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## Straight Philosophy

### How a Chiropractic Visit Helped Straighten our Services

By Michael Einbinder-Schatz

You might find it hard to believe that a visit to the Chiropractor would result in a moment of clarity regarding Jobecca's services. However, that very thing happened recently during a visit with my son to our Chiropractor in Hainesport, NJ.

I've been a Chiropractic patient since 1993. In the past fourteen years, I've found that regular adjustments have helped me, not only with chronic low back pain, the result of a car accident when I was a teenager, but also with my overall health.

Within Chiropractic, I learned that there were a number of different techniques. Over the years, I've tried many of them. For the most part, however, I was a patient of Chiropractors who practiced what is referred to as "Straight Chiropractic". This is the model that advocates the use of Chiropractic for overall health benefits, in addition to the usually associated treatment of back or neck pain. The model worked well for me and I still believe in it and advocate it strongly.

In late 2000 however, I suffered through an extreme episode of low back pain. This was the worst case I had ever experienced, with occasional sciatica pain shooting down my left leg. I saw my Chiropractor regularly and was getting some relief, but it was minimal. When the episode started, I went to see a massage therapist I had known for years. She worked me hard to release spasms (an experience that I will always remember as, at best, tortuous). At the same time, she told me that I should see her Chiropractor, who specialized in a technique called Directional Non-Force Technique (DNFT). Although I respected my therapist greatly, I wasn't excited about the prospect of traveling 35-40 minutes to see a different Chiropractor. After all, I reasoned, I was getting some relief, even if I walked and felt at times like a centenarian (and not the kind on the old Dannon commercials either).

I hobbled around for about three months, seeing some improvement, but not resolving the issue. Then I went into deep spasms again, rushed back to my massage therapist and endured more torture...this time coupled with a tongue lashing. She said, clearly and plainly, "Michael, I really believe that if you had seen my guy, you wouldn't have experienced this second episode." At my wits end, I found that the drive didn't seem so daunting after all and the next day I was in the office of John Longo, in Hainesport, NJ. He explained the technique to me and I was a bit skeptical, as it consists of locating misaligned discs through a technique similar to kinesiology and then adjusting them through an extremely focused, yet light adjustment. Since he was working on discs only, there was no bone manipulation, and thus no cracking.

After 10 minutes on the table, during which it felt like a whole lot of nothing was happening, he lowered the table and told me to get up. I did, and to my surprise, I was completely pain free. It

was, and remains, one of the most truly eye-opening moments in my life. He explained the process of re-tracing and how the significant disc bulges he had found would re-occur, albeit to a lesser degree, requiring regular treatment to fully resolve. This process would stabilize my spine to the point where it could self correct, which would indicate a healthy spine.

He set the expectations perfectly, as I went through a process where some pain would return, but be resolved at the next visit. This decreased each and every time, and was always resolved at my visits. Over a period of a few months, the episode was completely resolved and I was able to start to space out my visits to what would be called maintenance level, or about once every month or month-and-a-half.

During the past six-and-a-half years, I've found that when I see him for maintenance, my back does well, and when I do have a problem (after all, I still have a chronic low-back condition, from my accident), it often self corrects before I have to go in and see him. The only exception was when I went for a couple of years without seeing him. I would occasionally go to see closer Chiropractors, as my life was hectic with my wife's recovery from her brain surgery, but they didn't do the same technique. Finally, in early summer, 2006, I had a new and different back episode. Once again, I put my objections aside (about life being too crazy to take care of myself), and trekked out to Hainesport. While the results weren't instantaneous this time (I had a lot of disc issues), we worked together and were able to get full resolution. Now, I see the monthly drive as essential, and will not give it up for anything.

If you've read this far, you might be wondering what this has to do with Jobecca's services? Well, hang on because here it comes:

When I went back to Hainesport last year, Dr. Longo introduced me to his new Associate, Dr. Laskowski. She was shadowing him during his sessions as she learned DNFT. During the next year, I would always be offered sessions with Dr. Laskowski if there was difficulty scheduling with Longo (not unusual as his practice is extremely busy). I stuck with Dr. Longo through the episode and initial maintenance period. Then, during Little League season, my son hurt his back sliding into third base. I offered to take him with me and when trying to schedule, I found out that Dr. Longo had given up Saturdays and Dr. Laskowski was now handling these visits. I was reluctant to give up "he who had saved my back", but we both went.

I was really pleased to find that the technique worked well for both me and my son. More importantly, I had the opportunity to talk to her about her practice, and how she had come to DNFT. She told me about her background and about how when she heard Dr. Longo lecture at a conference (he is a noted lecturer on DNFT), it just made sense. I asked her about her previous solo practice and she indicated that she had practiced several different techniques. However, she found DNFT to be compelling enough to switch completely to the technique. I asked her if it had been difficult migrating her practice into Dr. Longo's, and she explained that while there had been some attrition, for the most part, everyone had come with her.

At that point she volunteered a point that resonated with me immediately. She said that she told her clients that she had been treating them for years, often very effectively. While they might wonder why she was switching to something new and foreign for them, she recommended that they trust that she had, as part of her ongoing research and studies, found a better way to treat her patients. In short, the message was to trust her as she was looking out for her patients' best interests.

My eyes popped open upon hearing this, for the timing was interesting. You see, we've been providing proactive system support services since 1999, first on a straight time-and-material basis (as what we used to call the Preventative Maintenance Visit, or PMV for short), and then as our flat-fee based Comprehensive Support Plan (CSP), starting in 2001. Over the years, I've tweaked the CSP to improve our services and make adjustments based on industry changes. Some of our clients would

laugh when we would sit down to do a review and ask what changes they were in for the coming year.

Well, for the past 18 months, we have changed our services over to a Managed Services model, becoming a Managed Service Provider (MSP). Much of this is automated delivery of core services, which improves desktop and server performance and lowers overall support incidents and time (often in the 25-30% range). However, until recently, we were fitting this in as a piece in our existing CSP model.

What I've learned over the last six to nine months is that true Managed Services means partnering with your clients on a higher level. Helping them get to the level where their systems support their core business goals, and then taking care of whatever is needed. With that in mind, I've discussed Managed Services with many leading industry peers from all over the country, and as a result, we have completely re-vamped our CSP. The new CSP is so much simpler than in the past and delivers a higher level of service on many levels. Existing CSP clients have switched when renewal time has come, and we'll have the conversation with those that are still under the old plan when their renewals come due.

If you're wondering what I'll say to them when we sit down, then Evelyn Wood would be disappointed in your level of retention.

Seriously: I'll just quote my Chiropractor.

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