

Listen to the Ideas that Will Improve Your Future

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There is nothing more powerful than an idea. This is no more true than with respect to your practice. Thinking about different challenges and issues that affect your practice, and how to deal with them, can produce a higher level of understanding that results in solutions. The hard part is getting away from the routine long enough to really think about what you are doing, what you *could* be doing and how that could improve your practice.

Vacations can be a time for critical thinking, but they really shouldn't be. A vacation is precious time with special people we all tend to take for granted most of the year. It is your time to create memories and enjoy life.

Believe it or not, the world of publishing is changing even faster than health care. Apps, video, social media and many more tools are evolving at a very quick pace, and with few established guidelines. Our publication's ability to grow and flourish in this environment requires us to regularly attend various conferences. These help us see the opportunities and develop strategies to take advantage of them.

Unfortunately, a lot of DCs are not taking the time to attend their state or national conventions in a similar effort to keep pace with coming changes. They get their CE credits from the least expensive vendor and are content to keep practicing the same way they have always practiced. When asked, they usually state that time away from their practice or cost is the prohibiting factor. I liken this to a driver who isn't sure where they are going, but doesn't want to ask directions for fear it may slow them down. The results are predictable.

You should be attending your state association convention at least every two years. This will give you the opportunity to hear new speakers, learn about new products / services and talk to other DCs in your area to see how they are thriving in similar practice environments. You should be attending even if you don't want to become an association member (for whatever reason).

If you want to see chiropractic practice on a broader level (or don't feel your state convention is up to par), you should consider one of the major conventions. There are three I recommend you choose from, depending on your location and interests:

- Parker Seminars Las Vegas: Jan. 9-11, 2014 - Lots of great speakers, one of the largest groups of vendors in the country, Vegas nightlife. Great place to spend time with someone special. Learn more at www.parker.edu/lasvegas.
- ACC / RAC, Orlando: March 20-22, 2014 - The Association of Chiropractic Colleges / Research Agenda Conference is perfect for those DCs who want to get a deeper understanding of the current chiropractic research being conducted. It is smaller (about 500 attendees) and well-attended by academics and researchers. Visit www.chirocolleges.org/accrac for more information.

- Florida Chiropractic Association National Convention & Expo, Orlando 2014: Aug. 21-24, 2014 - Again, lots of great speakers, one of the largest groups of vendors in the country, plus vacation activities for the whole family. Get more information at www.fcachiro.org.

The above list is obviously not exhaustive and it is certainly not meant to offend any event not included. These are events I have been attending every year for decades. In addition to these, you may also want to ask your colleagues about what events they've found to be the most beneficial. Try to find an event that has the best environment for you to begin evaluating your practice and considering how you can make positive steps toward greater success in 2014.

What matters most is that you get away from the office for a few days, focus on your practice from a new perspective, talk to other DCs who practice differently, and immerse yourself in an environment that will help you cultivate new ideas. Once you've taken all this in, you will want to spend some quiet time reviewing your new ideas and evaluating how they can make a difference. Great ideas will speak to you and expand your future ... when you take the time to hear them.

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

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