

Chiropractic Advocate Int'l

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Globalizing DC Education

Representatives of several countries, during their Country Reports at the 2001 WFC Congress, stated that there is some preliminary work being done in their country toward the eventual establishment a chiropractic school. It will be interesting to hear of their progress at the [WFC Congress being held in Orlando, Florida April 29 to May 3, 2003.](#)

Countries that are actively pursuing the establishment of a chiropractic program that meets International standards are: Argentina, Costa Rica, Egypt, Hong Kong, India, Italy, Japan, Malaysia, Netherlands, Peru, Philippines, Portugal, Spain, Sweden, Taiwan, and Thailand. This indicates that the time has indeed come to prepare more resources for this growing list of countries planning on starting a new school.

WFC and the ACC co-sponsored the Conference on Clinical Education in São Paulo, Brazil, this past October 2002. Core Curriculum contents were discussed and debated, seeking agreement on what should be the core clinical skills in chiropractic education for today's students in setting the foundation for International Standards on Chiropractic Education. This report will be presented as well in late April.

Projections suggest that during the first decades of the 21st Century there will be 1 or 2 new chiropractic schools starting every couple years. In the adjacent article there is mention of a chiropractic program being taught in Italy. There is a program in Bologna designed to train MDs into DCs. Obviously there is much concern about programs like this that are not recognized by the chiropractic community, especially since in Italy, organized medicine has

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Italy Start-Up In 2002

By Mario Stefano, DC - Trentino, Italy

When we arrived in Italy we spoke very little Italian and stayed with my wife's relatives for a few weeks. I was fortunate enough to sell a satellite practice I had just after arriving in Italy and this gave us some cash flow for a car and living expenses. Within a week of being in Italy Maria's cousin had built me a chiropractic bench and I started checking spines. In the second week we rented a room in a medical office and started consulting 3 days per week. Mind you this was only family and all no charge. I wanted to make sure our extended family would benefit from chiropractic care while we were there and I thought it might be a good dry run for our "real" clinic and good for my clinical Italian. After the first month we had new patients booking in and they were coming from many sources. It sure makes things easier if you have contacts and we were able to purchase a car and continue on our adventure. We referred our patients to another chiropractor in the region.

For the next two months we traveled around Italy adjusting relatives that we visited in different cities and towns and worked on our communication skills. Everywhere possible, I had organized to meet up with a chiropractor and do some research. Every chiropractor that I contacted was pleased to have me fire questions at them while they shouted lunch or dinner. They were all very hospitable and we always felt welcome. I owe them all a great depth of gratitude. I did, however, find most chiropractors negative as to the position of chiropractic in Italy and the difficulty of practicing in that country without professional recognition. And, of course, the lack of patient compliance and the Italians view of wellness (non existent). I was offered a position in most cities we visited but we were looking for a special place.

When we finally found a place we wanted to settle it was all hard work. We didn't know anyone and it took us six weeks to get an apartment and office yet I am told that this is record time. We met a pole vaulter (Carla) who was having some troubles with her health. Carla was our first patient. We decided to sponsor her. This was 10 months ago and she is now Italian champion. Carla is a chiropractic crusader and has been promoting chiropractic unrelentingly (twice in the regional newspaper). Her fiancé Fabio (our 5th patient) also just took out the national titles in pole vault and they will both be commencing the chiropractic program (to become chiropractors) when it opens here in September.

Affiliating with sports people has played a big part in getting the chiropractic word out. After three weeks in practice there was a big surfestival in front of our place and I adjusted almost every world and European ranked windsurfer on the planet from the world number one down -

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attempted to declare chiropractic as a medical specialty that could only be practiced by a licensed MD. This MD to DC conversion program is clearly adding fuel to that fire.

Sadly, by failing to "police our own" or often postponing the necessary steps to acquire legitimacy for our special and comprehensive training, the chiropractic profession remains at risk of being continuously distorted or misrepresented in new global markets while opportunists continue to claim chiropractic's "brand name."

A profession can hardly be considered a permanent part of any country until it can "grow its own."

Many questions come to mind when supporting the prospects of seeing so many new schools in so many new countries on the horizon:

1. Will these schools graduate doctors that are equal to the current practicing DCs?
2. What is being done to preserve the chiropractic philosophical heritage yet still allow for progressive developments that come out of technology, research and clinical experiences?
3. Are there enough qualified and culturally appropriate teachers to fill the positions?
4. What are the pros and cons of the current trend to start all new schools within a larger University System?
5. Will there be more random implementation of independent schools or is it possible to envision a strategically developed global chiropractic education system?

A profession can hardly be considered a permanent part of any county until it can grow its own. To establish Chiropractic as a viable profession there will need to be chiropractic schools in every country or at least in every region or major language. Councils on Chiropractic Education are needed to establish uniform and high educational standards of the chiropractic profession. The process of establishing an International CCE presence began in 2001 with the forming of the ICCE, based in Arizona, USA. Due to the close ties with the CCE in America, the reputable development of this oversight entity will be called into question following the "witch-hunt"

against Life University that occurred in 2002.

Can International standards be adequately acclimated for developing countries, where the number of schools is expected to proliferate rapidly; where the socio-cultural and economic reality call for an efficient, non-repetitive, traditionally based course of study that equips the new chiropractor to practice in an environment quite different than the greatest majority of today's readers have ever experienced.

Countries with a small number of practitioners, rampant poverty and usually little legal protection of the profession, require that the new DC be prepared to duplicate the practice styles and social climates that faced the earlier pioneers in Canada, Australia and the USA: lean and fit with the ability to counter guerrilla tactics of organized medicine without the benefit of a strong long-standing national association, to name one obstacle; a population that has at best 10% to 20% of the people with adequate income to afford care; and a general population that knows little to nothing about chiropractic; or worse yet - where there are hundreds or thousands of unqualified people calling themselves chiropractors.

