

S5: EPISODE 12

with Jon Kec, D.C.

CHIROPRACTICAL

2025 IN REVIEW: CHIROPRACTICAL'S CAN'T MISS MOMENTS



Jon Kec

This is chiropractic and I'm your host, Jon Kec. What do a Super Bowl adjustment? A 24 year career and a student's very first breakthrough moment all have in common. They all happened right here in the world of chiropractic, and they helped shape our year. Before we turn that page on 2025, we're looking back at the conversations, lessons, and the stories that reminded us why this profession matters.

This isn't just a recap, it's a highlight reel of the purpose, passion, and power of being a chiropractor. Let's jump in.

Welcome to Chiropractic. I'm your host, Jon Kec, and this episode's going to be a little different. We're closing the book on 2025 by reliving some of the more memorable moments that have helped define our year.

From the vulnerability of doctors tackling burnout to the magic of the game day adjustment that changes Superbowl athletes' night to finding out new ways to ensure chiropractic is always held in the highest of esteem.

Let's start with a moment from back in episode nine in September. What happens when a Super Bowl athlete walks in hurting and the adjustment table is nowhere to be found? Let's let Dr. Alan Sokoloff, the Baltimore Ravens team, chiropractor, or Dr. Sok, as he prefers to be called, share one of the most powerful stories of his incredible career, a game day adjustment.

He delivered on nothing but a banquet table that changed the entire course of the Super Bowl. What followed was a room full of stunned trainers and an athlete who could carry that moment of relief all the way through the biggest game of his life.

And hours after that final whistle made a point to go find Dr. Sok to share two words every chiropractor loves to hear.

Dr. Alan Sokoloff

Alright, so I'll, I'll share this. So, um, one of our more popular football athletes, this was before the, um, Super Bowl 2012. Um, I, I had gone down with the team and I had gotten to work with, um, a lot, all the athletes. Mm-hmm. You know, they practice, we set up these huge training rooms in the hotel and, um, we would, uh, treat every day.

And, um, it was Sunday of the Super Bowl and we were in New Orleans and Sunday morning, um, they came and they brought the adjusting table and all, most of the other stuff to the stadium for the game that night. And one athlete in particular who was um. A, a big time athlete came in to get adjusted before and, um, we didn't have the adjusting table, so I said, here late lay down.

We had like almost banquet tables. Um, so I went ahead and adjust 'em and um, um, he had done whatever else that he usually does and, uh, got up and he's like. All right, thanks. And walked away, and I was, whoa, whoa, whoa. Wait a minute. What? Wait. Yeah. What, what? This, why are you, you, you know, we, I always watch patients when they walk into a room and I wanna see them when they walk outta the room, right?

Mm-hmm. Because we're, we're still, I, I, I wanna see what's going on. So he said, well, I still feel this back here a little bit. I'm like, all right, well, let's figure out a different way to do it. So I took the sheet. I laid it on the ground and I see her just lay on the ground here for a second, and all of a sudden, you remember the old er.

When EF Hut and talks, everybody listens. Now all the eyes in the training room are, are on me and this particular athlete. And, um. I knew it was a, it was a small anterior thoracic, and I laid him down and, and, uh, all of a sudden it went boom. And it was like one of those TikTok audibles, and in he was, he was like, oh my gosh.

And I, I'm like, this is going on the inside. But he is like, the pain is gone. Like that, that it was, it's gone. Yeah. I'm like. Of course it is. Just have a good day. I'll, I'll check you. Uh, check you at the stadium before. And everybody was like, fuck, you know, the audible really like, just gasp in the room. Yep.

Right. So now I fast forward, um, we played the game, that's the, the Super Bowl where the lights went out. They came back over and I tripped over the extension cord. So, um, hours later we, we are at the post game party. And it's, uh, at two, three in the morning, whatever. And I saw that athlete and he saw me and we like walked towards each other.

Actually, he stood there, I walked to him 'cause he was holding court. Um, and, and it felt like, like one of those brook shield, slow motion beach hair fly. And, and, and, and we hugged and uh, just to say, Hey. And he said thank you. Like. Thank you. I, I didn't have to think about that pain. So in the, the big picture for, I'm like, wait a minute.

You just, you just won a Super Bowl and you remember that adjustment from like 12. So I share that story because people don't understand the power that not only they have in their hands, but. The, the power that they have to help people and people will remember. Yeah. And we need to get up every day and walk into every single patient and have that passion that, hey, they're gonna remember this and that.

That's kind of, that's one of my, my favorite stories that I retell to myself periodically. If I'm having a bad day, I will, yo, I, I, I can't reflect it on my patients. I, I need to make a difference.

Jon Kec

If you're a student who's considering a career in Sports Chiropractic, make sure you check out episode nine. Are you feeling the way to practice life? Guess what? You're not alone. In episode seven, back in July, we were joined by Dr. Mario Fucinari, who opened up about the very real burnout facing chiropractors. He talked about why trying to balance being the doctor, the business owner, and a human can be so overwhelming.

