

# The Tone of Chiropractic



## Special points of interest:

- August 28-29, 2010 PSCA presents Clarity, Certainty & Chiropractic for 12 hours of CE in Columbia, SC
- September 25-26, 2010 PSCA presents Clarity, Certainty & Chiropractic for 12 hrs of CE in Spartanburg, SC
- License renewal deadline is September 30, 2010, make sure you have your 24 hours of CE .
- Renew your license on line in August and September, watch your mailbox for instructions.

## Inside this issue:

Clarity, Certainty |  
and Chiropractic

Easy Positioning |

Who Joins the |  
PSCA? 2

All Professions |  
Have an Objec- 2  
tive

PSCA welcomes |  
new members 2

Thoughts to Pon- |  
der and Teach 2

New Administra- |  
tive Assistant 2

Volume 1, Number 3

Summer 2010

## Clarity, Certainty and Chiropractic

The PSCA will present two license renewal seminars titled *Clarity, Certainty and Chiropractic*.

The first seminar will be held on **August 28 and 29** at the Radisson Hotel and Conference Center located at 2100 Bush River Rd in Columbia. The second seminar will be held on **September 25 and 26** on the campus of Sherman College in Spartanburg.

Each seminar will include the 4 hours of Board required topics, to be held on the Sunday of the seminar weekend in case those are the only hours needed. These hours will be presented by Dr. Leslie Wise and Dr. Beth Ehlich.

The *Clarity, Certainty and Chiropractic* seminar will take a look at the Cervical Biomechanics of Healthy Living. Various presentations of subluxation, cineradiography, and structural integrity of the cervical spine will be discussed.

The PSCA is a strong advocate of educating the public so they have a better understanding of chiropractic and what the Doctor of Chiropractic has to offer. Consequently, the seminar will present the report of findings in a fashion that includes the foundational principles of a chiropractic lifestyle and health care paradigm and enhances understanding.

The differences between the vitalistic and mechanistic biologic doctrines and deductive and inductive reasoning will be established in devel-

oping a perspective on health recovery and vitality with physiologic evidence. In addition, the use of both inductive and deductive science in chiropractic will be explained with regards to physiologic changes in both the nerve root and the spinal cord.

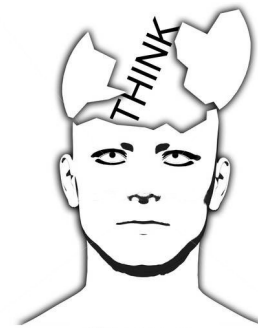
The seminar will also address the challenge the public faces in their desire to lead a healthier life and how the Chiropractor can communicate effectively to serve their health care needs.

**Cost of seminar:** \$199 PSCA members  
\$259 non-members

Add \$25 dollar late fee if registering after 8/13 or 9/10 respectively.

**Call (803) 661-7141** to register or find more details at

**[www.palmettostatechiropractic.com](http://www.palmettostatechiropractic.com)**



## The Easy Way to Build a Position

A position is what you occupy in the mind of both a prospective practice member and somebody you are already taking care of.

The **easiest** way to build a position is to be **first**. Think about it, we often remember the "firsts" in life. The first to walk on the moon, the first car you drove, the first person you ever adjusted. All of these things hold a position in your mind.

Well, for most Americans, medicine holds the number one position when it comes to health care. In fact, the whole idea that health means feeling good is a position in most peoples' minds.

Since we as chiropractors are interested in communicating the above-down-inside-out principle (ADIO) of life and healing, we must understand that we have to build our positions the difficult way. We are not first, and the outside-in worldview rules the day, over the inside-out view.

Furthermore, when you opened your chiropractic practice, you were most likely not even the first chiropractor in town. Not only were you behind medicine and the medical system, you were also behind the other chiropractors in town.

The good news is, you **can** build a strong position, you just have to do it the hard, creative way.

