



TONER

Issue 3

FALL 2022

PSCA - Chiropractors Correcting Subluxations

© 2022 PSCA

OFFICERS:

President:

William M. Decken, DC, LCP, FCSC, DPhCS
Spartanburg, SC

Vice President:

Michael Geran, DC
Travelers Rest, SC

Secretary:

Shelly Jones, DC
Columbia, SC

Treasurer:

Terry J. Van Dervort, DC, ACP, FCSC, DPhCS
Fort Mill, SC

DIRECTORS:

Felicia Stewart, DC, ACP, FCSC, DPhCS
Rock Hill, SC

Craig Gagnon, DC
Abbeville, SC

Chairman:

George A. Auger, DC, FCSC
Greenville, SC

Executive Director:

Dwayne A. Hoskins, DC
Boiling Springs, SC

pscaonline.com

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

IGNITE
SEPT 10, 2022

Watch for details
and join us!

THE THREE THINGS RULE

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



You meet people and quickly learn some are very neat and some not so much. I suppose there is a

third group of people who want to be neat but don't express organization of their stuff. I went to visit a college buddy once after graduation, and upon entering his house I realized he and his family were a very neat bunch. I asked how he managed to pull that off with a house full of children. It was easy, he said; he had rules. For example, he had a "three things rule." Each child was allowed to have only three items on their dresser.

"We understand vertebral subluxation is at the center of Chiropractic."

Their choice, but only three items. This and other rules explained what I saw.

What three things do you think would make a Chiropractor successful? What would be your "three things rule"? Philosophy, Science and Art? Intelligence, Force and Matter? Blood, Sweat and Tears? A friend of mine, Tom Dirksen, Chiropractor, says his focus is on remembering

"Simplicity, Relevance and Practicality."

We understand vertebral subluxation is at the center of Chiropractic. Vertebral subluxation gets in the way of the intelligence, force, and matter triune. If a scientist did not examine the assumption that life is intelligent, then he or she would be kept from seeing what is right under their noses.

Continued on page 4

FALL CONFERENCE

AUGUST 27 & 28

REGISTER TODAY!

18 hours CE credits

AMAZING Speakers & Fellowship

<https://pscaonline.com/fall-conference/>

"Instead of working so hard to make ends meet, work on having fewer ends." – Courtney Carver

WE DON'T TALK ABOUT BRUNO... (OR OUR STATS)

John S. Enloe IV, DC

Enloe Chiropractic "Life" Center
Longs, SC
(843) 399-9722



If you have children or grandchildren, you've all heard the song. Many, many, many times!!! But just like Bruno we don't talk about our

stats with anyone but our staff or those like-minded high-volume Chiropractors at our Ignite sessions. Why? Because the average Chiropractors and patients don't understand. And when people don't understand something, they tend to find the negative in it.

"I have found it advisable not to give too much heed to what people say when I am trying to accomplish something of consequence. Invariably they proclaim it can't be done."

— Calvin Coolidge

You might have heard this said: It's impossible to see that many people and give good quality care. If this were true, then some Chiropractors wouldn't be seeing the high volume of patients that they are seeing. The patients wouldn't come back. Let me ask you a question. How long does it take you to adjust your spouse? One minute, two minutes tops? My point in this is if it takes you only one minute to adjust the most important person in the world to you, why would it take longer to adjust anyone else? It comes down to the quality of time spent with the patient, not the quantity of time. B.J. Palmer is quoted as saying, "If you're spending 10 minutes with a patient, what are you doing for the other 9 minutes?" If you are giving 100% of your focus to that patient and removing that patient's nerve interference so their body can function and heal to its full potential, you've done all you can do. Move on. Next patient.

