



THE WORLD CHIROPRACTIC SUMMIT

HELPING CHIROPRACTORS
SKY ROCKET THEIR IMPACT

PRESENTED BY
CHIROPRACTIC MASTERCLASS & CLA

WCS Dan Murphy

[00:00]

Speaker 1: Doctor Dan Murphy welcome to the world of chiropractic summit, glad to have you here.

Speaker 2: Thank you and I'm glad to be here.

Speaker 1: We are looking forward to get in to a great conversation we have many people that have mentioned your name, as part of the reason why I would impact, so it's going to be an exciting interview this morning, so Dan when you explained chiropractic to a lite person, how do you go about that, sharing that message?

Speaker 2: You know, this would be a typical example just recent in 2013, I'm in an airplane and I'm reading something technical and a guy next to me goes, are your physician and I go, no, I'm a chiropractor and he light the candle and he was like wow, chiropractic is so awesome I just love chiropractic you guys are the best I'm just so glad I have never had to use one of you guys yet and then...so the guy has a totally positive attitude to chiropractic he says I'm glad I have never use one and I go why haven't you opened chiropractic, he goes, well because I'm feeling pretty good, so here is my mind in chiropractic because chiropractic is for somebody to, if you have a complain about pain or neck pain, or something like that and I very quickly tell this guy, I go, whether you have pain or not, it has nothing to do with chiropractic, chiropractic has to do with mechanical function as we live exist and function and the same environment, and if you are not functioning well in gravity it influences many parts of your health and physiology, and

influences your brain, the way you think the way you hear, the way you see and the most important and one of my favorite things, it influences your systemic health and wellness, there are relays for your mechanical function that can control your immune system, as an example, and if you are not functioning well mechanically, your immune system doesn't work as well as it should be, as it could, otherwise functions, I further kind of got off in that, chiropractic is about this thing called the "Nate" intelligence and "Nate" intelligence, if you look at the 33 principles of chiropractic...is only mentioned one time, principle number 31, mention more than any other concept is the concept of a "Nate", and a "Nate" intelligence is used and wealth two or three times, and this means that there is a "Nate" lifestyle, more than just looking at people mechanical function as they live and function gravity, we also look at other aspects of a "Nate" health in physiology that we incorporate in to the chiropractic message, just as a really simple kind of not relevant metaphor, drinking a diet soda, drinking a diet soda is against a "Nate" intelligence, you have 3 molecules, you have phenylalanine, you have aspartic acid and you have methanol that comes in together, when methanol is a non-hermetic toxin, it is always bad for you, it is never good for you, it has no business ever going in to your mouth and the people that put this in to their mouth, and this is against a "Nate" intelligence because it has health consequences, for example I just looked at an article that came of the top nutrition of the world, the American internal clinical of nutrition, they are following people that drink diet sodas for literally 22 years and they have found certain cancers, particularly fungus and leukemia some of those chemicals go up literally up to 300% on people that drink these things on a

daily basis, this is against the “Nate” intelligence and part of the reason is, methanol is non-hermetic toxin that people put in to their mouth and it’s against the “Nate” intelligence before chiropractic tend to push against it, when you look at these non-hermetic chemicals, they are Metabolism, methanol and Metabolism into formal behave its one ounce away, one ounce we have an ounce of methanol in...which is a great proven non-controversial cancer which is...that kind of stuff so chiropractors always have that message that is, don’t wait until you screwed up, let’s try to prevent health problems, look at you...look at you from the perspective of a “Nate” intelligence, and my funniest thing that I have done recently is, if you read that book is called, younger next year by Crawly...it’s a great book, second edition is coming out here next month on January, if you look at the book they have a section on perception so I just enclose in the universe of...markets...are getting in there and...in chiropractic they are like people, they are smart kids, they are half of the prepared are allopathic providers, so I said to these young students, you guys are the best, how many senses are there, and they quickly pointed out there are 5 senses, what I do is I take my finger stick it behind my back and I go, okay, can I see it? No, can I hear it? No, can I smell it? No, can I taste it? No, can I feel it? No, because it’s on the middle of the arc, and yet my brain know where it is, that’s the success that’s the perception, that’s what chiropractic center is about whether or not you have a good mechanical function is something that chiropractic would have to assist, you can’t figure it out on your own the most part, you can’t figure it out on your own but a good chiropractor can and if you recreated lives, they said that input that success of perception builds the brain if you take that and

