



LIFE CHIROPRACTIC
COLLEGE WEST



EXPRESS YOUR POTENTIAL



WELCOME TO LIFE WEST



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We are delighted that you are interested in the chiropractic profession and that you are considering Life Chiropractic College West. You are asking some important questions right now: Is chiropractic the right career for me? How do I select the best school to meet my needs? Why should I choose Life Chiropractic College West?

Understanding your perspective on chiropractic is a key element in answering “Why Life West?” At Life West, we believe that chiropractic is a vital part of health care and that the chiropractic lifestyle is something that the public is placing in high demand right now.

As the public demands safe, gentle and effective ways to provide natural health care for their families, the world needs more chiropractors with outstanding skills to provide these families with information, leadership, and an effective way to improve their health. We see chiropractic as the key to creating a brighter future for humanity.

Life West is focused on potential. We believe in the incredible potential for human beings to be healthier from the inside out. We believe in your potential to help other people while building a career you always dreamed of. We believe that your education is more than information — and is in fact about helping you to find your own untapped potential to become the best version of yourself.

Are you interested in making a big impact on the health of your community? Are you excited about creating change and having a major role in a global shift of thinking about health care? We welcome big thinkers and doers alike. Come join us and make life changing things happen with your chiropractic career!

EXPRESS YOUR POTENTIAL



KEY VALUES

LEADERSHIP



PHILOSOPHY



VITALISM



BUSINESS



SUCCESS



LEADERSHIP

Your future patients are looking for leadership in healthcare. Leadership must be more than a marketing gimmick. Real leadership is a skill set that can be learned and should be taught to all chiropractors. At Life West, we get excited about leadership because we see that the chiropractic profession is looking for leaders. Future patients and communities all over the world are looking for new leadership in health care. At Life West you will have many opportunities to make leadership a central tenet of your curriculum and way of thinking.

One innovative way we train leaders is with a special event called Life 101. You will go on a three day retreat in the mountains of California to learn the essential skills of becoming the best versions of yourself. At Life 101, you will be able to uncover your self-limiting beliefs and learn tactics to break free from these constraints and live a bigger and bolder life. When you focus on learning the skills of leadership, you will find new ways to grow and become the person you wish to become.

PHILOSOPHY

Why? That is the essential question behind all studies of philosophy. The WHY of chiropractic is essential to chiropractors and to chiropractic education. You will learn the why of chiropractic not just for yourselves, but for your patients. Philosophy is not just “for fun”. Philosophy is the glue that holds all of the elements of our educational

process together. As chiropractors, we must truly understand and own the principles of safe and effective healthcare for all through the chiropractic philosophy.

VITALISM

Vitalism is the understanding that there is more to the function of the human body than only a bunch of parts and mechanisms. There is also intelligence which is innate to the human ecosystem. This intelligence allows the body to be self healing and self organizing. Vitalism is the study of the underlying elements of the organization of intelligence in the human body (and in any living system) and how that intelligence runs the system.

From a vitalistic viewpoint, the care provided by a chiropractor takes on a unique and powerful role in supporting the human body’s natural inclination to heal itself and to remain healthy over the course of a lifetime. You will learn how to use the principle of a vitalistic world to empower your patients.

BUSINESS

Most chiropractors choose to go into business for themselves. As entrepreneurs, chiropractors should be very well-versed in all the success principles of small business. You will learn the best strategies in chiropractic business from the best in the profession.

Your chiropractic business education loses its value and its effectiveness if it cannot take into account the philosophy and

vitalistic intent of your practice. When the educational philosophy matches and supports your business principles, high levels of success become not just possible, they become standard.

SUCCESS

When we build anything at Life West (from programs to curriculum to events) we are always asking the same fundamental question: How will this help our students and graduates succeed and thrive?

Your philosophy classes are about your success in communicating what you do and why you do it. The 13 different technique classes are about your success in providing a perfect adjustment in every situation, from the day you graduate. Business classes are about your future success running your office. The clinical program is geared toward helping you optimize your success in real-life practice. And our Life 101 experiential camp is about giving you the tools to be an extraordinary person throughout your education and into your professional service.

