**Chiropractors can play a vital role in overall health and wellness**

**Johannesburg - Chiropractic care is a branch of healthcare that focuses on diagnosing, treating and preventing disorders of the musculoskeletal system, mainly the spine. Chiropractors are crucial in promoting health and wellness by using non-invasive techniques that restore the body's natural balance and optimise its function.**

The word 'chiropractic' is derived from the Greek term 'done by hand', making it one of the most popular forms of manual therapy. While most chiropractors focus on relieving pain in the neck and back, their duties and [benefits](https://www.chirodenton.com/21-benefits-of-chiropractic-adjustments/) go beyond only that. Chiropractors focus on holistic healthcare and prioritise the nervous system as it controls all bodily functions. Every muscle, joint, and organ depends on the nervous system to function correctly. Chiropractors understand that ensuring a healthy spine and nervous system is essential to overall well-being. Optimal spinal alignment can be achieved with chiropractic care, significantly improving the body's natural healing ability.

**How chiropractic treatment contributes to overall health and wellness:**

1. **Pain management -** Chiropractors are experts in managing various types of pain, especially those related to the musculoskeletal system. They utilise manual adjustments, spinal manipulations, and other specialised techniques to alleviate pain caused by back pain, neck pain, joint pain, and headaches. By targeting the root cause of the pain rather than merely addressing the symptoms, chiropractors provide long-term relief without relying on medications.
2. **Preventive care -** Besides treating existing conditions, chiropractors focus on preventing future health issues. Regular chiropractic visits can help identify and address misalignments and imbalances in the body before they manifest as pain or dysfunction. Through spinal adjustments, lifestyle recommendations, and exercises, chiropractors empower patients to actively participate in their health and prevent potential injuries or chronic conditions from developing.
3. **Enhanced performance for athletes -** Chiropractors play a vital role in optimising athletic performance. They assist athletes in achieving and maintaining proper spinal alignment, improving joint mobility, and increasing overall flexibility. By doing so, chiropractors can help enhance athletes' biomechanical efficiency, reduce the risk of injuries, and speed up recovery. Many professional sports teams and athletes include chiropractors in their healthcare teams to improve performance and prevent injuries.
4. **Can help with flexibility -** Mobility and flexibility are essential for balancing the body during movement. Better flexibility reduces the chances of risking injuries. Your chiropractor will also teach you specific stretches to help improve flexibility.
5. **Improve blood pressure** - Stretching, exercising and eating a healthy diet can improve your blood pressure. Chiropractors align the spine to enhance communication from the brain to the rest of the body. Smooth communication between the brain and the rest of the nervous system helps maintain good blood pressure.
6. **Suitable for pregnant women** - Pregnant women suffer from backache and various conditions due to their ever-changing bodies to accommodate the baby. The majority of people associate chiropractic with spinal adjustments. However, it is more than just the cracking of the back. Pregnancy care involves different techniques on ligaments, soft tissues and the pelvic muscles, along with gentle spinal adjustments. Chiropractic care may assist in healthier pregnancies and more uncomplicated deliveries. Medshield Mom and Medshield Movement list more detailed ways chiropractic care benefits pregnant women [here](https://medshieldmom.co.za/chiropractic-care-during-pregnancy/).
7. **Better sleep** - Suffering from pain can reduce your ability to have a good night's rest. Aligning the spine and relieving pressure on the joints contribute to better pain management and, as a result, better sleep.
8. **Reduce stress** - Consistent stress negatively impacts the nerves. Getting chiropractic treatment can decrease tension and boost blood circulation. The Chiropractic Physician assists in promoting relaxation through deep tissue massage and gentle manipulation of the neck and spine. It's important to note that your chiropractor can't treat the cause of your stress but can help to treat associated symptoms such as muscle tension, pain, and headaches.

Chiropractic adjustments could suit you if you experience pain and want an alternative treatment. In South Africa, many medical schemes, including Medshield Medical Scheme, cover chiropractic treatment out of the day-to-day benefits. However, it also does depend on each person's payment plan as to the extent to which they are covered. The best option to determine whether your plan covers chiropractic care is to contact your medical aid for further information. For Medshield's 2023 benefit options, [click here.](https://medshield.co.za/2023-benefit-options/)

**FIN**

(709 words)

**EDITORS NOTES**

**FURTHER MEDIA INFORMATION AND INTERVIEW REQUESTS**

* Stone issues this release on behalf of the Medshield Medical Scheme.
* For media enquiries or interview requests, please contact Willem Eksteen, CEO of Stone or a media liaison member of the Stone team at media@stone.consulting / 011 447 0168
* Alternatively, contact Lilané Swanepoel at Medshield at 010 597 4982 / lilanes@medshield.co.za

**MORE INFORMATION ON THE 2023 MEDSHIELD BENEFIT OPTIONS AND CONTRIBUTIONS**

Benefits and Contribution amendments are subject to CMS approval.

