

BizSnaps

A Snapshot look at local businesses

Your Name: Dr. Jacquelyn A. Baschleben, Jennifer L. Bailey, and Jessica Baschleben

Titles: Jacquelyn A. Baschleben-Chiropractor, NCCAOM Board Certified Acupuncturist, Licensed Acupuncturist in Wisconsin and Illinois. Jennifer L. Bailey- NCCAOM Board Certified Acupuncturist, Licensed Acupuncturist in Wisconsin and Illinois. Jessica Baschleben Office Manager, Bachelor of Science in Human Resource Management.

Business Name: East West Chiropractic & Wellness Center

Address: 1609 Randolph Rd. Janesville

Phone: 608-758-2111

Directions & Business hours: across from the post office on Randolph Rd. Tues & Thurs 8:30am-5:30pm, Sat by appt.

When was the business started? Janesville location 6/2/2009, Roscoe office March 1992

Describe your products/services. Pro-Adjuster chiropractic, Acupuncture (National Board Certified), NAET/allergy elimination, customized Foot leveler orthotics, professional lines of supplements, herbs, and homeopathy.

What product, service or philosophy differentiates you from your competitors? We were the first in the Stateline to get the Pro-Adjuster. The Pro-Adjuster is one of the most advanced technologies available for chiropractic care today. It utilizes a piezo-electric sensor which analyzes the motion and frequency along the spine. Through a visual display the Dr. is able to specifically analyze, adjust, and re-analyze. The sensor constantly monitors the changes occurring during the adjustment and shuts off when the adjustment is complete. The patient is able to see pre & post adjustment objective evidence. We also offer Acugraph, a computerized digital meridian imaging which actually measures and documents the energy in the acupuncture meridians. A computer print-out and report documents and displays a chart so the patient can actually see where their energy is blocked or out of balance, and how this imbalance affects their health. Children and adults can be treated with acupressure or cold laser therapy. We offer Foot Levelers, customized orthotics which scan and analyze all 3 arches of your feet. Our clinic also treats allergies with NAET (Nambudripad's Allergy Elimination Technique) which utilizes a combination of kinesiology and acupuncture/acupressure. With also being nationally board certified and state licensed in acupuncture we are able to offer both services in one location.

How did you get interested and/or started in this business? My grandfather experienced miracles from chiropractic care. Dr. Esther Mork of Janesville was his doctor and she was one of the first female chiropractic pioneers. Dr. Jackie taught Lamaze prepared child birth classes and as she became more involved in natural health, made the decision to attend Palmer College of Chiropractic in Davenport, Iowa.

What kind of training or background do you have? Dr. Baschleben graduated Summa Cum Laude from Palmer College of Chiropractic in Davenport Iowa and is also certified in NAET. Dr. Baschleben and Jennifer Bailey both have a bachelor of science degree, graduated from Midwest College of Acupuncture and Oriental Medicine, are nationally board certified by the NCCAOM (National Certification Commission for Acupuncture and Oriental Medicine), and are state licensed in both Wisconsin and Illinois.

What have you learned from this business? That a lot of people think some level of pain or discomfort is "normal" because of their age, activities, or lifestyle. Also that health is not just the absence of disease.

What are your future plans for your business? We will continue to research and educate ourselves on the latest technological advances in our professions. We are investing in your health and wellness potential.

What or who has had the most influence in the way you do business? Dr. Maurice "Moe" Piscottano, the president and CEO of the Pro-Adjuster Group and Pro-Solutions.

Do you have a favorite saying that applies to your business? Leonardo da Vinci wrote "Learn to preserve your own health" Your health is your most important asset. For every dollar spent on prevention, three dollars are saved on health care costs.

What have been some of the challenges your patients have had? In addition to pain we also commonly treat headaches, sleep trouble, sinus and allergies, fatigue, arthritis, pregnancy discomfort, ear infections, and digestive issues.

What do you find most rewarding about this type of work? It is very satisfying to help people out of pain or avoid surgery, but it is especially gratifying to see some choose a health and wellness lifestyle that is preventative rather than symptom based. We feel honored to have their trust and referral of friends and family.

What type of customers use your products / services? All ages, from infants to the very elderly, those who may have had spinal surgeries. Anyone who wants to improve their health and wellness. Call our office 608-758-2111 for a complimentary Pro-Adjuster DVD, Improve your Health Pro-Actively Book, or a office tour.

