Newsletter and Information Resource of the Palmetto State Chiropractic Association

TONE

Issue 3 SUMMER 2018 PSCA - Chiropractors Correcting Subluxations © 2018 PSCA

PSCA
Palmetto State Chiropractic Association

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BUILDING A CHIROPRACTIC CULTURE

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Bill Decken, DC, DPhCS

David Franz, in writing his 2009 Ph.D. dissertation *The Ethics of Incorporation* at the University of Virginia, states, "We are born into cultures, which teach us how to see, speak, and think. It is only through great effort that we can bring our own culture into view and then only partially. Corporate cultures, however, can be diagnosed, evaluated, and altered." This makes me think of the culture we are creating as Chiropractors.

In Chiropractic, there is a huge potential to create and unleash our own creativity if we truly seek to do so. Do we do this on our own, by reading books, or with the help of a charismatic "authority" figure on the Chiropractic speaking circuit? We are each leaders in our communities, and it is therefore up to each individual to determine how much personal creativity they are giving up or gaining as we strive to build an overall Chiropractic culture.

Matthew B. Crawford in *Shop Class as Soulcraft* says, "Workers must identify with the corporate culture, and exhibit a high level of 'buy-in' to 'the mission.' "

"We are each leaders in our communities, and it is therefore up to each individual to determine how much personal creativity they are giving up or gaining as we strive to build an overall Chiropractic culture."

The Chiropractor is a "worker" in the "corporation" of Chiropractic. As part of this "corporation," the PSCA is on a mission to protect and promote the philosophy, science and art of correcting vertebral subluxation and to facilitate the public's access to and knowledge of Chiropractic. If the mission in our practices is to see more people realizing the benefits of living an unsubluxated life, it makes sense that we not only talk about that in our practices but also live it in our lives so others can see it and support education and research that advance it. Similarly, Crawford goes on to say, "A corporation has to become in the eyes of its employees something with transcendent meaning; that can sustain the moral demands normally associated with culture." He is describing a corporation with a higher purpose, and we do this when we educate our community about what we do and why. We want them to understand Chiropractic as a profession that helps them to function at the best of their ability. This is of course rooted in metaphysics and explained as the innate ability to adapt and thrive. It is the meta-level purpose of the PSCA.

Aristotle was the first to really dig into ethics, and he claimed that the notion of the common good was a central idea. In a Chiropractic culture the whole community benefits when people are healthier, and people are healthier when they have a proper nerve supply. Thank you for helping to build a Chiropractic culture.

IGNITE
PHILOSOPHY ★ ART ★ SCIENCE

Sept 15 - Ignite - Rock Hill
Oct 20 - Ignite - Columbia
Nov 17 - Ignite - Charleston

"If you don't make the time to work on creating the life you want, you're eventually going to be forced to spend a LOT of time dealing with a life you don't want." - Kevin Ngo

"IF YOU DON'T MAKE THE TIME TO WORK ON CREATING THE PRACTICE YOU WANT, YOU'RE EVENTUALLY GOING TO BE FORCED TO SPEND A LOT OF TIME DEALING WITH A PRACTICE YOU DON'T WANT."

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

THE 2018 FALL PSCA CONFERENCE

EARLY BIRD SPECIALS FOR MEMBERS

HERE IS THE SCHEDULE
(subject to - but not expected to - change):

FRIDAY, AUGUST 24

7pm	10pm	An Evening with Dr. Jay	Dr. Jay Holder (Marriott Spartanburg)

Sherman College of Chiropractic – Student Health Center

SATURDAY, AUGUST 25

8am	10am	Rules and Regulations	Dr. Ehlich
10am	12noon	Workshop on Clinical Studies	Dr. McCoy
12noon	1pm	lunch	
1pm	3pm	An Afternoon with Dr. Rossi	Dr. Rossi
3pm	5pm	Status of Subluxation Research	Dr. McCoy
5pm	7pm	Risk Management	Dr. McCoy or Dr. Hoskins

