

# Empowering Chiropractic Success in the 21st Century

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It is with great honor that I have this opportunity to address the 82nd Annual Meeting of the Federation of Chiropractic State Licensing Boards and the distinguished members of the profession assembled here today. I am humbled to be in your presence and to address you on this dais presenting the 18th Annual Joseph Janse Lecture.

During my time with you this morning it is my desire to address two concerns that I feel are among the most important to continue the chiropractic profession down the path to high achievement for the betterment of mankind, and the one central issue that must be clarified by the chiropractic profession in order to meet the challenges in front of us with success.

It is my ardent belief that the doctor of chiropractic deserves to be recognized as the leader in the delivery of conservative health care in our country and across the globe; that other providers of health care should not be allowed to seize and supplant our gains in bringing chiropractic methods to the forefront of humanity, especially now that these methods have gained in credibility and far-reaching international recognition for their contributions to health care.

I was fortunate to have met Dr. Janse on several occasions as a student and later while in practice. His passion for the profession and his willingness to stand tall to the many, seemingly never-ending battles always stirred many to a keener awareness of the conflicts the profession would have to meet and conquer to keep chiropractic moving forward in the midst of powerful forces attempting to "contain and eliminate" our evolving profession.

I recall with fondness, in the summer of 1973, the very first time I heard the recitation of the Rudyard Kipling poem, "Here's to the men of my own breed, good or bitter bad as they may be, at least they hear the things I hear, and see the things I see," it was from the generous voice of Dr. Janse. I heard what he was saying and saw what he was seeing. My hope for today is that many of you also will hear what I am saying and see what I am seeing.

Some of you may have heard Dr. Janse in his eloquent delivery of "Man the Biped" illuminating his profound respect for the evolutionary process as part of a science based world whereby the erect posture was both a blessing and a curse. Allow me to recite the words of Dr. Janse as he brings a clear understanding to the valuable contributions of chiropractic:

"Bipedism represented the physical necessity that led to human mental and spiritual realization. No other vertebrate is comparable to man in having attained the structural

ability of maintaining the erect posture and as a result no other vertebrate possesses a nervous system, as completely developed, and as fully endowed with critical discrimination and response.

It requires but little insight into the science of physics to realize that man, as a biped, must possess a much more complex and integral neuromuscular mechanism of movement and posture than the quadruped, neuromuscular mechanism that involves a great many more proprioceptive patterns, whose correlations are so very essential to proper balance and locomotion, yet which, because of their complexity of composition and the effects of gravity, are very vulnerable to abuse which frequently mirrors itself in the mental and visceral aspects.

Therefore, man the biped is confronted with the irrevocable necessity of constantly vying with the pulls of gravity. The chiropractor, a student of structural anatomy, is fully cognizant of the fact as it relates to the problems of health and ill health. His (or her ) constant effort is toward maintenance and normalization of body mechanism. The chiropractor is a bio-engineer and seeks to understand the intricate relation that exists between body balance and well-being."

These fundamental principles remained the foundation of Dr. Janse's later writings. He constantly would refer to the bipedal nature of man and its affect upon the neurological element, especially the proprioceptive nerve bed, as a basis for dysfunction, pain and eventually pathology.

In May of 1975 Dr. Janse delivered very similar remarks at the commencement address at Texas Chiropractic College having been invited by two members of the graduating class, FCLB president Dr. Buddy Smith and myself.

My dad graduated in 1954 from Palmer. I was born in Davenport, while he was a student, and am proud to say that my parents brought me to Dr. BJ Palmer, as an infant for my first chiropractic adjustment for colic. Upon my dad's graduation he heeded the words of BJ who encouraged new graduates to consider practicing in one of the four states, which at that time, had yet to enact regulation. With a pioneer spirit, a courageous spirit that was replicated all across our county and around the world, he took his family and drove to one of the southernmost parts of Louisiana where he practiced for 20 years without a license - subject to discrimination and harassment until 1974 when Louisiana became the last state to license and regulate the profession. Dad served on the first board of examiners in Louisiana.

Those early years in Louisiana and across the country were hard years. DC's fought for their rights to practice their profession in hostile environments amid propaganda intent on influencing society to believe a falsehood, a falsehood that the services of a chiropractor were not welcome and not necessary. To succeed required great determination and steadfast dedication to a cause greater than themselves. Doctors of Chiropractic banded together and followed leaders; both nationally and in their states, in what was truly David vs. Goliath struggles. What they may have lacked in funds they instead gave of

themselves in their untiring efforts, and enlisted their patients to fight alongside them. I recall one of the pioneers from Louisiana, Dr. Fred Bates, telling me that one of the reasons chiropractic survived those arduous years was because there were so many veterans among the profession, veterans who had stood down enemies in faraway battlefields who were far more vicious than anything political medicine could throw at them. To fight for freedom in a cause greater than themselves, against all forms of oppression, was nothing new to them.

