

# The Activator Advantage™



40 YEARS OF RESEARCH • RELIABILITY • RESULTS

## All New Seminar Format For Fall

Welcome to the fourth edition of the Activator Advantage.

Today's chiropractor must utilize a vast array of tools to grow a successful, patient outcome-centered practice. It is our belief that five specific tools are vital. These include: a valid method of diagnostic instrumentation, an adjustive technique that tells the doctor where, when and when not to adjust, an understanding of what motivates our patients to comply with a treatment plan, a system of documentation that will stand the test of the highest scrutiny and finally, access to a base of health-conscious prospective patients.

This fall, our seminars will begin to offer these tools. Dr. Frank Sovinsky will present a method called Psychographics. This will help explain the mental triggers behind your patient's behavior. His lecture will change the way you approach case management to achieve higher outcomes in patient care.

David Marcarian will be lecturing on why patients and doctors need to have validated outcomes of diagnostic instrumentation. His instruction will be specific to integrating sEMG into the Activator practice.

Our educational tracks have been streamlined to facilitate learning. Track III will now include clinical research data and will review some of our most challenging clinical case presentations.

Future Health, as one of the newest partners of Activator, will be present at our seminars to show you the latest advances in electronic documentation geared specifically to the Activator practice.

Finally, I want you to be proficiency rated so that you can participate on the DrWeil.com Network. Only two months into the program, the data is showing tremendous results. Since July, we are averaging 1,000 new click-throughs per day. That means 365,000 potential new patients could be looking at Activator doctors as their new chiropractor this year.

It promises to be an exciting fall season! I will be looking forward to seeing you at a seminar soon!

Dr. Arlan Fuhr  
Founder & Developer  
Activator Methods International, Ltd.

## Dr. Frank Sovinsky – Opening the Door to Chiropractic Success

**Dr. Frank Sovinsky is many things. He is a published author, a businessman, a marathoner, and an expert skier whose motto is "work smart, play hard"! He is also a Proficiency Rated Activator doctor who built one of the largest patient-centered practices on the west coast. And, as CEO of DC Mentors, Dr. Sovinsky is showing chiropractors worldwide how to kick the door to success wide open!**



Dr. Frank Sovinsky and his wife, Cathy.

After graduating from Palmer College of Chiropractic in 1981, Dr. Sovinsky began his practice in Lodi, California. Like many DCs just starting out, he began his practice with the highest of hopes; and, like many DCs, challenges lay between him and the success he dreamed of.

"When I started in practice I wanted to help people. The business aspect of chiropractic seemed like a distant thing that got in the way of patient management," says Dr. Sovinsky. "I initially fell flat. Collections the first few years were a cold hard realization. I failed because I had no knowledge of the business reality of managing a practice."

Realizing his current business practices were falling short, Dr. Sovinsky began his search for the secret to a successful practice. He looked outside chiropractic to businesses that were successful. He read Michael Gerber, Napoleon Hill and other leading business strategists of the day. He also attended seminars and consulted practice management specialists, whom he felt endorsed a hard sell approach that didn't appeal to his patient management style.

"They were all saying the same thing – that I have to 'sell' people on the philosophy of chiropractic," says Dr. Sovinsky. "Once I realized that I didn't need to convert the world to my way of thinking, I had an epiphany – technique, technology, and touch. This three-tiered approach is what transformed my practice and became the cornerstone of my business success."

## Technique

Once Dr. Sovinsky applied the 'technique, technology and touch' principles to his practice it took a little over a year for his practice to gain momentum and reap the financial rewards. The technique he mastered was the Activator Methods Chiropractic Technique (AMCT).

"The most important thing I did was change my technique by becoming an Advanced Proficiency Rated Activator

doctor. I was doing a variety of techniques and I didn't master any of them. I needed the 'research, reliability and results' that only Activator could deliver."

Since AMCT is easier on the chiropractor's body, Dr. Sovinsky was able to see a higher volume of patients.

In addition, as one of the few chiropractors in the area to offer a low-force, instrument-adjusting technique, Dr. Sovinsky stood out from other chiropractors and gained a tremendous competitive edge in his community. The Activator

Method gave him the opportunity to expose chiropractic to people who had never believed in chiropractic results.

"I attracted the chiropractic skeptics, or as I like to call them the 'chiropractic cowards' – all those patients who were afraid to be twisted and popped," says Dr. Sovinsky.

