For the Love of Chiropractic: Sharing the Benefits of Chiropractic Care in Your Community Transcript

(Transcripts are generated by AI and may contain errors)

Introduction and Guest Welcome

Hello, everybody. This is doctor Bob Hoffman from the Master Circle Global. And welcome to the Practice Upgrade Summit. Today we get the pleasure, the absolute pleasure to introduce another superstar in the chiropractic profession, doctor Sherry McAllister.

And her topic today that you're going to absolutely want to pay attention to is for the love of chiropractic. Sharing the benefits of chiropractic with your community.

For those of you who may not know doctor McAllister, who still live in a closet, I let me tell you a little bit about her. She's the executive vice president and for the Foundation of Chiropractic Progress, a really important organization in our profession.

And, doctor McAllister earned her master's in education from the University of California, East Bay, and is a graduate of the Palmer College of Chiropractic in California, Palmer West, where she served as an associate professor.

She's also a frequent speaker for the national conventions all over, corporate wellness programs, as well as business and health care alliances. Doctor McAllister has served as a qualified medical examiner, expert chiropractic witness for the State of California, and has been in practice in San Jose since 1996.

It is such an honor, Sherry, to have you on our summit. Welcome. Thank you so much for having me. It's a pleasure to be here. Thank you. So for the love of chiropractic.

Now, this is a topic that's so important to me and so important to many others. And I know to you, because I'm always coaching chiropractors about what I referred to as the happiness factor that practices grow when you're happy and they stop growing when you're unhappy, and that the purpose of practice is to bring joy and fulfillment.

So tell us a little bit about, first, this whole issue of the love of chiropractic before we get into the the real meat and potatoes of today's interview, for sure.

And one of the key aspects is I like to see our profession like a puzzle. And the puzzle puts a beautiful canvas together. Each one of us is just a jigsaw puzzle piece.

And together, when we start linking together and start providing the the patients around the nation, the understanding of what we do and the love of why we do it, then the canvas is so broad and so beautiful.

So with the love of chiropractic, this is a an understanding of the excitement that comes when you put your hands on a patient to re be reminded to the basics of why you became a chiropractor, and then dig back down deep.

Sometimes we need to just reflect in times of stress and times of of the the daily grind. The love of chiropractic is really just exploring the beauty and the passion of what we do and how the patient feels on the other end.

And that's where the love of chiropractic came from.

The Love of Chiropractic and Office Energy

You know, for me, we we live in an energetic universe. It's all about frequency and energy and vibration and people sometimes can't even put a word to it, Sherry.

But they pick up on your passion and your certainty and your confidence. And this is one of the secrets of success that so few people recognize. The opposite is equally true when you're just going through the motions, or you're unhappy or frustrated with those those insurance carriers or whatever the circumstance may be, patients pick up on that too.

Wouldn't you agree? I absolutely agree, everything you bring into the room and energy and thought is what the patient is going to feel. So I think when you're speaking to your front desk and it's a positive conversation, that positive conversation flows through to your to your patients.

So it's always something you have to be very aware of is don't talk about money ever during the day. That's an end of day conversation. And because the energy flows through the office and really you're not there to make money, at least I hope you're not.

You're there to make a difference, and money flows through easily when you're there to to do the job that you signed up for when you were an intern in, in chiropractic college.

Yeah, money is always the side effect of services well rendered. And, you know, on this topic and I promise to get to the foundation in just a second.

But on this topic, you know, when doctors asked me about hiring and what to look for and what are the qualities, characteristics and traits of an ideal CA as an example, I always tell them the number one thing I look for is energy.

You hire energy, you hire happy people. You can't train someone to be energetic and happy. You can train them to answer the phone or collect money or make appointments.

So you and I are in lockstep on this issue. But absolutely, I very much agree in it. It's much like I love to to bake and you can't make a, a bakery good with bad ingredients.

It has to be the freshest, the most organic, the most holistic, and someone who really actually understands chiropractic. And even if they're brand new to chiropractic, if you can sense that zest in them, that's the person that you would want with you the whole time, because the energy of the office will continue to be positive and happy and in joyful, beautiful.

So let's turn our attention to the foundation. The foundation has now been around for quite a few years. I I'm honored that I was intimately involved in the very beginning with people like Doctor Greenwald, the honorary Doctor Greenwald from, Foot Levelers, a dear friend, Kent, and with people like doctor Jerry Clum and Don Peterson and, I, I stepped out of the day by day activities of it, but it's a critical organization to help market our profession.

