Late doctor's dream now a reality: Parker Chiropractic opens Flower Mound location

Lewisville/Flower Mound Business Journal

October 2010, Issue 153
roylemons@earthlink.net

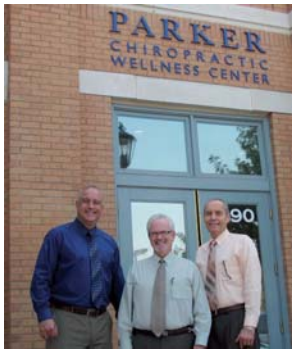

Photo: Matt Eiserloh, Dr. Keith Johnson, and Dr. Dan Kurth

In the late 1940s Dr. Jim Parker, a graduate of Palmer College of Chiropractic in Iowa, moved to Texas and opened 18 chiropractic clinics. It was a time when chiropractic services were new and unfamiliar to the public, but Dr. Parker's quest to bring chiropractic services to the public became very successful. So successful, in fact, that chiropractors began to question him about his success, says Matt Eiserloh, Chief Marketing Officer for Parker Chiropractic College in Dallas. "They came to him and asked him, 'What are you doing?'" To help answer their questions, Dr. Parker began holding seminars for chiropractors all over the United States. He addressed topics such as the latest techniques, networking strategies, and allowed vendors to bring in new products that would help the chiropractors in their work.

It was during one of these seminars in November 1980 that Dr. Parker found himself at the top of MGM in Vegas as a fire ravaged the lower levels of the hotel, killing more than 80 people. As Dr. Parker reflected on his life's work, he decided that if he made it out alive, he would open a school that would train chiropractors in the latest techniques and provide a place for them to gain hands-on experience.

So he did. Parker College officially opened September 12, 1982, in Irving and three years later graduated 27 students. Several bustling years later, the College moved to its current Dallas location to provide more room for its 1000-plus students.

In addition to the continuing tradition of world-wide Chiropractic seminars, including places such as Tokyo, Sydney and Montreal, Parker College operates three metro-area clinics—Dallas, Irving, and the

new Flower Mound location—through which the students, or “interns,” gain hands-on training under the watchful eye of very experienced doctors.

While the Dallas and Irving clinics treat all kinds of problems with all sorts of patients, the spanking brand-new Flower Mound location focuses on treating families in its 5836 sq. ft. facility.

Eiserloh says the choice to move to Flower Mound was relatively easy. “Flower Mound offered the family environment; there are lots of families in the area,” says Eiserloh. “So, it made sense, given that this was a family-oriented practice.”

The mission of the new location, at—coincidentally—1190 Parker Square in Flower Mound, is to serve patients in a way that improves the quality of their life, to educate the community, and to provide educational experience for the interns, says Eiserloh.

Before any of the interns treat patients, however, they must endure rigorous classroom studies, heavy on science and math, and complete seven trimesters of college work.

“As their classroom time decreases, they’ll spend more time at the clinics,” says Eiserloh. “They could spend up to 35-40 per week at the clinic, based on patient load.”

By the end of September, the Flower Mound clinic will employ two doctors and up to 16 interns, and treat everything from headaches to scoliosis. Eiserloh says that many people don’t realize the help chiropractors can provide.

“Most people see chiropractors as folks that can help with back pain and neck pain,” says Eiserloh. “Most people don’t know that chiropractors are wellness doctors that can help with that proactive wellness approach.” Something like indigestion may be treated with a simple adjustment.

Chiropractors also provide education on multivitamin and mineral intake, making sure that the body is in the best condition possible—making maintenance visits instead of an emergency visit.

“Our way to overcome [misconceptions about chiropractic] has always been education,” says Eiserloh, pointing out a recent participation in “Wild about Flower Mound” festival, during which Parker Clinic provided healthcare information to the public.

The clinic intends to continue that practice by hosting presentations that focus on health and wellness counseling, programs geared toward educating people on eating the right foods, and taking better care of the body, says Eiserloh. “We recently partnered with Win Kids Gymnastics, and invited a mom’s group to come into the clinic for lunch,” says Eiserloh “We catered food for the moms and the kids. After lunch, Dr. Johnson gave a presentation to the moms about what chiropractics can do for their family while Win Kids did activities with the kids. It was a nice break for the moms and something fun for the kids.”

Parker Clinic has also been in talks with other local organizations about future partnering possibilities, including working on an early 2011 “Get Fit” initiative with the City of Flower Mound.

“It’s very preliminary,” says Eiserloh, but that’s where we want to be: in community-based, health-oriented activities.”

The Parker Square clinic offers the latest and greatest in terms of equipment and therapies, says Dr. Johnson, the lead chiropractor who oversees the interns. Rather than having an injury-focused treatment,

Dr. Johnson and his staff focus on what he calls “Functional rehab,” or rehabilitation that is geared toward helping patients improve normal life activities—for example, an injured runner would have a rehab program that would prepare his or her whole body to be able to run again, pain-free.

The clinic also sports four adjusting tables—not the traditional flat tables—that allow the doctor and intern to focus on specific body parts to provide the most precise treatment.

Parker Clinic takes advantage of the latest in medical technology through equipment like a digital x-ray machine that allows for better focus and quicker processing by doctors, and a “Millennium Substation” that allows doctors to scan a patient’s back and determine nerve imbalances or spine problems.

“Our goal is to have excellent care for our patients and the community,” says Dr. Johnson, “to educate the community in health and wellness, and to address the problems in a much more holistic way.”

The clinic celebrated its official Grand Opening October 9, 2010, at Parker Square in Flower Mound.

“We wanted to do this as a way to say ‘Thank you’ to the community of Flower Mound for welcoming us,” says Eiserloh.

The address of the clinic is 1190 Parker Square, Flower Mound, 75028. The phone number is (972) 438-9355. Parker Chiropractic Clinic in Flower Mound focuses on health and wellness education in addition to family treatment in their new Parker Square location.