

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 bedside 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 1: NOTHING BUT POTENTIAL
BOOK 3: COMPETENCY, APPLIED

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

FUNCTIONAL TRAINING HANDBOOK, CONTRIBUTOR

RYAN VAN MATRE

BOOK 2 : THE FRAMING

CHIROPRACTIC CONFIDENTIAL

**Practice Success
Without
Practice Management**

ALBERT AND RUSSELL

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“Don’t fear failure. Fear being in the exact
same place next year as you are today.”

— Michael Hyatt

CONTENTS

(BOOK 1: NOTHING BUT POTENTIAL)

Chapter 1

Do you want to “feel good” or do you want the truth?

Chapter 2

To aim you must visualize

Chapter 3

Permission, courage, and antifragility

Chapter 4

How does the market view me?

Chapter 5

The future of Chiropractic—bright, if we look in the right direction

Chapter 6

Did I make a mistake with my career choice?

Chapter 7

Direction matters

Chapter 8

Leaders of the “cool kids”

Chapter 9

Every technique can’t be “the best”

Chapter 10

The truth about the “S” word

Chapter 11

More than meets the eye

Chapter 12

A 6-12% utilization rate

Chapter 13

A reasonable level of uncertainty

Chapter 14

The Dunning-Kruger Effect

Chapter 15

Why are you still needing guidance?

Chapter 16

Making mistakes in a safe place

Chapter 17

Chasing Gremlins: the creepiness of wellness care

Chapter 18

We see what we value

Chapter 19

Ignoring advice

Chapter 20

Ending the associateship

Chapter 21

A profession of “participation trophy” winners

Chapter 22

Ignore those who pay no price if they are wrong

Chapter 23

What is the one thing that could best help my clinical skills?

Chapter 24

Learning ART on a shoestring budget

Chapter 25

Outside looking in

Chapter 26

Practice management groups, fitness magazines and bunnies in hats

Chapter 27

“Tiger Woods has a coach”

Chapter 28

Cooking scrambled eggs

Chapter 29

What's in a name?

Chapter 30

Easy to reach

Chapter 31

Keep perspective of the goal

Chapter 32

The most important patient... that never was

Chapter 33

What is price?

Chapter 34

Honesty with my ignorance

Chapter 35

Anyone with a heartbeat — developing clinical competence

Chapter 36

The forging of a skill

Chapter 37

The money you say “no” to

Chapter 38

Framed into competence

Chapter 39

“We live in an immature profession”

Chapter 40

Who decides a successful outcome?

Chapter 41

Just because you don't understand it, doesn't mean it's not happening

Chapter 42

Patient end-game

Chapter 43

Experts in their “own little world”

Chapter 44

Via Negativa

Chapter 45

Scamming patients

Chapter 46

All chiropractic is good

Chapter 47

Antifragility in practice

Chapter 48

What's its value when no one wants to steal it

Chapter 49

Bending spoons

Chapter 50

Jumping down the rabbit hole

Chapter 51

"First, do no harm"

Chapter 52

Chasing muscle imbalances, strength deficits and movement dysfunctions

CONTENTS

Chapter 53	
The anchor of student debt.....	1
Chapter 54	
Is it technique or circumstance?	5
Chapter 55	
Don't climb the research ladder, begin at the top.....	9
Chapter 56	
Framed into competence.....	13
Chapter 57	
What's important to the patient?	17
Chapter 58	
Quiet, until no longer quiet.....	19
Chapter 59	
Outcomes versus Theory	23
Chapter 60	
Patient desires versus clinician desires	27
Chapter 61	
Practicing with enthusiasm.....	29
Chapter 62	
Speaking a different language	31
Chapter 63	
Guerrilla warfare in healthcare.....	33

Chapter 64	
I ask for it in prayer	35
Chapter 65	
Who invited the chiropractor?.....	39
Chapter 66	
The one statistic I follow	43
Chapter 67	
The sentence that would change the chiropractic profession forever	47
Chapter 68	
Are you fishing or are you catching a fish?.....	51
Chapter 69	
Trade-offs of training	57
Chapter 70	
Green Lumber and being a “know it all”	63
Chapter 71	
Hacks: Learning from the #2	67
Chapter 72	
Competence comes from the longer path	69
Chapter 73	
Some days I see “only skin”	71
Chapter 74	
A lesson at the water park	73
Chapter 75	
You have the tools but no longer need the tools.....	75
Chapter 76	
Thoughts when I examine a patient.....	79
Chapter 77	
Growth from stress.....	83
Chapter 78	
Associate with those who share your values.....	85
Chapter 79	
When am I competent?.....	89

Chapter 80	
A letter to a patient.....	91
Chapter 81	
Ordering a beer in Prague.....	99
Chapter 82	
Celebrities hanging on walls.....	103
Chapter 83	
Do as I say.....	107
Chapter 84	
Cleaning a horse stall.....	111
Chapter 85	
Victim patients.....	113
Chapter 86	
People who aren't like you.....	119
Chapter 87	
The kind of luck that finds you.....	127
Chapter 88	
How to throw your back out while teaching.....	131
Chapter 89	
Memento Mori.....	137
Chapter 90	
Competent to take the call.....	141
Chapter 91	
The one patient I can fix.....	145

CONTENTS

(BOOK 3: COMPETENCY, APPLIED)

Chapter 92

David Butler's roller coaster

Chapter 93

Associate or IC?

