



Understanding Your Place in the Chiropractic World

BHARON HOAG

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It is time to relearn

“The illiterate of the 21st century will not be those whom cannot read or write, but those whom cannot learn, unlearn and relearn.”



Alvin Toffler



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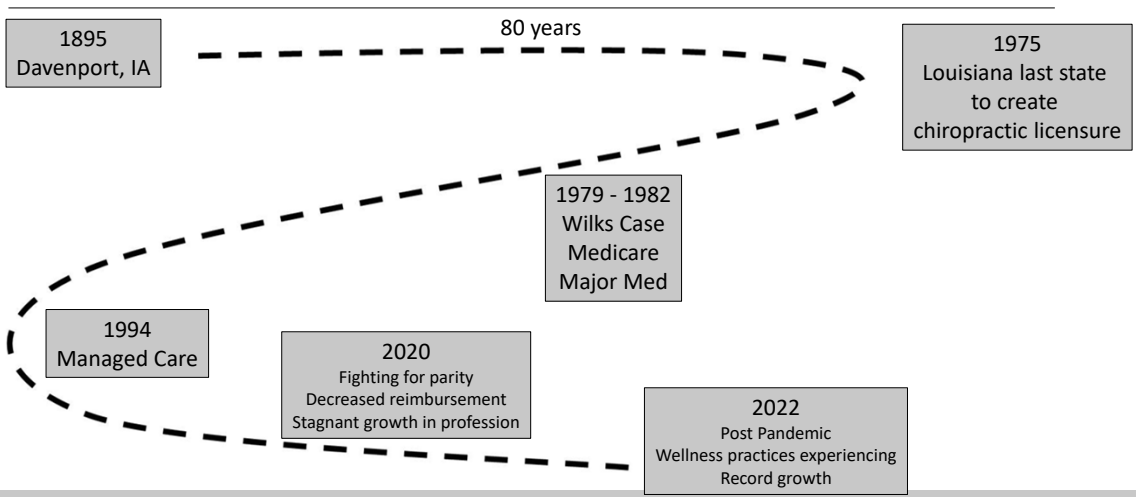
Chiropractic



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The Story of Chiropractic



1895
Davenport, IA

80 years


1975
Louisiana last state to create chiropractic licensure

1979 - 1982
Wilks Case
Medicare
Major Med

1994
Managed Care

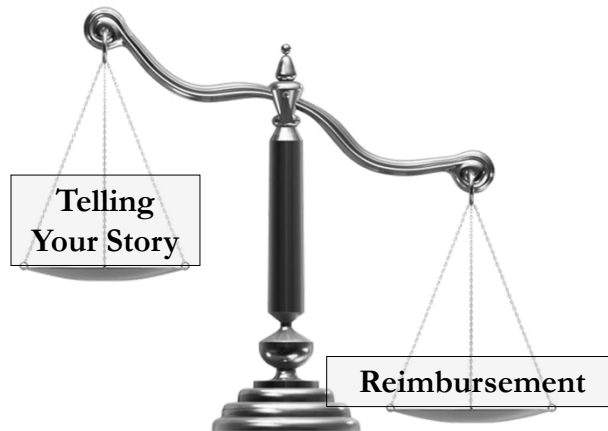
2020
Fighting for parity
Decreased reimbursement
Stagnant growth in profession

2022
Post Pandemic
Wellness practices experiencing
Record growth



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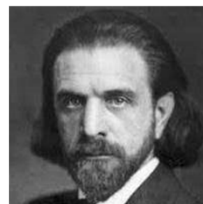
The Story of Chiropractic



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We MUST Return to the Story of Chiropractic

“Medicine is the study of disease and what causes man to die. Chiropractic is the study of health and what causes man to live.”



