

What to Expect During Your Visit to the Scoliosis Center of La Crosse:

*A Guide to Help You
Make the Most out
of Your Experience
at our Office!*



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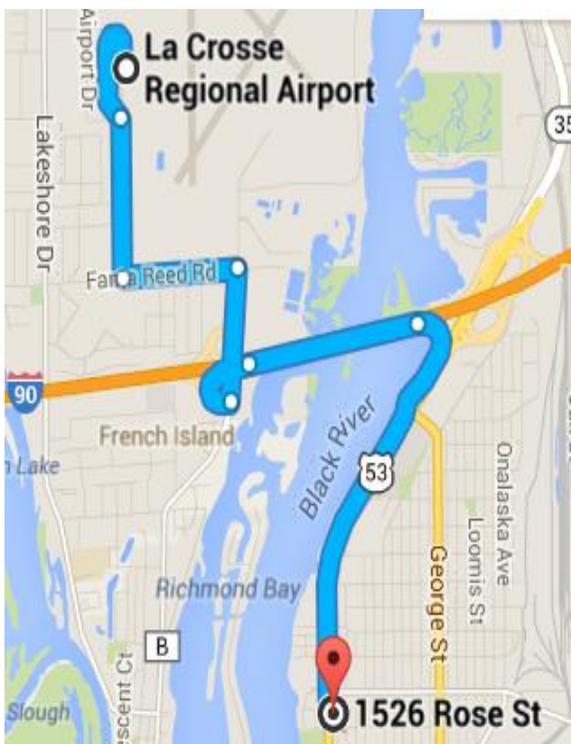
Travel

The Scoliosis Center of La Crosse is located in La Crosse, Wisconsin at 1526 Rose Street. We are 4.2 miles from the La Crosse Municipal Airport (LAX), 73 miles away from Rochester International Airport (RST), and 149 miles from Minneapolis- Saint Paul International Airport (MSP). When you arrive in La Crosse, we recommend that you travel to the center first to familiarize yourself with its location, then proceed to your hotel from the center.

Arriving by Air:

Driving to the Scoliosis Center from the La Crosse Airport (8 minutes)

La Crosse Regional Airport (2850 Airport Drive, La Crosse WI 54603)



- ↑ 1. Head north towards Airport Dr. continues straight
0.9 mi
- ↶ 2. Turn left onto Fanta Reed Rd
0.4 mi
- ↷ 3. Turn right onto Dawson Ave
0.4 mi
- ↷ 4. Turn right onto the Interstate 90 E ramp
0.3 mi
5. Merge onto I-90 E
0.7 mi
6. Take exit 3A to merge onto US-53 S/Rose St
1.4mi
- ↶ Destination on Left 1526 Rose St La Crosse WI 54603

Driving to the Scoliosis Center from the Rochester Airport (1 hour 6 minutes)

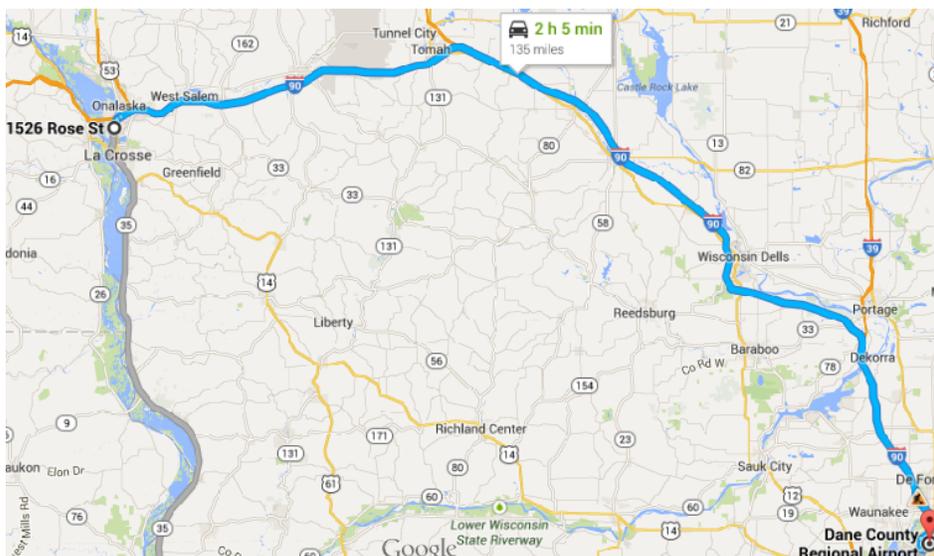
Rochester International Airport (7600 Helgerson Dr. Rochester, MN 55902)



- ↑ 1. Head north on Leque Dr. towards Airport View Dr. SW 0.6 mi
 - ↪ 2. Turn right onto Co Rd 16 SE 0.4 mi
 - ↶ 3. Turn left to merge onto US-63 N/S Broadway toward Rochester 4.0 mi
 4. Merge onto US-52 S via the ramp to Preston 0.5 mi
 5. Merge onto US-52 S 5.5 mi
 - ↶ 6. Turn left to merge onto I-90 E toward La Crosse 60.7 mi
 7. Take exit 3A to merge onto US-53 S/ Rose St. 0.5 mi
- ↶ Destination on Left 1526 Rose St La Crosse, WI 54603

Driving to Scoliosis Center from Madison Airport (2 hours and 7 minutes)