We care about your success because we care about the amazing work you will one day be able to go out and do. When you do big things, you change the world. We are here to provide every possible tool to make that happen.



THE BASICS

SCIENCE

Chiropractors are excited about science. We love to learn everything we can about the human body and all the complicated and fascinating ways it functions. Chiropractors are primary healthcare providers, which means that chiropractic patients come directly into our offices without needing a referral from another healthcare provider or a medical doctor. Our job is to not only provide outstanding chiropractic care, but also to understand the language of the healthcare world and all the details of human physiology. Because chiropractors work with so many patients who are also seeking care within the rest of the medical community, it is critical that we have an exceptional understanding of the human body and all its functions.

Life West students are well-versed in the sciences, especially as it relates to their future in practice. Life West faculty members who teach the basic sciences make sure to help students apply the science within the context of a future chiropractic practice. We recognize the importance of creating a bridge between your understanding of the science of the human body and how you will use this information on a daily basis in your future practice.

TECHNIQUE

Chiropractic techniques are more than ways to move a bone. Each technique is a system which chiropractors can use to determine where, when and how to adjust the spine. We use specific chiropractic techniques to find and remove subluxations by adjusting the spine with great care and precision. Learning chiropractic techniques is a physical skill which requires hands on learning and repetition.

To make sure you graduate with superior technique skills, we teach you early, teach you lots of techniques and teach them very effectively. You will take technique classes in the very first year that you are on campus. We bring technique beyond the classroom! You will have access to daily open labs where you can practice technique with a faculty member there to assist your hands-on learning. We teach you techniques as a system, so you will know why and when to adjust, not just how to adjust. A great package of techniques allows you to become proficient at many techniques and allows you to have an outstanding package of “tools” in your chiropractic tool belt. We offer 14 techniques in our curriculum.



Evolutionary Percussive Instrument Correction

FOURTEEN TECHNIQUES AT LIFE WEST

14

Network Spinal Analysis

Knee Chest

Blair

Diversified

Toggle

CBP

Activator

SOT

Thompson

NUCCA

Gonstead

DNFT

Extremities

WHAT WE'RE LIKE

When we say that the student experience at Life West is unique...we **REALLY MEAN IT!** The most frequent comment we hear from visitors to our campus is about how amazing and different we are. This is a commentary on the student culture at Life West. Our community would be best described as innovative and inspired. We attract people who think and act from the possibility of their best self. You will learn to express yourself in positive ways at Life West.

DOES THIS SOUND LIKE YOU?

- ✔ We are **PASSIONATE** *Energetic* motivated and *CONNECTED*.
- ✔ We celebrate our collective *Passion* for growing the chiropractic profession and increasing the way people understand the **BENEFITS OF CHIROPRACTIC CARE**.
- ✔ We know that chiropractic offers a *new way of thinking* that the world not only needs, but is looking for every day.
- ✔ We are driven to offer more people the option to choose **SAFE** *Effective* and *AFFORDABLE* chiropractic care as the cornerstone of their family's *healthy lifestyle*.
- ✔ We believe that as more people become educated about the power of a chiropractic adjustment and lifestyle, that the **WORLD** will become a *Happier* and healthier place.
- ✔ We embrace the idea that education is not just about the information you learn, but that a *Great Education* experience is about *PERSONAL TRANSFORMATION* and **GROWTH**.

STUDENT LIFE AND CULTURE

Life West students do more than go to class and plan to change the world. We like to have fun and find balance between study and living a full life.

FITNESS & ATHLETICS Life West students are very active and committed to a healthy lifestyle. Our students have formed a variety of clubs revolving around activities such as cycling, fitness training, hiking and basketball. Our Life West Hockey team has become a fierce contender in league play, the softball team keeps the winning ways alive and the co-ed soccer team brings loads of athletes to the field. We have yoga and meditation classes for those who like to include spirit in their fitness regimen. Our students workout in our on-campus fitness center, or go to the many outstanding hiking, running, climbing and cross-fit facilities in the area. You can choose to borrow a bike and ride along the shoreline, just minutes from campus. You might join a pick-up volleyball game or basketball game in the gymnasium.