## PALMETTO STATE CHIROPRACTIC ASSOCIATION

7001 St. Andrews Road  
Suite 314  
Columbia, SC 29212

Phone:  
803.661.7141  
E-mail:  
info@palmettostatechiropractic.  
com

We're on the web  
[palmettostatechiropractic.com](http://palmettostatechiropractic.com)

The PSCA welcomes new  
Administrative Assistant, Ms  
Lyn Miller of Columbia.



Lyn has been around  
chiropractic for several  
years, her husband is Dr.  
Matt Miller. They have two  
active sons.

Be sure to call Lyn at  
803.661.7141, with any ques-  
tions you may have regarding  
the PSCA, or email her at  
[pzca@birch.net](mailto:pzca@birch.net)



## Who Joins the PSCA?

The PSCA consists of Doctors of Chiropractic from all across South Carolina who utilize various techniques, have modest to high volume practices, and accept cash or insurance. Our uniting factor is the practice objective of checking the spine for vertebral subluxation, analyzing it and adjusting the spine to help the body correct it for the better expression of health and well-being in our practice members or patients. Chiropractic is about life and we serve all people, from birth onwards, whether they have symptoms or not.

We also believe that it is incumbent upon us to always communicate about new more efficient ways of accomplishing our practice objective. This means educating the public and providing continuing education for those in our practices. We also understand that it is advantageous for advancing and promoting chiropractic to support chiropractic research that develops the scientific understanding of the subluxation, healing and the nerve system and to develop ourselves as speakers and writers.

The practice of straight, subluxation focused chiropractic is not an academic ideal, but the everyday application of chiropractic principles.



### The PSCA welcomes new members:

Dr. Dana Brown, Dr. Yvette Edwards, Dr. Stafford Keels, and Dr. John Reeder,

### Thoughts to Ponder and Teach:

The thinking that guides your intelligence is much more important than how much intelligence you have.

Life is the union of intelligence and matter (principle #3). We innately create mental impulses, health bytes if you will, that are transmitted as a force by way of the nerve system and expressed in the cells, tissues, organs and systems of our body. That is life, that yields optimal health.

## All Professions Have an Objective

Professions are defined by their objective, what it is they try to accomplish. Look at optometry. They are focused on the eye, no pun intended. However, the ophthalmologist is also focused on the eye. So what's the difference? The Doctor of Optometry has the objective of examining visual acuity. In the process of doing so, he makes note of any abnormal findings that are revealed during the process of his exam. If there is something going on beyond the prescribing of corrective lenses for vision, he makes a recommendation to see a Dr. of Ophthalmology for further evaluation. The Ophthalmologist is a member of the medical profession and has the objective of treating diseases of the eye, which first need to be diagnosed. I have been to both an Optometrist and a Dr. of Ophthalmology and neither has ever examined my spine for subluxation, nor have they ever done a diagnostic workup on all of my body systems.

Similarly, in all my years of receiving dental care, my Dentists have never examined my spine for subluxation nor have they ever done a diagnostic work up to determine if my systems were functioning within textbook averages. The objective of the Dentist is to treat the conditions of the teeth and gums, which first require a diagnosis. When a Dentist recognizes a misalignment of the teeth, outside the scope of

what he does, he makes a recommendation to see an Orthodontic doctor, one whose objective is to straighten the teeth.

Medicine is divided into specialty areas so that the Medical Doctor can best diagnose and treat a variety of diseases and conditions, which is the medical objective. Again, there is no specialty in medicine that examines a person's spine for subluxation.

In chiropractic, doctors have the option of choosing their objective. Some Chiropractors choose to diagnose and treat musculoskeletal conditions while others opt to examine the spine for subluxation and make an adjustment if necessary. These chiropractors can be said to be practicing straight chiropractic. The Chiropractor with the objective of locating and adjusting any subluxations is performing a service that is not duplicated by any other health care profession. It is a service that is proactive with regards to health care which is why so many families have a Chiropractor on their health care team.

Straight chiropractic care removes subluxations, maintains the brain to body connections and contributes to a healthy nerve system. A properly functioning nerve system helps people stay at their optimum level. Introduce others to straight chiropractic.