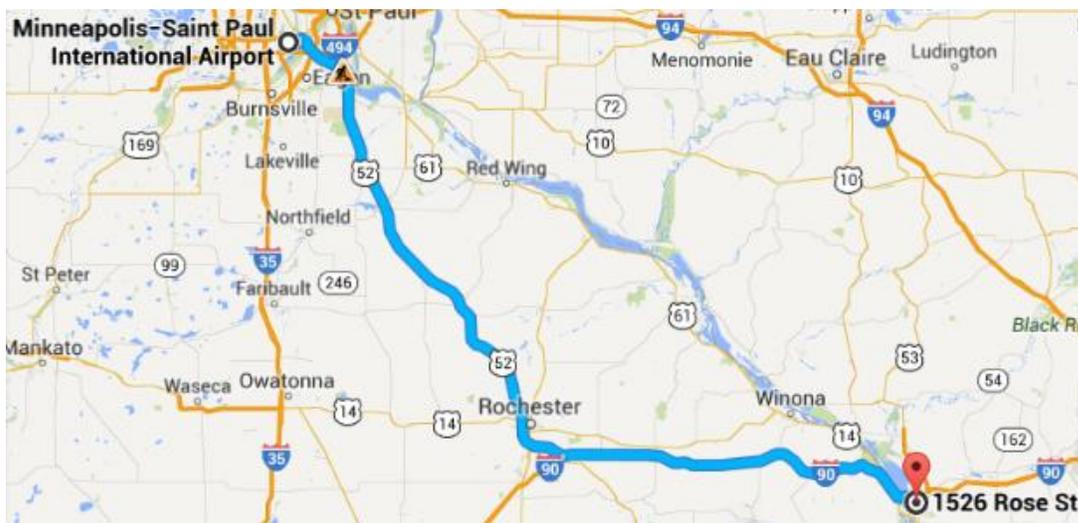
Dane County Regional Airport (4000 International Ln, Madison, WI 53704)



- ↑ 1. Head north on International Ln 1.2 mi
- ↘ 2. Turn right onto Darwin Rd 0.3 mi
- ↘ 3. Turn right onto Packer Ave. 1.3 mi
- ↑ 4. Continue onto County Rd CV 2.5 mi
- ↙ 5. Turn left onto I-39 N/I-90 W/I-94 W 0.5 mi
- 6. Merge onto I-39 N/I-90 W/I-94 W 86.6 mi
- ↙ 7. Keep left to continue on I-90 W
follow the signs for Tomah 41.9 mi
- ↘ 8. Take Exit 3 for US-53 S/ WI-35
toward La Crosse/Onalaska 0.1 mi
- 9. Merge onto US-53 S/WI-35 S/ Rose St 1.4 mi
- ↙ Destination on left 1526 Rose St La Crosse, WI 54603

Driving to Scoliosis Center from Minneapolis-Saint Paul Airport (2 hours and 18 minutes)

Minneapolis-Saint Paul International Airport (4300 Glumack Dr., St Paul, MN 55111)



- ↑ 1. Head **northwest** on **Glumack Dr.** 0.9 mi
 - ↑ 2. Continue onto **Airport Service Rd** 0.1 mi
 - ↑ 3. Continue onto **Glumack Dr.** 0.3 mi
 - 4. Slight left to stay on **Glumack Dr.** 66 ft
 - ↵ 5. Keep **left** at the fork and merge onto **MN-5 E** 0.8 mi
 - 6. Take **MN-55 W/MN-55 E** exit toward **Minneapolis**
 - Fort Snelling/ Hastings** 0.4 mi
 - ↶ 7. Keep **right** at the fork, follow signs for **MN-55E/Mendota**
 - Bridge** and merge onto **MN-55 E/Minnesota State Hwy 55 E** 0.2 mi
 - 8. Merge onto **MN-55 E/Minnesota State Hwy 55 E** 7.7 mi
 - ↵ 9. Take the exit on the **left** onto **MN-55 E/US-52 S** toward
 - US-52 S/Hastings/Rochester** 76.3mi
 - ↵ 10. Turn **left** to merge onto **I-90 E** towards **La Crosse** 0.3 mi
 - 11. Merge onto **I-90 E** 60.4 mi
 - 12. Take exit **3A** to merge onto **US-53 S/Rose St** 0.5 mi
 - ↵ Destination on left **1526 Rose St La Crosse, WI 54603**
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Driving to Scoliosis Center from Milwaukee Airport (3 hours and 17 minutes)

General Mitchell International Airport (5300 S Howell Ave, Milwaukee, WI 53207)



- ↑ 1. Head east 16 ft
- ↑ 2. Slight left toward WI-119 W/ Airport Spur W 0.5 mi
- ↑ 3. Continue straight onto WI-119 W/ Airport Spur W 1.2 mi
- ↷ 4. Keep right at the fork, follow signs for I-94 W/Milwaukee 1.2 mi
- ↶ 5. Keep left at the fork, follow signs for I-43 S/
I-894 bypass/Madison/Fon Du Lac 0.2 mi
- ↷ 6. Keep right at the fork and merge onto I-94 5.9 mi
- ↷ 7. Take the I-94 W/US-41 W exit toward Madison 0.8 mi
8. Merge onto I-94 W/U.S. 41 N 162 mi
- ↶ 9. Keep left to continue on I-90 W,
Follow signs for Tomah/ La Crosse 41.9 mi
- ↶ 10. Take Exit 3 for US-53 S/ WI-35
Toward La Crosse/Onalaska 0.1 mi
- ↶ 11. Merge onto US-53 S/WI-35 S/ Rose St 1.4 mi
- ↶ Destination on left 1526 Rose St La Crosse, WI 54603

