The Electromagnetic Effect: How to Improve Patient Outcomes And Increase Revenue With Pulsed Electromagnetic Field (PEMF) Therapy Transcript

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Introduction to Dr. William Pollack

Welcome to the practice upgrade summit. I'm doctor Dennis permanent. Our next guest speaker is a holistic doctor in Baltimore, where he's taught at Johns Hopkins University and the University of Maryland.

He's trained in acupuncture, homeopathy, hypnosis, sound, light, meditation. And. And as one of the world's foremost authorities on pulsed electromagnetic fields, PMF therapy.

Working with magnetic field therapy for over 30 years. A veteran of radio, TV and podcasting. He co-hosted a two hour holistic health radio show in Baltimore for ten years.

He's the author of Power Tools for health, a comprehensive book on healing with PMF Magnetic Fields, which describes over 25 physical actions of PMS, validate its effectiveness with 50 plus conditions, and shows how to get a PMF system in use.

The book offers over 500 scientific references and is the most authoritative yet readable book on the topic available today. Please help me. Welcome to the Practice Upgrade Summit.

Doctor William Pollack. Doctor Pollack, welcome aboard. My pleasure. Thank you for inviting me. And, for, being willing to interview, somebody like myself.

Well, you're going to find that, the work that you're doing is very consistent with the, both the research and the practical work that our doctors are doing.

So let's start at the very beginning. What is electromagnetism and how does it work? So electromagnetism basically is like second force in the universe.

The fourth, the four forces, it's the second force. Wherever you have charge, you have a magnetic field. And we have an electron. You have a magnetic field.

We have the flow of electrons. You have a magnetic field. Most of us are aware of static magnets, but fridge magnets are little magnets that we put on pegs and how they repel each other and attract each other and so on.

But, past magnetic fields were discovered to actually, I'm sorry. Let me back up a current flow through a wire produces a magnetic field. We hear about that with power lines, right?

How Electromagnetism and Magnetic Fields Work

The magnetic fields, the power lines produce that produce pretty large magnetic fields. So current flowing through a wire is. We dropped off there. Doctor Bell, you, froze.

So go right back to the section on of, The current flows through a wire. So when current flows through a wire, the electrons flowing through that wire produce a magnetic field that basically is perpendicular to the flow of the electrons.

And so it's hand in glove. You cannot separate the two. They happen together. Now when you have active current like with tens or electrical stimulation that there's still a magnetic field.

But obviously what's happening to the body is the electrical current is in direct contact, and it produces more of what we call a, what's not an induced?

It's not an induced current. It's a capacitive coupling of the of the with the body, whereas magnetic fields because they are induced by the current, they are not induced by.

And when they touch the body, they don't actually touch the body like a current does where you it's actually electrocute, if you will, different levels of electrocution.

So a magnetic field is going through the tissues. Nothing stops that magnetic field metal will deflect a magnetic field. But nothing stops it. So it'll bend around the metal.

But it continues because, that one of the laws of physics basically is that what's a magnetic field is created is a closed loop. And if it bends around metal, it has to find a way back to itself to complete that loop.

Right. But so it's actually a magnetic field passing through the body is going completely through it. No tissue stops it or slows it down or uses it up.

It goes completely through the body. That's a critical principle for the use of pmfs. You don't have to undress. You don't have to prepare the patient.

You just put it right on the on a tissue, whether it's through clothing or, or casts or, bandages. It'll go right through. You can put a hat on your head, put put the cross on top, and you'll still go through the body.

You can wear it under your shoes. It'll still go through the shows into the into the into the feet. So basically it's electromagnetism has the magnetic component of what's happening with the electrical part of it.

And what actually happens in the tissues when the electromagnetism goes through the. So that's based on, Faraday's law. So Faraday's law says that a magnetic field passing through, basically molecules or ions, electrons that are affected by the field that interact with the magnetic field will induce charge in the body.

That's Faraday's law. And it's subject to something called DB. So the change in intensity divided by the change in time that produces, you know, D, which is Tesla per second.

