



Back in Line Family Chiropractic and Wellness wishes you and your family a blessed holiday season!

Chiropractic, Sports Injury, Acupuncture
102 A Ave. Hiawatha, IA 52233 319.892.3363
www.mybackinline.com

It's hard to believe it's that time of year again. We would like to take a moment to thank our patients and friends of Back in Line. This year has been filled with many exciting things including new certifications, new degrees, more community involvement, being able to welcome more staff to the team. We are working hard to continue to achieve our goal of helping our patients achieve a pain free life, encouraging healthy behavior, and transforming how we view health in general or by validating those who already incorporate wellness planning into their life!

In the middle of healthcare reform we feel blessed that we have a significant portion of our patient base referring their friends and family to our clinic for care. We feel honored that a considerable portion of our patient population pays "cash" for services due to high deductible plans or because they do not have chiropractic benefits. We work to honor everyone's hard earned money, not waste their time, and value their health. We are clearly *biased* but we feel when patients invest in their health and well being and by being an informed player in their healthcare plan, bigger and better results can be achieved. We hope our patients also recognize we also re-invest back into them. Humbly, Drs. Kleene and Weber have spent over \$35,000 in 2013 in new certifications to help grow the amount of services, techniques, and "tools" they can utilize in patient care. Please know we appreciate the opportunity to work for you. In 2014, we are focusing our attention ON YOU! CHECK OUT OUR CALENDAR OF EVENTS FOR FREE ACTIVITIES YOU CAN PARTICIPATE WITH! KNOW SOMEONE THAT NEEDS A HEALTH AND WELLNESS OVERHAUL?! BRING THEM WITH!



Also, if you are struggling for the perfect gift? WE HAVE PLENTY OF OPPORTUNITIES TO GIVE THAT PERFECT GIFT CHECK INSIDE!!

HAPPINESS AND HEALTH,

DRS. CJ AND NATE, Julie, Caitlin B, Caitlin K, and Mandy!

6 things to STOP doing in 2014

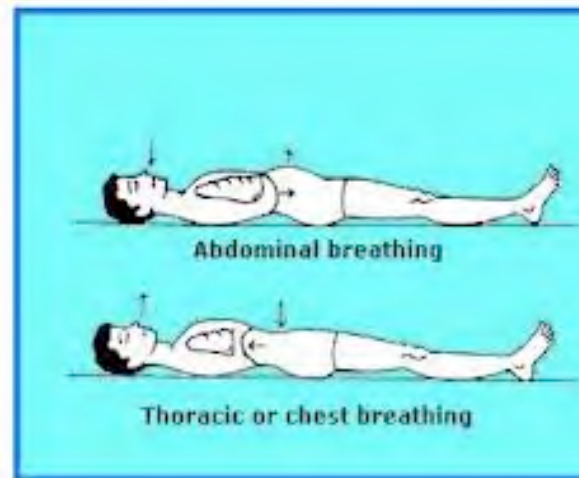
By: Dr. Nate Weber, DC, MS - aka - Meat-Head enthusiast and office performance GURU

1. **Crunches** – the research is in, and it's overwhelming folks – stop. doing. crunches! In fact you can probably retire most of your favorite “ab” exercises. The function of your “core” is not flexion or rotation – in fact repetitive flexion (crunches) or flexion with rotation (Russian twists) are shown to **cause** disc injuries – yikes! That means more trips to BACK IN LINE!!! If you want a strong core – train it the way it's meant to be trained – by **resisting** bending and twisting motions. The basics of “safe core exercises” – Professor McGill's “Big 3” - the curl up, the side bridge, and the bird dog – if you don't know them – ask us. There are many other advanced ways to train your core - safely - drop the outdated exercise dogma if you want to stop back/neck pain.



2. **Hamstring stretching** – most people stretch their hamstrings when their low back feels tight – which is exactly the opposite of what we should be doing! Tightness in the low back or hamstrings is typically protective – the sciatic nerve originates from the lumbar spine and runs down the back of your leg - with the hamstrings – if you aggravate the low back your hamstrings tighten up to prevent further aggravation - this is **not** the time for you to go stretching your hamstrings and lower back – it may feel good short term – but it makes the problem worse – your hamstrings will get tighter & your low back pain will probably get worse. If you have low back pain or “tight” hamstrings – think twice before you stretch them, you are most likely making your problem worse, not better.

