



A Tribute to Those in the Chiropractic Field: The Most Underappreciated Members of the Medical Field

The Injury and Disability Help Center was built upon a foundation of legal knowledge and experience. At the heart of our mission lies one question: What does each individual client need to reach a good outcome? Contrary to popular opinion, achieving a desired outcome isn't only about alleviating financial hardship following an accident or injury. In every single case, helping clients feel better physically and emotionally is just as important. We make a point of bringing all of our clients in on this mindset: If you win your case but are still in pain, it means nothing. We often turn to chiropractors to help our clients overcome this pain.

While there are certain negative stereotypes about chiropractors — just as there are about lawyers — in our experience, chiropractors are the most underappreciated members of the medical community. They play a critical role in our clients' recovery. Regarding personal injury cases, many injured parties will go to a hospital immediately following an accident. When they are discharged, they will be instructed to follow up with their primary health care provider. There are two problems here. First, a lot of people don't have a primary health care provider. Second, a lot of primary physicians won't even see patients for injuries that result from these types of accidents.

When this gap occurs, chiropractors are the ones who step up and provide treatment. In fact, we like to refer to chiropractors as the quarterbacks of personal injury rehabilitation because their evaluation doesn't stop after they look at patients' spines. They listen to their patients' stories, and



they take a big picture look at patients' whole bodies to ensure that there aren't any other underlying issues that could result in severe pain or injuries down the road. I can't tell you how many times my clients didn't realize they had an underlying issue because they weren't symptomatic. Chiropractors catch these issues before they have the chance to grow into full-fledged problems.

In addition to providing patients with excellent, well-rounded care, chiropractors are an important part of our process as well. When I'm meeting with a client, my big goal is to get them through this

difficult chapter in their lives. Sometimes that's financial, and sometimes it's medical. By having these relationships with chiropractors, we can make sure clients receive treatment earlier and more effectively.

Furthermore, the chiropractors we work with will often treat our clients on an open account, offering treatment without getting paid for initial visits, waiting until the case is over to receive payment. We acknowledge the vitality of their role in our process; we communicate, we give frequent case updates, and we make sure they receive payment once the trial ends.

In the end, our aim is to spread awareness about the amazing (albeit sometimes thankless) role chiropractors play in the personal injury field — and in the community at large.

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-Jeremy Worley

Out of the Dark and Onto the Web

THE GOLDEN ERA OF ATHLETES ON SOCIAL MEDIA

It's not an overstatement to say that social media has revolutionized the way we live our lives today. But with that massively powerful platform comes a massive responsibility, especially if you're already in the spotlight. Athletes have taken the opportunity social media affords them to build their personal brands and engage in community outreach with the fans who look to them as role models, but there's a downside to cataloging years of unfiltered thoughts on the internet. For better or worse, social media is here to stay, and we have full access to all the drama that unfolds for our entertainment.

Despite the web's potential for good, some pros can't seem to get the message that every post falls under the scrutiny of the public. PR firms representing players have now made it a top priority to keep their clients' images in line by scrubbing old posts that could be offensive and land them in hot water. Still, though, it seems like there's a new controversy every week.

One of the best examples comes courtesy of former football star "Johnny Football" Manziel. The former Heisman Trophy winner was notorious for posting embarrassing images of himself partying when he should have been practicing, and he often blasted his private issues in public, seemingly

with no filter. He's out of a job now, most recently having been banned from the Canadian Football League. For every bad apple, though, there is a bushel of athletes who use their platforms for the greater good. Houston Texans defensive end J.J. Watt, five-time Pro Bowler and NFL star, has used his social media "juice" to spread the word about his charity, raising over \$4.6 million for youth athletic programs and organizations.



Philanthropy aside, part of the beauty of celebrity social media is that the people who seem so much larger than life become accessible because of it. In decades past, you might have written a letter that, if you were fortunate, got a response from some unpaid intern. Today, fans can reach out directly to their favorite athletes. It is a personal connection unparalleled in history. What a time to be alive.

Leaving a Legacy of Giving MAKING CHARITY A PART OF YOUR ESTATE PLAN

Your estate plan is far more than just a set of documents. It's a declaration of what you find most important and a roadmap of the legacy you'd like to leave. Not only does a proper estate plan ensure that your loved ones will be taken care of when you're gone, but it also allows you to make an impact on the wider world through charitable giving. Many avenues exist for making planned gifts to nonprofits, but here are some of the basics on how to make giving a part of your plan.

NAME A CHARITY IN YOUR WILL

The most basic way to give to a charity is by naming it in your will. Simply name the charitable organization you wish to support among your beneficiaries, and specify the assets you wish to give. If estate or income taxes are a concern, ensure your chosen organization is a 501(c)(3) nonprofit. These are the charities the IRS deems tax-exempt.



MATCH THE ASSETS TO THE CHARITY

Almost all charities will accept cash bequests, though it is always a good idea to

notify an organization about what you are planning to give. Smaller philanthropies may not accept complex assets, such as stocks or real estate. On the other hand, some charities may specialize in specific assets. For example, if your home is considered a historic site within your town, you may want to gift it to a preservation society so that it stays properly maintained.

