The Patients Guide to SEVERE BACK, NECK & DISC PAIN

Everything You Ever Wanted to Know About Back, Neck & Disc Pain That Your Doctor Didn't Tell You!

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The Patient's Guide to SEVERE BACK, NECK & DISC PAIN

If you're suffering from back, neck or disc pain, you have probably tried everything to make it go away. But it just won't go away…

And you're wondering why nothing works.

You're about to discover the little known truth about back, neck & disc pain, and how one unique severe pain protocol — available right here in your area — just might get rid of your back, neck and disc pain permanently, with:

- **NO unpleasant side effects…**
- **NO needles or injections…**
- **NO painful physical therapy…**
- **And NO scalpel – in fact, no surgery at all…**

Dear Pain Sufferer,

It's a known fact that dealing with severe back, neck or disc pain on a daily basis can be debilitating, interfering with every aspect of your life. That is why this "Patient's Guide" has been created, just for people like you.

Inside, you're going to discover…

Why many pain sufferers like you suffering from back pain can often be misdiagnosed, incompletely evaluated or inappropriately treated, leaving them in continual pain — sometimes for years…

How surgery, often presented as "the only solution" by well meaning doctors and specialists, can often cause more pain and disability than the original problem…
Why unpleasant pills and painful injections sometimes fail…

The 2 main types of back, neck and disc pain, and how many common therapies can fail to treat them effectively…
And a whole lot more…

BACK FACT You Should Know…

Approximately 25–60% of patients who experience low-back pain (LBP) will report recurrence of pain, many within as little as one year.[1]
If you've suffered at the hand of failed treatment after failed treatment you're not alone… this "patient's guide" could help you end the vicious cycle of pain.

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If you've been struggling with back pain for some time, you know that it is hard to find a solution. Chiropractors, physiotherapists, doctors, surgeons, they all want to help. The problem is that in many cases, science and technology has outpaced their knowledge.

That isn't their fault. Doctors and specialists have been trained for hundreds of years to find a medical solution to your problem. Many of them went to school with surgeons, and therefore learned a lot about surgery. They are regularly visited by pharmaceutical representatives, so they learn a lot about different drug oriented options.

If you've been suffering with back, neck or disc pain, and the doctors you've seen have been unable to help, it isn't their fault. It isn't your fault, either. There may be SIGNIFICANT technological and/ or scientific breakthroughs and treatments available that neither you, nor the doctors, are aware of — the toughest part for you right now is… you don't know… what you don't know... and that is the nature of this "Patient's Guide"…

To help fill in the blanks and help support you in understanding why you hurt, why treatments and doctors are failing you and what to do about it.

What if I told you that right here, in your own neighborhood, there is a comprehensive approach to your severe pain that just might work for you? A new hope built on a customized and personalized approach that has worked for thousands of others in your situation, long after the drugs and "therapies" have failed?

Where many common treatments rely on "cookie-cutter" and "color-by-number" treatment plans… this unique and advanced protocol is exclusively designed just for you using the most advanced diagnostic and treatment technologies available anywhere in the world.

It's true. Right here in your area there is a potential solution that is both drugless, non-surgical AND painless. One that just might finally bring relief after all of the so-called "cures" have failed.

Lots of well-meaning doctors and specialists try to offer workable solutions, but the truth remains… all too many people have found these "solutions" wanting. And in the end when they fail… it's just frustrating. "Solutions" that some consider too general (they could never work for everyone…) or in some cases, even flat out wrong.

The statistics don't lie…

BACK FACT You Should Know…

LBP (Low Back Pain) is the most common cause of work disability in the US.[2] Many patients on disability for in excess of six months will not return to work, and that number decreases to near zero after two years.[2] Many severe back pain sufferers fear financial ruin and becoming crippled as a result of their pain, but there are solutions their doctors may not have told them about.

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- 1 in 5 Americans will suffer from lower back pain this year alone…
- 9 out of 10 will experience lower back pain at some point in their life…
- 3 out of 4 patients treated for back pain will have some type of ongoing pain or disability, despite the doctor's best efforts at treatment…
- 7 out of 10 back surgery patients will see their pain return after surgery…

When you're in pain and "nothing works"… those are scary statistics indeed. To see that not only do 90% of people experience back pain at some point in their life, just like you, but 75% of those people don't get the complete relief they desire.

And that is why as an advocate for severe back, neck and disc pain sufferers like you, I've decided to provide access to this important "Patient's Guide To Severe Back, Neck & Disc Pain".

