

Gaining a Competitive Edge Through Golfer Health Care

The growth in golfers in Asia over the past 10 years has brought along with it significant growth in golf to attract and retain golf memberships. Aside from course quality, location and facilities, golf courses generally turn to services as a differentiator.

Healthy golfers are more profitable for golf courses promoting and supporting golfer health / fitness is an emerging trend among some clubs. This is a natural progression and fit, for golf courses, as such services both help retain golfers, as well as keep them playing on a more consistent basis, which in turn leads to higher club revenues.

How are Chiropractic treatments relevant to golfers?

Chiropractic treatment in the golf club is arguably, one of the most effective way to promote healthier golfers.

Doctors of Chiropractic specialize in treating neuromusculoskeletal conditions, which account for the majority of golf injuries. Regular chiropractic adjustments are both effective in maintaining golfing fitness, as well as in providing pain relief and speeding up injury recovery. In many cases, the realignment of joints immediately relaxes sore muscles, providing pain relieve and an increased sense of well being.

Key benefits of chiropractic treatment,

For Golfers:

- Pain reduction/alleviation and injury prevention
- Quicker recovery times
- Improved golf performance
- Increased flexibility and ranges of motion
- Natural, non-invasive treatment; no use of drugs or surgery
- Usually only a few treatments for lower back pain—one of the most common golf injuries
- Treatments are relatively quick, with an average back and neck adjustment lasting only 5 minutes.
- Doctors of Chiropractic can work with personal trainers/golf coaches to provide them with a more holistic, golfer specific training approach

How can golf courses offer chiropractic services to their members?

A range of options are available for golf courses that would like to offer chiropractic services to their members. This can range from providing injury prevention / treatment talks to having chiropractic coverage during key golf competitions and events to having a chiropractic doctor onsite (full/part time).



For Clubs:

- Healthy, injury free members will play more often
- Satisfied members are more likely to renew their membership and refer new members
- Having Doctors of Chiropractic on staff / on-site to treat golf injuries enhances member value perception; this is a competitive advantage
- New golfing injuries can be evaluated and treated immediately
- The infrastructural needs of a chiropractic clinic are low; all that is needed is a portable chiropractic table
- Golfers have access to treatment at participating golf clubs and at Paramount Chiropractic Group and its affiliates

Factors such as the number of golf members and events being held at a golf course and the retention rate of club members will influence the demand for chiropractic services, as well as the potential payback for golf courses. The most successful golf courses in the West also invest in creating awareness of injury prevention among their members as well as actively market the benefits and the availability of chiropractic service (on or off- site).

For the majority of golf courses, contracting or outsourcing such chiropractic services make practical sense. There are a variety of ways these can be done. Owners should consult their local chiropractor or work with a chiropractic / medical solutions provider for suitable options and solutions.

Did you know that...

- Many Golf Pro's undergo Chiropractic treatment
- Chiropractors are trained in physical therapy, exercise prescription and nutritional advise
- Doctors of Chiropractic are primary care physicians, meaning they are qualified to take medical histories, provide diagnosis and prescribe appropriate treatment plans. No referrals are needed.
- Chiropractic doctors can work alone or work as part of an extended health care team.

Paramount Chiropractic is a full service chiropractic business. Its services include chiropractic consultations and treatments, golf injury and prevention talks/seminars, chiropractic staffing for events/locations, chiropractic clinic set up and staffing. Club operators please contact us via e-mail at Dr.IngeAustin@ParamountChiro.com to better understand service options and costs.