

A Last Look Back

Editorial Staff

Before we begin 1998, let's consider and enjoy a review of some of the victories that happened in 1997:

Chiropractic is Growing Internationally -- Chiropractic's presence in countries outside North America is increasing rapidly. In 1997 alone, we saw a newly accredited L'Institut Francais de Chiropractic in France; new Low Back Pain Guidelines and a General Chiropractic Council occurring in Great Britain; the WHO's establishing official relations with the World Federation of Chiropractic (WFC); chiropractic care being taught at the University of Korea; and the establishment of a chiropractic program at Odense University in Denmark.

Telling Our Own Story -- 1997 began with the Chiropractic Documentary airing nationally twice on the cable tv channel CNBC. Add to this our first chiropractic television commercial "roadblock" which aired on the ABC, CBS, NBC and Fox networks simultaneously; the first chiropractor appearing on a managed care educational television program; and the ACA, ICA and Association of Chiropractic Colleges (ACC) working together to form and fund (with almost \$2 million over the next three years) the first chiropractic advertising alliance.

Plenty of Big Victories -- In addition to the above, there are several important events worth mentioning. The Association of Chiropractic Colleges established its first two position papers on chiropractic; the federal government awarded a total of more than \$2 million in chiropractic research grants; and Life University won national titles in track and field, ice hockey and men's basketball.

Chiropractic didn't just make advances on the basketball court, however. In the court of law, a group of Ohio DCs won a court battle with workers compensation, with a settlement of more than \$500,000 after attorney's fees. Other important legislation included Medicare practice expense increases (beginning in 1998); the elimination of mandatory Medicare x-rays (beginning in the year 2000); the passage of a bill guaranteeing direct access to chiropractic in Maine; and a law requiring insurers to cover chiropractic benefits in New York.

Looking back at 1997 should help us see the momentum that has been building toward today. Many of last year's victories came after two and three year battles. Although we have accomplished much, there is still a great deal to be done.

With each year, we have a new chance to achieve those goals that eluded us the year before. We can dismiss last year's frustrations and look at our individual situations with renewed vision.

What are your goals for this year?

(No, don't just keep reading. Stop for a minute and think about it. Find a pen and make a list.)

OK, now what are you going to do differently to make those goals a reality?

What are you going to do above and beyond your normal "routine" that will further your practice?

How will you be building your patient base this year? No matter what method you choose, you will have to work at it to be successful. How will you arm your patients to make referrals?

A prosperous and satisfying 1998 will not just come and knock on your door. You have to invest the time and effort to make this year all you want it to be.

Take one last look at 1997. Are you happy? Do you have a good feeling about the past year, or does your stomach go a little queasy?

The resolutions you make now and the determination by which you carry them out will be the difference.

May I wish you success, joy, health and prosperity. May you realize the goals and dreams you have for this year. May you do all you can to make this a happy new year for you, your family and your practice.

All the best in 1998!

PS: Keep this list where you can look at it each day. It will remind you of the successful 1998 you are committed to..

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