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How to Integrate Anti-Aging Medicine Into Your Practice

By Douglas Husbands, DC, CCN, ABAAHP

According to U.S. Census Bureau projections, the number of Americans over age 65 will double by 2040 to more than 81 million people. This is a huge opportunity for chiropractors who will be well-positioned to serve this population if they act now to incorporate anti-aging principles, strategies and services into their existing practices.

Here are a few key strategies to get started:

Educate Yourself

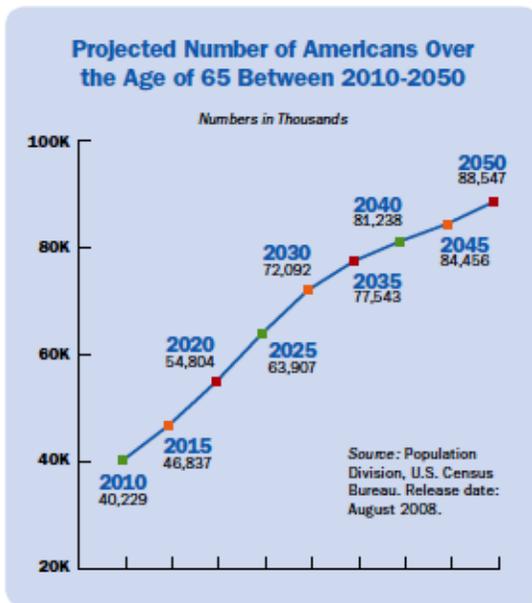
Functional medicine looks at underlying processes in chronic disease and the nutritional, dietary and lifestyle changes that can influence these processes and reduce the effects of aging.

To learn more, contact The Institute For Functional Medicine (www.functionalmedicine.org) which provides training and resources in this field.

The American Academy of Anti-Aging Medicine (www.worldhealth.net) provides various resources, classes, and a certification program as an anti-aging health care practitioner.

The International and American Associations of Clinical Nutritionists (www.iaacn.org) has excellent classes and a program to qualify as a Certified Clinical Nutritionist.

Supplement Dispensary



Professional-quality nutritional supplements are a critical component of anti-aging medicine and must be easily accessed by patients based upon your recommendations.

I have found that the most convenient and cost-effective method is to use distributors that allow a link from my Web site. This allows password-protected, patient-only access into my online dispensary, where I can direct which products patients order for best results. This drastically decreases in-office accounting and also provides an additional income stream.

Strength-Training Services

A key component of healthy aging is maintaining or increasing muscle tissue and optimal hormonal levels. A small in-office gym with resistance exercises or close association with a nearby gym is helpful. There are now also various DVDs that are effective, so long as your patients are consistent.

Keep a Chiropractic Focus

No amount of extracurricular activities will make up for a weak chiropractic philosophy. There is no substitute for the benefits patients can receive from regular, skilled chiropractic care.

And remember: practicing an anti-aging philosophy begins with you. Set a good personal example and your patients will follow.

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