

## Auto Injury?

This complimentary report is short and concise, providing you with the information you need about most injuries resulting from auto accidents.

**We stand ready to help.**  
Call us for the help you need.

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It's not about the car.....  
.....it's about the cargo.

### Time to Feel Fortunate?

Each week in Miami County there are dozens of vehicular accidents. The good news is most are not fatal. The bad news is some of these accidents are quite serious.

After the surprise, shock, dismay and perhaps even after a little anger has subsided, the only thing that really makes a difference is that you can walk away... that you and your family are still intact. Indeed, when it's all said and done, an auto accident is not about the car. It's **always** about the Cargo. You - your family - your loved ones - your passengers – the "cargo."

The car is just metal, glass and plastic. It can be replaced. Loved ones can't be. We all know that just one little thing different. - a little different speed - a little different angle - a little different timing – a little different circumstance - just one little thing different and the accident could have yielded measurably different results that would have altered lifetimes of everyone in your family. Yes indeed, if everyone is alive, please take time to feel fortunate. **Now what?**

### Are You Hurting?

An auto accident is capable of causing injury to any part of the body. Extremely common are injuries that include the joints and muscles of the musculoskeletal system, particularly those of the head, neck, back and extremities.

One very unique form of neck injury is known as a hyperflexion/hyperextension injury, commonly called whiplash. Pain from whiplash can show up immediately, the next morning, a day or two after the accident, or may not show up in some people for several weeks, or even months after the accident.



## Verified! Whiplash is Real

The first thing to realize about whiplash is **it's real**. Current literature is filled with volumes of objective research validating whiplash. Further, research shows whiplash injuries can happen at surprisingly slow speeds, often with very little damage to the vehicle.

The dictionary defines whiplash as “injury through rapid acceleration of the head, with hyperextension of muscles and ligaments supporting the cervical spine.” **It occurs in collisions at any angle**; rear-end, head-on, any of the four corners or from the side, often described as being “T-Boned.”

Your head weighs about as much as a bowling ball; approximately 13-16 pounds. It sits on the small, vulnerable structures of your neck, much like a bowling ball sitting on a stick. In an auto collision, the heavier weight of the head continues on through space, then “whips” the neck causing the weaker neck structures to experience stress and injury. Even though the neck is designed to move, it is **not meant to move at a hyper accelerated speed** beyond normal ranges of motions brought about by the weight of the head, **and then suddenly stopped**.

This is whiplash, where the head of an individual is hyper accelerated providing inertia, then comes to a sudden stop a split millisecond after the vehicle. This **leads to pulling, stretching, tearing and compressive injuries to the neck and spine known as.... whiplash!**

## Whiplash G-Force – Means Slow Speed Whiplash Is Common

G's are measurements of change in directional velocity, and used to indicate the force to which a body is subjected when accelerated. Each G is equal to 1 times gravity. **In car collision of less than 10 miles per hour, the body is subjected to hyper acceleration at a rate of 5 to 10 G's**. The force of 10 G's is greater than a fighter pilot will experience during air to air combat.



Research shows that during an auto accident, your body can move back and forth 8 to 10 times faster than the speed your vehicle was moving during impact. This means that in as little as a **10 mph collision, your head can cause your neck to whip at a rate of 80 to 100 mph – in less than a second!** The risks of injuries in higher speed impacts are therefore, self-explanatory.

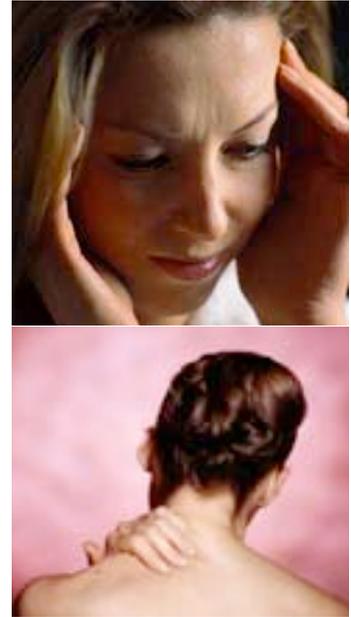
Don't be fooled if your auto accident seemed minor because of slow speeds or little damage to the vehicle. It can be a time of great concern because of hidden soft tissue injuries. Muscles, ligaments, tendons, placement of vertebrae and other tissues of your body react much differently to the trauma of an auto impact than does the metal, plastic and glass of your vehicle. **Pain is invisible**. That's why it can't be “seen” in certain diagnostic tests, even though it's there!

## Different Names for Whiplash

Whiplash comes with “different” names. After an accident, you may have been told you have whiplash, but you may also been told you have a compressed nerve, stretched, bruised, pulled or torn muscles, a related concussion, a sprain/strain, or swollen and inflamed tissues of the neck - to name a few. These and more, are just some of the concerns that go with whiplash.

