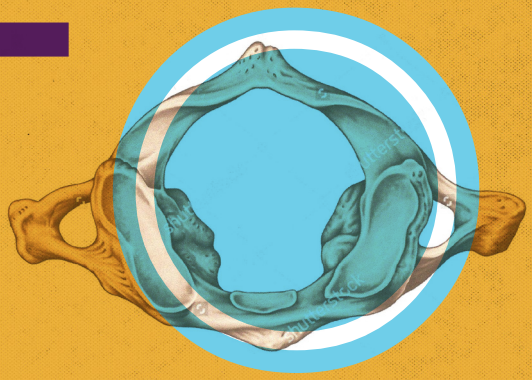
Newsletter and Information Resource of the Palmetto State Chiropractic Association

TONE



Issue 3 SUMMER 2020 PSCA - Chiropractors Correcting Subluxations © 2020 PSCA

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Palmetto State Chiropractic Association

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

BACK TO SCHOOL

Bill Decken, DC, DPhCS
Family Straight Chiropractic
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Well, the kids have been allowed back in school — hallelujah. What about the adults in your town? Have you been inviting them to your health talks so they can continue to learn? Have you created and implemented a Chiropractic educational curriculum for them? Here is some interesting history you might want to include as you help others see the value in Chiropractic.

"Chiropractors adjust subluxations so the body can work properly."

Subluxation, the focal point of Chiropractic, was first defined in 1688 by Randle Holme, who said a subluxation was a dislocation, a putting out of joint. This was further modified in 1746 by Hieronymus, who said a subluxation is recognized by three factors: lessened mobility, change in position of articulating bones, and pain. Sadly, this 1746 definition is still practiced by many in Chiropractic, but subluxation affects much more than that. In fact, when speaking about subluxation

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TELL THE STORY!

Shelly Jones, DC
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Do you remember the fire in your belly when you were in chiropractic college? I do. I had that burning desire to change the world when I graduated from Life Chiropractic College in 1985. I told anyone who would listen about chiropractic, why they needed to have their spine adjusted, and how their nervous system and Innate Intelligence was the key to health! I was on fire, and I told the story — the chiropractic story!

In over 30 years of practice, that fire has shifted many times. Sometimes it went out and I had to work to ignite the spark; other times, it was roaring. Truth be told, sometimes I just forgot about the fire and enjoyed the comfortable, warm space I was in. I even had a couple of years where I had to poke around and rearrange a lot of coals to find that one ember I needed to start over. But through it all, I kept telling the story.

When weather conditions are just right, fire is a natural consequence. Other times, it's the consequence of a deliberate act. Regardless, the power of the fire is that

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"There is no more valuable possession than good sense and good health, ease of mind and muscle, and using both to their utmost that we might LIVE rather than EXIST. I respect the seriousness of dis-ease and death; I know the loss of a dear one. And, I know what it might mean to read something which appears to make light of that which let them pass beyond. Let it be clearly understood, I do not make light of the doctor, dis-ease or death, but of the efforts of AN ORGANIZATION of doctors to MANUFACTURE 'colds' and 'grippe' into AN EPIDEMIC OF 'FLU' by advertising broadest FEAR."

B. J. Palmer, DC, PhC • 1918 Flu Pandemic
***Fountain Head News,* Volume 8, Number 17-19 • January 18, 1919**

START CLOSE IN

Amy Montanez, D.Min, LPC, LMFT
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I am an essential worker who works with many essential workers: healing and helping professionals, medical professionals, lawyers, ministers, mothers, and small business owners. Everyone I can think of has felt the grief and the stress of the last six months of 2020. What do we do, though, when we "essential workers" are fraying at our seams—when the paradigm is challenging, when the money isn't flowing, when the way we most like to work isn't working?

My first suggestion is always to "start close in," as the poet David Whyte says. "Start with the ground you know, the pale ground beneath your feet....take a small step you can call your own." In my own words, I would encourage you to honestly **check in on your self**. What are you feeling? Frustration? Anger? Sadness? Grief? Fear? Challenged? Name those feelings carefully and with some detail, not the general large brush stroke of words like "anxious" or "depressed." Whatever you are feeling is OK. **Breathe deeply**. Relax into it. Just naming your honest state of being is often helpful. If you're willing, you might tell another person how you are feeling each day.

