

## Brothers Work as a Team to Help Miami Hurricanes Win it All

DCs emphasize need to educate trainers of chiropractic's non-duplicating service

The Miami Hurricanes won the National Championship at the Rose Bowl, and Drs. Larry and Elliott Grusky were elated. "It's unbelievable to see the players we adjust on a regular basis win it," said Dr. Larry, a 1980 Palmer College graduate in a recent interview with *The Chiropractic Choice*. "Being part of that winning team is an experience we will always remember and cherish."

The brothers have practiced together for twenty-two years in Miami, Fla., serving for the past four years as chiropractors for the University of Miami Athletic Department.

Getting to this stage was not easy. For many years the doctors attempted

to be part of the healthcare staff at the University of Miami before finally getting a call four years ago to come to the training room and talk about being included on the staff. Now they have the full support of the athletes, training staff, administrators and even the medical physicians.

"The process to get officially accepted by the sports medicine staff took seven years," remarked Dr. Elliott. "We worked with the baseball team and a few other athletes at first. It was a political battle. Finally, after several coaches, athletes and administrative personnel requested our services, a meeting was set up," he explained. "It



Dr. Larry Grusky with the Miami Hurricanes' starting offensive line.

was up to the head trainer — they most often are the gatekeepers and personal decision makers."

But it's not only adult athletes that they look after, the Gruskys also treat kids with sports injuries and, more importantly, adjust them for performance enhancement. "We check the integrity of the spine, nervous system, strength and range of motion. We 'fix things' before the dysfunction leads to symptomatic episodes," said Dr. Elliott, a 1977 graduate of Logan College of Chiropractic.

The brothers have shared many re-



Dr. Elliot Grusky adjusts linebacker D. J. Williams prior to a game.

warding experiences, including going to the Rose Bowl, winning the national championship, and last year's Sugar Bowl win over the Gators. "But, I feel it's the every day relationships developed during the last four years with the athletes and staff that is best," remarked Dr. Elliott. "We teach all we can about chiropractic because they all can benefit from its great, wonderful and unique service."

He adds that as a profession, there is a lot of work to be done. "The answer is clear, we must educate those who are in a position to choose personnel so they will advocate and ask for chiropractic in their sports program. Until we get trainers at least marginally educated as to what chiropractic is and why chiropractic is tremendously important to round-out their sports medicine program, we're never going to get anywhere. We need to get to the top," said Dr. Elliott.

"The profession needs to educate because the athletic trainers have no idea what chiropractic is. Our service, which is non-duplicated, is completely unknown to them. And, more important than that, the value of our service in their sports medicine program is what they're completely unaware of... once it is integrated, what you find is that the chiropractors have more patients than all the other health care professionals combined. That's because the athletes recognize the benefits of chiropractic care and how it affects their performance. Once a kid gets a sense of being adjusted and the effects of the adjustment — muscular strength, better stability — and they know how it feels, most of them will seek it out on a regular basis," he said.

## PENTAGON STORY *continued from page 1*

of recovery and relief personnel at Camp Unity. It also described how a tent had been set up at the Camp by the police, fire and rescue chaplains in the Greater Washington, DC area and the efforts of 32 "volunteer doctors of chiropractic who worked in shifts to provide round the clock service to military personnel of all ranks and from all services, law enforcement, fire and rescue units as well as hundreds of volunteers." The story also noted that, "According to the Department of Defense, by September 25<sup>th</sup>, the ICA logged in more than 3000 hours and seen nearly 1,500 patients."

"We hope this publicity will help both consumers and public officials become more aware of the powerful contribution chiropractic can make in situations

like this, as well as in the health care of every man, woman and child," said ICA President Dr. D.D. Humber. "The unhesitating willingness of our doctors to serve under these extremely difficult circumstances has brought chiropractic a credibility at the highest levels of government that can only be obtained by this sort of dedicated service and commitment. We can all be proud of the ICA doctors who stepped forward with no thought to themselves, but to do what needed to be done."

ICA's legislative consultant Randy Tate has indicated that the presence of ICA doctors at the Pentagon disaster site providing care to military personnel of all ranks was noted and certainly helped in the final passage of the Veterans bill.

## NEWSBRIEFS *continued from page 19*

on sales visits to hospitals and doctors' offices.

