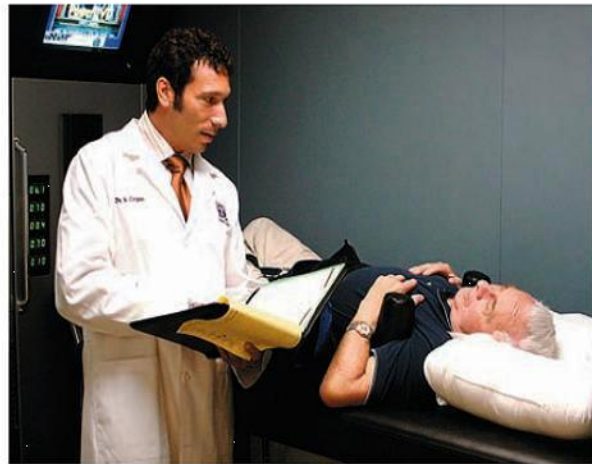


Pain, Pain, Go Away

Innovative physician helps patients reduce chronic back and neck pain without surgery, shots or drugs.



Dr. Sol Cogan reviews his patient's non-surgical spinal decompression treatment plan.

Carolyn Krieger-Cohen
Special to the Jewish News

Detroit Lions team chaplain Dave Wilson "practically crawled" into Dr. Sol Cogan's office in Farmington earlier this year, unable to function because of excruciating leg pain.

"My sciatica was so bad, it literally felt like there was a knife stuck in my left hamstring," said Wilson, 51.

Hoping to avoid his scheduled surgery, Wilson set up a consultation after observing Cogan, the official chiropractor for the Detroit Lions since 2002, providing medical care to the football players on the sidelines. After performing an exam and reviewing Wilson's MRI, Cogan determined he was an excellent candidate for spinal decompression therapy, a safe, non-surgical treatment for certain adult patients suffering from severe, chronic back and neck pain caused by bulging, herniated and protruding discs, pinched nerves, sciatica, spinal stenosis, degenerative discs, posterior facet syndrome and related conditions.

Today, Wilson feels like a new man. "After the first session, I knew it was going to work," said Wilson. "Now I can walk, run, even play basketball, pain-free. My pain level went from unbearable to nonexistent."

Skeptic To Believer

Cogan, 41, a spinal specialist, has served as chairman of the Michigan Board of Chiropractic since 2005. Since founding his company, HealthQuest, in 1992, he has treated thousands of people with back and neck pain, including Olympic and professional athletes.

He admits that when a Chicago colleague talked to him about spinal decompression technology in 2004,

he was skeptical. When Cogan mentioned that he had some nagging pain due to a high school wrestling injury, his colleague convinced him to have a treatment.

"Within 10 minutes, the nagging discomfort I'd been living with for years significantly decreased," said Cogan.

He purchased a state-of-the-art spinal decompression machine for his office the next day. Today, HealthQuest is the only company in Michigan with four of the leading spinal decompression technology systems, the DRX9000C, DRX9000, Accu-SPINA and VAX-D G2.

Groundbreaking Technology

The data from a patient's MRI is programmed into a spinal decompression machine. Patients recline as gentle, safe, nonsurgical decompression is applied to the spine during relaxing, half-hour treatment sessions. Patients

often fall asleep during treatment. By reducing the pressure on damaged discs, pressure on the spinal column is relieved as well. Painful symptoms are greatly reduced and often eliminated.

Several medical studies support that, "in the properly selected patient, this treatment type may help individuals suffering from low back pain," said Marc Wittenberg, M.D., a board certified pain management specialist with Pain Care Associates in Bloomfield Hills.

Dr. Wittenberg trained at the University of Michigan's School of Medicine and was recently named one of *HOOR Detroit* magazine's 2009 Top Docs in pain medicine.

"Dr. Cogan is well known in the field of chiropractic care and has a strong involvement in spinal decompression therapy," said Wittenberg.

Healing Mission

On any given day in the U.S., 6.5 million people are in bed because of back pain and 5.4 million individuals are disabled for a full year or more.

Cogan and his team of specially trained physicians understand that pain affects much more than people's backs and necks. Every day, they see how pain severely impacts patients' moods and can devastate lives.

They are dedicated to helping patients find a permanent solution instead of a temporary fix. Cogan recently converted five of the 11 Michigan locations he's built to HealthQuest's Back & Neck Solution Centers of America.

Helping patients avoid drastic surgery, invasive procedures, injections and drugs that can be inefficient and addicting while creating a renewed quality of life is Cogan's passion and professional mission.

"Spinal decompression therapy helps the body heal itself naturally," he said. "While spinal decompression is not for everybody, watching those patients who are candidates gain freedom from their excruciating pain after these truly groundbreaking treatments, which many people actually describe as enjoyable, has been remarkable." Another benefit to spinal decompression therapy is that there is no recovery time or work loss.

Cogan has also developed an exclusive *SatisBACKtion Guarantee* for patients undergoing this treatment protocol. He is presenting two reservation-only, Live Pain Free workshops Dec. 7 and 9 at Ginopolis on the Grill in Farmington Hills for individuals interested in learning more about spinal decompression.



Dr. Sol Cogan is on the sidelines at every Detroit Lions home and away game. He is shown treating wide receiver Calvin Johnson.

Pain-Free

Last year, former Detroit Lion and NFL Hall of Famer Charlie Sanders felt his back tighten up and tests showed damage to his L4/L5 disc. Wheelchair bound and in intense pain, he looked at the options and chose spinal decompression therapy at HealthQuest.

"I did not want to have surgery," said Sanders. "I had great confidence in Cogan and this technology. By the end of my spinal decompression therapy regimen, I was pain-free and remain that way to this day. I am happy to be enjoying every minute of living again."

He credits Cogan with permanently alleviating his back pain and has recommended this treatment option to the Detroit Lions organization.

"Too many people sacrifice the quality of their life because of an ache or pain that can be corrected," said Cogan. "Our specialists correct the cause of the problem instead of just treating symptoms. We can often make the pain go away for good, not just until a prescription runs out or an injection wears off."

Cogan is president of the Pro Football Chiropractic Society and a founding member of the International Chiropractors Association Council on Fitness and Sports Health Sciences.

He spends most of his time when not working with his 8-year-old daughter, Dresden, who he describes as "the light of my life." He resides in Bloomfield Hills and is a member of Temple Israel in West Bloomfield. □

Carolyn Krieger-Cohen is a public relations consultant in Farmington Hills.

HealthQuest's Back & Neck Solution Centers of America corporate office: 24100 Drake Road, Farmington, www.backnecksolution.com. Call (800) 356-9161 to schedule a complimentary consultation or to attend the Live Pain Free Workshop, 7 p.m., Dec. 7 and 9, at Ginopolis on the Grill, 27815 Middlebelt Rd., Farmington Hills.