

WHO IS NYCC?

CHRISTIAN BROWN, DC ('11), CCSP

California sports chiropractor, Dr. Christian Brown reminds us to “*be open minded.*” This mentality got its start back in 2007, when Brown came to a crossroads in choosing between physician assistant, physical therapy, or chiropractic careers. He decided to attend New York Chiropractic College upon the advice of his family chiropractor, Dr. John Giacalone Sr. and through his influential first encounter with NYCC president, Dr. Frank Nicchi, whose passion for an integrated healthcare community and vision of a multidiscipline chiropractor encouraged his decision.

Now, this dream is his reality. Dr. Brown practices in the sunny “*SoCal*” area, near Hollywood, where he sees a wide spectrum of patients ranging from professional athletes to celebrity actors. The foundation for his success was his NYCC education which “*not only prepared me to be a great chiropractic adjuster, but [also] a great clinician.*” In addition, his open-mindedness drove him to pursue a number of extra certifications, including A.R.T., Graston, a Chiropractic Sports Physician Certification, along with functional/performance movement taping certifications through RockTape. His practice specializes in correcting patient’s movement patterns (stand, sit, squat) via selective functional movement assessment protocols, and using patients’ histories and soft tissue imbalances to determine the source of their complaints. “*Although my priority is to help reduce their pain, my ultimate goal is to help patients move and function better.*”



After years of experience in practice, his advice is to take the time to establish your practice organically. By building relationships with patients and establishing your reputation in the community you, will slowly build a steady patient base, which will “*ultimately lead to a never ending referral network.*” He suggests that we “*start practicing your bedside manners, as it leaves a greater impression on your patients compared to an adjustment, an exam, or your knowledge.*” He also recommends that we begin to “*network with like-minded health providers*” in our community. “*Don’t try to stand-out or isolate yourself.*” And finally, “*Be open minded. Immerse yourself in every technique/theory while in school because you never know what background, experience, technique, or philosophy will shape your future.*”