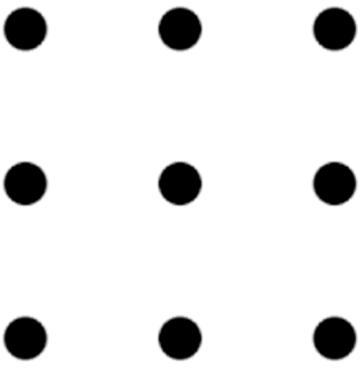
B.J. Palmer




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Perspective




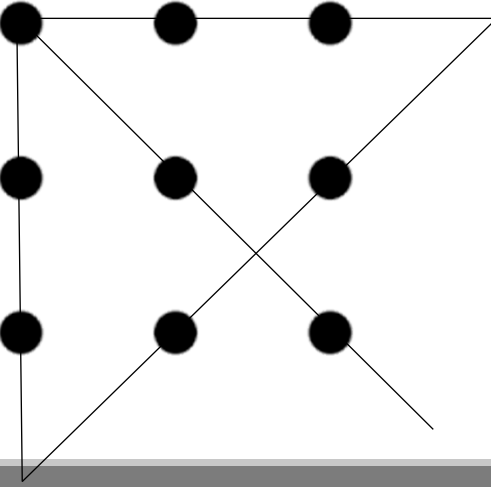
Draw four straight lines which go through the middle of all of the dots without taking the pencil off the paper



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Perspective

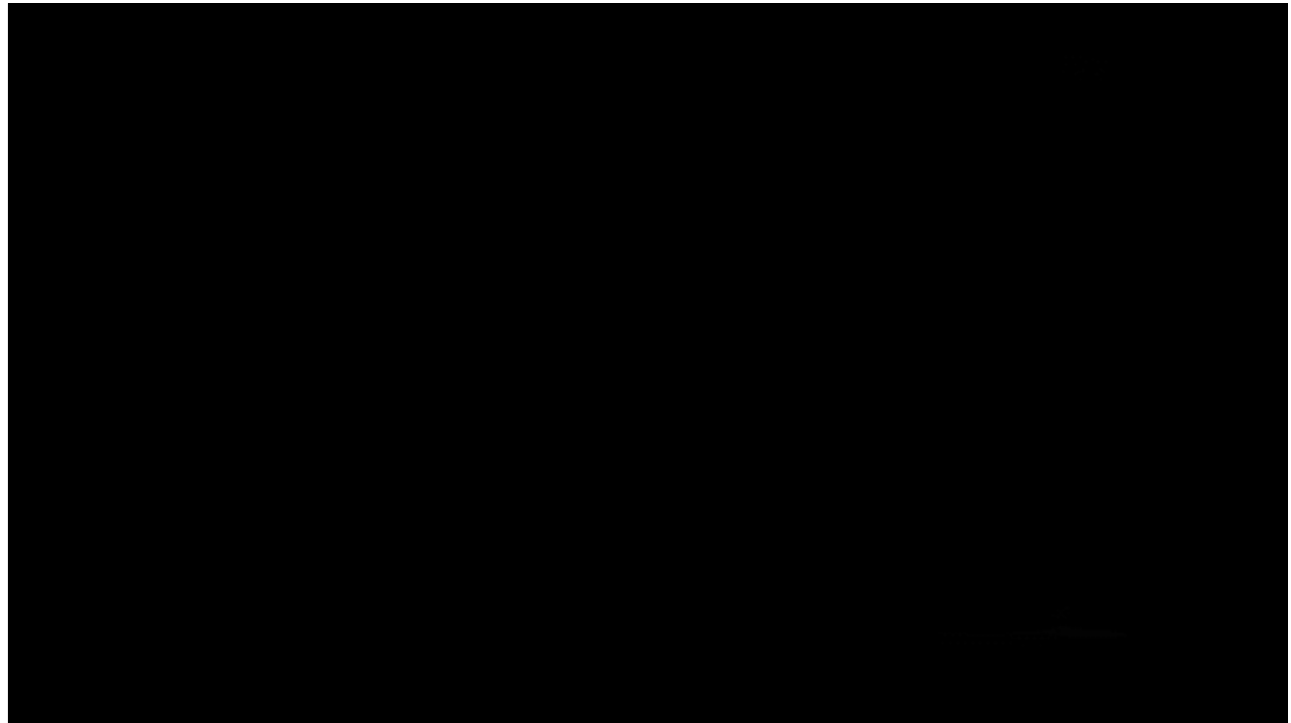


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It's time to think outside the box!

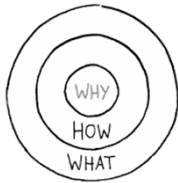


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What do you believe?



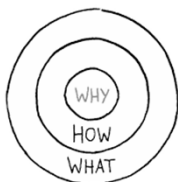
“People don’t buy what you do, they buy WHY you do it, and what you do simply proves what you believe”



Simon Sinek



What do you believe?