In 1989, Dr. Sovinsky became

turn to **Sovinsky**, page 6

**"If you solve your patients' problems, inspire possibilities and function as a gatekeeper for other strategies, you will have a practice worth talking about."**

- Dr. Frank Sovinsky

**RESEARCH**  
Integrating  
Technology  
Page 2

**RELIABILITY**  
Activator Seminars  
Page 4

**RESULTS**  
Activator  
In action  
Page 7

# Integrating Technology for the 21st Century

In the chiropractic practice of yesteryear, cutting-edge technology was considered just an option. But for today's practice, such technology is expected. Within the profession - as we battle for acknowledgement by insurance carriers, Medicare, patients, and other healthcare providers - our survival in the 21st century hinges on our scientific and technological savvy.

Activator Methods understands the importance of cutting-edge technology for the profession because the company has always been on the cutting-edge of chiropractic care. The Activator instrument was the first adjusting instrument to be registered by the FDA, and the first to be approved by Medicare. Activator doctors practice with confidence in the fact that our instrumentation has been tested and validated by independent, peer-reviewed research studies.

*Using research-based MyoVision technology, Activator doctors will have the assurance of a solid scientific approach in patient outcome assessment, a contemporary system for patient education and management, and a strong foundation for building a truly ethical practice.*

*- Dr. Arlan W. Fuhr*

"We'd expect nothing less than excellence from our technological partner", stated Dr. Arlan Fuhr. "That is why we have chosen collaboration with longstanding technology giant, MyoVision, to support the growing needs in the field."

MyoVision and Activator have similar histories rooted in research and solid science. Both organizations were the first in their respective arenas to develop and launch cutting-edge products on the market and are well-respected in the scientific literature. In addition both organizations have been actively involved in supporting research, and have the studies to prove it. "Using research-based MyoVision technology, Activator doctors will have the assurance of a solid scientific approach in patient outcome assessment, a contemporary system for patient education and management, and a strong foundation for building a truly ethical practice," stated Dr. Fuhr.

What MyoVision does to aid the Activator practitioner can be paralleled with what the dental X-ray does for the dentist: Augment the

analysis with truly objective data as measured with instrumentation. MyoVision uses instrumentation to prove the need for care to insurers, help track progress, and prove injury in personal injury cases.

David Marcarian, Founder and CEO of MyoVision, personally established the validity of MyoVision technology in the Florida Superior Court decision that made headlines across the profession. MyoVision was the only company with the expertise to represent doctors in the major court victory in the Florida case. Against a consortium representing all the major insurers with apparently unlimited budget for attorneys, MyoVision prevailed for chiropractic and established the validity of MyoVision technology. Recently the company won another major victory when one of the largest insurers in the country named "MyoVision" in a review as "valid" and



David Marcarian, Founder and CEO of MyoVision

"medically necessary" and recommended payment.

It is now well-accepted that with MyoVision, the doctor can prove the presence or absence of soft-tissue injury and help document subluxation. This helps protect the doctor from audits, and gives rational and objective means to prove the need for care and to track progress.

Practitioners can spend over \$35,000 for some

in-office systems that help validate their objective findings. But, MyoVision technology is not only high-tech and

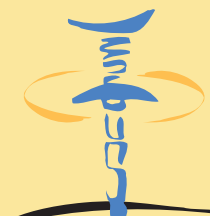
substantiated, its price point is reasonable. Available for as little as \$4,995 for the Static sEMG, it's offered as modules so that the beginning practitioner can get started with an inexpensive system, and add-on to that system as the practice grows. Even with add-on options, the total cost for the system is still under \$10,000. Unlike its competitors, MyoVision focuses the bulk of their resources into product design and research and development, instead of marketing - a philosophy that MyoVision shares with Activator Methods.

"As we researched the MyoVision organization we found that it was the only Surface EMG system which not only met the AMA Guidelines for Range of Motion, but was also endorsed by the author of the AMA publication on the topic," stated Dr. Fuhr. "With 18 years of manufacturing the highest quality instrumentation, not only does MyoVision win on the legal front, but they have the most impressive graphics and voice prompting system in the business and excel at patient education and screenings. That is impressive."

## TECHNOLOGY IN CHIROPRACTIC IS HERE TO STAY.



MYOVISION



ACTIVATOR  
METHODS®  
INTERNATIONAL LTD.

