

DENITO CHIROPRACTIC CLINIC, P.C.

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Dr. James Denito, D.C.

Fall Greetings to all!

This newsletter begins with the official announcement of the birth of our second child, Jaden Lee Denito. He joined his sister Wava Raneé on August 5, 1994.

Shortly thereafter, my poster project came to life as well. Two years in the making, representing eighteen years of my health care studies. Many of you have already seen the poster at the office during your appointments the last month or so. The poster is 22"x28" and printed on heavy 80 pound cover paper. This piece deserves to be displayed wherever you feel the artwork is compatible with your tastes.

My goal with the poster, called FUTURE HEALTH, is best described as unification of the world's healing arts systems. This should provide all of us, especially Americans, the best ability to be healthy



"Hospital regulations. You gotta wear the straps while I read the bill."



"ARE YOU SURE YOU'RE TAKING THAT VITAMIN PRESCRIPTION?"

and prosperous. Most of you who know me must now realize I feel our best chance to begin our society's rebirth is thru religion and the physically healthy body.

The poster, already in the Library of Congress, is a study of the genealogy of all the world's healing methods, past to present. The information is put into symbolic form, beautifully drawn by one of the best artists in the Southwest. Our graphics are top of the line in computer-aided design. This all comes together in a stunning visual literally on another world. Far away from Earth you can open your mind to new concepts, free of prejudice. The colors and symbols within the poster will keep you looking for your unique impression, what lesson have you learned.

Patients are only charged \$8.00 for the poster. Non-patient price is \$10.00. I could have charged these things at \$40 and up, but I want as many people to be able to purchase one as possible.

Starting 10-3-94, I am beginning a long-term project of getting any sort of publicity on this as possible, thru magazines, newspapers, local and distant doctors (D.C.'s, M.D.'s, D.O.'s), colleges, T.V..

I have asked, and will continue to ask you to buy a poster to help me in my goal. If I get profits on this, 10% will go to Chiropractic research at our national organization called FCER. I want to promise my loyal patients, as I enter my 13th year of practice, that I won't give up practice should this poster sell millions. Now, on to other things.

According to USA Today, 5-17-94, the breakdown on per capita medical spending is as follows: \$1322 to hospitals, \$592 to MD's, \$168 to nursing/personal care, \$130 to dentists, \$23 to chiropractors, and \$18 to optometrists. What's wrong with this picture?

On the same day, the Wall Street Journal reported a survey of children by Mass Mutual found 89% believed they spent enough time with their mother, regardless of whether the mother worked or not. I bet the other side of the coin is different. How many mothers believe they spend enough time with their children. Think maybe the TV convinced the kids they were getting enough attention?

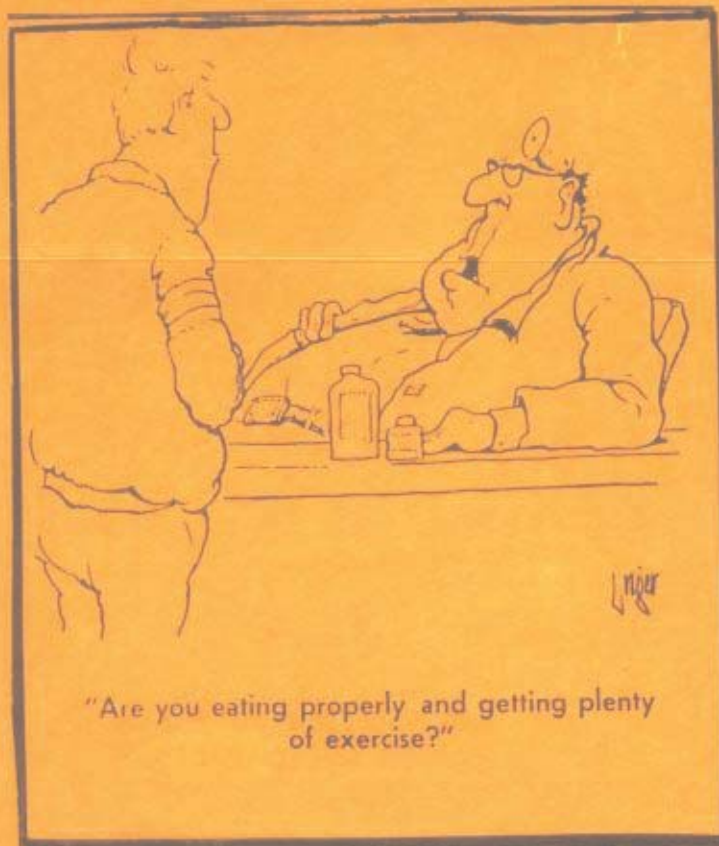
Either the mothers are all out working, or maybe just at the doctor. In 1992, physicians net income rose at more than twice the rate of inflation, to \$148,000. This was according to the AMA. This was following a similar trend in 1991. Did our nation's health get better with this pay raise?



"Uh, how many vasectomies have you done, Doctor?"



'I can't stand his more-holistic-than-thou attitude.'



"Are you eating properly and getting plenty of exercise?"



"You go across the square, pass the nurse's residence, up the steps, through the main lobby... and second door on your left."



"If you want a second opinion, that can be easily arranged, Mrs. Heathrow."

Folks, these last two items are not jokes!

The drug industry has been able to heavily influence our health care system. 50,000 pharmacies and 700,000 outlets for drugs add up to a 60 billion dollar a year industry, which has the highest profitability margin of any business in the United States.



Medical research nearly always supports drug use which is not surprising since the research is nearly always funded by the drug companies.

IS THEIR BOTTOM LINE HEALTH OR PROFITS?

In 1991 drug companies spent over 5 billion dollars (13 million a day) to persuade consumers to buy their products.

One-third of all commercials are advertisements for drugs. The average 18 year old has seen 20,000 hours of drug commercials.



Articles touting new "wonder" drugs are usually press kits sent out by the drug companies. "Expert" physicians are normally paid company spokesmen.

Many newscast segments about prescription drugs are nothing more than canned promotions called "video news releases" put together by the drug companies for promotional purposes.

ANOTHER MEDICAL BREAKTHRU: SUNNY BLAH.



These segments rarely warn viewers that the drugs are potent agents that cause severe, even life threatening reactions.

Drug companies spend an average of \$6,000 per year on each and every medical doctor to persuade them to use their drugs. In addition to free samples, TIME magazine reported that:

- Wythayerst Labs gives MD's 1000 points on American Airlines frequent flyer program for each patient they put on the hypertension drug Inderal LA.
- Roche pays Doctors \$1200 if they prescribe Rocephin for 20 patients. (Roche makes over \$11,000 on 20 patients treated for only 10 days.)
- Connaught Labs awards points redeemable for TV's and VCR's to doctors in return for purchasing their vaccine.
- Ciba-Geigy offers free Caribbean vacations to doctors in return for their sitting in on a few lectures about Estraderon, an estrogen patch. (6) TIME - March 18, 1991



Drug companies also sponsor continuing medical education courses which medical doctors must attend to keep their certification in a specialty.

A recent Wake Forest study showed that medical doctors who attended these classes altered their prescription habits to the product sold by the sponsoring company. (7)

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