



GSCS Monthly e-newsletter

“The official voice of straight chiropractic in NJ”

MAY 2021

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From The Prez

Diligence

Diligence can be defined as careful and persistent work or effort. We always look for the magic formula whether it be the perfect lay lecture or the latest and greatest one minute explanation of chiropractic but long term practices which can not take new patients and the volume stays about the same are built from just doing the same basic things over and over. Yes, I still try to perfect how and what I say to people but essentially I say the same thing day in and day out. I answer questions and misunderstandings exactly the same way. Some days I do it or perform better than others but it is always the same. The

practice member never gets a different message and that creates reinforcement and also a wonderful life of regular attendees at your office. You can then take new patients when YOU want to and it is a joy to educate them on chiropractic whether they start care or not. The ones that do start will fill the gaps of those who die, move or for some other reason leave the practice. Be diligent, you will be glad you did!

Jay Yuhas, D.C.
GSCS President

Chiropractic quotes from Joe D.

The correction (improvement) of VS requires consistency and frequency. VS takes years to "accumulate" and requires years of regular care for correction. When the vertebrae is subluxated it must be un-subluxated until the paraspinal muscles, ligaments and tendons are re-educated to hold it in place.

Why I choose to practice as a Straight Chiropractor:

It is simple, and I'm a simple man;

It provides the lowest overhead and highest net;

I can market to and care for everyone with a spine, not just the sick;

I can spread the good news of increased potential to more people in a day than most DCs see in a month;

I don't have to listen to how bad people feel today;

It is a Mission, a Vision and a Cause, not a job.

In Chiropractic there is NO sickness, No diseases, No wellness, No health; there is only "are you adapting to external invasive forces or are you not". Simply put is you is, or is you ain't adapting!!!!

The process of creating a Vertebral Subluxation is very much like slowly turning down a rheostat switch; the process of correcting a VS is similarly like turning UP the rheostat. All to often, we speak of both processes as a "toggle switch", happening instantaneously, which it does not.

"People are like wet spaghetti, you cannot move them by pushing them, you've got to get out in front of them and pull them.".....Reggie Gold.....That is why you don't "meet them where they are" Capisce!!!!



Practice Tip

ARE YOU GETTING RESULTS?

Improving results in your office can be more simple than you think.

Whichever results you want to improve, create a system in your office that will allow those results to flourish.

For example, if you want to improve the referrals into your office, if you would like to see more new people from outside marketing, if you want to increase practice member retention, create systems which lead your practice members to those specific outcomes.

Never be afraid to test something new or try something different in regards to building your practice. You may just discover a more efficient way to share your message or create a breakthrough with your communications skillset.



There are many ways for referrals to occur; here's how it happens in my office. I don't recall the last time I directly asked a practice member to refer me in a new person. Instead I persistently plant minor thoughts (THOTS) that illicit a specific response. The response is, "I should have my spouse or children have their spine checked also."

I say something educational on just about every visit, maybe 10 secs, no more than 30 secs, but I am consistently educating our practice members about the benefits of having their spine checked for Vertebral Subluxation.

If you have practice members appear they came up with the thought about referring someone in to your practice, the percentages of follow through are tremendously higher comparing if you tell them directly they need to refer in their spouse or children.

On the surface, it may sound like semantics. But if you ponder this idea a little bit, you will discover, it's true.

For myself, when someone tells me I should refer someone to them such as my dentist, my auto mechanic, or my electrician-I cannot recall the last time I referred anybody to them, if ever.

But my plumber has never once asked me to refer someone and I am constantly giving his business card out. Why is that? He is reliable, organized, educates me about the issue, and provides excellent service at a reasonable fee.

The three other people I mentioned, if I think about it, they are similar to the plumber the only difference is they pushed me directly to refer someone. They were telling me what to do and I don't know about you directly, but many people don't like to be told what to do with their lives.

My suggestion is to create systems in your office that will help people formulate a "thot" about needing to refer in a loved one and start planting those seeds on each visit to create the reaction or outcome you are looking to achieve.

Be Reliable: Consistently provide the same exact top quality spine check for each person who enters your office. The amount of time spent, sharing which spinal bones you may have adjusted, and creating short blips of beneficial information about the benefits of TIC.

Be Organized: Creating a system so a person knows what to do at every moment from when they walk in to the moment they are leaving. Create a process that produces the results you're trying to achieve & if it doesn't work, change the procedure until you obtain the results.

Educate: Each future visit communicate what you're doing. Continually let your people know how & why spinal bones misalign. Let them know the stressors of life will eventually cause their muscles to spasm and may misalign spinal bones and that's why you need to be checked consistently.

Provide Excellent Service: I only provide LAaCVS (Locate, Analyze & assist with the Correction of Vertebral Subluxation)

Fee System: Does your fee structure reflect your values? Are you trying to find people who will fit into your fee system or does your fee system fit the people around your community? You can build a wonderful highly successful practice with either fee system. Challenges occur when you "want" to practice one style but you are actually practicing the other. Be certain how you want to practice is actually how you're practicing in regards to your fee system.

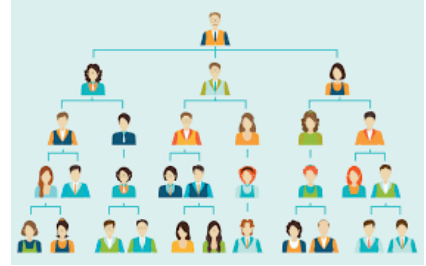
These practicing tips will definitely help you, but only if you apply them.