I touch behalf every part of your body, the brain knows where it is at all times that's propose of the mechanical function, and if you lose that mechanic, if you lose that propose after that goes up in to the brain, take that and adapt it to your normal delicious book, a top guide on...if you read this 2015 book what's is called the brain health healing, this is top allopathic provider it's got a section in there on and of things of perception, and it talk about how when you lose perception, the brain loses the ability to see, it loses the ability to hear, and the brain start to atrophy so incredible, you get an allopathic provider gets to understand anything about chiropractic, but it mentions that when you have lack of mechanical driving proposes that you put in to the brain, the brain doesn't hear as well, this is the classic...harder level you know, concept in chiropractic from over a century ago, and we see a 2015 chiropractor book, it also mentions the hearing component and then all these others, if you mess, if you educate that your other...mechanical receptors this proper set up input, goes to the cerebellum and then the cerebellum goes direct to the hippocampus...that's really what controls the whole body...is the least of the hippocampus but we can get there very easily by screw on the joints right to the cerebellum, right to the hippocampus and so the whole body comes to a stasis...between the sympathetic and the sympathetic system, I mean just, so, you know, when I explained this to a person, absolutely, other kind of freak out, totally freaked out, but I remember years ago, If I remember the year 1992 I attended my first chiropractic seminar and I'm listening to...and I...with all the clinical doctors having a meeting, we talked...the other weekend...so, I took the best seminar, I took a chiropractic seminar, and that really, what did you say and I was like, you know?, I can

even think in one thing that he said, I mean it was so over my head really saying but I went out there thinking, this is the best seminar I have ever been, when I do patient education class...I do the class, be able to come on the Wednesday morning I work in the afternoon though...last night I would thank you, but I had no idea what were you talking about, like really, no idea, but when you check out the kits sure, and then I realize people don't really need to get it, totally, they just have to know that you get it and you trust of all, that you are the guy that you are smart you are educated and you know what you are talking about and that's all they really need to know from a lot of guys, I'm just so enthusiastic about it, I said a guy a year ago that, Parker, and I listen to the old timer...so he is like, how could someone can barely at that stage, there are guys who have been in chiropractic for years all over the century, and I listen to all of those all timers including the guy, one of the guys was instrumental trying to get in to chiropractic, and he just go up there and I try to think what's the message they are saying and they say the most important of all the message is, your level of enthusiasm, the success is really made by your level of enthusiasm over anything else and that's kind of me, I'm kind of super enthusiastic, but I'm really welcome in science and I can talk about it any topic, between you and me guys, I did one hour phone call just caught me with every source of crazy clinical problem you could ever imagine, and I'm so well background...you know I haven't been a chiropractor for over 30 years, I have enough of a background that I can talk about just about any clinical problem that they might be facing, in a way that might give them really excellent clinical hands, and again I'm just so enthusiastic about everything, I think that that's how I have the biggest impact because I am

enthusiastic, I was born to be a chiropractor I don't think it was an accident to be a chiropractor, and I think that I couldn't be anything else, so absolutely...anything else than chiropractor, so as really in my heart and with my soul and I'm really enthusiastic about it, but you never have to give a bad attitude in that, I think every day, that there is more to learn, more to do, I can be a better chiropractor, every day, every minute of every day and so the result I think that every year I have a lot of chronic skills, I know more and I think that it just kind of comes across, in pretty much everything I do in all my classes with the patients and everything else...

[10:08]

Speaker 1: I'm confused by...and I'm ready to going to be...my present form by firing...at the moment so, fantastic answer I'm sure, lots are going to rewind that to that answer and play over and over again I'm certainly in...you mentioned a few books about healing and about the 33 principles a couple of...books, there are a couple of books that I showed to you, in the past, to allow you to do what you do now?