In the name of honesty I want you to know that this "Patients Guide" contains in it a REAL potential solution to your severe pain, however it's not for everyone. Where "cookie-cutter" and "color-by-number" has failed, this solution can succeed. However it can only succeed IF you qualify. You've already suffered through enough trying on "one-size-fits-all" solutions. We'll talk about that in a moment…

First, (just in case I didn't make this 100% clear earlier) I want you to know that no matter how many expensive drugs, painful injections, and "cure-all" therapies you've tried, if you still haven't eliminated your back pain – chances are, it is most definitely NOT your fault...The truth is, there are many reasons why those options might not have worked for you… But whatever the reason… all that matters is a) you're still in pain and b) you need some REAL relief FAST.

This is my promise to you... If your severe pain DOES qualify you as a good candidate for the potential solution we'll be discussing in a moment… you just might be on the FAST TRACK to total relief. Whether you've had a minor backache for a month, or if you've been bed-ridden in agony for years. Or even if you've had failed surgery. It could be possible for you to get rid of your pain once and for all.

BACK FACT You Should Know…

A retrospective study of 94 patients treated with NSSD revealed that chronic LBP may improve. A prospective study of 18 subjects discovered that LBP decreased significantly with NSSD. Many severe back pain sufferers have NEVER been told about the possibilities of recovery when combining both decompression AND other advanced non-surgical procedures.

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The Patient's Guide to

SEVERE BACK, NECK & DISC PAIN

Is It Possible That You Could Have a Real, Scalpel- Free, Drugless & Painless Solution to Your Severe Pain…

A Solution That's Completely Customized & Personalized for Your Unique Pain and Problem?

IMAGINE — being able to enjoy time with your family. Being able to pick up and hold your children or grandchildren,work in the garden or around the house, live life and laugh again – all without pain.

SEE YOURSELF — excited to exercise and play, whether for fun or for your health… Keep weight off, spend time with family and friends, and be full of energy as you live life to the fullest.

Let's talk for a minute about why you're reading this "Patient's Guide" today. Most people who read this "Patient's Guide" are here because they want to learn more about what is REALLY causing their severe back, neck or disc pain, and how to get rid of it… NOW!

After all, what more could you really wish for than the idea of GETTING YOUR LIFE BACK from the clutches of severe back, neck or disc pain.

But to truly understand why so many treatment options have failed you or commonly fail others, it's important to understand…

Three Of The Most Common Causes of Severe Back Pain

Your back pain likely falls into one of two categories — damaged discs, and arthritic changes (even in the relatively young). Let's talk a bit more about them, so you can understand where your pain is coming from.

Damaged Discs — In your spinal column, between the bones, are "discs". These discs act like mini shock absorbers, and just like in a car, they absorb the bumps in the road as you go about your day. But if you fall or injure your back in a certain way, one or more discs may "bulge" out from between the bones of your back. This can cause inflammation and pressure on the nerves, which leads to severe back pain for you…

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Sometimes, because of age, a poor diet, smoking, or trauma, a disc will dry out and begin to get tears around the outside. Just like a bulging disc, these tears put pressure on the nerves in your back, causing you severe pain.

This is one of the most painful types of disc pain. A bad fall or severe back injury can make the outside of the disc burst from the pressure, and the contents will leak out. The gel-like substance that oozes out can push on the nerves in your back, and cause extreme pain. It's the old "squished jelly-donut" concept you've likely heard of.

Arthritic Changes — Sometimes, even if you DON'T have a degenerated disc, the bones in your spine — the vertebrae — push closer together and wear each other down. This can cause osteophytes (otherwise known as arthritic spurs) to form, which press on the nerves. This, of course, causes you severe pain.

The facets of your spine are the little "wing shaped" pieces of bone that keep your vertebrae aligned with each other. They are not meant to take on any body weight, however. So when a person's discs become thin and the bones move closer together, if the facets begin taking on some body weight, this causes inflammation and will end up causing pain.

Too Weak or Too Strong Muscles — Too strong muscles pull on the spine too much. Too weak muscles don't pull enough. In the end, either way, the spine "slips" into the wrong position causing pain and damage to the muscles, discs AND joints.

The Cause Of Your Pain Becomes Clear… And The REASON WHY So Many Treatments Fail In Cases Like Yours… Becomes Equally As Clear

Quite simply, if your treatment fails to TREAT ALL 3 COMPONENTS SIMULTANEOUSLY… the chances of failure are HIGH.

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In addition it becomes obvious from seeing these 3 common types of back pain that they all have one thing in common. They are all either from or are caused by disc damage. If a disc is damaged, it will get dry, brittle, and even cracked, and often times can't help but lead to chronic back or neck pain.