Lodging

Super 8 (3 minutes to center)

1625 Rose St. La Crosse, WI 54603

(608) 781-8880

Candlewood Suites (3 minutes to center)

50 Copeland Ave. La Crosse, WI 54603

(608) 785-1110

Days Inn (6 minutes to center)

101 Sky Harbour Dr. La Crosse, WI 54603

Close to La Crosse Airport

(800) 329-1073

Quality Inn (7 minutes to center)

1830 Rose St. La Crosse, WI 54603

(608) 781-1400

Best Western (7 minutes to center)

1835 Rose St. La Crosse, WI 54603

(608) 781-7000

Grandstay Residential Suites (7 minutes to center)

535 Front St N. La Crosse, WI 54601

Apartment style living

(608) 796-1615

Radisson (7 minutes to center)

200 Harborview Plz. La Crosse, WI 54601

Higher end hotel, located downtown La Crosse

(608) 784-6680

Stoney Creek Inn (8 minutes to center)

3060 Kinney Coulee Rd S. Onalaska, WI 54650

(608) 781-3060

Center Apartment/House

2 bedroom, 1 bathroom, full kitchen across the alley from clinic.

Contact Clinic for Details (608) 386-9328

or (608) 386-9538

Hampton Inn (8 minutes to center)

308 Hampton Ct. Onalaska, WI 54650

(608)783-6555

Meet Our Team

Dr. Ben Breidenbach DC, CCSP, FACO

Hometown: Markesan, WI



Education

Lakeland College in Sheboygan, WI

Northwestern Health Sciences University

Bachelor of Science in Human Biology (BS)

Doctorate in Chiropractic (DC)

CLEAR (Chiropractic Leadership Educational Advancement and Research) Scoliosis Institute

Specialties

Certified Chiropractic Sports Practitioner (CCSP)

Diplomate in Chiropractic Orthopedics

Fellow in the Academy of Chiropractic Orthopedists (FACO)

Dr. Amy Breidenbach DC, DICCP

Hometown: Marshall, MN



Education

South Dakota State University

Northwestern Health Sciences University

Diplomate in International Council of Chiropractic Pediatrics (DICCP)

Bachelor of Science in Human Biology (BS)

Doctorate in Chiropractic (DC)

CLEAR (Chiropractic Leadership Educational Advancement and Research) Scoliosis Institute

Specialties

Chiropractic Pediatrics (DICCP)

Women's Health and Nutrition

La Crosse Scoliosis Center Schedule

Our office opens at 8am, and we close at 6pm. Your treatment times will be Monday through Saturday. It is important to be on time for all treatments. If you are going to be more than 15 minutes late for your appointment, please call the center at (608) 386-9328 or (608) 386-9538.

A typical treatment visit lasts around 2 to 3 hours. The reason for the variance in time is due to the fact that different patients have specific & unique spinal presentations, and our treatment plans are customized to their individual needs. We recognize that some patients may occasionally require additional time or attention; however, there is never any charge for these supplementary therapies, and every patient can expect to receive the same excellent level of care & service in all aspects of treatment.

It can be difficult to predict exactly when your treatment session will end on each day. A good estimate is that you can expect to be completed with your care roughly two and a half hours after you arrive, although this is only an approximation.

What to Wear and Bring to the Center

The ambient temperature of our clinic is maintained at 72 degrees Fahrenheit (23 degrees Celsius). Your core temperature may fluctuate from the more active therapies to the less active therapies, so please layer appropriately if you become warm or cold easily. Please dress comfortably and casually; T-shirts and sweat pants or gym shorts are the preferred attire. Jeans, button-up shirts, and articles with excessive bangles or ornamentation are not recommended. Also, please do not wear high-heels or flip-flops. For ladies, we recommend that you wear a sports bra (no underwire), and please remove all piercings before coming in for treatment (x-rays will be taken on your first and last day of treatment, and in the interim as required per individual patient need).

On the first and last day of treatment, posture grid pictures will be taken that require your back to be exposed. Best attire would be an open back swim suit. We respect your privacy; please notify the primary doctor if you would like these pictures to be taken by an employee of the same gender.

Our patients are encouraged to bring iPods and other similar portable entertainment devices (with headphones). We also provide a collection of Blu-Ray movies. Parents are welcome to bring books, laptops, and other electronic devices; free wireless access is provided to all of our patients.

While our office policy is not to allow food or drinks into the center, we will make an exception in the break room, the office, as well as the center apartment/House. Bottled water and purified water (hot & cold) are provided free of charge to all our guests. Our patients are encouraged to increase their water intake to promote their spinal health and decrease any residual muscle soreness during or after treatment.

An Important Note about Patient Privacy & Confidentiality:

The purpose of the Scoliosis Center of La Crosse is to provide the best possible care to all of our patients. Secondly, we are committed to the advancement of research into the CLEAR Scoliosis Institute method of scoliosis treatment. Thirdly, we seek to provide educational service to students & doctors of chiropractic and other healthcare professionals. In the service of this purpose, certain portions of the treatment process, you may be observed by students and/or doctors of chiropractic, and certain non-confidential aspects of your case may be discussed in this process. You have the opportunity at any point in time to elect not to be observed by others throughout the course of your treatment, and not to have the details of your case discussed with others. Every student and/or doctor who may observe and benefit from the educational service they receive at the Scoliosis Center of La Crosse has been given strict instructions to respect the privacy and confidentiality of all of our patients. They have also signed a form stating they will respect the rights of the patients they may observe, by refraining from sharing any private or personal information with individuals who do not have a right to share in such information or a reason to participate in my care plan. If you have any questions, or would prefer not to have students, interns, doctors observe your treatment plan, please notify your primary doctor.