## Whiplash May Cause Any of These Symptoms

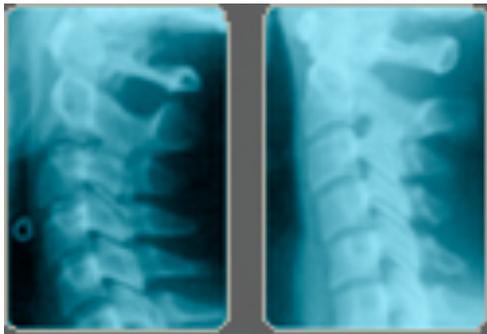
- Headaches
- Neck Pain or stiffness
- Shoulder, arm, hand or finger pain
- Severe Aching
- Tight or Sore Muscles of the neck or upper back
- “Knots in your neck”
- Dizziness, Vertigo or lightheadedness
- Upper or mid back pain
- Pain between your shoulder blades
- Slow or restricted joint movement
- Lower back pain or soreness
- Facial pain, blurred vision or hoarseness
- Ringing in the ears
- Accident related anxiety or depression
- Poor concentration or loss of focus
- Sleep Difficulties
- Fatigue or “run down” feeling



**Many factors contribute** to your unique symptoms, such as vehicle size, position and angle of your body at the time of impact, angle of collision, whether you had time to brace for the impact or if it was a total surprise, just to name a few.

**Not everyone experiences the same symptoms.** You may experience only one symptom or a combination of several. Whiplash is a soft tissue injury, and **research shows about 50% of people develop immediate symptoms and the other 50% see symptoms develop over time.** Any of them warrant a thorough chiropractic examination.

## Time Delayed Consequences Frequently Appear

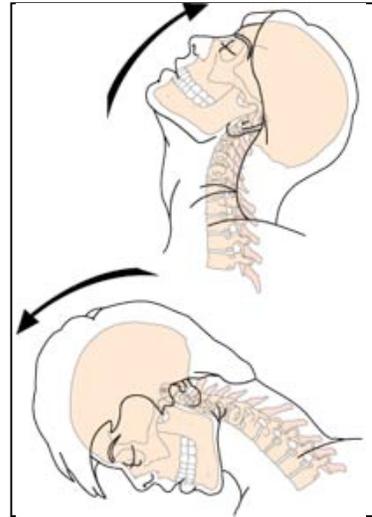


In whiplash as with many kinds of traumatic accidents, the onset of problems may seem minor; developing more seriously over time. You may be totally free of symptoms immediately following impact. Your muscles are warm and you feel no pain, but the next morning you're stiff and that may go away. As the weeks and months move on, symptoms gradually appear, or may even grow worse. You may have totally forgotten about the accident as you try to figure out “why the pain?” Think back.

Whiplash left undetected and improperly addressed frequently leads to advancing complications. The x-ray picture to the **left** shows a patient's lateral (side) neck x-ray several weeks before being involved in an accident. The one to the **right** is the same patient one day after an auto collision. You will notice the picture to the left shows a normal, natural curvature in the neck. The curve is missing in the one to the right as result of a whiplash neck injury. This imbalance, if left unaddressed, almost always develops into larger problems as time goes by. Given enough time, your neck will almost certainly begin experiencing dysfunction.

**These dysfunctions can lead to permanent weakness, pain and/or neurological challenges.** One of the significant long-term problems from whiplash is time-delayed neck disc degeneration, also known as arthritis. Millions of people have bulging or herniated disc as the result of a postural imbalance from whiplash that happened years ago. The effects are progressive; and often have permanent consequences.

**Research shows half of all people who have undergone a previous whiplash** begin experiencing mysterious headaches or neck pain years after impact. Time-delayed arthritis leading to neurological challenges of the neck is far more prevalent than in people never involved in a whiplash injury. These are just a few of the many long-term challenges often appearing as a result of *improperly* addressed whiplash.



## **Chiropractic for Whiplash Neck Injuries - Proven Effective**

There are more than 1,000 research articles addressing the effects of whiplash neck injury. Among these are those articles advising what to do about it. One such study by Woodward, Cook, Gargan and Bannister found **93% of patients studied who were under chiropractic care had improved, and further stated “no other conventional medical treatment has proven to be as effective in these established cases.”** Whiplash is a soft tissue injury. Whether it is headaches, neck, shoulder or back pain, the research shows chiropractic care is the smartly chosen treatment of choice for a vast majority of these challenges.

### **How Do I Get Started?**

If you, a family member or someone you know has been involved in an auto accident and is experiencing pain or other symptoms, don't ignore the signs. Something is obviously wrong. With nearly 30 years experience in helping more than 1,000 people injured in auto accidents, we stand ready to help. **A complimentary conference and injury evaluation with the doctor** will allow us to discuss your injury concerns – and come up with the best approach for you.

Auto insurance policies provide 100% payment for related injury expenses – including chiropractic treatment. Hopefully you can be the next person to benefit from our many years of experience in dealing with this all too common and frequently serious form of injury.

Call us today at 339-5556. We're ready to help.....



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