So that amount of energy is both the energy produced by the magnetic field itself without having anything to do with the body. But that wrap, that induction of the magnetic field as it moves through the body, that stimulates the amount of charged production in the body.

There are other mechanisms of magnetic fields as well, but the primary, the best known mechanism of magnetic field therapy is the induction of charge or energy in the tissues.

And it's that induced energy in the tissues that essentially is responsible for all the benefits of pmfs. So the stronger the magnetic field, the faster it rises to its peak, the more action and the more dynamic, the changes are going to be in the tissues.

Now, we've all seen the Mr. Wizard experiments where you take iron filings and put them on a piece of paper, and you take a magnet and put it underneath, and then you see the lines of force.

Now, does the entry into the tissues follow that same kind of a rhythmic pattern? Well, it is, but, you know, that depends on the ferromagnetic, characteristics of the tissues being treated.

Most body tissues are not ferromagnetic, so iron filings are ferromagnetic. And that's why you'll see them not line up very nicely even with, with, past magnetic fields.

So if you have a wire going in and out of a plate that has iron filings in it, and the wire goes up and comes down on

the other side, you'll see nice little concentric circles of the filings lining up.

So it's the same principle as far as paramagnetic is concerned. But in the tissues different tissues have different susceptibilities to the magnetic field.

So and it doesn't depend on the amount of hemoglobin. It doesn't depend on the amount of iron because most of the iron in the body is bound. It's not elemental.

So it's not like truly ferromagnetic. And the way we normally think of magnetism acting that way. So it's acting on the tissues by virtue of the charge susceptibilities of the tissues.

But that also depends on the electrical component and how that electrical component moves through the tissues. Okay. So then what are some of the benefits that happen with the PMMa?

They're ubiquitous. So that's that's the answer. They're ubiquitous. I didn't mention in the book that I reviewed 25 different mechanisms of action of pmfs. Yes.

So there's there's 25. So let's pick some. Right. The ones that probably are the most easy to explain, but many of them can be used to explain many of the phenomena seen with the way PBMs, work.

One of the most important actions of magnetic fields is improving circulation.

Benefits and Mechanisms of PMF Therapy

And there are people who claim there are very long testing devices out there being sold by multi-level marketing companies that claim that they have they have the patent, they it's their device that produces changes in, circulation.

Static magnets improve circulation. So it doesn't matter whether it's a static magnet or pulsed magnetic field. They all improve circulation. So that's one of the key mechanisms.

And one of the ways it does that is primarily through nitric oxide induction. And nitric oxide is a vessel dilator. So it's a muscle relaxer. All right.

So then all the secondary benefits of improving circulation like reduction of edema reduction of bruising improvement of circulation, decreasing viscosity, decreasing the thickness of the blood and so on. All of these benefits happen.

The actions that happen are platelets perhaps a bit found to like aspirin. Well, I'm sorry, like other nutrients like natto kinase have actually been found to be both fiber analytic and, decrease the stickiness of platelets.

So they have a significant effect on the vascular system, not just circulation, but on the vascular system in general, the hematologic system in general.

So that's one of the key things improving circulation pain reduction. There's a natural anti nociceptive effect of magnetic fields. Natural automatic painkilling effect acting primarily through the mu opioid receptors.

But recently we've actually discovered that magnetic field therapy also affects the cannabinoid receptors. Now the cannabinoid system is a relatively new system relative to magnetic field research.

So magnetic field research has been going on for 70 years. So I published another book originally, Magnetic Field Therapy in Eastern Europe, our review of 30 years of research.

Well, now it's 50 years of research. But it was done, you know, now it's better than 50 years ago. So the science

They called the endothelial relaxing factor back that and now it's called nitric oxide. So the painkilling effect is a natural and noticeable optic effect.

And the end of cannabinoid system is how old? Both ancient. But we only recently discovered it. Right? So now we know it actually works for that system as well.

So there's a painkilling effect, a vascular improvement effect. Muscle relaxation effects on muscles and spasm will actually relax. And that sounds like any doctor would want to know about that and use it now.