3. **Chest breathing** – lots of great research hitting the rehab community about how bad we as a society are at breathing (weird, right? Epic fail at breathing...) – but the evidence is there. When we are young we naturally breath through our diaphragm – baby breathes in, belly gets big and full; baby breathes out, belly gets smaller; when we get a bit older we start “sucking it in” – we start breathing through our chest, and not through the belly. This is a fundamental error – diaphragm breathing is actually a natural **core bracing** strategy – said differently – breathing correctly can make your “core” stronger and more resistant to injury. Another way to look at it – do you constantly have neck or shoulder pains – do you breathe through your chest? – Well you're basically using your neck and shoulder muscles to breathe – not your diaphragm – talk about unnecessary overuse on those muscles, no wonder why they hurt! If you want to reduce neck/shoulder pain and/or low back pain – breathe right!



4. **Sitting** – “**Sitting is the new smoking**” – new catch-phrase that's gaining popularity, and for good reason – sitting is hard on our bodies – not just physically, but metabolically! People who stand burn more calories than people who sit all day... think about that when you “don't have time” to workout – do you have time to stand?

...Dr. Weber's article continued

We weren't designed to sit 18 hours a day – we were designed to **move** – but we sit in our cars, we sit at our jobs, we come home and sit in our expensive sofa's and "lay-z-boys"...guess what – the amount of time you spend sitting correlates with your pain flare-ups and other issues (weight loss, energy, cardiovascular risk, etc). If you have a disc issue – sometimes the best thing to do is NOT TO SIT ALL DAY, BUT RATHER MOVE! We can't always help what our job requires of us – but we can get up, do some very basic exercises every 30 minutes, and spend more time working on our health.

5. **Cut the crap in our diets** – Sugars, grains, processed foods – evidence does not lie – consumption of these foods will **increase** inflammatory processes in your body – this is a bad thing and leads to pain, and more frequent trips to the chiropractor! –That means small injuries are more painful, and healing/repair takes longer – cut the crap, eat better in 2014.
6. **Making excuses** – "I'm too busy to" – great, so is everyone! Make the switch today! It's your life – and your health is your greatest long term asset – not your house, not your 401k, not your retirement plan – what good are they if you're not here to enjoy them? Your health is your greatest asset – if you do not make time for your health – plan on illness/sickness/injury making time for you!



Supplements, Diet, and Lifestyle

We live in a hyperactive, hyper-connected world. We run faster, accomplish more, have more "stuff" to do, deal with pressures at home, work, school, church, volunteer commitments, and many various "obligations, that pull is in 100 different directions.

Many of our patients seeking care at Back in Line mean they already are more focused and seek natural solutions to their health and wellness. Many patients appreciate the ability to reduce their pain without the reliance of pain medications and can achieve pain-free solutions with spinal manipulation,

exercises, acupuncture, and soft tissue care. One of the principle goals of Back in Line is to; *honor our patient's time, money, and health*. We try at every opportunity to help **teach, support, and educate** our patients on cost effective ways to improve their health. We encourage habits that essentially reduce a patient's treatment frequency, reduce their time spent in our office, and ultimately saves them \$\$ and gets them back to enjoying life! We are consumers too! Our goal of 2014 is literally focusing our attention back on our patients. Nate and I spent a lot of time on studies and more training in 2013. Now, as 2014 approaches, we are focusing our time, resources, and attention on more focused with our patients!. Please take the time to look at dates we are having events, specials on nutrition and supplementation. We appreciate you and 2014 is the year WE INVEST IN YOU! 2014 is going to be a great year, and focused on YOU!! Join in and invite your family and friends!

-CJ Kleene, DC, CCAc





Insurance 101

Back in Line Queen Bees – Let's face it, they run the show!