And I am thrilled that you are the executive director because you're a can do kind of person for those people who aren't aware of the foundation or don't realize why they should be supporting it, could you just share with the people watching this more information about how valuable this group is?

This is an opportunity for us to unite and prosper. And many years past it's been DC divide and conquer. And the reason why the Foundation is such an impactful organization is one.

It has an opportunity to reach as far and wide as possible. Someone needs to be there on a daily basis to watch the media and know who's doing what and what are they saying.

Perfect example happened yesterday. There's a story trending on LinkedIn. It's about spinal manipulative therapy that it's not effective in the ages 18 to 45.

It's an August of what are they talking about? Who's there to start talking and bringing back the Lancet study, bringing back the Spine Journal Open Network, and talking about these things and making sure that we are constantly on the ball, because every chiropractor that's listening right now is in their practice, putting their hands on patients and making miracles happen.

So for the foundation to be able to be write their letters to the editors.

Why the Foundation Matters

When the Katie Mae story came up, for example, we needed to set the story straight. We need the opportunity for honesty and truth to come out, and someone has to be watching those daily grinds.

The second part is every dollar goes back into us being in a message that crosses barriers all the time, every day. So when I'm talking about crossing those boundaries, being involved in integrative health care collaborations with other organizations, and then being able to ensure that our message is getting across into the institutions, we had a fabulous year right before Covid hit, talking to Brown University, being involved at Harvard, talking at Colorado, and she was just educating and proliferating the message of chiropractic and the benefits that come along with it.

And being also able to be able to talk to the National Association of Worksite Health Alliances. These are important aspects because chiropractic is involved at Facebook and Google and Intel and Cisco, and this did not happen by accident.

This is pounding the pavement, showing our cost effectiveness, being on the best quality research, and then being able to have the rebuttals. They're respectful and important to our profession and last but not least, every single chiropractor needs to have the best quality of information out there, so they feel confident that if a study comes out in it's extreme positive, such as the verdict study that came out for the veterans, we want that information.

We spent $7.5 million getting it to go to the consumer. It does. Nobody any good if it sits in a in a locked up vault and no one's reading it. We need to have the opportunity on a global level to get the benefits of chiropractic out in.

That's really why the Foundation has a great opportunity to be able to enhance the message of chiropractic and the benefits that we have offered. And most chiropractors who are in their practice day by day, who don't participate, they're not even aware that there is new research or new technology or new advancements or new new groups that have welcomed chiropractors in, they're just not even aware that those things go on.

And and the reason I'm bringing that up is because that relates to the beginning of our talk. You know, it's knowing that the profession is growing and expanding and speaking up and sharing its truth.

And not and not settling for the crumbs is part of what feeds our joy, our confidence, our fulfillment. They have that love for chiropractic. You know, you can't be in the closet about chiropractic and being love at the same time.

You've got to be involved. So talk a little bit about that, about how do we get more people involved and how is the foundation because of its collective consciousness?

How is the Foundation gotten so many more chiropractors involved in this process? One of the critical aspects to being in practice is being therapeutic.

So I hold no issues. Having been in practice for 24 years myself, knowing that my number one priority is my patients, and I get that the external environment is overwhelming at best, and at worst it's hard to keep up.

So we're trying to make it really easy at the foundation. And that's why we have the the, the grateful benefit of having fantastic speakers come with the foundation.

And the webinars are free. We don't charge in. No specific reason is the more you know, the better we are. And those webinars are critical and they come to our members in an email, it's a pass.

It's a passport ticket. You click it, it goes right to your calendar, and you and your calendar will tell you when you get to your next webinar is and, pending on your level, you can get the recordings.

But part of this is not just you, the chiropractor. We have Pump Up Your Progress, which is for your case, free

again, because the latest, greatest information on billing and coding, you're only going to get if you're on a sync of monthly webinars.

There's a lot going on in our nation and a lot that needs to be translated to the average chiropractor. So I don't want to dig deep into your pockets.

And every, 2 or 3 days say, I want another $45 for a webinar. I want you to have the benefits of the very best in our profession, and the very best come the very best want to be on our our circuit for webinars because they want to give back.

So it's a full cycle of reciprocity of I'm going to give, I'm going to get I'm going to give in. The benefit is twofold. Chiropractor stay up to date on the best quality information, best practices.

