Newsletter and Information Resource of the Palmetto State Chiropractic Association

PSCA
Palmetto State Chiropractic Association

TONE

Issue 2 SPRING 2024 PSCA - Chiropractors Correcting Subluxations © 2024PSCA

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

FREEDOM

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You would think a topic with this title is better suited for early July when we celebrate Independence Day. However, while scrolling through Netflix, I saw the story of Moses and the Exodus. This was a story about slavery and people becoming a nation for the first time once they were set free. Moses played a part in leading the people to freedom.

When Chiropractic was discovered by DD Palmer, people were being treated with crude surgical procedures, nerves were being cauterized, leeches were being placed on people to draw out poisoned blood, and drugs were highly addictive. As we study Chiropractic and the philosophy on which it is based, we conclude that once people step into the outside-in model of healthcare, the model promoted by allopathic medicine, people are subject to slavery much like the ancient Israelites. Moses was given instructions as to how to lead the people to freedom. You are doing something very similar.

"Giving back is a principle of life, much like innate intelligence is a principle of organization in living things."

The inside-out worldview shows us how a body free of vertebral subluxation is free to perform functions that it was designed to do. Barring any limitations of time and matter, the body can and will adapt. Frequently we refer to this process of adaptation as healing. However, let us not forget that adaptation is also taking place when we don't even know

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Please join forces with PSCA and make a contribution to the **Subluxation Awareness Campaign!** Building our financial "war chest" is critical to helping educate our communities and build the strength and value of subluxation-based chiropractic care in South Carolina.

https://www.cognitoforms.com/WebsiteForms1/DonateToSubluxationAwarenessProgram

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ROAR
REACH OUT AND RECRUIT

REACH OUT AND RECRUIT (ROAR)

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Sign up for ROAR at
https://www.sherman.edu/give/roar/

About ROAR – Sherman's Reach Out and Recruit (ROAR) program is designed with the future of chiropractic in mind. **ROAR** is a FREE program for alumni and friends of Sherman College to give back in a non-financial capacity. When you refer a prospective student to Sherman College, you are growing the chiropractic profession and impacting more lives than in practice alone. Because most of our student body is referred by their chiropractor, we like to have this partnership with other like-minded Sherman supporters! Students who enroll at Sherman College and are referred by a member of our ROAR program will be awarded a $500 scholarship their first quarter of study. Once you sign up as a ROAR member, you will be added to our mailing list and receive a package of free recruiting materials. You can sign up for ROAR at https://www.sherman.edu/give/roar/

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CONGRATULATIONS, DR. BILL DECKEN

Dr. Bill Decken was recently recognized for his accomplishments promoting chiropractic locally and globally. He was awarded the ROAR Faculty Award, as well as the highest award bestowed by Sherman College of Chiropractic, the Tom & Betty Gelardi Service Award. Congratulations, Dr. Decken, and thank you for all your tireless efforts for our organization and profession!

Dr. Jack Bourla, President Sherman College of Chiropractic, and Dr. Bill Decken

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we need "healing." Asymptomatic people can have vertebral subluxation too. Let's make it a focus this year to teach and promote adaptation. It is a sign of life; it is a sign of freedom.

Maybe you have seen the Netflix movie or perhaps the old version by Cecil B. DeMille, with the sea opening up, just like the nerve pathways after an adjustment. Like Moses, you play a role in helping people take control of their future, a role that honors the innate recuperative organizing ability humans were endowed with from the beginning of their existence. Chiropractic, when we truly understand it, leads the people we serve to freedom. The above-down, inside-out principle empowers people to rely on what they have within; it is a principle of freedom.

The PSCA is supported by other organizations that promote this freedom principle: the International Federation of Chiropractors and Organizations (IFCO), the Foundation for Vertebral Subluxation (FVS), the International Association for Chiropractic Education (IACE), Amped, The Joint, ChiroFutures Liability Insurance, Chiropractic Digital Brochures, and Sherman College of Chiropractic.

THE BUSINESS OF CHIROPRACTIC – THE POT ROAST PRINCIPLE

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A young girl, helping her mother in the kitchen, watched as she cut off the ends of a pot roast before putting it into the oven to cook. When she asked why, her mother answered that it was the way she saw her mother cook a roast. When they asked the grandmother, "Why do you cut off the ends of the pot roast before cooking?", her grandmother answered, "Because my pot is too small."

Sometimes, our practice habits and standards today are based on practical reasons from years ago that no longer apply or serve us properly. Simply taking time to assess and ask ourselves "Why?" is a great way to analyze current practice protocols, fees, and business performance.

In the last newsletter we reviewed basic *Weekly Statistics* or *Key Performance Indicators*. To fully appreciate the relevance of our statistics, we must know our *Operating Expenses* or *Overhead*. It can be as simple as running a report from QuickBooks or writing down every dollar; either way, look at EVERY purchase or cost to find your true overhead and to identify spending habits.

Profit is defined as ***a financial GAIN, the difference between the amount earned and the amount spent; a financial advantage or benefit from an investment***. Once we know our overhead, then we have a benchmark for tracking profit and strength of our business performance.

I'm suggesting we only track our collections of adjustment fees for the purposes of this discussion. That is our specialty and purpose in practice. Any adjunctive or other income-producing services, such as x-rays, supplements, massage, etc. are secondary in our philosophy and income.

Let's play with numbers and use an example of a monthly overhead cost of $20,000. That's the cost to stay in business each month--no frills or bonuses--just keeping the doors open. That breaks down to approximately $5,000 in collections each week.

	Chiropractor A	Chiropractor B	Chiropractor C
Work Days	5/week 20/month	5/week 20/month	3/week 12/month
Adjustment Cost	$35	$65	$65
Break-Even Cost	$5,000/week $1,000/day	$5,000/week $1,000/day	$5,000/week $1,667/day
Break-Even Patient Volume *(assuming full-price adjustments)*	29/day 145/week	15/day 75/week	26/day 78/week
Profit Begins	Adjustment #30	Adjustment #16	Adjustment #27

It's important to note a few things. These scenarios assume the office is collecting the full amount of their fee. It's a completely different scenario when your fees are varied by insurance contracts, HMOs, Medicare reductions, freebie visits, family plans, or special arrangements, etc. And most importantly, it's not about what you charge--it's about what you actually *collect*.

The most important distinction to make is that **patients are patients**. They are *not* numbers. We NEVER think of patients as numbers; we accept and take care of patients solely based on their needs and our abilities to serve. We carefully analyze our numbers so that we can focus on our patients. Once we know the numbers, set our goals, track our statistics, and adapt to changing business conditions, then we have more mental clarity and physical ability to give patients our full attention while we are adjusting and correcting subluxations.

Not only will your patients benefit, but your work and personal life will also flourish. After determining our numbers we can build our business profile by setting goals, adjusting spending, changing hours, setting fees, modifying network statuses, adding or removing services, etc. And once we make a profit, we can breathe deeply and live a lifestyle that matches our family's desires. The other great advantage of making a profit is giving back. We have money to donate for research, support students, back political policies, and other means that build the chiropractic profession to what we all aspire for future generations.

"Why?"

Asking ourselves one little question can help us evaluate and assess our habits and practices to determine if they are still relevant or meet our current needs. Why do I close on Thursday? Why do I not ask patients to pay me? Why are my fees this amount? Why am I in an insurance contract? Why is my collection statistic up/down? Why am I working so hard and not seeing a profit? Why am I spending money for this?

Next month we will talk about *ROI--Return on Investment*! In the meantime, I hope you take the time to enjoy learning your numbers, enjoy more business success, and celebrate with a nice pot roast dinner!