

Will You Be My Chiropractic Advisor?

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While I have the opportunity to talk with many doctors (and students) from across the country, I can't help but feel I need more. I miss talking to my father, Donald M. Petersen (yes, I'm a junior), a long-time doctor of chiropractic and the founder of *Dynamic Chiropractic*. As a second-generation chiropractor, he had unique insights into the needs of our profession.

Because he was a practicing DC, he helped keep the needs of the profession in the forefront of everything we do. And while he taught me well, there is an important perspective that you get when your patients are your primary concern.

I would like to ask you if you would be willing to be one of my "chiropractic advisors." I would be respectful of your time and probably only consult with you six to 10 times a year, almost always by e-mail.

Your experience as a practicing doctor of chiropractic, seeing patients every day and making the benefits of chiropractic known in your community, will provide us with additional insight on how *Dynamic Chiropractic* can best serve the chiropractic profession and help you best serve your patients. Your thoughts, comments and points of view will help provide a sense of direction as we look to utilize *DC*, the *Chiropractic Research Review*, ChiroWeb.com and our other initiatives in the best ways possible to benefit the profession.

Our goal is to meet the needs of you, the practicing doctor of chiropractic, in the areas where we can make a difference. Understanding your needs and how best to meet them is almost impossible unless we hear from you directly.

You know what is most important to you. We want to hear what you have to say.

As you already know, this article is being read by 60,000+ DCs. That's a lot of doctors to talk to.

The only way to effectively hear from each DC and be responsive to your thoughts is via the Internet. The Web gives us a medium in which we can ask for your opinion on a particular topic and you can provide your thoughts quickly and easily in a manner that is convenient and respectful of your time. And while the latest independent survey shows that 64 percent of U.S. DCs visit ChiroWeb.com in a single month, I would like to make this more personal by using e-mail. This way, only those DCs who want to act as advisors are contacted.

While we have the e-mail addresses of many DCs on file, but we don't have all of them. If you currently receive Chiro Deals & Events (the e-mail newsletter that announces special offers for DCs only) every two weeks, it means that we already have your e-mail address.

We would like to send the first e-mail to our chiropractic advisors on Nov. 10, 2004. In order to keep your time commitment at a minimum, this e-mail will include a link to a form that will give you the ability to provide short responses to questions, or to just click on your choice from a list of possible answers. It will rarely require more than 3-5 minutes of your time.

You can confirm if you want to be one of my advisors with each advisory e-mail. If you do, simply provide your opinion on the topics included in the e-mail. If at any time you don't want to be a chiropractic advisor, there is always an opt-out feature that you can use to tell us.

If for some reason you do not currently receive Chiro Deals & Events, we probably don't already have your e-mail address. If you would like to be one of my advisors, would you please send me an e-mail letting me know that you would be willing to share your opinion with me? You can just e-mail me at an e-mail address set up specifically for this purpose: donp@dcmedia.com.

Please know that your personal opinions will not be published or shared outside our organization. It is specifically for us to better understand your needs and what initiatives we should be involved with and/or encourage others to pursue in order to help meet those needs.

Thank you so much for considering being my chiropractic advisor. Your thoughts are very important. They will help shape what we do, what we support, and where we focus our efforts for you, your practice and our profession.

DMP Jr.

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