Submission from Paul Calladine

Paul Calladine to natboards 07/04/2010 02:23

Cc: [illegible]w, [illegible]j [illegible]u06

Dear Committee

Thanks for organizing the Draft to unite Chiropractic in Australia.

As a seasoned chiropractor my experience has shown that lots of people need lots of adjustments over their lifetime.

If you think that you are promoting wellness care by adding in restrictions on taking routine care of

-children

-chronic people

-babies

-teenagers

-Ex-athletes (who are still all broken from their trauma from sport)

-people with lifetime of headaches (on multiple medications and hospitalizations)

-people **are demanding** regular care with **annual programs** (what are you telling someone with a 3 month program, just a little bit should do)

-advertising (by restricting the use of anything like testimonials **you limit communication** from the very people who need it)

-asthmatics, we have a terrific record in helping these people including children

-it takes an enormous amount of time, energy, commitment and education to get a seriously injured person back on their feet (most Practioner don't do it). You need to let the few carry the others for a while until they catch on. This is called trail blazing or setting a new course or setting up a new trend guy's like Dr's Don and Deed Harrison with Biophysics, we can now unbend more spines than ever before, and Dr Epstein with Network chiropractic you hardly have to touch the person to have huge benefits and Applied Kinesiology now the world (and myself) can think clearer, and on and on).

Chiropractic has been blazing new lines of thinking all the time, please don't get in their way, it takes a lot to get out in front of the pack, alone most of the time.

The real questions you could be asking are what we can do to support the few that are moving in the new directions.

Wellness care? How many do you think are doing it?

I answer all the surveys that come my way and you haven't bothered to call me back from the last one yet! I had plenty to say then and now I have figured out even more cool stuff to advance Chiropractic.

Maybe you can get back to some **reality,** our current society is **extremely sick and chronically injured** and **it's getting worse fast** (if you haven't noticed) and there are currently **no solutions from the medical community**. Since they haven't done what needs to be done to help our community. It is left up to us chiropractors to do something about it and we can't do it with one hand behind our backs. There are enough obstacles out there already stuffing us up!

We need a Board that is ready to stand up to the country and tell them that they all need to help in setting this country back on a healthy road and we are at the junction of the point of no return right now!

Of the points raised by Andrew Destro and others if you want to move forward efficiently leave off the restrictions and let us get to work at solving this country's health care issues from the ground up, naturally, now.

Lots of factors are ready right now for this community to really get it, that chiropractic adjustments are a really effective form of health care and that they have a bigger roll to play in their health personally.

Now another thing to note is that in 16 years here in Drummoyne, NSW, of the 50 medical doctors none have ever referred a patient to us! And they are also derogatory, plus the fact that there is a billion or so dollars in drug advertising pumping out at this community annually, how do you think patients are really going to jump up and say I want some corrective long term chiropractic care and I'm happy to pay for it out of my own pocket.

There is currently no chiropractic advertising out there nor has there hardly ever been. So to put restrictions on your **own collogues** the few that are spending **their own money who are trying to promote chiropractic for the greater good** seems more than **absurd.**

Are community requires our help and we only have ourselves and our well educated patients to move forward with on going care especially since we live in a gravity world.

Thanks for listening and please get back to me with anything I can assist you with!

Yours in health,

Paul Calladine

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submission update from Dr. Paul Calladine (Chiropractor)

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Paul Calladine o natboards 10/04/2010 07:50 A

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"'J W w-Ev ", "'J D ", "'J D ", "'J c
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Dear Board

Thanks for doing such an amazing task as it has the opportunity to help advance chiropractic enormously!

I understand you are working to protect the public. However how is it in their best interest if they never hear or read anything to counter the vast relentless medical advertising campaigns?

To state my point I'm not sure about you but I have not read in the public media's, **anything** on **chiropractic in the last several years**. Remember no one is advertizing for me as a matter of fact I have 54 medical doctors in my neighbourhood telling people not to go to the chiropractor. I have never received any referrals from them in 16 years in this neighbourhood! I've been in practice for18 years. And it happened again today however the lady was already a regular patient, yet she didn't even say that to her medical doctor, people are still too scared of them to say so. So before you consider anything on restricting us few chiros that one day may actually do any positive marketing remember that, thanks. You should be encouraging us not trying to tie yet another hand behind our backs, it's difficult to operate right now with only one!

So it would be useful of the Board to keep this in mind when they are putting limits on us few who might be trying to make a small difference in our tiny neighborhoods'! This is in reference to no use of possibly the most major thing that could make a point to the public being **Testimonials**. They are used in **every industry to sell their products and services**. I am not sure how this ever got on the discussion table but I strongly recommend you work tirelessly to get it off. I have saved many lives by having my internal testimonial books for new ignorant people to read before they proceed with a check-up. They are comforted to read of others scared and unsure in the beginning just like them. **The public will suffer because of this policy!**

If you limit the use of testimonials in the public arena what will be the deterrent to ban them from my office one day? It is a president make no mistake!