I mentioned two concerns that are important to "Empower Chiropractic Success in the 21st Century" and continue chiropractic down the path to high achievement in service to mankind. One is that our profession must overcome the apathy of our colleagues, who much too often find reason not to participate and support their profession. Our small profession cannot long afford to have them as MIA's, Missing In Action - the very action that protects and defends them and their chosen profession. At both the state association level and the national association level we need more men and woman of good will to see the things that have to be seen and hear the things that are being said. There is no room for complacency as the health care market place is constantly changing and our profession must have a place in those changes. Organizations like the Foundation for Chiropractic Education and Research (FCER) must have the resources to continue its critical work in developing researchers and establishing research. The recent creation by FCER of "DC Consult" - the clinician/patient/research information resource for chiropractic and alternative health care information is deserving of high praise and support. The Foundation for Chiropractic Progress is making inroads in national public relations in its sustained campaign to advocate for the profession and is waiting for a professional buy-in. Our colleges need more alumni support.

Indifference to the pressing professional issues of today, by a large segment of our profession, places a huge burden on raising the resources necessary to go toe-to-toe with our well funded adversaries whose intentions, still today, say there is no place in health care for us. Somehow, we have to inspire our profession to give back more, to appreciate that the more you give, the more you receive or as Deepak Chopra said, "As long as you are giving, you will be receiving"; our non-engaged colleagues must be inspired to acknowledge that a secure and thriving profession has to have their contribution and support. In Canada, Australia and Europe 80-90% of the profession participate in chiropractic organizations; to fight the "turf battles" and make some "turf battles" of their own. It is incumbent upon all of us in the profession to elevate the commitment to greater participation in all causes that will lead to professional strength and greater access to patients in need of the care only a chiropractor can deliver. Causes that are greater than ourselves to bring a chiropractic influence to an increasingly unhealthy, overmedicated, overweight and out of adjustment planet we live on.

The second issue, imperative now, perhaps more than ever before, is profession-wide leadership. Ben Franklin said, "Liberty will not descend to a people, a people must raise themselves up to liberty, it is a blessing that must be earned before it can be enjoyed." The FCLB is comprised of leaders from every state and some provinces. Men and woman of good will who see the things necessary to regulate the chiropractic

profession for the citizens you protect. Men and woman of good will who hear the things necessary for an enduring profession to flourish for those citizens you champion, deserving of the best our discipline has to offer in ethical and excellent clinical health care.

The FCLB has earned a rich legacy of leadership in regulations, vigilance and protectionism, and whose influence can be a catalyst for greater achievement. Let me give you one example of leadership and how a failure can be a positive stimulus. Napoleon Hill said, "Every adversity, every heartache, every failure brings with it the seed of an equivalent or greater benefit."

In 1965 efforts were made to break the stranglehold that organized medicine held over the chiropractic profession in Louisiana. Actions were brought against the Louisiana Medical Society and Medical Board of Examiners who had long held that relevant statutes and court rulings made the practice of chiropractic - per se - the practice of medicine and could only be engaged by those licensed to practice medicine. The chiropractors' legal challenge was known as the England case for then state association president Dr. Jerry England.

The England case made its way through the various state and federal courts, during which time the arrests of chiropractors were suspended while the legal challenges were adjudicated. The attorney for the DC's was J. Minos Simon who hoped for a federal court decision that would overrule the state court findings. A significant part of Simon's strategy was an attempt to demonstrate legally that chiropractic was a useful profession, and that the state should not prevent the people of Louisiana from benefiting from chiropractic services.

Mr. Simon called Dr. Joseph Janse to testify as an expert witness for the plaintiff chiropractors. Counsel for the medical profession hammered away at the lack of federally recognized accreditation of chiropractic colleges, including his own National College. The case for the plaintiff chiropractors was lost. The court ruled that whether or not chiropractic was a useful healing art or benefit to the citizens of Louisiana, and whether or not it merited a separate practice act, was a matter for the legislature to decide. Thereafter, Dr. Joseph Sabatier, the New Orleans MD who chaired the AMA boycott of the profession, called for the arrest of chiropractors who did not hold a medical license. It would be nine years before Louisiana was granted regulation by the legislature. The last chiropractors jailed in the United States for practicing chiropractic happened in January of 1975 for their practice prior to the licensing law. They were Dr. BD Mooring and Dr. EJ Nosser of Shreveport. Dr. Janse left Louisiana after his testimony, reportedly crushed by the experience and determined to establish federal recognition of chiropractic education - or leave the profession.