The research comes out so you get to share it with your patients. And then the chiropractors that are in practice get a feeling of belonging to something bigger than themselves, which is the pursuit of happiness right there.

And then as we start to grow those benefits, your car gets involved and they get the feeling that they're, part of something much bigger than themselves.

So we never want to leave anybody out. Being in practice alone and not knowing all of the things that are going around should be made easy and simple.

And that's what the foundation is about. And the benefit is how do you trust an organization? Let me share with you why I became part of the foundation.

It's involved with 16 schools. It's involved with 38 state associations. It's also involved. When I started, we had 8000 members. Four years later, we're at just under 29,000.

That's a remarkable giddy up and go. Trusting an organization means it's growing. It's showcasing the benefits of chiropractic around the nation in a variety of different venues.

And you're part of something bigger than yourself. And that's why no one person can move a mountain. But together. I think the Foundation is one of those organizations that every single chiropractor has to be proud to be part of.

And I will, our team will work endlessly to ensure you're getting the best information. And we're bringing the brightest people to you. And most importantly, the consumer is going to win on the benefits of chiropractic care.

Sure. You said that so beautifully. Well. And you could see the pride in your face saying it and you should be proud. Those are extraordinary accomplishments in a relatively short time.

You know, you're at that point of maybe 50% of the profession are involved, and members of the foundation. And I just think that this is critical. You know, we've talked about unity and this is an example.

This is a platform for that unity. And I love what you've accomplished and what you're doing and how trustworthy the organization has become and how well-known they've become.

Just extraordinary work, you know, let let let's share and go in a slightly different direction. I think every successful chiropractor I've ever spoken with, I've ever worked with and, you know, I've been a chiropractor for 42 years and I've traveled 30 times a year for the last 30 years lecturing to chiropractors.

I speak to 75 different docs every single week, and I think I've got my finger on the pulse. I also practiced for 23 years. I had one of the largest practices in the state of New York.

I think one of the foundational principles of everyone who's who's who's crushing it in a positive way is a

commitment to patient education. The educated consumer is the best customer.

Patient Education and Communication

And it's not just telling the story, it's knowing how to tell the story. Being influential in your communication skills, persuasive and your communication skills, and using the new research, the new technology to talk about what we do and who we are and what the benefits are to the consumer and everyone who really excels in that has a growing, prosperous practice.

And those that either go through the motions or completely ignore it, they're all struggling at one level or another, or certainly not scratching the surface of what's possible now.

The foundation is dedicated to materials that they offer their members to help to properly and effectively educate not only their staff, but their patients and their communities.

Could you address that, please? You have absolutely hit the nail on the head on that one. And education is one of the most critical pieces that we have, is as our profession grows, we've never been afraid to stand up and say, that's not right.

We've always been really progressive in our thoughts and how that's how we 125 years later, we're still here is because we've educated the patient. Sometimes the research doesn't catch up with the glory of what we do.

There's a famous quote that I think is, is, useful here is a chiropractor. The impossible we do immediately. And the miracles take a little more time.

And so, chiropractic we it makes me smile because that's what we do in educating the patient on a level to get them excited and passionate about caring for themselves and others is paramount to our success as a profession.

And 125 years later, we're growing and we're doing a fabulous job, and we're almost a household name, and we see ourselves on the TV in is characters and movies.

And, you know, there's there's TikToks about us. It's fabulous. None of this could be possible without energizing the base. So as we begin to energize the base with best practices, you can't just pick one medium.

You can't just say, I'm only going to do a physical mailer and get my name out. It doesn't work like that anymore. The world is a complex place and social media plays an important role.

However, most of your time should not be spent on marketing. You need someone who you trust. Who you can verify is doing the best job that the profession can offer, and that's being able to have multiple ways to connect with your patients.

So slide having a PowerPoint presentation where you could do a YouTube video, how about just jumping on your your electronic newsletter because Covid 19 has changed the world, a little bit.

We don't pick up paper as much. So having an electronic newsletter that puts out an e-book that showcases the benefit of chiropractic care is a lovely way.

Infographics. These are small little ads that showcase the statistics and what's going on. Very succinct and really well received, but trust me, what they really want to hear from is you, the chiropractor in their community.

So if you could pick up one of our definitive chiropractic resource manuals and just take one research topic and discuss it, that patient will forever know that you're coming to them with the greatest information available.

