



After 16 years of practice and teaching medical professionals, Dr. Brad Feldner opened up Pure Chiropractic & Rehab which is located 300 45th St. S, in the West 45th Business Center in Fargo.

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-Dr. Brad Felder

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Dr. Brad Feldner has spent the last ten years traveling around the U.S., Mexico and Canada to teach rehab and exercise protocols to healthcare professionals.

Besides teaching around the nation and beyond, Dr. Feldner has been implementing treatment and exercise programs for the past 16 years. Recently, in June 2009, Dr. Feldner opened Pure Chiropractic & Rehab at 300 45th St. S, in the West 45th Business Center in Fargo. He is currently the only chiropractor in North Dakota certified in rehabilitation by the American Chiropractic Rehabilitation Board (ACRB).

"It has been great for our patients. One of our best testimonials was from a female who said 'this isn't just a chiropractic office, it is so much more,'" Dr. Feldner said.

Pure Chiropractic & Rehab has multiple therapies, services and fitness training to offer. In addition to their Chiropractic treatment, they have a water massage table for anyone looking to relieve stress, relax tight muscles or improve circulation. The heated water massage table is located in a separated area of the office to allow for a more relaxing and enjoyable experience. They have two water massage packages available which include \$25 for four water massage sessions per month or \$35 for a month of unlimited water massage sessions. Both of these packages can be shared with a spouse or family member.

The Whole Body Vibration training is a newer technology to improve circulation, relax tight muscles, rehabilitate injuries and improve flexibility and fitness. Depending on the goals and expectations people have, it is also great for weight loss, body toning and strength training. According to Dr. Feldner, vibration training is one of the most eye-opening therapies.

"It can work more muscles in your body in ten minutes than a traditional workout does in 60 minutes," he said. "People absolutely love it." Pure Chiropractic & Rehab is the only office in town with Whole Body Vibration training.

Anyone interested in trying vibration training will first meet with Dr. Feldner for one of the most complete evaluations most people will ever experience in their lives. Based on the results, he customizes a plan for the client and as soon as they understand how to perform all the exercises in an ideal fashion, he "turns them loose" on the program so they don't need to see the chiropractor every time they come in.

"It will work muscles like you never thought they could be worked and it can stretch muscles like you have never felt them stretch," he said.

"There is a whole array of exercises from beginner to intermediate to advanced. The great thing is, you don't have to go through a bunch of dynamic exercises – moving, squatting, lunging – you stand still and truly get an unbelievable workout. Plus, it's less invasive and very low impact." He also adds, "We want people to feel comfortable coming into our office for these various services, even if they do not need a chiropractic treatment. If and when the need arises, they will know where we are located and we will be there to assist."

If you are looking for a new perspective or a second opinion, Dr. Feldner sees a lot of patients who have been dealing with pain and discomfort for an extended period of time. Whether it is a new injury or a chronic condition, he said many clients have called explaining their symptoms and asking whether there is anything else he can do to help.

"Everyone is different, but a lot of people have not given themselves the opportunity to try a more active care approach. They sit back and use more passive therapy," he said. "If you don't take care of the cause, you just keep chasing the symptom. Treating the pain is simple and easy. But if you want to treat the cause, then you have a little work to do."

Dr. Feldner said many people have lived with the same condition for many years, yet he finds that so many of these conditions are treatable and preventable. He used simple stretching and strengthening as an example.

"When is the last time you think the majority of people did anything to strengthen the muscles in the back of their neck, between their shoulder blades or in their lower back? When is the last time you truly stretched out your lower back, your neck, or the muscles in the back of your legs? Most people say they haven't done either in years." According to the most common responses people provide to these two questions, Dr. Feldner adds, "it is no secret why so many people present with problems such as tension headaches, neck and shoulder pain or lower back and leg discomfort. These are just a few of the conditions we see every day and we look forward to helping people experience a longer term solution when they are ready."

At Pure Chiropractic & Rehab, the goal is to help people stay out of the doctor's office, reduce unnecessary healthcare costs for the future and improve their quality of life.

For more information on Pure Chiropractic & Rehab, please call 701.893.7873 or visit [www.puredcrehab.com](http://www.puredcrehab.com).