



Seoul branch

INTERVIEW: DR. PHILLIP YOO FROM CREATE WELLNESS CENTER

BY HOO KANG

Dr. Yoo, How did you get into chiropractic?

After I graduated from Michigan State University. With a degree in sports performance and wellness, I was working as a fitness trainer when I had injured my back in the gym. I went to the local chiropractor and was so impressed with the results. That I decided to become one myself - because I found that chiropractic was a perfect complement to health and wellness.

How did you start your chiropractic practice in Korea?

Back in 1999, I was dating a former Ms. Korea. I came to visit her as well as study Korean at Yonsei University. A doctor had invited me to practice in his clinic. Eventually, I set up my own in Itaewon. I became the first U.S.-born chiropractor to setup in Korea. My focus was to serve the expatriate, military, and sports communities in Korea.

I've noticed several chiropractic clinics popping up in Korea. What makes yours unique?

Experience, I've practiced since 1997, almost 14 years. My associate chiropractor, Dr. James (who is also an Oriental medical doctor), has over 15 years of experience and last practiced in Chicago, where Dr. Will, Dr. Hana, and even myself studied and worked. We should call our clinic the "Chicago Chiropractic Clinic." Furthermore, our remaining doctors and staff have several years under their belts as well. Our staff has worked on joint projects with the Sports Medicine Physical Therapy Department of Yonsei University, World Cup, Beijing Olympics, other international sporting events, U.S. military special forces, and even concerts like the Beyonce tour as well. Furthermore we have treated famous Korean actors such as Lee Byung-hyun (from GI Joe), and Lee Seo-jin, just to name a couple.

All of our doctors are certified and continue to hone their skills with continuing education in sports medicine. Our clinics also offer traditional Chinese medicine, athletic training, and most up-to-date diagnosis and treatment methods from the U.S. I travel back and forth attending sports-medicine seminars from around the world and make sure all our staff keep their licenses updated through continuing education courses, and are trained from what I learn as well.

We also have three locations worldwide to serve our target international communities. Our newest branch is in Los Angeles, California, where we also serve the international communities as well consisting of Hispanics, Koreans, and Vietnamese. And Yes - even English teachers and military personnel. Furthermore, we also get referrals to treat professional athletic teams such as the Mighty Ducks, the (national) volleyball team ... We can also see Disneyland from our 6th floor view,

and will negotiate to treat their many thousands of hard working entertainers and staff. We can provide the same high quality treatment for those traveling between the U.S. and Korea.

What are your plans for 2011?

Our sports doctors will be volunteering to treat athletes at the 2011 IAAF World Championships in Daegu. Furthermore, as our Seoul clinic has been operating for more than 10 years, the systems are stable enough for it to run smoothly whether I am present or not. This is largely due to a team of "A players" who all work together to put the patient needs above themselves. It is not easy to find this type of person, so we are always looking for our next stars. I have built another team of A player chiropractors and Oriental medical doctors, and after I have sufficiently trained them here in L.A., I plan to send some to Korea to expand and to our talent.

I would like to improve the services in our Korean clinics, but also use that as a model to build smooth operating center in our L.A. branch as well. Being in the states has given me broader opportunities to treat more professional athletes and Fortune 500 companies. We are developing state-of-the-art corporate wellness programs. We are not only treating for pain care, but also treating them for high blood pressure, stress, toxicity and weight loss.

These areas are very important to prevent cancer, diabetes, and heart disease, which are on the rise in the U.S. and the rest of the world. The U.S. government is finally recognizing this, and is giving incentives for corporations to start wellness programs to keep health care costs down. For example, we are in the process of developing onsite wellness programs for Boeing, Samsung, Hyundai, and Kia, which all have branches in Korea as well.

Do you have anything else you want to tell Groove readers?

Eighty percent of the population's New Year's resolutions deal with losing weight and getting healthy. However, most people don't know how to go about it correctly so they either give up, injure themselves, or are misinformed about weight loss and health. For those of you who would like to start of the New Year healthy, fit, and pain free, I encourage you to get with a qualified professional who has experience with diagnosis, treatment, and prevention of exercise related injuries and one that is well versed in healthy eating and life style.

Back when I first came to Korea, I had entered the Body for Life contest where I lost 24 pounds of fat, and gained 12 pounds of muscle. If I can do this in the middle of immigrating to Korea, so can you! So we're also going to have a contest to see who can lose the most weight in 90 days, and to help you get started we'll give you a free wellness and fitness consultation. If you come to the complimentary wellness consultation, we'll waive the 50,000 won entry fee to the contest. The winner will receive 1 million won in wellness services and an additional 1 won donation to the Special Olympics in the name of the winner. Dr. Phil challenges you to make 2011 your healthiest year ever!

For additional details for the 2011 Create Wellness Center Weight Loss Challenge please check www.CreateWellnessCenter.com

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L.A. branch