CCE... called into question following the "witch-hunt" against Life University that occurred in 2002

Undoubtedly, much still needs to be done to support those DCs who are hoping to make progress in this area, all the while still having to maintain a private practice, usually in populations that know very little about chiropractic. Some thoughtful ideas have already been put on paper to assist these DCs to better plan and implement their goal of seeing a chiropractic school fully functional in their country. This can be found in the "Global Strategy for Chiropractic" under the section on education and available at the following link: www.ChiropracticDiplomatic.com/strategies/global_strategy.pdf

We wait with great interest to receive the ACC/WFC report being presented at the next WFC Congress on April 29-30, 2003 at the Disney-World Hilton, Orlando, Florida USA.

Hope to see you at the [WFC Congress](#) !

PIONEER SURVEY: QUESTION #2



What are the top three things you do to build your practice?

Pioneer DCs have recognized that building a practice calls for personal integrity as well as performing a variety of activities. Saying that it's **who you are** as well as **what you do** that contributes to your success.

Here are some of the top 3 answers submitted in the early responses to the Pioneer Survey that began this year:

1. Gradually meet the people who can open any doors establish a good reputation with care given; Establish a good reputation with care given; Social contacts; The best service possible; Talk to anybody and everybody and hand out cards afterwards; Meet people. Your qualifications mean little until you have your hands on someone in your office. I walked around with my plastic spine and walked into every business and handed out my business cards. In broken Italian I just told people to come and have their spine checked. No, I did not feel comfortable. Inevitably, the phone rang at least once after every "meet and greet on the street" session; Hard work; Always explain chiropractic to your patients; Good relationship with local medical professionals; Lecture; Come to work every day and do my best; Advertise: Radio, Newspapers, Magazines, TV, Fliers.

2. Meet all the medical physicians who are interested in chiropractic; Regularly speak of the work I do like to every taxi driver--3 per day; Marketing; Press releases; Promotional flyers; Provide good service. You represent the profession. It is a huge weight to bare. Health care classes are mandatory; Superb service; Endeavor to communicate all what you do; Do not make inappropriate claims regarding your scope of practice; Serve with care; Work on myself; Referrals from other health professionals.

3. Be a real neighbor; Newspaper and some TV ads; Consistency; Adjust well known people; Talking in front of groups; Meet athletes and sponsor them. They are highly respected and admired by the public in general. They are also sensitive to their bodies and are great patients and referrers; Reasonable fees; Try to answer much of the patient's questions; Keep a low profile, i.e. do not upset the locals especially medics; Tell people what chiropractic is and what it can do for them; Keep going; Patient-patient referral.

If you practice in a country with only 1 DC for over 100,000 people we'd love to receive your ideas to add to this study. Simply click on the link - it's all done online.

Complete the online **PIONEER DC SURVEY**
www.ChiropracticDiplomatic.com/pioneer

- local heroes, promoters, board shapers, and everybody. It was amazing. My bench was just meters from the water, at the base of these huge mountains. The MC saw me carrying my spine and asked me onto stage to explain what I was doing. With a spine in my hands, I addressed thousands of people in broken Italian, and explained what chiropractic was informing them that I was looking after the competitors and checking the spines of anyone that wanted to get checked. I also mentioned that I had just opened a new chiropractic studio nearby and wanted to see what sorts of problems people were suffering with in this community. Come and get checked. When I arrived at my table people were lined up waiting for me. I was asked on stage everyday to give my message (educating the community on the importance of spine and nervous system, and checking every body for subluxation). I checked the spines of close to 200 people and adjusted lots more. I checked and adjusted some world ranked windsurfers to start with and then most of the locals wanted to be checked.

Affiliating with sports people has played a big part in getting the chiropractic word out.

Even had a couple of professional athletes (patients) help by handing out information on chiropractic and I gave a health class every 15 minutes. If anyone was interested in having chiropractic care to improve their health, they wrote their name and phone number in our book for us to call them. There were lots. Hundreds of photos were taken, of me checking local VIPs and would you believe even a National television crew filmed me for about 10 minutes from different angles and it went to air nationally on the 23rd June. Amazing! I was the face of chiropractic and I'm stoked!

Getting my patients X-rayed has been a challenge. In our region you must have a prescription for x-rays by a medical doctor. I give my patients a request for postural X-rays, which they need to take to their medico. It is a hassle for the patient and frequently they are refused. In my first few weeks in practice I sent a patient back to their GP a second time to ask for the X-rays again. The GP threatened to send the health authorities around. I made a few calls to other chiropractors who kindly suggested I pull my head in or my practice would get shut down. We have our own GP now who writes our prescription for X-rays. It is less stressful for the patients and us. I have been into 4 major hospitals in the region to speak with the head radiologists about chiropractic and more importantly to teach the radiographers how to take chiropractic X-rays. They are getting better at it and it takes a few days now instead of a month. X-rays, without a doubt have been my greatest challenge. I am used to having my own machine.

It is still possible in this country to go to prison for practicing medicine without a license. So we don't! We talk "subluxation and healing" and give mandatory health classes. We consult 25 hours per week and after 10 months in practice we will see 130 office visits this week and have been seeing 10 new patients a week consistently. We have not exploded a practice but it is very robust and our patients are well educated about chiropractic. 80% prepay for their care plan by choice.

NEWSLETTER POLICY:

This newsletter is intended to inform and encourage the International growth of Chiropractic. If you know someone who may be interested in receiving this newsletter, please have them go to www.ChiropracticDiplomatic.com/register and complete the Foreign Service Registry form, their address will then be added to future mailings. If you do not wish to receive this newsletter, simply notify us by replying to the delivery email.