Please refer to the 2023 Product Page on the Medshield website at <https://medshield.co.za/2023-benefit-options/>. You can review the benefit adjustments and value adds and download the 2023 benefit guides.

* **MediSwift** is an unlimited hospital plan that covers 100% of hospital procedures and allows active, healthy individuals the freedom to manage their own daily healthcare, with an added biokinetics and physiotherapy benefit for non-professional sportsmen and women.
* **MediCurve** is an affordable digital plan that enables young, healthy, tech-savvy, first-time medical aid buyers to cover without any financial strain on their day-to-day lives. MediCurve offers a bouquet of In-Hospital and Out-of-Hospital benefits with free, unlimited virtual Family Practitioner consultations through the Medshield SmartCare benefits.
* **Premium Plus** provides the most comprehensive cover with freedom of choice, including no network restrictions, 200% cover for specific in-hospital procedures and a Personal Savings Account to manage daily healthcare.
* **MediCore** is more than just a comprehensive hospital benefit. It accommodates your current and future medical needs by allowing you the flexibility to manage your daily healthcare requirements, with cover for specific in-hospital procedures at 200%.
* **MediSaver** offers unlimited In-Hospital cover through the Medshield Hospital Network whilst members manage their own Out-of-Hospital medical requirements through a Personal Savings Account. As an added benefit, the MediSaver option offers an Out-of-Hospital maternity package. It is perfect for independent individuals who want to manage their healthcare expenses and are considering expanding their families.
* **MediBonus** provides families and professional individuals unlimited In-Hospital cover with selected In-Hospital procedures paid at a Medshield Private Tariff of 200% and the freedom to manage their daily healthcare expenses through a Day-to-Day Limit.
* **MediValue** is ideal for individuals who need complete cover for hospital procedures or emergencies and partial daily healthcare cover. The MediValue option has two categories MediValue Prime and MediValue Compact. The benefits of both types are the same. Still, for a smaller contribution, the MediValue Compact category requires using networks, care coordination, and nominating a Family Practitioner and Family Practitioner-to Specialist referrals.
* **MediPlus** is the answer for middle- to upper-income earners needing out-of-hospital healthcare coverage. Members have unlimited In-Hospital cover through the Medshield Hospital Network, and the daily Out-of-Hospital body includes a range of benefits. The Prime and Compact choices suit families and individuals, allowing you to manage your health proactively.
* **MediPhila** You never know when you, or your loved ones, may require medical care that could result in substantial costs. Fortunately, as a MediPhila member, you have unlimited hospital cover for PMB conditions and generous per-beneficiary limits for non-PMB In-Hospital treatments. Additionally, your basic daily healthcare needs are covered with an Out-of-Hospital benefit limit for specific services.

**Medshield Medical Scheme - Live Assured knowing you have a Partner for Life.**

**ABOUT MEDSHIELD MEDICAL SCHEME**

* Medshield is a healthcare fund where all members contribute towards the fund monthly to cater for medical cover should the need arise.
* Medshield has been in operation since 1968, making us one of the most experienced, knowledgeable, and reliable medical schemes in South Africa. Our extensive experience in the healthcare sector guides our understanding of our members' needs. Our excellent cover and benefits combined with the best quality systems and services have resulted in our exceptional size and strength.
* Each of our options offers affordably priced benefits. We continuously review and improve the range of benefits in each option to bring you what you need.
* Our impeccable reputation of prompt payments to hospitals, doctors, pharmacies and other medical caregivers guarantees approval from service providers when you present your Medshield membership card.
* Our extensive partner networks place us in the perfect position to offer exceptionally competitive rates to our members.
* Medshield is well-represented throughout all nine provinces and provides seamless access to service providers in your area. Our geographical spread provides convenience if it becomes necessary for you to have a personal discussion with one of our experienced consultants. We also have a streamlined online claim submission system and immediate contact centre assistance, making it easier to manage your membership and claims from the convenience of your home or office.
* Our extensive range of additional benefits and services is another distinguishing factor. Our benefits and services have been designed to give members additional support when they need it most, for instance, in an emergency or when suffering from a chronic or life-threatening condition.
* Compared with other medical schemes, our trustworthiness, impeccable history, and exceptional service guarantee that we come out tops!