

The Magic of Unity Without Uniformity

Donald M. Petersen Jr., BS, HCD(hc), FICC(h), Publisher

When my father started *Dynamic Chiropractic* back in 1983, he made a commitment to bring "Unity without Uniformity." The idea is that we can work together to promote chiropractic without making our differences a stumbling block to our success. This commitment is still in place and appears at the top of the circulation page of every issue of *DC*, both print and digital.

My dad knew the chiropractic profession could accomplish great things if we acted as a unified profession. His belief is holding true, as demonstrated by some of the recent events that are providing chiropractic in the U.S. with more exposure than we have seen in the past:

Opportunity Through Unity

The American Academy of Spine Physicians (AASP) recently announced "a cooperative initiative with the Foundation for Chiropractic Progress (F4CP) to enhance awareness of the role of chiropractic in spine care and help shape the future of spine care." As part of this initiative, doctors with the F4CP were provided with complimentary directory listings and other benefits.¹

WebMD enjoys first place as the top destination for those searching the web for health information. With some 7 million monthly searches on its directory, WebMD has recognized the need to add doctors of chiropractic. As part of a collaboration with the F4CP, "WebMD is inviting all DCs to add their practice details as a free listing on the WebMD doctor directory. All Foundation for Chiropractic Progress members will automatically be added to the directory."²

PR News Group is the go-to source serving the communications and PR community at corporations, agencies and nonprofits. Every year, it "[celebrates] the female leaders moving the needle in the healthcare profession" with its Top Women in Healthcare Awards. For what is believed to be the first time ever, a doctor of chiropractic - Dr. Sherry McAllister, the executive director for the Foundation of Chiropractic Progress - has been nominated in the Director category for this award.³

What made these strides possible is the unified effort by people and organizations willing to focus on one thing: promoting chiropractic. This is not the work of a few individuals, but the combined efforts and support of the 24,110 DC members, 40 state association members / supporters, 11 chiropractic colleges and more than 30 chiropractic vendors currently affiliated with the F4CP.

The above are just three examples of the current interest in chiropractic. Other health care professions, organizations and individuals are becoming increasingly interested in learning about the value of chiropractic. This includes:

- [An invitation](#) to present chiropractic information at the First Annual Colorado Consortium Education Symposium at the University of Colorado Anschutz Medical Campus⁴
- [Sponsoring](#) a new workshop dedicated to drug-free pain management held by the National Academies of Sciences, Engineering and Medicine (NASSEM)⁵
- Co-hosting [a workshop](#) in collaboration with the National Association of Worksite Health Centers (NAWHC) on how to integrate chiropractic care into the neuromusculoskeletal and

pain management services offered through on-site and near-site employer health clinics⁶

How Can We Do More? Easy: By Working Together

If you are not a member of the Foundation for Chiropractic Progress, sign up at F4CP.org. As you can see, it is well-worth the relatively modest expense. Also encourage your state association and chiropractic college to become members if they aren't already.

Most importantly, ask the chiropractic vendors you work with if they are giving back by investing in the efforts of the F4CP. Clearly, more chiropractic patients equates to more business for them.

Finally, take some time every day to promote chiropractic to your patients, their friends and your community. It will make a difference.

Together, we can unite to tell the world about the importance of chiropractic care. A little from each of us makes a big impact when focused in the same direction. Thank you for all you do for chiropractic.

References

1. American Association of Spine Physicians. "Spine Care: Emerging Trends & Developing Opportunities." *Dynamic Chiropractic*, March 2019.
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3. PR News Group: Top Women in Healthcare Awards. 2019 Finalists - Director.
4. "F4CP to Present Best Practices for Pain Management at First Annual Colorado Consortium Education Symposium." Foundation for Chiropractic Progress, Sept. 25, 2018.
5. "F4CP Supports National Academies of Sciences, Engineering and Medicine's Nonpharmacological Pain Workshop." Foundation for Chiropractic Progress, Nov. 15, 2018.
6. Workshop on Integrating Chiropractic Services into Corporate Health Clinics. Foundation for Chiropractic Progress, Jan. 25, 2019.

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