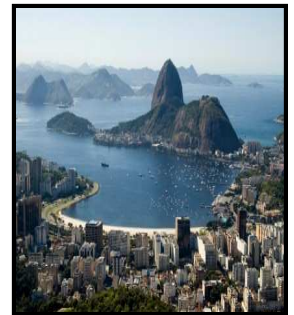


APRIL 2011

THE 2011 WORLD FEDERATION OF CHIROPRACTIC'S 11TH BIENNIAL CONGRESS WILL SET THE STAGE FOR TOP CHIROPRACTORS FROM AROUND THE WORLD TO CONGREGATE



Our Promise to you

- **“We are one of the oldest Chiropractic practices in the country. It is our intention to be the best Chiropractic practice in the country. Being the best can be defined only by our patients, one at a time. Our goal is to provide the highest quality, non-surgical, musculoskeletal care there is to offer. We intend to provide this care in a compassionate, friendly and respectful environment.”**

—Dr Christopher Webb

The 2011 World Federation of Chiropractic's 11th Biennial Congress has attracted Chiropractors from all over the world, including Pittsburgh based Chiropractor, Dr. Webb. The event will be held from April 6th through April 9th, 2011 at Rio InterContinental Hotel located in Rio de Janeiro, Brazil. It will be hosted by the Brazilian Chiropractic Association as well as Feevale University and the University of Anhembi Morumbi, Brazil's two chiropractic schools. Leading doctors from all over the world will be attending the chiropractic seminar to learn the latest techniques and treatments in the chiropractic industry.

The theme of this years event is "Redefining Chiropractic Around the World" and the three day event will be jammed packed with outstanding academic programs. Some of the topics of discussion for the first day of sessions are: The Role of Sports Chiropractic, Sports Medicine, Joint Manipulation and Exercising for Patients with Chronic Pain. Also on the agenda for the program will be the latest techniques in chiropractic treatment such as Active Release Technique, The McKenzie Method, Kinesiology Taping, and Trigenics. These subjects and techniques will be discussed by some of the finest doctors in the field. Scheduled speakers include Dr. Gary Allan Jacobs who will discuss the McKenzie Methods Cervical and Thoracic Spine.

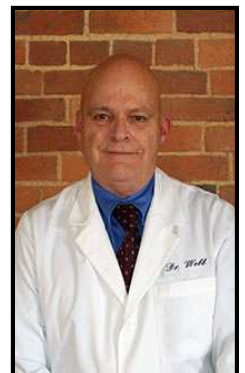
EMPLOYEE SPOTLIGHT: MICHAEL WEBB SR.

Dr. Michael L. Webb Sr., son of practice founder Dr. R.R. Webb, was born and raised in Washington.

Dr. Webb Sr. completed his undergraduate studies at Indiana Central College. He obtained a Doctorate in Chiropractic, with honors, from Lincoln College of

Chiropractic in Indianapolis, Ind., in 1966.

Dr. Webb Sr. has continued his education through countless post-graduate seminars and continuing education courses. He still enjoys his work and plans to continue working at the practice for years to come.



WORLD FEDERATION OF CHIROPRACTIC'S 11TH BIENNIAL CONGRESS

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Dr. Jacob is currently on the faculty of the chiropractic branch at McKenzie Institute International. In his career he has written multiple chapters on the McKenzie Method. Dr. Jacob speaks internationally about rehab issues related to end range loading and biopsychosocial factors. Also on the agenda for the event is Michael Leahy, who developed and patented the soft tissue system/movement-based massage technique know as Active Release Technique. Dr. Leahy will have his discussion on Active Release Technique on Saturday, April 9th.

Rio de Janeiro

The location for the event is both rich in culture as well as history, making it a great place for chiropractors from all over the world to congregate. Rio de Janeiro is one of the most beautiful locations in the world. The average daily temperature in the month of April ranges between 69 and 80 degrees Fahrenheit. The city was the Brazilian capital until 1960 - when Brasilia, the current capital, was inaugurated. The city's architectonic traces include luxurious and imposing constructions that sheltered the nobility and other important personages of those times.

Dr. Webb and Associates strives to be on the cutting edge and the practice has consistently remained a front runner in the Pittsburgh region when it comes to new techniques and treatments. For more information on the World Federation of Chiropractic's 11th Biennial Congress and the topics that will be discussed at the event go to www.chirowebb.com.

PATIENT SPOTLIGHT: CHARLES AND VIRGINIA WAGNER

We live in Charleroi, Pennsylvania. We've been married 60 years, we celebrated our anniversary. We have been coming to Dr. Webb's since 1945 and they are wonderful Dr.'s, we have had them all. [Charles] I remember crawling into the office on my hands and knees and walking out. [Virginia] He wouldn't be walking today if it hadn't been for Dr. Webb's. Let me just put it that way, because it has been all the Dr.'s.

— Charles and Virginia Wagner

PRODUCTS: BIOFREEZE-PAIN RELIEVING ROLL ON

Greaseless, stainless, vanishing scent penetrating, long lasting pain relief from arthritis, back pain, sore muscles and joints. Made by Performance Health. Price includes shipping fee. Additional fees may apply if product is being shipped outside the continental US. This and other great products are available at www.chirowebb.com.



