS NEAR YOU

[REQUEST AN APPOINTMENT](#)


KEY FEATURE

(CONTINUED FROM PAGE 1)

✳ **Injury Prevention** - Chiropractors can identify imbalances or risk factors in your body that could potentially cause injury or restrict performance. Once identified, they'll work with you to address these issues to improve your physical performance and stop injuries in their tracks.

✳ **Opioid Prevention** - Through techniques such as spinal manipulation, adjustments, manual therapy, and nutritional counseling, 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 received 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 chiropractic.

✳ **Surgery Prevention** - Avoiding surgery can mean lowering risk, saving money, and healing faster. Seeing a chiropractor prior to seeking surgical procedures can reduce your odds of having spinal surgery from [42.7% to 1.5%](#). Even the [Journal of the American Medical Association \(JAMA\)](#) has suggested that patients seek chiropractic to manage their back pain before seeking invasive treatments such as surgery.

✳ **Chronic Pain Management** - Chiropractors use holistic and hands-on approaches to address the root cause pain. Once the source is identified, a customized program is implemented to target the underlying cause of the issue and diminish pain.

✳ **Fitness & Athletic Performance** - From nutrition counseling, to personalized exercise programs and manual manipulations, your chiropractor will help you improve your strength, endurance, and flexibility. As experts of the musculoskeletal system, they'll also emphasize the more technical side of exercise, stressing proper body mechanics to reduce the risk of injury and help your body perform at its best.

✳ **Total Body Alignment** - Oftentimes, your mental and emotional health impact your physical, and vice versa. Treating one of these areas can positively impact the others. If mental or emotional stressors are contributing to physical ailments, or if physical ailments are contributing to mental and emotional issues, chiropractors are here to help. Taking a comprehensive look at your entire life—your family history, work, hobbies, hopes, and dreams—chiropractors build a step-by-step plan to harmonize all aspects of your mind and body.



AS YOUR MEDICAL PARTNER, YOUR CHIROPRACTOR:

Gets down to it: From day one, chiropractors will develop an easy-to-follow treatment plan, complete with step-by-step guidance to help you stay accountable and reach your goals.

Goes above and beyond: Armed with the latest industry trends, injury prevention techniques, and creative strategies, your chiropractor will provide treatment options you may not have access to on your own—increasing your chance of success.

Grows with you: As your needs evolve, so will your treatment plan. Your chiropractor will consistently account for all the changes occurring in your busy life and adjust your plan accordingly to keep you moving no matter what.

PARTNERS IN A LIFETIME OF HEALTH

Adding a chiropractor to your healthcare team can complement the great work done by your other physicians. You probably visit your primary care physician, dentist, or optometrist a few times a year to check in and ensure your health is in tip-top shape. Chiropractic care not only addresses your immediate concerns, but also provides preventive and ongoing care to maintain health through all the ups and downs of your life. A chiropractor will be able to consider the recommendations of your other healthcare providers and incorporate them into your one-of-a-kind treatment plan to keep you healthy, keep you happy, and keep you moving forward.



SCHEDULE AN
EVALUATION



**DON'T MISS OUT ON A LIFETIME OF MOTION.
SCHEDULE AN EVALUATION TODAY!**

20 CONVENIENT LOCATIONS NEAR YOU

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SEASONAL TIPS

STAY ACTIVE AND FIGHT THE WINTER CHILL

The cold New England air has officially set in. From freezing temperatures and slippery roads, to plummeting wind chills and storm advisories, winter workouts can quickly be placed on the back burner. Luckily, the stress of the holidays is behind us—freeing up space in our lives to focus on achieving our goals in 2022 and committing to our wellbeing.



While winter weather can make it difficult to find motivation to exercise, try to remember all the physical, mental, and emotional benefits of movement: pain management, sharper thinking, and mood-boosting to name a few! All of these are within reach with just a bit of exercise. This year, put a bit of pep in your step by embracing winter weather instead of dreading it. Here are some tips to get you up and keep you moving this season. If you need help getting started, consult with your chiropractor first.



❄️ Get Outside

While cold temperatures and bone-chilling wind can make venturing outside less than enticing, there are often winter days when the conditions are mild enough to safely get out of your house and exercise. In addition to being invigorated by the cold air, getting outside in the sunlight can improve mood and help you to get some Vitamin D—a vital nutrient for bone health!

❄️ Layer Up

Even in cold weather, the more you move, the more you'll sweat. Therefore, your base layer should be a fabric that will wick moisture away from your skin. In addition to adding a layer to insulate your body, having multiple layers makes it easy to adjust your attire depending on the conditions and intensity of your exercise. Don't forget to add a winter hat and warm gloves to your must-haves before heading out the door.

