

# Brookdale Integrative Health

July /August 2004

## Heather Rosenwald Changes Hats!

The staff at Brookdale Integrative Health announces the addition of our Personal Injury Coordinator, Heather Rosenwald. Heather has been Director of Patient Relations for the past year and a half, and will now be joining the Chiropractic Department.

The job of the Personal Injury Coordinator is to assist you, your family and your friends with all of your motor vehicle accident needs from start to finish. If you or someone you care about is involved in a motor vehicle accident, call Heather at 763-561-4045 ext. 30. Heather will answer commonly asked questions regarding what to do next, and schedule you for your first appointment with our chiropractors who have treated thousands of auto accident patients. In addition to recording the history of your injuries and incident, Heather will assist you in the completion of the insurance paperwork necessary to process your claim and coordinate referrals outside of the clinic, such as neurological and orthopedic consults.

If someone you know has been involved in an auto accident, ask them to call Heather today at 763-561-4045 ext. 30 for immediate help with their injuries. Same day appointments are available, and walk-in appointments are welcome. Medical referrals are not necessary to receive care at Brookdale Integrative Health.



Heather Rosenwald

## Patient Testimonials

“ I want others to know that they will never regret the decision to come to this clinic for treatment. I get professional care, easy explanations and extraordinary help with financial questions, wonderful attitudes and giant smiles when I walk in the door. ”

**Kim**



“ I enjoy the level of service I receive. I am helped with all my insurance papers and other tedious business chores. They are willing to accommodate my changing schedule and the staff are friendly and warm. ”

**Sheran**

*Thank You—comments like these are the best way for us to measure our success!*

# Custom Foot Orthotics -

## The key to getting a foot on your health!

In May, 2004 our entire staff participated in an in-house hands on workshop about shoe inserts. Sound like a sleeper? Actually we hired an engineer from Tennessee who is the inventor of a new concept of orthotic. We learned about the theory, design and application of this new technology. We've never seen anything like his products – they are custom foot orthotics that are medical grade shoe inserts. They are fitted and prescribed by a variety of orthopedic medical professionals, including orthopedic surgeons, podiatrists, physical therapists, chiropractors, orthotic and prosthetic specialists and pedorthotists. They are very useful for a number of conditions, but most commonly for fallen arches (flat feet). This is not necessarily a problem in itself, however, it often leads to a number of painful foot deformities such as bunions, corns, and plantar fasciitis. The condition of the arch also affects the posture and proper mechanics of the entire lower leg, pelvis and spine. **It is estimated that 90-95% of the human population has some degree of fallen arch.**



Sole Support Orthotic

Although shoe inserts (orthotics) are fairly common, this new product is uniquely designed to custom fit the exact shape of the bottom of your foot, including the full, corrected position of your arch - see picture. Most orthotics, while almost always designed for some degree of cushioning, avoid supporting the arch area because, when made with inadequate materials or when not a good match to your foot shape, they can be too uncomfortable for regular use. From a mechanical standpoint, it is only possible to control the arch of the foot by direct support. Since orthotics are only helpful if they are both comfortable to use regularly and actually hold your foot in the corrected position, many orthotics fail to give satisfactory or lasting results.

These shoe inserts have a custom-shaped support shell that is designed to flex enough for comfort when needed without sacrificing control of arch and foot position.

***Been diagnosed or have...Flat Feet, Bunions, Corns or Plantar Fasciitis?***

***CALL US TODAY - We can help you change your life  
with this new technology!***

### Sole Support Testimonial From Dr. Kent Erickson

I was recently visiting with an acquaintance at a graduation party and noticed he was limping. When I asked why he was limping, he said in jest, “**what would a chiropractor know about foot pain?**” He indicated he’d received a cortisone injection, but that it was of no help. I then asked him what size shoe he wore and discovered we wore the same size. I had him put my Sole Support orthotic in his own shoe. After he placed the orthotic and walked around for a short distance, his limp disappeared. He said **it was the first time in 3 months that he hadn’t had foot pain.** He asked me where he could get the orthotic. I joked “I don’t know, as chiropractors don’t know anything about feet!” I then assured him we could help him and told him he could get the orthotics at our clinic. Conservative chiropractic should be tried first!



## What's Up Doc? Dr. Kent Erickson, Clinic Director

Greetings and KUDOS to our marathon runners! I'm pretty sure I could bike or drive my car 26.2 miles, but run/walk that far? I don't think so... The last two months we have been working on moving Heather into her important new role as Personal Injury Coordinator. Since we are community leaders in rehabilitation, we decided to focus one position on the needs of patients who have been involved in auto accidents. Patients, referring doctors and patient advocates already have noticed a difference in the level of service we provide. Take advantage of Heather's skill and talent – ask her for help.