So if we know what causes your back pain, now we can determine the best way to treat it — many times without medications, painful therapies or surgery.

The specialists and doctors you have seen in the past want you to have that solution, too. They wish they knew of an easy, drug free, surgery free way to relieve your pain – permanently. But unfortunately because of the prevalence of "cookie-cutter", one size fits all treatment protocols… all 3 components many times aren't addressed simultaneously and the patient gets the short end of the stick.

Ultimately, the powers that be try to lump you into one of three "known" treatment categories. Maybe you've tried…

Unpleasant Drugs or Painful Injections…

Wouldn't it be wonderful, if the promise were true? The promise that you could just take that magic pill, or administer that magical injection, and your back pain would be gone forever?

Maybe you've had to endure some of those "unpleasant" side effects from drugs, like vomiting, heart problems, vision changes, and ulcers. And I'm sure if you did go through that, you were wondering who exactly determined that those side effects were "minor" in the first place.

Unfortunately, all of those medications – the pills, the injections, the patches… They don't cure your pain. They don't get rid of the problem. They only mask it, with the intention of helping you feel better temporarily.

DRUG FACT You Should Know…

The American Journal of Medicine article reveals: "Conservative calculations estimate that approximately 107,000 patients are hospitalized annually for nonsteroidal anti-inflammatory drug (NSAID)-related gastrointestinal (GI) complications and at least 16,500 NSAID-related deaths occur each year among arthritis patients alone. The figures of all NSAID users would be overwhelming, yet the scope of this problem is generally under-appreciated."[5] You may not have known EXACTLY why you wanted to avoid pain pills for the rest of your life if possible… now you know!

The worst part is, sometimes they fail to even do what they're supposed to. Some patients I work with see very little relief from these drugs, and often the unpleasant side effects as well.

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Alternative Natural Treatments Or Exhausting Physical Therapy, Rehab & Exercises…

Doctors know that drugs don't always work. So when the drugs fail, doctors often turn to physical therapy. Sometimes, it can be very helpful to a patient suffering from muscular back pain. Sometimes.

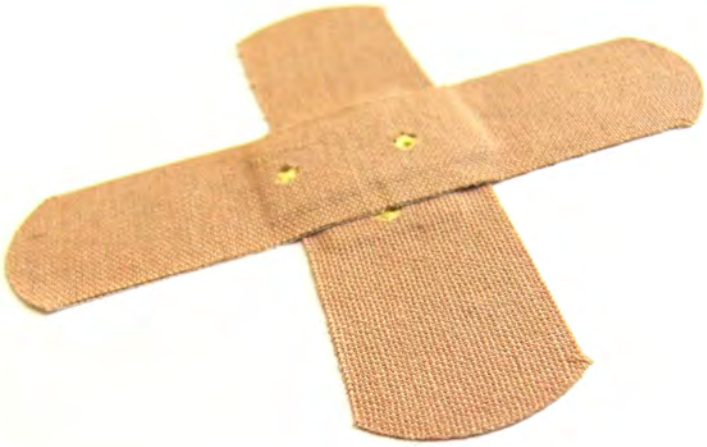
But if your problem isn't related to your muscles — if you have an alignment or disc problem, for example — no amount of physical therapy will help. You'll just be doing painful exercises day in, and day out, until you or your doctor give up.

Alternative therapies like yoga, acupuncture, or massage have their place, often in helping to reduce pain naturally (without injections or pills.) But they still typically can't fix the root cause of the problem.

If All Else Fails, CUT…

If your doctor has tried medications, physical therapy, alternative treatments and nothing has worked, chances are you wil be booked for surgery. You need relief, and your doctor will try to stand by you and give it to you the only remaining way he knows how — with a scalpel.

But the unfortunate truth is that back surgery by some, is considered among the least effective



types of surgery to reduce pain. I don't know the actual statistics but whatever the ACTUAL numbers are, one thing is for sure; far too many patients are actually worse after surgery than they were before.

Now, sometimes surgery is the only option. And it can be the right option for some people. I have seen patients come back from back surgery with a completely new lease on life.

But they seem to be the exception, not the rule. For most, surgery is a last resort attempt at helping your pain. Something to try only after you have tried EVERYTHING else. If you're still reading then it's highly likely that you still have yet to try EVERYTHING.