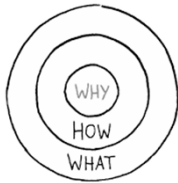
“Working hard for something we don’t care about is called STRESS; working hard for something we love is called PASSION”



Simon Sinek



What do you believe?



“The value of a true leader is not measured by the work they do, but by the work they inspire others to do”



Simon Sinek



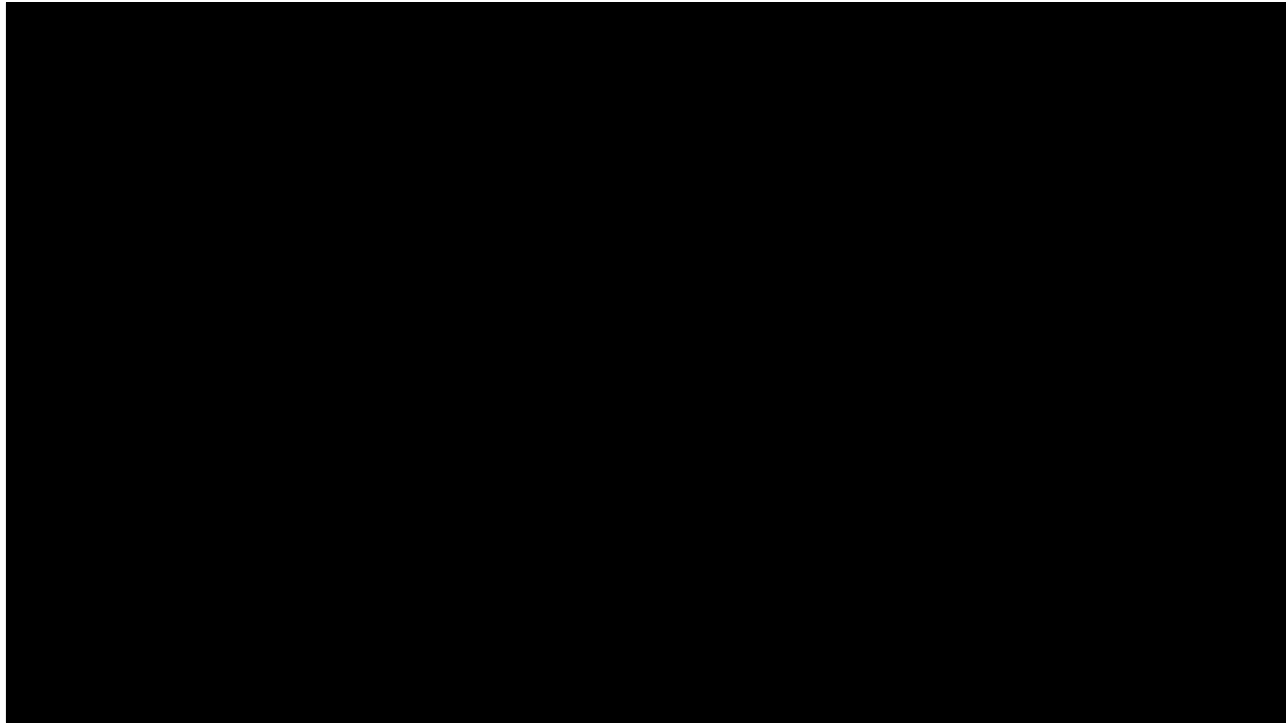
What do you believe?

“The goal is not to do business with everyone that needs what you have, the goal is to do business with people that believe what you believe”



Simon Sinek







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So, what stops you?

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So, what stops you?



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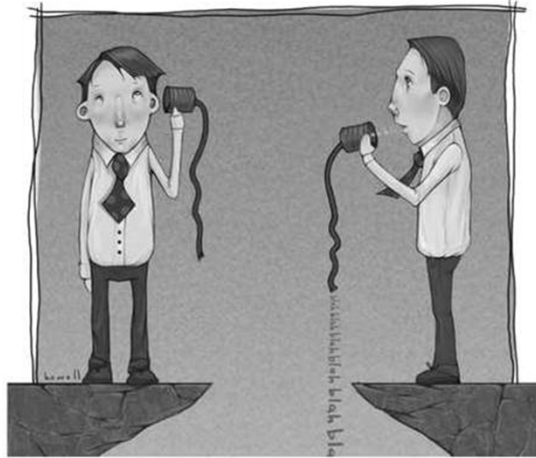
What is fear?