The combination of MyoVision technology and the Activator Methods Chiropractic Technique gives the doctor an all-encompassing, comprehensive and validated procedure for not only documenting the need for care, but a technique which has proven itself as effective, accurate and supported by solid research.

# Benefits You'll Get From Attending An Activator Methods Seminar This Fall

*You Won't Find Anywhere Else*

		ACTIVATOR	OTHERS
1	A <b>comprehensive</b> method supported by research and the latest in postgraduate education.	YES	NO
 2	A psychographic analysis to increase likelihood of <b>patient satisfaction</b> to enhance 'ethical' and patient-centered compliance and retention.	YES	NO
3	The <b>security</b> of using a manual adjusting instrument specifically approved by Medicare.	YES	?
4	<b>Positioning</b> for the rapidly growing Baby Boomer patient base with a gentle, low-force technique they love and request.	YES	?
 5	The <b>confidence</b> that the Activator 'where, when, and when not to adjust' analysis gives you.	YES	NO
6	Over <b>100 published research studies</b> to enhance and support every step of the Activator Technique.	YES	NO
 7	<b>Results</b> from ethical patient management that includes technology such as MyoVision.	YES	?
8	With over 40 years of <b>clinical experience</b> and 20 years of <b>clinical research</b> , the student will emerge from the training with greater clinical competency.	YES	NO

For more information to register Call 1-800-598-0224, or visit [www.activator.com](http://www.activator.com)

## ACTIVATOR METHODS SEMINAR SCHEDULE

### FALL 2007

St. Louis	Sep 15-16
Minneapolis	Sep 22-23
Toronto	Sep 29-30
San José	Oct 6-7
Chicago	Oct 13-14
Dallas	Oct 13-14
Atlanta	Oct 20-21
Detroit	Oct 27-28
Orange County, CA	Oct 27-28
Newark	Nov 3-4
Seattle	Nov 3-4
Boston	Nov 10-11
Phoenix	Nov 17-18
Hawaii	Jan 24-26, 2008

### INTRODUCTORY OFFER:

If you've never attended an Activator seminar, call to find out how you can save up to \$205!

### STUDENTS:

Celebrate 40 years of Activator by attending Activator Seminars FREE. Register online!

### PROFICIENCY RATED DOCTORS:

Register online and receive 10% OFF any seminar!

### TO REGISTER:

Visit [www.Activator.com](http://www.Activator.com),  
Or Call **1-800-598-0224**

**Research • Reliability • Results**



# The Activator Advantage Pays Off!



"I would just like to take the time to tell you how pleased we are to be a part of the

Andrew Weil, M.D. website with Activator Methods. Within the first 20 days that we were listed on the website we averaged one new patient referral a week. Thank you for the opportunity to participate."

- Randall S. Widmaier, D.C.

If you haven't already subscribed to the DrWeil.com Doctor Referral Network you're missing out on some unprecedented exposure for your practice. Subscribers to Dr.Weil.com are now accessible to 15 million consumers. Since its official launch in July 2007, the website has grown to over 400 subscribers and the praise from our initial subscribers is pouring in!

New patients seeking a chiropractor will be exposed to only Activator doctors when seeking a referral from this source. In addition, patients traveling or moving will be able to visit [www.DrWeil.com](http://www.DrWeil.com), click on our banner ad, and then search Activator chiropractors by name, location, distance or zip code. Special MapQuest® links have been added to each doctor listing making finding new locations even easier.

Activator Methods is the exclusive provider of chiropractic referrals on the DrWeil.com Doctor Referral Network, which receives over 1.4 million visits per month. For more information on the DrWeil.com Doctor Referral Network call 1-800-598-0224 or visit [www.activator.com](http://www.activator.com).



Dr. Arlan Fuhr presents Dr. Lois Ward with a Lifetime Achievement award.

The 2007 Activator Methods International (AMI) Conference 40th Anniversary was a time of reflection, celebration, and planning. Many instructors were re-certified in the Activator Methods Chiropractic Technique (AMCT), and are currently qualified to instruct the technique for continuing education. The three-day conference, held in Phoenix, Arizona, included over 200 attendees from all over the world and was a showcase for the latest in AMCT protocols. In addition, this conference was the first to announce the recent affiliation with DrWeil.com, a leading consumer healthcare web portal which makes Activator Methods the exclusive provider of chiropractor referrals.

"We appreciate all of our instructors for their continued dedication and commitment to the Activator Methods Chiropractic Technique," said Dr. Arlan W. Fuhr. "Recertification of our instructors ensures that our Activator doctors learn from the best and become proficient in the most current treatments using the Activator Methods Technique."