About Our Methods

Many of our patients arrive for their first day of treatment very well-informed about every aspect of the CLEAR protocols – informally termed, “Mix, Fix, Set.” We also like to provide a brief overview of every step of the treatment to help provide patients with an example of a typical treatment session, so they know what to expect and can prepare accordingly.

The new patient paperwork can be found online at www.scoliosiscenteroflacrosse.com. We request you to print, have filled out, and brought with you are: Disclosure & Consent, Patient Case History, Insurance Waiver, Health Information Disclosure, and Scoliosis History. When you first arrive, you will turn in the paperwork you have filled out from the forms online.

After a consultation with our doctors reviewing your past medical history and background scoliosis information, we will perform a comprehensive physical examination. The purpose of this exam is to maintain standards of care, collect data that may be used for research purposes, and ensure that the patient will not have any trouble tolerating any of the therapies and procedures utilized in our center. The physical examination includes posture pictures, various orthopedic tests designed to test your neuromusculoskeletal function, balance and proprioception, scoliometer measurements, spirometry, and a neurological exam. After this, a series of precision x-ray views are then obtained which will provide us the information needed to best adjust your spine and formulate a specific spinal exercise regimen customized to your spine and your x-rays.

Digital Motion X-Ray



The Digital Motion X-Ray (DMX) Suite allows us to visualize the spine in motion

A Digital Motion X-Ray (DMX) examination is then conducted to evaluate the ligamentous integrity of the cervical spine, and also to assess the flexibility of the curve to provide an accurate prognosis of how your specific case will respond to our care. This cutting-edge technology helps us to be certain that you will receive the best possible results. After your scoliosis

examination, x-rays, and DMX study are finished, you will watch a short video explaining the CLEAR scoliosis treatment method. Lastly, before you leave your first session, we will review with you your x-ray and DMX findings.

When you return when you return for your second session, you will watch a short video explaining the importance of chiropractic. Following this, we will review our report of findings with you. During this time, we will go over your spinal findings, our recommendations for care, dietary recommendations, specific spinal isometric & scoliosis stretching exercises, and you will then commence to being your first treatment session.

Wobble Chair



Every treatment session begins with the patient signing in at the front desk. Then, the “Mix” stage of the process begins with the Active Rehabilitation Chair (a.k.a., the “Wobble” Chair). This is a seat mounted on a pivot that focusses on range of motion, stretching muscles, raising the core temperature, and increasing spinal flexibility which helps prepare the spine and enhance the effectiveness of all subsequent therapies.

Vibrating Traction

The next phase in the warm-up or “Mix” stage is the Vibrating Traction, or V/T. Research conducted by scientists specializing in spinal biomechanics found that certain vibrational frequencies have the effect of relaxing the tendons, ligaments, and intervertebral discs. This vibration is very beneficial in treating scoliosis, due to the “bow string” effect of the ligaments & tendons and the disc wedging that occurs in the concavity of the curve. The patient lies down with the V/T under their neck or low back, and a gentle vibration is transmitted to the spine. Most patients find this therapy very relaxing!



Cervical Traction

After the V/T, the cervical traction unit is used to help traction the spine and restore the natural sagittal (front-to-back) curves of the spine. It is essential to restore the normal biomechanics of the spine in order to reduce the overall severity of the scoliosis. The cervical traction consists of two pieces, a curved piece which is placed behind the neck,



and a straight piece that goes under the chin. While standing, the patient bends their knees, and applies a gentle pressure to the head to traction the spine. This is done repetitively 100 times.

Core Stimulator

Next is the Core Muscle Stimulator. This form of percussive massage therapy (tapotement) has been



FDA-approved since 1988, and it is extremely effective in relaxing the core postural muscles that are often tight and guarded due to the scoliosis. We have collected hundreds of pages of research on this method, and it has been proven to be 68% more effective in reaching

the deep muscle groups. A 30 second use releases muscle tension by as much as 65%. This method is widely used by physical therapists and rehabilitation experts, and is also employed by many professional sports teams. Core muscle stimulation is very safe, and, while it can be challenging to the patient (as we are targeting muscles that are often overworked and sore), it produces no more discomfort than a deep tissue massage. Many of our patients report improvement in their sleep habits and decreased muscle pain after this therapy.

Eckard Motorized Flexion/Distraktion Table



Once the soft tissues of the spine are relaxed, we begin mobilization of the fixed portions of the spine using an Eckard Motorized Flexion/Distraktion table. The lower half of this table moves slowly up and down, which alternatively stretches and relaxes the spine, and improves spinal health & segmental motion, especially in the wedged discs and other areas of the spine which are not moving like they should.

The patient is placed face-down on the Eckard table, which has been customized with special scoliosis brackets & straps to induce a “mirror-image” configuration in the spine. While you are on this table, the lateral traction straps pull the spine straighter, and the repetitive lowering & raising of the bottom half of the table create a natural “pumping” action in the inter-vertebral discs, promoting spinal health and increasing spinal motion. In order to achieve the best possible correction, these straps are secured very tightly, which may be mildly uncomfortable, but the soft leather pads are incapable of causing injury. It’s important to understand that treating scoliosis effectively requires the spine to be placed in a position which it does not normally assume; the less we are able to stretch the spine towards the opposite direction, the less the soft tissues (muscles, discs, ligaments, & tendons) will re-model and

change, and the “rebound” effect of these tight muscles & ligaments will decrease the permanence of the achieved correction.

