

S5: EPISODE 8

with Jon Kec, D.C.

CHIROPRACTICAL

CHIROPRACTICAL LIVE: WHAT'S NEXT FOR CHIROPRACTIC?



Jon Kec

Hi everybody, and thank you for joining us. Welcome to our first ever live recording of Chiropractical. Um, excited to have everybody here. Um, I wanna just dive right in. So I'm gonna start introducing our, our guest today. Um, actually, I'm sorry, first myself. Uh, my name is Jon Kec. Probably heard my voice the last few months.

Uh, practicing chiropractor for about 10 years. Was in the, the Houston area. Been with. Nick Mick for a few years and living on this side of the world now, but to the people everyone wants to hear from. Uh, first joining us, Dr. Glenn Jaffe. He is a, uh, chiropractor in North Carolina. Been in practice for about 20 years.

Former president of the North Carolina Chiropractic Association, uh, given us a bit of a veteran's perspective on some of the challenges facing doctors in practice today. Our second guest, Dr. Uh, soon to be. Dr. Kevin Rosario, uh, 10th trimester student at National University down here in Florida.

But what we're gonna be doing today is, is looking at the future of chiropractic through the eyes of maybe a student coming out, but also trying to balance that a little bit with some wisdom, right? Dr. Jaffe. What got you into chiropractic?

Dr. Glenn Jaffe

Well, much like a lot of us, we have a story, uh, about having an ailment or something that was keeping us from doing things in life that we wanted to do. And when I was about 13, 14 years old, I started to develop really bad headaches. Okay. And so, uh, to the point where I wasn't able to go to school, I'd wake up with 'em, you know, really life changing headaches.

And so my parents took me to their chiropractor and that was really the only thing that, that really made a difference. And it kind of got me out of that loop of missing school and then not

being a teenager. And so this kind of stuck with me in the, the conservative approach that we have in chiropractic of helping the body heal and function better.

Uh, has always kind of been there for me and, and that approach really keeps me focused on what we do.

Kevin Rosario

Great. I'll try to follow that up. Thanks, Glenn. Um, so what made me go into chiropractic is sort of in a different approach. I was more in the space for about 10 years and I found that I was helping a lot of my clients at the time get out of pain through fitness training and wellness approaches, but I didn't have that.

Autonomy to kind of go more. Um, I always wanted more information, so got my master's in sports science, rehab, kept climbing, but I just didn't have the agency to do things with my clients that I knew that they probably needed to. So I fell in love with the scope of practice of chiropractic 'cause there's so much you can do and I think the entrepreneurial spirit in me wanted to also be the quarterback for the patients.

And it was just a good fit. So I applied and I just kept falling in love with it.

Jon Kec

The more I went through school, exact same story. I know exactly where you're coming from. Did the same thing, was in the fitness space for five, six years. Felt like there was more that needed to be done and I didn't know how to do it.

So I completely hear where you're coming from. Well, again, thank you both for joining us. Um, let's dive in. Yeah. So you're graduating in December?

Kevin Rosario

Yes. December 12th. No one's counting

Jon Kec

Okay. So. You, your friends, your soon to be colleagues are a big chunk of our future. What are some things that you guys are really trying to, to sort out as you get ready to cross the stage in December?

Start into practice early next year?

Kevin Rosario

I think, and I can't speak for all of them, but I, there's a few of them in the crowd, so just a little shout out. I really appreciate them. Um, a lot of the people I started with are here. Um, I think it's the inevitable storm of maybe certain doubts. Um, we went through all this education, we read all the books, we went to clinic.

But when push comes to shove, I think it's like the, the go time. Like are you able to help people? Um, I think that's part of it, but for me it's the, not uncertainty, but it's the, what chiropractic is being portrayed as in the branding and sort of how to get over it and educate the population a little bit better.

To understand exactly what we do and get the respect and the recognition from other health professionals as well, so we could all work cohesively together.

Jon Kec

Okay. Dr. Jaffe, what didn't you hear there that he needs to know right off the bat?