So, you know, with the foundation, we do roadmaps, an easy to follow opportunity. Week by week. You can talk to your front desk, get excited about what that week is or that month is about.

And it it throws infographics and, videos, public service announcements, ebooks, and just being able to learn more about educating your patients and making sure that you've got the latest study and you're creating the buzz in the community next year, actually is is it is hopefully going to be one of our stellar years, and we're going to be looking at towards the, the Olympics and that and I'll speak about that a little bit in a moment.

But, you know, we have to keep thinking about where we want our audience to be. And right now it's enhance your health. Beautiful. And if we can just stay on the topic a little longer, and I certainly would love as much of your feedback as you want to offer.

When you properly educate patients, it builds trust. And at the end of the day, we have to all recognize that we're not in the healthcare business, we're not in the chiropractic business, we're not in the correcting the subluxation business.

We're in a relationship. Business and relationships are based on the foundation of trust. So when we educate our patient, it makes it so much easier for the patient to be compliant so that everyone wins.

The patient gets what they want, the doctor gets what he or she wants. The profession has a shining star. It allows patients to refer better and refer more, which builds the doctors practice and helps us help even more people.

Because we're service oriented. And at the end of the day, it enhances the doctor's reputation. So I, I believe that it's impossible to over educate and sometimes things like infographics are awesome because on a small chart, you could show people a lot of really important facts and figures, but also we have to recognize that facts are often forgotten, but stories are remembered and retold.

So the best computer caters have both. You know, the world has changed and it's going to keep changing. In today's world, there has to be a blend between facts and stories, just like we talk about.

There has to be a blend between high tech and high touch. So could you address that a little bit more and what the foundation brings to all of that, that what was very well said.

We're actually in the human business and it's relationship building. And to relate to a patient on their level and stories are relatable. So often being able to just showcase, hey, I had a patient and we had this happen.

You never give name to the compliance. But showcasing that, you know, as we go through the lives of many Americans and we can relate to each other and we can bond on those, pieces.

When you share as a chiropractor in your community and you share these benefits of education in a variety of different ways, that allows that next learner to pass on that learning.

And that's why social media has been such an incredible, movement in our lives is because you can impact thousands of people, some of our infographics, within the first two hours, have 60,000 hits on them.

And that's doctors of chiropractic sharing with their patients and then their patient sharing with another patient. And the importance of educating and relating to the patient is critical, because there is a famous quote that I like to use often because I think it it helps summarize how chiropractors have always been so successful.

And the quote is actually by Michelangelo and it's people will often forget what you said.

The Olympic Campaign and Future Growth

People will often forget what you did, but people will never forget how you make them feel in that feeling because we touch our patients, is the reason why we can have 97% satisfaction rates.

When I was in Washington, DC and we were at the pain strategy conference with multiple disciplines, one of the presidents of one of the organizations came to me and said, I need to talk to you after the event.

I said, I'd be happy to do that. Said, listen, my doctor satisfaction rates are only 73%. He said, how is it possible that chiropractic is getting these numbers 97%?

This is unheard of. I mean, it is actually unheard of when you think about when in life, do you get 97%? And that's because I said one of the most fundamental things that is critical to a patient is, is feeling, having us put our hands on those patients, we connect with them, we bond with them.

They'll tell us things they would never tell their medical doctor, because we're not just there to talk about a symptom. We're there to teach, we're there to heal, and we're there to listen.

And that's where the critical components of being a fabulous chiropractor comes into play. Totally agree and spot on. All right. So let's there's so many places we can go in this conversation.

But let's let's take another leg of it okay. If you wouldn't mind. Where's the foundation going. You shared with us over the last few years, certainly over the last four years with your leadership where the foundation has, what did they have accomplished?

Where is it going in the near future? Oh, it's it's a great question. And it stood up just a little bit because I it's hard to sit in a seat when I think about what we're about to do.

I know in this time right now, we've had a big hit with, a pandemic and then it's over. Flooded with an epidemic. However, there's always that big, bold, brave new thing.

And next year is the Tokyo Olympics. It was pushed off and I can guarantee it's like pent up energy. It's like watching my teenage son who's about to, to enter into the homecoming football game, and he's so excited and everything is all ready to go.

That's what next year is going to be about, because we all want that love story back in our lives, the absolute achievement. And guess who's going to be there?

We are. I get chills just telling you this because it's such a beautiful story. So my friend chiropractors carefully crafting a message to over 250 million people as an audience.