Absolutely. So right now, you also mentioned that there are over 50 health conditions that respond to this. Could you tell us what some of the most common applications are?

Well, almost any pain. So he talk about pain. Pain is not just pain is it? Pain is caused by itself. It's caused by something. That's right. And one of the most important actions of Pmfs, one of the most important actions of Pmfs that does relate to pain management is reducing inflammation. Yes.

So actually Pmfs can actually temporarily increase inflammation, which is part of the hearing response as well, is that but at the same time it increases acute inflammation in the setting of acute inflammation. Yes.

But in the setting of chronic inflammation it actually causes apoptosis of the chronic inflammatory cells. So then it resolves resolves the inflammation that way.

And one of the key aspects of that is that what's been found is that it works through the adenosine receptor. To do this. So adenosine we know is part of ATP.

But the adenosine receptor has a lot of other actions in the body beyond ATP. And the effect on ATP has the research has shown it that it has to, to produce an optimal effect on reducing inflammation needs to be about 15 gauss.

So then if you're telling me that the PMF enhances circulation and affects the vascular system and it also decreases inflammation, then what disease processes doesn't it affect?

I mean, it sounds like it's everything. Exactly. So just as we have 50 diseases that we reference in the book with references, scientific references, over 500 references in the book.

Yeah. And by the way, anybody listening to this, show will have access to be able to get a free copy of the book. Oh, fantastic. That's that's so generous of you. Thank you very much.

It's really important because we want to part for clinicians to to know the science. Indeed. Well, when I talk to doctors all day, every day and many of them are already using PMF with great results, so it's not surprising to hear this glowing report that you're making.

Well, unfortunately, a lot of the doctors who are using PMS really have inadequate training on their use. So what kind of training would be required for them to be able to excel?

Read the book. Read the book. Okay. Well, simple enough. Right? Can you read my website to read that? Read doctor.com and read the book. If you combine the information of both those two sources, you're going to be well along the way.

Be informed, to be able to do a better job, a more consistent job. Great. Well, I did go to your to your website myself and watch some of your videos and read some of your commentary.

And that was one of the things that makes it so intriguing, this work. I'm concerned that some people may be under utilizing it or not, applying it effectively, but if it's as simple as, reading power tools for health, then I think many will be able to take great strides in that direction.

Well, let's go back. But let's go back. Sorry to interrupt you, but let's go back to the point about inflammation and the idea you better please do because that is absolutely critical.

Yeah. If you understand this concept, you will do a lot better with your magnetic field therapy. Tell us, because it's 15 gauss. That's the optimal intensity at the target tissue.

So as a target now one of the other principles about about magnetic field therapy is they naturally drop off. We know this with cold and heat and light and radiation.

It drops off very rapidly as you move away from the applicant, the source. Yeah, I'll do the same thing. And it's subject to a lot of different laws and the law that I use primarily to keep it simple is called the inverse square law.

And the inverse square law is used most often by people who do radiation therapy. Yes, but it tells you what the, what the magnetic field is at an expected, distance away from the source of the quotes, the radiation.

A magnetic field therapy is radiation. It's not ionizing radiation. It's radiation. So as a result, what you have to do is you have to calculate then what magnetic field.

If you need 15 gauss, you have to calculate what the magnetic field intensity needs to be at the target tissue. So for example, 4000 gauss magnetic field will deliver 15 gauss at about four inches.

Right. Obviously 4000 gauss magnetic field will deliver almost 4000 right at the applicator. Right, right, right. But the deeper you go, the more loss of field you have.

And there's a blog on the website which is not covered in the book. And that blog is called it's about the adenosine receptor. So it's adenosine and pain and inflammation.

So I do encourage people to read that blog. And it has tables in there about the, magnetic field intensity that you need to start with to deliver a 15 gauss optimal at whatever depth you want it to be treated.

Okay. So if, if PMF is, integral in the ATP system, then that means that it doesn't only treat conditions, but it also enhances well-being and also generates energy and causes the individual to respond in a positive way, not just getting away from from being ill.