In March, I was appointed to the Board of Trustees at Northwestern Health Sciences University (NHSU). I received my chiropractic doctoral degree from NHSU so the appointment is a great honor. I am very excited to share my vision for the future of natural health in Minnesota and the nation. NHSU has a great tradition of leadership in chiropractic and natural healing. My vision will always include our clinic philosophy, "patient first"!

Finally, I'd like to let you know that this year I'm working as an active member of the Minnesota Chiropractic Association (MCA). The MCA is fighting for the rights of patients, patient choice, open and equal access to becoming a member provider, as well as many other issues. **We appreciate any and all of the support of chiropractic patients in this endeavor.**

*Have a great summer – and don't forget to see us for your regular chiropractic adjustment.*

### Good bugs you want to eat...



Probiotics are healthy bacteria that live in your gut to help digestion and prevent disease. Studies indicate consuming at least one billion of these critters per day may lower cholesterol and hypertension as well as prevent sinus infections. Naturally probiotics are in yogurt and milk (four glasses per day is recommended). Proper supplementation is also a good choice for getting these



**Is your city toxic?** Find the latest on air, water and agricultural pollution by going to [SCORECARD.ORG](http://SCORECARD.ORG) and enter your zip code.

### Congratulations Julie & Tara on finishing Grandma's Marathon!



## Interpretations with Jackie



**Hello / Nyob Zoo!** On behalf of BIH, I would like to **welcome all new Hmong immigrants to Minnesota.** For our Hmong patients, we know that these new residents are part of your extended family, either as part of your clan or as a blood relative, therefore we feel they are family also. We want to extend our heart felt welcome and offer any support or assistance they may need, especially during this transitional time.

One question we always get from first time callers is "do I need a referral from a medical doctor (MD) to see you?" This is such a miscommunication! Chiropractic is a drug free approach to health and is fairly mainstream - most health plans provide coverage for chiropractic – hardly none require a referral from a MD. **If you were injured in an auto crash, you absolutely have the right to go wherever you want to seek care for injuries** – we lead the field in rehab because we provide active care through physical therapy (PT) and chiropractic adjustments. PT has great health care coverage.

If you speak Hmong – see me. I am here to make every visit to our clinic an outstanding experience. Thank you.

# Brookdale Integrative Health

5740 Brooklyn Boulevard  
Brooklyn Center, MN 55429

General Line: 763.561.4045  
Insurance Office: 763.561.6010  
Fax: 763.561.8690

Billing: rgroscop@brookdalehealth.com  
Doctor Inquiries: kjerickson@brookdalehealth.com

PRESORTED  
STANDARD  
U.S. POSTAGE  
PAID  
PERMIT NO. 4665  
MINNEAPOLIS, MN



1-877-MN-CRASH

[www.brookdalehealth.com](http://www.brookdalehealth.com)

## Department Directory

### Chiropractic

Kent Erickson, DC, Clinic Director  
Dave Lutz, DC, Director of Chiropractic  
Sara Reiser, DC  
Danielle Buske, DC  
Heather Rosenwald, Personal Injury Coordinator


### Physical Therapy & Massage Therapy

Steve Spoolman, RPT, Director of Physical Therapy  
Jodi Romsaas, MSPT

### Billing/Insurance

Rob Groscop, ARM, Director of Insurance

### Prycena with Prolibra™

 NEW! Natural Weight Loss Accelerator- drug free, no ephedra or caffeine and no side effects. Mix with milk, soy or water. We're formulating our own version – so take advantage of this inventory sale! **ON SALE NOW** - \$30/canister – retail is \$59.95 (over 40% savings).

## Featured Business

Introducing Madia...our neighbor and patient! Madia Gbalah is the owner of a hair styling salon located in our building. Madia is from Liberia and has been in the U.S. since 1989 when she came to Minnesota to join her sisters and children. In Liberia, Madia was an elementary school teacher. After coming to the States, she considered a nursing profession because of her interest in helping people, but decided on becoming a hair stylist. She opened her business at this location in 1999.



She provides haircuts and perms for Caucasian clients as well as many ethnic services including extensions, braiding, and weaving. Her clientele are of all ages and come from as far as St. Cloud for Madia's excellent services. Madia enjoys her job, loves working with people, and clearly cares about others, as evidenced by the fact that customers and friends readily congregate in her salon.

Madia has been a patient at Brookdale Integrative Health and said, **"I'd encourage others to go to the clinic to take care of problems with their body. The staff treats you very well and I felt better after the treatment."** With Madia's salon in our building, it would be easy to schedule your hair care and chiropractic treatments the same day!

### Madia's Styling Salon

(763) 566-9686 Hours: 9 am – 9 pm Tuesday-Saturday