

**BUSINESS****PATERSON'S PAIN RELIEF**

By **Tim Menicutch**  
The Press-Tribune

**M**ost people call their jobs a headache. Not Liz Porada. She says her new job gets rid of her headaches.

Porada, a chronic sufferer of migraine headaches, went to work for Duane Paterson at Viva Back and Neck Care Center as a receptionist about a month ago.

Under his advice, she began receiving chiropractic treatment combined with a non-invasive pain relief practiced by Paterson called pain reflex release technique.

"I had really bad migraine headaches," Porada said. "He's worked with me for about a month using (chiropractic) adjustments and the new procedure. My migraines are not completely gone, but when I get them now they're much more mild and I don't get them nearly as often."

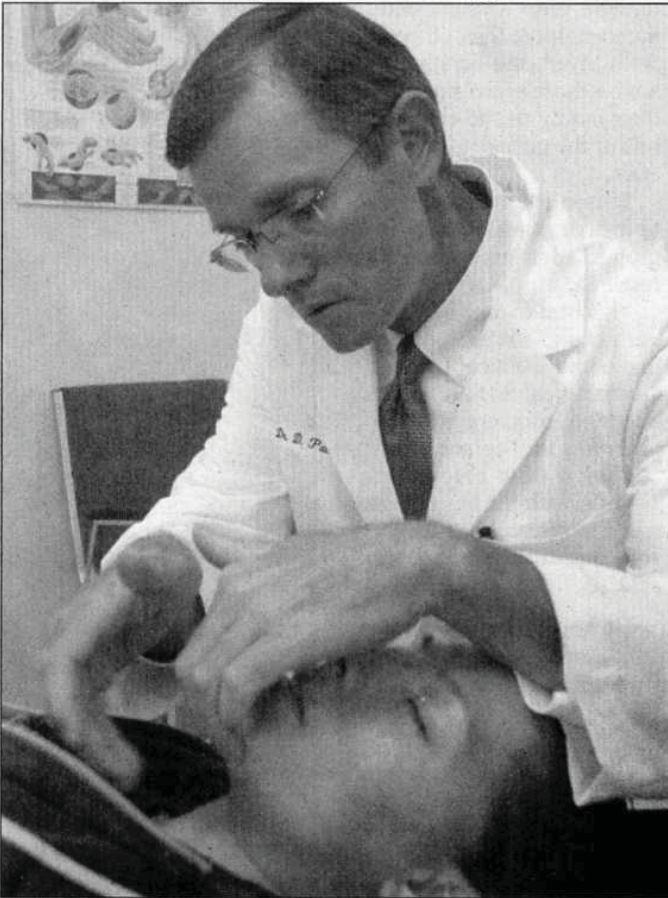
Paterson, a doctor of chiropractic medicine for 12 years in south Sacramento before moving his practice to Roseville in April, is amazed by the results since he started tapping into the new pain release technique.

He learned of the procedure via a flyer and attended pioneering pain relief specialist John Iams' seminar in early July.

"It's a great breakthrough in pain relief," said Paterson, who has been practicing for over 12 years. "It's not a magic bullet, but it's about as close to a magic bullet as you can find."

According to Iams, who puzzled over pain relief for more than 40 years as a physical therapist, the missing piece was the thinly researched area of primal reflexes.

Iams concluded the presence

**Roseville chiropractor seeing success with new technique**

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**Roseville chiropractor Duane Paterson performs a pain reflex release procedure on patient Liz Porada.**

of these overly protective, previously undetected, hyper-aroused primal reflexes in numerous places of the body are the culprits for everything from Carpal tunnel syndrome to tendonitis.

Through his research, Iams found evidence in multiple areas of the body where humans have been reflex conditioned to respond to stress stimuli without awareness and called it StressStartle Reflex.

He explained humans have learned to override these low level stimuli by brushing off the

situation.

"We have no idea what this does to our body when it's repeated multiple times a day for a lifetime," he said. "Some people live in a pre-startle state most of their life, and never know it."

Grasping Iams' ideas and concepts, Paterson performs a simple procedure in an initial evaluation of his patients, touching a variety of major nerve centers on the body. He says about 80 percent of his patients will respond after one session.

Vince Nason of Granite Bay said he gradually developed lower back pain. His family doctor prescribed painkillers and started him on physical therapy. The pain persisted. One day, simply bending over to pull a drink out of a cooler, Nason's back popped. He was in excruciating pain.

His doctor increased medication and told him he would probably need surgery.

"For two weeks, all I could do was lie on my back," Nason said. "I literally could not walk, sit or drive the pain was so bad."

Finally, a friend convinced Nason to visit the Viva Neck and Back Center.

"Dr. Paterson got me out of pain and got me back to living my life," Nason said. "The best part was that I was able to avoid surgery."

Another believer in Paterson's methods is Christina Cooks of Roseville, who was suffering from severe lower back pain for more than a year. She said the reflex release technique started working almost immediately.

"After the first treatment, which I really didn't think would do much, I had no pain in my lower back," Cooks said. "I have renewed energy. I even took my babies to the park and it's been a year since they've gone."

Paterson, a native of Alberta, Canada, earned his degree in chiropractic medicine from Palmer West in San Jose.

The Viva Neck and Back Center is located at 428 Vernon St. and can be reached at 784-9665.

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