



25001 Industrial Blvd. • Hayward, CA 94545 • tel. 510-780-4500 • fax 510-780-4528 • www.lifewest.edu

N E W S R E L E A S E

FOR IMMEDIATE RELEASE

Contact: Iris Murillo
Phone: 510-780-4500, ext. 2425
E-mail: imurillo@lifewest.edu

LIFE WEST PARTICIPATES IN RECENT NUCCA CONFERENCE IN SAN FRANCISCO

HAYWARD, Calif, November 19, 2008 –Life West faculty, alumni and students attended the National Upper Cervical Chiropractic Association (NUCCA) conference held in San Francisco on October 2, 3 and 4. The conference offered courses designed for doctors seeking certification or furthering knowledge in upper cervical technique. Attendees also had the opportunity to view products, services and information offered by vendors and exhibitors and to learn about current research pertinent to upper cervical advancement.

Dr. Kim B. Khau, Life West faculty teaching NUCCA technique, stated, "I am very excited to see NUCCA actually leading the profession in setting high standards for research and science. This year's conference strongly demonstrated our commitment to innovation while remaining grounded in the fundamentals of this relevant technique."

Life West has taught the NUCCA technique in its curriculum since the college was established.

Conference highlights included presentations by Dr. Bruce Bell and Dr. Marshall Dickholtz, Sr. Drs. Bell and Dickholtz are authors of the recent groundbreaking study of the NUCCA correction lowering hypertension published in the *Journal of Human Hypertension*. Dr. Dickholtz, the current ICA "Chiropractor of the Year," gave a lecture titled "A Better Understanding of the Triceps Pull". During the conference, the NUCCA board also reviewed any proposed technique or x-ray analysis changes and any new products relevant to NUCCA technique.

Dr. Dale Johnson, Research Director at Life West, said, "this event is critical to the continuing development of upper cervical chiropractic in general as we inspire, teach and mentor the next generation of doctors. Providing a high level of quality education corroborated by research ensures that upper cervical techniques will thrive in the hands of future chiropractic practitioners."

Life West, established in 1976, is an accredited non-profit institution of higher learning. Currently over 400 students from across the United States and abroad are enrolled, and over 3,700 graduates of Life West are now providing chiropractic care worldwide. The college's Health Center, a public outpatient facility, staffed by approximately 150 senior interns who are guided by licensed doctors of chiropractic, provides affordable health care to more than 1,500 patients per week in the city of Hayward, California. The college and Health Center maintain a Web site at www.lifewest.edu.

###