

THE PIVOT REVIEW

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piv'ot (piv'ut) n. 1. a point, fixed pin, or short axis on the end of which something turns. 3. That upon or around which something turns or depends; the central, cardinal, or crucial factor, member, part, person, etc.

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What's Wrong with Just Correcting Vertebral Subluxations?

Why is it that even the so-called subluxation-based chiropractors cannot seem to focus on just correcting subluxation because they are, in and of themselves, a detriment to the proper function of the human organism? Forget the broad scope chiropractor, who believes that chiropractic is part of the practice of medicine. Most of them have already written off the vertebral subluxation as even existing as anything other than a musculoskeletal aberration.

No, the ones I am talking about are those who would probably identify themselves as straight or at least close to straight, those that think the vertebral subluxation is important. Yet apparently, it is not important enough to just focus solely on it. In a recent chiropractic tabloid, no less than four articles (three on the front page alone) focused on chiropractic being used for the treatment or prevention of medical conditions or the symptoms of medical

conditions. I am beginning to wonder whether 98% of our profession even cares about enabling people to express more life. It sure does not seem as important as teaching the public that chiropractic relieves aches and pains in the elderly, helps prevent colds and flu and prevents back aches during pregnancy and that the profession endorses four wheel suitcases.

Chiropractors continue to decry the public relations problem that we have in the profession. Every few years a new organization begins, or some group decides to promote chiropractic by some fancy national advertising campaign or by doing research to prove the benefits of chiropractic so that people will flock to our offices. Then these efforts either fall flat on their faces or just sort of fade into oblivion and chiropractic continues on in the same way, searching for an identity, making unprovable claims, being pilloried by the medical

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profession and confusing the public as to what we do and who we are. Eventually a new organization starts and promises, just like the former, to put chiropractic in the forefront of the public's attention. Chiropractors support it for a while because there is always a new group of gullible chiropractors coming into the profession, chiropractors desperate for personal success, who are willing to throw a few bucks at some group, organization, foundation or promotional effort that promises them standing room only at their front door once the public learns about, or has scientifically proven to them, the wonders of chiropractic. Every time one of these organizations pops up, drowning chiropractors grasp at them like drowning men grabbing at straws. And every time we are shot down. Here's a new flash for the Campaign for Chiropractic. People already know that chiropractic is another way "to overcome pain" rather than taking drugs. People already know that chiropractic is good for "aches and back pain" whether associated with pregnancy or old age. Yet they are still not flocking to our offices.

So do I have a solution or am I just content to sit back and criticize?

Well, believe it or not, I do have a solution. Unfortunately, it is not the one most people want to hear. Most people want me to say join my organization, follow my program and the world will beat a path to your door. That is not the answer. You can join a practice management team and they will probably make you more money, maybe even enough to pay their fees. But you will be dependent upon them. Here is a real solution. You have to take responsibility to build

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your own practice, to get the message out to your community. If everyone did that we would not need "chiropractic campaigns." If everyone does not do that it doesn't matter if we have a new campaign begin every year.

I think a great part of the problem is that we are too lazy or too cheap to want to do what is necessary to impact our community and educate our practice members. We think if

we give \$100 to a national campaign that will impact our community. It will not. It will take that \$100 a thousand times over to get your community and your practice members to grasp the big idea. You don't have to spend all \$100,000 tomorrow but you should spend it over the next 10 years. If not all of it in actual cash, you can spend some of it in shoe leather, meeting the people in your community and handing them a tape, CD or a pamphlet. You will have to spend some non-adjusting hours doing lay lectures. You will have to put together some presentations, buy some visual aids, spend time talking to people. Basically, you are going to have to take responsibility for your practice, for your community and for getting them to understand what it is you do and why you do it. If you expect some organization or group to do it for you, you're going to have a long, long wait.▲

Two Questions

The following is an article for lay people. Feel free to use it with your practice members.

Two Questions

When a person with any type of symptom enters a chiropractic office for the first time, there are two questions that person needs to consider for the chiropractor to be sure that the person understands the chiropractic objective. This is important so there are no misconceptions or failed expectations on the part of the person

seeking care. The first question is: **What will you do if following the chiropractic adjustment your symptom(s) do(es) not go away?** If the answer is that they will seek care elsewhere, further clarification is required. If a symptom of a medical problem does not disappear under chiropractic care, it may be a wise decision to be examined by some other professional. It is critical for people to understand that chiropractic does not provide treatment for medi-

cal conditions. It corrects vertebral subluxations so that the body can work closer to its maximum potential. The hope is, of course, that in so doing, the body will have a greater ability to heal itself, enough so that the cause of the symptoms will be in part, or wholly resolved. While that is something everyone would like to see happen, it is not the chiropractic objective, simply because it is something your chiropractor has no control over. It is up to every individual

