

# The Update

Volume 2  
Issue 4  
June 2010

**ATTENTION  
STUDENTS!!!**

**NEW!!!  
COMING SOON!  
from the  
FSCO!!!**

**"Student  
E-Newsletter"**

Loaded with practice  
building ideas  
specifically geared  
toward students and  
those new in  
practice

- Motivational strategies
- Business tips
- Success formulas
- Calendar of events
- Associate positions
- Mentoring opportunities
- Much, much more

To receive this new,  
valuable resource  
free of charge:

e-mail your address  
to: [fSCO@  
straightchiropractic.org](mailto:fSCO@straightchiropractic.org)

or call:  
1-800-521-9856

## **Chiropractic, Boiled Frogs and A Spoonful of Logic** by Judy Nutz Campanale, DC ACP, FCSC

There is no shortage of opinions in chiropractic and the recent broadening of several states' scope of practice laws has roused a few in print. An article, "Drugs, Chiropractic, and Boiled Frogs," by Christopher Kent, DC (*Dynamic Chiropractic*, Feb 12, 2010) suggested that "It should be obvious to any casual observer that chiropractic as we know it is still under siege by those within and without." (Note: This article was unrelated to "Chiropractic and Boiled Frogs" by Joe Strauss, DC which appeared in the last issue of this publication (FSCO UPDATE, March 2010), although it was similar in sentiment and philosophy.

Five responses to Kent's article appear in the March 26, 2010 issue of DC, the same issue that ran my article entitled "Chiropractic Needs an Adjustment, Not Drugs," on the broadening scope of practice in New Mexico. Of the five responses, only one was even remotely in agreement with Kent. The others all presented arguments that defy simple logic among them are the following:

**Adapt or die theory.** One respondent argued that "the 10 percent or so of the population chiropractors treat has not changed, even with all of the political advances this profession has made. We appear to have reached a tipping point; something has to give for us to advance further." It may be true that what we have been doing has not worked, but this argument fails to recognize that we have been doing, at least in the last 40 years or so, is

heading toward medicalization. Therefore, simple logic will suggest that "advancing" by promoting more medical treatments absolutely will not work. It really is just more of the same. What's that famous definition of insanity again?

If chiropractic has any chance of surviving it will be because it has established and maintained a niche for itself that is separate and distinct from all other health care professions. Currently, we have that as stated in the FSCO Constitution and By-Laws: "Straight Chiropractic is a vitalistic philosophy, science, and art which consists solely of the non-therapeutic objective of locating, analyzing, and assisting in the correction of vertebral subluxations because they are detrimental to the expression of innate intelligence." No other profession addresses the resultant disturbance in the nerve system due to vertebral subluxation. On the other hand, lots of other people address symptoms and disease and even encourage wellness these days.

**Limited Access.** This argument suggests that New Mexico faces an unusual predicament in which patients do not have reasonable accessibility to primary care physicians. They suggest that allowing chiropractors to administer drugs would help to eliminate the problem. However, if the problem is that New Mexico (and similar areas) does not have enough medical doctors practicing general medicine, then what they need are

## FSCO

### Chairman

Bill Decken,  
DC  
(SC) 864-574-  
8047

### Vice

### Chairman

Greg Stetzel,  
DC  
(NJ) 973-948-  
5556

## FSCO Officers

### President

Shane  
Walker, DC  
(FL) 239-597-  
6099

### Vice

### President

Peter  
Kevorkian,  
DC  
(MA) 781-  
769-2500

### Secretary

Kristen  
Denette, DC  
(MA) 508-  
230-5056

### Treasurer

Dennis  
Keenan, DC  
(NJ) 201-845-  
0993

## FSCO

2276 Wassergass  
Road  
Hellertown, PA  
18055  
1-800-521-9856  
[www.straightchiropractic.org](http://www.straightchiropractic.org)

more medical doctors, not chiropractors pretending to be medical doctors.

The Chiropractic profession, with all its differences over the years, if nothing else, has always been known as a drugless profession. The ACC Paradigm states, "Chiropractic is a health care discipline which emphasizes the inherent recuperative power of the body to heal itself **without the use of drugs or surgery.**" (emphasis added) This simple change in New Mexico, no matter how desperate the shortage of physicians, goes against the very heart of what made chiropractic a needed alternative to the allopathic approach.

**Educational Requirements.** How much longer will we have to endure the comparison of chiropractic education with that of every other health care profession? It may be true that chiropractors go to school as long as dentists, but it still doesn't qualify chiropractors to fill cavities. If the objective is to become a medical doctor (i.e., professional who by objective diagnoses and then treats or tries to prevent symptoms and disease), then one should go to medical school and do a medical internship and residency where the real business of diagnosing and treating disease is taught or acquired, albeit hit or miss, by experience.

How long you go to school is not the issue. The issue should be, what do you go there for? What is your objective? And no matter how many books a student reads, the real learning in the art of diagnosis, an extremely difficult art even for those who are properly and thoroughly trained, comes from hands on experience.

**Live and Let Live.** One response suggested that the profession should allow practitioners to practice as narrowly as they wish while legislating

as broadly as possible. This sounds like a great idea until, everyone is forced to learn and subsequently be tested on the broadest scope even if they choose to practice narrow scope. History has already proven this to be the case.

**Jack of All Trades or the 7-Eleven Phenomenon.** Another common argument, and one that was also presented in response to Kent's article, maintains that chiropractors must meet the needs of patients if they are to garner a considerable amount of the market share. The problem is people also need to have their tires changed, their kids dropped off at soccer practice, and something for dinner.

When did the chiropractic profession become a convenience market desperately providing whatever we think someone might be interested in. Chiropractic is not a 7-Eleven store and it is not only unnecessary for chiropractors to meet all of a patient's needs, it is impossible. When will the chiropractic profession rise out of their deep-rooted insecurity complex and serve the public with the valuable contribution that is already uniquely theirs? Chiropractors need not fill every patient need and the profession desperately needs to stop being all things to all people.

**Sibling Rivalry?** Why, oh why oh why, does the chiropractic profession insist on vying for acknowledgment from the medical profession like it was a big brother or sister? A better question might be, if MDs do not want to be general practitioners, why would chiropractors?

Plenty of chiropractors do not want to be MDs. Many chiropractors are simply not interested in scrounging up whatever the MDs decide to leave behind. Many chiropractors have made a conscious decision to practice the specific and well-defined objective of locating, analyzing and correcting vertebral subluxation because it, in and of itself, is a detriment to the fullest expression of life in all people. This is the group that the FSCO is proud to represent, protect, support, and promote.