"The nerve that never relaxes, the eye that never blanches, the thought that never wanders, the purpose that never wavers- these are the masters of victory," as told by Edmund Burke which best describe the commitment of Dr. Janse who went on to make good on his promise - not to leave the profession but to help establish Federal recognition

of the Council of Chiropractic Education - the CCE - as an accrediting body for chiropractic colleges in August of 1974 - just months after Louisiana joined the other 49 states in regulating the profession.

Leaders of the caliber of Dr. Janse are what is needed now in our profession and We Do Have Them! Many are in this room; LEADERS who can inspire others to work collaboratively to accomplish great things today for tomorrow.

A recent survey by US News and Harvard University Center for Public Leadership revealed that more than three quarters of Americans believe that there is a leadership crisis in our country, and without better leadership in all sectors the country will continue on a downward course.

Concepts of leadership, as determined by the Harvard Center for Public Leadership, include a broad social responsibility, a commitment to public service and to making lasting contributions for public good. The most effective leaders are defined as those who are able to set direction, building a shared sense of purpose, implementing innovative strategies, cultivating a culture of growth, communicating positive core values, achieving results that are sustainable and exceeding expectations.

This is what the FCLB has been able to accomplish as regulators with CIN BAD and the PACE program and now developing a Model Practice Act. The FCLB and your leaders have taken on difficult tasks with persevering determination for reasons that are essential for professional stability and public protection. You have learned from our professions storied past and your reputation and skills, as an organization, have attained high marks for integrity and trust.

Today, I am asking the FCLB, and its leadership, to consider taking on yet another task. I mentioned earlier in this presentation a core issue that must be clarified by the profession to meet the challenges in front of us. One of such significance that, if not embraced, will continue to stymie professional growth and if not mastered will see the public continue to question our identity. I am calling on the FCLB, the respected regulators of our profession, to put a task force together with the Association of Chiropractic Colleges to develop a White Paper on a 21st Century meaning of the term "SUBLUXATION" that is biologically plausible and scientifically tested.

A White Paper is a report or guide that often addresses problems and how to solve them. White Papers are commonly used in government and business. White Papers are used to educate readers and help people make decisions. When written objectively, White Papers, are often regarded as a credible source of information.

Dr. Meridel Gatterman said this in her book Foundations of Chiropractic: Subluxation, "the word subluxations has been daubed in a kaleidoscope of colors with a multitude of meanings by chiropractors during the past 100 years. To some it has become a holy word; to others an albatross to be discarded. Currently, subluxation continues to be the

most loved and hated, hotly debated, and consecrated term used by chiropractors. To add to the confusion, more than 100 synonyms for subluxation have been used. Why then do we persist in using the term...when it has become so overburdened with clinical, political, and philosophical significance....that the concept that once helped to hold a young besieged profession together now divides it and keeps it quarrelling over basic semantics." Why indeed? The obvious answer is that the concept of vertebral subluxation is central to chiropractic.

It was Thomas Jefferson who said, "If we continue to open a quarrel between the past and the present we will have found that we have lost the future." We can not, must not lose our future.

The chiropractic influence in health care must reach new heights of credibility through our ability to harness and share the special uniqueness of who we are and what we do. Collaborating with the Association of Chiropractic Colleges and enlisting the sharp minds of our educators, scholars, researchers and clinicians, along with leaders of state and national associations this White Paper, initiated with the weight and influence of the FCLB, can provide direction, end confusion, synthesize the evidence and bring clarity and greater understanding to the chiropractic subluxation lexicon.

"More important that the quest for certainty is the quest for clarity," is a thought by Francois Gautier.

In 1996, 16 college presidents signed a position paper defining subluxation as, "a complex of functional and/or pathological articular changes that compromise neural integrity and may influence organ system function and general health." Twelve years later can we say that this definition is biologically plausible and scientifically tested?

The subluxation is part of chiropractic history and is our language. Our physician service in Medicare, as defined in 1972, states that the chiropractic benefit is the correction of a subluxation. You might find it interesting to see what the Physical Therapy Association chief executive officer testified when they were attempting to provide the chiropractic service in Medicare Managed Care plans:

"Contrary to the claims made by the American Chiropractic Association in its memorandum in opposition, physical therapists, as explained below, can and do perform manual manipulation of the spine to correct subluxations, where clinically indicated.

Physical therapists do not typically use the term subluxation, in part because the term is ambiguous and has a variety of different meanings. Medical dictionaries define subluxation to mean an incomplete or partial dislocation of a joint, and this is the definition generally accepted by physicians and most other health care practitioners.

