

Excellence and Success

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While most of us think of excellence and success in the same context, they aren't always linked. You probably know a number of DCs who are excellent doctors of chiropractic, but aren't nearly as successful as they should be.

Likewise, success is not always awarded to those offering the highest quality product or service. McDonald's doesn't argue that they have the best hamburger, they brag about how many they've sold (over 80 billion "served" at last count). They are indisputably the most successful burger pusher, but most people wouldn't consider theirs the best hamburger.

So what is the secret to excellence AND success? How do you provide excellent chiropractic care in a market where fast food is king, where managed care tries to force you to consider the number "served" rather than the quality of care delivered? How do you find the best ways to practice AND be successful?

In the old days, doctors would share information with one another. The DCs in town would feel a responsibility toward a new graduate setting up practice. They would take the doctor to lunch, give advice and generally help the neophyte doctor become successful. It was a matter of professional pride.

Through the years, this process became more formal. The state association or local society took on the task of training new members, addressing practice issues and pointing members toward success. There were also informal opportunities for DCs to share ideas and network in small groups after the meetings.

Today, most DCs don't have time to attend their local association meetings. Even though we have many more doctors of chiropractic (especially in the U.S.), we are less "connected" now than when we were fewer in number. This has left some DCs struggling with problems that neighboring doctors have already solved.

A sense of competitiveness has replaced professional pride. New doctors are often left on their own to survive, but there are still many doctors who (even in this managed care environment) are willing to give advice to other DCs to help them be successful. If you are one of those, keep reading.

The chiropractic profession needs mentors: DCs who have attained a level of excellence in one or more areas of chiropractic, be it clinical or on the practice side.

If that's you, this is your chance to share your knowledge and experience with DCs from around the world without leaving the office. You will be part of a network of doctors of chiropractic who assist other DCs with advice and encouragement. This is a way you can give back while contributing to the growth of chiropractic as a profession.

The concept is relatively simple. It's a website called Clinical Excellence and Practice Success (www.CEPS.net), a special part of ChiroWeb.com. This is where DC mentors and professional

consultants come together to answer questions, exchange ideas and promote successful chiropractic practice and excellent chiropractic care. This is a place where the best ideas can come forth and we can all learn from one another.

The DC mentors will answer questions and moderate forums on various topics of Clinical Excellence and Practice Success:

Clinical Excellence

- *Adjusting Techniques*
- *Chiropractic Diagnosis/Analysis*
- *Difficult Cases*
- *Extremities*
- *Geriatrics*
- *Pediatrics*
- *Other (Make a Suggestion!)*

Practice Success

- *Cash Practice*
- *Insurance Reimbursement*
- *Managed Care*
- *Marketing*
- *Personal Injury*
- *Workers Compensation*
- *Other (Make a Suggestion!)*

Mentors will also write articles on these topics that will be published on the website and highlighted in a new e-mail newsletter.

If you have developed a level of expertise in one or more of these areas, your colleagues need you. We'll provide the format; all you need to do is spend a couple of hours each week.

If you're interested, please send your resumé, color photograph and a short note on which topic(s) you're most qualified to discuss, to:

Chiropractic Mentors

P.O. Box 6100

Huntington Beach, CA 92615-6100

Please include your e-mail address.

To achieve excellence and succeed, we can strive on our own, or we can work together to enhance each other and strengthen our profession.

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