Is that very good observation? Very good observation. So magnetic field therapy has been found to increase ATP production by between 100 to 600%. Wow. 160%.

Now can you say it will do ATP production at a distance from the magnetic field back to the adenosine receptor, right. But what happens then is and we know that ATP turns over, we turn over our body weight in ATP every day.

It's recycling between every molecule of ATP. And our bodies recycle between 200 to 500 times a day. Right. So you're constantly producing it, constantly regenerating it.

And magnetic field therapy has been found to not only generate ATP, but most importantly, you can have all the ATP you want, but it's got to be hydrolyzed.

It has to be converted hydroxylase. All right. So basically you have to remove hydroxy. What are the phosphates to be able to produce a ADP. Right. And then then as you know it has to then be recycled back to ATP.

And it works through the enzymes to do this. So magnetic field therapy basically constantly is helping that that cycle constantly. Oh that's remarkable. That's remarkable.

Clinical Applications and Patient Education

So then not only should doctors be using this as a way of treating conditions, but also of generating vitality and

quality of life, it seems like one of the byproducts of having am I got to feel therapy session here with you, Mike, even though you might come in with your back pain or a shoulder problem or headaches or, you know, I had problem, you're secondarily automatically boosting your ATP.

Well, that sounds immensely worthwhile. I mean, why wouldn't anybody want to include that? That makes perfect sense. So now what are some of the benefits to the doctor in practice?

So, most of our listeners and viewers are our field practitioners. What are some of the benefits that the doctor in practice notices from using PMA? The benefits are, well, in many ways, legion.

So if you can, deliver people another service beyond what you're already doing and they can get results faster than they would have normally, and they can sustain the benefits of the treatments that you've provided from one session, treatment session to the next.

And what happens is they'll they'll move much faster through that process. So patients are going to be a lot happier. You can charge for this service.

This service is not paid for by insurance. It's fee for service. If you want it to be paid for by insurance, then you're going to have to do a, an electrical, stim code.

And we know how well they pay. Well, okay. Now, now you've moved us into talking about the business of this. And of course, that's very important as well.

Tell us a little bit about how most doctors present this so that if indeed there isn't a third party coverage, then the doctor has to validate the, the importance and the necessity of it.

So let us be a fly on the wall. When would you, being our pay and with you being the doctor and us being the patient, tell us how you would explain this so that our doctors can see what your bedside manner might be in helping patients to understand PMA.

I use a number of different ways of explaining to patients. Obviously the physician, the clinician is the authority. Yes. And a good part of the time, if the clinician says you need this, patients don't know why and they won't necessarily even ask because they're relying on your authority to say, this is going to help me.

But if you have to explain how it works, you could explain the fact that, one of the key ways that I explain is that magnetic field therapy is like the wind in the trees.

The wind does not stay in the tree. The magnetic field does not stay in the body. It passes right on through. And you know how much it's affecting the tree by how much the leaves are moving.

You don't want a tornado, and you don't want to completely. Still there. If you don't use it, you lose it. So magnetic field therapy is pushing activity in the body.

It's making the body use itself, creating the charge that it needs to do the next step in whatever process it has. Disease and illness happens because there's no wind.

There's not enough charge to finish the job of healing. That's how nonunion factors happen that don't finish the job of healing. Yes, the magnetic fields basically stimulate that process to restart itself, to kickstart itself, or to kick itself up to another level so you can heal wounds in half the time you can heal fractures in half the time the tissues improve in half the time the inflammation decreases and half the time you know, approximately.

So if a physician understands a basic concept, magnetic fields pass through the body. They're completely safe. They're not toxic. They're not invasive, right.

It's additive to virtually any other therapy. Right. And so it's going to help you. It's going to move you through your

problem much faster and much better.

Well that is profoundly simple, doctor Bill. That is excellent. The wind in the trees and creating motion in the cells. You don't want them to be frantic.

You don't want them to be too still. You want them to move appropriately. And the magnetism helps me to do that. Fantastic, fantastic. So now, I want to talk a little bit more about the business.

