



# Keeping It Green!

## How to Thrive in Changing Chiropractic Practice Arena and Have Fun Doing It!

By Lawrence Goodman, DC

Somehow while I wasn't paying attention, or rather while paying attention to many other things in my life, I managed to graduate from a chiropractic college and have been licensed to practice for 39 years. To say that the world of practice has changed, and my life and business have changed, would be an understatement.

From beginning to practice in what has affectionately been referred to as the "Mercedes 80s" until the present time, only one thing has really changed—everything. The components of a successful, thriving practice have evolved to the point where a Rip Van Winkle Chiropractor might not recognize practice and patient care today if he awoke after a 39-year nap.

From the personality-driven, scripted-care plans and reports of findings of the 1980s, today (based on numerous surveys) patients want and seek doctors who invite their participation in designing care plans and goals, and are authentic in their communication with them. The good news is that as you follow your passion and enhance your skill set, communication ability, and self-worth, I have observed that we are living in an amazing time to deliver extraordinary care and you will thrive in your chiropractic practice.

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My purpose in this article is to lay out a few strategies and opportunities for a doctor or a practice to grow, evolve, and thrive in ways that are aligned with the values and philosophy of the doctor.

### Posture-Based/Vitalistic Care

Science has begun to catch up with what vitalistic practitioners have known and believed since chiropractic's birth. A nervous system free of interference creates optimal-functioning immune and neuromuscular systems, and every organ system and tissue in the body functions at a heightened level. There is now technology, such as laboratory testing, EMGs, and specialized lab testing, that enables this to be documented and allows the practitioner to substantiate his or her care and demonstrate effectiveness.

## Brain-Based, Neurological Enhancement-Based Care

Functional neurology and brain training technology now exist that enables a doctor to choose to deliver treatment that enhances neurological function and slows the aging process naturally with sound science to evaluate and prove it. Professional literature in our profession is full of training and equipment to enable a doctor to deliver state-of-the-art brain training and repair.

## Functional Medicine

The label, branding, and level of sophisticated testing and treatment, including nutritional supplements, homeopathic remedies, CBD-based products, keto programs, and weight management systems, allow a practice to treat patients who might never have set foot in a chiropractic practice. In addition to contributing to the financial health of the practice, it affords patients the first opportunity that they may have ever had to discover the benefits of more traditional chiropractic care.

## Age Management Programs

As Baby Boomers get older (I have firsthand experience with this one), there are options and opportunities to maintain a high level of function well into their 70s and beyond that did not previously exist. From hormone-balancing programs to HGH in many forms, coupled with age-appropriate chiropractic techniques and active rehabilitation programs, I can attest to the effectiveness of systems that allow me to truly claim that I am 63 years young.

## Opportunity

This all means that with the right coaching and studies, it is possible to have a vibrant and prosperous chiropractic career, and even reinvent yourself and add dimensions to your practice as your mindset and passions dictate. You can even have fun doing it and attract patients to your practice looking for the kind of care that you would love to give them.

Take a look around and put your ear to the ground. These really can be the golden age of your practice if you are willing to make it so!



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