

**How Can You Become
an Expert in Your Com-
munity?**

- You can become an expert on Chiropractic in your community by writing and speaking about chiropractic?
- Write letters to the editor in your newspaper about health and life issues. Remember to discuss chiropractic principles.
- Write a blog about health & life issues, remember, adjusting subluxations enhances health and life.
- Develop your presentation of the Chiropractic Story and just DO IT!

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The Tone of Chiropractic



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Gear Up in 2012: Chiropractic is a Philosophy, Science and Art

The specific technique you decide to use when adjusting a subluxation is an expression of both the philosophy and science of chiropractic. It reveals what you think about the subluxation, how it has moved from its optimal position, how it is causing interference with mental impulses, and how you can best assist the innate intelligence of the body in restoring proper alignment and function. You have expressed the science of chiropractic.

Your technique, your art form of chiropractic, also tells why you think the subluxation and thus the adjustment is important. Are you checking and adjusting the elderly? Then they must be prone to subluxation? Are you checking children and even new born babies? Then they too must be prone to subluxation. Are you checking asymptomatic people? Then subluxations are not necessarily associated with symptoms? Do you adjust the spine in an area other than where it hurts? Then pain is not the key indicator of subluxation. You have expressed the philosophy of chiropractic.

The motivation for science and philosophy is curiosity. The early philosophers employed deductive reasoning, using only the mind, to ponder the world around them and its meaning. DD Palmer also used deductive reasoning as he wondered why when two men working side-by-side,

one would become ill when the other did not. His reasoning process led him to the idea of a healing force being transmitted through the body, specifically the nerve system. AT Still reasoned a similar manner and determined that the healing force was mediated through the blood and thus osteopathy was born. Medicine appears to reason that the blood is also important and that they can determine health by controlling blood chemistry. Medicine began the process of mopping up, and absorbing, the osteopathic profession in the early



1960's.

Scientists, purely mechanistic ones, have determined that DNA is the ruler of life through the use of inductive reasoning. Some in the field of biology question this and have submitted other theories. In chiropractic inductive reasoning can be used to determine where and when a subluxation is present....or it can be used to determine

Gear Up (continued)

which therapies are best suited to treat back pain. Sadly, most entities with major research dollars to spend seem only to want to continue studying low back pain. This will continue to keep chiropractic labeled as a treatment, rather than a profession.

If curiosity is the factor driving science and philosophy, new knowledge and adaptation are the effects. Chiropractic philosophy tells us that without subluxation the folks in our communities are better equipped for successful adaptation. Is that reason enough to check spines and serve? Chiropractic science tells us how to know when and where subluxation exists so we can adjust.

The strength of chiropractic lies in its dualism, using both deductive and inductive reasoning.

This is the message that the PSCA and IFCO stand for, here at home and globally. This is what you will learn and review at PSCA seminars and at the IFCO Global Summit. It is also the message of the Foundation for Vertebral Subluxation, which is why the PSCA supports their efforts in research and policy development. We look forward with you to develop chiropractic into a profession that serves more people. There are no other professions that offer what chiropractic has to offer families. Gear up for chiropractic philosophy, science and art.

Unattractive Ways to Motivate Patients

By Bill Esteb

- Offering financial inducements
- Use your social authority to nag people into compliance
- Shaming people by comparing “smart” and “stupid” people
- Using scare tactics
- Endless recalls

PSCA Seminar

December 10 —
Medicare and
HIPAA compliance
seminar

Hampton Inn on the
Lake @ Harbison

101 Woodcross Dr.
Columbia, SC 29212

A one day seminar
to get 9 hours of
your CE out of the
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cycle ends 9/30/12)

9am to 7pm

CALL 803-661-7141
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Motivation or Inspiration?

If we check the dictionary we learn that motivate means “to stimulate someone’s interest in or enthusiasm for doing something”. When we strive to motivate a person who has a will of their own, we are essentially trying to get them to accept our purpose over their own, and do what we want them to do.

To inspire another on the other hand means “to communicate with spirit, to breathe into”.

The difference between motivating and inspiring the folks we serve with chiropractic is as different as the worldviews we have to choose from when selecting a base for our practice.