Dr. Glenn Jaffe

I think one of the, the biggest things that we can do is practicing doctors who've been in the field for a while, is to be available to students and to those that are just graduating and, and almost in a mentorship type of relationship.

You know, we, we have this saying in chiropractic as standing on the shoulders of giants and, and I was fortunate to receive the shoulder of someone before me, and so now it's my turn. It's our turn as, as veteran doctors to be the shoulders for the next generation to stand on and to encourage you guys to reach out and, and, and deliberately cause connections to be made.

Um, as you've learned, you have to do a lot of work in school and once you get out of school, you need to do more work. And it's different work and it's harder work, but you have to do the work nonetheless, right? You can't go to the gym and stare at the weights. You don't look like that by doing, doing that, right?

Um, but the same thing with relationships. Go find people who practice the way you think you want to practice. Go seek out leaders in this profession that are doing the work that you can get behind. And start learning from them, building those relationships, connections with them, because it's not only gonna help you with your practice and help you with your patients, but it's gonna set you up so that in 23 years you're sitting here in this chair and you've gone, Hey, I've done all this work to help the profession.

And now somebody is sitting in your chair and they're gonna stand on your shoulders.

Jon Kec

So let's kind of just start there. We, we built some relationships in school. We're coming out, maybe we're associating, maybe we're opening our own practice. What are some things that. In that first few last few months of school, first few months of practice, how do you really set yourself up to be successful?

How do you start to build right from day one?

Dr. Glenn Jaffe

Yeah. It's hard because as you're coming up to the end, you've got boards, you've got finals, you've, you're gonna move probably, um, life things happen. People get married at that point, you know, you've put that off maybe. But, so you've gotta figure out, you know, like, what, what do you want to do?

How do you wanna practice? 'cause you learn a lot of things in school. You're exposed to so many things, but you have to. Start to narrow down and understand your, your personal chiropractic practice philosophy and what you want to do. And, and so you have to go and expose yourself to that in the real world.

School is great. It gets you prepared for a lot of things and to get you past the finish line of passing boards and getting your degree. But when we get into the real world, it's a little different. And so the more you can get out there and connect with those people and go shadow in those offices, um, if you have preceptor opportunities, once you get your numbers done in clinic or however that works in your school.

But seek out those opportunities, um, to find something that kind of, um, is in sync with you and, and that will help you pre get, uh, to get more clarity in that process.

Kevin Rosario

What I actually started doing at this conference now is I just came from a coding class. Um, didn't

Jon Kec

Never think you'd ever take one of those, right?

Kevin Rosario

no. Um, and I think I may have been the only student there, uh, just to realize, okay, what is, if we're going into the space, there's a big question of cash versus. Insurance or you know, don't go anywhere near insurance. But how, just understanding the difficulties and the detail needed for all of the coding and how specific it has to be because I think sometimes the frustration in the fear of, oh, I don't wanna do insurance, is maybe you're not doing all the documentation that you could be, but I don't really know how that is. Even with the crunch time of seeing patients, maybe it's. Five, eight minutes when you think you have 30. But financially that doesn't make sense.

Uh, so I think exposing yourself to that just gives you a better picture of how it actually works. Yeah.

Jon Kec

So we we're learning how to code for patients, we're building relationships, but now the rubber meets the road. How are we getting people in the door? What, what kind of stuff have you been hearing in school?

What are the best ways to start building a practice?

Kevin Rosario

Yeah. Um, my approach is visibility and having people know. Who you are and what you're about. So I'm really proactive on social media. Nowhere near Famous. Um, one day maybe, I don't know

Dr. Glenn Jaffe

what used to drop your social media handle right here. Oh yeah. So everybody follows you.

Kevin Rosario

Oh, it's, it's so simple for the, uh, the 20 or so, Hey, um, out here. Um, it's ke Rosario underscore very simple. Uh, but getting the message across just so people understand what your, why you're doing the things you're doing, and. Asking those hard questions. So even if it starts very small with um, eight views of something, at least you're speaking your message and you're learning how to cultivate the words you're gonna be talking to your patients and everyone that you come across.

