



BRAY INTERNATIONAL, INC.

VERTEBRAL DISTRACTION PUMP

Dear Doctor of Chiropractic:

You must be the kind of Doctor who is clearly still interested in finding and implementing new strategies in your practice to better serve people. I think you'll be very happy that you took a few moments to explore this website and read this letter.

What if you could confidently and expertly handle and help the next 65 year-old fellow who stumbles into your office, antalgic and looking rather hopeless? Or, the 45 year-old woman with severe neck and arm symptoms, and an MRI showing a disc protrusion at C5-6? Or perhaps a 35 year-old, overweight, type II diabetic man who has been told he needs back surgery, but is not a good risk?

I am so excited to turn you on to the Vertebral Distraction Pump (VDP) Instruments that I have been using in my practice now for over 8 years.

I took a chance and purchased a set of VDP instruments after reading about it in the Chiropractic Technique Journal. (This article can be read on the www.vdpump.com website under Research) The first few people I treated with it responded very well. I knew I had something special. Now approximately 50% of my patients are treated with the VDP.

I challenge you to compare it to **ANYTHING** else on the market. My strong opinion is that there is **NOTHING**. Really!

Many doctors have been enticed into the expensive spinal decompression systems or difficult-to-master special tables.

My impression however, is that the VDP and the technique it employs, works much better than any other technique, tool or machine. Therefore, it can be quite reasonable in terms of fees for patients.

Your CPA will love it too! You could recoup your VDP investment with as few as 10-15 patient visits, depending on your fees. This is a no-brainer in my humble opinion.

I have learned a few things about marketing, pricing and case fees over the years, and have heard the same observations from experts in business.

One thing that is very clear is that when case fees are reasonable, and great results are delivered, referrals go way up. (The opposite is also true.) I now have hundreds of people who have been referred to me for help with the VDP over the past 8 years.

With all the decompression machine marketing that many Docs are doing already in many areas, prospective patients are learning that there are potential non-surgical solutions for herniated discs and associated issues. The VDP however, is a much easier sell. It's almost a "no-sell." It just makes sense to people.

How does it work?

The hand-held VDP instrument incorporates the flexion-distraction technique at all spinal levels. To my knowledge, there is not a machine or table that can reach from the sacrum to C2! With the VDP, you can safely and specifically distract and decompress *virtually every disc in the spine.*

The patients I have helped constantly tell me how much they appreciate a Hands-On doctor. I talk through my exams, show them spinal models and very simply explain how the VDP works. It is so simple, everyone "gets it." It makes perfect sense, even to the layperson.

Again, there is nothing like it! One of my patients, who finally got the results he desired with the VDP, suggested it be called,

"Specific Manual Spinal Decompression." I certainly agree and like that term. The *doctor* applies the instrument and actually feels and directs the forces that the VDP applies.

There are now thousands of D.C.'s all over the world using the VDP technique to deliver exceptional results to patients with disc disorders and facet syndrome.

You can give yourself and your practice an edge by offering the VDP technique to your patients. As the word gets out, more patients are searching for a doctor who uses this amazing technique.

Don't miss out!

The Boomers need good Doctors, and are looking for practical and effective ways to relieve their back problems, and allow them to enjoy their senior years.

You know that Chiropractic and healthcare are changing faster than ever. In medicine, most doctors are teaming up with groups and similar strategies to stay profitable and survive.

The typical lone-ranger Chiropractor is also faced with a dizzying array of choices and strategies to survive in the health care marketplace. Many in my area unfortunately aren't surviving.

A quick tour of the ads and articles in our trade journals is almost embarrassing. They are full of “easy”, “no-work,” rather questionable short-cut strategies that promise to help us keep our offices open and profitable.

Yet...aren't we the ones who have always lectured our patients about quick fixes and patch jobs? You know from experience that the valuable things in life, like a healthy back, or a healthy practice, do not come without some effort and discipline.

When you reminisce back to when you started in this noble chiropractic profession, you hopefully recall simply wanting to be a great doctor, help people, and live a reasonable lifestyle that rewards your good work.

Hopefully, you haven't lost that vision.

What almost nobody is talking about, is actually becoming and BEING a great Doc. A Doc who is able to quickly find and fix some of the most difficult, but common problems people have; Disc Disorders, Facet Syndrome and unstable backs.

The marketplace for **great** Docs is only going to get better. This whole generation of Baby Boomers is maturing and needing our services more than ever.

These Baby Boomers need, and actually *are demanding*, solutions for the physical problems that are slowing them down. They, more than anything, want to delay aging, stay active and enjoy their senior years.

And...they are willing to pay for expert help that makes sense, and that they find helpful.

They are discerning and they are No-BS people. They read Consumer Reports, do their shopping and don't like to deal with any monkey business, especially in today's economy. You've got to deliver the goods and do it quickly...or they will be moving on to the Doc down the street who can and will.

Doctor, there is an answer to this.

You can *become* the Doc who all the Boomers and others with severe problems will drive many miles to see, happily refer their friends and family, and pay you for a job well done.

Ask yourself, if you are already 100% confident that you are prepared and ready for the problems the Boomers hope you can fix.

Will YOU be the doctor of the future?

If so, hats-off to you. You're going to be, and probably are already super busy!

*If you can humbly say that you can still develop additional skills and techniques and become a better doc, **then this is for you!***

By the way, while I know that there is a huge market of literally millions of aging Boomers who can be helped with the VDP, I have helped many younger people too and they typically respond even faster!

I'm confident that with a little instruction (a DVD and Written Manual come with the VDP Instrument set) and practice, you can begin mastering the use of the VDP, help many more people, and enjoy being a chiropractor for years to come!

Sincerely,

Gregg C. Anderson, D.C.

PS: I am a full-time practicing field doctor and have only recently begun serving on the Board of Bray International, Inc. to help Dr. Broughton get the word out and handle the large volume of calls and inquiries.

E-mail works best for me: drgregg@vdpump.com if you have any questions for me personally. I encourage you to seriously consider getting your hands on a set of VDP instruments. A simple Google search will reveal how many D.C.'s are promoting their VDP services on their websites. You may see how I have it presented on my practice site: www.andersonchiro.com

You may Order a set and learn more on the website. OR—You may simply call Bray International, Inc. at [1-877-418-2729](tel:1-877-418-2729)