



Dr. Jennifer McCleary: A Success Story

We've all done it. We've read the books, emulated mentors and created extensive goal and to-do lists. We've done all this in an effort to define and realize personal success. Still the question remains: How do I achieve success? It depends on whom you ask. We asked December 2005 Logan College of Chiropractic graduate Dr. Jennifer McCleary how she defines and works toward success. Here's what Dr. McCleary had to say.

You Can't Fake It

Creating the ideal practice is not about money. It's about creating a practice that reflects who you are and what you believe in. You can't fake it.

When I began my practice, I was constantly measuring myself against other chiropractors and their success. I had to let that go, embrace our profession's diversity and, ultimately, be true to myself to enjoy fulfillment as a chiropractor and build my version of a successful practice.

It's equally important to honor your chiropractic philosophy. This helps to attract patients who fit within your ideal practice. Don't be afraid to let patients go who conflict with your philosophy. The same is true for your staff. They must believe in chiropractic and positively contribute to your clinic to create a place where you want to work and can achieve your goals.

Taking Care of Business

It's imperative to have a strong business model. As a new practitioner, achieving financial security will allow you to focus more on patient care and less on your financial obligations.

Set both long and short-term goals. Some of my goals are abstract and others are concrete. Each month I meet with my staff to review and finalize our goals. We regroup weekly to promote and gauge our progress.

When it comes to setting goals, I learned through my chiropractic coaching group that there are no unrealistic goals, only unrealistic deadlines. You may not achieve every goal according to the timeline you've created. Remember that you only fail when you quit. When you succeed, reward yourself and your staff to celebrate the milestone and motivate future successes.

Lead by Example

When establishing my practice I was told, "Your clinic is waiting for its leader to show up, so show up and take the lead."

You have to be brave to reach your goals and effectively deal with setbacks. Don't wallow in the negative aspects of practice. Take action and responsibility for your ownership.

If you practice independently, you're still not alone. On several occasions I've picked up the phone and called my Logan professors and clinicians to get the resources I need to advance my professional success. They're always eager to help a Logan graduate.

Success on Your Own Terms

For Dr. McCleary, success will never be defined by patient volume or a bank balance. She continues to reach her professional goals by respecting her core values and surrounding herself with patients and staff who respect Dr. McCleary as a person and chiropractor. Dr. McCleary's story is best summarized with the words of business philosopher Jim Rohn: "Success is not so much what we have as it is what we are."

To read more Logan College of Chiropractic success stories, visit www.logan.edu and click on the Welcome tab. If you're a Logan graduate and would like to submit your success story for the Web site, contact Fawn Knoll in the Logan Public Relations Department via e-mail fawn.knoll@logan.edu.

Editor's Note: "Success Story" will be a regular feature of The Tower focusing on Logan alumni who have graduated within the past 10 years.