Newsletter and Information Resource of the Palmetto State Chiropractic Association

TONE

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Palmetto State Chiropractic Association

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IGNITE
PHILOSOPHY * ART * SCIENCE

March 2019 - Charleston Regional
June 2019 - Spartanburg Regional
September 2019 - Columbia Regional
December 2019 - Holiday Gathering

HOW VS. THAT

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Hawkeye Pierce, MD, was a television character from the state of Maine and found himself in Korea in the 1950s. Many of us got to know him while watching M*A*S*H. In one episode, Hawkeye was involved in a jeep crash and was concerned about a possible concussion. He thus spent the entire half hour program talking about the thumb, while waiting for others to come retrieve him, so he would not fall into sleep. He spoke with amazement about the awe-inspiring human thumb. This, of course, makes me think about Chiropractic.

Matthew B. Crawford, in his book Shop Class as Soulcraft, says, "the things we know best are the ones we contend with in some realm of regular practice." Hawkeye was contending with the use of the opposable thumb, something he used regularly as a surgeon on the battlefield. Likewise, we use our hands in the regular practice of Chiropractic. What sort of knowledge do you have about the hand? Do you know HOW the hand is used or can be used? For palpation? For adjusting? Do you know THAT the hand can be used to really impact the life of another?

Crawford cites Heidegger in saying, "the way we come to know a hammer is not by *staring* at it, but by grabbing hold of it and using it." We do not come to KNOW anatomy, palpation or adjusting by looking at pictures or videos, but by grabbing hold of a spine and palpating it, running it through a range of motion, and introducing a force to get it moving. The hammer is used to construct a house, a place for a family to live and share life. It is not used simply to drive a nail into a piece of wood. The larger, universal, context is key. The hands of the chiropractor, your hands, are not used merely to push on a bump, but rather in a universal context to help the body remove interference and enhance the life expression of the person you are caring for.

"Our thinking leads to action, and doing our chiropractic business involves knowing when and where to adjust and when and where not to adjust."

Our thinking leads to action, and doing our chiropractic business involves knowing when and where to adjust and when and where not to adjust. Knowing THAT is huge. Knowing THAT there is a vital entity at work in the people we check is huge. The more things we do with our hands leads to having a greater respect for the life within each person we serve.

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

FOUR TIPS TO HARNESS THE POWER OF FACEBOOK ADS TO GROW YOUR PRACTICE

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If you're not using Facebook advertising to generate leads for your chiropractic practice, you are missing out on an easy WIN! Facebook ads are an important tool to have in your marketing toolbox. So, why are they so great?

As you may have heard in the news recently, Facebook has a ton of data on its users. This may be slightly controversial, but it is excellent news for marketers and small business owners! Here are four tips to use Facebook ads to generate leads for your practice and get the biggest bang for your buck.

1. Use real pictures and avoid stock photos. Nine times out of ten, Facebook users would rather see an authentic photograph than a crystal clear stock photo. Now, this doesn't mean you shouldn't use high quality photos; invest in a photographer to get some excellent pictures of you and your staff. Get creative! The picture could be of a chiropractor and their staff, a patient getting adjusted, or other fun ideas. I recently ran a campaign for football season and used a picture of the chiropractor and their staff dressed up in their favorite team's jerseys. Don't be afraid to stand out and be memorable!

2. Present a compelling offer that entices people to give you their name, email address, and phone number in exchange for a great deal. Your ads should generate leads that you can explore and bring into your practice. If you are not collecting a lead's information, you may be spreading brand awareness, but ultimately you won't see measurable Return On Investment. Generate leads and follow up with them consistently and you will see a significant ROI.

3. Use targeting to reach the right audience. Using Facebook's Business Manager you can create an ad and set targeting to select your ideal audience. It is important to select the gender, age range, and location, but also to include interests that may be relevant to people seeking chiropractic help. For example, Facebook allows you to select interests such as Health and Wellness or Alternative Health.

4. Don't waste your money on boosted posts! "Boosting" a Facebook post on your page is similar to blindly firing a shotgun into a dark warehouse. Sure, you may hit something, but there is no strategy, and without strategy you are not maximizing the effectiveness of your ad dollars.

Now you're on your way to growing your business! Lastly, consider saving time and money by hiring a professional. You may be able to run ads and get results on your own, but the truth is, our time is our most valuable non-renewable resource. It usually makes more sense to outsource to an expert rather than investing time and money on amateur-level ads. If you have a quick question or would like to hire an expert, Klick Digital would love to help you. Just email me at Kelsey@klickdigital.org.

"IT IS NOT THE MOUNTAIN WE CONQUER, BUT OURSELVES." SIR EDMUND HILLARY

PSCA ADOPTS RESOLUTION AGAINST THE CURRENT AND EXPANDED USE OF DRUGS IN THE PROFESSION AND PRACTICE OF CHIROPRACTIC.