body to heal itself. Here is the point: if the symptoms do not go away, the body still needs a good nerve supply and it still needs to have a full complement of vital mental impulses, life's information traveling to all the parts in order to function at its best. In other words, regardless of whether the problem goes away, improves, stays the same or even gets worse, everyone still needs to have their spine checked and subluxations corrected. Subluxations decrease everyone's quality of life. They cause the body to work at less than its intended level. If someone has a medical condition that needs to be treated, he/she still needs (maybe especially needs) the body to work at its highest level possible. So the answer to the above question should include continuing under chiropractic care.

The second question is: **What are you going to do if following a chiropractic adjustment your symptoms do go away?** It is inter-

esting that both questions address opposite circumstances but both should elicit in part, the same answer. Again, everyone would like to see symptoms go away while under chiropractic care. However, there is no way to know whether that is a direct result of being under chiropractic care. We do know that by being under chiropractic care the body can work better than it would if it were subluxated. But the chiropractor's real interest and objective is making sure the body works at the highest level it is able to at all times. That necessitates having your spine checked regularly regardless of how you are feeling or whether any particular symptom has gone away. When it comes down to it, the answer to both questions is based upon the fact that the chiropractic objective is to enable your body to work better and that is important for all people, under all circumstances, at all times.▲

We must distinguish between genetic and innate because innate intelligence is always good. Genetic functions, on the other hand, can be bad.

Self-Organization

It never ceases to amaze me how science can create terms, and because they have created them somehow people accept them and the ideas that they convey without so much as a hint of skepticism. Yet, if we use a term like "innate intelligence" or even "intelligent design" the scientists go into some kind of major tantrum about bringing religion into science.

Scientists have begun to use the term "self organization" and use it so much that we accept it without giving it a second thought. Has anyone ever seen an example of self-organization? The answer is no. No such thing exists in nature. No examples can be cited or created. I have a desktop that gets pretty messy. Ask anyone who

knows me well and has seen my desk at home or at the office. They will tell you it looks like a disaster. The reason it always looks this way is because I am waiting for it to organize itself. Every morning I get up and hope that it has been straightened up,

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even just a little bit. I hope to see the papers in a neatly organized pile, the pens in the cup holder, and the books back on the shelf, rendering the desk top visible and with enough space to

write. But alas, it never happens. At least not without an outside factor like my associate (my office desk) or my wife (my desk at home). You see, things do not organize themselves. That is why we in chiropractic coined the term "innate intelligence."

A human body (or any living thing for that matter) cannot self-organize. It needs a separate and distinct intelligence that does the organizing. That is why our chiropractic forefathers developed the Triune of Life model, to demonstrate that an organism is not self-organized. The matter and the intelligence are separate and distinct from one another. It is the action of the separate intelligence on the matter that creates organization. When the human body no longer expresses an

innate intelligence there is a loss of organization. The organs, tissues and cells no longer function in active organization. They just sit there and do nothing, like the junk on my desk. In a very short time the body becomes more and more disorganized. We call that decomposition. It is true there is a certain level of organization in a dead body. We see that as a product of universal intelligence but it is that organizing principle that actually creates the process of decay, organizing the compounds of the body into their various chemical elements. If the human body really were self-organizing, we would see corpses come alive again and the dust of the ground become a living person. While the former has happened on rare occasions and the latter only once, it is not a scientific phenomena. It is called a miracle. Yet, we seem to have the

scientific equivalent of a miracle occurring in the process of what science calls self-organization. For the scientists tell us this ability to self-organize occurs spontaneously and that it occurs in greater and greater complexity over time. They call it evolution and pretend it is a scientific phenomena. Of course, there is no scientific or natural explanation for this phenomena called self-organization. Isn't that the definition of a miracle? Don't laugh, because self-organization is a legitimate position to take. However, it is not a scientific position. It is a religion called pantheism, which is not only not scientific but in conflict with our chiropractic philosophy.

So the next time some pseudo-scientist begins to talk about self-organization, give him one of those condescending looks that they usually

reserve for us vitalistic-type philosophers and allow them to have their non-scientific religion on which to base their science. Or, if you really want to ruin their day, ask them to prove scientifically the idea of self-organization.▲

Deduction allows us to reason beyond the limits of our Experience.

