

## Incorporating products into your daily protocols to Support better Patient Care

-Josh Walker



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## Quick Questions

- ▶ **Brief Background**
  - Involved with Chiro1Source since 2001
  - Focused on introducing Retail products into Chiropractic Market since 2011
  - Chiro1Source named Fastest Growing Sales in Chiropractic Distribution



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## Current Trends/Trend Stacking

- ▶ **237 Million Google Searches Reveal About Sleep Problems Across America**
  - Search queries for insomnia both worldwide and in the United States, with the number in the United States increasing by 58% during the first 5 months of 2020 compared with the same months from the previous 3 years.

When someone asks "how did you sleep last night?"



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## Examples of Daily Protocols

- ▶ Pillows
  - Benefit
    - Better Cervical Support for Patients
    - Better Alignment
    - Increasing SLEEP Quality
    - Different Pillows to Test in Clinic
      - Incorporating into Protocols
- ▶ Supplements
  - Samples of supplements to help with sleep
  - New Patient Packs



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## Another Trend

▶ **How many pairs of flip-flops (havasanas) are sold each year?**

- 200 million pairs

▶ **Issues with Flip-flops**

- **No Support**
- **Plantar Fasciitis**
  - **Temple Health**
    - Your toes tend to over-grip when you wear flip flops, because the thin straps don't securely hold your shoes in place.
    - This over-gripping, along with a lack of arch support, can lead to inflammation in the plantar fascia ligament along the bottom side of your foot.
    - Known as plantar fasciitis, this is one of the most common - and painful - results of over-wearing flip flops.



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