This year's conference was designed specifically to update, educate and honor those who have helped AMI reach its 40th year. The highlight was the exciting changes to the fall seminar line-up (see sidebar) which includes an emphasis on the integration of technology into the Activator practice. Other highlights included:

- The latest in AMCT protocol for complicated cases
- Creating a personalized report of clinical findings to meet treatment goals
- Supportive research of the neurology in Leg Length Reactivity relative to AMCT

The weekend ended with an awards ceremony honoring some of our outstanding instructors. Dr. Lois Ward (pictured) received a lifetime achievement award, and emeritus status as an Activator instructor and a distinguished member of the Clinical Advisory Board.

# EXCITING C

## Track I

FALL 2007 • SPRING 2008

### Activator Methods Chiropractic Technique Basic Scan Protocol

**Course Objective**  
To introduce the doctor to the theory, research and development, analysis and implementation of Activator Methods Chiropractic Technique (AMCT).

**Statement of Purpose**  
The purpose of this course is to teach the doctor the methodology of AMCT which includes chiropractic theory, analysis and basic adjusting methodology.

**Overview of Course**  
The course will begin with the theory of psychographics and how it applies to the typical chiropractic patient. This will lead from the psychological communication needs of the patient to the components of balanced clinical decision making including how to blend patient history information, Activator Methods Chiropractic Technique analysis, and sEMG assessments to personalize a treatment plan.

After discussion of chiropractic theory, the basics of theory, analysis and adjusting will be taught beginning from a lecture, and hands-on training during workshop sessions. The attendee will receive actual training in use of AMCT to begin to implement this chiropractic technique.

# CHANGES TO ACTIVATOR SEMINARS!

**Track II A**  
FALL 2007

**Course Title**  
**Activator Methods Chiropractic Technique**  
**Pelvis, Sacrum, Spine & TMJ**

**Course Objective**  
To introduce Advanced Activator Methods Chiropractic Technique (AMCT) assessment and adjustment strategies to the basic proficiency rated clinician through lecture and hands-on training to assist in the management of more difficult patients.

**Statement of Purpose**  
The purpose of this course is to teach the doctor the advanced protocol of AMCT that includes chiropractic theory, analysis and advanced adjusting methodology of the pelvis, sacrum, spine & temporal mandibular joint.

**Overview of Course**  
This course requires the prerequisite course, Basic AMCT, as concepts, assessment and adjusting strategies will build upon those previously taught.  
  
The course will begin with the theory of psychographics and how it applies to the typical chiropractic patient. This will build from the psychological communication needs of the patient into the components of balanced clinical decision making including how to blend patient history information, Activator Method Chiropractic Technique analysis, and sEMG assessments to personalize a treatment plan.  
  
A brief review of the basic Activator course will be presented followed by assessment of flexion, extension, and lateral spinal subluxations. Specific focus will be given to more advanced spinal and pelvic listings and advanced adjusting procedures. This includes chiropractic assessment and adjustment of the ilium, sacrum, and lumbar/thoracic/cervical spine. Through lecture, and small group hands-on training during workshop sessions, the attendee will receive actual training in use of Advanced AMCT to allow them to more fully implement this chiropractic technique into their practice.

**Track II B**  
SPRING 2008

**Course Title**  
**Activator Methods Chiropractic Technique**  
**Upper and Lower Extremities**

**Course Objective**  
To introduce Advanced Activator Methods Chiropractic Technique (AMCT) assessment and adjustment strategies to the basic proficiency rated clinician through lecture and hands-on training to assist in the management of more difficult patients.

**Statement of Purpose**  
The purpose of this course is to teach the doctor the advanced protocol of AMCT that includes chiropractic theory, analysis and advanced adjusting methodology of the upper and lower extremities.

**Overview of Course**  
This course requires the prerequisite course, Basic AMCT, as concepts and assessment and adjusting strategies will build upon those previously taught.  
  
The course will begin with the theory of psychographics and how it applies to the typical chiropractic patient. This will build from the psychological communication needs of the patient into the components of balanced clinical decision making including how to blend patient history information, Activator Method Chiropractic Technique analysis, and sEMG assessments to personalize a treatment plan.  
  
