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Press Release

Southern California University of Health Sciences Chief of Staff Reviews book on Strategic Planning

Whittier CA, February 12, 2008: Southern California University of Health Sciences (SCU) Chief of Staff Michael Sackett, DC, MS, DABCO has recently composed a book review for “Strategic Planning for the Chiropractic Office” authored by Michael R. Wiles, BS, MEd, DC. The review will appear in the March edition of the Journal of the American Chiropractic Association (JACA) Online.

In the book, Wiles covers the entire set of strategic planning topics as related to the office of a doctor of chiropractic, ranging from the significance of the practitioner learning business and entrepreneurial skills, to the importance of the developing a strategic plan.

Sackett emphasizes the value of the book, “In today’s healthcare environment, to be a successful doctor of chiropractic requires not only clinical competence but also significant business and entrepreneurial skills. Most of the concepts discussed in the book are more commonly practiced by larger organizations. The author has done a good job of trying to bring the necessary information to the solo practitioner at a useful level without watering down the process.”

The Journal of the American Chiropractic Association Online is a peer-reviewed, primary source journal that is dedicated to the advancement of chiropractic health care principles and practice. JACA is indexed in MANTIS, CINAHL, the Index of Chiropractic Literature, and SPORTDiscus.

Southern California University of Health Sciences incorporates the College of Acupuncture and Oriental Medicine, the Los Angeles College of Chiropractic, the School of Professional Studies, and the University Health Center.

Since 1911 Southern California University of Health Sciences has been a leader in preparing practitioners to provide care in complementary and alternative medicine, and is accredited by the Western Association of Schools and Colleges the Accreditation Commission for Acupuncture and Oriental Medicine, Council on Chiropractic Education, and is approved by the California Acupuncture Board.