Mechanical Drop Piece

The last “Mix” procedure is a Mechanical Drop Piece (MDP). This piece of equipment utilizes the same frequency of vibration as the V/T, but the two pieces of equipment have inimitable functions. Where the V/T applies primarily to the cervical & lumbar spine in the sagittal dimension, treating the loss of the normal spinal curves in these areas, the MDP



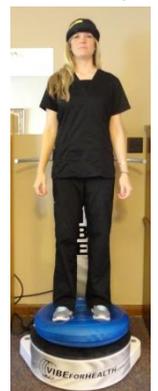
affects the thoracic and pelvic spine in an axial/coronal plane, addressing translation and rotation. The MDP uses a large fulcrum to affect larger spinal angles and uses more force and greater displacement to affect the massive ligaments of the pelvic girdle reducing the rotation of the sacral base and innominates. The benefits will be most apparent in patients with a great deal of pelvic rotation.

Chiropractic Adjustments

The second part of the treatment is the “Fix” stage. This consists of specific chiropractic adjustments, performed with the aid of precision adjusting instruments and drop pieces. All of the adjustments are performed based upon the analysis of your specific x-ray configuration, and are specific & unique to each patient. This precision adjusting technique is different than the traditional adjustments performed in the majority of chiropractic clinics; because of the great deal of time required to master & apply this technique, it is used by only the most advanced chiropractic spinal specialists.

Exercise Therapies

The last stage of treatment is labeled the “Set” phase. It is a combination of exercise therapies designed to strengthen the postural muscles responsible for maintaining the achieved correction. Spinal weighting & whole-body vibration therapy combine to re-train the brains patterns of walking, standing, and relating to gravity. This active re-training process is a vital component of ensuring long-term results. The Scoliosis Traction Chair combines traction with de-rotation and lateral traction to create a mirror-image position of the scoliotic spinal configuration. Whole-body vibration is used simultaneously to help the body erase its old programs and patterns of behavior, and re-train the brain and body to work together to achieve lasting correction.



Compliance and Commitment

"The patient must combat the disease alongside the physician."

-Hippocrates

Patients who do not do their exercises will be cheerfully dismissed and referred to an office where they do not care.

At the Scoliosis Center of La Crosse, our immediate objective is to effect a measurable reduction in the severity of all of our patients' scoliosis during their time in the clinic. To date, we have never failed to achieve this goal. However, it must be recognized that scoliosis care is a lifetime commitment, and the degree of permanence of the results we achieve depends greatly upon your degree of participation & commitment with the mandatory follow-up protocols. With proper dedication to these protocols, you have the best opportunity to get the most out of your time in the clinic after you leave. It is of the utmost importance that all of our patients understand that their journey is not over when their time in our clinic is up; rather, the true journey towards optimal spinal health is just beginning. **Patients who do not follow their prescribed home rehabilitation and exercise therapies should expect to lose the correction they achieve in the clinic, and, due to the time we have spent relaxing the spinal soft tissues in order to achieve that correction, in the absence of any efforts on the part of the patient to stabilize & solidify the soft tissues, their scoliosis may in fact progress to a point worse than before.** Our methods are an active process, and require your compliance & commitment. Patients who cannot dedicate themselves to taking responsibility for their spinal health should consider pursuing traditional, passive methods of scoliosis treatment such as bracing & surgery.

**To emphasize the gravity of this commitment, every patient is required to sign a Scoliosis Patient Commitment Contract before beginning treatment. This contract explains what is expected of all of our patients when they commit to being under our care and following our instructions to help them overcome their scoliosis.

Patient Expectations

To encourage an uplifting environment of fellowship and moral support, the atmosphere at the Scoliosis Center of La Crosse, Wisconsin is open therapy bays and closed adjusting rooms. We believe all patients have a much more positive experience when they maintain a good attitude with other patients, doctors and the team. We encourage you to take the opportunity to share your positive experiences with other patients. Any foul language or disruptive behavior will not be tolerated as this hinders all patients' progress and directly affects others around you. If there ever is a problem or question regarding your care, we ask that you request a time to speak with the doctors about your concerns. We do not allow patients to advise other patients on their treatment as each patient's specific needs are different and treatment protocols may not be similar. We ask for full cooperation with the team so that we can give you the best service. Please be respectful to all team members, doctors and property.

Understanding the Follow-Up Protocols

After the completion of your treatment at the Scoliosis Center of La Crosse, we will provide you with a Specific Spinal Isometric Exercise regimen that has been custom-designed for your unique spinal configuration. These exercises must be done twice a day for ninety days to develop the muscle physiology that is necessary to maintain the achieved correction. Because any lost momentum cannot be regained, it is absolutely imperative that these exercises be performed regularly, and – just as important – correctly. For this reason, we teach all patients their exercises on day 1 and review them throughout their treatment as well as provide all of our patients with Instructional DVDs that will demonstrate the correct performance of each exercise (there is also a version of this DVD which can be downloaded on to an iPod, iPhone, or similar electronic device). The time required to do the exercises varies from patient to patient, but each session averages around 10 to 20 minutes.

