

Business Connection



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Business Spotlight

The Art of “The Specific”

The Specific Chiropractic Centers - Dublin is one of 13 franchise offices nationwide that provides a specific technique of chiropractic called upper cervical. This unique style of chiropractic care allows them to truly help people who struggle with health issues that don't seem to resolve with traditional healthcare approaches



Dr. Drew Vercellino

What is “The Specific”

Upper cervical is a highly focused technique of chiropractic that works with the unique relationship between the upper neck (top two bones) and the central nervous system, mainly the brainstem. “Quite a few people who struggle with chronic health issues have a history of head and/or neck injuries that don't receive appropriate treatment or rehab and end up with long term upper cervical dysfunction and the neurological problems that go along with that,” said Dr. Drew Vercellino. “We're able to work with and help so many people who struggle with

“When I'm not in the office, I love to explore the amazing, outdoor hiking opportunities all over the Bay Area and California as a whole, especially the Sierras. I love to help people realize their true potential and I'm looking forward to helping and serving my community.”

— Dr. Drew Vercellino,
The Specific Chiropractic
Centers, Dublin.

chronic health issues because they very often share a common core problem of nervous system dysfunction due to a problem in the upper neck,” he continued.

About Dr. Drew

Dr. Drew started practicing in June of 2015 at The Specific Chiropractic Centers in Chico and moved back to the Bay Area in 2018. He took over as Clinic Director of the Dublin location in October of 2020, after nearly two years of providing mobile chiropractic care to his

patients in the South Bay. Before becoming a chiropractor, Dr. Drew was a holistic lifestyle coach and personal trainer and loved using kettlebells with his clients.

Dr. Drew completely changed his plans of practicing chiropractic and dedicated his career to this upper cervical focus because of the life changing experience he had of improving his sleep quality and digestive issues.

The Specific Chiropractic Centers focus is working with patients to help them create a plan to get well. They use computerized, infrared thermography and digital x-rays to help better analyze how and when to adjust patients. “This makes our practice unique because we want our patients to actually hold their adjustment and not need to continuously come into the office every week,” said Dr. Drew.

Learn more about Dr. Drew and The Specific Chiropractic Centers by emailing drew@thespecific.com or online at www.thespecific.com.



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