Introduction and book overview

Hey everybody, Dr. Rob Silverman here, Proven Health Alternatives. I've got a true luminary, Doctor Sherry McAllister. And I want to do her justice, so here we go.

Dr Sherri Mcallister, global chiropractic leader, she's one of us, award-winning podcast host, and president of the Foundation of Chiropractic Progress, champions a drug-free, whole-being approach to health for millions worldwide.

Memo, everybody. She has got a book coming out on October 14th called Adjusted Reality. I am proud to have you, Dr. McAllister, here today. What's up?

Well, that's such a nice way to say a luminary. Nice retort. I love it. We're going to have some fun, I can see this. So you are the podcast host of Adjusted Reality.

You do a great job with the podcasts. you have a myriad of different types of people that come on. And I just want to say that I'm really happy that you're in my field, you got my back.

i want ask you about the book, because it's hard to write a book. Why did you write Adjusting Reality? And how does it reframe the way people think about chiropractic and home being care?

Well, thank you for acknowledging Adjusted Reality the podcast. And because of the growth and the interest that so many had, the podcasts turned into a book.

I personally, as Sheri McAllister and not as the foundation president, absolutely love my brethren. And people would say, oh, but there's this guy and that guy.

I see this as one umbrella where we all fit underneath and there is a beauty and synergy that happens when we come together. Since I was doing it for nine years, I've learned the eclectic opportunities where people sit on different factions within chiropractic, but that's a beautiful thing.

There's not a lot of medical doctors that say they do all the same things either. So why should chriopractic be any different? And the growth of adjusted reality into a book was really listening to the doctors And then seeing the research, that's the biggest problem is when we did a media audit and we saw where we landed and it's, I don't like sharing bad news, but it wasn't the best news that were very small and that we needed to grow.

So we need to really refine what people know. so that they could understand who we are. And one of the pieces that I think traditional symptom-focused healthcare models really don't give us a place to showcase and empower chiropractic to its fullest healthcare journey.

So the reason for writing the book is to empower consumers to say, you are the best expert in the life that you have. The biggest moment for chiropractic is we always put the patient in the center, that patient-centric approach.

You know, I wholeheartedly agree with you. Nobody is more patient-centered than chiropractors. I mean, we all have a story. We all a why. we will have an origin story, if you will.

You now, mine's real easy. A congenital tartar colostrum in the chriopractic. Everybody sees it.

Why the podcast became a book

They inquire about it, and chiriopractics save me. People like you saved me, you gave me a purpose. And I was

going to school aimlessly. just trying to take classes so I could get a job.

Now I've got a career and I have a mission, now I a credo, so, I'm getting goosebumps. Not from what I am saying, just having this conversation with you.

The idea of chiropractic and whole being care. Most people say chiopractor, adjust the lumbar spine. I want to expand upon that a little for everybody listening.

I do, because the flaw of the current healthcare system that we were talking about as I began is that it actually, it doesn't look at the person in their brightest light.

You started, you called it an illuminary, we'll call it a luminary moment for me. If you took adjusted reality, you could highlight the shortcomings where I believe we're fragmented.

We have two separate systems trying to work as one and it's not good. You have a disease care system and then you have the healthcare system. And when the two actually recognize that they're different, the world will be a better place.

What I mean by that is if you can take the future healthcare systems and you help people understand the ability to be proactive rather than the disease care system, which is reactive, then you place chiropractic in that health situation.

And that's why the book positions chirapractics not as a last resort, But as a primary option that addresses the root cause of what enables patients to be illuminary, how do they have their best day and what does that mean?

And I think when you look at the supercharged life that adjusted reality brings and the functional understanding that allowed us to get out 130 years ago.

Now everything's changing, because now we're getting to show the research. And that, to me, is one of the most critical components for the future of whole being care is chiropractic is showcasing something we've not been able to do previously.

I get excited when you talk about the idea of proactive versus reactive. Too many Americans are reactive, and I do believe we as chiropractors are proactive.

I think that's a great takeaway. In addition to the whole being care, let me share with everybody what Chat GPT says about your book. All right. Let's go, Barnes and Noble.

Dr. McCalsker draws from over 25 years of clinical experience to promote a whole being approach to health that integrates the mind, the body, and the spirit.

And by the way, I'm going to throw one little curveball in there. It's great to see a leader be a female because our field has been male dominant since its inception.