Dr. Fucinari shared three heartfelt pieces of advice every DC needs to hear. So if you're feeling stretched thin, listen to this moment from Dr. Fucinari.

Dr. Mario Fucinari

Well, I will tell you that burnout is real for every profession, but you know, we care so much for our patients, but also, um, it's like. You know, you're running a business and many, many people in general, and doctors for sure, they don't realize that there's a business aspect and there's a doctor aspect, and sure there's a third aspect, which is your own personal life and family life too.

And it's finding that balance. That's the difficult part. Absolutely. So how does that compare to other medical professions? Are we on the high end, low end, kind of average? Well compared to other there actually Medscape did a study and we are kind of like in the middle to the lower, and there are other professions that have higher amounts of, um, burnout and even suicide.

If you could give one piece of advice to our listeners, top piece of advice to take that 33% number and bring it down. What is it? How about I give you maybe three because I, I've got even better. Okay, so number, so number one is reconnect. And it could be reconnect with yourself, reconnect with your family, reconnect with your passion, your mission in life.

We are all put here for a purpose. So reconnect. That would be number one. And that reconnection here will give you like A-G-P-S-A path to go. Number two is compartmentalize be in the moment, and I, this is totally off the cuff. I don't have anything written down here. Be in the moment. Number three is be true to yourself.

Reach out to your family, reach out to any loved ones, but also, you know, reach out to professionals. And once you like any other issue in life, once you reach out and just admit I need help, then help will be there for you just like you are for your patients.

Jon Kec

If any of what Dr. Fucinari said resonated with you, go back to episode seven, to find other ways to not only reconnect with yourself, but with your purpose. I.

What really makes a patient feel seen, supported, and eager to return? During episode three back in January, we were joined by Dr. Lisa Goodman. She shared her powerful blueprint for creating an exceptional patient experience. Every single visit., It's not just the appointment itself that matters.

It's what you do before and after and how everyone in the office can be a key to ensuring you are meeting the patient where they need to be met.

Dr. Lisa Goodman

Positive reinforcement is huge with every single visit. I do it every single visit, you know, oh man, that's you're, you're gonna have a great time tonight at, even if it's not to do with the visit, oh, you're gonna have such a great time tonight. You know, enjoy the movie or whatever that you talked about during the visit.

So end with positive reinforcement. Can the mats at the front desk with a clear idea of when you wanna see them again? Hey, we talked about seeing him next week. Try to get that scheduled. My favorite thing to do is say, I wanna see him. Next week and probably the week after, and then I kind of look over and say, Sam, my schedule's really tight around the holidays.

Why don't you just book two? And we could always move that if we don't need it. Sure. It just like helps them again know like, yeah, I'll just book two at a time that that's helpful, and then walk away. So then leave it to the front desk. And the front desk should ask them about their appointment. And again, I kind of like it every time, Hey, how was your appointment today?

How did you feel after you got adjusted? So it shows that the front desk is invested in cares, and it goes back to inviting, like you said, that uncomfortable conversation. Because if a pa, if you can catch a patient who says, you know, it was, it was okay, I don't really know if this is gonna work for me.

Then suddenly the patient will feel like the front desk is their best friend and they'll tell them things differently than they'll tell you. So you wanna get that information.

Jon Kec

If you want patients who feel cared for, connected and confident in your care, I urge you to go back to episode three and listen to Dr. Goodman again.

So what really is chiropractic, let's get to its core, and how do we present a unified message that truly resonates with the public? With so many techniques, tools, and philosophies within the profession, it's no wonder patients often wonder what chiropractic is really about. This August, we brought chiropractic to a live audience at the National by FCA in Orlando, and the energy in the room was amazing meeting so many listeners face to face with a highlight. And our guest, Dr.

Glenn Jaffe, and soon to be Dr. Kevin Rosario, deliver a conversation that was packed with clarity, passion, and perspective. It's a discussion worth revisiting and one that I think just might reshape how you think about communicating chiropractic to your patients.

Dr. Glenn Jaffe & 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?

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 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. 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 it 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. 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. 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 resonate with you. 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. 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.

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 areas 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 O-B-G-Y-N 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 then, like you said, be seen, say yes, be a part of it.

Jon Kec

Thanks again, Dr. Jaffe and Kevin for that entire conversation and for doing it. Live with us at the National by FCA in Orlando. Hear everything else in its entirety in episode eight, Here's a question. I think we all struggle. Why do patients stop following care plans even when they know it's good for them? In episode six, back in June, we were joined by Dr. Tom Ventimiglia. He broke down the true reason so many treatment plans fall apart, and it's really not what you think. If you wanna continue being the kind of chiropractic whose patients actually follow through this clip is an absolute must listen

Dr. Tom Ventimiglia

So when we look at the reasons why patients don't follow what we believe to be the best interest, you know, this, they're, they're by and large, a majority of them are psychosocial. They're, they're not biological. In fact, when the patient's in the acute state, they'll do whatever you want them to do, you know, whatever.

