

NeckWise Land O' Lakes Marks First Anniversary After 2,300+ Patient Visits for Vertigo, Dizziness and Neck Pain

First-year data shows vertigo and dizziness were the leading concerns among patients at NeckWise Land O' Lakes, serving northern Tampa Bay.

LAND O' LAKES, FL, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- [NeckWise Land O' Lakes](#), an upper cervical chiropractic clinic serving Land O' Lakes, Wesley Chapel, Lutz and communities throughout northern Tampa Bay, is marking its first anniversary after recording 2,328 patient visits and welcoming 154 new patients during its first year.

An internal review of first-year patient data found that [vertigo and dizziness](#) were the leading presenting concerns, accounting for 44% of patients. Neck pain represented 33%, while migraines and headaches accounted for 14%. Together, those three categories represented 91% of the primary presenting concerns identified at the clinic during its first year.

"What stands out to me after our first year is how many people are searching for answers to persistent problems like dizziness, vertigo, headaches and chronic neck pain," said Dr. Ryan LaChance, upper cervical chiropractor at [NeckWise](#) Land O' Lakes. "Many of the people who walk through our doors have already spent considerable time trying to understand why they don't feel or function the way they used to."

"Our job begins with listening to their story, evaluating them carefully and helping them understand whether the upper cervical spine may be an important area to evaluate."

Vertigo and Dizziness Lead First-Year Patient Concerns

NeckWise reviewed the primary presenting concerns of patients who sought care at the Land O' Lakes clinic during its first year. The breakdown included:



Dr. Ryan LaChance of Neckwise Land O' Lakes

44% — Vertigo and dizziness
33% — Neck pain
14% — Migraines and headaches
3% — Numbness and tingling
3% — Eustachian tube dysfunction
3% — Balance issues

The findings describe the primary reasons patients sought care at the Land O' Lakes clinic. They are not intended to demonstrate treatment effectiveness or establish that an upper cervical problem caused any particular condition.

Available demographic data also showed that many patients seeking care were middle-aged. Among patients for whom age information was available, the median age was 53, with approximately two-thirds between the ages of 35 and 64.

For NeckWise, the first-year data provides insight into the types of concerns prompting people throughout Land O' Lakes, Wesley Chapel, Lutz and northern Tampa Bay to seek a focused evaluation of the upper cervical spine.

Upper Cervical Chiropractic Care at NeckWise Land O' Lakes

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Dr Ryan LaChance

Upper cervical chiropractic focuses specifically on the uppermost region of the cervical spine and the craniocervical junction, where the head and neck meet. The atlas and axis—the first and second cervical vertebrae—are located in this region.

At NeckWise Land O' Lakes, patients begin with a consultation focused on their health history, symptoms and goals. When indicated, precise 3D imaging and objective analysis are used to evaluate the upper cervical region and develop recommendations based on the

individual patient's anatomy and findings.

Rather than routinely adjusting multiple areas of the spine, NeckWise doctors focus on specific upper cervical corrections when indicated and monitor whether those corrections remain stable.

The organization's clinical philosophy emphasizes precision, individualized analysis, stability and



