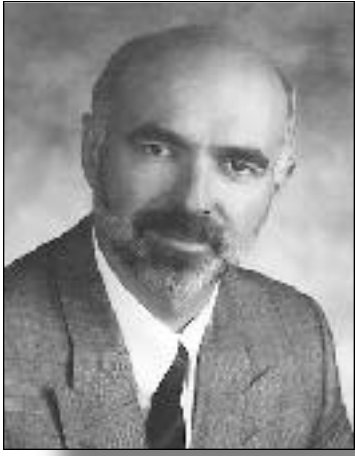


# Subluxation and The Stock Market



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**H**istory proves that professions, like nations, rise and fall not *because of the times* but because they *make the times*. A century, a year, a day even a moment in time never impacts nations or professions, but people do. The Roman Republic didn't come to power because of a year on a calendar, the Republic referred to as The United States of America wasn't conceived because it was 1776 and Chiropractic wasn't founded because the year was 1895. People who became leaders were responsible for these historic events. People who became leaders created influence and impact in order to *make the times*. In recorded history, it is obvious to note the majority of leaders who were responsible for the rise of nations were very disciplined people; today, in chiropractic, those who are rising and *making the times* are also very disciplined people. It is the characteristics of these disciplined chiropractors that matter greatly; it is the characteristics of the disciplined chiropractor that produce, with replicability, the rise to success.

Leaders who impact professions are not found en masse, leaders are often only the small percentage of any profession. Disciplined chiropractors don't necessarily need to impact the profession as a whole, they can, instead, turn their leadership to affect every aspect of their practice thus creating a microcosm of success. A successful chiropractic practice might never be recorded in historical volumes, yet might have significant impact on the majority of patients who, through teaching and adjusting, may have responded to care and in turn impacted his/her immediate family, community and perhaps beyond.

The sustainably successful chiropractor most often exhibits certain characteristics. The more often the majority of these characteristics are exhibited, the greater the level and duration of success. Discipline will drive all of the necessary characteristics. Without discipline, sustainable success is impossible to achieve. Discipline helps to drive the purpose to succeed. People who are very successful tend to be very disciplined thinkers, they learn how to better control their emotions and they learn that there is a very delicate but very necessary connection between the mind and the body. With discipline, the mind controls the body producing a homeostasis required to succeed.

A disciplined doctors' characteristics form an impressive list. This list begins with a positive attitude. Speeches, essays, books and even sem-

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inars have been written on attitude. The majority of people are familiar with the importance of attitude, yet the greatest majority of people rarely exercise positive attitude as a characteristic helping them to succeed. A positive versus negative attitude is understood by most, how to create a positive attitude is understood and used by only a few. Creating a positive attitude can begin with personal exposure. What a person exposes him/herself to very often influences what he/she thinks about. A simple concept is for a person to expose him/herself to more positive and less negative input. The concept is simple, the achievement, of such, can be challenging. Magnificent input exposure comes in many forms: literature, writing, traveling, music, art, food and discussion provide a short but impactful list. A person becomes what he/she thinks about in earnest, magnificent input exposure can provide impressive food for earnest thought.

Once a positive attitude is created, the majority of the time, a list of priorities needs to be drafted. A well-structured list of priorities encompasses a person's goals. A personal list of priorities includes what is most important in life. Many people will include priorities such as spiritual well being, health, relationships, fun, career, money, travel, material objects, activities and self-discipline. Each person needs to draft his/her own list of priorities making sure the list covers all the most important points in his/her life in order to *live* the list without *out-dating* the list by surpassing its importance. A well-drafted list of priorities can be followed all life long instead of for a few years or only a segment of time in a life.

The disciplined chiropractor must be physically fit. A chiropractor who is physically unfit can't possibly expect a patient to take him seriously while discussing any facet of health. Obesity, for most people, isn't a disease, it's a lack of discipline that provides a tragic picture of a weak mind. If a chiropractor is too lazy and undisciplined to become a physically fit specimen, then he/she will constantly struggle in his/her attempt to succeed. There are, of course, some corpulent chiropractors who are successful but they struggle constantly both mentally and physically. Their mental struggle revolves around hoping patients won't notice how physically unfit they are; the struggle continues by wishing their patients would follow the advice being given pertaining to health. The absurd excuse of "do what I say and not what I do" will never fool a patient. Being physically unfit and attempting to teach the opposite would be akin to having a drug addict teach drug addicts the importance of quitting the addiction.

