

with Jon Kec, D.C.

CHIROPRACTICAL

WHY PRACTICE WAS NEVER MEANT TO BE A SOLO JOURNEY



Host Jon Kec, DC

Welcome back to Chiropractical I'm your host, Jon Kec, and we're recording again from the NCMIC booth here at FCA The National in Orlando. It's an amazing atmosphere down here, activity everywhere, so much energy. It's, it just shows how strong the profession truly is right now

Host Jon Kec, DC: This episode is about a simple truth: we're not meant to practice alone. Joining us today are two leaders and advocates here in the chiropractic community. You'll remember Dr. Glenn Jaffe from last year's live show. For more than two decades, Dr. Jaffe has practiced, built, and advocated inside chiropractic.

He owns Jaffe Chiropractic in Charlotte, North Carolina, is a past president and current legislative chair of the North Carolina Chiropractic Association, and nationally, he serves as District 3's director for ChiroCongress, chair of BPCAC, the Chiropractic Political Action Committee, and is a member of the leadership committee for the Chiropractic Future Strategic Plan.

He also writes and speaks about the cultural, political, and professional forces shaping chiropractic's place in the healthcare through his publication, Chiropractic Culture in the Climb. Welcome back, Dr. Jaffe.

Dr. Glenn Jaffe

Thanks, John.

Host Jon Kec, DC

Also joining us today is Marc Abl. Before we get too far in, let's wor- well, wish him a happy birthday. 25? 25.

Marc Abl

25.

Host Jon Kec, DC

20- 26. Should we cue him or not? 26 today.

Marc Abl

Today.

Host Jon Kec, DC

I don't think we wanna hear me sing. I don't think we have a sing- And I don't think it's a good idea. Marc is the chief executive officer of the Illinois Chiropractic Society, where he's served the chiropractic profession for more than two decades.

A certified associate executive, Marc is a frequent speaker on leadership, strategic planning, healthcare compliance, artificial intelligence, reimbursement, and legal and regulatory issues affecting healthcare organizations. He also facilitates strategic planning initiatives for professional organizations, and serves nationally as the executive director at large for ChiroCongress's board of directors and chair of reimbursement workshops for the Chiropractic Future Strategic Plan.

Thank you. Marc, thanks for joining us.

Marc Abl

Thank you.

Host Jon Kec, DC

It's been a long time getting here.

Dr. Glenn Jaffe

Yes.

Host Jon Kec, DC

But we made it. We did. We did. Eventually. Uh, but I'm, I'm excited today. I, I, I don't know if you guys know, we've had a couple other conversations before this. I feel like those two have really built up and led to, I think, what we're going to talk about here.

Um, you remember Kevin from last year? Yeah. In a lot of our conversation, Kevin talked about being plugged in, having mentors, a community, support. He's fresh out of school, and he's already starting to build those things, but I know there's a lot of people that don't do that, right? And I, I don't think that that's for a lack of want.

I think it's for a lack of understanding. It's for a lack of, of knowing where to go. So I hope this opens a lot of eyes for people. Um, but, but you know, Dr. Jaffee, let's start with you. You're a little more than four to six months in, um, to your career, so what if, if, if we, we looked at your career today and you were starting over, mentorship, what's changed between where you were when you started and your perspective on mentors now?

Is, is it exactly the same? Did you come out looking for somebody, or where do we go?

Dr. Glenn Jaffe

No, I, and I think the perspective I have now reinforces the mistake that I made early on was thinking that I come out of school and I have this fresh set of knowledge, and I've learned all this stuff- ... and I know everything.

And because I just graduated school, I know more than everybody else who's out there doing the thing.

Host Jon Kec, DC

Sure.

Dr. Glenn Jaffe

Uh, the profession that we learned. And so the more time I've had between that part of my career and where I am now, it's definitely, that is the most incorrect assumption I think you can make.

Host Jon Kec, DC

How quickly we're humbled?

Dr. Glenn Jaffe

Yeah, for sure. Yeah. Because if you don't have that support group and you, and you start having the instability in, in what you think is real and certainty, you're, you're, you're going to start to doubt yourself, and you're going to start to drift. And, and then what are you going to do? Where are you going to go? If you have no support group, you're stuck.

Host Jon Kec, DC

Figure it out by yourself

Dr. Glenn Jaffe

and maybe figure it out- Yeah, and that's how those really expensive mistakes happen.

Host Jon Kec, DC

So how different do you think your career would look if you'd have had that mentor from the beginning? Would the scale-up have been faster? Would... You know, if you didn't make that mistake, what would've changed?

Dr. Glenn Jaffe

I think- Yeah ... I think the growth would've happened a lot faster. Okay. And the, and the idea of having a mentor, having a coach, having a teacher, really is to accelerate how quickly the knowledge gets from them into you, and then you can take it and process it and move forward with it. And, you know, in our profession, we, we talk a lot about standing on the shoulders of giants, right?

