



GSCS Monthly e-newsletter

“The official voice of straight chiropractic in NJ”

APRIL 2021

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From The Prez

Spring is in the air!

What a great time to take inventory of your practice. Spring is all about renewal and refreshing. I have found myself with the warmer weather cleaning the little cracks and crevices of the office, looking over my forms and paperwork and just getting ready for the excitement that comes with this time of the year. It is easy to tell people about chiropractic. As you meet people doing outdoor activities, letting people know you are a chiropractor is a start. Usually they will have a couple of questions and you have your audience for a short lay lecture. Start something new, try something new. I personally am opening a second

chiropractic office in Flemington having to do all the things I did in the beginning of practice to get people to know me and know chiropractic! Nothing ventured, nothing gained! Give it a shot! Have a great Spring!

Jay Yuhas, D.C.
GSCS President

Are you a world changer?

Think about how delicate a baby is. Now imagine the stress of the birth process upon a tiny baby spine. The devastating effect of birthing interventions on the spine is the most overlooked health problem in our society for two reasons; most trauma cause by interventions at birth have no obvious symptoms and there is no appearance of visible trauma. A child's health and the health of their spine are intimately related. It is well documented that even 'normal' birth, places tremendous stress on the spine and is a primary cause of vertebral subluxation. As the child grows, subluxation progressively interferes with proper body function limiting their ability to express optimum health. Left uncorrected, subluxation will have a devastating effect on their life.



Here are a few points to ponder; our children were designed to be healthy and vital all of their life; a child's nervous system controls their amazing development and must be working optimally for this to happen; subluxations limit life expression; chiropractors are supremely competent in adjusting subluxation. If you believe these statements, are you up to the task of seeing more children?

We have used the expression '*As the twig is bent, so grows the tree*' but have we ever considered its implication on a child's life? Before weight bearing, the infant spine is most adaptable to correction. It is undeniable that the process of adaptation occurs prior to weight bearing however, as the child grows the bones, muscles and ligaments will respond to the stress of upright posture. In the presence of subluxation, adaptation occurs, spinal distortion becomes permanent and a lifetime of limited life expression is the result.

Need more reasons why children need chiropractic care? Here are a few sobering realities: more than 25% of children in the U.S. take prescription drugs daily. Children are often prescribed medications previously limited to adults; more than 125 million prescriptions will be written for children this year. Need a few realities from the pandemic; recovery rate among children is 99.997%; healthy vital people recover from all viruses more quickly, with fewer long-term effects and often with little or no symptoms; and more families are looking for something different from the traditional disease treatment model than ever before. With the controversy over the RNA type vaccines and the concept of vaccinations in general, our salutogenic approach to health and healing is more attractive than ever. Eisenberg in 1990 reported that there were 425 million visits to alternative health care providers and 13.7 billion spent 75% of which was out of pocket. People are willing to pay for your care today as well. Why? Aston in 1998 asked why do people use alternative health care (chiropractic), three reasons were cited: dissatisfaction with the health care system; alternative health care (chiropractic) is in line with their personal values and lifestyle; a salutogenic philosophy is more congruent with their holistic life philosophy. These reasons still hold true today. As Dr. Sid used to say, the fields are white!

How can we see more children in our practice, there are three things we must do. The first is to get formal training in the analysis and adjustment of vertebral subluxation in children. An exceptional resource are the seminars presented by International Chiropractic Pediatric Association. Second, check your philosophy. If you are not seeing children, it could be either you prefer not to serve that segment of the population or your philosophy is not sound. Most children do not have the conditions that typically drive people to see a Chiropractor therefore the outside in, treat musculoskeletal conditions approach is limited at best and may prevent the vast majority of children from experiencing your care. Often, children experience the life changing benefits of chiropractic after mom or dad learn about our unique philosophy. Community outreach, extolling the benefits of chiropractic regardless of what condition the child may have, is key to reaching this population as well. Lastly, are you clearly communicating chiropractic to your practice members and community in a relatable way? Attending

conferences where speakers are presenting our philosophy may be a good resource to learn how to communicate our message of hope and healing.

We hear visionaries from the platform speak of hanging the world or reaching the planet with the message of chiropractic. Changing the world is a daunting task for any one person. How about we change the world by changing the lives of the children we serve. Keep this vision in your mind the next time you touch a child: *"when you adjust a child, you change that child's life and when you change a child's life, you are changing the world"*

Thank you to Ron Castellucci DC, ACP for this article

Practice Tip

Lessons From an Ass

I find myself writing this on Palm Sunday; the day history records Jesus of Nazareth riding into Jerusalem on a donkey. The "King of the Jews" arrives not on a chariot of gold and rubies, but on a lowly, likely stinky animal. Now whether you believe this account or not, the fact remains that no single man has ever been as influential throughout the ages as Jesus Christ. Truth be told, every event in human history is recorded in relation to the date of his birth and death.



