KIND WORDS FOR RYAN VAN MATRE

"Early in my career I neglected to take of the little things as far as preventive maintenance and post-game recovery. It wasn't until I learned that it is more about what you do before AND after the game is when the light came on! The adjustments, active stretching and joint mobilization that Ryan Van Matre provided for me during my pivotal years were a huge part of my game time success. I fully believe in his methods not because of hearsay, because I experienced and thrived with his one-stop-shop recovery methods. I am Robert Mathis and I fully endorse this message!" RM QbH8er98

— Robert Mathis, Super Bowl champion, 5 X Pro Bowl,
1st team All-Pro, AFC Defensive Player of the year (2013),
NFL Sacks Leader (2013)

"Ryan, you are truly a blessing. You make Sundays EASY for me."

— TY Hilton, 4 X Pro Bowl,
NFL Receiving Yards Leader (2016)

"Playing in the NFL for 16 years and watching how some of the greatest athletes in the world move effortlessly across the field is a gift!! RV's skill and competence added an extra year on to my career. He understood the mileage I had on my body, so he suggested limiting my reps for practice. I took more mental reps

and did prehab exercises to keep me sharp, both mentally and physically!! It took his knowledge and expertise to understand that I didn't need as much as the younger players. I am forever grateful and in debt to him!! RESPECT!!"

— Mike Adams, 2 X Pro Bowl

"I have had the unique opportunity to work with Ryan over the past 15 years with the Indianapolis Colts. His expertise and approach to dealing with clients and players is individualized and specific to the demands of their activity. He is humble and looks forward to collaboration with all medical disciplines to ensure the highest level of care for his clients. He is a valuable asset to our medical team."

— Erin Barill, Director of Rehabilitation, Indianapolis Colts

"Ryan is one of the best I've seen. He's got skills."

— Fred Funk, 8 X PGA Tour winner,
9 X PGA Champions Tour winner

"I was looking for a little more than chiropractor and massage therapy alone. Ryan introduced me to ART. His knowledge, expertise, and skill helped me feel better and execute at a higher level. The extra mobility that I got when getting off the table was very significant. My only wish is that I would have started with him earlier in my career. If you want to execute at a high level you have to take care of your body and Ryan definitely helped with that!"

— Adam Vinatieri, 4 X Super Bowl champion, 3 X Pro Bowl,
3 X 1st team All-Pro, NFL 2000s All-Decade Team, NFL 100
Anniversary All-Time Team, Holder of 5 NFL records

"Consistent ART treatment has enabled me to sustain high performance levels even since I've retired – Dr. Ryan has treated

me with ART and it has given me the ability to train through injury and feel good throughout the day."

— Bubba Ventrone, Super Bowl Champion,
Special Teams Coordinator, Indianapolis Colts

Ryan Van Matre is the most gifted physio I've ever been treated by. His knowledge base, practical application of functional movement testing and his very gifted hands are unparalleled! Best chiropractor in the business!

— Chris Huffins, 1996 & 2000 US Olympian and
bronze medalist, 23 yr NCAA D1 track and field coach

"Dr Van Matre is committed to being the best he can be. He knows exactly how to blend his knowledge of anatomy, biomechanics, and the latest manual therapy techniques to create the best treatment protocols for his patients."

— Saul Luna, ATC, M.Ed. Texas A&M, 2010, 2011,
2013, 2014 Track and Field National Champions

"Knowing Dr. Ryan as I refer to him, is and was a blessing to the student athletes and myself at Purdue University. He has what I call GIFTED HANDS, when he lay his hands on you, you get better you are healed (that is a gift). His bed side manners are second to none he makes you feel comfortable and very at ease. He treated me and kept me upright when I had a very serious condition and did not know. I probably would have had more issues if he was not working with and on me on a regular basis. His hands are GIFTED, if one ever has the opportunity to work with such a GIFTED talented Practitioner, I recommend they do it without reservation. You will be ever grateful you did."

— Lonnie Greene, Head Track and XC Coach,
University of Kentucky

ALSO BY

RYAN VAN MATRE

CHIROPRACTIC CONFIDENTIAL

BOOK 2: THE FRAMING

BOOK 3: COMPETENCY, APPLIED

REHABILITATION OF THE SPINE, A PATIENT CENTERED APPROACH, 3RD ED. CONTRIBUTOR

FUNCTIONAL TRAINING HANDBOOK, CONTRIBUTOR

RYAN VAN MATRE

BOOK 1 : NOTHING BUT POTENTIAL

CHIROPRACTIC CONFIDENTIAL

Practice Success Without Practice Management

ALBERT AND RUSSELL

Albert and Russell, LLC

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The methods in the book are not meant to diagnose, treat or cure any medical ailment. The business and financial observations serve only as examples of possible chiropractic practice strategies. The names of patients in this story have been changed to protect their identity according to HIPPA. This publication is designed to provide accurate information to the subject matter covered. It is sold with the understanding that the author and publisher are not engaged in rendering legal, accounting, or clinical professional services. If you require legal, clinical or other expert assistance, you should seek the services of a competent professional licensed in your state of practice.