Sure. And the reason we do that is because people that have experience and come through this profession before us, they take everything they learn, they take their mistakes, they take their lessons, and then they package them and they share them with us. And so that hopefully we're paying attention and learning, we don't continue to repeat those mistakes.

And we learn, and we have a better starting point, right? If you're going, uh, if you're getting on a boat and you wanna cruise to England, um, do you wanna get on the boat, uh, in Greenland, or do you wanna get on a boat in Galveston, right? Which one's closer? I wanna get the one in Greenland- Yeah ... right?

It's going to get you there faster. So that's kind of the, the, I think the biggest thing. And, and when you look for that mentor, your coach, your teacher, you may not know what you're looking for. And sometimes you have to be willing to shop it around a little bit. Sure. And what I mean by is you find somebody or a group that you think works for you for a while, you do it, you experiment, and you see what the results are, and then you analyze those, uh, uh, results, and you move on if you need to and find the next thing you're looking for.

So you have to be, you have to be patient with that process.

Host Jon Kec, DC

So what do you think the biggest impediment for people is, is to, to just leaning into that process? Is it being scared to ask? Is it maybe having a bad experience with the first one?

Dr. Glenn Jaffe

It could be. Um, those are all... I, I've seen it. I've struggled with that myself, for sure.

But I think one of the biggest things is, as chiropractors, we all are, are- have this vision in our mind that we're kind of called solopreneurs or we are the product, right? Sure. And we come out, and even if you're in a group practice, you are still responsible for delivering chiropractic care.

And so we have that individual mindset, which serves us very well in a lot of things but can get in our way.

And I think I struggled with that, too, not understanding that, um, there is this knowledge base out there, whether it's a deliberate knowledge base or you seek it out and find and pay for a mentor or a coach, and, um, getting out of that mindset of just trying to tough it out and trying to do it all yourself and seek out those answers is a, is a lesson that if you can learn that quickly, or if you d- you don't even have to worry about if you've already learned that, that will accelerate that process.

Host Jon Kec, DC

So to that idea, Marc, solopreneur. Mm-hmm. Right? We, I think a lot of us put ourselves on islands to a degree, right? And maybe that is individually in a solo practice, we feel like we have our island, but we still build that community beyond, and maybe we don't. But with this profession, with your y- 20-plus years working with chiropractors, why do we do that?

Marc Abila

Yeah. I, I think some of it is because when you get out of school, you're looking for... You gotta build your practice. Um, you've gotta find a way to pay back your student debt. Sure. You've gotta pay your loans. You've gotta, you've gotta pay your lease. You... And so you're really honed in and, and focused on the practice, and you just don't have time for everything else, at least that's the mentality, right?

Yeah. Um, to your point, and I think you touched on this earlier, and I think it's super smart, is what you said, doctor, was you said faster, right? And that mentorship is faster. I was talking to a, uh, I was talking to a coaching group, if you will. It was this peer network coaching group, and, and we were just having a conversation about, uh, uh, why, why they have value and things along those lines, and their philosophy is, is, uh, um, is faster, further, and fulfilled.

Okay. And, and there is something to, to be said about that. And, and so the end of the day is you get those opportunities to be around other people who've experienced the things in the past, who have made the mistakes in the past. If you can avoid those mistakes, you can get to where you want to faster.

You can get there, you can get further, and then you can do it a bit more fulfilled, so you're not just buried in work and, and you're leaving your family behind or, you know, you're working until 10, 11 o'clock at night every single night. After a while, um, that's just not healthy. It's not sustainable.

It's not good. And so if we can get there faster and further, um, I think we're doing better. But why? I think it's because we're just... Doctors are... We. Sorry, I, I do this now. I have it after 20-plus years of in, in the profession. I'm there at this point, right? Yeah. And, and so is we're just buried in, in the business, right?

And do you know Wickman? You know, um- Yeah ... sometimes we're busy working in the business and- Mm ... not enough working on it. Sure. And I think there's that element as well.

Dr. Glenn Jaffe

Yeah. And that, and that happens because we are the product, right? Yeah.

There, there's, there's, there's no one else to deliver the adjustment.

There's no one else to do the diagnosing. There's no one else to really do the analysis and prescribing of, of the treatment that we- Yeah ... wanna do. Sure. And so you can't really farm that out by yourself. Like, you can hire associates and get there, but, you know, coming out of school, you're not in a position to start scaling your practice right away.

Yeah. So, you know, that's, that's where that comes from, for sure.

Host Jon Kec, DC

But let- let's look at that a different way, right? We are the product, but there's also the larger profession to be considered, right? How does this potentially impact the profession, this, this isolationist or solo perspective? Eh, solo's not the right word.

Isolationist, right? Perspective. Um, both how does it maybe hinder the profession a bit, but also publicly perception, does that change some of what people see and think about chiropractic?

Marc Abl

Wow. Um, I think the answer's yeah, right? Um, and I think it-- and this is easy, right? So it's easy for a doctor to say these things.

I think it's received better than, uh, maybe the association, uh, guy, if you will. But I have found it with us... Let me do it this way. For, for me as an association executive, um, I'm better when I am around other people.

