Newsletter and Information Resource of the Palmetto State Chiropractic Association

PSCA
Palmetto State Chiropractic Association

TONE

Issue 2 SPRING 2023 PSCA - Chiropractors Correcting Subluxations © 2023 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

LOOK ONLINE FOR YOUR 2023 PSCA EVENT CALENDAR
WWW.PSCAONLINE.COM

LET'S TALK TO AN ENGINEER

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

PSCA Doc: How do you make a system work?

Engineer: Well, first you must have many specialized parts that do specific jobs under certain conditions. In fact, often there are systems within systems.

PSCA Doc: Neat, that sounds like the human body. The skeletal system has, in fact requires, a lubrication system and a nutrition supply system within it.

"It is important that transmission of mental impulses never be interrupted or interfered with."

Engineer: Exactly. A system's parts must be precisely coordinated for functional coherence, and they must also operate over the course of time to achieve process coherence, the overall function of the system. The system will fail without coherence.

PSCA Doc: Ok, this makes me think about the nervous system, often referred to as the master control system in the body. We frequently teach people what you

Continued on page 4

PSCA Presents
The Fall Conference
August 26-27, 2023
Columbia, SC

Helping You Meet 18 Hours Of Your License Renewal Requirements
Through This Full Chiropractic Weekend

REGISTER NOW
Online registration ends on Wednesday before the event.
$50 additional fee for at-the-door registrations
with no membership discount allowed.

https://pscaonline.com/fall-conference/
1 weekend 18 CE Credits

SUPPORT OUR PLATINUM AND GOLD SPONSORS.

The Chiropractic Trust · ChiroFutures Malpractice Insurance Program · Sherman College of Chiropractic · The Joint Chiropractic · titronics The Leader in Chiropractic Thermography

SUBLUXATION

Michael 'Mici' Fluegge
CEO, The Joint Chiropractic – Upstate SC
(864) 415-4191

The Joint Chiropractic's mission is to provide routine and affordable chiropractic care to improve the quality of life. Although we understand that pain is the main reason that drives people to see a chiropractor, we educate our patients on the benefits of long-term chiropractic care through "Relief, Recovery, and Wellness." While the initial goal is to help our patients find relief from their symptoms, it is important to continue care to address the underlying problem and help improve the quality of life by addressing subluxations before they become symptomatic. A subluxation is a misalignment of vertebrae from its normal, healthy position. Subluxations can occur through everyday life, at your workstation, through your sleeping habits, and during your weekend activities, which is why for most people we at The Joint Chiropractic recommend weekly maintenance care. Our clinics focus on correcting subluxations, reducing the cost and time for the patient. Doctors of Chiropractic are the only healthcare practitioners that are trained in identifying, locating, and correcting the vertebral subluxation complex. We can treat subluxation by gently adjusting vertebrae. These adjustments may address the root cause of subluxation, helping get the patient back to their daily routine. Our clinics also set goals of care with the patient on their very first visit to help them understand the best path to correct subluxations and to maintain a healthy spine. With our evening and weekend hours and over 800 clinics, getting access to wellness care for patients is easy, and our memberships make it affordable.

WHY SHOULD I BE EMAILING MY PATIENTS?

Mike Geran, DC
Foothills Chiropractic
223-A North Poinsett Hwy.
Travelers Rest, SC 29690
(864) 313-4813

I have been blessed to have learned from some of the sharpest business and marketing minds. And every one of them, without fail, talks about how ESSENTIAL it is to stay in touch with your clients, customers, patients, etc.

Are you in contact with your people on a regular basis? You absolutely should be.

You shouldn't be doing it for the sole purpose of getting them to come in for care. It goes deeper than that. I know this comment may get some criticism, but I don't think you should be exclusively educating your patients in your emails.

Sending a (minimum) once-a-week email is, according to business minds way smarter than mine, essential in developing a RELATIONSHIP with your patients. First and foremost, they need to get to know YOU and what is going on in YOUR LIFE.

And it should be loaded with your personality. Being a very funny person (or at least I find myself to be funny!), I usually put a humorous story or anecdote in my emails. And being a family man, I usually also put something about my kids' sports in them as well.

I often have people come in talking about what I said in an email I sent them. This tells me that they are 1) getting opened and 2) getting read. And my patients are getting to know me.

You can drop educational tidbits in your emails if you want to. But I am telling you, let them get to know YOU in your emails. This will open the door for education when they come into the office.

If you have any questions or would like to get on my patient email list, you can reach me at (864) 313-4813 or email me at foothillschiro@gmail.com.

