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hen you think of reasons to start a business, the first thing that comes to mind usually isn't pain. Two chiropractors in the Los Altos area unfortunately had to deal with some pain in their early years but it led them into the medical field, and we are all the better for it. Austin Rico was a high school and college athlete. He didn't quite know what he wanted to major in, but he loved playing lacrosse. Taylor Moore was on the high school cross country team; running was her passion. Both athletes were enjoying life until it happened, they were stopped by injury. Taylor and Austin learned, firsthand, the importance of taking care of their bodies and saw what chiropractic treatment could do. Both of their situations were improved by chiropractors and that inspired them to go into the field.



Both doctors seem to be in love with their profession. On a typical workday, they see patients from start to end, going from room to room throughout the day. When asked about their favorite part of the profession, they both said it was "helping others". Working with all their patients really helped them realize how important their positions are and helping to heal has brought them a lot of joy. Covid-19 actually brought this realization more to light.

When the pandemic began, Los Altos Family Chiropractic had to shut down the first few weeks with so many unknowns. Once they were able to get a clear picture of things, they opened back up for their patients with new guidelines and protocols for safety. They heard many stories about how their clients were barely leaving the house, but they continued to come to their office for the health care they needed. They felt comfortable and safe in their care. Austin said, "Working through the pandemic really showed me how much people need us and how much of a difference we really make. That's what I've learned through all of this".

When asked about advice for starting a business, Taylor suggests, "Have a career plan and goal before you get started. That way you can always look back on it to stay focused. Also, make sure you have a lot of support. Both of our families were a huge support through all of this." For becoming a chiropractor, Austin's advice is, "You need to have a passion for it. Do it because you love helping people. When you have a passion for chiropractic, you bring that to the practice and your patients benefit."

As far as the future goes, both doctors want to continue down this road of healing and being of service to others. Expanding offices in California may be in the picture and that means better opportunities for all of us to see both of these great doctors.

THANKS