And the association, and, and I'll be more specific, the chiropractic association world is better when the executive directors of the different associations get together.

I've had, I've had the privilege of working with, um, state association executives around the country. It's, it's one of my roles in, in serving with ChiroCongress right now, uh, and on their board. Um, it's one of the things I love to do. I learn so much from them. We're better, and as a result then, the hope is that the profession's better.

Right? So it's not just great for the Illinois Chiropractic Society, it's not just great for North Carolina Chiropractic Association, um, it is great for the profession as a whole. Then we can look around and see all of the incredible things that are happening even here at FCA- Yeah ...and Florida's Chiropractic Association, right?

And the profession is stronger when we are together.

Yeah. And the collectiveness, right? There's so much work that needs to be done and can be done, but to do it on an individual basis, and the work I'm talking about is advancing, um, cultural authority, cultural relevance, impacting legislation, having conversations on a scale that, that matter and are impactful.

Dr. Glenn Jaffe

To do that one at a time is nearly impossible. It's very expensive. It's very, very inefficient.

And the, the association collects together and, and does the work, and i- in, in a unified manner. And we have to understand the difference between that kind of work that a trade association does, that an asso- a state association is responsible for, and that there's no one else out there that can do that kind of advocacy work, that lobbying, that legislative work, that regulatory communication.

You can have your, your philosophically based group, you can have your practice management group, and have your community and your tribe, but the difference is, is that they're not doing the work that the state association does- Yeah ...and that is power in numbers, and that's why, um, you know, stuff gets done.

And you can see, you can look around in different states. S- some states have higher buy-in in their number of doctors that are members of their associations than others, and they typically, what we see is they get more done. Yeah. And it's not busy work. It's legislation gets, gets taken care of. Defense is played.

Relationships are grown, uh, at an exponential rate compared to states that just don't have the resources. Yeah.

Host Jon Kec, DC: Okay. So talking about associations, I know my view of associations has drastically changed since I got out of school, right? And, and some of that is, is the interactions I've had with people in your role, board, um, executive directors, presidents, things like that, that I, I didn't have as a student.

Um, part of that was my ignorance, right? I didn't know, know what I didn't know. I didn't know what questions to ask, and I wasn't as involved in SAC as I should've been. Uh, but when we start looking at associations, what do you guys think the largest misconceptions are that people have about an association coming out as a student, 10 years in practice?

What should they know that is just, they need to correct it?

Dr. Glenn Jaffe

Marc has something to say about that.

Marc Abl

I do?

Host Jon Kec, DC

You do. Well- He looks anxious.

Marc Abl

I, I don't- I, I think there is. I think you said it best. There's a misconception or misunderstanding, and, and they just, they don't really understand the value of what's done at the association level.

Um, they don't, they don't see, they don't see what happens behind the scenes. Sure. Right? And they also, I think you put it, you put it great. You didn't know what you don't know, and that's really the vast majority of the challenge that we find in the association world is, is a lot of the doctors, they just, they don't get it.

They don't understand. Yeah. Everybody has, everybody, and I'll, I'm going to use a big, bad word here- ... but everybody has a lobbyist. Everybody has a lobbyist. Yeah. And by the way, there's groups that you think, "Well, this group isn't represented." I guarantee- They have one ... they're represented. Um, and so without the state associations, guess what?

We're left behind. Um, and I will tell you, there, there is an unbelievable level of power that is in the state association itself, um, but only if we have a collective buy-in. Mm-hmm. Only if we have numbers, right? I mean, association of five people Who cares? Yeah. Um, but association of a thousand, and now we have a voice, and now we can do something about it.

We can begin to, uh, to move and change the narrative because we're up against giants.

Um, we're up against behemoths that have no problem spending money ... they have massive budgets, they have multiple lobbyists, and we get that opportunity. And that's just, that is just at the capital, right?

Yeah. That's just at the capital. That doesn't include all of the other areas of advocacy, advocating to the public, advocating to the insurance companies, talking to large employer groups, speaking with unions and trying to find a pathway to help, um, the perception of chiropractic change- Sure ... and also then, of course, the reimbursement for chiropractic.

Host Jon Kec, DC

So you're not just the, the people putting on the CE events that I have to go to every year?

Marc Abl

Yeah, I've had this conversation lately, and I think that's what, uh, Dr. Jaffee was, was alluding to. I had a conversation with a doctor recently. Um, you know, we, we do, we do quite a bit of CE for our members. Yeah.

Um, and in fact, they can get all of their education through us as a part of their membership for free.

But we are not a subscription organization for CE. That's not who we are- Yeah ... at our heart. We're an association that represents a profession. We're an association that fights for the profession, uh, that fights for our individual doctors as well.

We, we pursue and help our doctors. We help them with information. We advocate for them individually. We do all of these other things, and in addition to that, we also make sure that we give back as much as we can, and one of the areas that we give back is CE. So- Sure ... this is a phenomenal event. It's fantastic.

This is like... A- as big as it is and as important as it is to the profession, the FCA National, um, this is a small fraction of what the FCA does in Florida.

