



“What’s In It For Me?”

Fellow Indiana Chiropractors,

What motivates you? Is it money? Prestige? Security for your family? Love for your patients, or for our vitalistic chiropractic philosophy? It’s different for each of us, and most often, probably some combination of the above, but whatever it is for you, one thing’s for certain: chiropractic in Indiana is every day being subjected to multiple assaults, and definitely will not survive or grow, either as a profession or a principle, without our vigilant attention.

It is usual and understandable that in any organization or group, most of the work will be done by a small core of committed individuals, either because they have the time, money, interest, passion, vision, or whatever it is that drives them to consistently “show up.” This obvious truth is not necessarily to the credit or discredit of the participants – it could easily be argued that each of us does what we do for reasons that are fundamentally selfish, and that even those who “serve,” do so because of the way it makes us feel. Certainly, this is as true in our profession and its associations as anywhere else.

In dealing with patients over the past 31 years, I’ve found that most decisions come down to time and money. Although a new patient who comes to the “orientation” and hears the chiropractic “story” is more likely to stick with care longer than one who does not, there’s no question that their willingness and ability to “participate” in our practice is profoundly influenced by their finances, their daily schedule, and the myriad other demands for their attention.

We chiropractors are no different. For reasons too varied and numerous to mention, we cannot all be officers, directors, or even committee members in a state association, yet the work must be done. We must have lobbyists, legal counsel, a political action committee. Someone has to look out for our fellow chiropractors and their patients, and protect the unique principles that only we can bring to a sick and suffering world.

We welcome and encourage your involvement and your voice in the ICA of Indiana, but at the very least, please consider becoming a dues-paying member. It is only with your support that we can guard our founders’ “sacred trust” and achieve the purpose to which we have been called.

Thanks in advance for your help. Together, and with right on our side, we cannot fail.

Sincerely,

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