Newsletter and Information Resource of the Palmetto State Chiropractic Association

TONE

Issue 4 Fall 2017 PSCA - Chiropractors Correcting Subluxations © 2017 PSCA

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IGNITE
PHILOSOPHY * ART * SCIENCE

November 18
Fuddruckers, Spartanburg
"Efferent Nerve, Signs of Life"

December 2
Christmas Gathering
5 to 8 pm
Orndorff Farm
296 Blackwood Store Rd.
Moore, SC 29369
www.thebarnatpoplarspringsfarm.com

NEW BEGINNINGS

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

George Auger, DC, FCSC

It is that time of the year where people start to consider what their New Year's resolutions will be. Some people are of the opinion that New Year's resolutions are a useless exercise in futility. They would cite the well-known fact that a majority of these resolutions do not make it past the second month of the year, and they would be statistically correct. But does that make these types of resolutions an exercise in futility? I would argue that depends on how you go about making, tracking, and committing to the resolutions that you make. Let me explain.

"If you are not committed to the PROCESS, you will not experience the OUTCOME. I think that many people do not understand that the OUTCOME is not where the focus should be when making resolutions and/or setting goals."

Nothing in life changes without commitment. I tell my patients this all the time and maybe you do too. If they are not committed to their care and being checked and adjusted as needed on a regular basis, then the probability of seeing a demonstrable difference in the quality of their life is going to be much less likely. It is up to them, as it is up to you, when it comes to making any type of resolution. If you are not committed to the PROCESS, you will not experience the OUTCOME. I think that many people do not understand that the OUTCOME is not where the focus should be when making resolutions and/or setting goals. The focus should be on the PROCESS, and then the OUTCOME is just the natural extension of that process.

Let's use as an example the most commonly made, as well as the most commonly broken, New Year's resolution: losing weight! Here is how this typically unfolds in a person's life. They come to the conclusion that they need to lose weight. They decided how much weight they need to lose, and then they make a resolution to lose that amount of weight in the next year. If you ask them how they are going to lose that weight, they will tell you that they are going to eat better and exercise. Come January 1st (maybe January 2nd, because they have a family dinner on the 1st) they start on their journey. By the end of February they give up! Why? Because they did not understand how to really make a resolution that they can and will follow through with. Instead of thinking about the outcome (the

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"Challenges test your mettle and your determination. In response to being challenged you will either become bitter or better. There is only a one letter difference between the two words, yet the impact in your life is all-inclusive and everlasting."

Dr. Jim Naccarato, The Realigned Practice, www.rpchiro.com

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

SUBLUXATION: A BASIS FOR EDUCATION

How to share with staff and patients

Beth Ehlich, DC, CPCO, QCC

Let's face it! Trying to educate someone on a topic such as chiropractic and vertebral subluxation for which we have a vast knowledge or understanding is sometimes like converting someone without a testimony of faith in a deity to our faith. Sharing one's faith to others may be intimidating and full of fear: fear of the unknown, fear of rejection and so forth. Education about what we do as chiropractors is not about conversion and does not require a statement of faith. All too often, chiropractors use emotion or misplaced passion and call this education. In some instances, oversimplifying what we do can devalue our work. While there are always times for emotion and passion, I think the education process is more effective when it is backed up by research and when it is relevant to everyday applications.

Chiropractors and members of other professions have often claimed there is a lack of research to prove or justify claims made by the profession. If a lack of research did exist, then the criticism would be well placed. However, many journals and articles exist that continue to prove and validate the presence of the vertebral subluxation components and their effect on health either short term or long term. Chiropractors take an oath at graduation day that states we agree to continue to increase our knowledge and understanding of all aspects of the human body and chiropractic. It is true that science really does not change, but our understanding of it does and hence our application of what we understand. B.J. Palmer was a leader in research and further understanding how nerve flow interruption affected how the body functions. We as modern-day chiropractors need to continue to embrace and participate in the research.

A recent article I read discussed the ongoing travesty of the failure of the chiropractic profession to determine its own identity. With such a failure to agree on an identity no matter how narrow or broad, the universe (public) has done for chiropractic what the profession could not/would not/did not do for itself. The universe has created the identity for the profession, whether we like it or not or agree with it or not. That identity is basically that chiropractic is a first choice and often a cost-saving choice for musculoskeletal and pain conditions. Research and our own office testimonials support this claim. But isn't there so much more to the story? Here is where education rather than conversion can be the fulcrum on which health, healing and function can be impacted in a most profound way. Failure to educate staff and patients on the effects of nerve flow interruption can cause people to miss out on experiencing better health, healing and function.