There will also be Spinal Weighting Protocols that you will need to follow. The purpose of the Spinal Weighing is to re-train your cerebellum & your subconscious mind to follow new patterns of standing,

walking, and relating to gravity; this is every bit as important as the active stimulation of the muscles achieved by the exercise regimen. The individual weighting protocols that will be used in your specific case will be assigned during your time in the center, and may include weights that are placed on the forehead, shoulders, hips, or around the torso. The purpose of these weights is to correct your posture, placing your body into a “mirror-image” configuration, and we will then have you balance on an Air Disc to improve your balance & proprioception. During your time in the center, you will be provided with the spinal weights you need, and asked to wear these weights for 20 minutes, twice a day, and set up an area at home where you can perform these balance exercises daily (preferably near a television). Once you return home and the patient is set up with their spinal weighting, pictures will need to be taken from the front, side, and back, and emailed to us so we can ensure that the patient is responding to the weighting system correctly and the at home set up is correct.

The final component of the CLEAR Scoliosis Rehabilitation Follow-Up Protocols is the Scoliosis Traction Chair, or STC. Designed to be the ultimate tool in addressing the three-dimensional deformities that occur in scoliosis, the STC combines spinal un-weighting, de-rotation, and lateral traction to correct the spine in all three planes. The vibration therapy built-in to the chair also ensures stimulation of the neuromuscular pathways to solidify the spinal correction achieved in the chair, and activates increased bone formation to reverse the vertebral wedging that occurs in the scoliotic spine. Because these changes are a long-term process, patients with severe scoliosis (over 25 degrees) are required to purchase a Scoliosis Traction Chair for home use, and utilize this therapy for two 30-minute sessions every day. The patient & family members will be provided with detailed instructions of how to set up the Scoliosis Traction Chair for patient specific spinal configuration, including pictures and/or videos. Once you return home and the patient is set up in the STC for the first time, pictures will need to be taken from the front, side, and back, and emailed to us so we can ensure that the patient is being positioned correctly. **Improper positioning in the Scoliosis Traction Chair, or failure to adequately tighten the ratchets enough to alter the position of the spine, may adversely affect the long-term outcome of your care.** Be sure you understand exactly how you are set up in the STC, and that all of your questions are answered before you leave the clinic. Remember, your results depend upon your active involvement & participation!

For Parents and Family Members

On the first day at the clinic, we highly recommend that all family members be present for the initial consultation, examination, and the first treatment session. Because of the active nature of our system of scoliosis treatment, and the high degree of compliance involved, we find that our patients receive the best possible results when they are supported and encouraged from every side. This is also an opportunity for every member of the family to ask the questions they may have about scoliosis or the CLEAR methodologies.

By the third visit, our patients have developed a sense for the office flow, and understand where to begin and where to go next after each treatment station. At this point, we encourage family members to either sit in the lounge provided or refer to page 23-26, Recreation / Things to Do in La Crosse, and enjoy the sights & experiences offered by the La Crosse and surrounding areas as it is very important for the patient to accept an attitude of empowerment over their scoliosis and responsibility for the correction of their own spine. Additional consultations with family will be given as progress occurs. We will notify parents if needed of consultation times as they are warranted.

If you are the parent of a young child who is being treated at the clinic, and would prefer to be present throughout the duration of treatment, we offer a lounge that is equipped a fully functional kitchen and free wi-fi access. However, please be respectful of the environment in the clinic. We prefer that mobile phones be turned off, or that calls be taken outside. Because our clinic utilizes an open therapy area to allow us to supervise our patients at all times, noises & conversations can travel, and we strive to do our best to maintain a peaceful & calm atmosphere for our patients. Also, please be respectful of the privacy & confidentiality of all of our patients.

Addressing Questions about X-Rays

Are X-rays Safe?

Many parents & patients have concerns about the amount of radiation exposure associated with scoliosis treatment. Please be assured - we use x-ray technologies that are significantly safer, and more clinically applicable, than traditional full-spine radiography.

The x-rays that are taken by our doctors at Scoliosis center of La Crosse expose the patient to significantly less radiation than a standard full spine film. According to the American Nuclear Society (www.ans.org), the average person is exposed to roughly 300 mR of naturally-occurring radiation every year. The seven "spot" views of the spine that are taken at Scoliosis Center of La Crosse total 295 mR. By comparison, a single full spine film exposes the patient to 300 to 400 mR of radiation. The reason that a full spine film is so much greater is because the strength of the x-ray beam must be turned up to adequately penetrate all of the patient's tissues. In addition, the phenomenon of "scatter" causes x-ray penetrance to decrease as the film size becomes larger; this is why a small "spot" view is significantly less dangerous. X-rays in truth are one of the least dangerous diagnostic procedures used in medicine today, but suffer the greatest concerns about exposure; CT scans (of which over 70 million were performed in 2007 alone) expose the patient to 8,000 to 31,000 mR of radiation.

Today's x-ray machines are a thousand times safer than the devices used in the past, for which a documented increased risk is published. Recent studies conducted on post-1980 devices find only a minimal risk, compared to pre-1970's, which found a significant risk. The x-ray technologies in use in the 21st century are even safer. According to the most current scientific literature, the risks of living with scoliosis are significantly worse than the risks of radiation exposure.

Can we use my old x-rays?

The seven spot views taken by a CLEAR doctor are designed to provide the doctor with specific information about the biomechanical factors that are influencing the scoliosis in that specific patient's case. Every scoliosis is unique - it's impossible to design a "one-size-fits-all" exercise program that will work for every patient, or develop one "magic" chiropractic adjustment that corrects every patient's posture. Only through objective precision x-ray analysis can the exact biomechanical factors involved in a specific case of scoliosis be identified. Then, everything - the exercises, the adjustments, the therapies - is designed around that patient's specific spinal configuration. The information in these x-rays gives us the knowledge we need to make effective clinical decisions that will give the patient the best possible results. The clinical purpose of these x-rays is clearly very different than a standard full-spine view, which is taken only to measure the Cobb Angle.