A brief review of the basic Activator course will be presented followed by assessment of flexion, extension, and lateral spinal subluxations. Specific focus will be given to upper and lower extremity evaluation and advanced adjusting procedures. This includes chiropractic assessment and adjustment of metatarsals, calcaneus, talus, fibula, tibia, humerus, scapula, acromio-clavicular joint, sternoclavicular joint, radius, ulna, carpals and metacarpal-phalangeal joints. Through lecture, and small group hands-on training during workshop sessions, the attendee will receive actual training in use of Advanced AMCT to allow them to more fully implement this chiropractic technique into their practice.

**Track III**  
FALL 2007 • SPRING 2008

**Course Title**  
**Activator Methods Chiropractic Technique**  
**Complicated Cases**

**Course Objective**  
The doctor of chiropractic will learn how to assess and treat common and complicated clinical complaints of the spine and extremities utilizing new AMCT protocol and the methodology of patient-centered care of patient interviewing, balanced clinical decision making and development of personalized treatment plans.

**Statement of Purpose**  
The purpose of this course is to teach the doctor the methodology of AMCT which includes chiropractic theory, analysis and advanced adjusting methodology with the utilization of psychographic and sEMG tools for ethical, individualized patient care. Also to provide the doctor of chiropractic with the latest AMCT protocol for assessment and treatment of joint dysfunction throughout the spine and extremities. The purpose of this course is to strengthen the clinical evaluation, adjustment and management skills of the doctor of chiropractic by introducing new adjustive procedures along with a review of the latest research and treatment of osteoarthritis.

**Overview of Course**  
The course will begin with the theory of psychographics and how it applies to the typical chiropractic patient. This will build from the psychological communication needs of the patient into the components of balanced clinical decision making including how to blend patient history information, Activator Method Chiropractic Technique analysis, and sEMG assessments to personalize a treatment plan.  
  
The clinician will be given advanced adjusting procedures and effective evaluation protocols to treat associated joint dysfunctions of the spine and extremities in patients presenting with a complicated case. Ancillary treatment options will involve assessment, adjusting protocol, patient education and preventative measures.



• **Sovinsky**, continued from page 1

an Activator instructor and has enjoyed training other chiropractors to become proficiency rated. He credits his practice success to, not only the Activator Methods technique itself, but also the knowledge acquired from knowing Dr. Arlan Fuhr, the founder of Activator Methods International, Ltd.

“Dr. Fuhr was a mentor to me,” he says. “I not only learned the Activator technique from him, I also learned many practice tips. I went to four seminars a year; soaked up his wisdom; read his research. It gave me confidence and I became a better doctor.”

## Technology

To compliment the Activator technique, Dr. Sovinsky turned to the state-of-the-surface electromyography (sEMG) of MyoVision.

“Activator was my core and then I went out and looked for a way I could translate my findings into something the patient could see. I chose MyoVision because first - it gave me evidence that there is muscle tension as a result of nerve interference and second - it is a great communication tool for my patients.”

This technology goes hand-in-hand with the importance Dr. Sovinsky places on the personality traits and communication style of his patients. As he puts it, “Some people learn visually and MyoVision is the perfect technology to address their needs.”

## Touch

The third element of Dr. Sovinsky's three-tiered approach to chiropractic success is what he likes to call ‘touch’. This refers to the way he communicates with his patients. In other words, knowing some patients need more detail; some need less.

Some patients need more optimism; others prefer the bottom line. Touch is learning to identify personality traits and use appropriate communication styles for different patients.

Through research, Dr. Sovinsky discovered Psychographics, a tool that helps him better communicate with his patients. Psychographics is a functional behavioral assessment method that provides detailed information about the individual thought process. It measures the deeper reasons



behind your decisions, in other words how you think. Psychographics not only enabled him to better treat and communicate with his patients; it helped him in recruiting and retaining staff.

## The DC Mentors Point of View: Understanding the Business of Chiropractic

After twelve years in an active chiropractic practice, Dr. Sovinsky felt he could help other DCs achieve success by sharing his knowledge. So, he founded DC Mentors LLC, an innovative program at the forefront of performance neuroscience and leadership development for the chiropractic profession. Simply put, DC Mentors offers a clear uncluttered way to think about your practice and your life.

“We are THE experts in spinal healthcare,” says Dr. Sovinsky. “We own this expertise; even the public gives us that. Most of the time, they see us for back, neck or headache pain. But there is a bigger picture; spinal health is the foundation for well-being.”

