

Quality Health Care, Touching Lives

Dr. Rochelin Herold, Maryland Spine Institute

BY LINDA ESTERSON



“Miracle Hands” Provide Lasting Relief

Dr. Ali Tabrizchi is a board-certified clinical interventional cardiologist practicing with Cardiovascular Associates of Maryland in Bel Air. He uses his hands to save heart attack patients, performing more than 30,000 procedures since beginning practice in 2008.

The demands of his job prove physical, and 18 months ago, they took their toll. His back became excruciatingly painful. Thinking it was his mattress, he bought a new one. After that failed to help, he attempted to sleep on the floor. He was miserable.

His office manager noticed he could barely walk, and suggested Dr. Rochelin Herold and the Maryland Spine Institute, just a half mile from his office. With “tears in his eyes,” he walked into Dr. Herold’s office.

After an examination and X-ray, Dr. Herold determined disfigured muscles were pinching on many nerves. After two appointments, featuring adjustments and treatment on pressure points, he was significantly better. He continued therapy

in the office for a week, and that was all he needed.

Today, he reflects on Dr. Herold’s “miracle hands” that unraveled the problem and enabled him to run a marathon soon after.

“I’m meticulous and I don’t give compliments easily,” Dr. Tabrizchi says. “But his hands are gifted ... I give him the highest level of respect.”

Rochelin Herold, DC, MS, CEAS and the Maryland Spine Institute

Dr. Rochelin Herold was born in Brooklyn, N.Y. The son of Haitian parents, he was the first in the family to graduate college. He chose West Virginia University, where he earned a Bachelor of Science degree in exercise physiology and a Master of Science degree in community health education. He was one of the first recipients of the Research Track Award for chiropractic research while earning his doctorate degree at Life University College of Chiropractic in Marietta, Ga.

“I’ve always had a love for anatomy and how the body works,” says Dr. Herold. “When working on my master’s, I realized I

wanted to focus on holistic care.”

Dr. Herold chose to practice in Maryland as the state requires advanced testing for licensure not needed in other states. He settled in “family friendly” Harford County, and after working in Washington, D.C., and Baltimore City, he joined the Maryland Spine Institute in 2012. He acquired the practice in 2014.

The Maryland Spine Institute is a full-service chiropractic and physical therapy practice. Its mission is to provide state-of-the-art, non-surgical, comprehensive health care in the highest quality, at every level. The Maryland Spine Institute utilizes advanced technology in physical medicine, including: spinal disc decompression, cold laser therapy, physical therapy, chiropractic, custom foot orthotics, nutritional supplements, massage therapy and patient education.

Dr. Herold recalls being ill often while growing up, and relying on his body’s ability to heal itself. He has embraced that philosophy in his chiropractic practice today.

“We work to find the root cause of pain or the condition and allow the body to heal

itself,” he says. “The basis of chiropractic practice is that structure is related to function. If something is not positioned or moving correctly in the body, it will affect how it functions.”

Early warning signs alert to the body’s failure to work well. We are taught to push through pain, but that can eventually lead to worsening conditions where surgery may be the only option.

“It’s an amazing time in health care,” he explains. “People can pay attention to their bodies and prevent things from getting worse. We can address the underlying causes of conditions.”

Expansion Continues

Since becoming the owner, Dr. Herold has worked to expand the practice in a variety of ways. He implemented a paperless Electronic Medical Record System, which includes patients signing in by computer and scheduling appointments by smart phone, and established a “No Wait” Policy as part of his commitment to customer service. He’s renovated the former Farm Bank building for his offices, which operates on two floors and includes acupuncture and massage therapy services, as part of its holistic offerings. This summer, he will add integrative medicine services with the hiring of a nurse practitioner.

“This allows us to help more people by treating more acute conditions with more diagnostic testing, screening for chronic conditions, developing weight loss programs and some limited muscular and joint injections to decrease pain and increase function,” he says. “Sometimes over-tightened, severely inflamed muscles need medication or injections to calm down spasms and decrease inflammation and severe pain before rehabilitation can take place. Our model is much more effective as our goal is to get the patient off of medicine and not dependent on it.”

The nurse practitioner is not the only addition to the staff. Steven C. Elek, D.C., recently joined the practice as an associate chiropractor. A Fallston resident and Harford County native, Dr. Elek studied at New York Chiropractic College and spent several years treating patients in Howard County. He is a manual therapist who specializes in the treatment of musculoskeletal conditions and his sports medicine background and interests provide an additional dimension to the Maryland Spine Institute practice.

“I measure our success by how many

patients we help to change their lives for the better, how many patients can live better and feel better,” says Dr. Herold. “It’s not about treating the symptoms. It’s about treating the cause. That’s where patients find true relief and long lasting results.”

Pleased Patients

Last summer, Pamela Saul sought Dr. Herold’s help for relief from lower back pain and sporadic neck pain that bothered her for years. Chiropractic techniques and a series of exercises enabled her to taper from three visits per week to two then one and then once monthly since February.

“It’s really made a big difference with me,” says Saul, who calls Aberdeen home. “There were a lot of things I couldn’t do without pain like walking, (climbing) up and down steps, and sitting in the car for long drives.”

Today, she is able to perform these activities, and limits her frequency on stairs and lifting heavy objects. She also uses a back support and orthotics, as prescribed by Dr. Herold.

“He’s really made quite a difference for me,” she says.

Gerry Lhotsky also sings praises for the treatment he’s received from Dr. Herold and his staff.

After helping his daughter move to an apartment last fall, he realized heavy lifting took a toll on his back. It worsened and one morning he could not put on his socks. The staff fit him in that day, and a minor adjustment and ice helped immediately.

For the next several weeks, he received treatments of spinal decompression, adjustments and exercise therapy four times each week. Gradual improvement enabled him to shovel snow during January’s blizzard without pain.

Today, he sees Dr. Herold for weekly adjustments and expresses his extreme pleasure. “I feel sorry for people who don’t live in Bel Air because they can’t get the benefit of seeing Dr. Herold and his staff.” **I95**



Dr. Rochelin Herold, Owner/Practitioner

Rochelin Herold, DC, MS, CEAS

Client Services:

- Spinal Decompression Therapy
- Physical Therapy
- Chiropractic Care
- Cold Laser Therapy
- Custom Foot Orthotics
- Ergonomic Assessment
- Massage Therapy
- Acupuncture
- Integrative Medicine (coming summer 2016)
- Natural Pain Relief Products

Education:

- BS Exercise Physiology with Emphasis in Aquatic PT
- MS Public Health-Community Health Education
- DC Life University

Certifications and Awards:

- Board Certified Chiropractor with Physical Therapy Privileges
- First Research Track Award at Life University
- Published Researcher with American Public Health Association
- Certified Ergonomics Assessment Specialist

Affiliations:

- Maryland Chiropractic Assoc.
- International Chiropractic Assoc.
- International Chiropractic Pediatric Assoc.
- Harford County Chamber of Commerce

All major insurance plans accepted. Affordable payment plans available.

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