

CLUM PERSPECTIVE

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learned that there are adjustments and there are adjustments. An adjustment delivered by a person who understands the concepts outlined above who has honed his or her skill to provide that adjustment is in fact something unique and powerful.

These are qualities I admired and valued in the man who introduced me to chiropractic. He was also a hero, a teacher and a mentor to me and hundreds more like me among his patients. Yet I came to understand that among his colleagues he was often viewed as "unprofessional". He saw too many patients in a day to please his colleagues, he saw too many children and teenag-

ers among his patients to please his colleagues, his fees were not high enough to please his colleagues and he wasn't in favor of government funding for his care. He was loved by his patients and questioned by his colleagues. His patients saw him as I did — the epitome of professionalism. His colleagues saw him as an unprofessional outlier to be dealt with.

If the measure of professionalism is the degree to which the person involved is valued by his or her colleagues then the professional qualities of the chiropractor comprise one set of behaviors and responses. If the measure of professionalism is the degree to which the person involved is valued by his or her patients for the role played in their lives than another set of behaviors and responses is in order.

We obviously exist with a foot in each of these two worlds. We must conduct our affairs to serve the needs of our patients and we must do so in a fashion that accrues to the well-being of our community of peers if for no other reason than from a sense of enlightened self-interest. I suggest a method of reaching the middle ground between these two worlds is for each of us to interpret the behavior of our colleagues from the perspective with which we are the least comfortable with. If you tend to value your patient's view of you as paramount then judge your colleagues from the best interest of his or her colleagues' perspective, and if you tend to value your professional community's view of you as paramount then view the professionalism of your colleague from the perspective

of the patient. A true mark of professionalism is the ability to learn from our colleagues. Through this strategy we might be able to learn important lessons about each other and most importantly about ourselves.

In closing I wish to remind you of the four essentials of life — we must be born, we must die and along the way we must pay taxes and we must visit San Francisco. When you enjoy your visit to the City by the Bay please remember that is home to us and it would be my pleasure to welcome you to the campus of Life Chiropractic College West.

I thank you for the opportunity to help me better appreciate how I understand matters of professionalism and how I might express those noble qualities in a fashion that is of the greatest good for the patient and the professional alike. Thank you.

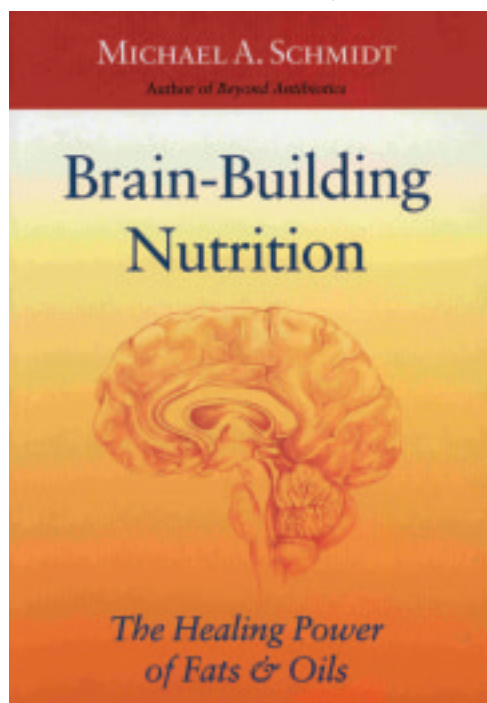
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GERARD W. CLUM, D.C. recently celebrated 25 years as president of Life Chiropractic College-West. He represents ICA on the World Federation of Chiropractic and is currently WFC's First Vice President. In 1998 he was recognized by ICA as the "Chiropractor of the year" and in 2001 Dr. Clum was named one of the top five leaders in the chiropractic profession in a nationwide survey.

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