



TONE

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PSCA - Chiropractors Correcting Subluxations

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



UNDERSTANDING THE ALIGNMENT OF COMMUNICATION

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



Do you value accurate, simple, and honest information? Do you hold yourself

ethically and morally responsible for teaching certain principles to the people in your practice? If we answer yes to each of these questions, effective communication will help us put them together.

“...understand that people likely cannot ‘hear’ what we say until we have connected with them...”

Being an effective communicator means that both transmitting and receiving of information have taken place. It is not enough that you said it, handed out a pamphlet, or posted it on your website or social media. Surely, we are responsible for transmitting, but when it comes to receiving, we can only do our best to transmit in hopes of our intended message being received and acted on.

The first level of effective

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SURVIVING THE STORM

Shelly Jones, DC
Chiropractic Wellness Center, Inc.
(803) 771-9990



Storms are part of life at sea. If you have a ship or boat in the water, it will encounter turbulence and storms. Every captain knows the basic truths that will help them navigate and survive the storms.

1. Stay informed of conditions. Use the best equipment and trusted re-

- sources to give you predictions and condition updates.
- 2. Ballast.** Empty ships are most at risk. They need weight or substance to stabilize against a powerful storm.
- 3. Not just any port will do.** At first thought, portside sounds safe, but often ports aren't built to protect during storms and actually can create more damage rather than provide a safe haven. In fact, many ports, at the prediction of a storm, will release boats out to sea to fare for themselves.
- 4. Sea Room.** In storm's way, you steer away from things that you will hit

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"There is no effect without a cause. Chiropractors adjust causes. Others treat effects." B.J. Palmer

*Understanding the Alignment of Communication
Continued from page 1*

communication is **Ethos**. This pertains to your personal credibility and the faith people have in your integrity and competency. Being a friendly, nice, hardworking, honest human being goes without saying. This is the level where you connect with people. This is the level that most has to do with your getting referrals. Think about it, new people do not know you. How can they connect with you when you have no credibility with them? Their friend or family member, who already comes to see you, does have credibility, so when the friend makes a referral to you, they are more likely to act on it.

In addition to gaining credibility through others, you have a certain level of credibility because of your title, Doctor, or because of your office sign, Chiropractic. Folks may not fully understand what type doctor you are or what exactly Chiropractic is, but it is a start, and you have some degree of credibility.

It is wise to be aware of this foundational level of communication as you sit and ponder what your social media posts and likes will reveal about your integrity.

The second level is **Pathos** and pertains to your empathy. Are you able to demonstrate an honest level of concern, emotion, caring, and commitment? This level of communication came easily for me, but I noticed my own empathic abilities for people in pain improved once I experienced a similar situation. Availability during non-office hours, offering health talk classes, speaking in town, offering educational material, eye contact, and active listening are just a few means of demonstrating empathy and connecting on the pathos level. Having established some level of ethos makes communication on the pathos level possible.

Lastly is **Logos**. This final level of effective communication pertains

to the logic of our message. This is where we discuss certain key principles including what health truly is, how wonderfully intelligent the body and all life is, the connections within the whole body occurring by way of the nerve system, interference caused by subluxation, and the chiropractic adjustment. However, understand people likely cannot “hear” what we say until we have connected with them on the ethos and pathos levels. Through our integrity and caring we stand a better chance of demonstrating Chiropractic to be a deductive, logical science that is also supported by strong, inductive, scientific reasoning.

If we want people to hear what we have to say, we must understand this alignment of communication. Effective communication is a process, and our efforts on each of these levels on each visit are essential.

SUCCESSFUL PRACTICE BUILDING TIPS

Megan Afshar-Martins, DC

Upstate Specific Chiropractic
(864) 520-1154



I am a super charismatic female who loves building relationships with the people in my office.

From the start of the intake, I am trying to make a connection. We have all heard the famous line, “people do business with people they like.” And while what we are offering to our practice members is so much more than a business transaction, it does help if they enjoy you and enjoy their experience when they

are in your office.

However, the better the connection, the more they want to share with me each visit, and the more I want to talk to them. This can become such a drain on time, as well as detract from the real reason of the visit—to check and correct vertebral subluxations. And I was always taught to keep my “table talk” centered on chiropractic.

But I was having a hard time connecting while also keeping my “table talk” principled. So I implemented something I call the “Question of the Week.” These questions are always health related, and you can almost always get the question right with an

answer like “subluxation” or “atlas.” The questions range from: **What is a subluxation?** to **Why is your atlas so important?** to Why do you rest after an upper cervical adjustment?

These questions help me to stay on top of educating the practice members, as well as steer our conversation. Once I feel like the question has been fully answered, and the person understands why that answer is correct, I will let them talk about whatever they want.

This has helped me to feel true to my relationship-building self while also making sure everyone in my office understands what is happening when I adjust them.