And the power that they have in Florida and what they do at the capital, what they do with employer groups, what they do with all of those other things, this is just a small piece of it.

As big as this is, it's still just a small piece.

Dr. Glenn Jaffe

Yeah. And, and I wanna, I'm going to use a specific example, uh, of, of what happens in the benefit of the association, and it helps to, to convey the value, but it's something that I think so many m- doctors don't understand, and even members, diehard members of state associations who don't understand the inner workings of what we do.

The very specific example is this: How many times, Marc, have you guys in Illinois been able to play defense and squash something that would've been bad for the profession, and it never went anywhere, and it never grew any legs, and nobody knew anything about it? Yeah, that, that is- How many times?

Marc Abl

It's a lot.

Dr. Glenn Jaffe

And it's probably 10 to one, right? Oh, yeah. 100%. The defense versus offense. Those 10 defensive plays get zero press, very little notoriety. The work gets done, and the association puts their head down and keeps working.

But if the association wasn't there What would have happened? And so I don't think we celebrate that enough, but it's hard, right?

You all, everybody wants a fire department. After their house is on fire. But nobody really wants to pay for the fire department until they need it. It's kinda weird. And so the, the profession doesn't see the activity 'cause it's almost silent. It's like you said, behind the scenes. And they see an event like this, and they think, "Oh, well, you know, I don't need to go to the, the, the whatever chiropractic association 'cause I get my, my hours at my- Here

philosophically based or- Yeah ... or wherever, right? For a private vendor. And, and so now it's, it's almost the same thing, right? Everybody connects chiropractic, you know, to the adjustment as opposed to, um, the, the, the idea of what chiropractic brings to healthcare and what it does with the body. And we've gotten attached to, um, things that are tangible, and there's so many intangible things that the association does in the advocacy and, and legislative side that nobody else can do.

Host Jon Kec, DC

So what about then as a doctor? Yeah. Right? So we talked a little bit before about some of the isolationist mindset is because we've got student loans to pay and we've got overhead to do. And so we're saying, we've said so far the association fights for the profession, which trickles down to me- Right

as the individual doctor. But what else can an association or some of the community that you build, how can it be beneficial to me as an everyday doctor in my office, the stuff I see every time I turn the lights on?

Dr. Glenn Jaffe

So the more you spend time around people, the more you learn and grow and observe. And if you are around people generally that are operating at a high level, and those are the ones that are usually attracted to being around groups and the state associations and make the investment of time and money, you will, you will learn, you will get, I guess, by osmosis, right?

You will, you will- Yeah ... start to, to feed off of that, and it's almost like free mentorship. Okay. And it also provides a certain level of accountability.

Dr. Glenn Jaffe

If you're a new doctor and you don't really know what to do and you, and you, you kinda are doing things, and you're, let's say you're, you're hanging out at your, your local society meeting, right?

And the guy down the street, he's been there 20 years, and you're like, "Dude, you can't do it that way because you'll get in trouble, so let me help you fix that." Whatever. It's a, you know- Yeah ... advertising thing or, or whatever. It's that kind of stuff. That's an intangible thing, right? You can't possibly know that that was going to be a benefit of you being around and being a member of your state association or being around that group of mentors.

And that's the kind of stuff that I know in my experience, I, I observed, I watched, and I started to borrow that behavior from people, and then I learned why I needed to do it that way. Okay. And it just, again, it sped up my learning process. It elevated the, the level at which I performed as a chiropractor and how I delivered and how as a business owner, how as someone in my community.

So I think that's, that's one of the big- bigger things. But there's also a sense of pride, I think. You know, a- as I, I'll use myself as example, you know, I've spent 11 years on the board of the NCCA and two as president, and so I would have to travel to go to meetings, and I would be out of my office, and I would let my patients know, "Hey, I, I'm on the board of the state association, and we've got work to do, so that's why I'm not going to be here."

My patients were really- And I didn't tell them this to get their res- to, to make them impressed, but they were impressed that I was going beyond just treating them in their office. Okay. It's trying to make the profession better, and that was really neat to see as a doctor. Yeah. And, and so that's a, you know, there's just some things.

Host Jon Kec, DC

I think it's an interesting thing to bring up 'cause I think a lot of us, whether it's for CEs, it's for anything else we're involved in, we worry about closing our office, right? Yeah. You close your door, a patient can't come in, you don't make money. Will they come back? And I think that's, that's a really interesting perspective to hear that it, it's actually a benefit in this case, right?

Um, to, to do something like that and be able to say to them, like, "I'm not just... I, I walk the walk," right?

Dr. Glenn Jaffe

But, but, but also, remember, I'm not the first person who's served on this board- No ... and had to close his office and miss time. So it's- That's right ... it, it's not going to be the end of the world.

No, but- It is a concern. I- We, we- Absolutely ...

Host Jon Kec, DC

I think we do live in a scarcity mindset- Sure.

Dr. Glenn Jaffe

Oh, sure ...

