

Transcript: To all CBP Fellows -The Six Planks of Prosperity

Dr. Ferrantelli, thank you for that very kind introduction. I am most honored to be the new CBP Fellows President and as such my first order of business is to take this opportunity to thank Dr. Jason Haas and his wife, Dr. Sandy for all their hard work in the past to bring the Fellows organization into existence.

I am excitedly looking forward to meeting and speaking with each and every Fellow over the coming weeks and months. On a different note, this podcast message is not really for patting ourselves on the back for past accomplishments. It is intended for the CBP Fellows specifically to bring a renewed vision and purpose to our segment of the profession.

If you have taken the opportunity to listen to Dr. Don's recent podcast, you may remember him saying that, "I had hoped to see chiropractic improve over the years but it seems like it is getting worse". I thought about that statement for some time.

Having been in chiropractic for over 30 years, much has indeed changed, but not all of it for the worse. Since chiropractic first began as organized profession here in America, millions of people have been receiving and benefiting from chiropractic services with much resistance from many different factions. I don't think anyone would argue that point.

As everybody listening knows, the definition of subluxation and what we even treat greatly varies from college to college and office to office. The methods by which we determine what we examine & treat vary greatly. Not until the calculus teacher from Washington state university became a part of the chiropractic profession, did much about what we now know about the spine today come to pass. Not to mention any form of standardization. Through the collective works of the men from the great Northwest we now have an increasingly solid scientific basis. Of course, the people of whom I speak are Drs. Don & Deed Harrison.

To reiterate, our beloved profession has aided people and steered them away from dangerous pharmaceuticals and unnecessary surgery. However, until the last decade or so we lacked examination protocols and treatment methodologies to consistently and intentionally change the spine to a normal position.

I personally feel the work of the Harrison family and now the CBP research team has created and has continued to develop the most cutting edge breakthrough technology to restore the foundations for the health of all mankind. For that I am truly thankful, because it has revitalized me as a doctor of chiropractic and provided a solid scientific foundation upon which our philosophy and art rests.

So, I am sure that what Dr. Don meant by chiropractic getting worse was the confusion within the ranks of our profession and the difficulties with being fairly and professionally compensated.

So, what are we going to speak about today?

We'll here goes, and I'd like to call it the six plank platform for prosperity. If you stick with me and listen to this until completion, and then follow along with me and many other doctors in future podcasts; your life, your practice and the chiropractic profession at large will be much further ahead than it is today. And the patriarch of CBP will see his dream come true.

Alllll-righty then! What we want to see happen and can happen with the six plank platform is to propel the individual CBP chiro and CBP itself to higher financial & prestige levels.

Please listen closely as I list and elucidate on each of the six planks. Over the coming weeks and months I will be personally contacting each CBP fellow by e-mail, regular mail and possibly a personal phone call to gain added insight to the challenges you face in day-to-day practice.

Plank #1: First and of the greatest importance, Doctors Don and Deed Harrison have charged me with the responsibility of better determining the needs of each fellow, and how we may better serve them; so that each Fellow can enjoy an increasingly vibrant practice in both the financial and clinical realms.

It is our desire for each fellow to not only enjoy practice clinically but financially as well. Through the ideaspine website, we will be bringing no cost, but very valuable aids to help you build your practice to the level you desire.

The plans for the cost free aids are now in the works and will be available to all Fellows for continual practice development. Because of my background and my friendships with high earning doctors within the chiropractic business world, I feel that I have much to bring to the table. Also, we would like your ideas in regard to the areas you might like to address or feel that need to be addressed.

If you are pleased with the current measure of success you have obtained, we congratulate you and would like to interview you so that your financial success methods can be shared with others through the ideaspine website. These cost free aids will be coming to you through regular podcasts that will be sent directly to your e-mail address.

In addition to the podcast, printed materials that would help you better implement and understand all topics discussed will be provided through downloads. It is our collective goal to see each Fellow with a 7 figure minimum clinic income. We suggest that you obtain a three ring binder and keep each lesson in it for implementation purposes. Transcripts of the podcast will also be available.

But most importantly, you may be thinking to yourself right now, “gee Doc this all sounds real good but you don't know about my situation”. I've tried and tried and tried and nothing seems to work. I can't seem to keep up a good head of steam financially. Well doctor, let me say this. It may seem like you've been snake-bit in the past, but if you stick with us and follow the lessons and then take full responsibility and the appropriate action, I can guarantee that your financial situation will improve.