Let's just call it like it is. So it's good to that because women still make the healthcare decision and with that we're going to have a better option of seeing more people and helping more bodies.

I am grateful you recognized that women haven't played in the past a big role, and Mabel Palmer was a decision maker.

Chiropractic as proactive whole-being care

And as we begin the founding of chiropractic 130 years ago, it's such a beautiful thing to reflect on where we've been, because it helps us journey through where want to go.

I very much agree with you. If the women are making health care decisions for a lot of their family and their friends, then it is apropos that we can bring men and women together to make these important changes for the future.

Outstanding. Your book introduces the concept of alignment, not far in the chiropractic, but beyond just the spine. How does alignment affect the mind, emotions, and even longevity?

Well, when you know better, you do better. And people start to recognize that when go on the mind-body connection and you recognize the system, the nervous system.

This is where I think people really need to wrap their arms around the future. Adjustments are about the nervous system and the past for chiropractic, we were slotted into base because we didn't have the research.

We were bone doctors and that actually has transformed us into being the Nervous System Whisperer, if you will, to see what's happening on the body level.

because the quote for vitality is clarifying that an adjustment is both a therapeutic and a neurological event. So when the audience, when a patient actually understands the scientific basis for why chiropractic care leads to improvement in their life, they need to understand where they are in own agency and what choices they make themselves.

This is not about us healing them, which a lot of medical doctors and healthcare providers will use that. Oh, I'll help you heal. But realistically, we as chiropractors have always said that the real miracle is within in that we're here to help optimize your life.

And that can be anything. It can proactive. I want to be at this level for the rest of my life like you and I talked about. We want go back to 21 years old.

And maybe for a touchdown second, but I love being where I am. I loved being this age and I'd love knowing that I'm doing what I need to do to continue being as vital and as athletic as I can be for the future.

Blazing a path so others can follow. I love the idea of alignment. So it's more of balance, if you will, homostasis, If you well. It's funny you talk about nervous system and central nervous systems because that's what we're known for.

And we are nervous-system experts, not just central-nervous- system experts. which really speaks to the idea of where the largest nervous system in a body is.

It's in the gut. it's called the enteric nervous System. That enterric nervous systems communicates with the vagus nerve, another autonomic portion of the nervous, system which communicatess with brain, the central nervous.

So you're talking about balance and alignment of whole body, not just the spine per se, which is great. Which takes us from here all the way to here. And that's outstanding.

So I have another one for you as a prelude. You wave science, personal stories, and lifestyle strategies together. What was your process for making complex research like neuroplasticity?

You're probably going to have to define that. Accessibility to everyday readers. Need to success is what you just said. It's from here to there. So one of the phrases and why we needed to take the consumer on a journey is that from nowhere to now here describes the journey where people feel lost.

And in a system like we have today, we we a doctor for the heart, a skin, and a kidney. But honestly, who's empowering the whole being? Who's taking in that person's whole health?

Alignment, nervous system, and accessibility of research

and then can be fully present and confident in what they're doing. We start with the guided tour, which is a pill-focused mindset. Most patients will think, oh, I can have a pillow for every ill.

It's still ongoing today. Like we don't understand a lot of what the adverse events are in many of our pills. Functionally, as we start talking about just a simple pill like a Tylenol or an ibuprofen, because everybody's like a fingerprint, right?

That fingerprint is different for everyone and how we react to it is based on the environment to which we live in versus the internal environment, which I know Dr.

Silverman, you've been so good at exploring that enteric nervous system that not everybody is going to come with a gastric ulcer, but the person who does has to understand that if they take ibuprofen, They just took a wrong turn on the path to trying to get to the summit.

They're going down, they're not going up. And that's why I think you take the research, you formulate the story, and you make it real for them. Excellent.

Now, I'm going to twist a chapter and then come back to book, because I want to ask you about your podcast. I believe that podcasts have taken the place of the newscasters.

Unfortunately, it's sometimes people reading articles. Everybody's getting their information from the podcast. You host an award-winning, rated podcast called Adjusted Reality.

you've spoken with world-class athletes, scientists, and clinicians. Which guests most change your own thinking and how? Well, you know, this is like being a mother and saying, which child do you love the best?

So I'm going to say I love them all equally, but I did learn something from one of my guests that I thought was really enlightening, and that was Dr. Bruce Lipton.

