TEAMWORK IN YOUR OFFICE HAS TO BE TAUGHT...
THE TITLE DOCTOR MEANS TEACHER

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When I graduated from Cleveland Chiropractic College in 1956, no business classes were taught. In fact I was taught Chiropractic clinical procedures by doctors that had just graduated without ever practicing or those that had gone into practice and failed. We did get a good basic science education from teachers with basic science degrees. However I have never found the basic science information useful in my practice or the delivery of my product.

The 36 months of school required to get my diploma cost $3,600. Now a Chiropractic degree costs over $150,000.00 however the colleges continue to hire failures and recent graduates with no practical experience to teach clinical procedures. So, nothing has changed except the price. There is a saying in Chiropractic: You go to College to learn how to pass tests to get licensed. After you get into practice you must then learn how to become a Chiropractor.

After graduation, I went into practice by renting space from a recent Palmer graduate that had no business education either. We were solo practitioners with no concept of the need for rehabilitation or team members to teach, train and help our patients. We failed and closed up within 8 months. He got a job with the local police. I had been taking pre and post x-rays on patients I had been adjusting. Post x-rays showed their spines were no better and often worse than before I had adjusted them. That showed me that I couldn’t deliver what I had promised and I didn’t understand business either. So I was a failure looking for a place to happen.

I was fortunate; I now knew what didn’t work. So I began the long process of learning business and how to rehabilitate, correct and maintain spinal displacement subluxations.

After I learned business and proving on pre and post x-rays that I could rehab and correct the spine, I was asked to teach others what I had learned. Since then I have published several articles, papers, books and have been teaching seminars for well over 40 years.

The Pettibon Institute, Inc. has developed a series of 10 on-line seminars at a cost of over $250,000.00. These seminars are now available and affordable so that one can get C.E. credits...
while bring their knowledge and skills up to date. They are presented by myself and others. The information and procedures are exhaustive, however the information is presented so that one can pick and choose the information and procedures they want in their practice. Further, these on-line seminars allow the doctor to train their team members so that they can proudly help the doctor deliver what they have promised their patients.

There is no shortage of sick and suffering people in need of spinal rehabilitation and correction. We have found that team members that are trained so that they know that their doctor and staff can help the suffering, want to be allowed to go out in the community and share their knowledge with those in need so that they can become your clinics patients.

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