

# The Update

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## Chiropractic Lite?

By Don Harte

This idea was prompted by Bill Decken's musings in the Wednesday Weekly, about companies diluting their strength, losing market share, by diversifying their brand. One example he used was regular beer brands (Miller, Bud, Coors) coming out with "lite" varieties. Then it struck me...

We have, almost from the beginning, two brands of Chiropractic: Chiropractic, and Chiropractic Lite.

I know that we must often use the qualifier "straight" to make it clear what kind of Chiropractic we provide. The need is there, but it angers me. The fact that there is a modifier/qualifier on the word "Chiropractic" suggests that there *are* different kinds. The reality, based upon its historical and philosophical roots, is that there is one thing that is Chiropractic, the detection, the analysis and the correction of Vertebral Subluxation. Anything else is not. We, in the FSCO, understand this fully. The majority of the chiropractic profession today and, certainly,

the masses who practice in the allopathic model, have no idea. This is our greatest challenge.

I propose that what and who masquerades as Chiropractic, but is not Chiropractic, be identified as "Chiropractic Lite." Harsh? I maintain that that is not sufficiently harsh. (Therefore, I am being nice.) Why? Bud Lite is still beer, watered down, but still beer. When we see those grotesque ads in our communities about the "disk decompression tables," we cringe. This doesn't even qualify as Chiropractic Lite. There's nothing there. When we hear of a chiropractor "treating" sciatica or headaches, there is nothing there, in a true chiropractic sense. There is no chiropractic thought, passion, or intention. This person with a "D.C." after his or her name (this way I don't have to even refer to him/her as "chiropractor") has no desire, no system, to check for subluxation, and to deliver a specific adjustment. (How about using the term, "D.C. person?") A manipulation may, by accident, correct a

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subluxation, so perhaps the level of "Chiropractic Lite" may be achieved. In any event, I think that we must satisfy ourselves with the concept of, and the public use of the concept of "Chiropractic Lite."

In areas where chiropractors and D.C. persons are plentiful, we are asked "Isn't all that competition tough?" No. What is tough is the mass dilution of our brand, "Chiropractic," to an extent that the public actually mistakes Chiropractic Lite for Chiropractic. Most don't even know that real/straight Chiropractic exists. For the last century plus, this has been an unrecognized tragedy, a "health care crisis" if you will, of epic proportions. We have allowed this masquerade to squander the masterful common biological sense of Chiropractic, as well as the millions of individual successes/changed and saved lives of the last 113 years, and even the great collective success of The Great Flu Pandemic of 1918.

We must make every effort to make plain that straight Chiropractic is *real* Chiropractic, and we must label "Chiropractic Lite" for what it is, a totally different profession with different philosophy, mission, intention, ways of operation, and outcomes. We must make it plain that "Lite" isn't real; it is something else.

When in this discussion with someone, I often pose the question: "If you were prepped for surgery, wheeled into an operating room, and given a haircut by the surgeon, would that be 'surgery?'" I wonder if a "D.C. person" might wonder: "Would that haircut be covered by insurance?"

**Dr. Don Harte**, known as 'The Chiropractic Avenger' for battling the California Board, publishes a weekly ezine for chiropractors, "The Harte of Chiropractic" and offers personalized, principled coaching by the module. Contact him by phone at 415-847-9678 or e-mail [harteofchiropractic@gmail.com](mailto:harteofchiropractic@gmail.com) or visit his website [www.harteofchiropracticconsulting.net](http://www.harteofchiropracticconsulting.net)

## Got something on your mind that you would like to share?

FSCO members are welcome to submit an article to be considered for publication in the FSCO Update. All submissions must be typed originals of 1000 words or less and submitted by e-mail to [FSCO@straightchiropractic.org](mailto:FSCO@straightchiropractic.org) with the words "FSCO Update" in the subject line.

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