Paralleling the importance of being physically fit is the characteristic of

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being mentally fit. Many chiropractors stop studying as soon as they've finished school. With a powerful practice of only 20-24 hours per week, there is ample time to study. Chiropractic is definitely not the only topic of study. Exposure to literature, art, history, culture, music and philosophy would provide a plenteous source for thought provocative study. Many chiropractors struggle while attempting to teach patients, they often attempt to use vacuous short cuts to teaching in the form of pamphlets, posters and tapes. Using these shortcuts will never educate patients. To better educate patients about health and chiropractic, a chiropractor would do well to first educate him/herself. A well-rounded "classic" style education provides more than a wealth of knowledge; it also provides confidence and the ability to quickly articulate thoughts in order to communicate more effectively.

Disciplined chiropractors also exhibit the characteristic of running the office with a thundering velvet hand. A chiropractor is a teacher and most students will fortuitously describe their most remarkable teachers as their most disciplined teachers. To rule an office with a thundering velvet hand includes clearly defining the parameters of the office and making sure these parameters are followed. Defining frequency, duration, objective testing, cost and make-up-missed appointment policies are a few of the parameters a chiropractor needs to address in his/her office. Just like the few teachers most students admit they'd "really learned" from, the chiropractor who rules with a thundering velvet hand will be remembered for delivering the best teaching and care.

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Communicating effectively is one of the most important characteristics a disciplined chiropractor could exhibit. Learning to communicate effectively is a ceaseless quest, not an interminable burden. Each time a person learns to advance his/her communication skills, he/she has the opportunity of striving to raise the communications bar. Communicating successfully to patients includes using personality style versatility. To mirror image a patient's personality style in communications is to "speak" their language and, therefore, be better understood. Better communications also includes simple, short, clear and pertinent points be discussed. People often only have an infantile understanding of health and chiropractic; to communicate beyond this level may sound impressive but will not succeed in teaching the patient. Thus, simple points are required. Short teaching episodes are paramount for success. It is not only a waste of precious time to teach too long, but lengthy teaching will see the patient leave in a state of delirious information overload. And, of course, clarity matters in communication. All too often chiropractors expect patients to have a background of understanding, which allows them to "fill-in-the-blanks," this rarely works. Instead of "filling-in-the-blanks," most patients completely miss the point the chiropractor was attempting to teach. Successful communications have alluded most chiropractors, because they've attempted to communicate complicated, long and confusing information that couldn't possibly be functionally

pertinent to the patient without his/her being able to comprehend it.

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A final characteristic most disciplined chiropractors exhibit pertains to their staff. A well run sustainably successful chiropractic office will most often have an incredible staff. Most incredible staff members are hired, trained and monitored by the chiropractor. An incredible staff has mostly a positive attitude, demonstrates very good basic skills, possesses expressive and analytical personality styles and has the ability to communicate. The chiropractor can demand and expect a tremendous amount from his/her staff and his/her staff will deliver. The chiropractor is in the office to serve the patient with chiropractic, while the staff is in the office to serve the chiropractor with a professional performance. With this relationship and understanding, incredible staff helps to create one of the characteristics a disciplined chiropractor must exhibit in order to succeed. Mediocrity is unacceptable when it comes to staff and although finding, hiring, training and monitoring incredible staff is a challenge, it is one that with discipline can be achieved.

Today's leaders, just like those leaders recorded in history, tend to be very disciplined. Chiropractors who are sustainably successful are disciplined leaders. The characteristics these disciplined chiropractors possess are tangible and replicable. To use enough discipline in order to develop these characteristics will create the probability for success. A chiropractor, in his/her own practice, can clearly become a leader of magnitude. He/she may or may not be recorded in written history for future generations to read and study. He/she will, however, have impacted more lives with his/her teaching and his adjusting because of his having used discipline to develop the characteristics a sustainably successful chiropractor exhibits.

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