The use of the term subluxation by chiropractors has evolved over time. At one time, chiropractors used the term narrowly, essentially to describe a misalignment of a vertebra causing a pinching of a nerve, which chiropractors viewed as the root cause of all

disease.....Many chiropractors now use the term subluxation so broadly that it essentially includes any spinal impairment....the term subluxation assumes a broader and more diverse meaning in chiropractic than in classical literature.

No matter which of the definitions...physical therapists can and do perform manual manipulation of the spine to correct a subluxation...this is true even though, in most cases, a physical therapist would not use the term subluxation to describe the condition they were treating."

In Brazil today, two university affiliated chiropractic colleges, with over 300 graduates, are locked in a battle with 98,000 physiotherapists who are aggressively pursuing a government regulatory act which would deny chiropractic as a separate and distinct profession but instead have chiropractic become a specialization of physiotherapy.

The first two paragraphs of advertisements by the PT's, in the capitol city newspaper say, " In Brazil, chiropractic is a specialization of physiotherapy ( Resolution N 220 ), which intervenes in the functional disturbances of organs and systems, caring for its biomechanical aspects, kinetic and synergic, with the aim of overcoming the clinical manifestations, recovering the functional health of the individual.

The aim of the physiotherapist who specializes in chiropractic, through vertebral adjustments, is to eliminate frictions that provoke wear and tear and degeneration in the articulations, thus promoting the maintenance of a healthy functioning nervous system and a satisfactory neurological flow, acting in an active manner in the prevention process and promotion of health."

It is reported that several other countries in South America and across the world are watching the outcome of this legislation very closely.

The principles and practice of chiropractic have made great progress, especially in the past decade with the resolution of the boycott, fighting back other providers who were intent on replacing us in Medicare, and the successful gains of chiropractic access in the Department of Defense and Veterans Administration health care systems. Our profession has earned footholds that benefit our senior citizens, the disabled and our active duty men and women of our military along with veterans. These milestone achievements have not gone unnoticed by our adversaries and competitors, who appreciate that if the profession remains largely apathetic to what it will require in resources to maintain and continue our progress, and whose leaders do not take advantage of clarifying a lexicon that is not understood by anyone but chiropractors, then they will take full advantage of favorable playing field conditions to replace the chiropractic service with other providers who complement and talk the universal language of the health care market place.

Chiropractic is now truly an international profession. Associations in 90 countries are now members of the World Federation of Chiropractic that is in official relations with the World Health Organization (WHO), which in 2005 published "Guidelines on Basic Training and Safety in Chiropractic" in which WHO recommends to governments

worldwide that chiropractic is a valuable addition to their health care systems. The Guidelines have been translated and published in 12 languages. There are now more chiropractic schools outside than inside North America, and most of them are in publicly funded universities. Numerous Ministers of Health in countries throughout the world are seriously considering how best to implement chiropractic into their health care systems.

Allow me to read to you the WHO definition from the Guidelines on Chiropractic;

"A health care profession concerned with the diagnosis, treatment and prevention of disorders of the neuromusculoskeletal system, and the effects of these disorders on general health. There is emphasis on manual techniques, including joint adjustments and/or manipulation with a particular focus on subluxations."

The Guidelines go on to say. "It is hypothesized that significant neurophysiological consequences may occur as a result of mechanical functional disturbances, described by chiropractors as subluxation and vertebral subluxation complex."

Noted chiropractic historian Joe Keating PhD said, "Chiropractic differs from other health disciplines in that we have not reached consensus about scientific method, which makes it difficult for us to integrate with the wider health science community. When will chiropractors scientifically explore the clinical meaningfulness of subluxation, as well as the possible non-subluxation explanations for the benefits of manipulation and related conservative measures?" In an address to Palmer College in Florida in 2004 he stated. "Chiropractors have yet to experimentally determine whether or not subluxation-correction has any benefit for any clinical condition. Among the consequences of this neglect are conflict with the wider scientific community and a lack of cultural authority for the profession."

Dr. Reed Phillips who authored the book Joseph Janse - The Apostle of Chiropractic Education in an article titled, "The Next Century: Leadership" asked, "Are we so steeped in tradition that we are unable to see another's point of view? Will our dogmatism ultimately lead to our professional demise? "

Charles Henderson DC, PhD, Associate Professor with the Palmer Center for Chiropractic Research wrote, "The chiropractic subluxation remains an invalidated theoretical construct because there is no widely accepted physical model of the subluxation. It remains an abstract concept, free to drift with the shifting winds of political/legal necessity and philosophical/entrepreneurial influence."

