



Philosophy Corner - Knowing that you know - Dr Gregg Rubinstein

Well the one thing that was certainly missing from our lives in the past 18 months has been certainty! When the pandemic hit we were uncertain if we could open or remain open. We were uncertain who was sick? or who was healthy? who was going to survive and who was not. We were uncertain of how long the lockdowns and restrictions we're going to last...everything was up in the air which created chaos in all our lives. It has been said it's impossible to anchor to an unanchored mind. However, our chiropractic philosophy is and always has been something we as chiropractors could anchor to during the uncertain times. I again want to thank Dr Joe Baudillie and the rest of the New York Chiropractic Councils board for making sure we remained informed, open, safe, and served our patients in our communities. Now I see the offices in New York not just surviving but thriving again. It's important to be a leader in the community and truly serve your community. I am proud to say that I've been a disciple of Dr. Sid Williams and the Dynamic Essential Lasting Purpose Mindset and philosophy. They dovetail so beautifully with the CHIROPRACTIC principles that when put together it's greater than the sum of its parts. Now most of the things that I share and talk about in my office and with other chiropractors are not my original thoughts as a matter of fact I don't think I had any original thoughts in CHIROPRACTIC. I truly stand on the shoulders of giants, the people who came before me that led the way. I saw that success leaves clues and anywhere that I saw people having success I gravitated toward those people. I conversed with them, asked the questions and got answers. I would find out what they read, who they read and basically just followed in their footsteps and stood on their shoulders so I could see the way.

This year marks my 30th year in practice and I am so grateful for the success that I've had. Success is truly how you define it. Some are impressed by big volume others by how much money you make. To me it's always been about the number of people you help. Because you can have a practice and adjust people but still be self-serving and not serving others. Dr. Sid Williams often talked about the success principle of "giving for the sake of giving, serving for the sake of serving and loving for the sake of loving. Essentially "giving without any expectation of anything in return". When you serve from that mindset and at that level with certainty there seems to be no limit to the things you can achieve and the rewards that come to you.

Sometimes we need to think more deeply about the words we choose and the thoughts we think because they truly are the basis of what creates our reality. The concepts about visualizing what you want, speaking it aloud and breathing it into existence are all things that are cornerstones of success. Because if you do not believe that it's possible then it is impossible! I know a chiropractor who adjusts well over 100 people in a day. I was discussing this with a 12 year in practice chiropractor recently and he said that it's impossible how can it be done there's no way! As a matter

of fact, I didn't think I could serve more than 50 or 60 people in a day until the first day that I saw 82 people in a day. Now I am not trying to impress you, but to impress upon you that I didn't even know it until my staff told me "Doc, we saw 82 today" and I was blown away. Now on a day that we see 60 people it seems like no big deal and there's a certain ease about it. I had to open my mind and believe that it was possible.

Many chiropractors now are so concerned about their financial situation and some feel that we need to add more services to CHIROPRACTIC. Sadly, putting the word "chiropractic" before some other word like acupuncture to get "chiropractic acupuncture" or "Chiropractic rehab" does not necessarily make it chiropractic. What concerns me most is that it can dilute chiropractic and minimize the importance of the "adjustment" which is what makes us unique. It is this uniqueness and the preservation of our identity as chiropractors and the thought leaders in natural health and healing. This alone sets us apart and will guarantee our success in the future.

Downplaying out vitalistic philosophy makes us vulnerable to be absorbed and marginalized. Some say it's important to be more "accepted" by medical doctors. However, I would rather be loved by my patients than "accepted" by any medical doctor any day. Because it's the patients that I serve, not medicine and certainly not the insurance company. It's about the patient!

Certainty in the CHIROPRACTIC principles and knowing that you know is what contributes to success in Chiropractic. Truly helping others from the heart caring for the sake of caring serving for the sake of serving and loving what you do. These are all ideals and principles espoused by the Dynamic Essentials and New Beginnings seminars and through the NY Chiropractic Councils Philosophy Connect Series The more Chiropractors and patients understand and love CHIROPRACTIC the better off as chiropractors we will be. I don't think this can be fully achieved under the banner of back pain and neck pain treatment. Obviously, there's more to our philosophy than treating back pain and neck pain. I believe if you see a chiropractor for your back aches and neck aches you probably only get 10% of what CHIROPRACTIC offers because 90% of what your nervous system does has nothing to do with sensing pain and moving muscles! It has everything to do with running, regulating and healing the body. The intelligence that created us from 2 half cells stays with us for life. Through every stage of growth and development and it's the same intelligence that controls the healing in our bodies. Our bodies simply heal by replacing damage cells with healthy new ones under the direction of the nerve system "the master system". There's so much that I want to share with you and so little time and only so much space for this article. But what I hope comes from these writings and the time that it took to put this together is that maybe just one or two people will get the spark and maybe look a little bit deeper into themselves and into the philosophy of CHIROPRACTIC It may help one or two more people or maybe open up another chiropractic heart and mind to serve 50 more people.

I don't truly know... but sharing these words just feels right to me! There are three books that I'd like to recommend to all chiropractors out there. 1. "Atlas Adjusted" by Dr. Steve Judson 2. Lasting purpose by Dr. Sid Williams and Sinnott's Textbook of Chiropractic Philosophy. These three books are very influential in my life and contributed to my "success ". Dr. Judson's book is very powerful

and very moving there's a lot of emotion in it and it's truly about how to run a chiropractic office and "serve people as a principled Chiropractor". "Lasting Purpose" by Sid Williams is truly about a mindset for success and building the traits and characteristics towards "unconditional belief in yourself and achieving your hearts desires". Rob Sinnot in his book breaks down our philosophy put forth in the green books and forgive me BJ its more concise and in an easier to read format. I have been the chairman of the philosophy committee for approximately 12 years for the New York Chiropractor Council and I currently serve as the Vice President it is truly an honor to serve the profession and serve you! I would welcome any questions comments and feedback and I can be reached at DrGregg225@aol.com