

A Matter of Trust

WHY DCS MUST BEGIN NETWORKING WITH GPS AND FPS

Donald M. Petersen Jr., BS, HCD(hc), FICC(h), Publisher

Recently, in a meeting to plan an exciting new program that MPI will be co-sponsoring for the chiropractic profession,* someone who is greatly admired and trusted by the profession stated, "I know you, Don, and trust you. We'll do it the way you think it will be best for the chiropractic profession."

After that conversation, there was an opportunity to reflect on that statement: it had a certain truth about it. Think about the people you do business with. Chances are, they are also people you "trust." This is true for me as well.

Whenever possible, I make an effort to get to know the decision makers within the profession: share a meal together or just have a quiet one-on-one conversation. This is what builds the bridges, helps establish the trust; allows us to work together for the benefit of chiropractic.

This may be something you want to do more of. The next time you are in the same area that your state association president (or someone who you respect and could benefit by working with), call them and see if the two of you can share lunch. You may be surprised at the results.

This same concept holds true for your relationship with other health care providers. The walls of ignorance and prejudice are broken down one at a time by personal contact.

At present, the medical profession is controlling the gatekeeper end of managed health care. Unless the Clinton administration decides to propose a completely different system, and then is able to push it through Congress, the current gatekeeping model will become the federal mandate.

As the old-time MDs die off or retire, the opportunities to educate and build relationships with more open-minded MDs and DOs grow. Chiropractic's place in national health care could depend upon the relationship it has with the medical community.

No, this isn't heresy.

If you are capable of explaining the benefits of chiropractic care to your patients, you should be able to talk to MDs as well. You may not know it, but you have a lot in common. Reviewing the last few issues of the American Medical News reveals some interesting points:

MDs are seeing their bills cut, especially by Medicare.

There are over 1,500 sets of guidelines governing some aspects of medicine, many of them conflicting.

They are scared to death about national health care reform.

All health care providers seem to share many of the same occupational frustrations and challenges.

The list goes on, but the point is clear. You have a lot in common with MDs and should have no problem sitting down, sharing a meal, and getting to know each other.

In the event that you find yourself talking to a skeptic, try throwing some of the more recent research papers at them. If you need help, call us, that's what we're here for: (714) 960-6577.

If the person prefers to remain close-minded, move on. With so many MDs, they are somewhat like buses: if you miss this one, there is another one coming along in five minutes.

Your professional relationships may even become personal as well. Is that possible?

Not only will your practice grow as you reach out and begin networking with other health care providers, but the doors they can open may very well be the difference between being included or excluded in the new health care system, whatever it will be, whenever it will be.

References

* Sorry, but you'll have to wait for the formal announcement in September to find out what it is.

DMP Jr., BS, HCD(hc)

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