What can we learn from this Palm Sunday scene and this man of great influence, and how can we apply it to our practice?

The answer is humility. Defined as 'a modest view of one's own importance', humility in practice equates to a greater heart of service. Taking the focus off of ourselves allows us to pay closer attention to the practice member's needs. These needs may or may not include an adjustment, but receiving uncompromising education on every visit is a must.

Practicing humility means being secure enough to say, 'I don't know.' "I don't know if your backache will go away" "I don't know if that subluxation was causing your pain. 'I don't know what caused your ____.' In all honesty, we do not know the answers to these questions. Sure some of us may be educated in many facets and have a clue, but truly we do not know for certain. If we believe, or worse yet claim that our educated intelligence is superior to the innate intelligence of their body, our ego will prevent us from serving and loving wholeheartedly.

Practicing humility also means not taking credit when aches and pains go away. Innate intelligence is on call 24/7 whether we exist or not. Trust me, there will be a time when those aches do not go away and we do not want to be responsible for that outcome either.

So what are we responsible for? What can we say in all honesty if not your pain will go away? What do we know?

Ahhh the beauty of objective straight chiropractic is that there are so many fundamental truths and positives that we can stand on. 'I know your body will always work better with a good nerve supply.' "Removing nerve interference will allow your body to adapt more efficiently.' "You will be stronger and more alive after the adjustment!" "All the nerve channels are free and open- now you can express and experience life more fully.'

There are countless positives we can focus on. Make yourself a list of some awesome chiropractic truths. Choose one statement a day and somehow incorporate it on every member visit.

Single-mindedness and consistency are attractive. People crave this type of leadership. But leadership can never be upheld without integrity. Honesty and humility of heart are the pillars which sustain our efforts. After all, nearly everyone in the world still knows of the Jewish rabbi who rode into Jerusalem on a donkey. Over 2000 years have passed and millions still follow and commit to him. Yes, a humble heart is a great way to serve and win over practice members for life; while at the same time creating a better world for all.

Communicating Chiropractic in 30 seconds

Chiropractic science is based on the link between material and immaterial. This is a unique and profound gift for the improvement of humanity in every aspect of life.

The human spine is the center of physical, physiological and energetic life of the body. Brain to body / body to brain / energy flow and information.

There are material and intangible components in this cycle. If there is a vertebral subluxation that interferes with this cycle, it interferes with the expression of organs, tissues, cells, brain and expression of life.

A specific chiropractic adjustment reconnects this cycle, reconnecting material and intangible. From this place life is expressed at a higher level and the body can better adapt to life.

Thank you to David Serio, DC for submitting this article.



GSCS Convention 2021 Act Now! Registration closes Friday, April 9 at 5:00pm!



The Garden State Chiropractic Society has scheduled their convention for April 10 & 11, 2021 and it will be presented virtually.

We are thrilled to announce our exceptional line-up of speakers for our annual convention. Drs. Robert Berkowitz, Jack Bourla, Judy Campanale, William Decken, Anthony DeMarco, Joseph J. Donofrio, Brian Dooley and Christopher Kent have agreed to be a part of our program. **15 hours of continuing education have been approved in NJ, NY, PA, SC and many more states.** You will need thirty hours of continuing education, including at least two hours of nutrition and risk management completed by August 31, 2021 in order to renew your NJ license. **Our convention will meet the nutrition and risk management requirements for NJ renewal. Will you have completed the nutrition and risk management credits necessary for your renewal August 31?**

Register now!

[Click HERE to register.](#)

[Click HERE for most current list of state approvals](#)

[Click HERE for the program schedule](#)

It's all in how you see it

"It's a game of failure."

I kept hearing these words from baseball players and coaches while speaking to MLB teams during spring training over the years

In the words of Babe Ruth, "Every strike brings me closer to the next home run."

It's the same way with life. Anyone pursuing anything worthwhile will fail and fail often.

I certainly have failed many times but when I look back I realize I wasn't failing, I was growing.

I wasn't failing, I was becoming.

I've learned that you can dwell on the past or look forward to making the next opportunity great.

You can see life as a game of failure or opportunity.

It's all how you see it.

-Jon

www.jongordon.com



Link to NJBCE Zoom meetings

The GSCS continues to have a presence at our monthly NJ State Board of Chiropractic Examiners meetings. Meetings are now on-line, so anyone can easily log on and experience the workings of our State Board.

A link to the meeting info can be found [HERE](#).

Today's quote



Become a GSCS member

Not a member? Are you a student considering practicing in NJ? Are you a DC affiliated with an organization that just doesn't represent you and your understanding on chiropractic? Are you a DC who just has not gotten around to joining a state organization

Join Us!

yet?

The GSCS is New Jersey's oldest and most respected chiropractic organization. Our mission has never wavered. And now is a great time to join the GSCS.

Click [HERE](#) for a membership application.

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