The outside in below up (OIBU) worldview looks outside for the answers to happiness, health, success and just about every other aspect of life. “If I can just get this, or just take that, it will make me healthy. This approach requires continually getting these outside things so we can

have what we want. Motivation is outside in. A person will always need to be exposed to the person or thing that is motivating them in order to keep performing and adhering to the goals set by someone else.

The above down inside out worldview (ADIO) looks inside for health, happiness and success. Once we learn to think like this we don’t need as much constant stimulation from the outside. We have done the work it takes to become a listener, we have made adjustments in our own lifestyle and are at peace with who we are.

This topic is a brief paraphrase of “7 Ways to Motivate Patients”, an e-book by chiropractic advocate Bill Esteb. It is available at no cost at www.patientmedia.com.

Be a reader, set a goal to read several books each year so you can achieve your goals.

The Importance of IRAPS

IRAPS was held at Sherman College, once again uniting the science and philosophy of chiropractic. Chiropractic is centered on subluxation and therefore it is imperative that chiropractors continue to investigate these two areas.

There were 29 presentations given by 25 different presenters including faculty from three chiropractic colleges, students from Life University and Sherman and several chiropractors reporting on the effects of subluxation correction as evidenced in their practices.

Philosophy presenters reported on the appropriateness of terminology and wellness along with an overview of chiropractic philosophy

curriculums in 15 United States chiropractic colleges. The highest percentage of philosophy courses per college curriculum hours was 4.7% and the lowest was .7%.

This is the only conference of its kind and needs the support of our separate and distinct profession.



"Chiropractic Unbarred" with Dr. Dean DePice

On July 21st Dr. Dean DePice once again came to Columbia to teach and inspire PSCA chiropractors. He brought a message focused on the science and philosophy of subluxation centered chiropractic. This was a very timely seminar as many in chiropractic struggle with its identity and what exactly chiropractic should include.

Dr. DePice is a practice coach whose mission is to find what is unique and profound in each person who seeks his help. He helps identify challenges and offers solutions through assessments that are clear, simple and comprehensive.

Dean has also presented at IFCO’s “Hit the Ground Running” seminar for students and the



New Beginnings seminars.

If you are interested in an assessment or to contact Dr. DePice go to TLC4Superteams.com.

Take hold of tax advantages and beat the end of year rush!

Yes, it's that time already. The fourth quarter is rapidly approaching. A time companies begin to evaluate their business needs and find ways to save. Are you ready?

Having the right equipment is imperative to ensure your business continues to run at full speed. Leasing provides tax benefits that can reduce the cost to obtain the equipment you need. Most importantly, it puts profit making equipment in your hands that essentially pays for itself with fixed payments, fixed rates and flexible terms.

To make the most out of this year, and exercise the tax benefits available to you, it is important to ensure you receive your equipment by December 31st. Delays in finalizing equipment purchases now, leads to an end of

the year rush, and timing may just jeopardize your tax savings.

Different lease types offer different advantages. Not sure which type is best for you? Purchase Option Leases allow you to use the equipment you need now and own it later, if you want. The lease payment may be considered an operating expense (like office rent and utilities) and be fully tax deductible, avoiding asset depreciation schedules.

\$1.00 Buyout Leases also known as financing or capital leases are perfect if you want to own the equipment but pay as you go. You can account for the lease as a purchase and depreciate the asset on your balance sheet, all without committing a large amount of capital. For this

Tax advantages (cont.)

off an equipment purchase in the year it is acquired instead of having to depreciate the asset over its scheduled life.

Businesses that purchase less than \$2 million in equipment and put it into service before December 31st, 2011 can DEDUCT THE FULL PURCHASE AMOUNT up to \$500,000.

* It is encouraged to contact your tax advisor for the most current up-to-date details Stay one step ahead of the rest, plan ahead, and avoid delays. Have questions? We would be hap-

py to assist you in determining the best equipment and financing options to suit your business needs.

For equipment specific assistance you may contact ScripHessco at 800-747-3488, and for financing options you may contact Kara Bundy with Bankers Leasing Company at 800-926-7239. Talk to you soon.

