

WHO IS NYCC?

MICHAEL CAMPEANU, DC '13

Michael Campeanu, DC ('13), has tailored his perspective of chiropractic to fit a niche market by establishing clinics within a number of businesses, including Walmart and one of the largest accounting firms in Canada. Every day, patients tell him how impactful the effects of chiropractic are in helping them improve their posture and well-being. By following an atypical marketing strategy, he has been able to spread chiropractic healthcare to a different patient population.

Dr. Campeanu grew up in Mississauga, Ontario, where he spent most of his time playing hockey and baseball. In fact, he played baseball all through college, first at Chattanooga State and then at Brock University, where he completed his bachelor's degree. He chose New York Chiropractic College because "the staff and professors were world-class for the chiropractic field, and they allowed me to grow as a student and as a professional." While at NYCC, Campeanu was inspired, and intimidated, by something he heard: "If you think school is hard, wait until you get out into practice." This gave him the drive to work hard, open his own practice straight out of school, and persevere to have the wealth of opportunities he has now.



Right out of school, Campeanu had nothing but an adjusting table and a car to serve his patients. He worked 15 hours a day to make ends meet. Now, he has two multidisciplinary clinics located within medical offices, four on-site clinics, and three located within the fifth largest accounting firm in Canada. Reflecting on his accomplishments, he is most proud of his impact on the chiropractic profession, because: "I feel like I am breaking ground between what was once a somewhat 'isolated' profession, and now turning it into mainstream. I receive referrals from MDs who would once have never referred to a chiropractor. But I was given the opportunity to educate and treat these doctors, and now it has turned into a collaboration that allows patients who may have never seen a chiropractor before to utilize our service and reap the benefits of what we do."

Campeanu's advice is to take advantage of the anatomy lab, because anatomy is our "bread and butter" in practice. He also tells students never to doubt themselves or their education at NYCC: "You receive one of the top quality educations in the chiropractic world."