



Palmetto State Chiropractic Association

# P.S.C.A. E-POST

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- Please forward comments, questions and articles for consideration to the editor Dr. Alex Kassalias at [drkass@charter.net](mailto:drkass@charter.net)

## Our Turn To Lead Wellness

The Dept. of Health and Human Services reports the baby boomers just turned 60. For more than 50 years, demographers have known that America would be experiencing a rather large bulge in the US population created by the deferral of childbearing during World War II.

This cohort of 76 million in the US has the full attention of the workforce planners, retirement advisors

and public benefit aging program managers. In a recent survey they have found that 1 in 10 people is 60 years and older, and that number is going up, in about 45 years it will be 1 in 3. The diversity of Baby Boomers, their anticipated longer life span and their unprecedented number, create challenges for both public policy and the mature market place.

Unfortunately we are also seeing the booming nursing



home generation phenomena, full of people who are 70, 80, 90 years old that are suffering with the consequences of disease and helplessness. These beautiful people didn't know that they [continued on page 2](#)

## Sherman College Kicks Off Leadership Institute, Philosophy Academy

In the interest of building leaders - including leaders of thought - in the chiropractic profession, Sherman College has launched two new major programs: the Leadership and Practice Management Institute and the Academy of Chiropractic Philosophers. **Leadership and Practice Management Institute**

"When we look at the profession, we see great leadership ability and potential," says Jon Schwartzbauer, D.C., who was named Sherman

College's Leadership and Practice Management Institute (LPMI) director earlier this year. "We want to create and promote a culture of ever-improving leadership. One of the basic ideas of the program is to put the idea of everyone being a leader in front of our colleagues. We want to provide the opportunity for everyone, regardless of their present abilities, to move to the next level. That's one way to ensure that the concept of leadership



becomes a part of how everyone perceives the profession."

Sherman College's LPMI Success Colloquium, which began in April, promotes these pro-active, not re-active concepts and is a series of [continued on page 3](#)

## Our Turn To Lead Wellness

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would live this long. They didn't know how to take care of their bodies and prepare for their longevity.

The Baby Boomers are aware of this and are seeking an improved quality of life. They are learning about wellness and want to take care of themselves. These people are not attracted to crisis care. They are looking for pro-active, not re-active care. They are dissatisfied with the current status of health in this country. They desire wellness and spend billions of dollars on good nutrition, gyms, spas and alternative care providers. They are driving the wellness industry. The medical industry is aware of this and is tapping into the "wellness trend". Statements like see your family's physician

before beginning a wellness program is just the start of it. If we sit back they will drive people into their medical clinics advertising, "health and wellness programs" prescribing their version of treatment protocols to individuals.

The population seeking life time wellness would love to know about the body's innate healing ability that expresses itself through the nerve system. When we are communicating Chiropractic to the public what message are we sending? Is it one of life time subluxation correction or quick relief crisis care? Creating life time wellness that people need and WANT requires effective communication and sending a congruent message of wellness to your community.

Unfortunately what we face is that most people do not understand the impact that

subluxations have on one's life. It has never been explained to them by their Medical Doctor or other health care provider or society so they don't see the value. We must reposition the ladder to educate how the correction of subluxation saves and extends lives. This repositioning must start with us. Don't just build your practice on this premise...build your community.

Now it's your turn. Chiropractors are the Wellness Leaders of the New Millennium. Don't let the Medical community take what is ours.

**LEAD AND TAKE CHARGE ACTION STEPS:**

1. Forward this message and a P.S.C.A. application to chiropractors you know so we can increase our members and create a congruent message in the state of South Carolina of

Life Time Wellness through the Correction of Subluxation. Let's begin in our state FIRST!

2. Please join our mother association the F.S.C.O. Despite the fact that other national organizations claim to represent straight chiropractic, only the F.S.C.O. has adopted the policies which encourage the use of chiropractic terminology (vertebral subluxation, adjustment, analysis, ect.) and specifically prohibit the "medicalization" of chiropractic.

3. Consider "plugging in" to the LPMI program. It is a great opportunity to achieve leadership skills that you will grow with and keep for a lifetime.

By: Alex Kassalias, DC  
Greenville, SC

## Drugs, Students and Chiropractic

(The following is a transcript of a message given by Sherman College Dean of Clinical Sciences to the South Carolina Board of Chiropractic Examiners in response to their plans to include the prescribing of non-prescription drugs in the Chiropractic practice act.)

Mr. President and members of the Board:

Thank you for the opportunity to speak with you today to address concerns of the chiropractic academic community in the State of South Carolina. It is my responsibility, as Dean of Chiropractic Health Services at Sherman College of Straight Chiropractic, to supervise the professional clinical education and training of student interns.

We teach the students that

the role of the Board is to protect the public. Giving chiropractors the authority to prescribe over the counter (OTC) medications would place a level of risk to the public that is not justified by any potential benefit. The practice of chiropractic for 110 years has been to contribute to patient health through the correction of vertebral subluxation.

Chiropractic has never had as its mission the alleviation of symptoms and disease. I believe that all of us would agree that there is no medication, OTC or prescribed, that without stretching the imagination, contributes to that mission. The South Carolina Chiropractic Practice Act states:

"Chiropractic" is defined as "that science art which utilizes

the inherent recuperative powers of the body and deals with the relationship between the nervous system and the spinal column, including its immediate articulations and the role of this relationship in the restoration and maintenance of health." This definition does not include the use of medications or surgery based on practical, legal, and fundamental logic principles.