Talk to us a little bit about how you present the cost of this to your patients, because if it's not covered by third party pay, they have to understand not only the validity of it, but the value to them personally.

So talk about how you present this so that a patient feels compelled to pay you for it. So what I outlined the reasons that we're doing this. And if they know, because often it's not the first time they've been to this rodeo. Yes.

Right. It's not the first time they've been to your office, and maybe not the first time they've been to your office for this problem. So we said, we've gotten so far with what we could do conventionally.

What we need to do to do is to take this to the next level. I'd like any therapy, whether it's acupuncture or whether it's a tense treatments, electrical stim treatments, manipulation treatments, all of those take time and energy and have a cost associated with them.

Well, this equipment has a cost as well. My time in providing this equipment to you has a cost. And so here's the cost. How much you charge will depend on where you are in the country, in Miami and New York City and LA and Washington DC, you're going to be paying more because overheads are more.

Right. But you can say we're going to charge between one dollars and one dollars and $3 a minute for treatment. How much time you're going to need will depend on your problem.

It depends on where you are, what you're where you're starting at, how much time you're going to need. I routinely will do 30 minute sessions routinely.

Many devices say, well, it's 8 minutes or 12 minutes or whatever. It's what you need. Yes. And I will gradually build people up. In fact, what I do with my high intensity magnetic systems is I will take them up to a level of discomfort and then take them to the level of intolerance and then back them off.

So if you're using a high enough intensity magnetic system they know it's working. They can feel it because muscles start contracting. Right. And when the muscles are contracting out they're bought into the thick treatment.

So you know you have to give away a session just for them to see it, to see, to touch it, to feel it. Then you bottom. Yes. Well this is that's only good business or that makes up makes perfect sense.

So you help doctors choose PMF systems that are right for them and and you sell them to patients as well. At times, yes. One of the key things that we'll do to the people who are watching this show with us, is we have a website called Tesla Fit.

So it's Tesla fit.com/consult. So if you want a consultation on, helping you to decide which system is going to work best for you given the cost benefit of what you are, what your is, you know, there are many people, many chiropractors I know have bought $35,000 systems.

Know to me most of the time for most doctors that's overkill, I see. And how do you get ROI? You have to have a really, you know, booming business, and then you have to create an even more booming business to get the ROI from that kind of system.

Is there a significant difference between the very expensive units in the model and price ones? No, because it depends on the density. They all end up relying entirely on the actual magnetic field induced

Okay, that makes perfect sense. So, name your favorite low priced system, your favorite moderately priced system, and your favorite deluxe. So I'm done training with acupuncturists, so I do an eight hour workshop for acupuncturists.

That webinars for natural paths, and other doctors and, just sort of primary care doctors, even, who don't have the resources to spend for a $35,000 system.

You don't need all of that. The system that I think is the most cost effective for most practitioners is the Tesla Fit dual like Tesla and then fit fit dual.

The reason that I recommend the duo is that it's the most efficient, because what we have to we aim for not only effectiveness, we aim for results, but we also aim for efficiency.

You also want a system that has a very small footprint. It's not going to take a lot of room. Right. So a doe has a, a footprint of maybe a foot wide and a half a foot deep and probably about four inches thick.

Very light. Just to use as a portable system that's a bit heavier because of the box that it comes in. But basically it's a small footprint and you got two devices, it's got two engines.

And what it's got two magnetic engines. So you can essentially treat two parts of the body at the same time. You can sandwich a part of the body like a chest or a hip or a back or a brain.

You can put magnetic, applicator on either side, and that fills that area between them with a more uniform magnetic field. So then you get the treatment times more efficient.

It's more effective. The Do also allows you to treat two people at the same time, because that one of the one of the, applicators, each channel has its own intensity settings.

So you could actually treat theoretically treat two people at the same time. Well, that sounds very cost efficient. Efficient. And, from the way you tell it, it seems like it's very effective as well.

So then, if a doctor wants to get started using the pump, most of our, most of our, most of our viewers and listeners are chiropractors. So, many of them are health and wellness oriented.