The marketing of prescription drugs to consumers has become an emotionally charged issue as aging baby boomers grapple with rising medical bills and a plethora of new medications that promise to prolong and improve life.

In the first comprehensive analysis of prescription-drug advertising since the Food and Drug Administration issued guidelines on the practice in 1997, a team of researchers in Boston found that 15 percent of the money spent to promote drugs was for consumer advertising, up from 9 percent in 1996.

"Nevertheless, promotion to health-care professionals still accounts for more than 80 percent on the promotion of prescription drugs," the researchers wrote. The focus on doctors "reinforces the conventional wisdom that physicians are unlikely to prescribe a drug unless they are familiar with it and comfortable prescribing it."

Many consumer advocates say the avalanche of ads has prompted Americans to take pills they do not need or that may not be the most appropriate treatment.

"The education of patients — or physicians — is too important to be left to the pharmaceutical industry, with its pseudo-educational campaigns designed, first and foremost, to promote drugs," said Sidney Wolfe, head of the Public Citizen Health Research Group.

## Diabetics Miss the Point About Heart Risk

The vast majority of diabetics are in the dark about the darkest complication of their disease, reports *HealthScout News*.

Almost seven out of 10 people with diabetes don't consider cardiovascular problems to be a significant complication of their underlying disease, even though two-thirds of them will die of a heart attack, stroke or other vessel ailment.

So says a new survey by the American Diabetes Association and the American College of Cardiology, which shows that although patients generally understand that their diabetes can lead to blindness and amputations, they're woefully unaware of how unhealthy blood sugar can jeopardize their heart and vessels.

The survey found that three-quarters also had risk factors for heart attacks and strokes — such as high blood pressure and elevated cholesterol — but don't associate them with their sugar trouble.

"More than 16 million Americans have diabetes, and that figure is growing at an alarming rate," Health and Human Services Secretary Tommy Thompson said at a briefing announcing the results of the survey.

"Sixty-five percent of people with diabetes in the United States die from heart attacks or strokes. Unfortunately, most of them are not aware of the link between diabetes and heart disease and the things they can do to reduce their risks."



By Fred Barge, D.C., Ph.C.

We hope you found this first issue of *The Chiropractic Choice* interesting reading. We wanted to bring you information that we felt would be of relevance to you and also bring you ICA's viewpoints on various issues.

This is the first time that ICA has endeavored to reach the entire profession in this manner. In the spirit of ICA's founder president Dr. B.J. Palmer, the ICA is a professional society that exists and functions for more than just the prosperity of chiropractors.

The ICA holds forth as it raison d'être the perpetuation of the singular state of the chiropractic profession, separate and distinct from medicine. Not as part of the medical team, not as "Complementary and Alternative Medicine" (CAM), but totally separate, a well-accepted mainstream entity in the healing arts.

In the August 13, 2001 *Dynamic Chiropractic* in "Report of My Findings", titled "If not CAM, then what?", Donald M. Peterson, Jr. wrote:

"Dr. Allan Korn, chief medical officer of the national Blue Cross/Blue Shield Association, made some startling comments when he addressed the White House Commission on Complementary and Alternative Medicine, (CAM) at its May 14, 2001 public hearing in Washington, D.C.

"In commenting on the coverage offered by CAM programs, Dr. Korn made this observation:

"...for purposes of this statement, chiropractic is not considered to be complementary and alternative medicine. The Blue Cross/Blue Shield Association believes that **chiropractic has become a stakeholder in the politically dominant health system of the United States.** The NIH office of Alternative Medicine defines complementary and alternative medicine as healing resources outside the politically dominant system. (emphasis added)

"So we could talk a great deal more about it, but we have become impressed with the contribution that this model of care has in the global picture. Again, that is overlaid on a long history and many other things, but that is why, at this point, it probably makes sense to put them outside of the CAM circle..."

Yes, we are **outside** the "CAM circle" — a "politically dominant health care system" that is a distinct and separate healing art. Separate in our non-therapeutic stance, separate in our health care philosophy, separate in the fact that we do not employ drugs and surgery. The ICA is dedicated to this stance and we urge all chiropractors of like "Thot" to come on board the good ship ICA. We do have a cause worth dedicating our lives to — the CHOICE is ours!

"Enuf" said.

*Fred Barge, D.C., Ph.C.*  
Chair, Editorial Committee