We're going to have five 32nd spots in the most incredible, epic, historic moment that everybody's going to be waiting for because we all want good news.

We all want to smile and laugh and cry. That's going to be next year for us. The Olympic story is going to be told through the eyes, ears and hard work of a chiropractor, an Olympic athlete who was injured and in that injury.

She then went to the medical doctor and the other facility, health care providers. And they said, you're not going to be able to compete in this Olympics.

Imagine the devastation at the end of the tent was a chiropractor, and that chiropractor said, let's give it a go. She competed. It changed her life. It changed her life so much that she decided after her Olympic career to become a chiropractor.

That's an even better. She's now treating the Olympic hopefuls. So it's a it's a 180 degree story of the beginning to the end of the love of chiropractic and this story will be shared millions of times.

So if you're not a foundation member because it goes right back to us, Jeremy left out at for Capcom find a doctor. We get 5000 hits a month on that search.

Can you imagine when 250 million people see it? Is your name there? Is it going to be included in that search? In the biggest epic moment in marketing history for the profession?

I sure hope so, because each and every one of us again is that puzzle piece. It's going to make us bigger, brighter and brighter in health care arena.

That's just awesome. I didn't know that. And and I'm thrilled to hear it. Long overdue. But oh my God, that's going to be that's going to just be groundbreaking.

So I hope so I, I when we found out that it was going to be postponed, there was a level of sadness. And then I started to think, you know, this could be the best thing that's ever happened because we will have an Olympics that will be right.

Instead of wrong. We're going to be, you know, people not being able to attend in in the sadness that's happening right now in the world. This is going to be a very bright opportunity for the entire world to come together and just say, we're okay, all of us.

We're okay. Beautiful and all about peak performance, which is what we're all about. Sherry, I think everybody loves to be on the winning team, whatever the winning team might be.

You know, right now people are looking for a winning team to root for. The foundation is a winning team in this profession. So tell us a little bit more about how people who are watching this, who aren't yet involved, how they can get involved.

Are there different levels of membership? Does it cost? What does it cost? You've already shared what they get from it and oh my God, everybody watching this should absolutely want everything the foundation has to offer from a selfish and professional reason.

But they should also want to be a member because they want to give back to their profession, and they want to help the profession grow, and then they want to be on that winning team.

So talk a little bit about the different levels of membership and how people can get involved. So one of the critical components to being involved with the foundation, as you said, is what can I get from it?

And there's a variety of different levels depending on where your practice sits. And it goes gold, silver, bronze. And to find it it's F is in Frank for C, p c is in chiropractic, P is in progress.

Dot org slash package. What's going to happen when that comes up. Now that you know a little bit about the foundation is you're going to be able to find yourself.

Now remember next year is the Olympics and everybody wants a gold membership. We've never had more gold members in the history of our foundation 13 years than the last three months during Covid, where everybody else is gone. Why?

Membership Levels and 125th Anniversary Celebration

And the reason why is because what we offer, nobody else is offering, and it's translating into the best quality information. But one thing that's really important is remembering that find a doctor link.

How are they finding you? So the foundation, when you remember your name, actually gets put into some databases that are being hit 8 to 10 million times a year, a month.

Pardon me. American Academy of Spinal Physicians vitals.com for a millennials and those that are younger that are looking for health information, can they find you or WebMD.

Those are some of the just the small things of just being able to find you. But imagine what happens when they can find you after an Olympic commercial.

So finding your package on what works for you. I'm a big proponent of the gold because the world opens up to you. You can create your, own with your own information.

You get on demand, you get marketing tips and tricks and all the things that come with being at the top level. But whatever works for you in that, three level tier gold, silver, bronze, it's just being part of it and knowing that every single dollar that you spend with the Foundation helps us put more advertisements in Good Housekeeping Prevention magazine.

Outside all of the places that we couldn't go if we were just one small group, the $30,000 ads or the Olympic commercials. But you being part of the foundation gives you all of the material and the visibility, which is a critical piece.

And that's why having the love of chiropractic means you're supporting not only your practice, but you're educating the entire nation. That's great. And and as you know, you know, the mass, the circle Global is is a supporter of the foundation.

Individually, we have been supporters of the foundation, and I could assure you after this, I am going to communicate this to all of our members and plead with them to get involved in the foundation.

I just think it's important. I think everybody watching this and listening to this, if you're serious about the profession, if you're serious about your own growth, if you're serious about making a difference and serving others and creating that common ground for the profession to come together, you got to put a little bit of your money where your mouth is, and it really is just a little bit of money.

