

THIS IS A DRAFT OF YOUR FEATURE.

Please indicate changes on this sheet and e-mail with specific instructions. Please do not send unmarked edits in Microsoft Word.

TO APPROVE THIS DRAFT FOR PUBLICATION:

• Review all copy for accuracy.

Give particular attention to proper nouns (especially names and titles), phone numbers, mailing addresses and Web sites.

• Be advised NewsUSA edits and proofreads in accordance with Associated Press style and recommends clients follow this newspaper standard. AP style precludes the use of items including: registration marks (®), trademark symbols (™), brand names in all capital letters, underlining, and certain uses of italics, boldface copy, parentheses or quotes. Deviation from this accepted newspaper standard will negatively affect your placements, and thus, NewsUSA reserves the right to pull its placement guarantee at the executive editor's discretion.

(NU) - Sponsored News - has been added to every story to protect you and us from potential claims of failure to disclose sponsored news content under Section 5 of the Federal Trade Commission (FTC) Act, as per guidelines made official 12/22/15.

By approving this feature, you agree to hold harmless and defend NewsUSA from its content and publication.

**** IF YOUR DRAFT IS MISSING A PHOTO, DO NOT SIGN OFF UNTIL IT HAS BEEN PLACED IN THE STORY.**

If you are completely satisfied with this version, sign and return by email to bethridge@newsusa.com.

Copy produced by NewsUSA is copyright-free and may be freely used as long as attribution to NewsUSA is made in its byline so usage may be tracked.

X _____

**SIGNATURE & DATE
(OK to publish)**

Signature anywhere on this draft gives NewsUSA permission to proceed with distribution "as is."
Don't sign with edits.

Questions? Contact Brian Ethridge at bethridge@newsusa.com.

HEALTH

A Safer Alternative to Opioids for Treating Chronic Pain

NewsUSA

(NU) - Sponsored News - Three days.

That's the maximum amount of time doctors are supposed to prescribe opioids for in most cases, according to the new guidelines the Centers for Disease Control and Prevention released in March in an attempt to reverse the mounting death toll from the overuse of prescription pain drugs.

But the guidelines are only that – voluntary standards – and a just-released survey by the National Safety Council shows just how difficult it could be to get physicians onboard: Not only did 99 percent of those doctors polled say they prescribe the potentially highly addictive drugs for longer than three days, but – even worse, given their affect on the brain – 23 percent say they prescribe at least a month's worth at a time.

"Opioids do not kill pain, they kill people," says Dr. Donald Teater, the Council's medical advisor.

So what's a patient looking for a safer alternative for pain management to do?

With the CDC and others including the Food and Drug Administration advocating alternative approaches to the likes of OxyContin, many experts recommend drug-free chiropractic care for those suffering from



Chiropractic care is on the rise.

headaches and other neuromusculoskeletal conditions involving the back, neck and other joint-related extremity pain.

In fact, the whole "chiropractic-first" movement – over both prescription pills and elective surgery – is based on numerous studies showing it yields improved patient outcomes, higher satisfaction, and lower costs.

"A more conservative and safer approach is needed, and yet you have 72 percent of doctors in the NSC survey prescribing opioids for back pain," says Sherry McAllister, DC, executive vice president of the not-for-profit Foundation for Chiropractic Progress, noting that doctors of chiropractic have a minimum seven years of higher education and use techniques focusing on conservative spinal manipulation and structural adjustments.

Learn more at F4CP.com.

0 .5" 1" 1.5" 2" 2.5" 3" 3.5" 4" 4.5" 5" 5.5" 6" 6.5" 7" INCHES