Yes. Just help me doc. Mm-hmm. And then suddenly they're moving into the a different stage of the healing process. And now the reality of the disease illness models come into play. Well, the disease is something you told 'em they have and you're gonna fix that. But the illness is starting to creep in like, oh my gosh, this is gonna cost X amount of dollars.

Or, oh, do I feed my family or do I give the doc his copays? Oh. Or how do I exactly get there? Because I work until five, I can't take any more time off to get to the office. Mm-hmm. So the relationship. When you, when you have tapped into this patient's relationships and you understand the illness as well as the disease, then you see the success rates go go higher and higher.

So tapping into the psychosocial aspect of your patient, I think raises the potential for you to have a, a greater sense of accomplishment.

Jon Kec

For more insights from Dr. Tom, be sure to go back and listen to episode six.

Our final moment from 2025 that we're highlighting is actually a bittersweet one. While we know he is loving his retirement, we still miss Mike Whitmer every day during episode four in March Whitmer, as he's affectionately known around N-C-M-I-C, and I'm sure by a lot of you shared the top three risk management challenges he sees DC's facing right now and in the near future.

Be sure to go and listen to that episode for great advice from Mike. But it was also an opportunity for us to thank Whitmer for all his years of service, knowledge, and influence over his 24 year career that began actually by accident.

Mike Whitmer

I kind of fell into this position and this profession. Uh, 24 years ago, I was, uh, in a situation where I needed a job and a friend of mine worked here at N-C-M-I-C in the HR department. She recruited me and I was, I've been so grateful to her ever since because this really has been just the opportunity of a lifetime.

Not only from a work perspective and career perspective and my AB ability in this position to really have a fun career. I've gotten to travel a lot. I've met so many wonderful people, developed terrific friendships, so that's really been just a wonderful, wonderful accident. That I ended up here, you know, that I was, I needed a job and, uh, my friend worked in HR here who I'd worked with previously and she recruited me and here we are 24 years later.

I can't believe I'm stepping into retirement. But, uh, it is just been a wonderful, wonderful ride. And, you know, back to your question about. What's interesting about it is it, you know, what's not interesting about the chiropractic profession. It's fascinating. Absolutely. You know, not only where we are today and where we're going, but it's fascinating where we've been, and I kind of had, you know, when I fell into this job, I kind of glommed onto the history of chiropractic immediately because first of all, I grew up.

Just north of Davenport, Iowa, which is the fountain head, Palmer. And so I was aware of Palmer all my life. I didn't know really what it was or why it was in Davenport, Iowa. Now I know, and I, I've been fascinated with the history of chiropractic because I am kind of a history buff, but. Chiropractic history is Iowa history and I'm an Iowan, and I find that history fascinating.

Interesting. Um, and you know, you always, we always learn from history, so I think that there's always good lessons to glean from it. Yeah. And the chiropractic profession just has such a wonderful, rich. Interesting history. You know, I've always wondered, you know, why a suspense movie has been made about this, you know, um, because there really are just some fascinating, interesting stories, wonderful characters, and just really the, the, uh, story of how such an important, wonderful, pro profession began from one person.

In Davenport, Iowa with this idea and took it to this profession that is now wonderfully serving the world just fascinates me.

24 years, it, it's been, I'm sure a, a crazy time, a wild ride, so to say. But what are you really gonna take away from your time here with us at N-C-M-I-C?

Oh my gosh. Uh, so many things, you know, uh, you know, and I think that probably the main, main thing are the relationships that I've built, the friendships I've built.

Um, I've just had such a marvelous opportunity to be out there, to be in front of the profession, to be in front of students, um, and learn about the chiropractic profession, learn about. The amazing thing difference chiropractic can make in people's lives. Yeah. I think that that's probably when we're looking at the big picture, you know, that's probably the main takeaway for me over 24 years is what a wonderful profession, what a powerful profession.

Chiropractic is, you know, it's become a part of my life. It will be a part of my life, uh, for the rest of my life, even if that's just, I'm a patient. You know, um, yeah. You know, it's become a part of my life and it is, it's an important part.

[Jon Kec](#)

Thanks again, Mike Whitmer and keep enjoying that retirement.

As we wrap up this 20, 25 year in review, one thing really stands out. Chiropractic isn't just a profession, it's a community. This year we heard stories that remind us of the impact of a single

adjustment. The power of mentorship, the importance of connection, and the resilience of doctors and students who just keep moving things forward.

We're looking forward to an even better 2026 with more episodes designed with you in mind. We'll hear from familiar voices from the profession, new dcs ready to make their mark, and how to deal with challenges and changes facing chiropractic. If this is your first listen to chiropractic, be sure to click the subscribe button and you can always watch video versions of the show on the NCMIC YouTube page.

Connect with us askncmic@ncmic.com or reach out to me directly at JKec@ncmic.com. Thanks for listening to chiropractic. Have a wonderful holiday season and we'll see you in 2026.