

# HALLIE CHIROPRACTIC

## PURE WATER TECHNOLOGY IS SIMPLY A BETTER CHOICE

### The Situation

Hallie Chiropractic loves the water they are drinking – now. The busy chiropractic office has Pure Water Technology and knows they have the purest drinking water possible for their employees and patients.

Prior to the switch they had a large water bottle cooler system. A Pure Water Technology sales representative stopped in and talked to them about Pure Water. “He did a quality test on the water from the cooler unit and it tested the same as tap water,” said Dr. Kevin Schultz of Hallie Chiropractic. “That was unacceptable to me. Once we knew that the water bottle cooler was inferior, it was an easy decision to switch to Pure Water Technology.”

The fact that the switch was cost effective also was a benefit. “For us, the price for Pure Water was less than what we had been paying for the bottled water,” Dr. Schultz said. “Having a better and much healthier product and saving money just made it even better.”

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Hallie Chiropractic

### Business Profile

HALLIE CHIROPRACTIC serves patients in Eau Claire and Chippewa Falls, Wisconsin and has been in business since 2004. The practice currently includes one chiropractor and two office staff. The office is busy, treating about 100 patients per day. The practice builds their foundation on a commitment to communicate openly with patients, explaining everything related to their chiropractic care in advance.



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Customer Success Story

# HALLIE CHIROPRACTIC



THE PUREST DRINKING WATER ON THE PLANET

## A Better Choice

Dr. Schultz tells his patients that if they knew what was in their tap water they wouldn't drink it. As just one example, the fluoride that is a standard in most tap water is a neurotoxin, meaning it is toxic to the nervous system. The unfortunate reality is that most tap and well water in the U.S. are not safe for drinking due to heavy industrial and environmental pollution and the resulting contamination. "Pure Water Technology is a fit for the core of what we do at Hallie Chiropractic," Dr. Schultz said. "We are all about health and healthy living. And drinking pure water is important to overall health."

The office has one Pure Water Technology unit, and it is easily accessible to patients and employees. Because of how busy the office is, it is important to provide things that make a patient's visit and wait in the waiting room comfortable. The Pure Water unit provides hot and cold water, and the office provides a variety of organic tea for their patients.



"The patients love the tea," Dr. Schultz said. "The organic tea, as well as the Pure Water unit itself, is a point of differentiation for us. I encourage patients to bring in their water bottles and fill them up."

Dr. Kevin Schultz,  
Hallie Chiropractic

## Environmentally Friendly

Being green and considering environmental impacts is also important for Hallie Chiropractic. Dr. Schultz understood that the large water cooler bottles were not a green choice – the greenhouse gasses emitted during the manufacturing and transportation process and the non-biodegradable plastic water bottles that end up in landfills place a drain on the environment. That effect contrasts dramatically with Pure Water Technology systems that simply connect to an existing water supply. "There is no adverse effect to the environment with the Pure Water system," Dr. Schultz said. "In fact, it helps the environment by eliminating the negative effects of other options."



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