Plank #2: Additionally, Dr. Don has charged me with bringing a greater presence within the college curriculums. As a former 10 year full-time faculty member at Cleveland College Kansas City. I can state that, “the wheels of academic justice turn might be slow”. Dr. Todd Wendell (South Dakota) will be heading our campaign to increase CBP club membership at the colleges and bring about a greater presence of CBP procedures within college curriculums. Do not be discouraged at this time, even though the wheels of academia turned slowly, they are turning and good things are happening now.

These first two planks we do not have complete control over but they can be accomplished. As I said, with your diligence and commitment to excellence in not only the clinical realm but the financial realm, practice plank #1 will happen and do so quicker than you think. Plank #2 will take time.

The next four planks cannot be accomplished by a handful of Fellows. It will require the participation of all 400 of us. Here are the last four planks.

Plank #3: Continue to fund CBP nonprofit so that the research can continue unfettered.

Plank #4: Continue to take action in closing the Quackwatch website. They have basically spit in the face of some of the best research in your chosen profession and healthcare. We will not allow this to continue.

Plank #5: Elect Dr. Don Harrison and Dr. Joe Betz as ICA, President and vice President, respectively in 2009.

Plank #6: Increase, CBP seminar attendance.

Right now you might be thinking, planks # 1 & 2 probably sound pretty good!

But what about planks 3,4,5, and 6? How will that help you? Why should you get involved? Is closing Quackwatch just another effort that will go unrewarded? Are we fighting a losing battle? Is this just the leadership leading us down a primrose path? Is it all wishful thinking? Let me elucidate on each so that you fully understand. Because I want you to understand that there are things that involved in each of the last four planks that will positively effect us all if we get involvement by all.

To be very blunt, gaining ground with anything legal, political or academic takes time and money. Let's talk more about each.

Plank# 3: Funding CBP Research. If you are not telling people about the solid research foundation your practice is built on you have been missing the opportunity of increased respectability and financial profits. I'm not speaking about telling other doctors about it. I'm talking about telling the public about it. It needs to be a part of your advertising.

So, call CBP at 800-346-5146 and have your membership dues charged to a credit card on a monthly basis. Now if you have given in the past as many have, thank you again from the bottom of our hearts but we would like to see you give monthly so that we can plan the financial aspects of the research easier.

Only 18 of 400 active Fellows currently do this and only half pay their dues at all. This would be a monthly charge of only \$32.91, to ensure that quality research continues. And will provide prestige for you in your personal business arena. It would only \$83.33 per month to be a part of the President's Circle.

Once again, if you are not telling people about the solid research foundation your practice is built on, you have been missing the opportunity of increased respectability and financial profits. To repeat, I'm not speaking about telling other doctors about it. I'm talking about telling the public about it. Part of the business podcast will be how to use the research to build your practice financially.

Plank #4: Eliminating Quackwatch. Everyone gets ticked when someone wrongly accuses and insults something they love, but sadly many have just drawn to accept it as being the 'stepchild' in healthcare. We want all DC's whether they are a CBP Fellow or not to join the Quackwatch lawsuit. Many think that lawsuits of this type are merely exercises in futility. Basically, you kill one cockroach, and there are two more there to take its place. I don't think that's the attitude we should take. It is just like fighting terrorism. If you hit them hard enough....it gets peaceful at home real quick. What all DC's need to do is join in fighting this battle for your profession and CBP. Call attorney, James Turner's office in Washington, DC today and commit to giving at least \$50 per month for the next two years. He can be reached by calling 202-462-8800.

Plank #5: Electing the Harrison/Betz ticket in 2009. You must join the ICA as a voting member so that you can vote for the Harrison/Betz ticket in 2009. I must admit that I have not been a member of ICA in the past. I also have shirked my responsibility to belong to any state or federal association on a continual basis in the past. Like many of you, for the majority of my practice career, I was disillusioned with chiropractic politics and was a member of the NO-C-A.

I wanted nothing to do with it because it seemed like no progress was ever made and that it was just another way to give money that would be spent on futile causes. In retrospect, I was not entirely correct in these assumptions. Much has been gained over the years by our political chiropractic pioneers. Had it not been for their actions politically through state and federal association's, we'd still be getting arrested for practicing medicine without a license. Or, at this date and time, we more than likely would not exist as an organized profession.