So I think starting there and just saying yes to everything helps a lot, I think. Absolutely. It's so nice looking into the crowd and I've, I know a lot of you guys, and a lot of you guys have influenced me in different ways of reading certain books or. Opening my mind in ways that I didn't think if I didn't op, give myself exposure in that way.

Dr. Glenn Jaffe

One of, I think one of the biggest things that, that happens in chiropractic is that we build this relationship with our patients like no other healthcare provider, um, for a variety different reasons. The personality of the doctor, uh, the fact that we are a hands-on profession. Uh, the fact is that people come to us, unfortunately as a last resort when they should be coming to us first.

That relationship, again, I go back to it, right? And in business, no matter what you're doing, people buy from those they know, like, and trust. And that's built into the way that we do things in chiropractic is we have that platform already. And so if we do things to encourage that, no, like, and trust factor to go up being visible, speaking in languages that the, that the public can understand, um, being available, having access to us.

Um. Understanding and relating to patient's situations so that they look at us and they go, you know, you have that solution to the problem that I have. I'm gonna come and talk to you about that and, and, and, and try it out. And that's gonna help anybody, whether you're coming outta school or, or doing this longer than, than me.

It, it is being available and being likable and being, um, kind and, and just following through with that, that would make a big difference.

Jon Kec

I think that's two huge pieces, right? The, the people that they know, like, and trust. But also you said say yes more. I think a lot of people in, in life, not even in, in chiropractic and business, just say yes more.

You'll be surprised what happens in your life if you just embrace it and say yes to the things you wouldn't normally say yes to. I know within reason. Yeah,

Kevin Rosario

I know. The biggest thing, I was listening to something by Jim Rohn, oh, love Jim. I think it was like 1980. Um, you see him on Instagram, but you only see the clip, but you never, I actually watched the full thing.

And going into the hole, you reap what you sow. And if you never ask, you never know. Right. So I think just really following those lines and seeing you never know what an opportunity may like present you with down the road.

Jon Kec

Exactly. Yeah. So we walking around the expo space today, we see all kinds of things.

We see shock wave, we see laser, we see a ton of different adjusting tables in school. We're exposed to a lot of things, not everything. The shadowing piece I think, comes into that too, but. What about as a doctor getting started into practice? Are you looking at specializing specifically in one thing or are you looking to be pretty diverse?

Kevin Rosario

So it's kind of hard 'cause I think that's the question of do you specialize or are you general or you stay general? Um, I think you find, you kind of find what you're good at to a sense. And I understand that you sort of have to. Be a jack of all trades is great, but I think having certain things that you're really good at.

So I sort of leaned into my past experience of strength and conditioning and I'm really good with biomechanics and MSK neuro things. So getting good with soft tissue adjusting. I know that's where I shine. And when I look at patients, I look at 'em in a certain way and it clicks uniquely to me 'cause of my experience and my other education.

Um, so I think that's where I start looking towards, and I know it'll be different for other students if they're more functional med route acupuncture. I have no clue about that stuff yet. It doesn't mean I won't, but I have my colleagues to help fill me in that. Maybe that's a tool I need to incorporate down the road if that's.

Jon Kec

Yeah. And I think that's right back to building the relationship, right? You may not be able to help everybody, but having that relationship with somebody else. I know in our little bit of conversation before your, your business partner that you guys have kind of already thought about some of that stuff.

So what about your, your experience in practice? Did you start kind of general and then specialize in

Dr. Glenn Jaffe

Yeah. You know, there's so many, um, amazing technologies out here. You just mentioned laser shockwave and, and a variety of other technologies that, that weren't really available when I started in school.

Um, when I got out, you know, it was about the chiropractic adjustment and that's, that's what, uh, was our unique, um, avenue to deliver, uh, the paradigm that we have in chiropractic and to see all these other advancements now that the add tools in the toolbox, it's, it's really amazing and I think it all comes down to your, your, again, your personal chiropractic philosophy and how you wanna do that in your office.

Chiropractic means different things to different people in, in this space here with all these wonderful, amazing colleagues of ours, but outside in the general public, so many people don't really know what it is and, and they look at us and they identify us by the thing we do, which is the adjustment, which is great because that is unique to us and we all need to be really good at adjusting our patients, and that should be the foundation of everything we do.