Julie Daughetee – Office Manager
Mandy Wink – Assistant Office Manager
Caitlin Breffle – office assistant
Caitlin Knierim – office assistant

For our insurance patients, we appreciate your patience and understanding that we are a small office and we make every attempt to help be your partner in your health. **That includes working with your insurance company.** Every policy is different and some benefits vary. We also appreciate your understanding that with insurance delays and waiting until we hear back from your insurance company does create delays in invoicing for co-payments, payment, deductibles, etc. At the end-of-the-day we try hard to offer the best possible utilization for your benefits and coverage. *However, we do appreciate any feedback regarding your experience.*

Currently, most insurance plans are accepts at our office. Please call your insurance company to find out exactly what benefits and coverage your policy has. We can help assist help in finding out, but it may take a 5 day turn around. We work with is best financially for our patients and we appreciate your patience and understanding.

For the BCBS HMO polices unfortunately we are not in-network providers. For those patients with no or little insurance coverage, a flexible payment program can be arranged. Most patients pay directly for care as they discover chiropractic to be extremely cost effective and affordable.

Medicare Patients: only the chiropractic adjustment is covered. Exams, soft tissue care such as ART/Graston, exercises, and acupuncture services are *non-covered*. Unfortunately, secondary coverage policies do not pay for non-covered services.

MRI's, Radiograph's, & Lab Work: While we are not considered Primary Care Physicians, we do realize many of our patient's enjoy the opportunity to have lab work, and may require advanced imaging. We appreciate your patience with lab orders, lab delays (food allergy panels can take up to 3 weeks), etc. Also, please feel free to have the lab send a copy of your lab reports to your PCP. We also appreciate you filling in your PCP about some of the therapies you have incorporated into your health and as an opportunity to work along side your PCP in an attempt to have more coordinated integrative healthcare.



New Faces at Back in Line

Our office staff is the CORE of how Back in Line is able to offer many different services and still participate with insurance companies (and realistically, actually function!). The BIL girls are the foundation of day-to-day office procedures and keep Drs. Kleene and Weber ON TIME, FOCUSED, AND ABLE TO HELP MORE AND MORE EVERY YEAR! We can't thank our staff enough FOR ALL THEY DO!

Meet Mandy!



Mandy started at Back in Line in October and we are EXCITED SHE IS APART OF THE TEAM! Her enthusiasm about health, wellness, and patient interaction is very palpable. We are blessed to have her! Here's a little about Mandy!

I am 26 and I am in the process of getting my personal trainer certification. My hobbies are crafting, spending time with my family, reading, and exercising. I am very excited to be part of Back In Line because it is a very positive place, and you always feel welcome and comfortable when you walk in. Drs. CJ and Nate are great! If you have not visited Lisa, the massage therapist you need to! It's a pleasure to work beside this group as well as Julie and the rest of the staff! Is your Back In Line? Mandy can be reached at Mandy@mybackinline.com

WE'LL MISS YOU CAITLIN!

Caitlin is graduating in December from Linn-Mar High School. She has been with the Back in Line Family for a little under a year and we are sad to see her to leave us so soon. However we are so excited for her next adventure. She is planning on taking an opportunity to work for 6months and really evaluating all of her options and a bright, talented 18 year old. She has been a huge help and we are grateful we had her for the short time we did. We wish her the absolute best in her endeavors! Good Luck Caitlin!



Holiday Hours



Please note the office will be closed the following dates:

November 28-29th (Happy Thanksgiving!)

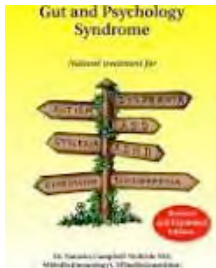
December 24th-25th (Merry Christmas and Happy Holidays)
*remember parents w/ kiddos on Xmas break is a perfect time to schedule for adjustments and treatment! College kids too!

December 31 closing at 1pm and reopening Jan 2 at 8am.

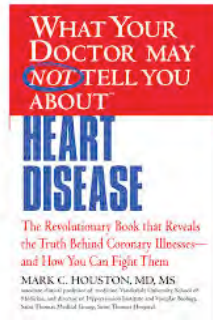
Book Reading List 2014

We always encourage our patients to seek a more holistic and “total” package approach when it comes to your health. From moving often, eating well, to BEING WELL; here are a few suggested readings on everything health and wellness.