If You Could Not Fail, What Would You Do?

You know the feeling, some moments in life stir you profoundly. Art, music, dance, a speech you heard, the look in someone's eyes (especially after explaining chiropractic or giving an incredible adjustment), your spirit soars and you experience a personal core value in the thing before you.

When you realize your mission and write it down in the form of a mission statement based on your core values, it will generate a powerful positive emotion in you.

When you have a purpose to serve something greater than yourself, your energy is ignited; you tap into a higher source, find solutions,

overcome obstacles, and achieve far greater positive outcomes than you would otherwise know. In all of history, the directed, driven, inspired and successful life had, at its center, a vision and dedication for making life better for someone else. We are so blessed to be able to serve others through chiropractic, both the education and the adjustment.

The starting point for you to expand your effectiveness is for you to increase your focus on a powerful mission of creating something of value for someone or some group - a mission capable of inspiring you. (Continued p. 4)

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ASSOCIATION**

7001 St. Andrews Road
314
Columbia, SC 29212

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



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Dates of Interest::

**December 10 —
Medicare and HIPAA
compliance seminar**

**Hampton Inn on the
Lake @ Harbison**

**101 Woodcross Dr.
Columbia, SC 29212**

**A one day seminar to get
9 hours of your CE out of
the way.**

9am to 7pm

Go to website for complete
details!



If You Could Not Fail (cont.)

Be specific. Your mission statement is a tool - as real as your adjusting table or your office building - that works for you, helping you to succeed in moving your life in the direction of your choice.

- Your mission statement is your value, your compass guiding you as you make a hundred daily decisions. You can ask: "Should I buy this item or spend 20 minutes talking about planting trees?" The answer is: If it helps you accomplish your mission, it is good; if it distracts you from your mission, it is bad.

- Your mission statement also gives your subconscious mind a goal, and your subconscious works constantly and tirelessly in whatever direction you set for it. A vague mission does not give your subconscious good directions

Taken from www.storybutler.com

A business absolutely devoted to service will have only one worry about profits. They will be embarrassingly large. -- Henry Ford

Wealth, like happiness, is never attained when sought after directly. It comes as a by-product of providing a useful service.
-- Henry Ford

Simplicity is the ultimate sophistication.

--- Leonardo da Vinci

Dr. Leif Hoagland, Columbia, Dr. Barry Awe, Greenville, and Dr. David Knecht, Greenwood, are welcomed to the PSCA: Thanks for helping us advance our mission of checking spines and adjusting subluxations!

The Great Undertow: BJ Palmer Book 1st Time in Print

A chiropractic client found a 1929 manuscript written by BJ Palmer. He gives it to his chiropractor and it is scanned and printed for the profession to read and hopefully learn from. Many who have already read it say we are seeing today what BJ Palmer wrote about 82 years ago. Go to www.lulu.com and order a copy of The Great Undertow for yourself and see first hand. Here are some excerpts.

"Too many of our profession are ignorant dabblers, triflers, in the field of Chiropractic AND Medicine. What they don't know of either is made up of what they think they know of the other. Too many of our people are unworthy the name of 100% Chiropractic." -BJ Palmer, PHC. The Great Undertow, 1929.

"The attack is no longer being made on Chiropractic or the soundness of its principles. The attack is being centered now upon the Chiropractor and his insincerity in application and ignorance of a knowledge of what he purports to do." -BJ Palmer, PHC. The Great Undertow, 1929.

"Some of them have never been taught Chiropractic notwithstanding they attended the time required in a school which purported to call themselves such....some others, who WERE taught Chiropractic, could not withstand the

pressure of public opinion of education, weakened, took the path of least resistance and yielded to giving people what they wanted regardless of whether it was or was not Chiropractic" -BJ Palmer, PHC. The Great Undertow, 1929.

"We were growing, thriving, when we had a limited license....Then we 'branched out', we 'became general practitioners', we 'added on the other necessary things'. We did everything else BUT confine ourselves to the terms of our legislation and license. By so doing, we are losing not only our rights to do the limited thing, but anything unlimited" BJ Palmer, PHC. The Great Undertow, 1929.