SUNDAY, AUGUST 26

9am	12noon	Sunday Morning with Dr. Jay	Dr. Jay Holder

16 hours of CE total for SC license renewal in 2018

12 hours of General CE
2 hours of Rules and Regulations
2 hours of Risk Management

CE BROKERS update and instructions

REGISTER TODAY

https://www.eventbrite.com/e/2018-fall-psca-conference-tickets-44088455758

Jay Holder, DC
Torque Release Technique
Miami, FL
doctorJ@live.com
800-490-7714

Dr. Jay Holder is the first American to receive the Albert Schweitzer Prize in Medicine from the Albert Schweitzer-Gesellschaft, Austria; 1992 Chiropractor of the Year by The Florida Chiropractic Association and Florida Chiropractic Society Researcher of the Year in 1995. Dr. Holder is Adjunct Professor, St. Martin's College, Milwaukee; Adjunct Professor, Sherman College of Chiropractic; postgraduate faculty, Life University; held appointment to the faculty at the University of Miami, Center for Addiction Studies and Education; held appointment as postgraduate faculty at numerous chiropractic colleges, including National College, Life College, Life West and Parker College; former Executive Board Member and Treasurer of the Council on Chiropractic Practice.

Dr. Holder is the creator of the Torque Release Technique®; discoverer and developer of the Foundation Point System and Addiction Axis Line in Auriculotherapy; President/ Co-Founder of the American College of Addictionology and Compulsive Disorders, which trains and board certifies professionals in the field of addiction worldwide; Director/Founder of Exodus Treatment Center, a 350-bed addiction facility located in Miami, Florida and is Director/ Founder of Exodus Israel Addiction and Research Center, Jerusalem, Israel.

At the age of 14, Dr. Holder began his experience in research in neurotoxins at the University of Miami School of Medicine. He is presently developing the efficacy of the chiropractic subluxation in addiction treatment and is expanding The Brain Reward Cascade and Reward Deficiency Syndrome (RDS), a model supporting the vertebral subluxation complex. The 1993 United States Senate compared Dr. Holder's success in research to Michael Jordan's performance in basketball. Author of 2 books, contributor and edited in several others, author of many scientific papers and research studies, and inventor of medical, acupuncture and chiropractic devices, Dr. Holder lectures worldwide and has been in private practice in Miami Beach, Florida, since 1977.

Matt McCoy, DC, MPH
CEO & Co-Founder
ChiroFutures Malpractice Program
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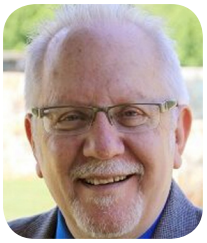
Widely known champion and defender of the chiropractic profession, Dr. McCoy is CEO and co-founder of ChiroFutures and also serves as vice president of the Foundation for Vertebral Subluxation. He was a professor at Life University for 17 years in the clinical sciences division, where he also served as director of research. Prior to that, he was in private practice in Kirkland, WA. He is the past owner and clinical director of four integrative health care centers in South Florida.

He is presently editor of the *Journal of Pediatric, Maternal & Family Health, The Journal of Upper Cervical Chiropractic Research, The Annals of Vertebral Subluxation Research*, and *The Journal of the Philosophy, Principles, and Practice of Chiropractic*. He is the past editor of *The Journal of Vertebral Subluxation Research* and is a past editorial board member of *Today's Chiropractic*. Actively involved in best practices initiatives, Dr. McCoy was a founding board member of the Council on Chiropractic Practice, serving in several leadership roles there. He was a chiropractic liaison to the Institute of Medicine's Committee on Complementary and Alternative Medicine.

Dr. McCoy is actively engaged in research in such areas as health outcomes, pediatric and maternal health, and outcome assessment. He has often graced the stage at Sherman College's International Research and Philosophy Symposium, and he has spoken several times on the Sherman Connect conference calls.