I would like to think you want to be consistent, so I was wondering what wellness means to you if you limit peoples health to only 3 months?

Possibly it should be in years as a minimum to be consistent? Wellness might be a new term however very few chiropractors even remotely practice that way. How do I think this you might ask? Well how many chiro's actually even know what the optimal cervical curve should be and aim at correcting it? See what I mean?

I WOULD BE SCARED OF NOT TELLING THE PUBLIC THE TRUTH VS WHATEVER YOU THINK TESTIMONIASL WILL DO!

Please take these negative points off the proposed policy's.

Yours in health,

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Re submission From Paul Calladine

Paul Calladine to natboards 12/04/2010 05:20 PM

Cc: "'Adam Asmald'", "'Andrew Dennis'", ..., "'Carol ...'", ...emall, ...lcchiro, ...velen, "'W... e G...d'", "'G... Bod'", ...ame, "'... k Bill'", "'Jo W... dlow-Ev...'", "'J... D...'", j...zzi, "'J... '", "'k... emm lek'", luc..., "'New World Chiropractic Rec...'", ...lckchiro, "'Om...'", "'O...lm l... '", Chiropractic", ...ulmall..., "'Paul Calladine'", ...chiropractic, "'R... m... J... u...'", "'Al... P... d'", "'Al... S c... wlz'", "'Andrew Wil...'", "'B... d... d...k...'", "'Ch... L wl...'", "'Ch... e K...'", "'Cl... Ox... m'", "'C... O'K...e'", "'D... ll F... dm...'", "'D vld A... uj...'", "'D vld C... l...'", "'Emm Cu...'", "'F... ll... d...'", "'G... m...'", "'... P... d...'", "'J... Kl...'", "'J m... S...'", "'J... e Ridd...'", "'J Flk...'", "'J... Zl...'", "'J... W...m'", "'K... e'", "'L w... c... P...l'", "'Ll... d P... ke-W...d'", "'Ll... d ... ck...'", "'Ll... B well'", "'L...ul... G... u'", "'M... lc...lm Ll... ll'", "'M... w S... l e'", "'M... lch... el M... u...'", "'M... lch el S lv... lc...'", "'Nell Levl...'", "'P... m...'", "'S... Blake...'", "'S... u... Gu...'", "'S... ckl... d...'", "'Steve Alle...'", "'Steve A... ld'", "'...m Fe...'", "'...m Nich...'", "'...m... C...l'"

Dear Board

Thanks for doing such a cool job!

However Chiropractic is still failing in this country. If I get the stats right the average chiropractor sees approximately 90/ pts week which is extremely low. In Canada the average is 170 pts /week and 10% of medical doctors regularly refer to chiropractors. We are supposed to be leading the country in health, fitness and nutrition. So we have a lot to do to change this. And the fastest ways are through marketing, advertizing and good business practices.

This leads me to clarify another point.

If you were correct on the point of **25 hours** of continuing education per **year**?

I know there are not enough seminars to attend for the entire profession as it stands.

What might be useful is to extend the topics to include other things like business seminars/courses etc. We are all not very good at business therefore it would benefit us to have this topic included.

Actually since there are so many fundamental problems with your polices because the new rules demonstrate the lack of simple business strategies. This commonly stems from the basic misunderstandings in business fundamentals. For example marketing and advertizing.

Do you know that any successful business (product or service industry) should spend a minimum of 7% of their gross income on advertising?

The first law of business is telling others what you do or sell.

Now find me any chiropractor in Australia that budgets for this or even knows the stat? No I didn't think so. So now you have all these extra rules that restrict advertising, when it is a fundamental rule that we

should be doing a lot of this and in a variety of ways. This makes the new rules against testimonials and booking in people from spinal screenings silly.

These rules restrict our public from finding their way into our offices. In my experience (now 100 's of expo's, public talks and spinal screenings) that unless people pay some money at an event they almost always **never show up.**

I helped organize at least 10 Children and Parents Days for the CAA NSW and I never heard of **any patient ever showing up** at any of the offices!

And we screened 1000's of people each year (giving away stickers and balloons doesn't work!). **When a fee was charged they almost always turn up** for their 1st day examination.

So I vote for including Business courses and other personal/life coaching as well for continuing education.

Also writing of case studies and scientific papers of any description should be included as continuing education.

Go one step further and make it mandatory to write a minimum of one case study /year to the membership. This will get a few people motivated for the better of chiropractic!

How about mandatory fitness requirements for all members? We should demonstrate our Walk our Talk!

These points are all very obvious to my young staff.

Thanks for listening!

Yours in health,

Paul Calladine

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