"Fear is not real. The only place that fear can exist is in our thoughts of the future. It is a product of our imagination, causing us to fear things that do not at present and may not ever exist. That is near insanity. Do not misunderstand me danger is very real but fear is a choice."



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Changing the conversation



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What we are currently saying is no working!

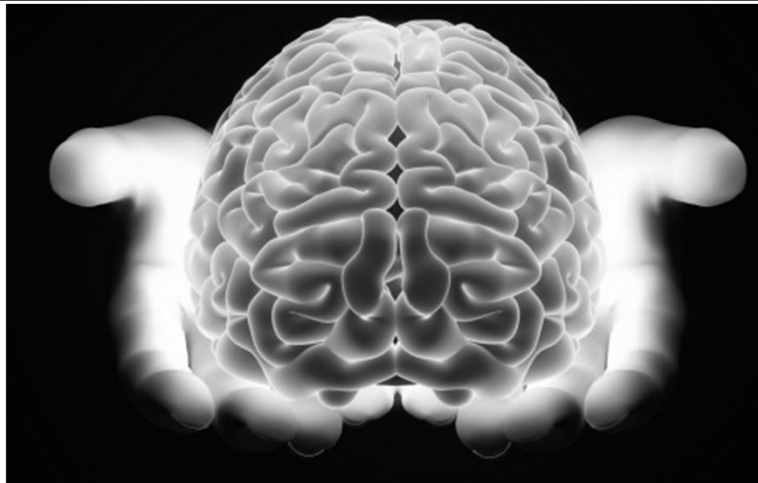


Simplify the message so
you can lead!



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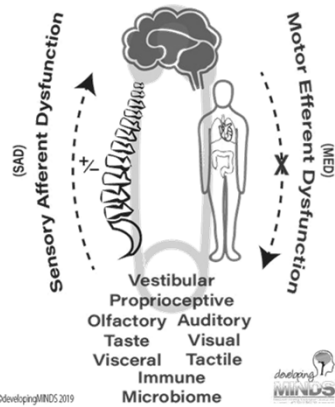
From Pain to Brain



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From Pain to Brain

Perception-Response Disorders™



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From Pain to Brain

Changing the words, we use:

Pain to Stress

Function to Adaptation



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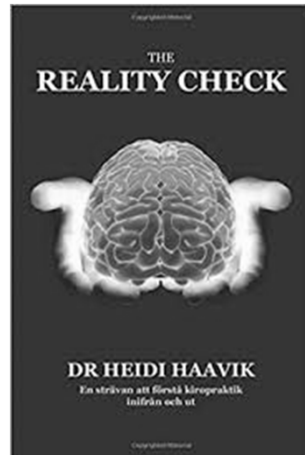
From Pain to Brain

Health is nothing more than your brain's ability to adapt to stress. The adjustment equips the brain with the proper information to ADAPT. Just like an athlete preparing to compete. Their success depends on their bodies ability to adapt to stress. Getting adjusted on a weekly interval provides you the same ability for your brain and body to adapt to the stresses of life!



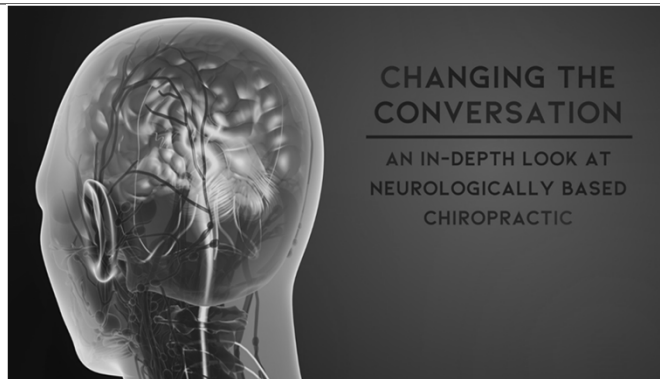
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From Pain to Brain



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From Pain to Brain



49 Session Video Series
www.onechiropractic.org/neurologically-based-chiropractic/



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It is time for a new model!

**“You never change things by fighting the existing reality.
To change, build a new model that makes the old model
obsolete.”**

Buckminster Fuller

