

## "It," or "Like It"

Years ago I had the opportunity of taking numerous continuing education courses with Dr. L. John Faye. At the time, Dr. Faye was practicing in Canada and teaching applied concepts of motion palpation and dynamic joint function.

Dr. Faye always encouraged the attendees to authenticate their practices by following correct principles of professional and personal behavior. He had two expressions he frequently used: "It" (to describe those doctors who were on the right track); and "Like it" (for those who weren't).

While there are certainly strong clinical implications of being "it," there are nonclinical aspects that affect our practices and our professional standing in the community. While some of our leaders teach new graduates to dress for success and demonstrate the outward expressions of successful professional conduct, there is more to it. When I think of political and business leaders I have known and respect, one characteristic they have in common is promptly responding to letters and phone calls. I consistently see chiropractic professionals and others closely associated with our profession fail to return telephone calls (even to DCs), fail to communicate in writing to community and political leaders, and fail to fully participate in the social and cultural events of their communities as their professional and financial standing permits.

One challenge to the chiropractic profession is to consistently adopt these behaviors. I would challenge every DC and individual associated with our profession to make a point to return any telephone call the day it is received. I would hope that a telephone call from another chiropractor would be taken, if at all possible, and if not, be returned almost immediately out of professional respect. If we do not respect each other as chiropractors, how do we expect third parties to have any professional admiration for us collectively?

I would also encourage and challenge DCs to generate at least one note or card daily to people in the community. As is typical of my practice, I just yesterday forwarded personal notes to: the community economic development director with whom I had an hour-long afternoon meeting; the director of emergency services who is helping upgrade our county ambulance service; and the chief of police for an early childhood prevention program. I also recently sent a personal thank you note to the fire chief for the assistance of his officers at a scene that my family and I were witness to.

I can assure you, as can my staff, that this sort of communication is an almost daily event. It is rare that another chiropractor or member of a professional organization associated with chiropractic would call my office and I not take the call or return it within minutes.

I encourage every member of our profession, regardless of philosophy, school or stage of practice, to adopt these few but important behaviors. I am convinced that if we do, we will meet the public expectation of being "It," rather than "Like it." We will enjoy the professional success associated with being the "real thing."