We're going to get back to talk about that in a little while. But many of them are also treating musculoskeletal conditions. So you just demonstrated that you could, put the pump right on the injured part and you can sandwich the do, applications and you put the injured part in between them.

Is that what you're saying? You could do that. But if you have a shoulder problem and you have a hip problem, you could treat both right because you have to have a right now.

Under what circumstances would you treat the brain with this? There are many Parkinson's, multiple sclerosis, Alzheimer's. Okay. Now, now you have to give us some more detail.

Talk about some case studies and some people that you were able to help with those three conditions, for example. Well, most of the time, some of these conditions are not short term.

Indeed. Right. Parkinson's is not a short term. Now, sometimes you can get people off, out of a wheelchair or you can get them walking better, more efficiently and have less risk of falling by doing a short course of treatment.

But a good part of the time, they're going to need treatment for an extended period of time. Whether they buy, you know, their own system or whether they just keep coming in for treatments with you.

So for Parkinson's, in that case you would take the two applicators with the duo and you put one on either side of the head and you, bring it up to maybe, I would say 30 and 40% intensity.

You always start off low, see how the body tolerates the stimulation. So it's like athletic training. You don't start off with trying to run a marathon.

You start off, you know, running a, you know, 500 yards shorter than 100 yards, a thousand yards, etc. so you gradually build up, you see what they could tolerate.

Then once you can tolerate the max pretty well, then that's all you need to do. And you treat for a short period of time.

Business, Systems, and Practice Strategy

It's turns on the brainwaves, turns on, ATP production increase the circulation because a lot of the problems in people's brains, especially as we get older, is actually circulation. Yes.

All right. So ATP increases in that and and and endorphins. So people actually can feel a little spacy. They can feel happy. It's like happy juice in a sense.

I think people probably want a little of that these days. No question. Talk about Alzheimer's. What have you seen with Alzheimer's patients? So the problem with Alzheimer's, like the problem with any condition.

So say, doctor, what are your results with my condition? And what's the answer? The answers we'll find out is it depends. I and and as you say, we'll find out because we we need to not only know how severe the problem is, we need to how responsive your body is to the treatment. Yes.

What's your starting point? Where do we want to end up? So you adjust your protocol at your time and intensity and so on based on the body's response, always starting off gently and gradually building up.

Okay. Is there a cure? Is there a cumulative impact? Do you get to a point where the tissues have been charged, or is there a do that? You have to keep acting it up in order to get a result.

Is the person habituate to it? How does that actually work? So of all the mechanisms that we talk about in the book and otherwise, the body decides what it's going to do.

Indeed, I can't say I'm going to target inflammation or I'm going to target circulation. The body says, I got a stimulus. It's a nonspecific stimulus, and the body says, here's what I'm going to do, and it's going to pick off like low hanging fruit.

It's going to pick off the things that will change and shift the easiest. So the way one of the ways I conceive of this is that basically you're dealing with four levels of, of, essentially pathology starting with the energetic level.

A good analogy is a cold. You're getting a cold. Something's coming. You don't know what's coming because, you know, it just don't feel right. That's the energetic level.

The next level is physiologic. Now I start sneezing, start having a runny nose. The body's reacting to the virus and producing a physiologic response to the virus.

You get rid of it very quickly at the energetic level. Now you have to change and shift the physiology at the physiologic level. But if you start producing yellow colored sputum or you start hacking up, a lot of sputum and it's burns and tears as you, as you cough it up, well, that's passive physiologic.

And then the lowest level of course would be pathologic. The tissues dead or it's dying and you got an abscess. Yes. Right. So it's going to take a lot longer to reverse an abscess than it is, path a physiologic level versus a physiologic level and so on.

Right. But it takes a long time to heal.

The nervous system takes a long time to heal. So when you know what you're dealing with that you have some sense and what the level of pathology is that you have some sense of the tissue and how that tissue is going to be able to respond.

And with that level of predictability, then you can advise the patient, this is what's probably going to end up having to happen with your treatment plan.