Speaker 2: Well, probably, I mean, I am well educated and I like neurology, I'm not the best in neurology but I like neurology, and I think that some of my favorite things that I have read is symptoms and disease by...that's an amazing book, I mean, there are no chiropractors that I know that haven't read that, I think that the last a colocation was in 1953, and if you read that book by...you should think, how can this guy

know more about chiropractic and we know about and then, once you start talking like this, a bunch of old timers society, you know there are a lot of old timers school read about...symptoms of disease by...the scientific is...so this book was translated to English in the 40s, I mean there were one or two but if you read this stuff, it is absolutely the best chiropractic neurology, then of course we have, I don't think that anyone can really fully understand chiropractic, unless they read core, Evan core, you should read everything about Evan core, because core is the man, one Princeton educated physiologist, if you read core you will be thinking: "Oh my gosh, this guy knew more about what we are doing today than chiropractors have ever known", he died, I don't know maybe a decade ago he was in his 90s when he died, but he was the top physiologist on life, if you do not have a sound mechanical function gravity, regardless of your symptoms, symptoms are not it, it's just a crazy accent in chiropractic if you really want to treat the pain because you are and the reason is when you improve mechanical function...no logical sequence was...people feel better and so chiropractic has kind of been a century ago, but if you look at the first year of chiropractic, for the first 50 years of chiropractic, chiropractic didn't do any campaign stuff...there were entire years to...when a single person complained about the back pain and neck pain, so what they were treating back in those years, they were treating visual problems, in fact if you look at the chiropractic existence in your country as well as mine, is a consequence of the 1918 flue pandemic, if you look at the 1918 flue pandemic I...of the flue just...journal and

telling you chiropractic because we helped people survive a little bit more...we treat infectious diseases and to understand that the person...is the best as Core you have to read everything that Core has written, particularly the read between the mechanical receptors and the sympathetic nervous system and then you tell them...right out of core in to...I read...article coming out of the therapy at 2000, it's a full 3 page article with...record...it's just like a little book, if you look at the article it is an entire immune system that is controlling the sympathetic nervous system, was very easy to connect chiropractic mechanical functions to the sympathetic and then sympathetic too and immunology and then you look at the observations in 1982, and if you continue to read contemporary asset culture well, they look at the same relationships between mechanical function, sympathetic tone and immunology, I think that when we talk about books, you have to read everything that Core did, and these are some of my favorite kind of neurology type of preferences, my favorite reference for a "Nate" intelligence and a "Nate" health is the book by retired surgeons from Jackson Mississippi...if you read...book of health and nutrition secrets alive, the current...it is over the top absolute best book, it's a life changing book and he has a big probably to write a book with wasting no words at all, so if you highlight the important things, I highlighter like two pages, because your...color is yellow...absolute the best book, I think it's the best in "Nate" non-chiropractic book that I read in terms of health issues, so I have the lack...I have school dinner with him, in a ...couple of hours, my second is the book, Primal body primal mind

by...out of a pulled organ, and its similar to...it's a wonderful book about "Nate intelligence if you read it from that eye, which as a chiropractor whatever book, what the eyes of a "Nate" intelligence her book "Primal body and primal mind" I think it came out in 2011 it is an absolute cure book about "Nate" health issues outside of traditional chiropractic of mechanical function, I have scored a lunch with her, in February coming up I haven't met her yet, but we hooked up and I will have lunch with her in February, got the chance to meet the lady to talk and see what she knows and I guess she is working on another book, I like that book so much, but if you look at my office, if you look around else where am I now there are bookshelves everywhere you go and in my office in my house I am a book worm, I have literally thousands in books not an exaggeration...so you asked me about a few books, that's the few books that I think are a really worth right there, and read too "next year" by...just really good...it just go from...good book if you read that from perceptions really I'm excited go ahead...

[16:11]

Speaker 1: Could you spell KORR for us?

Speaker 2: Yea sure, K-O-R-R KORR.

Speaker 1: Great, I think that...

Speaker 2: Yea, B L A Y L O C K...

Speaker 1: You know I don't hear them in Australia very often and I guess I got to go there this next year 2016 when I...I have literally a class in a week and the next year I have already I have over 60 classes schedule, from next year and besides everything else we are doing in my part time back of position of life chiropractic as well, when I did my regular classes we go all over this references of the science, so people over here are pretty used to seeing it, you guys, maybe not as much...because I don't go over there and there are people like me that go over there quite as much, because it's a long ride, I could go the museum too I got a 4000 dollar ticket coach ticket it's like really expensive, so try to get over because of the distance and of these things and because of that you know the trouble expenses out of everything but I was...to go over that BLAYLOCK is B L A Y O C K, as first things...really great book, really great.