And even after many common treatments even if some relief is found…

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Many Back, Neck & Disc Pain Sufferers Will See Their Pain Return…

It is easy to get frustrated with the treatment process, knowing those truths… But…

Remember that possible solution I mentioned before? The no-surgery, drug-free, painless solution that I mentioned at the beginning of this letter? What if I told you, that you could know as close to "without a doubt" whether it will work for you as possible, before you spend a minute or a dime on treatment?...Remember, this all works…

- WITHOUT risky surgery...
- WITHOUT expensive drugs and frustrating side effects...
- WITHOUT painful needles and injections...
- WITHOUT exhausting and time consuming therapies...

But, there is a small catch…

You Have to Qualify.

That may sound odd or even disappointing at first, but this is good news for you. It means that you can KNOW before you ever spend a minute in treatment if this unique, technologically advanced system has the potential to work for you. If you're not likely to respond, then you can know this BEFORE you ever spend a single second in treatment or a single dime on it. While there are no guarantees in life, we can't think of a better way to hedge your bet in getting your life back from severe pain.

Listen, I am wholly committed to my patients. I promise to offer not only the most advanced back, neck and disc pain technologies and treatments available today, but to do everything within my power to end your pain and frustration and NEVER waste your time. The last thing I want to see is a patient being disappointed about yet another treatment that's failed them.

Disappointment is just NOT an option.

Here is a quick run-down of how to find out if YOU can qualify...

First, you need to call for an appointment. This won't be anything like the appointments you have had in the past. I will not only evaluate your entire condition but also review every treatment, MRI, X-ray and past diagnostic you've received.

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I GUARANTEE...

Your "Functional Evaluation" will likely be the FIRST and MOST COMPLETE you've EVER had for your severe pain. It's THIS evaluation that's responsible for much of the pain relief success my exclusive pain relief protocol has had with patients just like you.

But you won't have to wait weeks or months to find out the results, like with a traditional specialist. I will tell you, right there during your appointment, if your situation is a good candidate for my exclusive severe back, neck, disc pains solution program.

A program that features an exclusive collection of some of the most unique and technologically advanced non-surgical, drugless and effective severe back, neck and disc pain treatments anywhere.

Of course, I never enjoy giving bad news, but as a longtime advocate of severe back, neck and disc pain sufferers I am committed to being completely honest about the potential results than to give you false hope.

I'm sure if you're still reading that you'd agree... few things are more disappointing than listening to hollow promise after hollow promise... RESULTS are the ONLY thing we're after, if we don't honestly think we can deliver them to you then by golly we'll at least spare you the disappointment and attempt to direct you to the very best treatment available to you elsewhere.

I have given the last many years of my professional life to helping people just like you with their severe (and sometimes hopeless) back, neck and disc pain. After seeing so many patients come helplessly into my office, frustrated, skeptical, and in pain, I have a deep sense of how you must be feeling.

At this point, you're probably wondering...

Will This CURE My Back Pain?

Now I want to make something clear. Every person is different, and every patient is different. My entire qualification process is designed to protect you, as much as possible, from the type of disappointment you've suffered from in treatments past. Again... if there's ANY hope for you to reverse the trend of painful days and nights, it likely WON'T come with a cookie-cutter, one-size fits all, color-by-number approach.

MY EXPERIENCE JUST MIGHT = YOUR PAIN RELIEF

This protocol has allowed me to help some of the worst cases of back, neck and disc pain in the country. We're not talking about your average back or neck ache here... These are people whose own doctors called their case "hopeless" or "a lost cause." They dealt with this pain their entire lives, until coming into my exclusive program and finally finding relief.

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Chances are, you still have a few questions. But before you call my office to book your appointment, I'd like to take a moment to answer a few that I hear most often. If I've missed anything here, just know that not only are the treatments unique and different... WE are unique and different. I give you my word that I will be infinitely patient and will answer each and every question until you feel every last one has been answered. Your comfort, peace of mind and pain free back or neck is our only priority.

"My doctor hasn't mentioned your program. Why?"

In all honesty, most doctors are completely unaware of this program or much of the technology it offers, or that this treatment is even available locally. Of course, there are some doctors in the area who are "in the know" who've referred dozens of patients to me, because they know that if you can see relief without drugs, and without surgery, then it is the best possible option for you.

As more and more doctors recognize that addressing ALL 3 CAUSES simultaneously can lead to SIGNIFICANT success in pain relief, we're seeing more patients put an END to the vicious cycle of back, neck and disc pain...

WITHOUT PAINFUL SURGERY
WITHOUT UNPLEASANT MEDICATIONS
WITHOUT EXHAUSTING THERAPY

"I Feel Hopeless... Can You Really Help Me?"