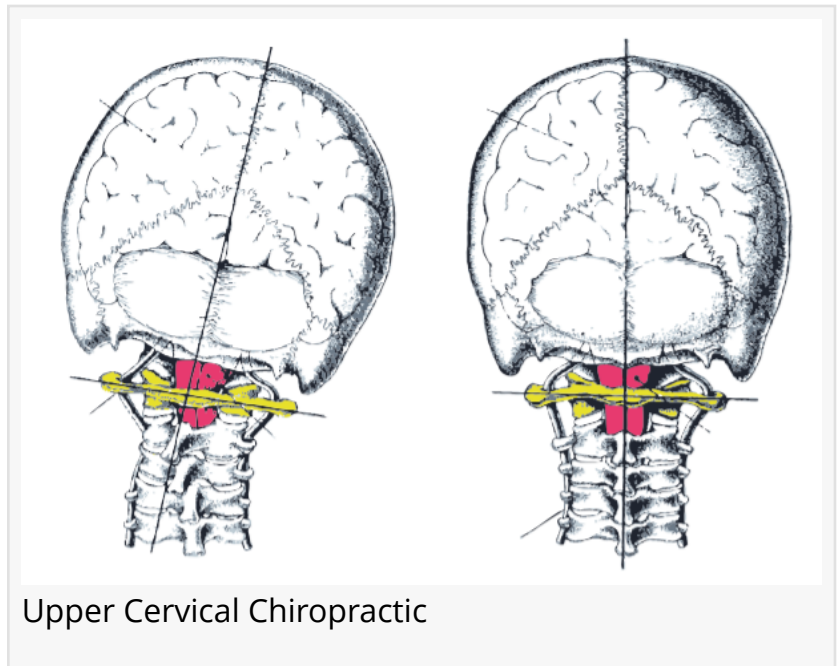
Neckwise Founder, Dr. Rusty Lavender reviewing CBCT 3D image with patient

patient education.

Dr. Ryan LaChance Leads Upper Cervical Chiropractic Care in Land O' Lakes

Patient care at NeckWise Land O' Lakes is led by Dr. Ryan LaChance, a graduate of Palmer College of Chiropractic who has completed advanced training and certification in upper cervical chiropractic techniques.

Before earning his chiropractic degree, LaChance studied Health Promotion, Nutrition and Exercise Science at The Ohio State University.



His approach at NeckWise emphasizes precise imaging, individualized analysis and objective findings when determining whether an upper cervical correction is appropriate.

"Upper cervical care is highly individualized," LaChance said. "We want to understand each person's history and anatomy, use objective information to guide our decisions and be as precise as possible when a correction is indicated. An important part of that process is also helping patients understand what we are evaluating and why."

NeckWise Continues Expanding Upper Cervical Chiropractic Care

The Land O' Lakes anniversary represents another milestone in the continued growth of NeckWise.

Founded in 2024 by Dr. Andrew Hall, Dr. Rusty Lavender and Dr. Matt Morris, NeckWise is building a network of upper cervical chiropractic clinics centered on precise 3D imaging, individualized analysis, objective findings and patient education.

Dr. Hall has practiced Blair Upper Cervical Chiropractic since 2002 and served as president of the Blair Upper Cervical Chiropractic Society from 2009 to 2020. He has taught the Blair Technique nationally and internationally and has trained numerous doctors in upper cervical chiropractic.

"Our vision for NeckWise has always extended beyond any single office," Hall said. "We want to increase public understanding of upper cervical chiropractic while building clinics where doctors can deliver this work with a high level of precision and consistency. Seeing the Land O' Lakes office reach its first anniversary is another step toward that vision."

As NeckWise continues to grow, the organization plans to expand into additional communities

while investing in patient education and resources focused on upper cervical health.

About NeckWise Land O' Lakes

NeckWise Land O' Lakes is an upper cervical chiropractic clinic located at 2643 Narnia Way, Suite 101, Land O' Lakes, Florida 34638.

Led by Dr. Ryan LaChance, the clinic focuses on precise upper cervical chiropractic care using advanced imaging, individualized analysis and specific upper cervical corrections.

The clinic serves patients from Land O' Lakes, Wesley Chapel, Lutz and surrounding communities throughout the greater northern Tampa Bay area.

NeckWise Land O' Lakes is part of the growing NeckWise network of upper cervical chiropractic clinics.

About NeckWise

NeckWise is an upper cervical chiropractic organization founded in 2024 by Dr. Andrew Hall, Dr. Rusty Lavender and Dr. Matt Morris.

NeckWise focuses on precise 3D imaging, individualized analysis, objective findings and specific upper cervical corrections. The organization is building a growing network of upper cervical chiropractic clinics while expanding public education about the upper cervical spine and craniocervical junction.

Matt Morris

Neckwise

[email us here](#)

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