



# GSCS Monthly e-newsletter

*"The official voice of straight chiropractic in NJ"*

December 2023

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## From the Prez

Eager

Are we eager or rather too eager when a new patient calls? We get so excited and may skip a few steps in our education program or agree with the patient to be

cordial when talking in a way that is non chiropractic manner. Then the disappointment comes when we have accepted the patient on their terms and they quit either because they feel better or because they don't. Doc, I will see you again when I need you! Thanks Doc you did a great job!

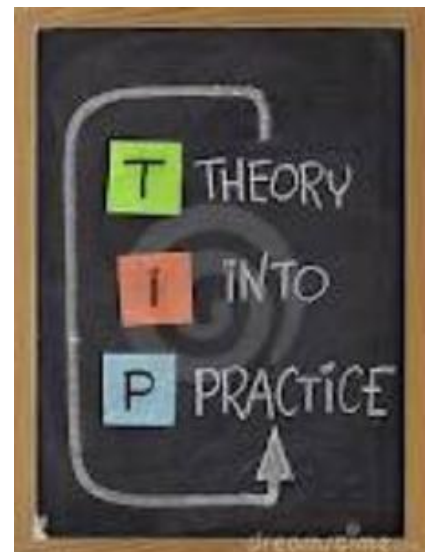
Then, we are left defeated. They never really got chiropractic care, they never brought their family and now are gone. Our practice becomes a disappointing revolving turnstile.

You know if we take the time, curb our *"enthusiasm"* to please a new patient, and let them receive chiropractic care according to our office procedure and philosophy, not everyone will stay, but some will and even refer their family members. This creates a greater satisfaction and a practice that lasts.

Jay Yuhas, D.C.  
*GSCS President*

## Practice tip

People dearly love recognition and gratitude and all too often we get caught up in the day to day practice and miss opportunities to bring our people closer to us on a human basis. Members come to us out of a combination of understanding (Chiropractic principles) and affection for us as a human being. Most of us work hard at education, but sometimes miss the boat in relationship building. Therefore, try never to miss an opportunity to send a handwritten *"Thank you"* note for small kindnesses that your folks do for you, actively seek out at least 3 occasions a week to do this. Of course, never let a referral go un-thanked, you should have a *"who referred you"* line



on your intake forms. Always keep the message short, sweet and honest, I used the following for decades " Dear \_\_\_\_\_, Please accept my sincere thanks for referring \_\_\_\_\_. Be very sure that I will work to justify the faith you have placed in me." Another opportunity occurs around the November-December holidays. Determine your top 4 referrers, go see a local florist and order some small fall/harvest centerpieces for their table (think you and TIC might be discussed over dinner??) Or order some nice poinsettias for Christmas/Chanukah and include a personal note of thanks, not about referral, but rather, about what a pleasure it is to serve them. Friends never let friends fail in practice----make friends.

*Submitted by Joe F. Donofrio, D.C.*

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## **GSCS Announces Speaker Line-Up for Convention 2024**

Mark your calendars for next year's convention. The GSCS will offer up to 15 hours of CE the weekend of April 13-14, 2024 at the APA Hotel Woodbridge.



The GSCS is excited to announce that Jack Bourla, DC, Anthony DeCosta, DC, Anthony DeMarco, DC, Brian Dooley, DC, Reed Howie, DC, Mary-Ellen Rada, DC and Bruce Steinberg, DC will be presenting at Convention 2024.

More info to follow.

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## **1931 B.J. PALMER THE SPINE & HEALTH: WHAT IS CHIROPRACTIC**



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## Chiropractic and the Search for Truth

### The Art of The Question

Not so long ago, very likely longer than I realize, Jim Healey, one of the Garden State Board Members, came up with a one-on-one introduction to Chiropractic that was interactive in its approach, and it was masterful. There were many takeaways from that presentation but one line of reasoning really stood out for me.



He presented an eye opening, real life example of how the use of tactful questions, at the right time, would peak interest. Throughout this interactive presentation, he continued to maintain the interest of the subject, but more importantly, provided immediate feedback as to the level of understanding of the listener. The listener, being a hotel staff member who volunteered, was a completely random person.

Jim started with the very familiar chiropractic lay lecture but with an interactive twist that really worked. He was holding a spine throughout this interactive one-on-one and as the presentation progressed, he moved a vertebra out of position, then he asked this question, "do you think that would be good or bad?" The hotel maintenance worker/student/practice member/person on the street/anyone world wide, with no hesitation or hard thought said, "bad!" Then Jim followed up with a pretty simple but I consider the best question ever, "why" and continued with, " why do you think it's bad?" The look on that volunteer's face will forever be etched in my memory. He appeared stunned

and at a loss for words. In that instant, I was sure no other doctor had ever asked for his thoughts on anything ever. The reply he gave then proved he was listening and that he was in the moment. Now, that wasn't Jim's first "why" question in that presentation, but that was the "why" that really stood out to me, and I'm sure stood out to so many in that very room, so I guess it was really my WOW moment. You can ask Jim if you want the whole story line.