And because he taught in the chiropractic world, he understood a lot of the biology of belief. And that was one of his groundbreaking works was with epigenetics.

It reinforced adjusted reality in a book message that small adjustments in mindset lifestyle and alignment can transform the whole being health. He brings the scientific credibility, but he's just a love.

You hear him talk and nobody's in a disabled state. In his world, we can be the best we could be for what we have and what can create. And he has that audience magnet because he is so diverse with scientists and spiritual seekers.

Um, that he, he kind of formulated it almost like he was making a dessert, you know, sprinkle this a little out of that. And he brought it all together, which I would consider to be that perfect bridge to whole being care.

He offered that it's really about neuroscience, psychology, empowerment, and chiropractic. I kind love just how he formulated at all. It became that paradigm shift.

of conversation that brought about more health and resilience, but ultimately human potential. That's really, I think why I loved having him as my guest because everybody needs to hear that the light bulb just went on and it's super bright and life is gonna be good and we love, we need to love first before we can really help someone heal.

If you care enough, then you're really with them the whole journey. I Think that's the podcast for me and I'm sure you'll piggyback on this. is a glean of information because you and I both choose very carefully who we let on.

We don't necessarily let people on that we agree with. As a matter of fact, I encourage disagreement, cordial. I agree, disagree with you agreeably, that kind of deal.

But again, the idea of gleaning the information, I mean, i don't want to give up my podcast. I'm selfish. i want To keep learning, but really begs the question.

And that guy used to get this from my mom all the time, because my Mom used To tease me about being a chiropractor. Do you take blood pressure? Yeah, Mom, my I take Blood pressure.

She associated with the doctor with The blood, pressure in the bell and the in The diaphragm and everything.

Podcast guests and shifting chiropractic perception

How would you define the Chiropractor of today and a Chiropractor the future? The chiropractor of today is still needing to embrace where the consumer is.

This is a fundamental aspect because we want to think as chirepractors that we're treating the world, but we are really treating a small minority. And how we represent where we today, is by using the research And well, I think evidenced-based care is a fabulous way to get us to the future.

I also do not want to be diminutive to evidence-informed care, and that's why we have to keep telling our patients. So we've built a beautiful level of trust.

that we haven't given a medication that said it's non-addictive. We haven t represented that this doesn't have any adverse events when you take this for the rest of your life.

Who wants to take a pill for rest their lives? And I think when we really respect and adore the future patient, it s about showcasing the benefits of chiropractic in collaborating with that bridge of other healthcare providers for the future.

Because if we can recognize the different paths that we're on, on the freedom to choose your health path versus the need to find disease care, that future is so brilliantly bright.

And it stopped some of the things that really did bother me because, you know, George Orwell had a famous quote that's in the book and it really reflects where we are today, which is the person that owns the future owns, the past, and who owns owns the past.

And I think when you think through, if people don't know the path, that's unfortunate. Many think, oh, Sherry, when we bring up the AMA and how we were manipulated, That's negative.

But honestly, the truth is the consumer actually needs to know that path. that we got to and how we get here so that the honest effectiveness and choices that they make are not built on a slimy residue that was left over from a label.

And that slimey residue is, oh, you're a quack, or you are a real doctor. That defines how they choose, which is why adjusted reality is so important to get into the universe.

is that I need to bring you to a place where you get to choose the fork in the road. And my Sherry Berry moment is when you hit a fork on the roadmap, take one.

Because you have to chose the best choice that you trust in. The best part of this is there's a doctor in Southern Florida who has eight press Ganey Awards in a traumatic brain injury unit.

Eight press gainy awards is 100% patient satisfaction rate. It's epic. Wow. Who gets that? That's why chiropractors are so special is patients love us.

They really do. And they say, I love my chiropractor. You don't get to hear that very often on other professions. I think we earned it and I need to continue to earn it through trust.

in sharing with them evidence-based information and also getting to a point where we can actually feel proud. This is evidenced informed. It doesn't have all the research that we need, but if we were to do evidence based care, we wouldn't do anything because there's so much in life that can't explain.

And I think chiropractic sometimes falls onto that veil. It's interesting. I love the idea in the term evidence-informed. And chriopractic is evidence based, but you have to prove it to be evidencebased.

So if chiroppractics had given up before, there would have been no evidence base chirapractic. You know, I want to hone in on your book. Its interesting having written two books.

