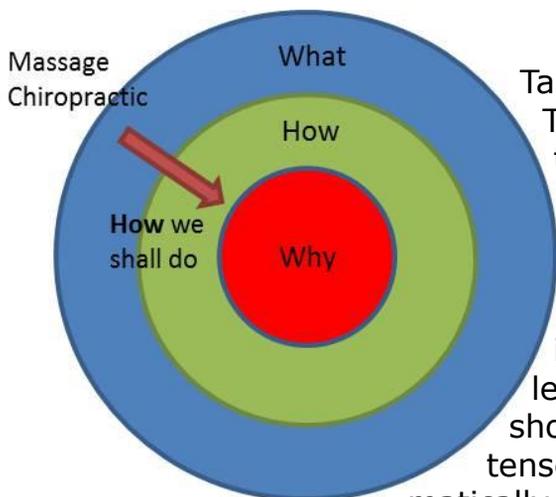
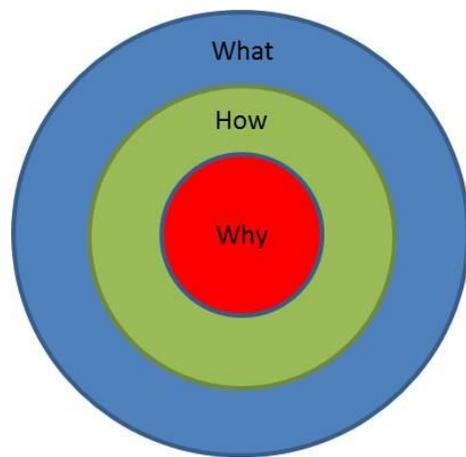


# Why – Not How

We all know what "What" means. All marketing is about what we do and how we're different than the other. But the answer to that question doesn't automatically answer the bigger question/s:  
 Why do/should you should buy it?  
 What need/purpose does it serve you?



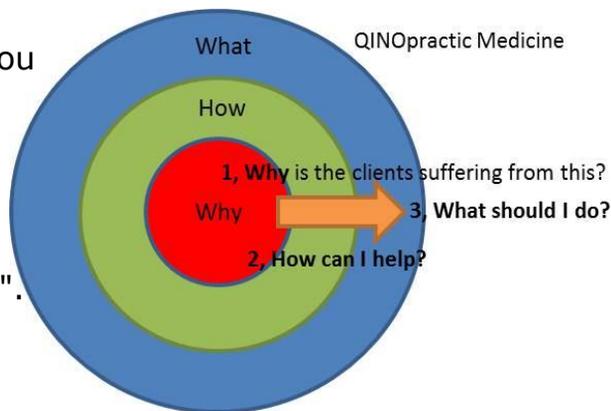
Take massage for example.

The masseur/therapist has learned that it's a tight/tense muscle that creates pain.

**What** hurts. He/she knows muscles, so they think of a technique that can help the client at this very moment (**How**). A chiropractor has learned how a subluxation feels and to what implications this can lead. He/she have also learned how this blocked vertebrae (subluxation) should be adjusted. To know **how** to massage a tense muscle or adjust a subluxation doesn't automatically provide you the answer to: why muscle tensed up from the beginning, or why subluxation came in the first place.

QINopractic Medicine looks at the problem from the complete opposite direction: We start with the question why do they have this or that problem, Not **what** they have. **The what is only the end result.**

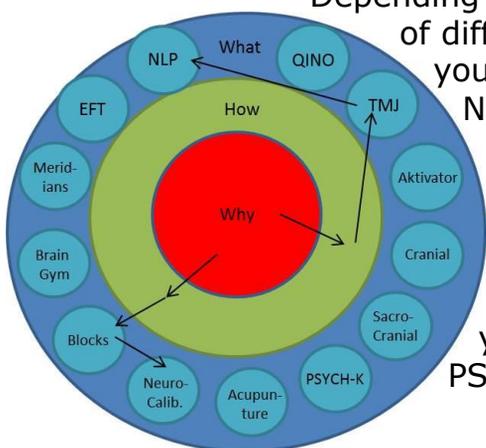
We (QM) start with the question why. *Why* do you have pain in your back, or why are you feeling bad. What is the underlying cause/factor that prevents you from living up to your full potential? From our theories/hypothesis about what this may be, we go from there. How can I help this patient/client with the "why". This does not necessarily coincide with the symptoms they are looking for.



Depending on why you have what you have, we have an arsenal of different tools to optimally able to help you based on what your "why" was.

No treatment is similar to the other. For example, maybe your QINopractic Medicine practitioner could come to the conclusion that you need a TMJ treatment (jaw) and then some NLP exercises, or maybe you need to have your pelvis corrected (blocks) and then, in order to optimize your right and left hemispheres integration, you need a Neurological Calibration.

PS, we do have "a few more" tools than these...



As you can see, our approach differs a lot from most other therapists, hence, the treatment will look somewhat different a lot.

Please visit [www.Qinopractic.com](http://www.Qinopractic.com) for more information about our philosophies and pillars.

Mike and Cece Dahlstrom, Swedish Chiropractic and Rehab Clinic, Los Cristianos, Tenerife