"Impossible is just a word thrown around by small men who find it easier to live in the world they've been given than to explore the power they have to change it. Impossible is not a fact. It's an opinion. Impossible is potential. Impossible is temporary. Impossible is nothing." – Muhammad Ali

If you're a high-volume Chiropractor I'm sure you've heard this: You are herding them in and out like cattle. I've heard other Chiropractors say this about my practice, but never my patients. My patients love the fact that they can come in, get their subluxations removed and get on with their day. Also, a busy practice gives the doctor more authority. If a patient comes to an empty office, their first thought is this guy must not be a particularly good Chiropractor. He has no patients. Whereas, when a patient walks into a bustling practice that runs like a well-oiled machine, they tend to give more weight to the words said by the Chiropractor. Let me ask

Continued on page 4

KEEP THE WATER OUT PRACTICE BUILDING TIP

Jim Naccarato, DC, PhD

The Realigned Practice
www.rpchiro.com
(801) 224-3795



To build a successful practice you need to keep your head above your biggest challenges.

Consider this metaphor: A little toy boat will float in the deepest part of the ocean and in the most tumultuous storm as long as it does not let any water

in. Conversely, the largest ship will sink in the shallow waters of a harbor if it lets water in.

The point is that if you want to succeed, you must keep the negative stuff (the water) out. No exceptions.

Suggestions:

- Get to work a half hour early, write your personal problems on a sheet of paper and put the paper in your car.
- When those matters come to your mind at work, remember, what's in the car (including the attendant emotions) stays in the car.

- During the day, when problems come up, write them down on a post-it-note.
 - When those matters come to your mind, remember, what's on the post-it-note stays on the post-it-note.
- Truth: To be successful keep the water (negative stuff) out of your practice/life.
Bottom line: It doesn't matter whether the water (negative stuff) comes from others, our circumstances, or we create it by the way we think, feel, and behave—the impact is the same. To be successful you must keep your head above your biggest waves!



YOU DON'T HAVE TO CHANGE FOR ANYONE!

John D. Davila, DC, FICC

President and CEO - Custom
ChiroSolutions
Daviladc@gmail.com
(800) 974-3479



When I graduated from Palmer in February of 1994, I thought everyone in the Chiropractic profession knew the same things I did, but that thought

was soon replaced quickly after leaving the four warm fuzzy walls of academia in Davenport. I was under the impression that everyone understood the need to find and correct subluxations. What I did not expect was how many subluxation deniers were out there.

You may be thinking, "Wait a minute . . . John is a compliance guy. What in the world do subluxations have to do with him?" That is where you might have it all confused with how important subluxations are both in your practice and in our notes. Personally, I feel it's impossible to practice Chiropractic and stay safe from compliance issues without having the subluxation in the front of your mind on each and every visit. This is also why it is possible to have the practice of your dreams and still be compliant as a subluxation-based chiropractor.

Over the years the compliance game has been riddled with people who use fear to motivate their audience to change and

to move away from how they practice, and I was also once one of those people. But as you get older you get wiser and keep things simple in order to make everything around you work to your advantage. This is why we want doctors to know EXACTLY what it is they sell their patients and how it would be viewed by a third-party payer, even if you don't bill insurance. If you understand this step, you'll be able to keep offering your patients the same subluxation-based care you have offered them in the past.

How this all works is by using the subluxation to measure improvement at every adjustment in active care and wellness care. All we have to do is now decide HOW and WHAT we are going to measure in order to show improvement of the patient's problems. Yes, you read that right! The subluxation can and should be used in order to satisfy all four sides of the care you give: the patient, the board of examiners, insurance companies (yes, even Medicare), and you.

All you have to do is INCREASE your use of the 6th and 24th Chiropractic Principles on an everyday basis. The 6th Principle states that every process takes time, and the choice is yours to make when it comes to measuring patient improvement. The use of the 6th Principle will then set you up to make understanding why the 24th Principle (the limitations of matter) is so vital when it comes to managing your patient from a risk management perspective.

My heartfelt assessment of where the subluxation collides with risk management is they are both required in order to practice in an environment free of retribution from anyone. The last weekend of August, I'll be speaking at the PSCA, and I can't wait to explain more about how not changing how you think will make it easier to see anyone, anywhere, in any state of health, regardless of who is paying, without fear and from a position of power.