Usually when you write a book, you're trying to make a statement. Your trying hone into a specific lane. Your book's a little different than that in that it's not honing into a lane.

It's starting to make a movement, if you will. That's a beautiful word, Dr. Silverman, because it lines up figuratively and literally to what the world needs.

It needs to be adjusted. And so the movement is hashtag I'm adjusted, as soon as we get this book out into the word and everybody gets one, which is the goal, is to get everybody to at least try it, just taste it.

My mom would always say, in order to fit and healthy, you taste a lot and you eat a little. And so I want patients to share their experience, but oftentimes they don't know how to show it because they do not know exactly all the terms.

Evidence-informed care and chiropracticu2019s future

Well, pick up the book, give it to a friend, a family member, colleague, staff member or community leader, legislator, regulator, policymaker, and then start talking about, here's what we know.

Here's some of the reduced risk of spine surgery, as noted in Spine Journal in 2012. You see a chiropractor, you have less than a 5% of undergoing surgery.

Those research pieces matter. That's like a wake-up call. Wait a minute. It matters what doctor I see first? Yes, it does. What about opioid reduction?

You've got, again, the VA doing research. Thank you, Dr. Anthony Leesee in pain medicine. In 2020, the heart of COVID and here's what we found that in the middle of the opioid crisis, chiropractic offers a proven drug-free strategy for pain management and that you had a less likely to be prescribed an opiate if you went to a chiripractor first.

The research matters, how it's presented matters which is why we want every patient to have one because then they can say you read it for yourself and it is a big picture and that's one of the goals is not every chiropractor treats and wants to treat concussions, but every Chiropractor knows that the body alignment and the impact to the based on two things, the external and internal environment.

here, here here. Homostasis, fixing the body from the inside out. I think that's a great takeaway of what you talked about, about what Dr. Listy said, that people don't realize we are the most effective, cheapest form of healthcare, especially when it comes to lower back pain.

Interesting. Uh, I, think, that's worth almost repeating several times. You know, I'm still in practice and I know you have your finger on the pulse of many different things, practice being one of them.

Um, You know, it really begs the question, here you are making this great presentation. You wrote this wonderful book, you're clearly articulate. Why don't you give me a little bit of background on yourself?

Like, where did you come from? What's your education like? How'd you get here? You said you would be 21 and

then you went to Jettison to 35, which you all right now.

I mean, how'd ya get there? I really loved being young because I didn't know better. And if you don't better than you, you know what wall is going to be put in front of you.

I got here, I was a cellular molecular microbiologist and I studying at the Alberta Children's Hospital. And in that tone of exploration, I realized what was fundamentally missing was feeling.

I had the special studies professor in the room with me one day and I was looking into a microscope and he was look at the MRIs and we were both collaborating on our thoughts.

And what's missing is the patient. the choices that the patient wanted. And I thought to myself, first, that's kind of sad that I'll never see a patient if this is where I'm gonna go.

I mean, I really literally going to be the person who's thinking through what could it be? What would be activities of daily living that are gonna be limited?

How can we be proactive to extend their life? Maybe three years, maybe five years. It was lonely and then I was fortunate enough and I mean that in most sincerity that I got in a car accident and it was.

moment of recognition that having your body pushed so far forward fast and then slamming back into the seat and feeling the Seatbelt cut, because you can never forget these moments, cut into your jeans by the sheer weight of pulling you backwards to stop you from hitting the And some would say, well, you're so lucky you didn't hit the windshield, but the impact to my body was not lucky.

And I was a two-stepping lesson, Calgary, Alberta, and I had brand new cowboy boots on. I grew up where I always got a hand-me-down. My whole life was hand me downs.

that I owned and they were brand new and there are being cut off in the x-ray facility because they couldn't pull them off and I just remember thinking how extraordinarily sad this day has turned out where it started out so good and it went so wrong so fast.

And for six months, I suffered with extremely bad headaches. Those headaches that make you, you can't concentrate.

Personal origin story and becoming a chiropractor

And I'm supposed to be in a lab looking through the microscope and I couldn't bend my head to my chest to even want to do that anymore. I didn't know anything about an opiate.

That was young and the best they gave me was Tylenol with codeine and took it like I thought it was going to make me better and it made me sick and tired.

Ended up creating my own everyday problem. My everyday problem is if I go too long without eating, my stomach goes back to that place where I damaged it.