CERTAINTY + SINCERITY = SUCCESS

John S. Enloe IV, DC
Enloe Chiropractic "Life" Center
Longs, SC
(843) 399-9722

"People have a need for certainty – and that need for certainty is in every human being, certainty that you can avoid pain, certainty that you can at least be comfortable. It's a survival instinct."
- Tony Robbins

Certainty is the firm conviction that something is the case.

As my mentor once told me: **"Certainty is when you know that you know that you know!"**

Certainty is knowing that when you jump out of that airplane, your parachute is going to open. Every time.

Certainty is knowing that the sun will rise in the morning. Every time.

As a Principled Chiropractor, **I know** that when I remove that nerve interference, their body must get better. Every time.

No matter if a patient comes in with low back pain, neck pain, or migraines. It doesn't matter. Because I don't treat any of those things. **All I do is locate and remove nerve interference!**

When you know that you know that you know, you will have patients that come in and say, "I'm not getting better." You can look them in the eye with **certainty** and say, "I know you're hurting, but it takes time to heal. If we do what's right long enough, the end result is predictable. Your body is going to heal. Every time!"

When you are **certain**, you have fewer problem patients and more compliant patients.

When you are so **certain** in the principle of Chiropractic that the message is bigger than you, you will then have no fear to tell the patient what they need. And they will believe you. And they will attend your **new patient orientation.**

When you are **certain**, you cannot contain your passion to tell the Chiropractic story. **Certainty** builds on itself. It takes on a life of its own.

When you are **certain** in the principles of Chiropractic, you will be on fire! And as my mentor taught me, **"When you are on fire people love to come watch you burn!"** You will draw people to you like a magnet. Your **certainty** will continue to build so that you'll have to open earlier and stay later just to accommodate all the people that **know** they need to see **YOU!**

"The secret of success is sincerity." – Jean Giraudoux

Sincerity is the quality of being honest, true, and real.

People want honesty, truth. They want people to be real with them. When you can sincerely convey your conviction in the principles of Chiropractic, you will move mountains. People will drive miles to see you. They will make it a priority to see **YOU**.

When patients know that you truly care about them as a person, not just a spine on the table, you can sincerely deliver the message of Chiropractic.

When your patients feel more like family, you know that you are sincere.

"To give real service you must add something which cannot be bought or measured with money, and that is sincerity and integrity."
– Douglas Adams

"Medicine is the study of disease and what causes man to die. Chiropractic is the study of health and what causes man to live."
B. J. Palmer

Let's Talk to an Engineer

Continued from page 1

refer to as ***functional coherence*** because it is important that transmission of mental impulses never be interrupted or interfered with. It is these impulses that coordinate life processes in the body. The fail would be when these mental impulses do not get through. Because life is a process, I now see we can also teach about ***process coherence***.

Engineer: Lastly, a system of systems usually exhibits complex interdependencies. Think about the car, which is a system. You can't start the engine without a charged battery, but the battery won't charge unless the engine runs.

PSCA Doc: Beautiful. Once again, the nervous system controls digestion and assimilation of food/nutrients, but the nervous system can't do this unless it first receives nutrition. Further, if vertebral subluxation is present and mental impulses do not get through to the intended part, the nutrition system does not have functional coherence and process coherence will break down.

PSCA Doc: I guess you engineers must go through an educated process of designing, building, and testing before you have the final product. In Chiropractic we don't have to go through this process; we understand there to be an ***innate intelligence*** in the body that gets the coherence of systems within systems right every time.

Engineer: Correct, we know that working systems are never an accident and that the human body is the ultimate interdependent system of systems.

Adapted from *Your Designed Body* by Steve Laufmann and Howard Glicksman, MD.

RIDING A MOTORCYCLE

Armand M. Rossi, DC, FICPA
Dean of Clinical Sciences
Sherman College of Chiropractic
(561) 755-3878
drrossi@bellsouth.net

Years ago, I rode a Suzuki 500 motorcycle. Back at that time it was one of the first motorcycles that had a smaller front tire than back tire. This gave it tremendous reaction ability. I remember the salesman telling me that I had to really keep my eyes on the road.

He said that if I looked off to the left or right I would tend to veer that way. That statement is true about our lives in general. If we keep focused on our goals and end results, we can head straight for that. If we look to the left or right and do not stay focused on our goals, we will tend to veer in the direction we are looking. This is also true in our offices. If we stay focused on creating health and well-being in our life with salutogenic care, we will go directly in that direction. If we start looking at the symptoms and dis-ease that is out there, we tend to veer in that direction. Staying focused will always bring us to a clearer and faster path to growth.

I teach my practice members to stay focused by asking them when they arrive in the office, "What's better today!" This is a pattern changer. They start focusing on creating health rather than treating symptoms.

"The preservation of health is easier than the cure for disease."
B. J. Palmer