[17:28]

Speaker 2: brilliant, So Dan, 60 speeches already booked, you talked about all the other things that you do, what are some of the habits that you have personally that really allowed you to have that impact to have that reach, you know as Tony said beforehand we were talking and asked about chiropractors who are some of the people that have really help on the impact on you and Dan comes up, Dan again and again, so it's going to be a bigger comeback to you, what are the habits that you have that have allowed you to

have this rich, this impact to reach or constantly to maintain this enthusiasm and patience, where did that come from?

Speaker 1: Well, the first thing I would say is that are meeting...are a level of hypocrisy that is extremely low we leave it the way we reach it, you almost never see us, seen or very from the message do I ever sin, yes but I think now, Michelle and I have kind of maybe for months without any alcohol but I would drink alcohol...but I will leave it, we eat healthy, every meal its healthy and we have very few...we exercise in an extremely regular basis we do hardcore exercise 6 days a week we do aerobics 4 days a week, we do weight training 2 days a week and we do hardcore...with trainers we do hardcore weights and we are pushing very heavy weights and we are healthy we literally every meal we don't eat food high on carbohydrates almost a 100% of our carbs come from the consumption of vegetables which essentially every meal of the day we eat primarily a "Nate"...if you have not yet read the new book of 2015 that "paleo cardiologist" by Jack Wilson you guys should it's a 2015 It is a killer book and I'm telling you guys, it's got a chapter in the book titled the wonders of chiropractic, this is some of the best of ever. So my personal habits you know, is that we are under chiropractic care, we almost have never been with allopathic doctors it's not that we are crazy, my best friend...we didn't adjust them we took them to the IR to save his life and we appreciate how allopathic and health care have saved lives but we appreciate that we have pretty much all the health care compatible chemical companies and again this is not the most part of the...of people we preach prevention rather than crisis treatment try to not get sick, people care about it and we have a class that we do on a "Nate" neurology and also one on

“Nate” exercise and also on a “Nate” nutrition that people that have had biggest influence on me and again, I am lucky and that’s the true, I’m lucky, I’m lucky because I have the best parents I have the best...I have the best education and I have had the best mentors and I just...there was never a chiropractor doctor which i...from those days he was the best adjuster the clears thinker, the absolute best guy that I could ever ran into at, and I think even of all of chiropractors I have meet in all these decades that stone break was...and I was able to understand the science and application of that science for patient of health care, he died maybe 4 years ago but...was the absolute best and anyone that has meet him will agree with that, I have been very very much influenced by doctor Clark Kirk, a neurology guy I learned a lot of neurology from Kirk, even though his emphasis it’s in a different area than mine and I think that I gave a great appreciation about the neurology in chiropractic and what we are doing when we adjust people from going to the chiropractic seminars and even more recently I see that information in further refine by looking at the work of Heidy from New Zeeland if you listen to Heidy and you read that book, the reality of check from 2013 so really a great book on this...neurological science in chiropractic I think it has really, meant a lot to me to understanding exactly what chiropractic does and then in terms of clinical excellence I think no one has influenced me probably more than the disease chiropractor Tom Hasson, Hasson started about physics stuff I thought it was a bomb mechanical genius he has a PHD in mathematics you look at the spine from a mechanical engineering perspective and understanding that when you have a mechanical problems, that influences in so many different aspects in physiology and much as in

terms of acceleration of degenerative joint and this disease but if you take that and you ducktail in to what it does neurologically and how you could improve better if you understand the concepts of spinal rehabilitation I think that Hasson had a huge influence on me and then there is all these people when I was in school I needed help learning to be a superior adjuster, I mean I always liked to adjust and I was into it but there were guys that literally took me under their ramp and helped me one on one to how to be a good adjuster, chiropractic is like...an chiropractors like Dan...from Portland Oregon and chiropractor Steve, who send us one of the greatest chiropractors in existence now and all of these guys took me under their wings and they took a special interesting in me and helping me to become a superior chiropractor and all of those guys are so important in my clinical practice and they literally helped me 40 years ago, and yet there is so many clinical practices that...guys, because I'm going to get old to and we think about like, what we were doing 40 years ago, I mean you guys, 40 years ago you weren't even born practically and these guys...as a chiropractor 40 years ago...