Host Jon Kec, DC

Both globally and professionally sometimes. Yeah. I, I think that those things become part of the, the conversation, the calculus in our heads. And I, I, I'm, I guess maybe I'm speaking from some jaded experience, right?

I always felt like that, like, well, I- Yeah ... I don't have enough patients to close. I can't close. I'm going to lose people. Sure.

Dr. Glenn Jaffe

But, but- Right? ... but to go back what you just asked me. Let's say you're in that group of doctors now, and, and you're on the board, and you're like, "Dude, what do I do if I had to close my office?"

And then the doctor- Yeah ... who's been there before you says, "Don't worry. Here's what you do. Just pack your schedule for the day before and the day after, and it'll work out." And you go- Yeah ... "Oh, I didn't even think about that." Yeah. And then that fear, poof.

Marc Abila

And, and there is an element. I mean, I think there's something to be said about sitting back and telling your patients...

And you, and you touched on it, and you, and they, and it was that matter of pride, but what if it was a little bit different and you're like, "Hey, I'm actually going to this, to this seminar. I wanna make sure that I'm able to keep up- Better for you ... with the greatest." Yeah. "I wanna make sure- Yeah ... that I am the best doctor for you- Yeah

and on your behalf." Um, we, we've had multiple doctors, both my, my chiropractic physician in Illinois and then also, um, some medical doctors, and, and when they would tell me, "Hey, we're going to this conference," I'm like, "Yeah, you're going to that conference for my daughter."

Right? "You're going to learn more about the condition she has."

That's, that's super important to me because I want, I want my doctors, chiropractic physicians, medical doctors, whoever, I want them to be on the forefront of what's happening in, in the world, and I do believe that there's an element. You tell your patients that it's more than just pride. Now it becomes also a little bit selfish for them, too.

Yeah. Yeah. My doctor's right out on front. Mm-hmm. And, and I think we downplay that, and I think you said it best. Pack the day before, pack the day after, and all of a sudden things happen a little bit better than what, uh, than what you think they're going to.

Host Jon Kec, DC

So talking about getting plugged into an association or, or, uh, business group or whatever it may be- Yeah

I'm going to use a, a bit of a taboo word, too, right? How do we, how do we do it without just feeling like we're networking?

Marc Abl

Wow. Okay. So I'm going to, I'm going to push back a little bit. Um, networking sometimes seems like this bad word. I, I will tell you, um, I, I call it... And funny because I have, I have colleagues of mine, they're like, "Man, why do you go to FCA?

Why do you go to Parker? Why do you go to some of these things?" And I tell them, it's the m- I call it the ministry of presence.

And, and what I mean by that is it's this opportunity to be and have kind of the servant attitude a sense, but I'm there, and it's developing in further relationships. It's, it's taking those steps, and it's not for Marc Abl, so I'm not networking for me, um, but the doctor can.

They're also networking for their practice and, and what they're learning. But the networking side of this, it's, it's such... It, I think it has a bad connotation, um, but it's in that networking that you become faster, further, and more fulfilled.

I was talking to a, a friend of mine recently and, and man, he just was, seemed to be, like, in, in this world of angst.

And, uh, and he's like, "I don't even know. I just, I don't..." A- it just down, um, and a doctor. And, and ultimately what I did is it just hung out. We hung out a lot during the day, and he had an opportunity to present, um, at, at a conference. And when we were done, um, he was almost in a joyful state. Yeah. Um, he was excited, right?

And he's like, "You know what? Des, this is why I'm here." And sometimes we get stuck into those really rough spots in our practice, and it's in the networking that we learn something small. Okay. I go to conferences not for what's in the classroom. The classroom I look at as a bonus. When I look at the calendar, I'm like, "Cool, there's some bonus stuff."

I go for the hallway. Okay. Because I know in the hallway I'm going to learn from my colleagues a whole lot more than I'm going to learn in the classroom. And that's not a knock on the association by any stretch of the imagination. Sure. It's actually a compliment to the association, because the association is attracting people that I know are going to make me better and make my association better, and in turn make my doctors better, make the profession better.

Everybody wins when we take that extra time, uh, to, to network. Yeah. So I know it seems like a bad word. I'm going to push back and say it's not a bad word.

Dr. Glenn Jaffe

it's interesting you bring that up, the hallway conversations and things and, and I have two things that I wanna say. One is sometimes I- I've looked at opportunity to go to a conference or a, a class or something, and I, I try and figure out who's going to be there.

And I'm like, "Oh, these people or someone from this organization's going to be there, and I wanna connect with them. I'm going to go, I'm going to go to this, this thing and see what happens." And, and I've done that before. But the other thing about that is what you were talking about, you know, you're being deliberate with your time.

You're going to an event, let's say FCA again, and you're like, "Okay, I need to learn about a certain piece of equipment, and I know that there's going to be three vendors there for sure, 'cause I've checked the vendor list."

I'm going to go and I'm going to deliberately spend time with each one of these three things, 'cause I wanna make an informed decision."