DECIDE HOW TO GIVE

There are different ways to structure a charitable bequest, giving you the flexibility to make sure your estate planning goals are met. If you have a set sum of money or a particular asset you wish to leave to a charity, you can make a specific bequest in your will. However, if you want to ensure your loved one's needs are met before giving a portion of your estate to charity, you can make what's known as a residuary gift. With a residuary gift, once debts have been paid off and your other beneficiaries have received their bequests, a specified percentage of your remaining estate will go to a charity of your choice.

OTHER AVENUES

Depending on your income level and the kinds of assets in your estate, more complex means of making a planned gift may be available to you. Talk to your estate planner to see if creating a charitable trust or establishing a foundation is the right move for you.

TAKE A BREAK



SHRIMP SAUSAGE SKEWERS

Ingredients

- 1/2 pound raw shrimp, peeled and deveined
- 1/2 pound cooked sausage, cut into 1-inch pieces
- 2 zucchini, cut into 1/2-inch cubes
- 2 tablespoons extra-virgin olive oil
- Wooden skewers, soaked in water for 30 minutes

CREOLE SEASONING

- 2 tablespoons paprika
- 1/2 tablespoon garlic powder
- 1/2 tablespoon onion powder
- 1/2 tablespoon cayenne or chili powder
- 1/4 tablespoon dried oregano
- 1/4 tablespoon dried thyme

Directions

1. Heat your grill to medium-high.
2. In a bowl, combine all ingredients for creole seasoning.
3. In a large bowl, combine the shrimp, zucchini pieces, and sausage pieces, and cover them with the olive oil.
4. Add creole seasoning and mix well until all ingredients are covered.
5. Load up skewers with alternating pieces of shrimp, sausage, and zucchini until they're full.
6. Grill skewers until shrimp are well-cooked (6–8 minutes).

Inspired by Food Network



THE GOOD KIND OF GOSSIP

How to Cultivate Valuable Customer Reviews

When you're thinking about buying a new product or service, what's the first step you take? If you turn to the world wide web in search of reviews, then you're in good company. According to a survey conducted by BrightLocal, 85 percent of consumers regard the customer review to be the single most credible and trustworthy source of advertising. That same survey found that 68 percent of customers surveyed were willing to provide feedback for a company. So, how do you get your customers to write the glowing reviews that help close deals?

DIVERSIFY YOUR PLATFORMS

Don't rely on customers to go to your website to leave reviews. There are numerous websites you can utilize that make leaving feedback more convenient for your clients. What's more is that these other platforms are highly trafficked. BrightLocal found that Facebook and Yelp were consumers' most trusted source of user reviews in the U.S., but you can also use Google My Business or the Better Business Bureau. Most importantly, be sure you are active on all the platforms you use.

OFFER INCENTIVES

Give your clients a reason to write reviews. Consider offering incentives like a discount or coupon code, coffee gift card, or an entry to win a contest for an even bigger prize.

ASK THE RIGHT QUESTIONS

Think of the review process as a conversation rather than a request to be met, and use open-ended questions to start. Before you even request a review, you can ask customers questions like "How was your recent experience with us?" or "How are you liking your product?" That way, you can gauge their satisfaction before they leave any feedback.

RESPOND, RESPOND, RESPOND

The last thing you want to see is a scathing one-star review. But no matter how hard you work, they are still bound to happen. When you receive one, take the time to respond thoughtfully — without being defensive — and try to come up with a possible solution to the complaint. And be sure to respond to your positive reviews as well. When you show that you engage with all of your customers, prospective ones will be more likely to give you a shot.



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GENEALOGY SITES AND THE WARMING OF COLD CASES The Revolution in Forensic Science Continues to Captivate the Masses

We've come a long way in the field of forensic science since 1986, when DNA was first used to convict someone in court. In 2019, criminals who would have gotten away with their crimes in the past are now put behind bars where they belong. The advent of genealogy testing has been thrust into the spotlight with high-profile cases that were solved by sequestering information from sites like 23andMe and Ancestry.com. With this revolution in DNA testing on the rise, there's really no end to the impossible-to-solve cold cases that can finally be put to rest.

Whatever the motivation was behind genealogy sites in the beginning, they're now some of the most sought-after databases in the world and are worth billions for their collection of the most personal consumer data in existence. Using these websites' data, investigators can make DNA matches with potential offenders. The most famous recent case is the successful apprehension of Joseph James DeAngelo, otherwise known as the Golden State Killer.

After 13 murders and dozens of assaults, he was finally brought to justice after investigators matched his DNA to the evidence found at the crime scenes. They gained access to his DNA from the personal genomics site GEDmatch.

Although access to the data of popular sites like 23andMe and Ancestry.com is restricted

to its customers, law enforcement agencies successfully subpoenaed the companies to hand over the requested data. With the ability to theoretically solve any crime with preserved DNA, law enforcement and websleuths alike are foaming at the mouth at the possibilities genealogy testing has to offer. If only we'd preserved some of Jack the Ripper's DNA!