STUDENT CLUBS & ACTIVITIES Our students are very actively engaged in special interests which range from chiropractic groups and techniques to any kind of interest group. We have clubs for students with kids, for students with religious affiliations, and just about every other thing you can think of. And we have students forming new clubs all the time. If you want to make a club happen, we are here to help. Clubs and activities occur after school, during the daily break time, or during the lunch hour. There are so many ways to get involved and develop your interests.

LIFE 101 Life West offers an exceptional personal development experiential camp to all of our enrolled students. Life 101 is a three day retreat at a camp in the Sierra Nevada Mountains where our students go to explore their own pathway to their personal best in life. This retreat utilizes exercises like a high ropes course to identify self-limiting beliefs and other obstacles which hold us back from becoming the best versions of ourselves. Life West students go home brimming with confidence, personal strength and camaraderie with their classmates as well as lasting skills to take with them as they complete their chiropractic education and move into practice. This retreat truly is a life changer!

LIFE WEST GLADIATORS RUGBY CLUB Rugby is a rapidly growing sport and passion at Life West. The Life West Gladiators Rugby Club has rocketed up several divisions and continues to dominate based upon outstanding performance. Our secret weapon: chiropractic care! All of this acclaim has meant huge growth and opportunities for rugby — which now has men's and women's teams. We are excited to support our team as they spread the word about chiropractic and learn about excellence on and off the field. We know that with great chiropractic care and great leadership, they are bound to excel. www.lifewestrugby.com

SPORTS PERFORMANCE INSTITUTE (SPI) at LIFE WEST The Sports Performance Institute at Life West is a unique program where you can learn to add exceptional value to all athletes. The future of chiropractic and sports is in the ability to optimize an athlete's health and abilities, to strengthen their performance, and to maximize their ability to heal. Our SPI program not only teaches you how to understand and care for an athlete in the office but you can be well prepared and certified for emergency care, event care and even professional athlete care. Our senior SPI students go to professional sporting events (like the Dew Tour and Nitro Circus) with the SPI doctors and learn real world professional chiropractic sport performance. www.lifewest.edu/spi



YES!

That sounds like me!



LIVING IN THE SAN FRANCISCO BAY AREA

People **LOVE** to visit the San Francisco Bay Area. Who wouldn't love to live in a place where you can do so many amazing things so easily!

The question we always hear from prospective students is:

“HOW WILL I LIVE THERE?”

Our students have found a number of ways to afford living in the San Francisco Bay Area on a student's budget.