And you do that with people, too. And I've done that before. I'm like, "I know this person, this person, and this person are going to be there, and I am going to be a fly, and they are going to have to swat me away from them before I give up not getting some time with them or trying to make arrangements to have time with them- Got it

to be noticed," like you said. And not in a pesky way, but just like, "Look, I really wanna learn from you, or I wanna connect with you. I would like to bring value to a relationship that you and I can develop."

Marc Abla

How can we do that?

Dr. Glenn Jaffe

And the, the reciprocity thing, I think that was the other thing I wanna say is- Yeah it takes care of the networking thing. And you listening to the podcast, I just air quoted networking. Um, if you come in and you come in with a, a giving mindset and you know that I wanna come into this relationship or I wanna do something and I wanna, I wanna give, it will come back. And instead of it just take, take, take, take, take.

And that's what happens a lot in mentor relationships and- and coaching relationships, is that sometimes it- it's just so one-sided. And, and, and that can devolve that relationship. But you go in, you're very deliberate, you have a plan, and you wanna give. How can I add value to this relationship? For me, that's gotten me in so many conversations and relationships that I never thought I would have.

It's amazing.

Host Jon Kec, DC

Okay. So maybe kinda off topic for what we've been talking about, but I think what you both just said lends to this. I think a lot of people struggle with something like that, embracing the networking, having those conversations, being that fly you have to swat away. What, from two people who clearly don't have a problem with that- Uh- Oh boy.

What can you say- Yeah ... what advice would you give a student or a doctor who's been out for however long that just, they, they have to open themselves up to that, they have to be comfortable with that? How can they start to do that?

Dr. Glenn Jaffe

First, you have to be okay with failing. Okay. Fear of failure- Wow ... will keep you from doing so many things in your life, and you have to take it as failure is just an opportunity to learn a lesson and move on.

And if you can work on that, however you work on that, I don't have the answer for that- ... right? Everybody's gotta figure that out on their own. But if you can get past that fear of failure, and then again, you just go back to just being very deliberate. What do I want? How am I going to get there? Reverse engineering and take action.

Fear of failure and take action.

Marc Abila

Yeah, this is going to sound really silly, and this is maybe going to, you know, make me look like that dad that I am- It's air quoted dad ... but we tell our kids all the time. Yeah. So we, we tell our kids, we tell them, "You know, you're looking over there and worried about what they think about you, and what you don't realize- Very goodness too thing

is they're looking at you- Yeah ... and thinking they're worried about what you think about them." Yep. And too often we fall into that trap, and so neither one will talk to each other. Yeah. Right?

And so it is that. It's the fear of failure. And, and guess what? When it comes to relationships, you know, relationships go bad, but there's no failure in it.

You're going to learn something from that relationship regardless. There's something to be learned from the relationship.

Marc Abla

And so it's just take that a little bit of a step, and I know it's easy for somebody who is a quasi-extrovert to say that to somebody who is an introvert- But it's that fear of failure.

Yeah. Yeah. I think that really is what... I think most people fall in between, where there's moments of- Yeah ... extrovert and, and, and moments of introvert. Most people are in the middle, if we're being honest. Yeah. Right? And so it's, it's, it's seizing that extrovert moment and going ahead and be comfortable with it.

Host Jon Kec, DC: Okay. Yeah, I think one of the most freeing things I ever heard, learned, whatever, it's, it's something to the extent of if you knew how little people thought about you, you would stop caring- That's it ... and thinking about how much they think about you. That's it. 100%. Something to that effect. Nailed it.

That's it. But that was, I, I mean, you know, as, as kids, I think most of us struggle with that. As new professionals- Yeah ... I know we struggle with that. We have that imposter syndrome- Yeah ... that fear of failure. Yeah. Yeah. But y- to- I think it's a great point, right? And I think we lose sight of that a lot is if you just really boil it down, they're doing the same thing, right?

They're in the exact same place, so somebody's just gotta make the first move. Yeah. That's right. So.

Host Jon Kec, DC

All right. Uh, well, let's, let's look forward a little bit. So let's say we fixed everything for people right now. New docs coming out, docs in practice, association membership are 100%. What kind of power can we get out of that movement?

We get people involved. We get people community. How does it change the profession?

Dr. Glenn Jaffe

How much time do we have? I know, we can-

Host Jon Kec, DC

As much as you want...

Dr. Glenn Jaffe

We can do this for a while. You go first. Okay. So a lot of, a lot of what I've learned about this profession over the last several years for sure has come back to me believing that the most

important thing that we need to change is our cultural relevance and how the public sees our profession and judges us and what category they put us in.

And then that feeds to our cultural authority, because if we are out of sight, out of mind, or not thought about or, or not used at all, we are not relevant. And so we can't enter into the conversation. So if we get to the point where we are relevant, then we become, uh, uh, uh, we'd be able to, to take action and do things.

But if we do not have relevancy, we cannot have authority. And when we get that authority, then we can have things happen. And there's so many examples of, of why we have what we have or the circumstances that we have in our profession, and you can point directly to the fact that we don't have authority because we have no relevance.

