



CCA BULLETIN

A BI-MONTHLY NEWS RELEASE OF THE CHRISTIAN CHIROPRACTORS ASSOCIATION

Meet The Member

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Back Talk

An Answer To The Clarion Call

(The first installment of a new series of articles)

In a recent CCA newsletter, I read of a request to write an article or series of articles about the nuts and bolts of the chiropractic practice. This plea struck a chord in my heart. I have been in practice over 30 years, and the Lord has greatly blessed the work of my hands. In fact, our family moved to Portland, OR, 20 years ago, so that I could be near to a chiropractic college and have the opportunity to help chiropractic students become successful doctors. Chiropractic colleges teach a person the practical skills of becoming a doctor, but little is taught about the business aspects. As a result, a person can graduate with excellent hands, but end up struggling to make ends meet. I recall a seminar speaker stating that in chiropractic, there are no home runs, only base hits. I believe that it is true. If a person can accumulate a number of base hits, he/she can do very well. Thus I would like to do a number of articles speaking about the various aspects of a chiropractic practice, i.e., associateship vs. solo practice, marketing, Christian testimony, staff, insurance, patient scheduling, etc. I might state that I do not claim to be an expert but have learned many things throughout the years in practice. This has included what I was taught by practice management firms, as well as what I learned on my own from the school of hard knocks.

In this article, I would like to address the basic or foundational thought of a successful chiropractic practice. In order to persevere and succeed, I believe that this first point is crucial. What do you think of chiropractic, and why are you in this profession?

I firmly believe that chiropractic is a great, God-given and God-blessed profession, and we who are chiropractors have the opportunity to be used by the Lord to touch the lives of others to regain health and bring glory to God. I can confidently state that if I had to do it all over again, I would choose chiropractic. I am blessed to be doing something that I love and that contributes to the purposes of God's Kingdom. It has been said that when choosing an occupation, a person should find something that he/she loves to do and then get paid for it. I feel bad for people who work all of their lives doing something that they do not enjoy. Work is much more than just putting in your time and collecting a paycheck. A person should find work that brings personal satisfaction and fulfillment. Life is just too short. I am not stating that there will not be challenges and frustrations.

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I recall one speaker state that the definition of success is pain. As long as we are on the earth, humans will work by the sweat of their brow. But I am saying that if you love to bring health to suffering humanity naturally without the use of drugs or surgery, the chiropractic profession is a great fit for you.

If you are a chiropractic doctor because of other reasons, i.e., your father was a chiropractor, you are living up to the expectation of someone else, the income sounds good, it seems like a respectable occupation, etc., I would encourage you to do considerable soul-searching and prayer. You might not endure the stresses of practice and dealing day in and day out with the complaints and odors of those patients that you serve. Of course, if you sense that the Lord has you in the chiropractic profession, by all means continue in it. I am just stating that it is much easier and less stressful to work in a job that brings personal satisfaction.

For those of you who are concerned about chiropractic and its future, I want to state that I am confident that this profession is one that will undoubtedly thrive and become more and more mainstream. I believe that chiropractic is just on the verge of exploding into the health arena. Approximately 10-12% of the public utilizes chiropractic services. What about the other 90%? About 1 out of every 3 new patients that I see has never tried chiropractic. You and I are very privileged to be a part of this great profession. Additionally as a doctor, there are immense opportunities to share the Gospel and love of Christ with those that we serve.

In my next article, I would like to discuss the pros and cons of associate-ship versus starting out on one's own, and my own personal experience.
Have a blessed day!

Dr. Paul E. Okamoto is a 1974 graduate of Palmer Chiropractic College and has been a member of the CCA since 1977. His practice, the Master's Touch Chiropractic Clinic, is located in Portland, OR.



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