

Changing Perceptions: Questioning a profession

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Palmer College of Chiropractic, PCC, is also known as “The Fountain Head of the Chiropractic Profession”. The theme for the 2015 Homecoming was “Changing Perceptions: Challenging a Profession”. This event was held August 13-15, 2015 at the Campus in Davenport, IOWA.
<https://www.palmer.edu/>

Dr. Dennis Marchiori, DC, PhD, Chancellor, presented the results of the Gallup Poll commissioned by PCC. 13.7% of Americans, or 33.6 million patients consulted a Doctor of Chiropractic in the USA in 2015, mainly for neck and back pain. Back pain has been mentioned as the number one cause of disability worldwide, and prescription drug abuse has reached epidemic proportions. The report entitled “The Gallup-Palmer College of Chiropractic Inaugural Report: Americans’ Perceptions of Chiropractic” is available in its entirety on the Palmer website at www.palmer.edu

During dinner remarks, Dr. William Weeks, MD, PhD, testified that his sister, a nurse, who suffered a serious back injury after falling from horseback, died of complications resulting from the prescription of opioids. He said, "There's got to be a better way, and the Patients should be able to make informed health care choices. »

Dr. Weeks, MD, PhD, also holds the Chair of Clinical Research and Health Services at PCCR, the Palmer Center for Chiropractic Research.

It focuses on efforts to understand how doctors of chiropractic provide health services, how patients use those services, and how best to integrate services with other health care providers.

This issue also focuses on the new brand identity, positioning chiropractors as primary care professionals or experts for spinal health and wellness.

Chiropractic Report Editor David Chapman-Smith then presented his lecture titled "The Top Ten Cumulative Reasons Why There Is An Overwhelming Case For The Chiropractic Profession To Emphasize Spine Health - From The Point Of view of patients, the profession and the public interest. »

Let's take a look at these 10 reasons together.

1. **Market size.** Back and neck pain are the first and fourth leading causes of disability worldwide

2. **Public acceptance of the expertise.** The public understands and agrees that chiropractors have expertise in treating spinal disorders. Consequently, there is not only a huge market need, but also the public identifies the chiropractic profession as meeting this need.

3. **Acceptance - Other Stakeholders.**

Since 2008, with the publication of the report of the working group "Bone and Joint Decade task force on Neck pain and associated disorders", the results are that today there is no longer any significant conflict between

the chiropractic professions and management on the evidence-based management model of patients with back and neck pain. Like the general public, healthcare professionals and third-party payers – the other major players in healthcare – are positioned to support rather than restrict the role of chiropractors as experts in spine health. vertebral.

4. Strong evidence of safety and efficacy.

On Safety: At a time when addiction to opioids and other prescription pain medications is a growing concern, one of the main draws of chiropractic care is its safety as a non-pharmaceutical and non-pharmaceutical treatment option and approach. non-surgical.

On effectiveness: A number of good quality randomized controlled trials and systematic reviews over the past 10 years have reinforced the evidence that chiropractic care, chiropractic care than the treatment of many other health care providers. In the words of Gary Gaumer, PhD, independent researcher in the Department of Health Care Administration, Simmons College, Boston, "this is remarkable considering that much of the financial burden of care falls on patients and that the preponderance of care is for difficult chronic back and neck problems. This is the holy grail for those who pay and seek value in healthcare – an effective treatment approach that combines cost effectiveness with high patient satisfaction...

5. Medical profession - non-competitive and disinterested.

We have established that there is a large health market available in spine care that chiropractors are well qualified to serve. Then the biggest potential competitor, the medical profession, is not well positioned to

compete, and as far as most patients are concerned, those known to have common non-specific back and neck pain without red flags are generally indifferent at the primary care level to try to compete. Problems here include:

1. Lack of training. Medical students have minimal training and skills in the management of common musculoskeletal pain and disability.
2. Lack of effective or evidence-based care in primary practice.
3. In the absence of structural pathology, patient complaints of ongoing, chronic pain are often viewed as having a psychological basis that the physician does not have the time, skill or inclination to address.
4. Widely varying surgical rates within countries show that many patients receive unnecessary surgical care and there is now ample evidence that this is inappropriate, often harmful and very costly.

6. Difficulty for others to learn manipulative skills.

Another important factor in entering the spine care market is the difficulty others face trying to acquire the clinical and patient skills found in chiropractic education and practice. A doctor has a major challenge trying to acquire qualifications and skills in the totally foreign field of spinal manipulation.

The only other profession that has made a concerted move to develop manual therapy skills internationally is the profession of physical therapist (US) or physiotherapy (elsewhere). But while all chiropractic students focus primarily on developing manual assessment and manipulation, which is the hallmark of chiropractic care, extensive

training in these skills is only available to physical therapy students progressing to post-graduate training.

7. Direct and rapid access.

DIRECT AND TIMELY ACCESS: Another reason why the chiropractic profession is well positioned to take on a greater role in spinal health care is the ease of access for patients.

Through standardized training and legalization of the practice in more than 40 countries recognizing and regulating the practice, chiropractors are licensed to diagnose and practice as primary health care providers. Thus, patients consult a chiropractor directly. Even when diagnostic imaging is needed, most patients are able to start treatment within 24 hours of an initial consultation, often immediately. The chiropractic profession is now established in more than 90 countries. In Europe, North America and a growing number of other countries, chiropractors are readily available and the first appointment can be made within days. This compares to the weeks or months of delays that are often observed for specialized consultations.

8. Early return to activity.

One of the primary goals of chiropractic care is to maintain patient mobility and, if disabled by pain, to produce a return to activities of daily living as soon as possible. It is above all this that has made the success of the profession. There are many stories of patients being transported to the clinic and walking outside. Full recovery may take longer and require a

series of treatments, counseling and progress monitoring, but there is a quick return to activity.

9. Relationship between spinal health and general or global health.

Spinal health is of major importance to general health, so the emphasis on the former gives the profession an important role in the management of the latter. Reasons include:

- There is a spinal component to many disorders for many patients, such as asthma, digestive disorders, dysmenorrhea, and referred chest pain often medically diagnosed as angina.
- Back and neck pain and headaches should be managed using a biopsychosocial model that pays attention psychological and lifestyle factors, including exercise, nutrition, and positive mental attitudes.
- Disability due to spinal pain leads to many co-morbidities including depression, obesity and a range of lifestyle disorders from diabetes to hypertension.

10. Professional consensus.

There is broad international consensus on the fundamental identity of chiropractors as primary care experts in spinal health, achieved over more than 10 years of consultation and implementation. It is an identity that is consistent with all philosophical approaches to practice. Obviously, that's narrower than the full scope of chiropractic skills and practice, but that's the nature of a market identity. It goes beyond the profession's basic public identification with back and neck pain alone, but does not conflict with

that. There is no prospect of equal chiropractic consensus on any other market identity.

NOTE: A text translated and adapted by Dr. André-Marie Gonthier, BSc, DDDC, FICC, retired full professor from the Department of Chiropractic of the University of Quebec at Trois-Rivières, UQTR, from the original text written by Me David Chapman -Smith, published in The Chiropractic Report, September 2015, Volume 29, no.5 Original version: www.chiropracticreport.com

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