In November, 2018, your PSCA board voted and unanimously adopted a resolution that stands FOR the recognition that Chiropractic is a separate and distinct healthcare profession focused on the adjustment of vertebral subluxations and we stand AGAINST actions, motions, organizations, policies, standards, and proposals that undermine the integrity of chiropractic practice as a separate and distinct profession.

Please check our website, www.pscaonline.com, for a complete copy of the Resolution.

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On **Monday July 23, 2018**, we published a very important scholarly paper written by **Christopher Kent, DC, JD.**

Dr. Kent has been a leader in vertebral subluxation research, policy, education and service for over 40 years.

He is one of the greatest minds chiropractic has ever had the privilege of calling its own.

He is currently Professor and Director of Evidence Informed Curriculum & Practice at Sherman College of Chiropractic and President of the Foundation for Vertebral Subluxation Research.

The title of the paper is:

"Vertebral Subluxation: Semantic Pathology, Epistemic Trespassing, and Ethics," and it can be found in the July 23, 2018, issue of the *Journal of Philosophy, Principles & Practice of Chiropractic.*

Why is this paper so important?

There are many organizations, schools and businesses in chiropractic doing all sorts of things.

There are very few organizations and people in the profession who do research.

And there are FEWER organizations and researchers who are actually doing CHIROPRACTIC research.

And there are EVEN FEWER organizations and researchers that say they are doing research on VERTEBRAL SUBLUXATION.

Sometimes being a leader puts you at odds with the status quo, and one of the problems regarding chiropractic research is that the majority of time **there is no CHIROPRACTIC in it because there is no SUBLUXATION in it.**

Even worse is that over the years as the **Chiropractic Cartel** seized control of the profession it also seized control of the research infrastructure in the profession and made it so that budding chiropractic researchers would have to ignore the unique principles and tenets of the profession indeed, ignore the very LANGUAGE of the profession.

If they don't go as far as ignoring it, then they create a FALSE EQUIVALENCY by conflating our unique terms and seeding the literature with it.

"If you believe that every man, woman and child on the planet should be checked for vertebral subluxation and adjusted when needed, then this is a POLICY ISSUE."

After DECADES of them doing this, we now have a situation that is dire.

From a regulatory, malpractice and health policy perspective it is a MAJOR problem for subluxation chiropractors and the future of the profession. They have made quite the mess.

The bottom line is that now when researchers within or outside the chiropractic profession search the literature, they find, for example, that spinal manipulation is the same thing as spinal adjustment, that vertebral subluxation is the same thing as joint dysfunction, and a host of other fallacies.

Then those studies are used by Institutional Review Boards (IRBs), grantors, etc. that approve or deny future research projects to force everyone to use the same lies in order to get their study approved and/or funded. And then those studies are used to enact POLICY; this vicious cycle has been going on now for decades.

It is a form of professional BIRTH CONTROL, and I cannot stress how big of a problem this is. The saddest part of it is that researchers and organizations who purport to be on OUR SIDE in regards to "TIC" have embraced this as well and brush it off as if a big deal is being made about minutia and semantics.

They do this because they seek acceptance within the Chiropractic Cartel and/or out of pure ignorance.

It is not going to be easy to clean up the mess that these folks have made.

Priming the pump: We now have this paper by Dr. Kent that outlines the problem with language and research design regarding vertebral subluxation.

If you believe that every man, woman and child on the planet should be checked for vertebral subluxation and adjusted when needed, then this is a POLICY ISSUE.

But how can you change public health POLICY so that everyone can get checked for vertebral subluxation?

You certainly do not do it by calling it something else and calling it something that is a COMMON DOMAIN procedure used by all of the MANUAL THERAPY professions and trades.

Check out the newest Chiropractic publication, Coherence. A great resource to help educate patients and community about the research and benefits of subluxation-centered chiropractic care.

https://www.vertebralsubluxationresearch.com/coherence/

FALL 2018 PSCA CONFERENCE

EXTRA
BENEFITS OF MEMBERSHIP

WOODMEN INSURANCE
- Free, no obligation review of ALL your insurance policies to make sure you are covered appropriately
- Complete list of coverages for all your personal and business needs (other than Malpractice)

TITRONICS
- 10% discount on everything

SPOT ON
- processing over the phone, recurring payments, email invoicing, paying in person, ***marketing***, customer service

WASSUNG
- Strong research based evidence and material for all sorts of issues, demographics and topics related to Chiropractic care and Subluxation eradication

LEGALSHIELD
- Prepaid Legal services for home, business, and group needs
- Now offering even CWP insurance and Identity Fraud Protection coverage

Email PSCA1895@gmail.com for more information and access to these services.

"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