Chapter 94

The IC

Chapter 95

Can't shake these uncomfortable questions

Chapter 96

What if I'm wrong

Chapter 97

How to lose a professional athlete

Chapter 98

Ego is my enemy... but difficult to slay

Chapter 99

Audi Alteram Partem

Chapter 100

"Yeah, well, that's just, like, your opinion, man."

Chapter 101

Act the plumber, not the rock star

Chapter 102

Appearance versus competence

Chapter 103

The simplest, cheapest, easiest way to get new patients

Chapter 104

How much is this problem worth to me?

Chapter 105

"Can you make it rain harder?"

Chapter 106

No longer a fan

Chapter 107

You can't own it before you hone it

Chapter 108

Know the rules so you can break them

Chapter 109

Charging a professional athlete

Chapter 110

NFL Training camp

Chapter 111

Sweated by Peyton Manning

Chapter 112

Rubin never signed U2...he just does his thing

Chapter 113

Gateways to working with professional athletes

Chapter 114

Professional Teams: Working up the ladder or starting at the top

Chapter 115

A pathway to happiness

Chapter 116

Intimacy with strangers

Chapter 117

Firing arrows over a hill

Chapter 118

How to become a millionaire

Chapter 119

Saving enough for retirement

Chapter 120

The poorest millionaire in Naples

Chapter 121

Descending into Chaos

Chapter 122

Gratitude in Chaos

Chapter 123

Ending a fight as fast as I can

Chapter 124

The magic trick that is real

Chapter 125

Do I have to touch my patient?

Chapter 127

An oasis in a desert of suffering

Chapter 127

Seeing the water

Epilogue

53

THE ANCHOR OF STUDENT DEBT

WHILE THE WEIGHT of student debt wasn't my primary concern, it scored in the top three. When speaking to students and new graduates, I find student debt is their primary concern. Each young chiropractor is learning to swim attached to a six-figure anchor with the added uncertainty of *"Am I even any good in practice?"* I hear from students the same fears that found their way into my head:

"I'm looking into federal repayment programs where they forgive the debt after 25 years."

"I'm considering enrolling in a Caribbean medical school or a nurse practitioner program."

My Canadian classmate would joke, in a kind of serious way, "Well, at least in the US, they no longer have debtor's prisons." I held many of the same thoughts. They exist because of the one thing the chiropractic university has failed to provide.

Confidence.

These thoughts expose the lack of confidence at a critical time in a chiropractor's professional development. But these notions are silly, a form of mental masturbation that feels good at the time but is short-lived and in the end, not all that productive.

It was the year 2000. I'd consolidated my \$100,000 of debt at a 7.25% interest rate for 25 years. I then deferred payments for three years. Then I locked the thought into one of those memory banks that only psychologists can get into. While many of my classmates were signing their names on practice management contracts, I focused my energy on improving my clinical skills. I spent my money on post-graduate seminars that would give me the most clinical value. I studied functional rehabilitation, Active Release Techniques, McKenzie therapy, Graston Technique, neurodynamics and learning and explaining pain physiology to patients. All under the umbrella of Bio-Psycho-Social care. I discovered what courses to take by doing what few of my classmates ever discussed at graduation. I called up the top clinicians who were clinically successful and asked them what courses they attended.

The quickest way to learn to fight is by stepping into the ring. I found a job immediately after graduation. It was here where I learned what worked in real-life, not some theory from 40 years ago in a different healthcare marketplace. Many of today's students realize this dichotomy in practice philosophy. A lot of the chiropractic philosophy doesn't make any sense in today's modern world. Back in the day, you gave a patient a diagnosis, showed them an X-ray and they smile and nod. Today's patient *tells* you their diagnosis before they've sat down on the table. And no matter what you do say, they are Googling it as soon as they reach their car. There was a reason and a place in time for this philosophy emphasis. An anachronistic action taken by a profession to endure through the developmental storms. It allowed those chiropractic pioneers to survive as a

profession. But as I wipe away a tear, along with parachute-pants and disco, those days are gone.

Once competent with a clinical skill-set, the value of a chiropractic degree is staggering. A hundred thousand in debt is nothing compared to the profit/loss ratio of an emerging practice. Take the example of a 60-patient/week load at \$45 a patient. This averages to \$129,600 a year. An \$80,000 salary with the remainder going to overhead and debt. It's easily doable. And this estimate is conservative. The money will come and the debt will decline so long as one has a skill-set the healthcare market values. And people will pay a competitive price for value. But equally important is the flip side of profit/loss, controlling one's expenses. I see many new doctors who want the easy way; they don't want to hustle and work a 40-hour week. They want immediate part-time, well paying positions so they can play golf, skip working on Saturday's to go to college football games. All the while driving around in the BMW purchased the day after graduation. They see "Dr." in front of their name and think they are immediately entitled to a sports car and five-bedroom house.

Clayton Skaggs once said to me, "Make your practice pay for itself." Let the world unfold to one's new developed talent. This was a time of my professional framing. And once I saw the path to financial success, I looked back at my previous uncertainty and laughed. The chiropractic profession is tremendous if only more students would realize it. It's the short-cuts, immediate gratification, and first-stage thinking that leads to anxiety and uncertainty that practice management groups prey on. They have to. They're in the business of selling "short-cuts." Management groups sell fear. Confident chiropractors don't sign up for annual memberships to be told how to practice.

But back to debt repayment. In simplest terms, as my father would say to me as a child: "Son, you took the money... you have to pay it back."