But when you add these other tools in your toolbox and you look at them and you go, okay, well am I picking this because it's going to align with. What I'm trying to accomplish for this patient is it philosophically sound in how I practice, and for me, my lens is I want to create an environment in the body to, for the best healing to happen because that's the way the body's designed.

And so I look at a modality or a, a test or, or a technique or something and is it going to accomplish what I'm hoping to do? And if the answer is yes, then I'm gonna pursue it and try and figure out how to, how to implement that in. And I've found over the years that that has allowed me to niche a little bit.

I do a lot of work with cold laser in my practice along with adjusting and, and for me, that's kind of where I've run to and now 23 years in with the social media technology, what it is, you know, I've, I've been able to, to leverage all of that together. So you had the advantage now of, of having such a different platform in order to get your message out.

Again, you're standing on the shoulders of all of us who. Didn't have that to begin with. And, and so now you can run with that. Um, and, and, and all those tools are amazing, but at the end of the day, we're all chiropractors and we have to, I think, hold out that principle about the body being able to heal and our job is to facilitate that however we can.

Kevin Rosario

Do you think that it muddies the waters with having all of these things? 'cause I, like you said, when someone goes for chiropractic, they're like, well, I don't really know what it is. 'cause it could be this down the road, it could be this up the block. Um, so what is your thought process and how maybe we could unify that message that we still have it?

Dr. Glenn Jaffe

That's, that is a wonderful question. And if we've spent 130 years trying to figure that out, my opinion on that is, is that the, the principle of the body being able to heal is really what chiropractic is, is vitalism right? And because of the adjustment and what the adjustment does to the body, that that principle manifests in reality.

And the adjustment is the biggest tool we have in the toolbox and the most important tool we have in the toolbox. But if we can get the, the public to understand why we are adjusting them, and then we put that out there to them, and then they understand that that's what chiropractic is. And then when they come into my office, your office, whoever's office, and you teach them what your story of chiropractic is to that patient, then that clicks with them.

And that's where the magic happens. It's like politics, right? We say all politics is local, right? Well, all chiropractic is local, right? The population that's in your office, in your practice has learned what chiropractic is from you, and that's their version of chiropractic. And so if we can figure out a great way to, to show the public what chiropractic can do for them in their life, and then they find their way to your office, your office, my office, and then they learn what that is, I think that's the magic that can help.

Jon Kec

And to that question, I think a lot of this stuff can muddy your, your thinking potentially. Right? And you have to figure out what does yeah. Resonate with you, right? You found that that MSK realm, and that's, that's an avenue that you can really impact people's lives in. Are you gonna impact everybody that walks in your office?

Maybe not. But then that's where we have our colleagues and our, our relationships and our networks that we've built to try to round that out for those people that we may not be able to, to help in the way they're looking for. Right? Okay. Um, so kind of to that, building out those networks, successful ways that you found, building those referral networks, but also just building that network inside your community to try to drive the business forward, drive the patient base forward.

Dr. Glenn Jaffe

Yeah. You wanna look for areas or people that, that are complimentary to what we do. And I think one of the, one of the errors that I fell into, and a lot of us do when we get going early on, is we want to go, Hey, I want to go network and make sure I get referrals from the pain guy and the OB GYN and the spine surgeon and the PT down the road and all these other things.

And, and I think we forget that they, they have a different solution to the same problem that the patients are looking for. So in the public side, there's not a lot of differentiation. From that perspective. So go out and, and, and look for people or sources that are complimentary to what we do and like that have attracted like-minded people to their business or to their community that would be interested in what you do.

You know, like the local doula network, right? Or obviously, you know, the gym people that go to the gym are concerned with their health and wellbeing. And that's obviously very complimentary to what we do. You know, the local health food store, things like that. And start to create your community and be a part of that community.

And like you said, be seen, say yes. Be a part of it.

Kevin Rosario

I find it interesting 'cause the way that I would was looking at it as well is, is the same thing, right? Like, oh well we have to make this integrated. We have to talk to these other professions and play in the sandbox or like kumbaya sort of stuff, right?