Well, that certainly makes sense. Now, we live in a very odd time where, people have the combined, challenge of dealing with the coronavirus, but then the emotional stress that spins off from that, strikes me that you might have something to say about that.

Yes. I got into a little trouble with that fact. Well, let's not get in trouble, but, not getting in trouble. But that's because of what I said. So magnetic field therapy is used for anxiety, and it's used for depression.

Yes. So it's used for mood disorders and that's well known. There are devices that are FDA approved to heal, to treat, treatment resistant depression, very high intensity systems as high or higher than the ones that we have available to us as clinicians, without getting FDA approval, without having to spend $50,000 for a machine.

So mood automatically is help with PMF therapy. And of course, if you remove somebody's pain, their mood is going to improve anyway. Certainly. Right.

So when it comes to dealing with Covid or pulmonary infections of any kind, including, all of the respiratory viruses, including influenza, once it settles into the body and you start to produce pathology or significant amounts of pathophysiology that you need to raise that level of tissue healing to get responses.

So magnetic field therapy helps the body to recover better, faster from these infections. And if you've recovered from Covid then what happens is you got you have scarring.

You have chronic inflammation in your body that has to be taken care of. It's going to last months to years. Now. We call it the long haulers syndrome by people who are severely ill with this infection, have problems for months.

And while we haven't been around for a year or so, we don't know, but certainly months. But you can help the body recover faster because it deals with the chronic inflammation.

So it seems so it seems like there's a dual purpose to using PMF with, people with with the coronavirus, both to assist them in diminishing the inflammation when the disease is full bloom, and then afterwards to reestablish good circulation, to help them eliminate some of the scarring that remains after good circulation and tissue healing and tissue causing healing of the tissue, recovery and healing of the tissue itself.

So you reduce the scarring. And the sooner you can do this, the less scarring there's going to be in that tissue, less fibrosis. You're going to have in the lung, the less chronic bronchitis or restrictive lung disease that you're going to have subsequently.

So, I don't want to get you in more trouble, and I don't want to get in trouble myself. Well, you know, but it seems to me, based on what you're saying.

See, chiropractors are trained that we make corrections and the body heals itself. So for us, what you're talking about is second nature. But the issue is right now, with the, absence of clear cut clinical approaches in dealing with the current pandemic, it strikes me that things like chiropractic and PMF, are going to be helpful not because they target any specific disease process, but rather because they establish something closer to a physiological normal in the body.

Is that your experience? Yeah, in fact, I talk about this as well sometimes, you know, when you go to a surgeon

and you have an operation, you have surgery.

What does a surgeon do when you leave the office? Opens a bottle of champagne, I don't know. What does he do? Crosses your fingers. Oh. Crosses fingers. Okay. Right.

Because what does that have to do to help you to heal from that? It from that surgery. Right? Right, right. Almost always nothing. Yeah, right. They're completely relying on you to hit yourself.

Yes, yes, yes. That's leaving things to chance. So when you do a correction now you're basically relying on the person to heal themselves from the correction.

So if you do a correction and you do magnetic field therapy now you're less reliant on chance. When I give somebody an antibiotic as a physician, when I give somebody an antibiotic, I'm also crossing my fingers that they don't get side effects.

And B that they're going to heal because the antibiotic is going to kill the bugs. It doesn't heal the infection. It doesn't heal the damage. Yes. So you're reliant on your own natural capability to be able to recover from that.

The damage caused by the infection. So we don't want to leave things at. Yes, but that's what magnetic field therapy does. Well, doctor Bill, you, sound more like a chiropractor when you say stuff like that.

So, welcome to RSI and a natural path for indeed. I know chiropractors don't know natural healing, but it's just it's refreshing, because there's so much conflict out there and we really all should be working together to make things better.

Perhaps, which is which is what takes me to the last topic that I want to discuss with you. What do you foresee? As the future of PMF? Therapy? What could you, if you could wave a magic wand and make things exactly the way you hope they would be?

What role would electromagnetism play in the healing and resolution of our planet's problems? Well, if we understand magnetic field therapy, what it does in the body, we understand what magnetic fields do in the body.