John Davila, DC, FICC

Dr. John, a 1994 graduate of Palmer College of Chiropractic (Davenport), is a regular speaker on the topic of necessity and documentation, and he is able to explain the subluxation in a way which makes these topics more relatable to doctors of chiropractic. John's company, Custom ChiroSolutions, helps chiropractic offices take notes quickly and more compliantly without having to change the way they practice. Together with his wife, Stacey, the Myrtle Beach area has been called home for decades. John's two children, Lauren and Max, are both College of Charleston alumni. Currently Lauren is in the second year of her master's degree in public history at The College while Max is at Point Park University in Pittsburgh working towards an MBA while on a soccer scholarship.

You can learn more about Custom ChiroSolutions at www.customchirosolutions.com

**"Everyone must choose one of two pains:
the pain of discipline or the pain of regret."**



The Three Things Rule

Continued from page 1

Specifically, that interference with the nerve system creates certain effects in the matter. This is highly **relevant** to the people we see.

Our philosophy is informed by our worldview. Psychiatrist Karl Benzio stated, "When we treat people as though they are nothing but a biological organism and just throw pills at them without addressing the spiritual needs, treatment doesn't work very well." (Nov. 14, 2015. *WORLD*.) The biological doctrines of vitalism and materialism/mechanism are where we will define what we think is real. It is here where we define life as being metaphysical

or not. Chiropractic does not subscribe to extreme vitalism as Benzio does, but our triune of life is solidly based on the biological doctrine of moderate vitalism. This is where the mental impulse can be understood. **Simplicity** tells us if vertebral subluxation interferes with mental impulse, then every other aspect of the life within is compromised.

Down the hill from where I grew up a band called Blood, Sweat and Tears practiced in the garage of the drummer's family. They lived next to a lake which helped transmission of the music played. If we adjusted our chair just right

to the evening breeze, the practice session became a free concert. Likewise, it makes sense to adjust the vertebra that is interfering with information between brain and body if you want a free concert within. It is very **practical**.

Consider focusing on simplicity, relevance and practicality this summer and see what a difference it can make in neatening up your practice. The PSCA will be discussing them at the IGNITE sessions on July 9 at 6pm and September 10 at 6pm. I hope to see you there. No cost.

We Don't Talk about Bruno...

Continued from page 2

you a question. Would you rather be adjusted by a Chiropractor that sees 20 patients a day or 200? I personally want to put my spine in the hands of a Chiropractor that is adjusting 200 a day. They are in tune with their own innate, and the power is flowing through their hands, and they give you a great adjustment.

The first two examples are from others in our profession. But another reason we don't tell people about our stats is because the patient might misunderstand. When a patient hears the number a high-volume Chiropractor sees daily, they are likely to say: You must be too busy to see any new patients, or they might think to themselves, I can't refer to the

doc, he's too busy already. As a high-volume Chiropractor, we can never help too many people. Our whole purpose in life is to help as many people as we possibly can through Chiropractic. That's my mission statement! If you couldn't see that many people, the Universe wouldn't send them to you. If a patient ever asks you how many people you see in a day, just say, "We help a lot of people." It satisfies their question without giving them too much information.

"If I would have listened to the naysayers, I would still be in the Austrian Alps yodeling." -Arnold Schwarzenegger

Being a high-volume Principled Chiropractor can be an exciting rush. We want to shout to the

world about how many people we are helping through Chiropractic. It's a natural human emotion to want to tell others about your successes. Unfortunately, not everyone wants to share in your success. So, to all you like-minded high-volume principled Chiropractors out there: surround yourself with like-minded Chiropractors. Attend the Ignite sessions and all the other PSCA events. Stay focused. Stay busy. Stay hungry. Keep serving for the sake of serving, loving for the sake of loving, and giving for the sake of giving. And the Universe will continue to send you those that need your help. You can never outgive the Universe. I'm rooting for you.

Check out our website: pscaonline.com/
 Become a member: pscaonline.com/membership/
 Register for upcoming events: pscaonline.com/events/