Um, but I think part of the hurdle that a lot of students are looking at is like, well, I have to justify. I think it's a very defensive approach sometimes. S because they're going to say, well, what do you know? And then now it's like a, a tip for that type of thing. So I think maybe starting from the community and then working your way over to the professionals, because then they're, they'll be speaking to their physical therapists, to their MDs of, oh, I'm working with this chiropractor.

They do this, this, and then that kind of opens the door. It maybe easier than you just knocking it on and saying, Hey, let's work together without,

Dr. Glenn Jaffe

Yeah. I'm not saying don't go build those relationships, but don't go into it expecting that they're gonna start sending you all their patients. 'cause they're not, they don't, they don't know you.

They don't trust you. They don't like you yet. Key word.

Jon Kec

Yeah, exactly right. You gotta develop the worth. But it doesn't mean they're not a referral source. It's just you gotta, you gotta, and you have to both develop and maintain those relationships too. Um, I think one of the things that. I kind of ran into.

Coming out though was a bit of the, the saturated market feeling, right? It felt like there were just all the referral sources I went to, doctors or otherwise already had their guy. Any tips for working through a situation like that?

Dr. Glenn Jaffe

I think it, first of all, you just have to be at peace with that and not get frustrated.

Why aren't they referring to me when the reality of it is, is that we only. Count. The patient who shows up in our office and tells us that Mary sent them in is a referral. The fact is that patients are trying to refer to you all the time and we just don't know about it. And so remember that when you get in practice, don't get frustrated with your patients 'cause they're not sending anybody because they're trying.

I promise you. Um, but I think that speaks back to what we were talking about earlier, is just, um, going out and, and, and doing the work and, and creating your own referrals, creating your own presence in the community, being the person that, that they want to come see. Mm-hmm. Uh, again, be nice, likable, trustworthy, say yes, volunteer for things.

You know, one of my mentors a long time ago taught me that this lesson, if you ever have a patient who comes in and says, Hey, will you sponsor my sports team? Yes. Absolutely your

patient is asking you to sponsor that. I mean, heck yeah, I'm gonna do that. Is it gonna get me a new patient? I have no idea. But it's the right thing to do.

And it builds trust, it builds credibility, it builds community. And now, you know, the more people see your, your name and your face and your presence at different places, that's gonna, that's gonna help with that too. Absolutely.

Kevin Rosario

Yeah. I think it's sort of the approach that I've been doing like next.

Thursday, I'm going to one of the local colleges here, volleyball team to shadow their at TC. Yeah. And I just approach it in a way of, Hey, I'm very curious about what you're doing, and I wonder where I could fit in the mix. Maybe later on I just wanna see like, what do you do with the athletes? And we luckily treat one of their, their captain at our clinic.

Hey, she already has a nice experience, so why not just keep, like, just be present and be like, oh yeah, he's treated me before. This is my experience. And it kind of like opens the doors that way. Um, so yeah, I completely agree.

Dr. Glenn Jaffe

I, I, you said a, a very important word. You, you curiosity. If we can all have more curiosity about things and ask those questions, well, I wonder why they're doing it or why, what is that, you know, that can help.

Bridge those, those blocks, those, those gaps too. But, but it also opens our mind to understand more things. And I promise you where my head is now, 23 years in its profession is not anywhere close to where I was when I left school. And you and I are going to the same school. I went to the school up in the great white North.

Um, you're down here in Florida, but I am not the chiropractor that I was when I graduated 23 years ago. And I'm glad not because I don't like the one that I graduated was, but, but I, the process that brought me here. It was awesome.

Kevin Rosario

I just think, yeah, I, I, I was just gonna say it's the evolution of it all.

Right? Yeah. So I, I think I change every time I come to these engagements, my mind shifts Oh, so slightly. So I could definitely see how that changes over 23 years.

Jon Kec

It's the exposure, right? You're exposed to more things, you have more conversations, and you just, you keep growing Every time you, you have one of those conversations with that a TC, you're gonna get something outta that, right?

