

# ***NuSpine Chiropractic Downey Opening!***

DOWNEY, Calif – Downey has become home to the first of 27 NuSpine Chiropractic franchises in Los Angeles County designed to make chiropractic care less expensive and more easily accessible to more people.

Downey chiropractor Dr. Marvin Lee D.C., director of the SoCal Neck & Back Injury Center in Los Angeles is spearheading the NuSpine chiropractic franchise to broaden access to drug-free back pain and neck pain relief, as well as natural relief for headaches, migraines and a wide range of other musculoskeletal aches, pains and injuries.

“The team here at NuSpine Chiropractic has a critical mission: make routine chiropractic care more affordable and more convenient for more people,” said Dr. Lee. “We really want to push the needle forward by helping people in all of our communities’ access natural pain relief, especially for those who lack health insurance benefits that cover chiropractic.”

Dr. Lee said that chiropractic care remains a bit of a mystery to a broad swath of people, and that most who know about it discovered it because of a bout of back pain. In fact, American Chiropractic Association data reports that 77 percent of people who tried chiropractic care for back pain rated it more effective than pain killers or surgery, both of which can have troubling side effects.

In spite of these statistics, however, Dr. Lee points out that insurance plans often do not cover chiropractic care, or they have overly complex rules regarding chiropractic appointments. These hurdles often prevent people from trying chiropractic care to get pain relief. A recent collaborative poll conducted by Gallup and the Palmer College of Chiropractic reports that about half of adults who have been to a chiropractor in the past five years would go regularly if only they could afford it.

The NuSpine Downey chiropractic franchise will offer several affordable plan options that people can select from whether they have insurance coverage or not. “The emergence of chiropractic franchises is great for competition and affordability,” said Dr. Lee.

Dr. Lee says that another major barrier between people and pain relief from chiropractic care is that so many people still don’t know that it’s an option for them, or how it works.

“I started practicing chiropractic in 1998 and about 8 percent of people used chiropractic care in the United States back then,” said Dr. Lee. “Today, a quarter of a century later, it’s only a bit over 10 percent. As a Downey chiropractor, I see the need for increased access, better prices and more education about chiropractic care in our communities.”

The NuSpine chiropractic center in Downey will hold its opening celebrations in the coming weeks, with several pricing plans. For adults over 18 years old, \$79 a month includes up to four visits (roughly once a week). Patients can add hydrotherapy massage for an additional \$6 per month. For young people under age 18, a monthly plan of four visits costs \$49, with the option to add hydrotherapy at \$6 a month.

There are still more packages for patients who have busy travel or work schedules that make it hard to stick to a regular chiropractic routine. These include packages for 6 visits at \$209, 10 visits for \$299 or 20 visits for \$499.

“Only two out of 10 Americans will avoid back pain in their lives,” said Dr. Lee. “Everyone else should have access to affordable, drug-free pain relief that chiropractic care can provide. It’s not just about pain relief. It’s about enhancing overall health in the community. It keeps people more active, less sick and better able to care for their families.”

## About the Company

NuSpine Chiropractic in Downey has a team of three experienced Southern California chiropractors and other natural healthcare providers helping patients get drug-free relief from back pain, neck pain, headaches, migraines, whiplash, sports injuries, carpal tunnel syndrome, sciatica, sprains, strains, shoulder pain, knee pain and more. For more information, please visit the website: <https://www.nuspine.com/locations/california/downey/chiropractor-90242/>



Thursday, September 14, 2023  
@ 4:00 pm

12146 Lakewood Blvd..  
Downey, CA 90241

**DOWNEY**  
CHAMBER OF COMMERCE



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