❄️ Have Some Fun

Fun outdoor activities aren't reserved for the spring and summer. On a nice winter day, hitting the trails for a hike, giving snowshoeing a try, or digging out your cross-country skis are all ways to get moving. If you're a novice, start slow and set modest goals for yourself. You could also partner up with a friend or family member that can keep you company and show you the ropes.

❄️ Have A Backup Plan

If conditions outside make safety a concern, have a list of some exercise activities that you can use instead. Tune into a virtual yoga class on our, participate in some mindful meditation, or refer to the exercises in our monthly newsletters and emails to put together a circuit of body-weight exercises.

❄️ Don't Delay Care If You're In Pain

If pain or loss of mobility and function is a barrier to your exercise goals, schedule a visit with your chiropractor. Your chiropractor is your partner in health, and as an expert in movement, will help you identify the root cause of your symptoms. As you progress through your care, your chiropractor will identify safe exercise options that help you return to your maximum function and achieve your full exercise potential.

NOW GET MOVING

While it can be easy to add exercise to your list of things you'll start tomorrow, seize the day! Your journey to better health can start today, and we're here to help every step of the way.


[SCHEDULE AN EVALUATION](#)

**LIVE AN ACTIVE LIFE -
CONTACT US TO GET STARTED**

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EXERCISES OF THE MONTH

STAY STRONG TO SHOVEL WITH EASE

January in New England usually means shovels are getting lots of use. Shoveling snow is a workout and preparing our bodies for this form of exercise is essential. Here are 5 stretches and exercises to help you prepare before heading outside to throw that snow:



We recommend you do these exercises in a safe and comfortable setting. Consult with a healthcare provider or your chiropractor if you have any questions before performing some of these exercises.



HIP FLEXOR STRETCH

- Stand up straight facing a chair or high bench
- Stand on the leg you'd like to stretch, placing the sole of your other foot firmly on the chair
- Ensure your foot is in the middle of the chair to avoid any tipping
- Stand up straight, look ahead, and tighten your buttock muscles
- Keep your stance leg straight as you push your hips forward
- You should feel a stretch in the front of your hip on your stance leg
- Hold this position for 20 to 30 seconds and perform it 3 times on each side



SEATED PIRIFORMIS/FIGURE 4 STRETCH

- Start in a seated position
- Cross your right leg over your left knee, resting your right ankle on your left knee
- Apply gentle pressure to the right knee as you lean forward, increasing the depth of the stretch in your right buttock
- Hold this position—you should feel a comfortable tension with no pain in your right buttock area
- Hold for 20 to 30 seconds and repeat 3 times on each side



SEATED PIRIFORMIS/FIGURE 4 STRETCH

- Stand in a wide stance and imagine you're holding a snow shovel with a load of snow in it
- Think about engaging your core (bring your navel toward your spine)
- Push your toes into the floor as you lift your heels and pivot to one side on the ball of your foot, keeping your core tight
- Turn your hips and shoulders 90 degrees
- Feel your calves, glutes, and quads activate as you turn
- Repeat this movement 3 times on each side

(EXERCISES OF THE MONTH CONTINUED ON PAGE 5)

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(EXERCISES OF THE MONTH CONTINUED FROM PAGE 4)



SQUAT

- Stand with your feet slightly wider than hips-width apart
- Bend at the knees as you lower and squat like you're about to sit in a chair behind you
- While engaging your core, push through your heels and return to a standing position
- Repeat this exercise for 2 sets of 10 with a 30-second rest between sets



TRUNK ROTATION

- Stand with your feet shoulder-width apart and knees slightly bent
- Place your arms across your chest
- Turn your body left and right, and gradually increase the amount of movement
- Perform 10 times on each side and rest for 30 seconds before performing again

WANT TO GET MOVING BUT NEED SOME HELP?

If you need help performing these stretches and exercises, please reach out to your local MCR clinic. If you're experiencing any aches and pains, don't put off a visit to your local MCR chiropractor—now's the time to schedule an appointment.

To schedule an appointment, [contact your nearest MCR Chiropractic office](#) or [submit an appointment request form](#).

WANT MORE GREAT EXERCISES TO HELP KEEP YOU FEELING FIT?

Every month we feature new exercises to help you on your quest for optimal health.

Just visit our website to view our past newsletters!

[GET THE EXERCISES](#)
[SCHEDULE AN EVALUATION](#)

DON'T DELAY YOUR CARE -
Contact us to get started!

20 CONVENIENT LOCATIONS NEAR YOU

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CLINIC NEWS

MCR CHIROPRACTIC BRAINTREE COMING SOON!

Our new clinic in Braintree is opening this month! Located at 250 Grove St. in the Tedeschi Plaza Shopping Center, the clinic will offer both physical therapy and chiropractic services through Bay State Physical Therapy and MCR Chiropractic.

Dr. Jennyfer Franca, who has been with MCR Chiropractic in Quincy for about four years, will now be the Managing Partner and chiropractor at this office.

