Newsletter and Information Resource of the Palmetto State Chiropractic Association

TONE

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SEE INSIDE FOR UPCOMING EVENTS!

A LITTLE BIT OF HISTORY

Bill Decken, DC, DPhCS
Family Straight Chiropractic
(864) 574-8047

Bill Decken, DC, DPhCS

In the last issue of *TONE*, I asked you to join me and the PSCA in supporting the Foundation for Vertebral Subluxation (FVS). They are a research arm of Chiropractic. This issue I give you the thoughts of Simon Senzon, DC, as he presents a bit of history for us to be reminded of. Please support The Institute Chiropractic (TIC) at theinstitutechiro.com, which is his work on your behalf. This is a history article, not a communications or advertising ideas article. This is for you, not for your practice members. Simon writes, "I want to post these to help YOU feel more confident in what you do and who you are. You are a chiropractor. You bring gifts to the world that no other profession does. According to many firsthand accounts I have studied, it was the flu pandemic of 1918, more than anything else, that propelled the chiropractic profession into its role as a mainstream profession."

"You are a chiropractor. You bring gifts to the world that no other profession does."

A letter to Palmer School of Chiropractic in 1922:

I am a graduate nurse and was in the Red Cross service during the war; was stationed at an army camp out in Washington, which had the second highest death rate, in influenza, during the 1918 epidemic. The boys there, in the hospital where I worked, were dying like flies, and the nurses, too, and the Medical men in attendance were doing nothing for them but keeping them quiet with heroin. A Chiropractor in the town came and offered his services free, if he could be allowed to see if he could relieve the stricken, but was ordered from the hospital. While the boys and nurses were dying every day and the whole town and camp were in terror, the Chiropractor, among his patients, lost not one case, and he adjusted great numbers every day.....Not long ago I visited your wonderful school and talked with some of your wonderful people and felt your glorious enthusiasm, as a body of people, and I knew as I talked with those who have been restored to health, and saw the long lines of automobiles outside of your buildings, and saw the determination stamped upon the faces of the students, that there is no power that can kill such a movement as this; no force great enough to conquer such an army whose movement is built upon truth.... Very sincerely yours, Mrs. Hugh Counts, R.N.

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Everyone is focused on HEALTH. Everyone is looking for better ANSWERS. Everyone is looking for a LEADER. The ONE THING you can do today that will help you stabilize your practice is to TAKE CONTROL.
- Roberto Monaco, www.influenceology.com

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

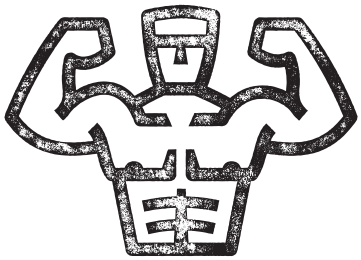
STRONG IN THE TOUGH TIMES

Dr. Jim Naccarato
The Naccarato Leadership Center-
Realigned Practice
Phone: (801) 224-3795
Fax: (801) 426-9735

We go to work and commit to work hard all day, but we, like most people, inevitably get sidetracked with honorable distractions. Honorable distractions are any worthy, wholesome, important activity that may keep you from doing what you need to be doing to succeed.

Common honorable distractions at work include:

- Making or receiving personal phone calls to family and friends.
- Checking social media posts, emailing, and surfing the web.
- Doing "research" on the internet.
- Chatting with co-workers about non-work related matters.
- Reading non-work related material.
- Scheduling non-work related repairs, appointments, activities, etc.



Honorable distractions are challenging to discuss because most of the time they come from the core of one's value system: something that is extremely important and presents itself as an activity worthy of one's time, energy, and money. I get that. However, to be successful you must eliminate honorable distractions.

Suggestions:

- Get to work early.
- Write your personal concerns/honorable distractions on a sheet of paper.
- Put the paper in an envelope and leave that envelope in your car during the workday.
- When personal concerns/honorable distractions arise at work, write them on a post-it note and leave them for the rest of the day.
- Work a full day without giving attention to your honorable distractions.
- Focus on the principles and not the problem. Calm down. Carry on. How? With faith in every footstep!

RECOVERING FINANCIAL STRENGTH

Roswell, Inc.
www.roswellinc.org
Roswell, GA

During this time of global uncertainty related to COVID-19, what is our biggest piece of advice? To be proactive in asking questions and gathering information.

We have compiled our top 6 recommendations for things your business can be doing right now to prepare for the months ahead.

1. **Talk to your Banker**
   Reach out to discuss your loan structure, lines of credit, equity lines, and availability of credit.
2. **Review your lease**
   Contact your landlord to talk through your current lease and analyze together how you can plan to adjust the terms for immediate and future needs.
3. **Analyze your business insurance**
   Review your current policy and coverage. Know what it covers and what it does not. Also contact your business medical insurance provider to discuss plans and coverage for you and your employees.
4. **Discuss your financial status with your CPA**
   Go over tax issues you may be facing. Discuss deferrals, licensing, cash flow projections and how to strengthen your financial foundation.
5. **Check with your vendors**
   Check for special offers, discounts, grace periods, etc. to help keep business and retail needs met.
6. **Call your attorney**
   Contact your attorney to read the fine print and know the details of situations you are facing. Let your attorney know how business is currently operating and ask for advice about how to navigate the months ahead.

