

# The Tone of Chiropractic



## Special points of interest:

- The PSCA is now on Facebook, go look for us there and click on "Like".
- 36 hours of CE are now required for license renewal. Watch this newsletter, your email and the PSCA Facebook page for details on upcoming PSCA seminars.
- The new CE cycle is now in effect, October 1, 2010 thru September 30, 2012
- Don't forget to file your CE certificates in a safe place in case you are selected for audit.

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## Subluxation is Key to Chiropractic: Why Cut it Out?

The thirty-three foundational principles of chiropractic take us from a very general statement about the organization and maintenance of the universe to a very specific conclusion dealing with the correction of vertebral subluxation.

David Koch, DC, in his 2007 textbook, has taken these principles and categorized them into universal, biological and chiropractic principles. There are 14 universal principles that can be easily understood by a physicist engaged in the study of universal laws and phenomenon. Similarly, there are 15 biological principles which should make sense to one studying any of the biological sciences. Koch points out that only 4 belong exclusively to chiropractic.

The universal principles deal with the forces and non-living matter that express them while the biological principles discuss the issues pertaining to innate intelligence and the forces that animate living tissue.

The three chiropractic principles are:

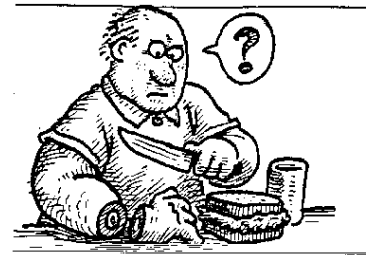
- #28: The forces of innate intelligence operate through or over the nervous system in animal bodies.
- #31: Interference with transmission in the body is directly or indirectly due to subluxations in the spinal column.
- #32: Coordination is the principle of harmonious action of all the parts of an organism in fulfilling their purposes.

- #33: The law of demand and supply is existent in the body in its ideal state which explains the cyclical relationship between brain cell and tissue cell.

The simple story of how life continues to be sustained is told in these principles and subluxation is a key player. In fact, subluxation and the ability to facilitate coordination in the body through an adjustment of a subluxation is what belongs distinctively to chiropractic.

So why then does the CCE, the agency that accredits chiropractic colleges, want to drop this word from the standards that determine what a chiropractic college should teach? Perhaps a course in chiropractic would be helpful.

If you are a member of the PSCA, thank you for your support. It is the PSCA mission to help you teach this to others. If not, we would enjoy having you on our team.



## Build a Position by Finding a Gap

Okay, so if you cannot be the first health care provider or chiropractor in your town you will have to build your position using some creativity. The way to approach this is to determine if there is a gap in chiropractic care that is currently not being served. Orville Redenbacher, not a chiropractor, did this in the popcorn business. He decided that he would sell **gourmet** popcorn and thus occupied that position in the mind of the consumer. Years ago, Michelob Beer did something similar by announcing they were a **first class** beer. They communicated to beer drinkers that they wouldn't mind paying a little bit more since it was a first class beer.

So, what about chiropractic practice? Should you position your technique? Is it different than all the others in town? How about the early morning or late evening hours you offer? Is your fee system different? Is it a bilingual practice? Look around. Make a few phone calls. Which niche is not being communicated? While other DC's are offering "back" care, pain care, or wellness care, do you offer something different? Is your service about their pain, health, life, back, nerves, performance or potential?

Avis wasn't #1, Hertz was. Avis stopped trying to become #1 and instead became the underdog, saying, "We're #2 but we try harder", and it worked. Tell the community, they need you.

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The PSCA thanks the following for sponsoring our two excellent seminars this past summer. Their involvement makes our seminars more fun and less costly.

- Radisson Hotel & Conference Center, Columbia, SC
- Now You Know
- Sherman College of Chiropractic
- Midlands X-Ray, Fudrucker's, El Chico Cafe, & Wings & Ale of Columbia
- Wal-mart Dorman Center and Dominos Pizza Boiling Springs



**Clarity, Certainty and Chiropractic: the Summer of 2010**

Thank you to Dr. Matt Miller, PSCA Director of CE, for organizing another excellent seminar program, and to Drs. Leslie Wise, Beth Ehlich (District 4 Rep, South Carolina Board of Chiropractic Examiners), George Auger, Joe Donofrio and Bill Decken for presenting informative and challenging messages. In addition, many Chiropractors attending the Columbia and Spartanburg seminars were able to meet Lyn Miller, our new Administrative Assistant.

Substitute, as a noun, is defined as a person or thing acting or serving in place of another. As a verb it means to put in the place of another. Synonyms for the word substitute are surrogate, alternate, stand-in and understudy.

The seminars provided great academic and intellectual support for the argument that chiropractic is clearly and certainly not a substitute for other healing arts, nor can they be a substitute for chiropractic.

The application of the art of chiropractic is an expression of the balance between inductive and deductive reasoning.



**The PSCA welcomes new members:**

Dr. Shelly Jones and Dr. Dean Thomas

**Thoughts to Ponder and Teach:**

We cannot have long life handed to us on a silver platter; it is of our own making and comes from a mode of living that conforms with the laws of life.

Live to the moment you die

To know that you do not know is the best. To pretend to know when you do not know is disease.

**The Totality of Chiropractic**

On October 9th and 10th Sherman College hosted the 7th Annual International Research and Philosophy Symposium (IRAPS). This event has been intentionally developed to bring together the science and philosophy components of chiropractic.

The IRAPS 2010 theme was Philosophical, Theoretical and Practical Considerations of Vertebral Subluxation Correction. In light of the CCE thinking subluxation is not important to chiropractic, it nice to see Sherman maintain its emphasis on subluxation. Dr. Rob Sinnott, DC, Illinois, spoke on the "Three-Legged Stool" of Chiropractic and how the philosophy, science and art are required to have a truly successful and thriving practice and profession.

Dr. Pamela Snider, a Naturopathic Doctor from Washington, spoke about The Soul of Health Care Professions: Philosophy to Action-Impact on Theory, Practice, Science and Public Policy. It was interesting to observe other professions seeing the importance of philosophy as a guiding tool for all other activities.

Dr Eric Russell, an Instructor at Parker College of Chiropractic presented a paper on the wellness lifestyle, examining the juxtaposition of an outside-in, versus inside-out approach. Christie Kwon, of the Foundation for Vertebral Subluxation research, presented a

paper on the Importance of research, Education, Policy and Service in Protection of the Future of Subluxation-Based Chiropractic. The PSCA understands this and is a supporter of the Foundation.

Dr Terry Vandervort, pictured below and a PSCA member from Fort Mill, presented a pa-



per on Creating a Lexicon for the Consumer Side of Chiropractic. Dr. Felicia Stewart, pictured above and a PSCA member from Rock Hill, presented a paper on the Rationales for Variations in Frequency of Patient Care Among Subluxation-Centered Chiropractic Practitioners. Both Vandervort and Stewart have done postgraduate studies in Chiropractic philosophy and are putting their knowledge to work, raising the bar for Chiropractic.