Newsletter and Information Resource of the Palmetto State Chiropractic Association

TONE

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PSCA
Palmetto State Chiropractic Association

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Join us April 27 – Charleston
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Stay tuned for details!

THE TACIT KNOWLEDGE OF A CHIROPRACTOR

Bill Decken, DC, DPhCS
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Bill Decken, DC, DPhCS

I don't get on Facebook nearly as much as some folks do, but I do hear about Facebook developing and using algorithms to gain knowledge about the people using their brand of social media. An algorithm is a system of problem-solving rules, and the problem they are apparently trying to solve is getting people to buy certain products or support certain causes. Statistics and mathematics rule.

Daniel Bell, author of *The Coming Post-Industrial Society*, calls the algorithm "intellectual technology." The premise appears to be that centralized thinking is needed for complex systems and since society is growing in complexity, centralized algorithms can do our thinking for us. But what about the intuitive judgments of experts in any particular field? Bell says they are inadequate.

Matthew B. Crawford, in *Shop Class as Soulcraft*, says the preference for algorithms over intuitive judgments, when faced with causes that lie in the very structure of a system, is precisely the wrong conclusion to draw if one gives due regard to the tacit dimension of knowledge.

As Chiropractors, we understand that the very cause of life and health lie within the "structure" of the people we check. We understand that a cause of interference with life and health lies within the "structure" of the people we check. It is very interesting to me that Crawford refers to this as patterns of a system. Again, as Chiropractors we are very interested in patterns of the nerve system, of expression and of interference.

"We understand that a cause of interference with life and health lies within the 'structure' of the people we check."

The Chiropractic experts learn to perceive things that the student or client of Chiropractic cannot discern. The expert can "feel" what is the same or different, can "see" what is right or wrong on a film, or thermograph or sEMG scan. The expert's knowledge is tacit, rather than being explicit. He or she cannot show it to you in a book; they may not even be able to tell how they know something, but they know it.

Furthermore, Chiropractic knowledge implies an understanding of the metaphysical structure of life. Pass that along to others and they too may learn to discern their own bodies.

PSCA – Supporting the subluxation-centered model of practice for you and our profession.

tone /ton/ - 1. general character; attitude 2. giving greater strength 3. harmonize

JONES FAMILY CHIROPRACTIC PHILOSOPHY FORUM 2019

FEBRUARY 23-24

EMBASSY SUITES HOTEL COLUMBIA GREYSTONE

Dr. Armand Rossi
Saturday 10 – 12

Dr. Jay Holder
Saturday 4 – 7
Sunday 8 – 10

Dr. Randy Kloss
Saturday 2 – 3

Dr. Dawn Maynard
Saturday 3 – 4

Dr. Bob Irwin
Sunday 10 – 12

Dr. Ed Rak
Saturday 1 – 2
Sunday 1 – 2

Dr. Carl Thompkins
Sunday 2 – 3

LLR.sc.gov
Making South Carolina a Safe Place to Work and Live

SC LLR Chiropractic Board Member
Sunday 3 – 5

WEEKEND SCHEDULE

SATURDAY, FEBRUARY 23

8-10 ..... Dr. Ernie Panza
10-12 ..... Dr. Armand Rossi
12-1 ..... lunch
1-2 ..... Dr. Ed Rak
2-3 ..... Dr. Randy Kloss
3-4 ..... Dr. Dawn Maynard
4-7 ..... Dr. Jay Holder

SUNDAY, FEBRUARY 24

8-10 ..... Dr. Jay Holder
10-12 ..... Dr. Bob Irwin
12-1 ..... lunch
1-2 ..... Dr. Ed Rak
2-3 ..... Dr. Carl Thompkins
3-5 ..... Rules/Regs/Risk Management

A BLOCK OF ROOMS HAS BEEN RESERVED FOR

February 22, 2019 – February 24, 2019

At the Embassy Suites Hotel in Columbia, 200 Stoneridge Drive.

The special room rate will be available until February 2nd
or until the group block is sold-out, whichever comes first.

To reserve your room, go to pscaonline.com and click on "Book a Room."

See you at the Jones Family Philosophy Forum!

HAPPY NEW YEAR

George A. Auger, DC, FCSC
PSCA Chairman
Auger Family Chiropractic
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Another year has passed and a new year is upon us. From an organizational perspective this past year has been a good year for the PSCA. We have seen an increase in membership in 2018. Our seminars were well attended, and our Ignite Series continued to see some ups and downs, with an overall trend upwards. Probably the biggest surprise of 2018 was a phone call from the Jones family asking if the PSCA would be interested in sponsoring the Jones Family Philosophy Forum (formerly known as the KR Jones Philosophy Forum). Many of our members, as well as those in leadership positions with the PSCA, have been speaking at this Philosophy Forum for many years. It really seemed like a great fit, so we gladly agreed to move forward as their sponsor. This news came towards the end of 2018, and since this Forum is held in February, the turnaround time for the first Jones Family Philosophy Forum has been tight. We are still working out some of the kinks, but I know that from your perspective the Jones Family Philosophy Forum will run smoothly! You can register for the event online at our website pscaonline.com.

I am excited about what 2019 holds in store for us. We are continuing to see a growing trend in our membership. This means we can do more and have more of an impact around the state. We will continue to offer CE seminars as well as an updated and more impactful Ignite Series. I hope to see you all at the Jones Family Philosophy Forum in February as our relationship with the Jones family and the Philosophy Forum begins! 2019 is going to be awesome!

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ADAPTATION

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Adaptation is the key to health, right? Well, these past few weeks I've been reminded that adaptation is also the key to a healthy practice. Let me share what happened.

1.New patient, Male, 58 years old - "You're going to think this is crazy, but I went to an appointment for a new gastroenterologist. As I sat in his waiting room, I thought he probably had never sat in those chairs and looked around. The magazines were really old. The chairs were uncomfortable. The floor was dirty. Nothing about that waiting room made me think he was the right doctor for me so I just left."

2. New patient, Female, 42 years old. "I saw another chiropractor last week and he recommended I come back, but I didn't really like the area of his office and didn't feel safe in the parking lot so I called your office.

3. Established patient, Female, 74 years old. "Here is some research I found that makes me believe that my constipation is related to aberrant nerve signals from my spine. Will you read this and let me know if you think chiropractic will help me?" https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2505067/

Listening to these patients, I was reminded of a valuable lesson to assess and adapt my practice to meet their ever changing needs. Guess what I was doing last week? I was sitting in my reception area and looking around to see what patients see while they are waiting. We were updating magazines, getting rid of anything that looked dated or inappropriate for the message I want our office to convey. We asked our landlord to install a security light in the parking lot and changed the outdoor auto-timers so the lights come on earlier with the time change. And I was reading the article and talking with patients more specifically about research, subluxations, and the role of chiropractic.

My patients reminded me of what needed to happen, and we adapted to meet those needs. Maybe this week you can sit in your waiting room or look around your office with the discerning eye of a new patient. Let's enjoy the opportunity to change surroundings and practice procedures while we are adapting for growth and strength. Happy New Year!

"Every true chiropractor that uses specific, pure and unadulterated chiropractic should hold in his mind that success is as much his right as the acorn has to become an oak or the rosebud a rose."
K. R. Jones