> **"Sticking with the uncertainty, getting the knack of relaxing in the midst of chaos, learning not to panic—This is the spiritual path."**
>
> **—Pema Chodron from *When Things Fall Apart***

Next, **make an effort to cultivate resilience**. In a blog published a few years ago I wrote about the qualities of resilient people. (https://www.messymarvelous.com/skill-9-cultivate-resilience/) We know resilience can be taught, so what better way to be helpful than to review and practice your own resilience skills. Look at the link and see where you can improve.

Expand your definition of hope. In the helping professions, we think of hope as being rooted in the past as well as having some future focus. "I've gotten through something like this before. I know in a few weeks (or months) this will be behind me." As you can already tell, the way we have hoped before may not be working during these unknown times. We don't know what lies ahead. And while we may have ancestors who have gotten through some rough times, most of us have never dealt with the likes of this pandemic, the extreme polarization of our country, isolation from our beloved communities, and fears about financial well-being. So what does hope mean to you right now? What is the new normal for you? How will you adapt as the state of the world continues to unfold? Here's a blog about expanding hope, if you need some help having hope: https://www.messymarvelous.com/year-2020-skill-22-expand-the-hope/ .

There is so much we can do to accept the challenge of this time. These are just a few suggestions to help you along the way. Pema said it this way in another part of her book: "The off-center, in-between state is an ideal situation, a situation in which we don't get caught and we can open our hearts and minds beyond limit."

Thank you for being some of the essential workers who are getting us all through these tough times. You matter. Take care of yourselves.

Warmly,
Amy Sander Montanez, D.Min, LPC, LMFT
www.amysandermontanez.com

I have a private practice of individual psychotherapy and marriage counseling in Columbia, SC. A few years ago my book, *Moment to Moment: The Transformative Power of Everyday Life*, won *Spirituality and Health*'s top 100 books of the year. I am passionate about many things in life, but especially about psychology, spirituality, dancing, cooking, marriage, family, friends, writing, traveling, and learning. My blog, www.messymarvelous.com, written with my co-author Dr. Rhea Merck, is an effort to help the world build skills for our messy, marvelous lives. You can email me at amy@amysandermontanez.com.

In an effort to celebrate common ground and maintain fellowship there will be a

PHILOSOPHY NIGHT

on
Saturday, October 3
at 6 p.m.

Spartanburg area

Light snacks provided

Guest speaker

No cost

Reservation required
RSVP to bdecken@aol.com

Save the date on your calendar.
Details will follow!

BACK TO SCHOOL

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in 1843, J. Evans Riadore reported that if any organ is deficiently supplied with nerve energy or blood, its function, and sooner or later its structure, becomes deranged. It took about 100 years for subluxation to make the jump from being a joint pain issue to affecting organ structure and function. Still some Chiropractors are stuck in 1746. Neurosurgeon Sir William Gowers, known for being the first to successfully remove a spinal cord tumor, stated in 1894 that function in the body depends on the release of nerve force.

Isn't it interesting to note that both the medical field and the Palmers were discussing this nerve system force? Chiropractic is based on the idea that interference to the force being transmitted through the nerve system is detrimental to life, health, and coordination of all bodily systems. Subluxation interferes with that. Chiropractors adjust subluxations so the body can work properly.

The field of salutogenesis was introduced by Antonovsky in the 1970s. It studies health and how people can build health, as opposed to pathogenesis, which studies disease. You probably heard very little about building health during Covid-19, but YOU play an instrumental role in helping others understand what it truly is. The field of epigenetics started to gain steam in the 1990s. It recognizes the awareness that all cells have. They are innately intelligent. These are new fields of study coming alongside the big-picture view of subluxation correction and Chiropractic.

Chiropractic is a radical science because it focuses on the connection between brain and body. Chiropractic recognizes the intelligence of life, the role of the nerve system, the detriment of subluxation, the advantage of a Chiropractic adjustment, and what it takes to build health. Get busy; school is back in session.

TELL THE STORY!

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it can be an agent of renewal and change rather than just a means of destruction.

The psychological and emotional fire in our gut is exactly like the physical fire. Whether a natural consequence or a deliberate attempt, that fire creates renewal and change. If we poke around enough, we can use this pandemic to stoke the fire in our gut and reclaim that burning desire to tell the chiropractic story and change the world, even if the world is confined to our office space.

