

Business Profile: PCB chiropractic center expands service with Chinese medicine

By NEWS HERALD STAFF | Twitter: @The_News_Herald

Published: Wednesday, April 22, 2015 at 16:42 PM.

Business name: Calhoun Chiropractic Center

Address: 16600 Panama City Beach Parkway,
Panama City Beach

Phone: (850) 230-1288

Website: chiropractorpcb.com

Email: chiropractorpcb@bellsouth.net

Number of employees: nine

Owner or manager's name: Dr. Lisa Calhoun



Business service provided: Health care, pain management and quality of life for all ages. The practice recently expanded services by adding a doctor of Chinese medicine to the practice.

Years in business: 18

How did you get into the business? As a chiropractor, I have long been interested in expanding my own capabilities and increasing the ability of my clinic to manage many types of pain and general health issues. I originally took acupuncture classes in 2000 and was very favorably impressed in what it could do for my patients. I started offering acupuncture, but was also keenly aware that there was much more depth to Chinese medicine than what I had time to learn. In the back of my mind, I knew that if the right opportunity came along it would be a huge benefit to my patients to have a full-time practitioner of Chinese medicine. That opportunity presented itself when a patient introduced me to Dr. Anaya Palay.

What do you like most about your business? Dr. Palay expands our practice into areas of internal medicine that previously had to be referred out to a Western practitioner. Now our patients have the advantage of integrated care in a single location. It's great to be able to discuss cases and have each of us provide separate elements of a patient's care. It really helps us to treat the whole person and, of course, improves health outcomes.

What or who is at your business that makes it of interest? Dr. Palay brings a unique repertoire of skills to our practice and the Panama City area at large. She is a highly trained acupuncturist and herbalist. Although she could have started practicing after getting her master's degree in Chinese medicine, which is what most acupuncturists do, she instead spent another two years studying and received her doctorate in Chinese medicine. She spent six years studying acupuncture and herbal compounding.

Dr. Palay treats pain, but what she brings to our practice that we did not have before is internal medicine and women's health care. She treats a wide variety of health care concerns: allergies and headaches, GI concerns including heartburn and GERD, poor elimination, insomnia and fatigue, fertility, gynecological issues and

menopause.

We are also very excited that she brings with her the knowledge to create personalized herbal formulas for patients. Formerly the only practice offering this service was in Destin. Now we can offer our community safe natural herbal alternatives for common over-the-counter medications. Unlike drugstore medications, herbal formulas are mixed for each individual, based on the patient's main complaint PLUS their underlying constitution. This makes them more efficacious because individualized herbal formulas are capable of addressing the reason why the patient has the issue as opposed to providing relief by masking the symptoms. Patients with serious health conditions will continue taking their Western pharmaceuticals, but herbal medicine can work right alongside conventional medication to both mitigate side effects and improve efficacy.

Dr. Palay also performs gua sha and cupping on patients who need myofascial release. We also offer a complete array of both medically necessary massage and reflexology from our skilled massage staff.

Other points of interest: We have also recently added a unique tool to our arsenal against pain: an MLS Laser. This therapy utilizes specific wavelengths of light to treat multiple painful and debilitating conditions. The treatments are completely pain-free and done in a series of six to 10 sessions that take only 10 minutes each time. The laser light enters damaged cells and stimulates their growth and repair. This not only reduces pain short term, but also gets to the root of the problem — the soft tissue or bone damage. We are really proud to be the only health care practice within several hours' drive to have this device.

Business Profile is a weekly feature designed to inform readers about our unique local business community. This feature is not to be used as advertising of a business or service, but instead provides local businesses with a way to share information that readers would find of interest. The editorial department at its sole discretion reserves the right to run your profile or not. If you have a new business, one that offers a unique service or have an interesting story to tell, fill out the form below and submit. There is no charge to participate. Questions? Call editor Mike Cazalas at 850-747-5094 or email mmcazalas@pcnh.com

--- [FILL OUT THE FORM](#) ---

Copyright © 2015 <http://www.newsherald.com> — All rights reserved. Restricted use only.