[24:06]

Speaker 2: Just...

Speaker 1: Yes.

Speaker 2: Dan, can you tell us about the last...you talked about you know, many of the things that you have mentioned about chiropractors that are in this level that they should be doing, but they not what are the...that you do that and what's the difference between what you know and what a chiropractor who knows that they should be giving out you know, the amount of alcohol, I know that they should be exercising more and that they should be resting more, but they are not doing it, what is the difference between you and that person do you think?

[24:42]

Speaker 1: I don't know even this morning I was talking with a young chiropractor that just went out of school, horrible amount of that struggling in clinical practice and I keep thinking you know, I think it's a combination of stress and fear I think that chiropractors a lot of times don't do what they should be doing in the clinic because the fear, the whole concept of trying to have a wellness practice versus a campaign practice I think that chiropractors are increasingly fearful that they can't make it unless they do campaign...in practice well I think it's hard to overcome that fear I think that even from my...in the beginning I used to think, well, you know, If I turn down a bad knee because it's really what I wanted to do then I'm hurting my clinical practice but, now I would try to take a guy and try to educate them to a whole level of...some acceptable hard way in, I think that makes a difference I think that they are that my habits are better than maybe, some of my

colleagues, is because I'm totally committed to everything that is said and I am totally in to my goals and I think that if you don't do your goals its almost impossible to really come to everything in mid, so we go over...changing the...of live and his goals strategy...1,3,6 or 1,3,7 from its book he is a neurologist from...you know and we do our goals, but the other think that I think I'm quite lucky in this, my significant...Michelle is a chiropractor and I notice that Michelle is always up here...even if that we have been together for 12 years, Michelle is only up here with me for about a year and a half and for that she wouldn't practice...in Arizona and I notice that it was a lot easier for me to achieve and to be less committed until she came up and she tells me the same thing, I think it is because we are committed together that makes the biggest difference I think that are a few significant other...understand the message and might help you to stay on this road. I think it's a lot more difficult I think having a partner plus into the same message it's so much easier for me to make sure, that I stay committed to the principles of health that chiropractic stands for and then I don't cheat and I don't fall...even if I do, I do cheat it's the Christmas season, and I didn't cheat over things giving, thanks giving is in November I didn't cheat I was so proud of myself...Christmas cheating...I'll probably cheat between now and Michelle's birthday which is January 6, so its pretty tough couple of weeks there we are probably going to have a glass of wine and maybe some junk food, but then we would go back in to the straight and we could literally go months without a single slip in our personal...then I have to say we are committed with chiropractic, we see our chiropractors regular and I mean, we don't see a chiropractor just like your body adjust mate, we go to a real

chiropractor we sign in, we sit down we wait to be called we go back and we got checked just like we told our patients to do, so we took chiropractic very seriously on top of all and those are my habits.

[28:27]

Speaker 2: Inspiring Dan, inspiring, I'm interest that you mention before you...there was a Q&A clinical questions an issue with all the programs that you put on is there a one or maybe two common questions that you just get asked over and over and over again and so, what's the answer?

Speaker 1: The honest answer is no, there is no single...when I look at the calls because I did that call every month and then...the stuff that comes in its absolutely stunning and it is stunning the stuff that is coming in and mostly not battle...they are young chiropractors...and I think that some of this stuff is most interesting if there is...features, there is no central question, but they might be some central themes and I think I'm increasingly absorbing that chiropractors are having some trouble with basic sciences and even today I got an academic question by clinical chiropractor on leg pain, and the chiropractor was a little bit foggy on the differentials between...pain...and how they were very clinically if there is over laps and if there is any differences in the management of those things, even though, I don't think that's good, I think chiropractic have mechanical...central common wellness, we do treat conditions, people come in with us with those problems and as our role, we are very successful treating them but we need to know, we have