Although he admits many people have yet to see the bigger picture, Dr. Sovinsky feels spending your career trying to change people's minds on this

subject may hinder the success of your practice. He believes, “If you solve your patients' problems, inspire possibilities and function as a gatekeeper for other strategies, you will have a practice worth talking about.”

Looking back on his career, Dr. Sovinsky recognizes that he's come a long way since he first met Dr. Arlan Fuhr and became an Activator doctor. Dr. Fuhr agrees. “I am proud to call Dr. Sovinsky an Activator doctor,” says Dr. Fuhr. “His special blend of evidence-based, patient-centered practice management brings ethics and respectability back to the

*“Dr. Sovinsky's special blend of evidence-based, patient-centered practice management brings ethics and respectability back to the challenges of building great practices.”*

- Dr. Arlan Fuhr

challenges of building great practices.” In addition to Dr. Sovinsky, the DC Mentors advisory team includes Dr. Cecile Thackeray practicing in Ontario, Canada, Dr. Douglas Sea, practicing in South Dakota and Cathy Sovinsky, Dr. Sovinsky's wife of 20 years. Cathy is TriMetrix System certified, which means she

is qualified to administer and interpret the Psychographics behavioral assessments. According to Sovinsky, the Psychographics assessments are key in understanding doctors' strengths and alerting them to their weaknesses. Essentially it helps them identify their leadership skills. Cathy helps clients with recruiting and training staff based on the assessments.

Currently, Dr. Sovinsky travels the world as a guest lecturer and a business advisor, offering real world solutions for the chiropractor's dilemma. Dr. Sovinsky says he couldn't be happier. He enjoys a successful career and a fulfilling life and, through DC Mentors, he is helping other chiropractors do the same. Dr. Sovinsky and DC Mentors will be teaching a two-hour session on Psychographics as it relates to patient management at each Activator Methods seminar this fall.



*Being an Activator Doctor has allowed Dr. Sovinsky to enjoy an active lifestyle.*

# ACTIVATOR IN ACTION

## Spotlight: Ontario Canada

Chiropractic has taken some hard knocks north of the American border. The profession endured the December 2004 delisting of government insurance in Ontario, and has sustained several incidents involving cervical manipulation which have harmed the public perception of the chiropractic adjustment. But according to Ontario Canada native, Dr. Sean Orr, "Chiropractic is alive and well in Canada." He states this confidently as an Activator practitioner that is preparing to triple his practice in the next year in



Dr. Sean Orr

terms of patient visits, new patients, and profitability.

"Many chiropractors were affected negatively by the stroke coverage in the media as well as the cuts to insurance funding," stated Orr, "but fortunately, our office continued to grow. I feel a large part of this is due to Activator Methods."

Patients literally told Dr. Orr that they did not "want their necks cracked" and preferred an Activator adjustment. "I always explain that an adjustment of any kind is exceptionally safe, however many patients perceive that a manual adjustment is less safe. Ultimately patients vote according to their perceptions and beliefs."

Dr. Orr is a 1999 graduate of the Canadian Memorial Chiropractic College. In the fall of 2001, Dr. Orr purchased a small home practice and immediately transitioned the practice to Activator Methods. Today, Dr. Orr exclusively utilizes Activator Methods Chiropractic Technique and has done so for the past two years. Mastering one technique is a concept that he learned from Dr. Frank Sovinsky and DC Mentors. According to Dr. Orr, "Really mastering one technique is a continual work in progress, particularly with Activator. But choosing Activator was a simple choice. It provides me with adjusting certainty and allows me to treat virtually anyone with any condition due to the gentle but effective nature of the instrument."

Dr. Orr has found more improved clinical outcomes using Activator than he did using a variety of techniques and modalities. He effectively measures his patient outcomes

using Activator protocol and MyoVision sEMG technology.

In addition to the benefits to patients, Dr. Orr credits Activator for being easy on his own body. According to Orr, "My body would not tolerate the volume of patients that I see for any length of time if I were adjusting manually." He says he is impressed with the ongoing research that Activator Methods conducts and that this research makes him even more confident with the instrument.