It may not be a patient ever, but you're gonna get a little piece of info that's gonna be helpful. Or they may know somebody else at another school that does need somebody, and you're just building that network, that relationship.

Kevin Rosario

What I found really interesting from the coding and. It was nothing about coding that I took from this.

Um, it was about, she did an analogy of an eagle and how, or her child was like, fun facts about eagles they go to and through the storm to get above it to then see. And I was like, oh, this is a perfect analogy of getting out into practice. It's like, I think we sometimes wanna run away from the problems choosing the safer options, but everything is risky.

So you might as well tackle it head on, and then you get a better understanding of what the issues are so you can better prepare yourself for them.

Jon Kec

Yeah. Love it. Okay, last question I have for you, before we, we grab some from the audience, but Kevin doesn't really sound like it's your world, but your colleagues that are interviewing, what have you been hearing from them?

What's that process been like? What are some of the questions they've been asked? Uh, questions in regards to what again? Uh, interviews, their interview process. Oh,

Kevin Rosario

for just getting job position and everything. Yep. I think a lot of the big thing is. This, the pay is really like, oh man, what is a good starting out pay?

If you're associating, you know, is it worth just going outta practice on my own? Am I able to do that? So I, I think I was luckily able to be in a talk with Dr. Goodman and she does a lot of stuff with getting into practice and I now have a better understanding of. Why the starting pay for certain jobs are what they are because of reimbursements and all this.

And I can't wait to hear what, uh, GLAD has to say too because it's, he, he's ready. Because I think as the student mindset, as you come out and you're like, oh, I'm out. I'm a doctor, let me like, give me the world. Um, but I understand that's not how it works. But I think it's 'cause I've had the exposure. So I would love to.

Hear from your side.

Dr. Glenn Jaffe

I, I will say this before I answer your question. I'm sorry about your student loan debt, whatever that number is. 'cause I don't know what, it's nothing near mine, so don't worry. I'm not looking at it yet. I'm sorry about that. Same right there with you. Um, but I, and also since I think that

plays, that plays a big part of, of where your Headspace is and looking at the scale of your earning potential versus what your obligations are and.

Building a practice nowadays is a lot different animal. And you know, when I, when I got to Charlotte and I opened up my own practice, I'll tell you, I opened it up with two credit cards, uh, an unsecured personal line of credit and a wonderful lease, uh, on some equipment from this great company, N-C-M-I-C.

And that's how I got started. And, uh, it was a 950 square foot office and I was able to negotiate part of the build out expensed. Into the first three years of the lease of the building. So I don't know that you can really do that nowadays. It's, it's hard. And so there's a lot different dynamics involved in, in being in a practice, whether you, um, to try and strike out on your own and open your own practice as a brick and mortar or, or being an associate.

And, and there's so many different kinds of styles of associate positions. But the, the bottom line is, is when you, when you are being interviewed. And you, you're putting yourself out there to work for somebody. You have to be able to bring something to the table. And as a student, you don't have a lot of reps.

It's not your fault, it's the way the system is. You just haven't adjusted a lot of people. No offense, you're just not a good adjuster when you graduate school. It's, I wasn't either right? None of us were. No, none of us are. I mean, unless your name was Gonstead, he probably was born and was a good adjuster.

But, um, you've gotta refine that and get better at it. And so you've gotta earn your way up. Into that earning potential. And it's hard because, you know if, if you own a practice as a seasoned doctor and you're bringing somebody in, you're absorbing the cost of you being there before you start paying for yourself.

If you wanna just get down to the economics of that. And so you have to be able to produce, and that's the reality of the world, is that you have to pay for yourself because. You know, unfortunately, you know, look at a hospital setting for some, an example. You know, they have such an abundance of resources where you can come in and they have the money to pay for your salary, and so you get to the point where you're producing enough, right?

Mm-hmm. In a chiropractic situation, most of the time you have to, you have to contribute right away. And, and so the risk reward that the doctor is taking on to bringing you in is, it's a different paradigm. So, you know, there's so many moving parts. That are involved in that mindset and that and that thing.