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“If you are distressed by anything external, the pain is not due to the thing itself, but to your estimate of it; and this you have the power to revoke at any moment.”
— Marcus Aurelius, *Meditations*

IS YOUR GLASS HALF-EMPTY OR HALF-FULL?

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



Although perhaps overused, how you answer this age-old question may say a lot about your outlook on life.

Positive thinking doesn't mean keeping your head buried in the sand, but rather that you approach life's challenges in a more productive way. You assume that the best is going to happen, though you are prepared for the worst.

MAKE POSITIVE THINKING YOUR DEFAULT WITH THESE TIPS:

Surround yourself with positivity. We all need to lend an ear to a suffering friend from time to time, but persistently negative people will drain your energy and motivation levels, only elevating your own levels of stress and self-doubt.

The same goes for the content you consume — *everything* you expose yourself to has an effect on your overall outlook — so don't be afraid to take some control over this for your own mental wellbeing.

Create a positive inner monologue. To feed this new, positive outlook, try following this simple

rule: *Don't say anything to yourself that you wouldn't say to someone else.*

Be gentle, encouraging, and forgiving to yourself, as you would be to a dear friend. If a negative thought about yourself enters your mind, consider how you would feel if someone spoke about your best friend in that way.

Practice gratitude. Don't fall into the toxic habit of solely focusing on what you *don't* have or what you *can't* do. Try to acknowledge the blessings in your life each day by practicing gratitude.

Just this simple act of recognizing what you can be grateful for — your friends, your family, your relative health, the roof over your head, and the food in your fridge — is crucial for maintaining a positive mindset.

Call out your “catastrophizing.” If you find that your thoughts are mainly negative and assume the very worst, try to find a way to put a positive spin on them. Reassure yourself that whatever comes, you are strong and intelligent, and you can face it.

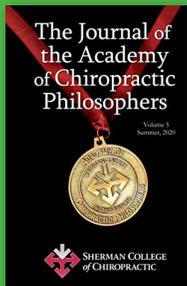
Repeat these affirmations internally like mantras, and you will eventually train yourself to stop spiraling into panic at the sight of any obstacle.

Be open to humor. Give yourself permission to smile or laugh, especially during difficult times. Seek out the humorous side in everyday happenings.

When you can laugh at life, you feel less stressed

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Is Your Glass Half Empty or Half Full?
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and find the harder moments a little easier to deal with.

Move your body. Aim to exercise for at least 30 minutes a day — even if on some days this is simply a brisk walk or an at-home yoga session.

Exercise can positively affect a persistent low mood and reduce stress, so it's important you force yourself to move your body even when you really don't feel like it!

Feed your body and mind. Also, be sure to follow a mostly

healthy diet to fuel your mind and body with the nutrients they need to function at their best. This includes a back-to-basics approach to your lifestyle.

Surviving the Storm
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and ultimately take you down. Taking refuge too close to rocks or shallow ground could prove disastrous.

5. **Steering-Way.** In the thrashing waves and turbulent winds of the biggest storms, the ships that survive navigate successfully by moving forward with enough power and speed to steer rather than just get getting pushed around by the waves and wind.

When I was reading about navigation, I was struck by how much this reminded me of the storm we are facing currently as a community and profession. I think we can all agree that we are in a big ____ storm (insert adjectives of your choice!)

Storms are part of life in practice. If you have a practice, it *will* encounter turbulence and storms. Every chiropractor knows the basic truths that will help them navigate and survive the storms.

1. **Stay informed of conditions.** (Resources) Rely on the best, most trusted resources (SC Board of Examiners, PSCA, etc.) to give you predictions and condition updates.
2. **Ballast.** (Strength in numbers and unity) Practices need substance and weight to stabilize. Strong science, art, and philosophical foundations stabilize a practice against powerful storms.
3. **Not just any association will do.** (Principled practice and associations) At first thought, aligning oneself with any chiropractic organization sounds safe, but often those associations aren't built to protect for short-term or long-term safety.
4. **Sea Room.** (Keep it simple.) Steer away from the things that will put us more in harm's way. Debt, poorly managed patient care, not teaching the value of chiropractic care, negative people, etc. are the underlying

rocks and shallow ground that ultimately can take us down.

5. **Steering-Way.** (Move forward with strength and power.) In the storm, practices that most predictably navigate successfully are the ones that *move forward with enough power and speed to steer rather than just getting pushed around.*

Now is the time to tighten the grip on the wheel, increase the power, and speed ahead to forge through the waves. There are people and groups whose sole purpose now is to play on our fears and tempt us to buy, advertise, join, and jump ship. Rely on the strength of your PSCA friends and association to create more strength and weight to survive. We are each here and ready to help. We will survive and we will thrive! Have a healthy, happy 2021!

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