

What the World Needs Now...

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While people in the United States continue to adjust their lives to the events that began on September 11, each of us should be asking what action chiropractic should be taking. Initially we read how many in the profession got involved, from caring for rescue workers, to raising money in support of the Red Cross. Doctors of chiropractic responded to the immediate needs of our nation.

But as the weeks and months roll by, and the violence and turmoil of September 11 recede, there are ways we can continue to impact our communities - ways that may be subtler, but are just as important:

- **It's All About Caring** - We all know that doctors of chiropractic are famous for their special care and concern for their patients. We have continually embarrassed the medical profession in how we treat our patients. This is a good time to recommit ourselves to doing everything we can to show our patients just how much we care about them. How you speak and act will make a greater impact, especially to those that have been impacted by recent events.
- **Health Means More** - As we are reminded of our own mortality, we are also reminded of how precious our health is. Take this opportunity to talk to your patients and educate them about wellness and the part chiropractic plays in their overall health. This might also be the perfect time to help them quit smoking, lose weight, eat better or just think a little more about their own well being.
- **Encourage Them to Talk** - My father used to tell me about the "additional" care he provided his patients by encouraging them to express their feelings about things that were bothering them. Some of their complaints were wellness related, but many were not. He still believed that part of being a doctor was caring for the whole person, and this was included.
- **Reach Out and Be Visible** - As the U.S. military discusses how doctors of chiropractic can play a role in future events, it is important that the people in your community see you in your role as a primary caregiver. Any opportunities you have to speak to groups about chiropractic, wellness, health, or any related topic, will have a significant impact on them. This is more than an effort to win more patients. It is an effort to create a healthier community.
- **Volunteer** - We all lead busy lives. But that is no excuse. There are many areas of need in your community, and this is an important time to insure that there is at least one doctor of chiropractic participating in every effort. You could possibly be the first chiropractor some people have ever met. This would give you a great opportunity to share chiropractic as you work together for the benefit of your community. (You can also begin a referral relationship with the medical doctor who will be there too.)

In times of greatest need, it's the people who step up that make the difference and enjoy the recognition. Our country is united to face a great challenge. People are sacrificing their time and resources to make a difference.

You are chiropractic in your community. What you do (or don't do) will speak volumes about you and the profession.

It's your time to shine. Don't miss it.

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