Make 2014 a great year, take care of yourself and your family by focusing on health!



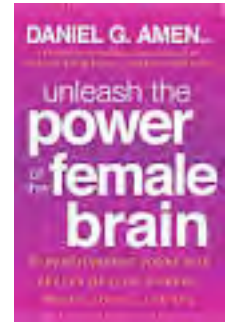
Gut and Psychology Syndrome by: Natasha Campbell-McBride



What Your Doctor May Not Tell You About Heart Disease By Mark Houston, MD,



Weelicious – Catherine McCrod's cookbook of healthy meals!



Unleash the Power of the Female Brain By Dr. Daniel G. Amen, MD



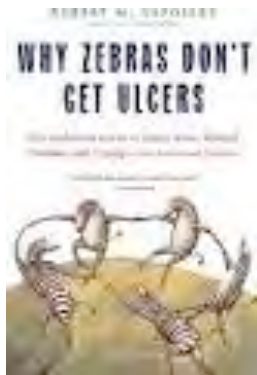
Adrenal Fatigue – by Dr. James Wilson



Wheat Belly by William Davis, MD



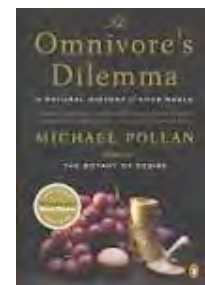
Super Nutrition for Babies by Katherine Erlich & Kelly Genzlinger



Why Zebra's Don't Get Ulcers by Robert Sapolsky



Racing Weight – by Matt Fitzgerald *makes a great gift for the athlete in your life



Omnivore's Dilemma by Michael Pollan.

Gift
of
Health

'Tis the Season! Give the
Gift of Health!



DECEMBER 4 – BLOW OUT SALE AT BACK IN LINE!

This day ONLY, we will be having a **Mega-Sale** on ALL supplements from Douglas Labs and Ortho Molecular. This is the time to stock up! **Everything will be discounted 30%**! This is a once-a-year sale! You may pre-order by emailing before Dec 4, to Mandy@mybackinline.com with your order or by calling the office from **12noon-5pm**. Please be specific with your order, for example, Melatonin, 3mg, 90count, Douglas Labs, or OrthoBiotic, OrthoMolecular, 60count (etc).

If this is your first order and would like some assistance, please schedule a supplement consultation with Dr. Kleene by calling the office at **892-3363**. This offer cannot be combined with ANY OTHER OFFER. Supplements may not be guaranteed in stock but will be ordered by that Friday (December 6) and should be in before Christmas.

Purchase Agreements on 12 month supplies of foundation supplements such as Multivitamins, Vitamin D, B-Complex, Fish Oils, Probiotic, and Digestive Enzymes, InflammCore, and Protein shakes will be allowed. Payments can be made monthly with a credit card on file so you do not have to pay for those ALL ON DEC 4TH. This is one way Back in Line is working hard to make it accessible and affordable for health EVERYDAY.



Are you looking for that perfect gift? Have you seen the Vitamix demo at your local Sam's or Costco? Back in Line is NOW SELLING VITAMIX'S! We have two models to choose from. We offer the 2-speed with a 5 year warranty and the TURBO VARIABLE SPEED with a 7 year warranty. For the Holiday special, we are selling the 2-speed which retails at \$379 (for \$50 OFF) **TOTAL: \$329** and the TURBO-variable speed which retails at \$449 (for \$50 OFF) **TOTAL: \$399.**

This makes the perfect gift for the entire family. Make soups, smoothies, and tons of healthy recipes. Both models come with online access, a giant recipe book, and the power to really take back your diet and nutrition. This is an incredible sale that is only offered at Christmas time. We will continue to sell them throughout the year but **NEVER** at such a discounted price! Email Mandy (mandy@mybackinline.com) today to place your order and guarantee it before CHRISTMAS!



