



Dr. Dennis Perman ::

Message of The Week



Changing The Game

June 9, 2014

Dear Doctor:

Once in a while, you have an experience that you sense, no, you know is life-altering, that redirects your attention and opens up new doors and pathways for you.

This past weekend is a prime example of such an occurrence – the fourteenth annual Masters Circle SuperConference, called “Changing The Game,” was held in Chicago, and those in attendance have confirmed it to be so.

There is a vision crystallizing that can transform our profession and catapult it to new heights of public awareness and utilization, if only we can pick up on this theme, catch the wave and take action on it.

We chiropractors have been struggling for 118 years to alert patients to the scourge of subluxation and the necessity of nerve system care. Alas, our best efforts have generated at most a ten percent buy-in, and if you count only those who choose regular care as part of their normal health and wellness routine, it would be considerably less than that.

And why? Because we’ve been branded as pain doctors, and last resort pain doctors at that – our focus on spinal nerve roots has brought to light only the most superficial benefits of chiropractic, and the penalty is a plummeting health condition among our citizens, and a distorted perspective on how wellness actually works, causing suffering that reaches every corner of our culture.

But the future can be shifted when we decide to promote simpler, more accessible, and more easily understood concepts – like brain stress.

At this event, contemporary masters of the philosophy, science and art of chiropractic pooled their resources toward a common purpose – to assemble the current wisdom into a cogent, useful and compelling package, a system of principles to be used by field doctors to penetrate the thick armor most people have around their health decisions and finally generate the impact they believe they should be making.

Brilliant neuroscientists and technique innovators Robert Melillo, Rob DeMartino and Francis Murphy, leadership, ethics and relationship specialists Richard Flint and Leslie Hewitt, inspiring personal growth psychologist Lee Weinraub, motivating educators Brian Kelly and Bill Esteb, and identity-based practice development coaches Bob Hoffman and yours truly came together around a consistent message -- there’s a new era coming in chiropractic, one where patients are more savvy and engaged than ever, unwilling to settle for the status quo, and eager to find true solutions to the age-old riddle of good health. Brain-based wellness is that kind of solution.

There has literally never been a better time to be a chiropractor, if we can only break free from the shackles of pain management and reformat our work to concentrate on the brain. This, then, is the challenge for the Twenty-First Century DC – to claim a territory that is naturally ours, and relinquish the inertial confines of a day gone by.

Can you embrace such a vision? If so, you are destined to change the world, by changing the game.

Dennis Perman DC, for The Masters Circle

PS Check out two awesome new boot camps, delivered to your inbox to listen and watch at your convenience – Bob Hoffman’s “New Chiropractic Manifesto,” with seven top chiropractic neurologists, and “New Patients Every Day” which shows how to get new patients every day -- call 800-451-4514.