

The Next Best Thing to Being There

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Right now, as you are reading this column you are likely adding inflection to my words and possibly imagining what I look like speaking based on the photograph above – one that is admittedly a few years old. You and I have developed a certain kind of relationship through these articles. You have a sense of who I am based upon what you can glean from the printed page. If you read [my blog](#) or my tweets ([@donald petersen](#)), or visit my [Facebook page](#), you will learn more about who I am, but it is still a fairly flat experience. If we've talked or exchanged e-mails, I know you based on our conversations. If not, I know about you based upon the thousands of DCs I have communicated with.

Beyond the printed page, the Internet allows *Dynamic Chiropractic* to communicate information through different media. And while not all media is optimal for a given type of information, there is a growing preference in our profession for *video*. For many types of presentations, video is actually a much better way to communicate, particularly when you need to see a technique, an object or a procedure. Video not only provides the viewer with visual communication, (body language, gestures, etc.); it also somehow makes people more real.

According to a recent survey, a significant number of doctors of chiropractic actually prefer to receive much of their information in video form as opposed to other formats. Recognizing this preference, *DC* is making 2012 the year that we commit time and resources to add video presentations to our already vast array of content.

Our goal is to present chiropractic information to you in the most effective way possible. In many cases, video is the best way to do this. That doesn't mean every article will also be presented in video format. If all you get is a talking head, you will likely tire of the experience and begin doing something else while you “listen” to the information.

As we expand our content to include video, we would like your input and direction. We will be placing a comment form on the page with each video. Some of the videos will be about research, some will be news, some will be interviews and some will be more demonstration-oriented. Which type of information is best provided via video is what we need to know.

Our first efforts can be found at www.dynamicchiropractic.com/video. Please take a moment or two to watch a few of these videos and give us your feedback. Each of the videos is generally short – under 3 minutes – and addresses a topic relevant to the profession and you, the doctor of chiropractic.

As our competency with this new media improves and our understanding of the best way to use it increases, you will likely see more video presentations on our Web site, in Webinars and in our e-mail newsletters. Over time, we expect to expand the use of video in all areas of publication to better provide news and information to the profession.

The day is quickly coming when we will likely be talking through video e-mails and video phone calls. When it does, we will be able to communicate even more clearly and get to know each other

on a more personal level. Until then, and as always, we will keep working to provide you with the most up-to-date chiropractic news and information in the media format that provides you with the best presentation. Again, we welcome you input and direction.

Read more findings on my blog: <http://blog.toyourhealth.com/wrblog/>. You can also visit me on [Facebook](#).

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