Dr. Franca states, "I care deeply about my patients' overall health and well-being. It's important to put our health first and identify what is causing us pain. I am passionate about helping patients overcome their pain and accomplish their goals. I am so thrilled to be opening MCR Chiropractic Braintree!"

Read more about Dr. Franca in the staff spotlight, on the next page, or visit our [website](#).

Schedule an appointment with Dr. Franca in Braintree by calling us at 781-579-7832 or [request an appointment online!](#)

COMING SOON!

Braintree, MA

250 Grove Street | Braintree, MA 02184
 P: 781-579-7832 | F: 781-579-7833 | mcrchiro.com



MCR CHIROPRACTIC SAUGUS NEW CHIROPRACTOR

Starting on Monday, 1/10/22, MCR Saugus will have a full time chiropractor, Matthew McGovern, DC! Dr. McGovern has been practicing chiropractic care for 8 years. Dr. McGovern has a very hands-on approach and is continually learning and striving to give the best chiropractic care to his patients. He strongly believes in the hands-on approach of chiropractic to help one's body promote healing, function optimally, and boost immunity. Request an appointment with Dr. McGovern online or call the clinic at 781-746-6015. Stay tuned for future newsletters to learn more about Dr. McGovern!

To schedule an appointment, [contact your nearest MCR Chiropractic office](#) or [submit an appointment request form](#).



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



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STAFF SPOTLIGHT

JENNYFER FRANCA, DC

Managing Partner and Chiropractor of MCR Braintree (previously MCR Quincy)

Dr. Franca grew up in The Catskills in a town called Monticello, NY and attended SUNY Oneonta before graduating from New York Chiropractic College in 2017. At SUNY Oneonta, she studied Biology and was exposed to a variety of health professions through shadowing and volunteer work.

Dr. Franca first developed an interest in chiropractic care when a chiropractor came to speak at her pre-health club meeting. Her entire family has always suffered from back issues and was only ever offered medication or surgery as a form of treatment. Hearing about other hands-on options from this chiropractor prompted her to shadow other chiropractors. She saw that chiropractic care filled a void in the health care system and could help those who were struggling to improve their conditions, but were not severe enough to be surgical candidates. She immediately knew that she wanted to be a part of the chiropractic community and help others.

Dr. Franca's approach to your plan of care is to address the symptoms first and then work with you on the best course of action to address your complaint functionally. By doing this, she can help you prevent the pain or injury from returning and help you develop habits for a healthier lifestyle.

Dr. Franca provides comprehensive care to a wide range of patient populations ranging from young children to the elderly and from athletes to the everyday hard worker. She has vast experience in treating neurological injuries such as nerve impingements and reaching functional goals. When creating a treatment plan, Dr. Franca chooses from the following techniques when creating individualistic care: Diversified Technique, Activator Method, Graston Technique and manual soft tissue techniques, cupping, traction, and functional rehab.

She decided to join MCR Chiropractic back in 2018 because being in private practice, she has the autonomy to decide a unique treatment for each patient as opposed to a more standardized, cookie cutter approach. Having physical therapy in the same office as chiropractic adds a benefit to working with like-minded colleagues and offers more options for patients.

In her spare time, when Dr. Franca is not spending time with her family, she loves to travel. Discovering new areas and indulging in different cuisines is one of her favorite things; If you want to get her talking for hours, mention food and a new restaurant you like!

Dr. Franca can speak English and Portuguese (Brazilian) and hopes to be a resource for your entire family when it comes to anything regarding health and wellness. Her professional goal is to create a network of different health professionals that can work together to help their patients address all aspects of their health.



Dr. Franca's approach to your plan of care is to address the symptoms first and then work with you on the best course of action to address your complaint functionally. By doing this, she can help you prevent the pain or injury from returning and help you develop habits for a healthier lifestyle.

Check out some patient quotes about Dr. Franca...

"Dr. Franca is awesome, personality wise and technique! The whole office is friendly and efficient! If you are in pain, definitely check them out!" – **Janice S.**

"Dr. Franca is very kind and knowledgeable. She explains things great. Highly recommend!" – **Henry N**

"I highly recommend seeing Dr. Franca, she is thorough, kind, and skilled." – **Ashley S.**

SCHEDULE AN
EVALUATION WITH
DR. FRANCA



LEARN MORE ABOUT DR. FRANCA
BY [CLICKING HERE](#)

20 CONVENIENT LOCATIONS NEAR YOU

REQUEST AN APPOINTMENT



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

We'd Love to Hear from You!

Have something you'd like to learn more about in an upcoming newsletter?

Do you have chiropractic topic you'd like to learn more about? Email us at contact@mcrchiro.com to let us know what you'd like to see in our future newsletters.



20 CONVENIENT LOCATIONS NEAR YOU

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

REQUEST AN APPOINTMENT