to be well grounded well...I think in basis in clinical sciences and I think that there is a miss match on the understanding of basic clinical sciences that a lot of chiropractors that, I don't want to say to represent the entire profession but there is a group that calls in I got a lot of basic science questions you know, surgical...headache...chronical back pain, this thing you are supposed to know, chronic back pain and just...putting you guys on the spot they have known for decades, literally decades that the chronic back pain has a single cause a single source, what is it, don't answer but it's interesting that if you ask that questions to chiropractors don't many know the answer or let's just do something even more simple and more mind well strained...whiplash, you guys are the majority of whiplash patient chronical pain comes from a single issue a single source, what is that tissue what is that source, many chiropractors do not know that I have really conversed with, yet it's probably...nonstop since 1993 and so people that treated should know that stuff so, this is are basic science in clinical science questions by the way and the answer is respectably for the back pain it's the...it is what it is, the disc is...and chronic back pain is disco genic is not...is not anything it's not anything, it's not inoperable it can be cured it is disco genic...for...its what's injured see a lot of atomic integrity it is kind of dealing with academic questions like that so, at the college what did I do, I do clinical guy I do, basic and clinical science and integrate it in order to be good, even though my root of cause is maybe changing with the reason retirement of our best...neurology doctor...Malik has a...than guess retired guess on December this month and so, this changed I am not for sure I'm putting this in immediate...putting in a box but that I may been doing in this class which

means I want to do clinical management anymore which I'm good at but I would obviously look for the opportunity for better describe what chiropractic really is to the...seniors before they...right? I would like them to be the best knowledge chiropractic in the world as a chiropractic really is from a neural and atomically empower...physiological...and what the judgment its really doing, while adjusting the patient, different the management that headaches and back pains and...pains...pain which I sort of look forward to.

[33:24]

Speaker 2: Very exciting, my brain is a little bit confused you know, that you told me about proper section and joint mechanics and relation to gravity as I...in chiropractic that I get my head goes in to it all model chiropractic is more about...of the nervous system can you explain some of the differences or the singularities of those models?

Speaker 1: I think that they are definitely lame they are definitely lame let me answer the question by just doing at this way, what are we really doing are we adjusting people are we impatient a...with extreme reception no way, to say chiropractic adjustment it's the impatient of a pensioner is stupid talk, it is not true we are treating a completely different type of...we are using your terminology this happen interference is a nerve ton problem it is well described in the letter that...it was described more in central though it is the innovation of super sensitivity, the original champion of innovation of

sensitivity is Walter B. Cannon in...medical school, he described it but if you go back and read about what Walter Cannon did to the innovation of sensitivity he is describing flawlessly chiropractic nerve interference using a total different model, this is what we are really doing back in the world of...in 1945 it's a long time gone, the guy that is the contemporary guy today is a principal at a multidisciplinary chronic pain in the universe of...in Seattle, his name is Chan Gun, Gun is good he has 4 books and a stock of general...if you read this stuff, he is the contemporary champion on...of super sensitivity both Gun and Cannon go over the same thing and this is it, there is a universe about neurology about it has no exceptions in physiology which is universal and the universe of neurology is...nerves fire more but don't last, so they increase tones...nerves fire more, yea more pain, more sympathetic tone by the way more sympathetic tone gives you a minor suppression you don't want to increase sympathetic tone you don't want to increase pain you want to...so why do you have this, well very often the reason you have this is the most basic common sector of all of that pain concept that remains in 1962 which is 1962 but really since 1965 but there is a thing called...and thought that process is that the tone and the pain nerve is inhibited by non...when non...they could control...receptor tone or the mechanical receptors of proper receptors and that, when you lose mechanical integrity you disinhibit and you get increase tone because the universe in neurology...nerves fall but not less well, if you recur the KORR, the principle in physiologist he gives the exact same concepts and says that increases sympathetic tone is also controlled by the mechanicals in fact if you read this article from...mechanism association just at 1979...chiropractor he says in there that increase