So if you put yourself out and you are able to present to whoever you're interviewing with a plan of what you're gonna do, it's thought out, thoughtful, you're, you're recognizing the, um, the conditions that they're taking on to bring you in and you have solutions to those situations or you recognize them, I think that will go a long way in those conversations, in those interview questions.

But if you come prepared with solutions to those problems, um, before they're raised. I think that will set you apart and it will put you off on a, on a better path and trajectory.

Kevin Rosario

I had a conversation with one of my buddies the other day, and it was about how everyone likes to build things. So I think as a, as, as a doctor, if you're owning a practice, you wanna build this thing for like, this is your name, you're what you want through chiropractic to help people.

And maybe coming in as an associate, you're approaching it from an angle of how can I make you better? How can I push your message out? Because I am working for you. Mm-hmm. And I think sometimes getting out of the me, me, me mentality will help and go a long way, um, for students doing interviews and just be a little bit more serving and then I think it will come back to you.

Dr. Glenn Jaffe

That's great.

Jon Kec

Fantastic. That, and I, you beat me to a question I was gonna ask about that is how do you kind of set yourself up for success? I'm, I'm glad you answered that. Yeah. From the perspective of somebody who's doing the interviewing. Yeah, I love it.

Dr. Glenn Jaffe

And, and, and you know, bringing, like, let's talk about specific things bringing to the table.

When you're in school, you're busy, I get it. Go get your hands on as many different people as you can. Whether that's mission trips, whether that's taking on extra patients in clinic, whether that's spending extra time outside of class, palpating your classmates. Um, I always joke about this and I tell all, all my students, and I have a guest here today who's looking at chiropractic school is like, you know, when we're in school, we're all built like you.

We look like you we're 25 years old. We're flexible. We adjust. Well, it's easy, right? I guarantee you, the first patient that lays down on your table that's gonna pay you to adjust you is five foot 10, 300 pounds. And he's gonna lay down, and I five's gonna be at your sternum. And you're gonna look at him and you're gonna go, how in the world am I gonna adjust L five?

Right? That's, that's the way it works. So get your hands on as many different kinds of people as you can. Palpate them, adjust them, fail all the time. Don't hurt 'em, but fail all the time so you can get better at that. And, and. If you just bring one skill to the table, if you are the best adjuster that you can be, and then you're gonna keep learning, like you said, that's gonna be one of the biggest things you can bring to the table.

Kevin Rosario

Okay. Would you, how do you feel with someone coming into your office, let's say you're hiring an associate and they have different certifications of some sort. How much do you hold weight to that? Are there certain things and we, we don't have to get into the names or anything. Yeah, yeah. But more of like soft tissue stuff, more adjusting, maybe maternity things.

How, how do you hold weight to that?

Dr. Glenn Jaffe

Well, I, I mean there's, that's one of the beautiful things about how our profession has evolved. There's so many niches and, and experts in different areas now, but it comes down to, I think for me is if I was hiring somebody, I'm gonna look for somebody who's got the, the tools and the skills of things that I want.

And so it depends on, on the situation. If somebody's looking to diversify what they offer in their office, and let's say they're, um, more of a family practice, but they don't have a lot of expertise in, in, in, um, athletes and training and recovery, what you bring to the table, for example, would be very appealing to them.

So they could look at that as a, as a new thing that they're gonna offer, right? Not you as a person, but your skillset. But if I was looking to just have somebody to come in and to amplify what I'm doing or to relieve me because. Let's say I've been in practice for 35 years and my shoulder is telling me that it's time to cut back a little bit, but I still love what I do, but I can't do the volume that I used to do.

I wanna find somebody who's coming in and can, can mimic or duplicate what I do to a certain degree. You will never, as a doctor, you will never find a hundred percent of you out there, so stop looking for the same thing that you are, but understand that there's differences out there. It, it goes both ways.

You know, if somebody's gonna hire you and you don't come with the right tools, and then you get into this situation and you practice and you're like, well, you're not doing what I want you to do, and then you say, but that's now what I told you I do when I started here. And then that, you know, you get that.

So, um, it depends on the situation. To answer your question, you've gotta find somebody who's wanting what you bring to the table.