And you can look at, I'll use Medicare as an example. The reason we are paid for currently at Sept- August 14th, 2026, that we only get paid for three codes is because we did not have enough relevance and authority to influence at a high enough level to get anything but those three codes.

Once, once that happens and you get, you get past that tipping point, you can start to make things happen. I think- And you've got things to say on this.

Marc Abila

Yeah, you, I mean, the tipping point's key, right? Uh, at the end of the day Yeah. I mean, it, it... What? Relevance, uh, number of patients. Um, all of a sudden we start to realize, and, and, and what we're seeing in some of the research world too, right?

We see what Dr. Havoc's research re- recently, especially with the brain and all of those things, uh, you, you look back and, and see where we can drive this from a relevant standpoint. Mm- hmmm. So what does this look like? I think we end up with even more research. Um, I think we're going to see even more financial efficacy.

We're, we're going to see exactly what we stand for. Um, Illinois Chiropractic Society adopts natural first, and almost every state association has something similar- Yeah ... if not something right along those lines. It, it, it, it comes to this idea where we can have fewer drugs, we can have fewer surgeries if we begin to have a greater amount of relevance.

So what does it look like for the average doctor? I think reimbursements go up. We have greater, we have greater power in regards to, uh, the individual doctor being able to negotiate and be able to demonstrate, uh, the financial efficacy of chiropractic and the importance to that, both to the corporate world and also to the union world and, uh, to the insurance world.

Uh, for whatever worth, for whatever that would be worth at this stage, 'cause that's counterintuitive, but that's a completely different podcast. Mm. Um, but I think all of those things begin to bake together, and I think what we find is a healthier public.

And, and that's what we all want. Um, I'm guessing you didn't get into the chiropractic world, Doc, um, uh, to... and I'm going to sell this, and this isn't a knock on Love and CMIC, to sell insurance. No. You wanted to help people.

And, and, and whenever I talk, I love hearing our doctors' stories about why they got into chiropractic, and, and that's where the richness is. And if we could just take everybody back to that moment, why did you get into chiropractic?

And, and just that little momentary dream space that you just had when I asked that question, uh, for those watching or listening to the podcast, that moment, that's what it looks like when we have the relevance, when we have the reimbursement, when we have the patients. All of those things coming together.

Dr. Glenn Jaffe

We just, we become bigger. We become the standard. Yeah. Right? It is part of the lexicon, and it's part of the ethos. It is unquestioned. You know, I, I did a talk this morning, and one of the things we, we mentioned, you know, about cultural authority and how it comes from the outside, right? And it happens before you get here.

And so it shows up in different forms, like the, the, the thought process of a patient not at all considering mentioning to you that her shoulder hurts because you're the back doctor.

Even though she's been seeing you for six years- Mm ... and she loves you, and you've gotten her better, but she, on the way out of the visit that she sees you for every two weeks, she goes, "Oh, hey, by the way, uh, my PCP's sending me to the ortho 'cause I told him my shoulder hurt, and I'm going to see the ortho next week. And saying "bye".

And you sit there and you go ...

Host Jon Kec, DC

Why?

Dr. Glenn Jaffe

What, what, what did I do, right? Yeah. It wasn't anything that you did. It was irrelevant what you do. We weren't in her mind. We didn't even, we weren't even decided against. Yeah. It wasn't even considered. So that's, that's an example. That's how it shows up.

Host Jon Kec, DC

No, makes sense. So, so then to get us there, everybody needs to start somewhere, right? We've got some involved, we've got some thinking about it, we've got some that don't even know where to start. To those people, what is one thing somebody listening to this can take away and start doing today or next week that moves us toward that path, gets them that community?

Marc Abl

Show up. Uh, and I mean that. I mean, really- Yeah ... at the end of the day, it's, it's showing up. It's being present and, uh, and having conversations with your fellow doctors. Stop looking at,

stop looking at Dr. Jaffe as the competitor and start looking at him as a colleague and somebody that can help you be better.

Um, stop looking at the association as somebody who just collects dues. That's, that's not it at all. It's, it's, that's somebody who is representing you in your state. It's somebody who can help you, who wants to help you, want... We want nothing more than for our doctors to thrive. So it's being present. It's having those conversations.

Uh, it's calling. If you're in a s- We have, we have members who are members of our association that have questions, and, uh, they'll ask a colleague. And they'll go, "Well, have you called the association? Have you, have you talked to Marc yet?" Mm-hmm. And they're like, "No, I didn't even think about calling the association."

Yep. And then they call and we have the, a phenomenal conversation and, and we're both better for it, right? I'm better for it, and they are, too.

Dr. Glenn Jaffe

Be active. Look for those opportunities. Be, be deliberate. Again, find a way to make something happen, and then reverse engineer it to get to where you wanna go.

You can't be passive. You can't just sit there and hang your shingle out. I know it's so, you know, mundane to say it, but you can't just hang your shingle out and expect people to come see you. It, it never really worked that way. It doesn't work that way now. And it's the same thing with your professional development, and if you want your profession to get better, you have to be a part of that process.

