

PRESS RELEASE

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MOST AMERICANS SUFFER PAIN IN THE BACK

Survey finds chiropractic care, physical therapy, acupuncture as the most effective forms of treatment

PITTSBURGH, April 9, 2009 – A recent *Consumer Reports* survey revealed that approximately 80 percent of adults in the U.S. have suffered from back pain, while only 35 percent of those surveyed consulted a professional.

The survey, conducted by the Consumer Reports Health Ratings Center, polled 14,000 of its subscribers who'd experienced lower-back pain in the past year. More than half said the pain severely limited their daily routine for a week or longer, with 88 percent reporting that the pain recurred throughout the year. Forty-six percent of respondents said the pain interfered with their sleep, 31 percent said it thwarted efforts to maintain a healthy weight, and 24 percent reported that it hampered their sex life.

“These findings are consistent with what I see every day in my practice,” said Dr. Shawn Finn, founder of Finn Chiropractic Group in Seven Fields, just north of Cranberry Township. “Unfortunately, most people who suffer from chronic back pain just learn to live with it. They don't realize that, in most cases, there are simple and effective treatments to relieve the pain.”

A large number of those surveyed were disappointed with the relief that primary care physicians were able to provide. Most respondents found hands-on therapy most effective, ranking chiropractic care highest at 59 percent.

Professional	Highly satisfied
Chiropractor	59%
Physical therapist	55%
Acupuncturist	53%
Physician, specialist	44%
Physician, primary-care doctor	34%

Source: Consumer Reports Health Ratings Center

To avoid back pain in the first place, experts strongly advise practicing good posture and core strengthening. In addition, Dr. Finn stresses the importance of regular (typically monthly) maintenance with a licensed chiropractor.

“It's remarkable how many areas of your life can be improved with a strong, healthy back.”

Founded in 1998, Finn Chiropractic Group (FCG) is located in Seven Fields, just north of Cranberry Township, PA. The mission of FCG is to inspire its patients to take an active role in their healthcare, understanding that chiropractic care, fitness and proper nutrition can provide them with a powerful solution to their conditions.

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MEDIA NOTES: If any questions or to schedule an interview with Dr. Shawn Finn and/or a patient, contact Kristin Paxton at 724-266-1984. Photos also available.