**We EAT-BREATH-SLEEP HEALTH AND WELLNESS! JOIN US FOR THESE EVENTS!
MANY ARE FREE and YOU, YOUR FAMILY AND FRIENDS ARE INVITED!**

**We also request that you RSVP to Mandy so we can plan! Email
mandy@mybackinline.com**



JANUARY 23 Gain Life – Lose Weight HIAWATHA CITY HALL

Cost: \$500 30day wellness plan (diet, VITAMIX turbo VS!, exercise plan, follow-up and monitoring of weight, BMI, measurements, etc.) Cut the FAD diets, EAT-REAL-FOOD GAIN HEALTH FOR LIFE! Must RSVP BY JAN 8TH! IF YOU HAVE A HIGH QUALITY BLENDER, cost is \$125 for 30 day meal plan, recipes, 2 follow up monitoring appointments. *if you are interested and would like to attend the presentation, cost: \$80. Serious about weight loss and real-life health & WELLNESS participates only. Husband/Wife or Mom/Daughter etc discounts available.



February 6th HOT YOGA! HEAT YOGA



**COST: Free! 7:15pm at Heat Yoga!
RSVP: Mandy by Feb 1 we expect to have a full class!
WHERE?: 3607 1st Ave SE, Cedar Rapids, IA 52402
What to bring?: Yourself, a yoga mat, towel, and water!**

April 17th h Ladies Night Back in Line!

COST: FREE! Back by popular demand! 5pm-7pm on April 17th and grab your BFF, daughter & mother and plan for a great night focused on everything WOMEN AND HEALTH! Promo's, door prizes, drinks, and appetizers all provided!

May 3th 1st Annual MEAT-HEAD CHALLENGE Back in Line!

**COST: FREE! 8am-10am on May 3rd!
Rain or Shine – Join Dr. Nate, CJ, Jules and Mandy in a fun and fit morning!
Recovery Celebration Libations Provided. RSVP to guarantee a t-shirt!**

JULY 10TH HEAT WAVE BIKERS CHALLENGE Back in Line!

COST: FREE! ENJOY A BIKE RIDE THROUGH HIAWATHA AND CEDAR RAPIDS FINNISHING AT THE SAG WAGON! GREAT FOR ANY ABILITY, WE'LL HAVE DIFFERENT PACES SO DON'T WORRY IF YOU'RE A STUD ON THE BIKE, OR A COMPLETE NEWB! Starts at 5:30pm!



**This is just half of our 2014 year planned!! STAY TUNED FOR MORE FUN
STUFF THE SECOND HALF THE 2014!**

**We want to help encourage many different ways to help achieve health
and wellness! What do you have to lose?! Join us!**

PERSONAL HEALTH GOALS FOR 2014

Need a little NUDGE? We are human and we all have struggles trying to “balance it all” too. However, when being held accountable, everyone wins! Here’s a list of our goals! Remember, health isn’t just about eating and moving but being mentally, physically, financially and spiritually focused. Your words have the ability to become your reality!

JULIE: “Mindful Eating – concentrate more on what I’m eating and remember to chew more slowly. MORE YOGA, Incorporate flexibility into my weekly workouts.”

Mandy: “To eat more HEALTHY choices, not conveniently. Find a de-stressor! ENJOY LIFE!”

Caitlin B: “Find myself ☺ - Focus on what makes me truly happy”

Caitlin K: “try to let things go and not bottle them up”

Dr. CJ: “Less cell phone (email/text/social media) when I’m with my family! Personal Growth! Intention behind every action.”

Dr. Nate: “Decorate the man-cave” ☺



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Dr. CJ Kleene, DC

Dr. Nate Weber, DC, MS

Swing by the office to see our health & wellness stocking stuffers! All natural cough syrup, kids Omega’s 3, ANTI-AGING, stress relief, GUT AND DIGESTION support and more!

MERRY CHRISTMAS -
Happy Health and &
Wellness to YOU, and
YOURS!

XOXOX

*Focusing 2014 on Empowering Patient Health and Wellness
Eat Well, Move Often, Feel Better! #BackinLine*