And so I'm cognizant that my life has changed, but it's also changed for the better because I found chiropractic And I have to say, honestly, chiropractic found me, if I was being more honest, because I the person who walked in the chirapractor's office with their arms across their chest saying, If this was gonna work, why wouldn't they give me this option?

This is my last option. I live my whole life by this saying. Chiropractic should be a first option, not a last option. And that's why I fit the realm of becoming a chiropractor.

There's never a day, Dr. Silverman, that goes by that I regret being in this profession. I could not have chosen a

better profession. I couldn't have been who I am today without being a chiropractor.

And now I challenge those people who always thought they were better than me because, well, they're a cellular molecular microbiologist and they are epigeneticists and oncologists.

Now today I say, I'm a Chiropractor and I change lives every day and so proud to be a Here, here, I wouldn't trade one day. for a lifetime or something else.

I agree with you on that. And one thing that I think you'll concur with me on chiropractors and chiropractic is something that drove us in. It's not something you go to school and say, hey, I want to study.

Its a mission, it's a mantra, its a credo. You just share yours with us, and I always share mine with everybody else I do want ask you a question, but I'm going to bring you back a little bit.

F4CP, you're advancing chiropractic on the national stage. Global scale, we have 13 global leaders. Wow. What messaging strategies have proven most effective in shifting the public perception towards essential health care?

First, I have to give a shout out in that particular one to Dr. Heidi Horvick, because when she started to show her research, in multiple researches about neuroplasticity and brain function, people started to pay attention because we know we have a mental health crisis in the United States.

And we can show as the NCMIC research funded journal, the bi-directional co-morbidity of low back pain and depression. I think that what's resonating with the world is that the brain is an extraordinary orian.

You can't underestimate the power of it. And that the biggest public concerns that are out there is they want to avoid surgery. I mean, I was at a homecoming and one of the doctors pulled me into their x-ray room and said, look at this person's neck.

This person had eight screws and they were, the screws were twisted and contorted and the soft tissue was just abominable. It was shocking. No patient ever wants to go under a surgery like that.

They wanna reduce opiates or reduce their pain. We're all trying to get through what happened during COVID, that boosting your brain function again. I wanna be back where I was before all of this chaos started in my life.

they wanna have improved everyday outcomes. This is resonating today because trust has been lost. Yes. And that we as chiropractors have to gain the love and respect of the patient by being able to talk to them on their language level of what their biggest concerns are.

That's why I think when you bring it in, when have quotable sound bites, where you can say there's a book I want you to read, it's about adjusted reality.

It's taking you a place you haven't been yet. Because the people that have never experienced chiropractic, I guarantee you, they're not coming in really excited because they don't know what they are to expect.

When someone comes out and says, it reminds me of the quote by Henry David Thoreau that says it's not what you look at that matters. It's what we see.

What are we showing the patient? And that's why putting something tangible in their hands where they can read and then they could listen to the podcast like you put on with qualitative and quantitative measurements to show them, you can be better.

You don't have to accept this. I am going to proclaim something and I'm going try and have you take the baton. And I proclaim that it's crystal clear that chiropractors are the practitioners of longevity without question.

F4CP messaging, longevity, and daily habits

You have no fight in that because when you have an understanding of what makes us sick and you actually recognize the fundamentals of movement, because in biology, what doesn't grow dies, you look at things like the quaternary of motion, stability, mobility, flexibility, capability, strength training, then longevity is our friend.

When you decide that you no longer want to move forward, or you move backwards, and that's what I don't want any patient to have. So the longevity is ours.

It's about contentment, resilience, all of the seven pillars that come into adjusted reality. If you add them all up, the formula equals a better quality of life, which increases our health span.

And if we're very fortunate and nothing happens where it's time that we get tapped and we have to move to the next place, ultimately means longevity. You talk about behavior stacks.

I find that fascinating. Give me two behavior stocks that would give you the best return on investment for longevity I think you would agree with me. What goes in your mouth is absolutely critical because when we get to that place where we assimilate the fuel we put in, you get in what you put out.

And if you dumb it down to a patient is you're not going to put water in gas tank because it doesn't utilize water. So you have to reflect on the world can be torturous in what we put in our mouths because sometimes science and business are opposite sides of the scale.

And it's not good to put all of these process pieces into our mouth. So that's my number one is the nourishment. The Number two is what chiropractors own, and they don't even know they own this yet, that sleep hygiene.