Enjoy and Keep Sharing TIC.

Thank you Frank Hahn, DC for submitting this article

The organization behind the name

Over 50 years ago, a group of chiropractors would gather together to talk about where they thought the profession was in the stream of time. Would it be around in one hundred years and if so will the profession's current course carry them there? These few recognized the need for organization hence the GSCS was born. They also saw the need for greater specificity in their Chiropractic objective and from this new perspective, a significantly clearer purpose would alter their mission and profoundly redefine their path and they stated it this way.



The Garden State Chiropractic Society is a state organization of chiropractors, students and others who support the practice of chiropractic for the purpose of correcting vertebral subluxations because subluxations, in and of themselves, are a detriment to the fullest expression of life in all people at all times.

They would also vow **“to protect, promote, and advance chiropractic as a separate and distinct profession dedicated to the detection and correction of vertebral subluxations for the better expression of life”**.

As this unique idea took root, the organization continually distilled its mission to further reveal the very essence of the **GSCS**. This clarified mission would forever be referred to as **Non-Therapeutic Straight Chiropractic**. The **GSCS** would carry this standard and teach this principle to all who would listen; they would be recognized by this specific objective and everyone would come to know what the Garden State Chiropractic Society stands for.

This would become the lifelong purpose of that newly formed **Garden State Chiropractic Society**.

Kudos Garden State stay the course.

Continue the journey.

Thank you to Gary Rushing, DC for submitting this article.

GSCS Convention 2021



Thank you to all that attended the GSCS Virtual Convention. Our exceptional line-up of speakers, Drs. Robert Berkowitz, Jack Bourla, Judy Campanale, William Decken, Anthony DeMarco, Joseph J. Donofrio, Brian Dooley and Christopher Kent presented 15 hours of continuing education which were approved in NJ, NY, PA, SC and many more states. Our convention met the nutrition and risk management requirements for NJ renewal as well.

At this point, you should have received your CE certificate by email. Please check your spam and junk folders for the email from KClark@Sherman.edu.

If you are not already a member of the GSCS, take a look at our website or contact a Board member and consider making application.

Not much in life is simple.

This is.



Every profession and organization defines itself both internally and to the world through its objective. The objective of the Garden State Chiropractic Society is to provide community, information and support to the non-therapeutic

(objective straight) chiropractors who seek those things, and all other chiropractors who are interested in learning about the way we practice chiropractic.

Because there are so many misconceptions regarding non-therapeutic chiropractic, and sometimes the message and meaning get a little muddy and confusing over time, I am happy to use this column to review the simplicity and clarity of it all.

The practice objective of the non-therapeutic chiropractor is to locate, analyze and assist in the correction of vertebral subluxations solely because the vertebral subluxation is a detriment to the expression of life. Period. See? Simple. The practice of objective straight chiropractic, then, is also *just* that: to locate, analyze and assist in the correction of vertebral subluxations solely because the vertebral subluxation is a detriment to the expression of life.

Many may wonder where the value is in that and how we can say that *and only that* is what we do, what we know, and what we practice. That's pretty simple too. Check this out: I'm sure we all agree that the living body is inherently brilliant, always striving to be the best that it can be under any given set of circumstances. We can also probably all agree that there is an organizing principle at work using a coordinating organ that is responsible for that and, in humans, the brain, under the direction of the organizing principle that chiropractors refer to as an innate intelligence, performs that function, sending organizing information in the form of mental impulses to all of the body's parts for the purpose of maintaining the body in the best functioning state possible. And we also likely all agree that the conduit between the brain and the body's parts is the nerve system that comprises a spinal cord and the nerves branching off that cord. If you're with me so far, here's the wrap-up: vertebral subluxation interferes with the function of nerve tissue and the transmission of the mental impulse; therefore, vertebral subluxation diminishes the body's ability to function to its fullest potential. In other words, the vertebral subluxation, in and of itself, is a detriment to the expression of life. That--and that alone--is a great enough reason for us to dedicate our lives to serving this particular type of chiropractic.

Finally, it's not enough to say that addressing vertebral subluxations is the complete and sole objective of the non-therapeutic chiropractor. Many other chiropractors say the same thing. It is *why* we do it that differentiates non-therapeutic chiropractic from everything else. We just know that whatever the body is ever asked to deal with, it will always deal better in an un-subluxated state than in a subluxated state.

Simple. Accessible. And absolutely doable.

And when we make it available to our communities, the true value of it becomes quite clear. Like it did this week in my office. On Wednesday, a woman we'll call Mrs. Smith came in for her first visit. She was given an orientation where she learned what non-therapeutic chiropractic is all about and why. It made sense to her. She went home and brought back Mr. Smith and all the little Smiths. Two days later, Mrs. Smith's neighbor, a woman we'll call Mrs. Jones, called to set up an orientation for her family.

Simple. Accessible. Doable.

You want to know how simple and accessible this is? You want to know how and why it's doable for you? Drop us a line at info@gardenstatechiropractic.org.

Thank you to Mark Ohlstein, DC for submitting this article.

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

**“POTENTIAL” MEANS
NOTHING IF YOU DON’T
DO ANYTHING WITH IT.**

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 yet?

Join Us!

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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