Armand Rossi, DC
Dean of Clinical Sciences
Sherman College of Chiropractic
arossi@sherman.edu



Armand M. Rossi, DC, is a 1976 graduate of Palmer College of Chiropractic and was previously practicing in Margate, Florida. He was the former instructor of Pediatric Adjusting at Life University in Marietta. Dr. Rossi practiced in Smyrna, Georgia from 1977 to 1982. He then moved to Phoenix, Arizona, where he practiced and supervised one of the largest chiropractic office groups in the world until he returned to Georgia in 1993. He currently is the Dean of Clinical Sciences at Sherman College of Chiropractic.

He currently is a "Fellow" and teaching member of the International Chiropractic Pediatric Association, as well as a member of the Florida Chiropractic Society. In 2008, Dr. Rossi was awarded "The Chiropractor of the Year" award by the Florida Chiropractic Society. He lectures around the world, teaching other chiropractors about pediatric chiropractic. Above all, his most prestigious honor is that of having two and three generations of chiropractic patients receive care on a regular basis. He and his wife, Terry, live in Boca Raton and have 4 children, 11 grandchildren, and 8 great-grandchildren.

THE PSCA

Bill Esteb
www.patientmedia.com
800-486-2337

Communicating subluxation, along with its meaning and implications, is just one of the challenges facing today's principled chiropractor. As deductibles rise and attention spans plunge, effective communication is more important than ever.

A common mistake is to take a deep breath and begin minting words, filling the air with assertions, declarations and well-practiced explanations.

The eye contact and head nodding, known as the "patient head fake," is often enough to convince you that the patient is grasping the nuances of aberrant spinal biomechanics and loss of neurological integrity.

Master communicators know better. They walk into a report of findings with two key beliefs. The first that we only learn something new in relation to what we already know. And second, that we are primarily visual creatures. So they use metaphors and analogies that have a visual component.

Here are three that may enhance your patient communications.

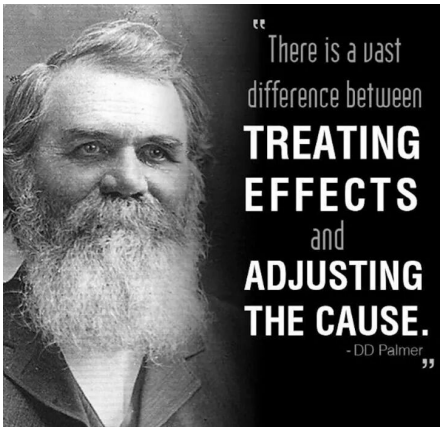
Traffic Jam - "Think of a subluxation as a kind of 'traffic jam' in your nervous system from a car accident. It can slow down traffic in both directions, and it takes a while to clean things up and get things moving again. Same thing here."

Dimmer Switch - Install a dimmer switch in the room where you give your reports. When you introduce the concept of subluxation, dim the light until the room illumination is down to about half intensity, representing diminished nervous system function. Continue with your report, allowing the patient to adapt to the lower light level. When it's time to make your recommendations and introduce the adjustment, return to the dimmer switch, slowly restoring the lights to full intensity.

The Weakest Link – Purchase 5-7 links of chain from your local home center. Pick a link and distress it with a hammer, file and a hacksaw. Really beat it up. At your report you might say, "Think of this chain as the bones of your spine. Where do you suppose the vertebral subluxation will show up? The weakest link, right? You have two areas of 'weak links' in your spine, which predisposes you to a relapse. It's why many of our practice members opt for some type of ongoing supportive care to help them stay well after they get well."

Want more ideas? Download your copy of *50 Ways to Explain Chiropractic*, a free eBook available here: https://www.patientmedia.com/ebooks/

JOIN TODAY!
www.pscaonline.com



SUBLUXATION

Vertebral subluxation is an alteration of the intervertebral relationships of one or more articulations of the spinal column or the immediate weight bearing components of the axial skeleton; accompanied by a change in the morphology of the tissue occupying the neural canal and/or intervertebral foramina; as well as an alteration of neural function sufficient to interfere with the transmission of organizing information, considered to be homologous to the mental impulse.

"Little do you and I know what the small thot and action of today may grow into. Little does the acorn realize that within its shell is shade for the hot, rest for the weary; food for the squirrels and furniture for the men; the potential possibilities are great." BJ Palmer, 1914