From a clinical perspective, chiropractors would have to be prepared to assess the affect of any OTC medication on prescribed medications concurrently being taken by the patient. Few, if any, chiropractors practicing in SC have such training. To prepare the profession for this non-chiropractic responsibility would require additional curricular time to a curriculum

that has been stretched from four to almost five academic years and possibly cause a reduction in the time necessary to train a practitioner in the safe and effective practice of correcting vertebral subluxations.

I have heard the argument that a high school dropout can sell an OTC medication, so we as doctors should be able to recommend the same. If the fallaciousness of the argument isn't readily apparent, perhaps this wording in the Michigan Appeals Court decision will make it apparent. In the Case of Michigan v. Beno the Appeals Court answered Beno's argument, that even a grandmother could administer OTC medications to a child, by stating: "We (Michigan Appellate Court)" conclude

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## Sherman College Kicks Off Leadership Institute, Philosophy Academy

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seminars designed to enhance leadership and practice management skills for members of the chiropractic profession as well as Sherman students and faculty.

The Success Colloquium, as successful as it has been, is only the first step in the Leadership and Practice Management Institute's effort. According to Schwartzbauer, a student leadership program is already in the planning stage,

because organizers know that if students become involved while they are still in chiropractic college they can develop leadership skills more easily than would be the case once they are out in practice. Plans are also underway to expand the reach of the present program beyond South Carolina and North Carolina. "

We also want to do something just for chiropractors and on the national level," Schwartzbauer says of the future of the

program. "We'd like to get chiropractors involved across the country with certificate programs in leadership." But for the moment, the primary goal remains to build the current program, to get the regional effort fine-tuned so that it can serve as a model for later expansion."

We are pleased with the progress our colloquium program is making, but our ultimate goal is to train chiropractors to be better leaders and have greater

success in practice while remaining ethical, compassionate and true to their profession," Schwartzbauer says. "To do that, our program needs to take a leading role."

And Schwartzbauer says he is up for the challenge.

For more information on the LPMI or Success Colloquia, e-mail Schwartzbauer at [jschwartzbauer@sherman.edu](mailto:jschwartzbauer@sherman.edu) or call 800-849-8771, ext. 285.

## Drugs, Students and Chiropractic

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that the Michigan Legislature did not intend that chiropractors use any medicine given internally or externally for the treatment of disease or other human ailment" and "Chiropractors are not required to be disciplined in the use of vitamins and food supplements.

While these materials are not "drugs" and are not regulated by the Public Health Code, we take judicial notice of the potential danger involved when they are misused." The health care professional is held accountable for an in-depth knowledge of all aspects of the medication, not only the action of the OTC medication but also its affect on prescribed drugs that might be taken.

New prescription drugs come on the market just about

every day. Keeping up with happenings in the medical profession will certainly take time away from the chiropractor keeping up with recent advances in his/her own profession. Should a patient benefit by the OTC, the practitioner would need to understand the limits and extent of usefulness of such recommendations, i.e. when would prescription medications be more appropriate, how are the medications to be administered and in what quantities, potential side effects, etc. These are just a few of the questions that will need to be addressed by state law, and the educational system that will be needed to enable student interns to safely, legally and professionally take on this responsibility.

Another clinical ramification is

that patients will have a new and different expectation from chiropractic care, regardless of whether OTC are prescribed or not. The professional identity of chiropractic, and the professional purpose of chiropractic will be completely different from its historical reason for being. The non-inclusion of medication, prescription or not, has been one area of care that remains a source of stability for the understanding and effective communication between a patient and his/her chiropractor about chiropractic.

We can assume that this is a "foot in the therapeutic door" that will lead to the use of other drugs and therapies. Will the next recommendation be for injectable vitamins and then onto non-narcotic drugs?

I urge you to not go forward

with this, it is not expansion of chiropractic, it is transformation of chiropractic. Legally, the clinician would encounter substantial risk as a patient's expectation for care would be altered. The patient may be unhappy with care that did not include use of medication, the recommendation to take medication inappropriately, or the adverse outcomes that take place with medication use. The conflicts with other health care providers in the recommendations for medication would compound this legal risk since the public would be more confused with conflicting recommendations and expectations from the various professions and providers.

By: Mike Clusserath, DC  
Spartanburg, SC

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Palmetto State Chiropractic Association

# P.S.C.A. E-POST



The PSCA e-post is a Straight Chiropractic resource for members and friends of the PSCA. We are an state organization of chiropractors, students, and others who support the practice of chiropractic for the purpose of correcting vertebral subluxation, because subluxation in and of themselves are a detriment to the fullest expression of life in all people at all times. Our organization is doing something unique that no other chiropractic organization is doing in this country. With your help, we are delivering the message of correcting vertebral subluxation to communities across the state of South Carolina. We are assembling grass root campaigns in your area to promote natural health and wellness through Chiropractic Care.

Join us in our mission. *A membership application is attached.*

Forward the PSCA application to perspective members and supporters. To submit articles please forward to <mailto:drkass@charter.net> we will keep you posted on upcoming events and state board news.

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