Over the past few years, I must state that the science and art of CBP has given me renewed vigor and confidence in a profession that I thought was stagnating and sometimes felt like it was spiraling down and out of control both clinically and financially.

It is my opinion that there are no better hands to place the leadership of the ICA than Dr. Don Harrison and Joe Betz. You can be assured that they will be just and forthright in all their decisions and will take into account the desires of all subluxation based practitioners, and not just those of us who are CBP fellows. Just like Ronald Reagan, Dr. Don Harrison and Dr. Joe Betz will establish a big tent under which all can be confident that the foundations upon our profession was founded will continue and progress in both the clinical and financial realms will grow.

So why ICA? In my opinion they represent traditional chiropractic. They represent the type of chiropractic that I want my children, grandchildren and great grandchildren to be able to receive.

The maximum cost to join ICA is only \$600 per year and is **billed** quarterly. That is only **\$50 per month**. You may join ICA today by calling them at one 800-423-4690. Attached to this podcast is an ICA application.

Plank #6: Increase CBP seminar attendance. Covenant with us to attend at least two CBP programs per year and bring one new DC to his CBP program with you. Let me say this, you need the hours for license renewal. Why not get it from CBP? Some of you might say, “why on earth would you think that I'd want additional CBP practitioners in my town.”

My response to that would be, what percentage of the population of your city or town do you have under care right now? Chances are you're only touching a very small part of the population, even if you're seen hundreds of patients at week. There really is no competition to speak of for the chiropractor and especially the CBP practitioner. Basically, anyone who has a spine needs to be in your office for an exam at the very least. If your practice has not grown to the level that you desire, it is merely your responsibility to take the action steps necessary to get there.

The podcast that will be coming to you at no charge will help you to help yourself attain, the financial goals you desire. These will not be long winded bologna sessions that achieve nothing but are time-tested methods to increase what you earn. So there really is no limit to the growth of your practice, even if there were 100 times more CBP practitioners in your town.

So take a colleague who doesn't know anything about CBP out to lunch and talk to them about what you're doing. Bring them back to your office and show them some post x-rays. In my opinion, since the advent of CBP, the chiropractor can be to a spine what the orthodontist is to the teeth. However, what we do individually to get the message out and build all the practices will determine our collective fate. It is just a matter of avoiding becoming the best kept secret in your town. Imagine what we could do if we doubled, tripled or quadrupled the number of certified Fellows over the next two years.

The total monthly cost of planks 3, 4 and 5 is \$132.91 per month or \$4.43 per day. Just make it an automatic part of your overhead. This is basically a single trip to Starbucks or Burger King for lunch. I'm not asking you to stop eating and drinking but great things can be done with so little money from our band of 400 CBP fellows. If you want to be a part of the president's circle it is an additional \$50.42 per month. So some of you may say to yourself, well this is all about getting donations. No, it's about building financial prosperity and helping others....and by that I mean mankind not just our profession.

Once again, if you have donated in the past, thank you from the bottom of our collective hearts. If you have given lump sums in the past, thanks-a-million but we very humbly ask that you give monthly through a credit card so that expenditures can be taken care of promptly. If it has been awhile since you have donated or been to a seminar, no big deal! Join us in all aspects of the six planks of prosperity.

If you can't give or have decided not to give, or have no desire to join the ICA or no longer want to attend the seminars, I'd like to know why. Are we dull, have we become boring, have you lost interest, have you had difficulty implementing CBP methods, are you having difficulty getting paid? We want to hear from you, because we want to help you. Don't let this slide by, take an action step, pick up the phone and call me or send me an e-mail. We really do want to hear from you.

When you write back or call me that you won't be taking part in our six-part agenda, don't worry about me admonishing you somehow, I will not do it. Regardless of your reasons, we will always hold you in high regard, simply because you had the desire to learn CBP and pass the fellows test, which is no small accomplishment. Many faculty members that I've known in the past would look at the CBP test, whisper a few expletives, and then have to cheat off someone to pass.

We do ask that you contact me concerning your intentions by e-mailing me at drijtbowles@idealspine.com within the next five business days. Thank you and God bless you. I look forward to bringing you the best financial and practice development advice from a host of doctors and other professionals over the coming months.

Dr. Ferrantelli

I hope you will join in seeing the six planks of prosperity come into existence for yourself, your community and the profession at large. If you have not already downloaded do so now and take action on the six planks of prosperity today. You'll be hearing from Dr. Bowles again very soon through the continuing series of CBP podcasts.