Anthony Rosner, PhD, has written, "Despite its history of usage....it has sometimes been held up for derision by detractors of chiropractic as an opaque, inaccessible, or - even worse - unscientific or cultist term. Even more problematic is the fact that the term subluxation has been chastened at chiropractic research conferences ....we need to maintain an open mind and sustain a vigorous dialogue rather than slink away in silence when faced with the "s" word."



In the words of 1925 Palmer graduate C.O. Watkins, DC; "We could decide to commit to an evidence-based approach to subluxations and its theoretical effects on various conditions. Will you accept the challenge to make of chiropractic the health care science that the profession has always aspired to be?"

It is my hope that the FCLB will accept the challenge. You are the leaders of this profession, by position and by opportunities you pursued to participate in regulation and public protection. There are 27 state statutes that have the words subluxation in their laws. Your reputation as an organization and what you accomplish every day measures what chiropractic provides. You have a huge responsibility to the profession and the public you serve.

Sir Winston Churchill said, "The price of greatness is responsibility."

Contemporary author and public speaker Steven Covey said, "The more responsible you are the greater your influence and your freedoms become, and then you will be a catalyst for good in everything you do in your life. "

The chiropractic profession is feeling the effects of managed care in a competitive, always evolving health care market environment; just as society is feeling the effects of rising gasoline prices and the world waking up to an environment of global warming. We can no longer hope that things will get better. Our leaders have to take action to make them better.

Dennis Waitley PhD., author of such powerful books as the Psychology of Winning, said that there are only two choices in life, "Accept conditions as they exist or accept the responsibility to improve them."

The health care debate in the United States, and indeed the world deserves to have a chiropractic influence. For that to happen we have to raise the level of professional support to gather the resources necessary to make a difference in the health care playing field. We have to back our science and art with evidence-based outcome studies **and** we should be demanding of our national and state associations, to have state and federal lawmakers and policymakers appropriate adequate funding for chiropractic research. If every voice in our profession was raised, along with our patients, we could see chiropractic research grants increase. Our participation in the Department of Defense and Veterans Department is deserving of serious study on chiropractic methods to include the subluxation to prove our efficacy, our safety and our cost savings. Chiropractic IS health care reform and IS an antidote to a failing and increasingly expensive system that places too little attention on prevention and too little emphasis on conservative health care measures that integrate chiropractic principles - principles that are so valuable to "man the biped."

Today, Dr. Gatterman would tell you that there are not 100 synonyms for the word subluxation - there are more than 300. In the second edition of her book in 2005 she writes, "Failure to resolve the issues surrounding the use of the term subluxation

continues to be a barrier to communication and fans the flames of disunity that continue to engulf the chiropractic profession. If we are to move ahead as a unique profession, we must cease the song sung by the chorus that keeps adding to the synonyms for subluxation that has grown from the original 100 identified in 1995 to more than 300.”

The subluxation in our profession in 2008, and beyond, demands clarity - a 21st Century meaning that the profession can rally behind with the confidence of appropriateness. It is not a holy word nor is it an albatross to be discarded. Let us not forget that every profession makes use of both standard scientific terminology and its own unique technical language. Our profession's best minds need to take a new look and determine just where subluxation fits and where it may not fit into our lexicon! Is it biologically plausible and can it withstand scientific scrutiny? Is it not also an important part of our history that deserves to stay with us, and if so, re-defined in modern terms? These answers will match our certainty with clarity.

Dr. Janse dared to imagine the seemingly impossible, with a purpose that never wavered, in collaborating with others to establish federal recognition of our educational institutions.

With that same purpose there is only one organization in our profession who has the influence and weight of public protection and regulation who might dare to imagine the seemingly impossible task of bringing greater clarity to the chiropractic subluxation. The FCLB Congress this weekend is titled - The Circle of Three - Public Protection, Regulation and Teamwork. With a teamwork approach, in collaborative efforts, you accomplish great things, for the profession you regulate and for the public you protect and serve. With your teamwork approach the potential is without limit.

Dr. Janse, Dr. England, Dr. Keating and so many more of our respected and noble colleagues have passed on. What they left us was a legacy of dedication to causes greater than themselves. They will long be remembered for their devotion and for their love of a maturing profession of health care. They left us footprints in the sand to follow, clues to mark the path to tomorrow. Our profession and humankind will always be grateful for their sacrifices.

From the writings of Lord Byron, “Always continue the climb. It is possible for you to do whatever you choose, if you first get to know who you are and are willing to work with a power in a cause that is greater than ourselves to do it.”

I wish you Godspeed and continued success in all of your efforts.