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Jim Drain, DC, was trained by B.J. Palmer in 1911-1912. He became a chiropractor after watching B.J. in court in his town, defending a chiropractor. Eleven members of his family became chiropractors. He also sat in on D.D. Palmer's final lectures in 1913, when D.D. was in Davenport. Drain went to every Lyceum from the first one, well into the 1920s, when he bought Texas Chiropractic College. While practicing, he purchased a horse and buggy because automobiles couldn't navigate the roads to house calls. He traveled the state of Texas for years defending chiropractors in court. I think one of his most important contributions was the new methods he developed during the flu pandemic of 1918.

He integrated B.J. Palmer's concept of Innate Recoil and used it to monitor acute cases. He writes,

"In the acute cases, I do not know of anything more acute than influenza or pneumonia. I kept a record of my cases up until I got sick myself and I submitted that record to the authorities down there, of attending 473 cases diagnosed by the health physician as Spanish influenza, or three-day fever. In the 473 cases not a single case developed pneumonia, and only three died. I accepted five cases in one family after they had been given up by three physicians; two of those got well and three of them died."

Let's all study Chiropractic, research Chiropractic and practice Chiropractic.

Gratitude

The Gratitude Principle by Dan Sullivan is a great reminder that each of us should acknowledge the good things that happen to us in life.

Our attitude to life will change when we look at all the little things-wonderful things that happen to us daily. Some suggestions from his workbook on how to develop a life of appreciation and gratitude include: Perform a random act of kindness today. Write down the best thing that happened during the day. Meditate or pray five minutes today. Each morning write three things you want to accomplish.
-Adapted from:
www.fundalifeyoulove.com/blog

FALL CONFERENCE AUGUST 28-30

George A. Auger, DC, FCSC
Chairman
Auger Family Chiropractic
864-322-2828

George Auger, DC, FCSC

I hope that during this pandemic many of you decided to stay open and serve your patients. Some of you may have decided to close, and I want you to know that I respect and honor that decision. Each of us needs to make that decision for ourselves. Either way, coming back from this will be a challenge, one that I hope you are ready to meet head-on.

Whether you have had no patient contact or your numbers have been down, you need to be proactive NOW with your patient base. The question is, "What does that proactivity look like?" I believe that we must put our patients' minds at ease. So for me, since I stayed open, that means using fewer chairs in the waiting room, limiting the number of patients in the office, posting a notice "DO NOT ENTER UNTIL YOU HAVE READ ...," and sending out emails telling them of these changes and any new sanitation procedures we have. I am continually putting the patients' minds at ease by telling them how I am following the guidelines. For those of you who have closed, you need to communicate with them weekly at a minimum. Ask your patients how they are doing; tell them what changes you have planned when you open back up. In fact, it's not a bad idea for those of us who stayed open to do the same thing. People are going to want to know what to expect when they return.

Will this ever go back to "normal?" I am afraid there is going to be a new "normal." What does that look like? I do not know. My team and I are already talking about adding chairs back to the office but not the same number of chairs that we once had. We will continue to use a previously unused room for overflow so that we are not "overcrowded" during prime times. Will the sign-in pad return? Will the sanitation protocol return to the way it was? These are still unanswered questions in our minds.

Here is what I know—we are essential because we provide a service that no one else provides: the detection and correction of vertebral subluxation. We need to educate our patients, both in person and virtually, about the life-enhancing benefits of subluxation-focused chiropractic care. If we continue to tell the story, we will not only survive, but we can and will thrive!

PSCA CHIROPRACTOR OF THE YEAR - DR. TERRY VANDERVORT

Dr. Terry J. VanDervort is a 1981 graduate of Sherman College of Straight Chiropractic. He interned with Dr. Ron Sisk in Blacksburg, SC, before opening Fort Mill Chiropractic in 1985. Dr. VanDervort has enjoyed the advanced study of chiropractic philosophy through the Academy of Chiropractic Philosophers (ACP) at Sherman College of Chiropractic and the Diplomate in Philosophical Chiropractic Standards (DPhCS) program through the International Chiropractors Association (ICA). As a long-time member of the Palmetto State Chiropractic Association, he has been able to serve as their Treasurer since 2012. He considers it a privilege to have taught chiropractic philosophy for continuing education programs at Sherman College of Chiropractic and Palmer College of Chiropractic as well as modules for the DPhCS in Chicago and for the ACP program in Braunschweig, Germany and Santiago, Chile.

Dr. VanDervort was honored to be recognized by the International Federation of Chiropractors and Organizations (IFCO) as a Distinguished Fellow of the College of Straight Chiropractic (FCSC) in 2017 and to be named the PSCA's Chiropractor of the Year in 2020.

His goal as a chiropractor is "to inspire chiropractors and patrons of chiropractic by example."

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Become a member: pscaonline.com/register/ruling-member/
Register for upcoming events: pscaonline.com/events/