Jon Kec

I think we have a little bit of time left. I dunno if we have questions from anybody in the audience, but I'm willing to bribe anyone that wants to ask with t-shirts.

So we have t-shirts for anyone with questions.

Dr. Glenn Jaffe

They're really soft T-shirts. You really want one.

Jon Kec

So if you guys wouldn't mind just your name and where you're from and dive into your question.

Chima from Des Moines

My name is Chima, I'm from Des Moines, Iowa, and I was wondering what technology or tools have helped change the way you, uh uh, do chiropractic care?

Dr. Glenn Jaffe

Oh man, I could talk about that all day. Um, the biggest thing is, you know, we're in the age of AI being really kind of coming into its own. And so that's probably the biggest thing.

I know it's very contemporary. We're talking about ai, but just leveraging technology, um, to do things that, um, are, are lower value tasks. To free up myself and my staff to do higher value things. Um, you know, for an example, we've been, you know, my wife and I have been developing a, an AI bot that, uh, responds to the phone res auto response to social media posts that our, our clinic puts up auto response to reviews online, um, and, and takes care of the phone and directs it and, and, and everything else.

Our phone hardly rings anymore in the office, which is really neat. But that frees up our staff now. They don't have to stop doing and answer the phone. They're able to continue to focus more on the patients in front of them while we're in the office. And so, you know, that's one of the biggest things recently in my office that we've done.

Uh, another thing I, we talked about earlier, right? All these new tools that are developing in technology. I mean, I've embraced cold lasers in my office and so that. Has made a humongous difference of amplifying the effect of the chiropractic adjustment and everything else we do in the office. So I think for me, in my office, those two things are, are amazing and, you know, be curious about this stuff.

See how it, you know, understand it, see if it fits in your practice, and if it makes sense, hit these guys up for an equipment loan and go get it.

Jon Kec

Yeah. The, the amount of times I've heard about AI in, uh, events like this recently, every, everybody's got a, a section de devoted to it. Just know it's coming. Get on board, get already here.

One more. Ben, Palm Harbor, Florida. How do you define success in chiropractic?

Kevin Rosario

I guess from my approach, I think success is the ability to help your patient. With the tools that you're using. I think that's what I'll see as success as a maybe profession success.

What I would want to see is more of an integration between, like, I think coming from school and I, when talking to other students from different schools, it's like the straight chiropractor, the evidence-based chiropractor. I think there has to just be common ground. I'm kind of, not ti, I'm a little tired of it.

It's like, oh, it's so silly. Um. Because I think we could both do help the patient in our own way, but we don't have to fight amongst each other. [00:35:00] So I think that's success as a profession, but as a provider, I think just helping the patient the best way you can.

Dr. Glenn Jaffe

I think success in chiropractic is the day when you ask anybody on the street who is your personal chiropractor and they tell you the doctor's name.

Jon Kec

That's when you've made that, that lasting impact.

Dr. Glenn Jaffe

Yeah. I, I think that's the epitome of success in this profession is when every single person has a chiropractor.

Jon Kec

Love it. Alright, well, thank you both for joining us today. I, I hope everybody got some good information, whether you're 23 years into practice or two and a half months away.

Yeah. Or three, three and a half months, I guess away. Very close.

Dr. Glenn Jaffe

You're gonna do so well, man, I'm so excited for you. I appreciate.

Jon Kec

And thank you guys all for joining us. Thank you to the FCA for allowing us to, to do this on one of the breaks. Um, for anybody that isn't aware, this conversation, all of our other podcasts, you can get 'em anywhere.

You listen to podcasts, check out our YouTube channel. The recording of this will probably be there, along with other ones as well. New podcasts every month at least, is our goal, if not more. So if you throw out more ideas, we can do 'em faster. Um, anything you guys ever need, AskNCMIC@NCMIC.com topic ideas, questions from conversations we've already had.

We'd love to hear it. So please send it any, at anything you have. We're listening. So thank you again for joining us. Have a great rest of the conference.

Kevin Rosario

Thank you guys, beers and bingo. Saturday come please. It's a lot of fun.