In order to ensure objectivity and uniformity in our x-ray analysis, only x-rays that have been taken by a CLEAR-certified Scoliosis Treatment Center can be used in the course of care.

How much radiation exposure does the Digital Motion X-Ray (DMX) Suite produce?

Because of the advanced technology utilized by this system, it is thousands of times safer than video x-ray units used in the past or for other purposes (such as soft-tissue imaging). The DMX suite exposes patients to a fraction of the radiation produced by traditional x-ray methods. The equipment is regulated and inspected on an annual basis to ensure that it is functioning correctly and safely, and the exact amount of radiation exposure produced per minute is clearly labeled on the machine.

****Further x-ray information will be provided upon your request.**

Ordering your Scoliosis Traction Chair

If you know you will need the Scoliosis Traction Chair as a part of your Follow-Up Protocols (it is typically prescribed for home use when the scoliosis is in danger of nearing surgical thresholds – 25 degrees or beyond), we will go over the ordering paperwork and information with you once you arrive. The chair will need to be ordered within the first week of care to ensure its delivery by the time you arrive back home following treatment. For the absolute best results, it is imperative that the STC be used the first day after treatment, and every day thereafter, for two 30-minute sessions daily. Any momentum that is lost can never be regained!

The Scoliosis Traction Chair is shipped from Central Minnesota, and typically takes 3-5 days to ship anywhere in the continental U.S. International shipping time varies, but may be as much as 7 to 10 days; please take this into account in the timing of your order.

The therapeutic benefit of the Scoliosis Traction Chair depends heavily upon the specific vibrational frequency of the motor. This frequency in turn depends upon the electrical frequency (the Hertz, or Hz) of the region. A STC that is designed for the U.S. (60 Hz) will operate at a frequency that is one-sixth lower if it is used in a region that operates on 50 Hz. It is important to understand that transformers only affect the voltage of the incoming current, and will not be effective in maintaining the vibrational frequency (and this the benefit) of the STC.

For this reason, all international STC orders are custom-built for the specific electrical frequency of the region they will be operating in. It is highly recommended that orders for international Scoliosis Traction Chairs be placed at the start of treatment allowing time for the chair to be built to the correct specifications.

Please contact Vibe For Health at (866) 520-4270, extension 1, or e-mail care@vibeforhealth.com to arrange the purchase of the Scoliosis Chair.

Questions about Billing and Payment

Before you arrive for your initial visit, all your questions about insurance vs. paying time of service will be confirmed.

After the initial consult, which is a courtesy visit to all of our patients and families, we will then contact you to discuss your treatment plan options, which will include the estimated cost of the treatment presented.

Prior to your first visit at the clinic, payment needs to be made in full; however arrangements can be made to set up a payment plan with the clinic if needed. By removing the financial burden from the equation immediately, we can focus exclusively on providing the best possible care to the patient.

Scoliosis Center of La Crosse is considered an Out-of-Network Provider for all insurance companies; this is due to the fact that signing a contract with an insurance company to participate in their network would grant them the right to limit the number of visits we could provide to our patients. Typically, an insurance company will cover 80% to 90% of the services provided by an In-Network Provider, and around 60% to 80% of the services provided by an Out-of-Network Provider; however, this is only an estimate. For specific information about your coverage, we recommend that you contact your insurance company and ask about your benefits in regards to Out-of-Network Providers and chiropractic care.

We can also provide you with support & assistance in billing your insurance company for the Scoliosis Traction Chair. Please note that not every patient will receive compensation from their insurance company for the STC; however, we can provide you with numerous supporting documents & research articles which will increase your chances of receiving reimbursement.

Things to Do

Shopping

Valley View Mall (7 minutes from center)

3800 State Rd. 16, La Crosse, WI 54601

Hours: Monday thru Saturday 10am-9pm, Sunday 11am-6pm

Walmart (8 minutes from center)

3107 Market Place, Onalaska, WI 54650

Hours: Open 24 hours

Walgreens (2 minutes from center)

2626 Rose St, La Crosse, WI 54603

Hours: Open 24 hours

Entertainment

Sweet-Shop (2 minutes from center)

1113 Caledonia St, La Crosse, WI 54603

Good old fashion Candy Shop.

Hours: Monday thru Friday 9am-7pm, Saturday 9am-6pm, Sunday 12p-5pm

The Pearl (6 minutes from center)

207 Pearl St, La Crosse WI 54601

The best homemade ice cream in town!!

Hours: Sunday thru Thursday 9am-9pm, Friday and Saturday 9am-10pm

Shenanigans (5 minutes from center)

2100 Dawson Ave, La Crosse, WI 54603

Fun for the kids, games, attractions, food, and more!

Hours: Monday thru Thursday 4pm-9pm, Friday 4pm-10pm, Saturday 10am-10pm, Sunday 10am-8pm

Children's Museum (7 minutes from center)

207 5th Ave S, La Crosse, WI 54601

Fun museum with loads of interactive learning activities

Hours: Monday closed, Tuesday thru Saturday 10am-5pm, Sunday 12pm-5pm



Rivoli Theatre (7 minutes from center)

117 N. 4th St., La Crosse, WI 54601

Have pizza and watch hit movies recently released on DVD.