Equipping staff with the knowledge and charge to educate is crucial to help bring about a better understanding of what goes on in a chiropractic office. We take for granted that a staff member suddenly inherits the same level of understanding and ability to share or educate current or potential patients just because he or she is now employed in our office. Often, the training of staff is consumed with learning the daily operations and patients' names. Teaching staff about chiropractic is left to self-study, overhearing what the chiropractor says, listening to what the patients say chiropractic is or other secondary or subliminal methods. Too often, what has become the chiropractor's brand of chiropractic is what patients and staff alike accept or believe that chiropractic is.

Staff training for chiropractic should be primary even before learning the day-to-day operations. Scripts can show staff how to use patient encounters to educate on the importance of including chiropractic in their healthcare routine. Scripts help staff stay focused on their job and mission, which is to help people through chiropractic care. A member of our staff is most often the first person to hear of objections, complaints or other developments that might derail a patient's chiropractic care. It stands to reason that training staff on various situations and how to respond to those variances with clear and focused scripts can be opportunities to educate patients on what chiropractic is and how they can benefit. Most objections from patients boil down to either time or money. For example, when a patient calls to tell the staff that they are not able to continue with care, the staff, rather than saying something like "Sorry to hear that; call us if we can help you," our staff can learn how to ask a few questions to determine why there is an objection and see if it can be resolved. Being able to remove barriers from getting care that someone wants and needs is a way to help people continue with chiropractic care and ultimately experience the benefits of living, healing and functioning without the damaging effects of subluxations.

Patient education for subluxation should be ongoing. Too often, chiropractors feel the need to unload all (and I do mean all) the information and science stored in their gray matter on the first or second encounter with the patient. Maybe the chiropractor feels it is their only chance or maybe the chiropractor wants to impress the patient with a lot of knowledge. Neither of these approaches is effective.

Master communicators recognize that the messenger is often more important than the message. There is a science to effectively delivering a message. Chiropractors often do not develop the mechanics of delivering a message, and let's face it, many are not polished in this area. It would benefit chiropractors to practice the art of delivering a message as well the message itself.

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number of pounds one needs to lose), think about the process (eating and working out, for example). Consider setting goals like this: I will bring my lunch to work three times every week, or I will have a salad and lean meat for lunch three times per week, or I will have a smoothie for dinner three times every week. What about: I will walk my neighborhood Monday, Wednesday and Thursday after work. Those are PROCESS-oriented goals that are measureable. What do you think will happen if you do those things? Will you lose weight? Of course you will, but you will not be focused on the outcome of the X number of pounds you need to lose. Therefore you will have less likelihood of getting discouraged and giving up mid-process.

Let me give you one more example, a personal example, in a totally different area, travel. I want to take my family on a vacation to California and Yosemite National Park next summer. I have five people in my family. That is my goal and one of my resolutions for 2018. I have already made that 2018 resolution and have begun the process of working towards that objective. Here is what I did. I figured out roughly how much it would cost to take my whole family on vacation in California for a week. I then took that amount and divided it by the number of months between now and then (summer of 2018). Currently I am focused on depositing that specific monthly amount of money into a special bank account that I set up just for this trip. I am not focused on the total amount needed to accomplish this task (outcome); I am focused on the monthly savings that needs to happen (process) to obtain this goal. If I am committed to the process, my family and I will enjoy the outcome in Yosemite.

You can and should do this with whatever goals/resolutions that you have. What is the process that needs to happen to move towards that goal? Can I measure the process and objectively know if I am sticking to the process? Am I committed to the process? If you can answer these questions, then you will experience the outcome you desire. Give it a try and see what happens. I bet you will be surprised!

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Education for patients is effective when it is ongoing and delivered in smaller digestible bites. The message needs to be clear and concise too. Master communicators also know how to tailor a message to their audience. Often it is the case that the audience is one person. In practice, a chiropractor may speak to people with multiple graduate degrees or others that might not have completed high school levels of education. Education is not a measure of intelligence. Speak to the level of understanding of your audience. As most of us learn, find others that are master communicators. Watch and observe how they speak and deliver their messages.

As chiropractors, we already know the message. The problem of education does not always lie with the message but rather the staff's and the chiropractor's inability to effectively formulate and communicate that message. We as chiropractors must continue to read and learn more from research and share this with our patients. We must equip our staff with tools and scripts to educate patients, but we must first teach our staff what the message of chiropractic is. And lastly, the messenger must learn effective tools and ways to deliver the message to the audience. The universe has by default determined our identity as a profession, but we as members of the profession can still proclaim our message that vertebral subluxations interrupt the body's ability to function and heal, which leads to dis-ease and brings all sorts of sickness to humanity. Chiropractors offer the possibility for better function through the powerful adjustment to the body. We have the message; let's communicate that and offer the tools to our staff to educate and bring this to our patients and community. We do not have to worry about conversion when the message is delivered effectively.