The goal of this edition of *Tone* is to help intensify and stoke the fire! Various doctors and resources have come together to help reignite and motivate the storytelling, identify ways to refine our brand and influence, and remind us that we aren't alone. PSCA is a community of doctors ready and willing to help and encourage and support. I hope you find within a spark of information that reignites your burning desire to tell the chiropractic story again and louder!

BRANDING

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

To build a successful practice, answer the following questions:

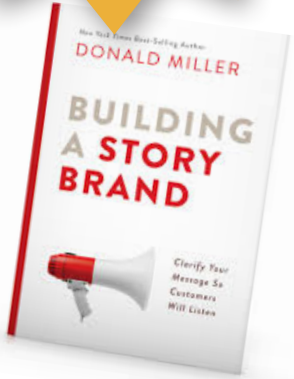
- **What do you do?**
- **Why do you do what you do?**
- **When do you do what you do?**
- **How do you do what you do?**

Branding is consistency in your message AND includes an invitation to take action. The need to brand your practice is your responsibility.

By making sure your communications are brief, honest, to the point, and include an invitation to act, you are firmly cementing the answers to these questions in the minds and hearts of your patients. As you build your brand, remember brevity is brilliance, and honesty is the most powerful tool you have to educate and influence patients to stay, pay, and refer.

To build a strong current and future patient base, branding is the answer to what, why, when, and how you do what you do. Get after it and embrace the success that follows!

HAVE YOU SEEN THIS RESOURCE TO HELP BUILD YOUR BRAND?



IT'S TIME TO THRIVE

George A. Auger, DC, FCSC
PSCA Chairman
Auger Family Chiropractic
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As the current state of this pandemic continues to be fluid, we have a tendency to be caught in the social currents swirling all around us. I certainly do realize there are challenges that lay before us. However, let me suggest that rather than allowing ourselves to be swept in one direction or the other, that we stand firm, like a rock, on the principles that have made our profession great. Truthfully, now is the time to thrive!

Chiropractic has withstood so many obstacles over its existence. First, becoming a profession, then fighting to stay separate and distinct while the medical monopoly tried to destroy us. As a profession, we have been through so many pandemics (1918 flu, Ebola, AIDS, Hong Kong flu, swine flu, just to name a few). Still, here we are!

Now is the time to step up our game. Yes, patients will make decisions that are not in the best interest of their health; that has always been the case. Have you ever realized that many of us spend more time and anxiety over the few who really don't get what we are doing? It seems as if the "difficult patients," the ones that zap our life energy, get more time and attention than the people who are ALL IN. Stop it! Love everyone, but stop spending EXTRA valuable time tiptoeing around those who are really not part of your tribe. Stop talking about the pandemic and start talking about chiropractic, innate intelligence, the adjustment, the nervous system, anything and everything chiropractic. Take back the narrative in your office and press forward!

It's time to THRIVE!

URGENT NOTICE FROM THE SC BOARD OF CHIROPRACTIC EXAMINERS

WHEREAS, in a specially called public teleconference meeting of the Board on July 2, 2020, with a quorum present, the Board voted to extend the Continuing Education deadline, but not the license renewal deadline, to December 31, 2020, for any licensees affected by the COVID-19 pandemic;

NOW, THEREFORE, for the reasons set forth above, effective immediately, the deadline for completion of required Continuing Education classes is extended to December 31, 2020. The deadline for renewal of all licenses remains as September 30, 2020; licensees must complete their renewal applications in all other respects, but will be given until December 31, 2020, to satisfy their Continuing Education responsibilities, and their licenses will not be lapsed for lack of sufficient Continuing Education hours during that specific interval. Licensees who do not complete the required Continuing Education hours by the extended deadline of December 31, 2020, will have their licenses lapsed pursuant to section 25-5(G) of the South Carolina Code of Regulations.

1. RENEW YOUR LICENSE & PAY YOUR FEE by 09/30/2020
https://llr.sc.gov/chiro/

2. FINISH REQUIRED 36 HOURS of CONTINUING EDUCATION (including 2 hours Rules & Regulations and 2 hours Risk Management) FOR RENEWAL BY 12/31/2020.

3. All license renewal hours must be registered on CE Broker account (cebroker.com).