Check showings and times online at <http://www.rivoli.net/>

Admissions: Matinee: \$3.00 for everyone. Evening: Adult-\$5.00, Child-\$3.00

Marcus Cinema (13 minutes from center)

2032 Ward Ave, La Crosse, WI 54601

Make it a movie night. Check showing and times online at <http://m.marcustheatres.com/Theatre/TheatreDetail/137/>

Admissions: Don't miss \$5.00 Tuesday! Matinee: Adult-\$7.50, Child-\$7. Evening: Adult-\$9.50, Child \$7

Sights

Riverside Park (7 minutes from center)

100 Block, State St, La Crosse, WI 54601

Beautiful Park that overlooks the Mississippi River with gardens, fountains, and walking trails

Pettibone Park (9 minutes from center)

Hwy 14,16,61 & Park Plz., La Crosse WI 54601

Fun at the beach, beach volley ball, fishing, disc golf, and walking trails available at this fun park.



Grandad Bluff (9 minutes from center)

3020 Grandad Bluff Rd, La Crosse, WI 54601

This is a view you won't want to miss! Drive to the top of this La Crosse's largest bluff and you can see all of La Crosse. Great picnic area and spectacular over look and many hiking trails.

Myrick Park (9 minutes from center)

2000 La Crosse St, La Crosse, WI 54601

Myrick Park offer a large playground area, tennis courts, and walking trails

Local Fast Food Recommendations

Pickerman's (7 minutes from center)

326 Jay St., La Crosse, WI 54603

(608) 782-7087

Great Sandwiches and Soups.

Offers free delivery Monday thru Saturday 10:30am-6:30pm.

Hours: Monday thru Saturday 10:30am-7:30pm

Rudy's Drive-in (6 minutes from center)

1004 La Crosse St., La Crosse, WI 54601

(608) 782-2200

Price Range: under \$10

Burgers, hotdogs, and the best homemade root beer and root beer floats!

Drive in restaurant. Pull up, park, and get served at your car. Very fun experience

Hours: Daily 10am-10pm (not open in the winter)

Lindy's (6 minutes from center)

221 Main St., La Crosse, WI 54601

(608) 785-7200

Price Range: under \$10

Great Sandwiches, wraps, soup, and salad

Offers online ordering and delivery

Hours: Monday thru Friday 8am-10pm, Saturday and Sunday 10am-10pm

Pizza Delivery

Domino's Pizza Store #2107

(608) 779-3030

Hours: Sunday thru Thursday 10:30am-12am, Friday and Saturday 10:30am-2am

Pizza Hut

(608) 781-0449

Hours: Sunday thru Thursday 11am-11pm, Friday and Saturday 11am-12am

Big Al's

(608) 782-7550

Hours: Sunday thru Thursday 11am-11pm, Friday and Saturday 11am-12am

Rocky Rococo

(608) 781-9934

Hours: Monday thru Thursday 10:30am-10pm, Friday and Saturday 10:30am-12am, and Sunday 11am-10pm.

Local Sit-down Recommendation

Freight House (5 minutes from center)

107 Vine St., La Crosse, WI 54601

(608) 784-6211

Price Range: \$31-60

Elegant seafood, and Steakhouse.

Entertainment available Friday and Saturday *See website for more information

Hours: Daily 5pm-close

Ciatti's (8 minutes from center)

9348 Hwy 16, Onalaska, WI 54650

(608) 781-8686

Price Range: \$11-30

Italian entrees, endless salad and bread sticks, and a must try chocolate cake!

Hours: Monday thru Thursday 11am-9:30pm, Friday and Saturday 11am-10pm, Sunday 11am-9pm.

Pizza Amore (6 minutes from center)

212 Main St NE, La Crosse, WI 54601

(608) 782-6673

Price Range: \$11-30

Express Lunch Buffet, Gourmet pizza, and Classic Italian entrees.

Hours: Lunch Buffet: Monday thru Friday 11am-2pm, Diner: daily 4:30-close

Buzzard Billy's (6 minutes from center)

222 Pearl St, La Crosse, WI 54601

(608) 796-2277

Price Range: \$11-30

Authentic New Orleans and American cuisine. Give the Buzzard Eggs a try!

Hours: Monday thru Thursday 11am-10pm, Friday and Saturday 11am-11pm, Sunday (Memorial day through Labor day 11am-10pm, winter hours 11am-9pm)

Fayze's Restaurant (7 minutes from center)

135 S 4th St., La Crosse, WI 54601

(608) 784-9548

Price Range: \$11-30

American Style Food and Bakery. Fantastic food! Known for their famous Talame buns!

Hours: daily 6:30am-9pm

HuHot (7 minutes from center)

3800 State Rd 16 (Valley View Mall), La Crosse, WI 54650

(608) 781-2636

Price Range: \$11-30

Create your own, all you can eat Asian stir fry.

Hours: Lunch Buffet: Daily 11am-4pm, Dinner Buffet: daily 4pm-9pm

Applebee's (7 minutes from center)

9364 State Rd 16, Onalaska, WI 54650

(608) 781-8570

Price Range: \$11-30

American style food.

Hours: Sunday thru Monday 11am-1am, Friday and Saturday 11am-2am

Texas Roadhouse (7 minutes from center)

4310 State Rd 16, La Crosse, WI 54601

(608) 781-6002

Price Range: \$11-30

Texas style American Steakhouse and Barbeque

Hours: Monday thru Thursday 4pm-10pm, Friday 4pm-11pm, Saturday 11am-11pm, Sunday 11am-10pm