*Dr. Orr's practice has achieved its initial goal of 300+ patient visits per week and that volume takes only 24 hours of adjusting time. He cites a new goal of 400+ patient visits per week by the end of 2007.*

Some doctors perceive the Activator method as an adjunctive technique to be used only for patients who dislike a manual adjustment or have a condition like osteoporosis. Dr. Orr disagrees with that philosophy. "Some chiropractors ask me how I only use Activator in practice, 'Does that work for sacroiliac joints?' 'What about large patients?'" The reality for Orr is that it works beautifully, if applied correctly, to any size patient or problem. The technique provides practitioners with unmatched technical certainty, demonstrating where, when and when not to adjust on any given visit. As patients progress, there are objective changes and simply less to adjust. "The clinical potential for Activator technique is, in my opinion, unparalleled," stated Orr.

Dr. Orr says that he's had a lot of help and guidance in harnessing that potential with DC Mentors and he pointed to Dr. Frank Sovinsky, Dr. Doug Sea and Dr. Cecile Thackeray as extremely successful Activator chiropractors and outstanding coaches.



When chiropractors ask, "What things did you do to

increase your volume?" Orr's answer is quick and to the point, coaching. "DC Mentors recognizes the incredible ability of Activator technique and then blends that with a coaching/business model that is patient-centered and truly cutting-edge," reported Orr. "But it isn't just about the doctor. Cathy Sovinsky and Cecile Thackeray have also provided exceptional staff training and support which have been crucial factors in our practice success. I've learned that practice growth cannot be attained or sustained without a solid team effort."

"Our practice is on its way to tripling in terms of patient visits, new patients and profitability and all without tripling the overhead or hours worked. The combination of Activator Methods and DC Mentors has truly provided us exponential practice growth in an era of tougher clinical and scientific standards and trying to maintain a professional business environment."

Orr says that he's been guilty of believing that a "Harvey Lillard" case would build his practice. "Fortunately," he says, "I've learned that the miracles come out of the simple day-to-day changes that we can make in our patients' lives. While

sometimes dramatic, they are more often subtle shifts that come from being focused on the patient's needs and serving them. Our office tries to bring that attitude with us to work every day."



# Arlan W. Fuhr Activator Methods Scholarship

In recognition of the contributions of Dr. Arlan Fuhr to the chiropractic profession, the chairman of the Board of Regents of Life Chiropractic College West, Dr. Carl Dieter, announced the establishment and funding of the Arlan W. Fuhr Activator Methods Scholarship (AFAMS) at Life Chiropractic College West.

The AFAMS program will be a full scholarship covering the costs of tuition and required fees for a student admitted to the Doctor of Chiropractic (D.C.) program. The scholarship

will be competitive in terms of academic background and related criteria. The recipient of the scholarship will also have a series of obligations to fulfill in order to maintain the scholarship, such as academic performance and campus and research involvement.

“We are very excited to be able to offer this scholarship and to express the recognition of the accomplishments of the scholarship’s namesake, Dr. Arlan Fuhr,” noted Life West president Gerard W. Clum, D.C. The College appreciates the cooperation of Dr. Fuhr in the establishment of this scholarship, and also looks forward to support from the Activator community for the project and for the institution in general. “It is axiomatic in the world that we fund what we believe in,” commented Dr. Clum, “At Life Chiropractic Collage West the strength of our technique curriculum is considered critical to the future of the profession, therefore being able to establish this scholarship in honor of a man who has done so much to strengthen the understanding and clinical application of chiropractic technique is viewed as an honor and a privilege.”



## Activator Technique Moved to Core Curriculum

Life Chiropractic College West has moved the Activator Methods Chiropractic Technique (AMCT) from an elective to a degree requirement that must be completed by all graduates of Life Chiropractic College West. The requirement became effective at the start of the summer quarter 2007. “The movement of AMCT to the core curriculum has been well received by everyone at Life West,” says Gerald W. Clum, president of Life Chiropractic College West. “This change has been acknowledged as a logical, reasonable and needed change in the Life West Doctor of Chiropractic degree offering.”



The ACTIVATOR® IV is the ‘complete’ instrument you need for your practice. The ACTIVATOR® IV combines all the features of the ACTIVATOR® III with the lighter force of the ACTIVATOR® II. It also features a complete range of force settings (1 – 4) that allow you to effectively treat a patient. The new lighter pre-load spring is perfect for use on the more tender areas of the body. The number 1 setting is perfect for treating cervicals, TMJ, children and small body frames.

**WWW.ACTIVATOR.COM**  
**1-800-598-0224**

Activator Methods International, Ltd.  
2950 North Seventh Street, Suite 200  
Phoenix, Arizona 85014-5418



PRESPORT STD  
U.S. Postage  
PAID  
Phoenix, AZ  
Permit No. 5655