But it makes a huge difference because collectively, so many of us contributing to a common cause where we could see and trust what's happening with those resources is having a bigger and bigger impact.

And I think the the best is yet to come. I think there are things and opportunities and and resources that the foundation hasn't even considered yet, that they will over the weeks and months ahead that everybody is going to benefit from.

So for those of you hearing this and watching this, I'm begging you to go to the Foundation for Chiropractic Progress. F for CP dawg. Did I say that right?

That's correct. And get involved. Sign up. Become a member. If it's gold, silver or bronze, just like the Olympics, pick what works for you, what resonates with you.

But if you can go for that gold package because that's really for the serious player who really wants to give back and make a difference. Cherie. Also, one of the things that I know that's coming up from the foundation that we haven't touched on is next year is our 125th anniversary of the chiropractic profession, and I know you have some special things planned for that as well.

Could you talk about it? Sure. So September 18th, coming up is 125 years of our, our, celebration of chiropractic. And with that, we're going to have a big birthday splash.

So as foundation members, we're going to give you all of the birthday party celebration opportunities. We call it the birthday present. And inside the birthday present, it comes to you by email.

You just open it up and it's got a lot of really cool things in it. So it's got infographics on our birthday, you can pick one for every day of September.

Our birthday of 125 years is September 18th this year, and there's a 125 year book of celebratory moments in chiropractic. You use it in a trivial pursuit on your social media pages.

We also have coloring books. Who doesn't love a coloring book? And right now parents are at home with their with

their children. And if you can give them something to do, even better help them celebrate our birthday and do some coloring.

Also in there is a chiropractic wine, opportunity. So it's got our founder, D. D. Palmer and Mabel Palmer, and it's a, a red wine and a white wine. You can choose whichever one you want.

Just another way to celebrate with us. We're, in the very end, there's a coin that the foundation put together. It's a beautiful limited edition coin.

On one hand, it's it's palpated, meaning you can slide your hand over the coin. It's highest quality. And you can feel the spine and you can feel the hands on the spine.

It's very cool. Flip it over to 125 year emblem, and it can be yours for, for 49.99. It's just a donation to the foundation. And you can give this away to your friend who's a chiropractor.

Keep it in your office. It's just a beautiful way to celebrate 125 years. And this is the reason why we should be proud. 125 years of success. Stories of opportunities to connect with our community, of building better relationships.

And our birthday celebration is for us to communicate to the world so that they feel confident that we're going nowhere. In fact, we're growing fast and we're one of the top, fastest growing health care professions.

Because we do what we do, we do it with love and care and most importantly, making people aware of the benefits. You know, we're famous for the miracles that we produce day after day in every office, every type of doctor with every different personality who graduate of very different school.

Miracles happen in our offices every single day. And, we've gotten to the point that research, as you said earlier in this interview, is starting to catch up and validate and document why those things happen and why we get such a great range of clinical results with such a broad spectrum of conditions and problems.

We don't really treat conditions. We treat human beings, allowing them to optimize their neurological expression. And when they do, they heal. They get better that they they improve.

They get to that level of of wellness or peak performance. I know we can go on and on forever, but I know you have a busy day and I so appreciate your time.

And I just want to end this from my perspective. I'm sure you will have a final comment as well. I am so grateful, truly grateful and appreciative of what you personally and what the Foundation is and has accomplished and will continue to accomplish.

It makes me proud to be a chiropractor. Makes me proud to be involved. It makes me proud to call you a friend. You've done an amazing job and I am forever grateful.

I am deeply touched, and I want your audience to know that every heart in this profession needs to be working together so that we can beat as a pulse for one for the nation and create just a magnificent health care arena that that prevents then rather than treat pain and disease.

So thank you so much for letting me be part of your master circle, and most importantly, for the support and care and you being fundamentally part of the Foundation's roots and and watching it grow.

So it's been a fabulous opportunity to be with you today, and I hope your listeners really did have an opportunity to take away something special with them.

Thank you Sherry. Thank you, doctor McAllister. You're a superstar. And now everyone who's watching this who didn't know that knows it. Now, please, ladies and gentlemen, support the foundation for chiropractic progress.

Let's unite. Let's have one voice, one direction, one marketing, one promotion. And let's be proud and have that sense of joy and fulfillment, because that is the love of chiropractic.