David Koch

Taking in Context

There is no piece of literature that is taken out of context more frequently than the Bible. I know I am always amazed when someone takes something I have written out of its proper context and uses it to either confirm something they think or to criticize me. God

is a lot more gracious than I, otherwise there would be a lot more public speakers struck dead mid-sentence and lifeless writers found slumped over their writing instrument. It is important that we use statements in the context in which the author wrote them. Anything else is less than honest. It is especially true when it comes to objective straight chiropractic because the foundation of our approach is based upon honesty, integrity and a presentation of clear thought. To use things out of context

is just plain wrong. I can usually gain something of value from almost every chiropractic speaker or writer (even if it is nothing more than the basis for a Pivot article). On occasions, however

I have made the mistake of applying something a traditional chiropractor has said to straight chiropractic. Usually it was because I wanted to apply what was said to my idea of chiropractic. This might not be entirely fair to him or her.

Recently, I wrote an article on the subject of testimonials. They are quite a controversial subject when it comes to non-therapeutic straight chiropractic. We obviously do not claim to treat or cure medical conditions. But medical conditions do appear to

resolve or be relieved under chiropractic care. Does that justify a testimonial alluding to that fact? Here is where proper context is important. If a testimonial by a practice member discusses getting well from a medical condition, it should be in the proper context. That context should include

an explanation and understanding of the following:

1. Chiropractic did not get them well, the body got itself well
2. The body has an inborn healing ability
3. The person's or the chiropractor's objective under care was not to get well by chiropractic but to enable the body to work at a higher level and hopefully heal itself

We should try to make an effort to say and write things that have the ability to stand on their own.

4. The person is still continuing care even though the medical problem is gone...and why they should be under continued care.

If the practice member understands these four points and expresses them one way or another, then you know, and the reader of the testimonial will know, why they were under care and the context of the resolution of their medical problem. Anything

less than the above may be an effective testimonial but it is less than honest objective straight chiropractic. It runs the risk of misleading the reader into thinking that anyone with a similar condition would get similar results from chiropractic.

Principles of context are important even for us as chiropractors. We should try to make an effort to say and write things that have the ability to stand on their own. That is

not always easy and I admit to failing to do that many times. Still we should make the effort to have every statement, written or verbal, stand by itself and be a clear presentation of a straight chiropractic thought. Not only will that prevent someone from taking you out of context but it will greatly improve the quality and the clarity of your writing and speaking. ▲

A Word of Encouragement (Hopefully)

Another thing that always amazes me is how chiropractors can abandon objective straight, non-therapeutic chiropractic and return to practicing in the medical model. I can understand someone moving from therapeutic chiropractic to straight chiropractic. After all, we have all come that route, whether it was the medical model taught in chiropractic school or by way of practice. But I cannot understand why chiropractors go back. It must have something to do with memory. Too often chiropractors forget

why it is they left mixing chiropractic and embraced the straight model. We seem to forget how the therapeutic approach to chiropractic did not resonate with our world and life viewpoint. We seem to lose sight of the fact that practicing other approaches to chiropractic did not give us a feeling of fulfillment, that they left us with doing something less than we could or should relative to being a chiropractor. Chiropractic in the medical model was not a satisfying life and if you are going to do something for 40 years it must deliver more than just a good paycheck. Along the way some of us lose our perspective and when that happens the “leeks and onions of Egypt” be-

gin to look good. When the Israelites were moving to the Promised Land and things got tough, they actually complained that they would be better off as slaves in Egypt. Then when they got to the Promised Land, despite all the great experiences along the way, they were afraid to go in because the spies said there were “giants in the land.” Okay, so there were giants. But the key word was “promised.” If it was promised then, giants or no giants they were going to get the land. So what are your gi-

Educating people to a non-therapeutic approach in a therapeutic world is hard work. You have to make a lot of sacrifices and your family does also. But hang in there. Unless, of course, the original idea that you had about the beauty and the reward of chiropractic no longer makes sense. In that case go back to the slavery of the outside-in approach and being a vassal of the Egyptian slave owners of Aetna and Medicare. But if the promise of a better chiropractic life by practicing non-therapeutic chiro-

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practic is still just as real to you, hang in there. Get some help from another OSC or vow to work harder. In the end it is worth it. I know. And what is the alternative? Sure you may have manna on your table every day but in the end you will have spent 40 years of your chiropractic life wandering around in the desert of therapeutic care and never experience the abundance that objective straight chiropractic has to offer. That would be a waste of a chiropractic life and all the money in the world cannot compensate for that. ▲

ants? What are those obstacles that have caused you to turn back? Why are you considering or have left non-therapeutic straight chiropractic? Why did you want to be an objective straight chiropractor in the first place? I assume it was because it promised a better life in chiropractic and by better I assume it did not mean financially. It meant serving more people, more effectively with a greater service. Well, that hasn't changed. So you're faced with some giants such as people not getting the big idea. Making ends meet is tough.

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