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Dedicated to every chiropractor who thought,

"Did I make a mistake?"

"Autobiography is only to be trusted when it reveals something disgraceful. A man who gives a good account of himself is probably lying, since any life when viewed from the inside is simply a series of defeats."

— George Orwell

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Epilogue

1

DO YOU WANT TO "FEEL GOOD" OR DO YOU WANT THE TRUTH?

Someone once said to me that if you tell people what they want to hear, you can be wrong indefinitely without penalty. As I sat in my lumbar-supported chair during chiropractic school, I didn't care about others in my profession. I wasn't a jerk about it, at least I didn't try to be. I would help when asked by others, but I knew most of my classmates were on "a separate path" with different self-interests. I felt no connection nor indebtedness to those who came before me. I held my opinions close to the vest so as to not create trouble. It felt strange to see the higher-ups lambaste those who shared my position of not wanting to genuflect towards the profession's trailblazers. The pioneers of the profession had their own incentives for action, as we each do today. Individuals choose their path due to whatever reasons and circumstances they encounter. My mindset was to learn the material and pass the exams so I could pass the boards. My thought was that I would better the profession by becoming a successful and ethical doctor of chiropractic. I would pay off my student loans. I would start and grow a successful business

and provide tax revenue to the local community. I would hire others and mentor newly-graduated doctors. I would be a respectable professional in the healthcare community.

Later, as I began teaching postgraduate courses, I would share my knowledge with those sincere in learning, teaching functional rehabilitation to undergraduate and post-graduate students. I enjoyed connecting with students, seeing the filament in their metaphorical light bulbs begin to glow with an understanding of the clinical assessment. It felt good seeing students gain confidence and watching them go forward into the world to succeed. But the chiropractic profession as a whole… It bored me. The professional chaos was notorious. There was so much in-fighting between groups within the profession, fighting between the colleges, fighting between teachers and students. No common message other than pro-wellness living and avoiding the sin of medicine and surgery. Oh, and that subluxation is bad, a thing to seek out and eliminate from planet Earth. I couldn't change it. At the very least I had no interest in changing it. I saw the incentives on both sides, mixers and straights, old-timers and new graduates. — During my time in school "a mixer" was a chiropractor who utilized additional treatment modalities in addition to the chiropractic adjustment. —

Twenty years into the practice… and I changed my mind. I found myself slumming alongside undergraduate students, only this time I wasn't standing in front of them. I was sitting in a Residence Inn conference room attending an acupuncture course in Daytona Beach. Apart from listening to their party recounts, where they drank or who they had slept with the night before, I listened to these students' plans, fears, and apprehensions. I heard the same fears and anxieties when I was in school 20 years prior. I couldn't believe there was still so much uncertainty within chiropractic practice. Where they

faked confidence, the business decisions and strategies they exuded were naive and unrealistic.

> *Buying a sports car, the first year in practice.*
>
> *Planning on having one-working income for their family at practice onset.*
>
> *Doing part-time work expecting positive cash flow to support a six-figure lifestyle.*
>
> *Failure to understand the importance of developing a clinical skill-set that would set the foundation for long-term practice competence.*

Who put these thoughts into their minds? It's not only poor advice, but it was rat poison to one's professional career. I had taken courses with medical students, physiotherapy students, dental students, and athletic trainers. None of them exhibited the fears and uncertainties as the graduating chiropractor. I spoke off-the-record to a faculty member of a chiropractic school and asked why the school had not prepared them for the business world. His reply would make Charles Darwin smile. He said the school was aware of the issue, but it wasn't the school's job to determine who would succeed in business; the Serengeti plains of the real world would take care of that. The University was there to prepare them to enter the profession and to pass their board exams. I understood the school's position, but I thought that at this time in chiropractic history, students would have greater confidence entering into practice. In the very least, they would have a better vision of the pathway to practice success. It saddened me that this professional predicament existed for new chiropractors for over the past twenty years.

I am trusting that when being straightforward conflicts with being politically correct, you would prefer that I

be straightforward. I have no interest in persuading a chiropractor to practice a particular way. Deep down, each has a psychological reason why they practice the way they do. What I write in the following pages will challenge that psychological identity. I don't wish to convert nor say my path is best. I write only to show that I followed a *different* path to success. A path towards chiropractic success that anyone can follow in the profession. It is not a path for everyone. I write for those who are questioning if they too can take a different path. Take from the book what you wish. If reading it and concluding, "Well, I now know that I'll never practice like him," then I've succeeded in helping to focus your vision towards success in the practice.

I wish you successful endeavors.