2018 PSCA

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Well, the even numbered years are the renewal years for licensure in SC. The PSCA has some plans for the spring and fall seminars to serve our colleagues with philosophy strong, subluxation-filled seminars to fulfill those CE requirements. The Spring Seminar will be in the Columbia area; details will be announced soon. Traditionally, the Fall Seminar is held on Sherman's campus, but construction may move us somewhere else. Final details will be announced in the spring.

We have been recording the IGNITE series and hope to have online access to those recordings shortly after Christmas break. If you are a PSCA member, we will have those available to you as part of your membership. They will also be available for online CE credits for a fee (additional fee for non-members) to cover CE recording costs.

As our membership grows, additional benefits will be added. So promote the PSCA to your fellow DCs.

It's time to RENEW MEMBERSHIP! Invite a colleague to join with you!

"The 3 C's in life; choice, chance, and change. You must make the CHOICE to take the CHANCE to see the CHANGE."

ANNUAL GOAL SETTING AND PLANNING

Keith Wassung
www.keithwassung.com

I wanted to share an approach to annual goal setting that I have used for close to 37 years. It began as a planning strategy when I was engaged in competitive weight-lifting but eventually spilled over into other areas of life.

First of all, my planning year begins on the first business day in January and ends the Wednesday before Thanksgiving. I set all my annuals goals using a 10 3/4 months' time frame.

The "year" ends on Thanksgiving eve, and I enjoy a wonderful time with my family. On black Friday, I use the entire morning to plan and strategize for the following year. In recent years, I have taken my family to the mall, handed them each an envelope with spending money (which they love), and then I set up camp in a coffee shop/restaurant and begin the planning process.

I first look at the previous year's goals. How did I do? What went right? What went wrong? What could I have done differently? This debrief is very valuable, as it allows greater clarity and purpose for the next year. I then shift to writing goals for the upcoming year.

Specific	How detailed is this goal? Can it be more detailed? Can I be more specific with what I wish to accomplish?
Measurable	Can I measure my results over time, distance, dollars or quantity? How will I measure the results? How often will I measure the results?
Achievable	Is it possible for me to reach this outcome? Do I have what I need to reach this outcome? Will I be able to achieve this goal in the short-term or long-term?
Relevant	Is this goal consistent with my values and overall vision for my life? Is this goal a priority for me to focus on right now? Is this a primary or secondary goal?
Time Bound	Have I set a time frame for this goal? Is it a reasonable time frame? Is it a manageable time frame?

This is very important: If you can measure it, you can improve it, so I write goals that are tangible and are simple to measure and monitor.

Following that, I create a specific action plan for each goal. For the most part, each goal is just an expanded continuation of the previous year's plan, but there are always new things to add (and sometimes things to subtract).

I am convinced that having a specific measurable and doable action plan is the entire key to this. I know some folks are big into dream boards, affirmations, etc. There is nothing wrong with that if that helps you, but if you have no way of accomplishing them, then goals turn into wishes and pipe dreams.

The final step is to examine the goals and the action steps and then use the time frame between the last week of November and the end of December (about five weeks) to determine how to be totally prepared to hit the ground running when January rolls around.

What I have found is that people write their goals in December (often between Christmas and New Year's), but Jan 4th rolls around and they are not ready to go. They are catching up from the holidays and dealing with extra work, extra stress, etc., and so the goals get set aside and then revisited in March and put on the back burner. We want to be ready to work immediately on the first day, and we can only do this if we are armed and prepared.

So the 5-week period is not just a time-off from work (though I try to build in as much relaxation and family time as possible), but rather a time to sharpen the ax and get ready for the next year.

I review my goals and decide that I need to use the 5-week period to acquire some new skills, try out some new ideas, read some new books, maybe associate with some mentors who can help me. In the lifting/training area, I might need to work on perfecting some new techniques, maybe have someone videotape my lifts or perhaps take some flexibility classes, yoga, etc. It's a time to heal, repair and rebuild. It's a time to get rid of things, to clean out the desk and files, to perhaps invest in some new supplies and equipment. Again, comparing last year's plans and RESULTS to the upcoming plans and goals will reveal what needs to be done to "sharpen the ax."

Once this is all done, I sit back, relax, enjoy another coffee and bask in my family. (The table at the coffee shop often becomes the HQ for all of their packages.) Then I can approach the five-week holiday period knowing it's going to be a change of pace, that I am going to do some new things, acquire some new skills, and I can relax knowing that when Jan 4th rolls around, I can hit the ground running.

Hope this helps someone.

Keith