

We Still Have Much to Accomplish

Congratulations to *Dynamic Chiropractic* on the occasion of this 500th printing. In this day when all print media struggle for readership and financial stability, I congratulate Don Petersen on his editorial and business acumen, as well as thank him for his dedication and contributions to the chiropractic profession.

Although not a regular columnist for *DC*, I want to use this occasion to promote a great opportunity that exists for the chiropractic profession. Recently, the U.S. Department of Health and Human Services published statistics (*Advance Data From Vital and Health Statistics*, May 27, 2004) indicating that the "U.S. public spent between \$36 and \$47 billion on complementary and alternative medicine in 1997. Of this amount, between \$12 and \$19 billion was spent on chiropractors, acupuncturists, and massage therapists." Further, they state that this amount was more than was paid out-of-pocket for all hospitalizations in that same year. Excerpts from this report were aired on National Public Radio, and confirm the potential of chiropractic health care for every American.

While I am excited by this news, I feel that we still have much to accomplish. I believe that the potential of chiropractic is limitless if we all work together to promote our profession. Unfortunately, today there is still too much that divides us. Each time I read a new article or an e-mail abasing the work and ideals of another chiropractor, I wonder how we will become the strong profession we were meant to be if we continue being so critical of one another. Quoting one of my heroes, Babe Ruth, "The way a team plays as a whole determines its success. You may have the greatest bunch of individual stars in the world, but if they don't play together, the club won't be worth a dime."

Let's not forget the warning from our nation's history that "a house divided against itself cannot stand." I do not mean to suggest that divisions in chiropractic approach anything close to civil war, but look at all the United States has accomplished since ending its own internal conflict. As a unified nation, our country has risen to become a beacon of hope for the entire world. Surely by working together, our profession will become a model of excellence for all other health care providers to follow.

As *Dynamic Chiropractic* progresses on to its 1,000th printing, I urge each of you to use this publication to build unity, to support one another, and to grow the chiropractic profession.

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