Then we begin to understand the role it plays. So again, if you if you have a mechanical problem, magnetic field therapy doesn't fix a mechanical problem.

You have to adjust. You have to change the mechanics. Yeah. And then the body heals itself. And so instead of just relying on the mechanics to take care of everything that you add another modality.

The same thing applies to to, nutrition. So again, a metaphor that I use. You can't build a house without bricks and mortar. Yes. Right. You also need a you need the plans to build your house.

Yes, sir. You need tools to build your house. You could do it the old fashioned way with hand tools. Or you could use it that use electrical tools. But that means you have to bring power to the house.

Future of PMF and Closing Remarks

So magnetic fields that basically pulse magnetic fields to bring a power to the house, you're still relying on the genetics and the body's own capacity to do the work that it needs to do to heal itself, but you also have to have the proper lifestyle factors that contribute to the healing process.

So if you have are missing the lifestyle factors and people keep pouring gasoline on the fire, then you're going to have a hard time recovering from that.

So understanding their role and their place with everything that you're doing and knowing what magnetic fields are going to do to enhance everything that you're doing.

Magnetic fields activate supplements and nutrients. They activate it because they open up cell membrane channels. When you open up the membrane channels of every cell in the body, that what happens?

Nutrients work better and waste gets out of the cell better. So everything's made more efficient generally. Fantastic. Fantastic. Now, you've been so generous.

The this is the information rich and completely practical and relevant. You've got the ears of an entire profession. What message would you like to deliver to the primarily to the chiropractors who are listening.

What do you have to say to help them? All right, so 22. messages are about pmfs that I see where, not only chiropractors, but doctors and general clinicians in general.

The two mistakes they make, the intensity is too low for the intensity is too high. Now, the intensity being too high would be against 35 or $50,000 for a system that you may not need to spend in your practice.

Now, in some business models that makes great sense. Usually takes a room, takes a lot of space. So most chiropractors that I've ever talked to don't have those luxuries.

They have 1 or 2 rooms and they're moving back and forth between 1 or 2 rooms. So you need a small footprint, and you need something that's not going to bankrupt you.

And you don't have to go into significant debt to be able to afford. So getting a system that's maybe a third of the way down the road in terms of cost at the low end, are devices that are being sold that are being the promises are extravagant, and the people who are selling them have zero training in magnetic field therapy.

Except for the people who taught them to sell. And the magnetic systems are like one Gauss. So we're talking about that, that the tests that they do. Oh, we're talking about a, 5000 Gauss machine.

So what is one Gauss going to do versus 5000 gauss? You have a lot more room to play with. You can adjust your protocols more easily. You're going to get better, faster results with less time.

Great, great. Thank you so much. Like the public, this has been a marvelous presentation. I know some people are being introduced. The PM for the first time.

At the message circle Global. We talk about it constantly, and many of our doctors are already using it. It's one of the reasons I really wanted to have one of the foremost authorities to explain some of the inner workings of this.

A, do you have one more comment I want? Yes, one more comment. I want to go back to a point I made earlier, and I'm sorry to interrupt you. No, no, please.

Again, one of the key things in terms of deciding which system to get, what what part of the spectrum should you be in? At which device should you get is I offer a consultation service.

So if there are people watching and listening who say, I'm not sure what I should get, I know I've been sold this. I've been sold out of. It's all that we read on the internet.

You'll see a huge number of claims, and you don't know what to make of any of this. One of the reasons for the book is provide you the science. So it's not a matter of my opinion.

Here's the science. So I provide consultation. So if you go to tesla.com/consult, you can book an appointment to to have a discussion with me about which devices will best suited for your setting, your environment and what your hopes and expectations would be or how you would consider using this equipment.

So being informed in all of these different ways is very important to make the right decisions. Fabulous. A brilliant healer, a dedicated master, somebody who cares about the people he takes care of and is a visionary in his own

time.

Doctor Bill Pollock, thank you so much for being on the Practice Upgrade Summit. Thank you for allowing me to chat with your folks.