

We Get Letters & E-Mail

Killing Our Profession Slowly

Dear Editor:

I have been licensed to practice for 30 years now. In that time, I have seen the profession slowly die and other health care professions, such as physical therapy, grow. Why? Well, we can look at what has been done to bring us current with 21st century education, marketing and competition; and we can look at what has been done to expand our scope of practice. The answer: very little and nothing!

It appears that we teach manipulation for [subluxations](#), but not treatment of the human body. We see people with health problems; most of society calls them medical problems. Why don't we rename the DC a Doctor of Medical Chiropractic? Because we are still stuck in 1895 and do not realize that having a title of medicine keeps us in the laws of the land and states. But no, we must keep our own title clean of anything to do with medicine - while all the other professions eat away at us.

One day, you will wake up and find the profession has gone the way of licensed doctors of homeopathy and most naturopaths. Why? Because more and more *doctors* of physical therapy are being created; more and more *doctors* of physiatry are being created; and more and more massage therapists are being licensed and calling themselves neuromuscular therapists without hardly any education. Wake up! Holding on to a vague term like *subluxation* will kill you for sure.

No one at the CCE or any other board is trying to kill your right to only manipulate or adjust the spine. It's all in your mind. Or do you not want to make good money, be able to fund new laws, and have great advertising for the profession on TV and in magazines? I hear about great ads, but so far, I have never seen an ad in 30 years; nor have any of my patients. Why?

If you personally do not want to move into the 21st century, fine; but don't kill your entire profession by holding us back.

Dr. Edwards' article [regarding [CCE reform](#); Sept. 15 issue] is the same garbage I have heard for 30 years, and yet I do not see the profession growing at all. I do not see the majority of DCs doing well. I hear their lies and have gone to their offices and seen firsthand. I have even seen companies marketing a \$19.95 adjustment-only clinic. What's wrong with this picture?

In 1985, I charged \$45 for a manipulation. Who is selling DCs on the idea that if you are cheap, everyone will come? That really worked for Lexus, Lincoln and Cadillac - wrong.

Let's get behind our boards, like the CCE, that want to move us into the 21st century and be part of the government insurance program. Or would you rather wake up one day, as in Canada or England, and find yourself getting \$10 for a visit - less than a massage therapist?

Since no one wants to educate you on reasonable and customary fees, let me do it. If the average fee in your area is low, the insurance industry will reduce your fees. If you raise your fees as the

cost of living goes up, your RC will go up over time. Have you seen your fees go up or down? I'm guessing *down*. No you know why. It is killing you slowly and you don't see it.

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Dynamic Chiropractic encourages letters to the editor to discuss issues relevant to the profession and/or to respond to a previously published article. Submission is acknowledgment that your letter may be published in a future issue of the publication. Submit your letter to editorial@mpamedia.com; please include your full name, relevant degree(s) obtained, as well as the city and state in which you practice.

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