If you can't replenish your body, you cannot replenished your brain. Try going and talking to someone who has been up for four days in a row, they do not make common sense.

Their emotional levels are off the chart. They can go up very high and then they will drop down very low. hormones are built in the replenishment cycle.

Melatonin is one of those key, I call melatonins kind of like the Superman. It's got a cape and you know, it's a beautiful thing and it comes in to tuck you in at night.

Serotonin, is there to help you start to down gauge. Like you have to have all this replenishments to get excited about life the next day. You take that away, you take away your future.

And so longevity, if you just did two things and the chiropractor owns sleep hygiene and what goes in the patient's mouth matters, wow, what a world we live in.

Oh, goodness. What an indelible mark we would make on people's lives. I feel that chio-practors have done, this is not to be negative, a poor job, sometimes they've missed the health opportunity.

And I think that there is a huge opportunity because all practitioners, everybody's interested in the longevity craze, which is really anti-aging, you know, part two, but I don't want to hurt anybody's feelings.

I dont think anybody is better suited to add not just years to your life but life to years. So my buddy listens to my podcast all the time and he always wants me to ask, give me the one thing.

Give me the one thing that my friend can do to start having his adjusted reality. The one that I think for the new reader in adjusted-reality is that we need to recognize that there is language out there, that it's laden with extravagance, but it is void of benevolence.

That's a really key perspective. When you start to hear all of these promises that this drug is going to do X, Y and Z, there's often an adverse event that comes with it.

So I want you to reflect on, as an adjusted reality reader, We have to, as chiropractors, do a thing that Richard Dawkins would really push forward, which is we want to be bold in what we hypothesize.

And we know as Chiropractors that's living a better life, but we also want be cautious and humble in we claim. We want our patients to come on the journey with us so we can be honest, We can be truth tellers and we can say, not all of this is already proven yet because a lot of it is just still coming out.

But I'm not going to say opiates are non addictive. I am not gonna say it's safe for you to take this medication because in the honest world there is no Treatment is treatment and it all comes with the cause and effect.

Adjusted Reality takeaways and book promotion

So an adjusted reality listener is an agent of change willing to improve their life through the use of that to which is carefully crafted in treatment protocol, but also built on a reality that changes are built from what you do and how you it, and that a doctor of chiropractic can walk on the journey with you.

Outstanding. Sitting here listening to this, again, I'm excited to go do what I have to do in the field. I like the idea of when you said get better every day, So what would you say the one thing, speaking for the field now, we're speaking just to the bunch of chiropractors that follow me around and listen to our podcasts, what's the thing that you think they should do to be better tomorrow?

The important part is what do you want your health to help you do more of? Everybody is a patient. It doesn't matter if you're a doctor. You're still a patients.

Hopefully you don't mix the two up that you try to be a Doctor while you are a Patient because that's not a good idea. And I tried that once. it didn't work out well.

But I want the chiropractor out there to say, what do you want your health to help you do more of? Because this opens the door to the whole being care perspective beyond symptoms.

And then we connect what you in your practice, which is the adjustments, movement strategies, nutrition to that vision. Because if you and you actively make changes, it's viral.

It's contagious. They see you doing better, having better being better. I want some of that. You see someone having an ice cream and really want ice-cream.

So as an honest chiropractor, This book has changed my life because I've had so many people, over 200 people input into this collective wisdom. Unfortunately, my name is on it.

That may be fortunate or unfortunate, but I stand behind my collective of the beauty and the honesty of everybody that is given their best to be in this book because at the end of day, we are more alike than we're different and we owe society a better way of living.

Absolutely, I agree. Dr. Shelley McAllister, Adjust to Reality podcast host, book to be determined or I should say released October 14th, so the podcast is going to hit just before that.

Yes, and you can pre-order now. The best part, if you're a chiropractor and want to get out 10 books, You can hit our website, frcp.org, slash adjusted reality.

You get a book bundled by, so you get 50% off those books, you can give them away for Christmas and Thanksgiving when we're all eating and talking and loving and sharing.

I think it's the best way and it is an investment in the profession. Every dollar that comes in, as you know, goes out to showcasing chiropractic in a big, bold and beautiful way.

Fabulous. Dr. Sheldon McAllister, Dr Rob Selverman, Proven Health Alternatives. See you guys soon.