sympathetic tone is the common factor in disease but is unanimous in one of the most and clinically effective ways to increase inhabit, increase the sympathetic tone and there is visual consequences is to improve mechanical integrity in the way that we exist and function in our environment and then that joints itself, this is the...from Doctor Kirk, the segmental rubbers itself are not under the control or are voluntary cortex, rather it is controlled by the cerebellum...spinal tracks those tracks are no volunteer, constantly if you have a mechanical problem in the same...you cannot remedy that problem by giving people exercises is not...exercises of your back but it is not different from chiropractic, well the remedy those are mechanical problem with chiropractic and maybe try to stabilize it with follow appropriate exercises but chiropractic and exercises are not over that, some people say that chiropractors are not in to exercises that's true and exercises doesn't unlock the segmental vision, you need a chiropractor to do that or someone that has the ability to find it first of all and then come over with a line...that would fix it or remodel the...and by doing that changes the tone and not only the proposes, propose upper tone and receptor proper tone controls but sympathetic diagnosis, when we adjust this health problems and pain problems, for the first 50 years chiropractic really emphasize the vision component but then after infects diseases started to be used over...infections they would prevent infections with vaccinations, chiropractors started to see less and less of those patients and they started to gravitate towards muscle scale syndromes and that goes up to today and if you could...one line even from my office and it's just not going to...wait what's the chiropractic...it's the medical provider if you have a back pain, they are good for that but really

chiropractic didn't do that until like the last 50 or 60 years quite what we did more visual touching things and we are good at it we are very good at it I just put on my article...article reviews I just posted a kill article just came out on 2015 out of a medical hypothesis on the relationships between the chemical function of this spine, spinal manipulation and the endocrine physiological systems, kill article a thing that I could not be happier with that article, but I am also stressed because the article is other by physical therapist when it used to be a domain of chiropractic and its increasingly coming on demand for others and we see chiropractic increasingly coming...muscle chiropractors what...on you have a lot of people that I think to do that in order to that we influence in to physiology it's a mistake, we should not forget those components that are...and in fact I think we should exploit them and make a bigger deal about them I know what I do and I know what a lot of chiropractors like me do, because we are kind of in to that and the result is, you know, myself a children we just don't go to allopathic providers we are healthy, we are leaving the message we are leaving the signs.

[40:58]

Speaker 2: Dan if chiropractic wants to have a bigger impact on their practice members, you know, and move for more practicing...kind of the water for me, what do you think that are some of the biggest mistakes that are making for really preventing them for having that kind of impact?

Speaker 1: Well, I will answer by saying two things, first thing I think that the biggest mistake that any chiropractor make is failure to do patient education class, I think that patient education class needs to be mandatory, you don't do it you don't come out the practice, and I think that's when you start to go, you start to see patient education class, patient education class has to cover chiropractic as something more than just a campaign thing it's got to go, chiropractic for a health and well ness, you got to go from pediatrics to...you got to go from treatment of syndromes to preventions of syndromes, a completely different health model, I think it has to be thrown up in patient education class, I just notice that back in the 17 years I was so busy that I'm never actually did the consultation of a new patient, I never did the exam or...all of that...other people and then I will see them once all of that was done and they would kind of look at me like, you know...you didn't did the exam you didn't talked to me who are you but then, I would do patient education class, once I get to the patient education class that's when I think for the most part I sealed the deal, I sealed the deal, it think the deal from patient education class, it was that moment that people to accept me as number one, their doctor and two, the...chiropractic different in a muscle scale that the pain thing, I think therefore again that when I mentioned my one or two things, the biggest thing that makes failure to the patients is to skip the education class and you have to do that, second thing is, I started with all of my patients with...I am...everybody is looking for me now...that we got patients In because of with us, I know how to evaluate them I know how to work with the case I know what the...is I have conversed with all of the things that I think...the nerve all the medical components I can do, but what

we really do is get this to work with patients and we will try to turn them in to...wellness patients a non-negative of must scale that really help people, but we are trying to get them in to life...well ness patients...types of patients of different insurance things and I thing that was our strategy, so mistake don't do patient education class strategy, simple mistake, failure to try to parley your muscle scale in campaign with patients and...with more wellness type of practice, if you do that even if you just looked at your own practice, if you convert it just 10% of your muscle scale along with those patients, it's not...and you can even fit in another new patient, you involve your slots every...I feel that with the people that are already coming in for wellness assessment, perhaps the green reality is statistically every American gets a medical condition once every decade, which means if you got it just hanging around anyway from wellness but...can do another...way to the...you treat them for that and for the next time the comeback for whatever, its green...whatever for that and then you just kind of, you know, put them back in to the wellness model once that crisis care phenomenon has ride its course.