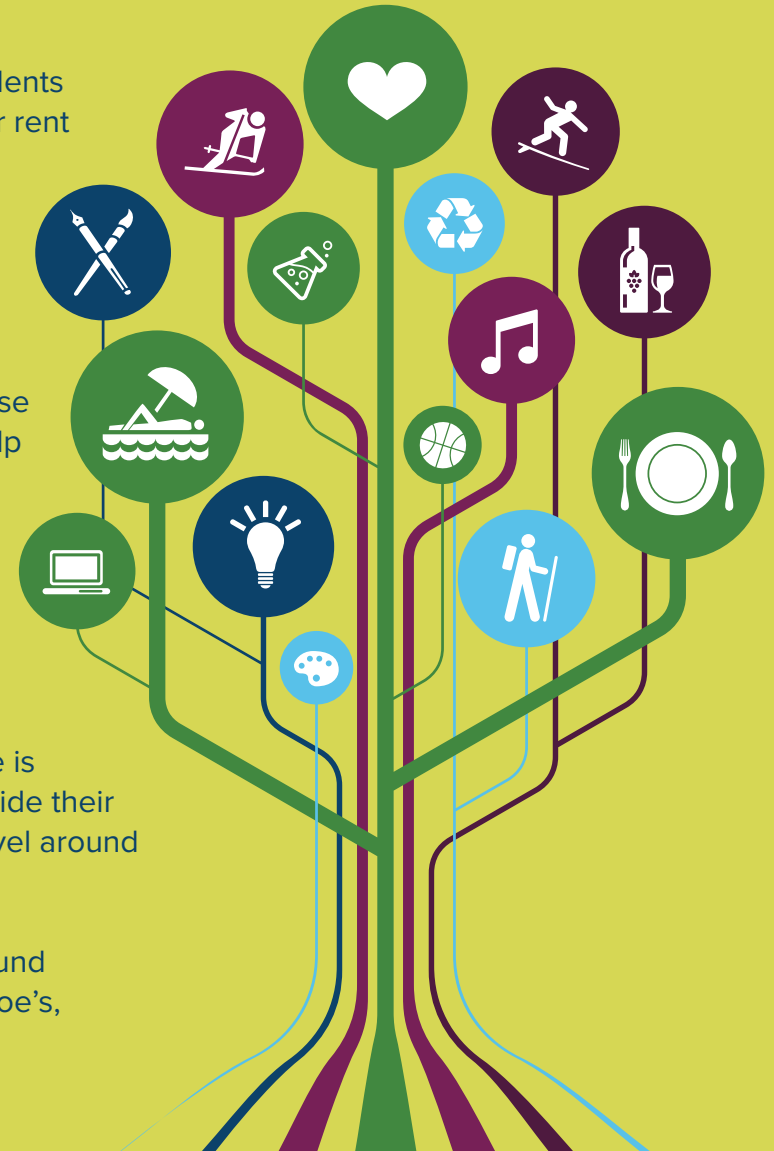
SHARE A HUGE, BEAUTIFUL HOUSE A great number of our students have found the perfect solution to their housing dilemma. They pool their rent money and rent big beautiful family homes. These houses typically have amenities like multiple private bathrooms, state of the art kitchens, several living areas and big luscious private yards. Some even have pools, hot tubs and views.

The benefits don't end there. By sharing space you will not only save money, but you will create your own collaborative community. When house sharing you will have a ready-made community of advocates who will help you study, meet new people and learn new things.

RENT AN APARTMENT OR ROOM For those who require their own space, there are options to rent a small house or apartment or even a room at reasonable rates. We have a housing coordinator who helps students learn the area and match up with reputable landlords.

TRANSPORTATION IS EASY The public transportation system here is terrific and an easy way to save on expenses. Many students choose to ride their bikes to school and use the BART, MUNI AND CALTRANS systems to travel around the Bay Area.

EAT HEALTHY Healthy food is inexpensive and plentiful with year-round farmers markets and fresh local produce in great stores such as Trader Joe's, Whole Foods, Sprouts and many others.





CAMPUS VISIT and CHAMPIONS WEEKEND

Now it's time to stop reading about Life West and **DO SOMETHING!**

STEP ONE: Plan a visit! See for yourself.

Your best way to visit is to register for one of the special two day **Champions Weekends** offered every quarter. Get all the details and register at www.lifewestchampions.com.

You can also join us for our single day campus tour (offered every Monday and Friday when school is in session).

Registration is easy. Register for your visit online @ www.lifewest.edu by doing the following:

1. Go to www.lifewest.edu
2. Hover over Prospective Students
3. Hover over Admissions
4. Choose Visit Life West
5. Click the VISIT LIFE WEST button on the right side of the page and fill out the online form.
6. Someone from Admissions will contact you with the next steps.

Or call the enrollment team today at **+1 (510) 780-4501**.

STEP TWO: Call us!

Call the enrollment team and chat with your admissions representative (don't worry, we will hook you up with the right person, just call!) about what steps you should take. No matter where you are in the process, we can tailor make a plan for you for seamless enrollment.

STEP THREE: Dig Deeper!

Find out everything you can about the chiropractic profession. Visit local chiropractors (more than one). Read online blogs and websites. Buy some books about leadership and business. Your education can begin now. If you need help figuring out what to do to learn more, call the enrollment team and we will help you find the resources you need.

For detailed instruction on how to apply for admissions and financial aid, visit www.lifewest.edu or check out the Admissions 101 booklet.

www.LifeWestChampions.com



LIFE CHIROPRACTIC COLLEGE WEST

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Enrollment

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