



WHAT IS THE COST OF A BAD BACK TO OUR SOCIETY?

Lost mobility. Emotional strain. Family stress. Shrinking productivity. Workplace tension.

Back pain is crippling our nation's emotional, social, and economic health. Some studies have estimated the side effects of back disorders on our productivity and our health care system at over \$8 billion a year.

That's in the same league as major diseases like cancer and respiratory disease.

Then consider the tragic losses in quality of life for the sufferers and their loved ones. That's practically everyone, as 80% of Canadians will suffer back pain in their lifetimes.

It's time to take a stand on this major health issue before it puts our society flat on its back. And given the enormous reach of this problem, we're calling on the entire health care community to come together and work as one, to get Canadians back on their feet.

Everyone has a role, and every role is critical. Physicians. Pharmacists. Chiropractors. Physiotherapists. Nurses. All health care professionals. Only through combining our

expertise, our treatments, and our commitment to doing the very best by our patients, will we be able to deliver the kind of integrated and effective care that will get them back in action. As healthy and active husbands, wives, parents, friends, employees, and citizens.

We want to work together for better, faster, and more cost-effective back pain relief for our patients. We want to lessen the strain on our national health and well-being. And we're ready to work with every one of our fellow health care professionals to make it happen. It's not just a good idea. It's our responsibility.

The cost to our society is simply too high. We've got to stand up for back health together.



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