We have to be realistic. Unless I'm able to perform the most comprehensive and thorough examination you've ever experienced and discover more about your situation, there is no way I can say for sure whether my exclusive protocol will help.

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But what I CAN say is this…

I developed these exclusive protocols for people in pain just like you, people who've been disappointed time and time again by more common/typical "cookie-cutter" treatments. These highly advanced technologies have been strategically gathered together to treat exactly the type of back, neck or disc pain you're experiencing. I see new success stories virtually every single day.

If I didn't think there was an excellent chance that my exclusive advanced protocol could help you, I would never have offered you this "Patient's Guide".

The only way to know for certain if these therapies can help your specific pain problem, is to come in to my office for your **FREE "NO OBLIGATION" APPOINTMENT.**

"I'm Ready To Give Up After All These Failed Treatments. Can You Help Me?"

The short answer is YES. You are the ideal candidate for my severe back, neck & disc pain evaluation process. We don't want you to go through painful surgery for minimal results, so if you're looking to avoid back surgery, but have tried everything else, this is the opportunity you've been dreaming of!

As long as there are no circumstances that prevent you from qualifying, there is a major possibility that you will respond well to this exclusive program.

But you've got to take the first step and call for your **FREE "NO OBLIGATION" APPOINTMENT.**

News of our results continues to grow… we'll ALWAYS offer this no obligation opportunity however as our success spreads… these appointments become more and more difficult to come by. Right NOW as of the day this "Patient Guide" was sent to you, there are appointments available immediately. I can only promise you an immediate appointment if you call within 10 days of receiving this "Patient Guide".

"My Surgery Failed, What About Me? Is It Too Late?"

You might be surprised to learn this, but no, it is definitely not too late!

Surgery does NOT disqualify you from treatment. All you have to do is pick up the phone, and give us a call. We'll schedule your FREE consultation, and make absolutely sure that you qualify. Here is the number to call : **217-342-2232**

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"Does My Insurance Cover Treatment?"

The short and honest answer is… I don't know.

We do accept most insurance for the services that are covered under the policy benefits and we can do a complimentary benefits check for you at the time of your initial appointment.

For many of our patients, insurance companies have at the very least happily handled the portions of their claim knowing that they are saving money over more expensive surgical options.

Just like each patient is different, each insurance policy is different and your coverage will depend on a variety of things.

The best thing to do is call my office and setup your FREE "NO OBLIGATION" FUNCTIONAL EXAM ($277.00 Value). If you are accepted into the program, our office will do all of the heavy lifting FOR YOU and let you know right away if your insurance will cover the cost for you – and you'll get ALL of this information without one red cent coming out of your own pocket.

…you're probably wondering…

"What Do I Do Now?…

Here is what you need to do.

Pick up the phone, and call me to schedule your FREE "NO OBLIGATION" FUNCTIONAL EXAM ($277.00 Value). There is no obligation, of course, but as I said… I can only fit a limited number of these appointments in each month – so be sure to call right away.

Call 217-342-2232

Honestly, your pain could very well be completely eliminated with this program. You could have the mobility and energy that you've wanted for so long – you could have your life BACK.

The Time To End Your Pain is NOW.

Call right now and get your

FREE NO OBLIGATION FUNCTIONAL EXAM ($277.00 Value)

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If you never make the call, you can never qualify for the program — and you're likely to simply become a statistic like so many severe back, neck and disc pain sufferers. I've dedicated my life to helping people like you. People who others had given up on. Don't give up… I don't want to see you suffer and neither do you, especially when this exclusive program could possibly help you so very much.

There is no risk for you to call, no obligation, and no money or credit card required. I am genuinely excited about the chance to help you get back to your life… pain free, for good.

My staff is waiting for your call. They will treat you with respect, courtesy, and compassion when you are on the phone, and in my office. None of my patients are ever treated like a "number", or a nuisance, or just a file in a drawer. I look forward to the opportunity to answer your questions, earn your trust and help you to heal.

Schedule your FREE NO OBLIGATION FUNCTIONAL EXAM ($277.00 Value) by calling 217-342-2232. NOW

Sincerely,

Dr. Joseph Paul Kirk, D.C., Clinical Director

PS — Other doctors, medicines, treatments or "cures" have probably failed you in the past… But this is different. I don't like to fail, so I only take on cases I am confident I can help. Take this opportunity to call while immediate openings are still available.

PPS — If you're like so many of my patients, you were probably skeptical when you started reading this report. But they were able to put that healthy skepticism aside long enough to make the call that changed their life. Pick up the phone, and call right now 217-342-2232.

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