

TESTING FOR RELICENSURE continued from page 9

tributed that had a question pertaining to the FREQUENCY of testing for relicensure. NOT whether or not it was a good idea, but how often do you think it should be done! In case you have been too busy trying to keep folks healthy and haven't taken time to notice **we have an unholy alliance in our midst**. And what they plan to do in the future can/will affect **YOU!**

The FCLB (a political group) and the NBCE (funded by testers) are now sharing the same accommodations in Colorado. So what you ask? For it to exist the NBCE is reliant upon sufficient numbers of eligible students to be required to need their product. No students, no income, no existence.

The FCLB is an association of all State licensing boards. These individual State Boards are granted the right to enact rules for graduate chiropractors to practice within each state. Any act that may compromise the purity of that duty (such as requiring the applicant to satisfactorily pass Parts I-IV before being eligible to sit for their state board examination and obtain a license) should be deemed reprehensible.

The original ideals/purpose of the National Boards was entirely honorable and at one time I was proud to represent Palmer College on the examination selections committee for over 12 years. I met many fine individuals there on the staff and enjoyed the camaraderie of my peers from other institutions.

However, in recent years it seems to have taken on a life of its own, as new parts were added (first Part III and

then Part IV) and the focus of the examination shifted more towards that of a musculoskeletal "specialist". As the supposedly "better" exam procedures were instituted they were added on as a new part within some states rather than replacing the "lesser" examination. The cost of sitting for the examinations has also skyrocketed.

Are you sure you want something similar to be instituted in order for **you** to maintain your license every 4-5 years? **Then pay attention and speak up!** As an individual who reads voraciously and keeps abreast of many new procedures and information both within and outside of chiropractic, I certainly do not feel incompetent!

No other profession in this country is that crazy and if we think we are going to start a new trend or gain acceptance for doing so **we need another reality check!**

No other profession and its associated subsidiary professional organizations (state boards) make it so difficult for the graduates of their individual specialty to obtain or keep a license as does this profession. My friends in medicine, osteopathy and veterinary medicine can easily move from state to state, can often obtain many of their hours through FREE continuing education hours online, through reading professional journal articles and taking a minimal number of hours through "organized" programs. They go to programs because they are INTERESTING, not because they are required. Now there is a thought!

One therefore has to question the



Drug Marketers Focus on Doctors

Television advertising of prescription drugs tripled between 1996 and 2000, but the money spent on commercials aimed at consumers paled in comparison to that spent wooing the doctors, according to a study in the February 14 issue of the *New England Journal of Medicine*.

In 2000, the last year for which data

was available, drug manufacturers spent nearly 2.5 billion pitching prescription medicines on the air. A handful of blockbuster drugs such as Vioxx, Prilosec and Claritin were the most heavily advertised. The industry gave \$8 billion worth of samples to physicians that same year and spent \$4.8 billion

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motives of our own profession that we feel the need to be so aggressively "different"? What point are we trying to make? How many truly "dangerous" practitioners are really "out there" or in our midst that we need to prevent them from practicing down the street from us? Isn't it more frequently a "limitation of trade" issue that makes it difficult to obtain licensure that crosses state lines? Maybe I've just been around too long, but isn't that the "song" that was sung that enabled our National boards to gain their foothold within the profession in the first place? Evidence suggests that it failed miserably!

Why do we insist on belittling each other by insisting on requiring that we meet or exceed standards that many of us (without extra schooling of some

type) couldn't meet ourselves? Are we so afraid of losing business that we have to create so many stumbling blocks? Where did this sense of competition come from? Maybe it's time to re-evaluate our "leadership" role in the health/wellness paradigm. To understand "the big idea" and provide practitioners to serve the multitude out there who are presently starving for a better way of LIFE!

"Enuf said!"

MAXINE McMULLEN, DC, F.I.C.C.P. is serving her second term as vice-president of the ICA. A graduate of Palmer College, she was one of the first women to be appointed dean of a chiropractic college. Dr. McMullen has more than 25 years of experience as a practitioner and educator and is recognized as one of the "experts" in chiropractic pediatrics.

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