SPORTS INJURIES CAN BE A PAIN IN THE LOWER BACK

Every year in America millions of people suffer from back pain. Studies show that between 60 and 80 percent of the population will experience back pain sometime in their life. This pain can be a result of a number of issues ranging from muscle strains, which is the most common cause for lower back pain, to more serious problems such as a herniated disc or spinal stenosis. Anyone who has experienced back pain can attest to the issues that it causes for even the simplest daily task. A great way to limit the risk of back pain is to eat healthy and stay in shape, which a lot of people do through competing in their favorite sport or physical activity.

Whether you are just engaging in a weightlifting or a running program or you are participating in competitive sports, these activities are a great way to get in shape while getting exercise and having fun at the same time. By exercising your lower back you can increase your strength and flexibility which can lessen the force that is placed on your spine. What about the risk that these activities themselves place on our back and spine? These vigorous activities can put a great deal of stress on the back and cause injury to even the most finely tuned athlete.

One of the major reasons that problems continue to occur is due to the fact that people who enjoy these activities and compete in competitive sports are more likely to look past the warning signs and continue to participate either for the good of the team or their own personal satisfaction. They will take over the counter pain medication and push through the pain. They tend to convince themselves that the injury will be better after a few days and the pain will go away. This mentality can lead to a more serious injury and cause a longer recovery time.

So how do we get the exercise we need without increasing our risk for back pain? No matter how athletic and in shape you are, you may still experience back pain or injury. To start, the most important factor is to know your abilities and limitations. Most of these injuries can occur through overexertion. Whether it is the fact that our athletic abilities and skills have declined as we have aged or just adding another plate to show off in the gym, going beyond your limitations can enhance your risk of injury.

Also look for the warning signs. If you start to feel pain in your back, stop what you are doing and allow your back the proper time to recover before participating in the activity again. Most important is to perform activities that will increase the strength and flexibility in your back. These preventative measures can go a long way to lessen the risk for injury and keep you participating in the sports that you enjoy.

Back pain is one of the most common and most frustrating ailments in which a person can suffer from. It can affect our daily lives by limiting things that we do. Everything from doing the normal things we love such as exercise and hobbies to the simplest things such as going to work and tying our shoes can be affected by back pain. Back pain and injury can be prevented through proper care, eating healthy, and exercise. To learn more about back pain prevention please be sure to visit www.chirowebb.com section to find more articles on health and fitness or contact Dr. Webb and Associates at (724) - 225-2225 to schedule a consultation.



“By exercising your lower back you can increase your strength and flexibility which can lessen the force that is placed on your spine.”

SOCIAL MEDIA HELPS HEALTH CARE PROVIDERS KEEP THEIR PATIENTS IN THE KNOW

Social media is a phrase that a few years ago was a relatively unknown. Now with websites such as Facebook and Twitter, millions of people log onto these sites everyday to keep up to date with friends and follow the lives of celebrities. The phrase "social media" has become a buzz word in households across the world. These sites are used everyday by people to reconnect with old friends as well bring people together from all over the world and they are unlike anything we have ever seen before. Today there are over 500 million Facebook users while Twitter will top 200 million users early in 2011. With the success of the movie "Social Network" neither one of these sites show any signs of slowing down.

With the amount of people using these sites, companies across the world have tapped into this tremendous opportunity to market their business by running social media campaigns. As radio did in the 1920's and 1930's, and television did in the 50's, social media has become the new craze for companies. With the millions of people logging in to these websites everyday there are very few ways that are more successful to get your advertising message across. The future of social media is limitless. In the years to come we can expect to see everything from advertising to political campaigns played out over this new technology - even President Barack Obama has a Twitter account. One of the most important aspects that this media can provide however, is getting information to people.

In the medical field we have seen social media take on a larger role each year in helping hospitals and health care providers connect with patients and get their messages across. Social media can be used for patient outreach and be a means to distribute helpful medical advice. Several Hospitals throughout the country are doing things such as broadcasting Emergency Room Wait times across their twitter feeds. While other medical facilities tweet and post fitness tips and daily diet meal plans.

Pittsburgh area Chiropractor Dr Christopher Webb uses his social media accounts to keep his patients up to date on the latest in the Back pain relief industry as well as current events occurring in his Washington Pennsylvania office. Dr Webb's followers can log in and expect to find tips for back pain relief as well as the latest news in the chiropractic field. Through his accounts he provides his patients with updates and information on the techniques employed at his office as well as information to keep them happy and healthy.

Dr Webb and Associates also uses posts and tweets to alert their followers as to when new information is available on their website such as industry white papers and health related articles. Followers can log on and take a tour of Dr Webb's office as well as learn the history of one of the oldest chiropractic practices in western Pennsylvania. Please be sure to visit our news or white-papers section at www.chirowebb.com to find more articles on health and fitness or contact Dr. Webb and Associates to schedule a consultation.



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DR. WEBB AND ASSOCIATES



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“ B A C K P A I N S O L U T I O N S ”

Dr. Webb and Associates is focused on Back Pain Solutions™, using the latest non-surgical treatments of musculo-skeletal conditions with a strong focus on spinal conditions. We specialize in conditions of the cervical, thoracic and lumbar spine, as well as non-surgical conditions of the foot, ankle, knee and shoulder. Our goal is to properly diagnose your condition, to render and direct the best treatment possible and to provide you with a solution and end to your pain or condition.

For more information visit us at www.chirowebb.com. You can also follow us on Facebook and Twitter.