You can't just sit on the sidelines and go, "Well, I hope somebody takes care of that bill, 'cause that doesn't sound good." Yeah. Or, "I hope, I hope the profession does what it needs to do to get the Medicare bill ch- uh, passed for," you know, insert whatever action that you want the profession to do. And you just sit there and just, "Well, I hope it happens."

Hope is not a plan. No. Right? No. And so like you said, go find somewhere to get involved, um, but just take some action. And if you, if you... I'm going to put this out there, John. If you're listening to this and you can't figure out where to get started with something, please email me or call me or text me or DM me, and I'll help you figure it out.

We can work through it. I bet you it won't take but five minutes to figure that out. So please, get in touch. I'll help you with it.

Host Jon Kec, DC

Boom. I, I hope to hear he gets 40,000 emails.

Dr. Glenn Jaffe

That would be awesome. I'm not on Instagram so much, so just stick to Facebook or LinkedIn.

Host Jon Kec, DC

Well, as, as we wrap up, anything else that, you know, we haven't really talked about, other things that people should consider, benefits of being in the association, benefits of, of being more than just in, but getting involved in the association?

Dr. Glenn Jaffe

I, I can tell you in my experience, and this is not the reason I got involved with leadership, but it has become something that has happened to me because of leadership. I have met people and developed relationships with people and had opportunities presented to, to me that I had never even imagined would be possible for me, let alone could even imagine existed.

And it has, it has made this journey such a more immensely fulfilling one for me. And I have, I have met some of the most amazing people in this profession, and we all know that chiropractors truly are great people, but there are some amazing people in this profession that I really do consider some of my best friends.

And I've had some of the most deep, meaningful conversations with about things beyond chiropractic, and one of them is sitting to my right here. And, and that is priceless. Yeah. And that is something I think that if you can, can be willing to receive and, and that is one of the most amazing gifts. You know, Tony Robbins says there's always a gift in any of your experience, good or bad, and sometimes that gift takes a long time to become apparent.

And that's one of those ones that it, it took a while for me to see it, but once I understood it and I started to receive it, oh, one of the most amazing things in my life.

Marc Abila

Yeah, it's, it's in the relationship And, um, it's, it's much like it's much like other friends that we have, right? In relationships, relationships, good relationships take time, they take energy, they take effort, they take commitment, right?

Um, and you don't always agree, and that's okay. But at the end of the day, we are, and I, I know I've said this a few time, but, you know, w- the networking helps us be faster, um, right? It helps us go further, but at the end, and you hit it, it, it also helps some fulfillment. And I think we're better as people.

I'm better when I hang around my colleagues. I'm better when I talk to my other state association executives, um, when I talk to Jennifer Durr at, at FCA, when I talk to, uh, Rachel Wendt from Kentucky, or, or Tiffany Stevens, who's, who's unbelievably brilliant, and John Murray, who we just got done talking about a few minutes ago, uh, from Wisconsin.

And I, I, I could keep going. And Travis Oller from Kansas, and Don Benton from California. And again and again, I could keep going on down the road of, um, hanging out and, and creating these relationships and friendships. I'm better for it personally. Our association is better for it. So the time that I spend in each of those, uh, in each of those relationships, um, whether it be at a conference like this or whatever, it doesn't really matter, but the time and energy and effort that I pour into that is, is brought back to me, uh, tenfold.

Yeah. And, and, but not just to me, and I think that's the beauty of this, uh, to our association. So for the doctors, it's the same thing, right? It, it, it will pour back into your practice, and you'll find

that you can just get there quicker. You can find those small little things that y- I never, I never even thought about doing it like that.

And, um, and I think that that's the richness in the relationship, is- Yeah ... we're better for it personally, and our practices are better for it, um, uh, professionally.

Host Jon Kec, DC

Well, thank you both for, for jumping in today. Um, you know, I think y- you guys bring such a unique perspective, given, given we have a little bit of diversity, right?

Slowly on the association side, practice side, but also some of that association side. So I hope that, that everybody kind of hears that message and understands that we really aren't meant to go this alone. So thank you both.

Marc Abla

Yeah. Thanks, Jon. Appreciate you.

Host Jon Kec, DC

Thank you for joining us here in the NCMIC booth for this episode of Chiropractical from FCA the National in Orlando. Thank you for the insight, the wisdom, for everything. To everyone listening, practice does not have to be a lonely journey, and the future of chiropractic isn't going to build itself.

Get connected, reach out to a colleague, and get involved with your association. Make sure to check the show notes for links to connect with Marc and Dr. Jaffe, and as he said, call him, email him. He wants to talk to you. If you found this episode at all helpful, be sure to subscribe and share this podcast with a colleague.

It'd be great if you could leave us a review as well, as it'll help more chiropractors find us here at Chiropractical. Be sure to watch the video version of today's podcast on the NCMIC YouTube channel. If you have questions for me or the show, you can always email me at jkec@ncmic.com. Thank you again for listening.

I'm Jon Kec, and this has been Chiropractical.