[44:40]

Speaker 2: Yea, pretty simple stuff really, yea I love it Dan I appreciate that. So you mention you want to learn the courses through the year, what do people need to know about what you doing, what you have made?

Speaker 1: Well, the top contract works so, I don't really advertise it that much it's all contract work its all the kind of thing that someone hires me to do...they hiring me, they put me and everything, we do keep a running...on the webpage, Dan...com that list where I am and what the topic is and who to contact guys, for example one of the patients I just did way over the top, o I just did a 200 page class on vaccinations and...maybe the most amazing thing I have ever integrated like 20 different concepts in two hours run sentence, and when I look at people at the end they are just like stoned it like people, they like people, I mean, just showing them a completely different way to think about health and physiology and...amusing guide, amusing...amusing...I am showing them brand new articles out of the scientific American on premises and you know, which is just kind of looking at and say, so you know, I did classes everything text...come up and some of the people can get them and you know you can always talk to Michelle, she has some of the things taped you can always get some of the things but the actual two hour class its always on the webpage, people just go to the webpage see what they have a little to do with it...or sign you up running that stuff, we are just chiropractors to have these classes that we do and then, whoever is sponsoring pays my expenses and then I got home and...

[46:48]

Speaker 2: So Dan, you also...before because you have articles that you have swallowed can you tell us a little bit more about that?

Speaker 1: For 16 years I have been reviewing an article with...on something that it think has a direct varying on chiropractic, so it could be almost anything, it could be on chiropractic...when I just said on the spinal adjusting and the newer and the...just came up...hypothesis which is more wide...article guy in the physiologist, I have done this for 16 years it is the biggest part of my...there and I do pretty much every article that has something to do with a “Nate” intelligence, for example, did you guys know that if you regularly take non...drugs for pain if you were a regular consumer of pain drugs, you increase your personal...like 66% did you know that?

Speaker 2: No.

Speaker 1: And this is the alternative of chiropractic, you got to a chiropractor you tell them about your pain and then improve the mechanical integrity that closes...with this drugs, which these drugs it increases your risk of...by 66% on neurology...how many people know that, so I see these articles that have a direct bearing on chiropractic, I review them I do give one week, I have done already 4 for 2016 so a little bit out of the game, I’ll probably be doing another one today, I think I’ll be doping one on...impact...question then you people can just get this from my webpage and you can get 60 years of...if you want go there...

Speaker 2: Yea, and we will have a link with that, guys if you look just below or your side we are going to have Dan’s website where you can go to that and also to...this brilliant free resources that you have, some of the articles that you talked about, when I first hear you back in San Francisco many years ago, and listening great stuff there as well, so you should check that Dan’s

website and you know, Tony and I are excited to be with you down here to Australia in next year and...

Speaker 1: You guys coming down?

Speaker 2: We are the guys doing it! Dan, absolutely.

Speaker 1: No, you guys got to deal with Michelle I never know but I'm looking some forward to, you know I was there a few years ago and I regret the time but we can...which is kind of not the spot I guess...it's not part of the tour, I mean...

Speaker 2: By the half a day...

Speaker 1: And then, when we are going and then we were on the last corner on Sydney.

Speaker 2: Yea...I think...

Speaker 1: I'm looking forward to do that every day.

Speaker 2: Yea, yea, it's going to be awesome, absolutely so, Dan on behalf of time with the world of chiropractic summit, we would like to firstly really acknowledge you and thank you for the tremendous enthusiasm that you continue to have, the way you have impacted so many of the speakers that we have had on the world of chiropractic summit, I would rise my hand and say that you were one of my mentors I was there when you spoke to the camera a few years ago and then you just, I didn't know you at the time and you just made my socks off, as well so, thank you for all that you have done all that you continue to do guys, if Dan, if anyone is luckily to see him aim not in trouble to say his website is the free recourses of this Dan's article, so

there is as well but, Dan on behalf the time of myself I give you a huge thank you, thanks for your time to share with us today your window to have you back in Australia in 26 days.

Speaker 1: Thanks guys glad to talk to you.

Speaker 2: Same thing, bye.



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