

'Brain, Not Bone Alone' Movement Announces "The Founding 50" as Pioneers of Global Chiropractic Innovation

The visionary chiropractors transforming chiropractic through global, synchronized marketing efforts enhancing the profession's focus on neurological health.

PUYALLUP, WA, UNITED STATES, May 22, 2024 /EINPresswire.com/ -- The 'Brain, Not Bone Alone' ([BNBA](#)) initiative today proudly recognizes "[The Founding 50](#)," a group of visionary chiropractors who have been instrumental in elevating the chiropractic profession's public perception by emphasizing its crucial role in enhancing neurological benefits. These pioneers are dedicated to promoting optimal health by ensuring that body organs communicate effectively. Chiropractors are uniquely trained healthcare providers who ensure these vital pathways remain clear, safeguarding your body's ability to achieve optimal wellness and function at its best.



The 'Brain, Not Bone Alone' Founding 50 elevating our perception of chiropractic care and its profound neurological benefits.

Consider this: if the signals within your nervous system are obstructed, it's akin to having a weak cell phone signal during an important call—parts of your message just don't get through. Chiropractors specialize in keeping these pathways clear. They adjust the spine, which is essential for maintaining the integrity of your body's internal communication lines, ensuring that every system functions at its best. This precise care is what makes chiropractors unique in healthcare, focusing specifically on enhancing the body's natural ability to heal and maintain optimal wellness.

"These chiropractors, our Founding 50, are at the heart of our initiative, demonstrating an unwavering commitment to expanding our understanding of neurological health through chiropractic care," said Rich Carr, BcID, spokesperson for BNBA. "Their contributions have significantly transformed individual lives by optimizing brain health. They are elevating the chiropractic profession globally based on the understanding that chiropractors help maintain clear neural pathways, essential for ensuring effective communication to and from the brain."

The Founding 50, a group of chiropractors from diverse professional backgrounds, have united under the BNBA initiative, reshaping

the landscape of chiropractic care with a groundbreaking marketing strategy akin to the 'Got Milk?' campaign. Unlike traditional funding models, BNBA has pioneered a marketing platform that synchronizes their promotional efforts globally, allowing all chiropractors to collectively highlight the neurological benefits of chiropractic care. This strategic alignment is meticulously

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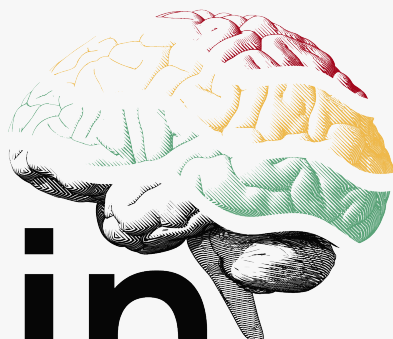
David L. Croxford, D.C.

managed, encompassing all facets of digital and traditional marketing, freeing the chiropractors to focus fully on their practice and patient care without the distraction of marketing tasks.

"You have shown me how much potential there is in engaging my database. The SMS conversation back and forth in real time, what a game changer. The professional web page, emails and FB posts are stellar. MY PATIENTS

LOVE IT!" said David L. Croxford, D.C. and owner of [Health First Chiropractic](#) in Puyallup, Washington. "Thank you for taking the media 'stuff' off my plate and allowing me to get back to being an entrepreneur and adjuster."

These pioneers have not only advanced our understanding of how chiropractic adjustments influence neurological health but also actively participated in the research and development of Brain-centric marketing techniques and strategies that are consistent, intentional and engaging. Their commitment to community understanding and professional development through the



**Brain,
not bone alone.** TM

Where Mind and Spine Align

BNBA network has set new standards in healthcare. They advocate a holistic approach that prioritizes spinal health as critical to ensuring optimal organ communication, essential for overall well-being and brain health. By promoting this essential connection, The Founding 50 have been instrumental in redefining the role of chiropractic care, ensuring it is recognized as a fundamental component of a comprehensive health strategy, enhancing life quality globally.

About Brain, Not Bone Alone:

Brain, Not Bone Alone is a groundbreaking initiative founded on the principle that optimal spinal health is essential for effective brain function. This initiative champions the neurological benefits of chiropractic care and leverages a robust marketing platform to highlight these advantages. By providing chiropractors with expertly managed, cost-effective marketing services, Brain, Not Bone Alone allows practitioners to save significantly on marketing expenses while focusing their time and energy on patient care. The movement unites the chiropractic community through shared education, collaborative research, and extensive networking opportunities, underscoring the vital role of chiropractic in comprehensive health strategies and elevating the profession on a global scale.

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