As simple as that technique was, it really spoke volumes in regards to getting through to people. "Why" questions really get to the heart of any matter. Right away, you find out if they're in the moment. Questions like "do they get the big picture," or "do they need a little more background," and it really gets the person engaged in the process.

"Why" questions really help our listeners follow the logic of Chiropractic philosophy. By posing a progression of questions, it leads them to a very reasonable conclusion. Chiropractic is logical, rational and reasonable for a lifetime for everyone!

We need to remember that reinforcement for what we teach or share doesn't exist outside our four walls.

They can only receive the "big idea" from you.

So, what's the Chiropractic IQ of your Practice Members?

The next 20,50,100,200,500 established practice members that walk thru your doors, ask them a "why" question. Test their knowledge and understanding of chiropractic philosophy and their answers will tell you where YOUR practice is headed.

Why are you here today?

Why do you get your spine checked?

Why haven't you told someone about Chiropractic?

Why isn't your spouse here?

Why do you bring your children?

Why did you tell your neighbor?

This list is endless but as you can see they all start with the same three letters.

The real measure of our success in Chiropractic lies in the answers we hear when we ask, "why?" If the response you hear is congruent with Objective Straight Chiropractic then keep doing what you're doing, if it's not, get with the Garden State Chiropractic Society and attend their quarterly meetings. Attend the annual convention. Make the changes necessary that will get the desired results.

If we really want to have an impact on our communities we need to create Objective Straight Chiropractic Practice members. They will help us tell the story of chiropractic.

When thinking back on Jim's presentation, that interactive approach was unique and powerful. That hotel staff member walked away with a good and sound understanding of why he and his family should get to a Chiropractor. It's time to step up our game! The world needs Objective Straight Chiropractic.

*Submitted by Gary W. Rushing D.C.*

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## Office for lease

35 W Main St | Denville, NJ 07834  
Office For Lease | 1,100 SF | \$32.00 /SF/YR

Set up for a doctor's office. 3 exam rooms plus doctor's private office.

It's located in a medical building in downtown Denville. Walking distance to St. Clair's hospital

For more information and pictures please call or Text Gino at 973-418-0587 or email: [Gino@integratitle.com](mailto:Gino@integratitle.com)



## Associate Chiropractor Wanted Branchville, NJ

An associate position is immediately available for a growth-oriented individual to join a successful 36-year vitalistic, family-focused Chiropractic office.



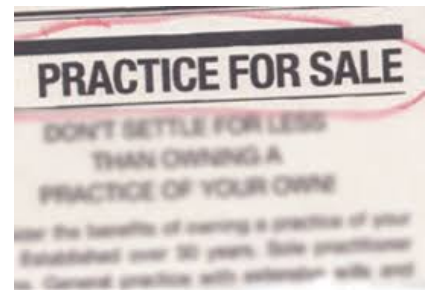
If you have prenatal and pediatric knowledge, experience, and skills and are energetic, ambitious, compassionate, and coachable, as well as an excellent communicator, committed to exceptional care and service, team-centered, with a strong work ethic and a desire to grow, we invite you to apply by responding to this email.

Salary (based on experience) and performance bonuses included.

Dr. Kim Stetzel has a wealth of experience and expertise, making Branchville Family Chiropractic a well-established resource for the community of Branchville, NJ and an excellent opportunity for the right chiropractor.

## **Practice for sale**

Centrally located in Mercer County NJ, our family chiropractic practice for sale brings together small town community and extraordinary lifestyle options. Preserved open space throughout the community, great schools in all ages ranges, and the demand for lifestyle-focused chiropractic care. 75 minutes from Manhattan, 45 minutes to Philly, 15 minutes from Whole Foods, excellent shopping options. River sports, mountains, bouldering throughout the Delaware River region, and less than an hour from the ocean. High concentration of white collar professionals near the state capital, universities and large corporations means people have the desire and resources for chiropractic care.



Our practice focuses on structural-based models of care for all ages and superior professionalism. We have an excellent ROI with operating overhead lower than 30% monthly gross income. No need to mess with unwinding poor insurance choices, this practice has the cash focus and support systems for immediate success. 24 patient hours per week, turnkey operations, \$360k gross collections, asking \$175k.

**<https://www.progressivepracticesales.com/princeton-new-jersey>**

Contact Aryn at **[draryndc@gmail.com](mailto:draryndc@gmail.com)**

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## TD Bank Affinity fund



The Garden State Chiropractic Society has joined the affinity program sponsored by TD Bank.

You can link a new or existing account to the GSCS. The account may be savings, checking, certificate of deposit, etc. It may be a personal or a business account. Since TD Bank has offices in several states, you can invite family members, friends, associate members and practice members to participate in this program. New TD Bank Affinity Member Customers get \$25 when opening a new checking account in store. See the attached flyer for details.

Simply visit your closest TD Bank branch and state you would like to link your account(s) to the Garden State Chiropractic Society. We greatly appreciate your support.

Please contact your local TD bank for further information.

Click [HERE](#) for flyer

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## 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.

**GARDEN STATE  
CHIROPRACTIC SOCIETY**  
P.O. Box 298  
Franklin Park, NJ 08823



Garden State Chiropractic Society | P.O. Box 298, Franklin Park, NJ 08823

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