

Interview with Dr. Richard Vincent

Editorial Staff

"DC": First of all, Dr. Vincent, would you talk a little bit about why the Society of Chiropractic Management Consultants (SCMC) was created?

Dr. Vincent: The society was created out of an absolute need to form a structure whereby the chiropractic management consultants of the United States and Canada could meet, have a forum, be an informational resource to one another, as well as to establish a code of business conduct (please see "SCMC Code of Ethics" on this page) and standards in general, as it would relate to the industry of chiropractic management consulting.

"DC": What long-term benefits do you anticipate this will have for the individual consultants, as well as the profession?

Dr. Vincent: I see the long-term benefits to the consultants being able to provide them with information that will allow them to better serve the needs of their clients as we go through some great transitional changes in chiropractic. The long-term benefit to the field practitioner will be the assurances that those consulting firms who belong to the Society of Chiropractic Management Consultants meet standards that bring a higher quality of delivery to the chiropractic profession.

"DC": There are those in the profession that, after looking over the code of ethics, have been rather critical of the involvement of Dr. David Singer, based on his past with Scientology, and Dr. William Harris, based on his use of percentage contracts (please see "We Get Letters" in this issue). Would you comment on why they have decided to become the initial members?

Dr. Vincent: I am not sure I could tell you how they decided to become initial members; however, both of the doctors that you have referenced participated in the original meeting of November 1990, and the subsequent meetings, and fully participated in the process of forming the organization. When the issue of criteria came about, both doctors agreed to the criteria as it relates to religion and percentage contracts. I am of the opinion that they are aware of the need to march to the beat of a new drummer and to meet the standards that have been established for the consulting profession. I look at it as a very positive statement rather than a negative one. I would much rather have all consultants as part of this organization. By being part of the organization they will become part of the solution, rather than part of the problem.

"DC": In your opinion, is there any reason why all consultants couldn't become members?

Dr. Vincent: There isn't any reason why all consultants could not be members. Obviously, it would be important that they meet the criteria. We welcome all management consultants who serve the chiropractic profession to become members of this organization, because in doing so, they will be better able to serve the chiropractic profession.

"DC": From what you have said previously when we've talked, you are going to be inviting each and every chiropractic management consultant to become a member. If you could talk directly to each one, individually, what would you say to them about becoming a member?

Dr. Vincent: I would say that there is nothing more frightening than being alone. By becoming a member of the SCMC, the individual consultant has an opportunity to be able to meet with and share ideas with fellow consultants. This ultimately enables them to deliver a better product, which in turn assures the client of information that meets not only standards but contemporary thinking.

"DC": Thank you Dr. Vincent.

You may contact Dr. Vincent concerning the Society of Chiropractic Management Consultants at:

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Code of Ethics of the SCMC

A member of this society:

- Shall not sign to a practice management agreement or contract any students until after their graduation from chiropractic college.
- Shall operate and charge on a fee for service basis, rather than on a fee schedule based on a percentage of services rendered or income.
- Shall not promote any specific religion(s) nor provide religious counseling of any kind as part of the management service.
- Shall not engage in self-dealing or conflicts of interest with their clients.
- Shall not engage in misleading or deceptive advertising nor shall they imply or give a guarantee of results to their clients.

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