



### **Focus on the Future**

## **Guest Predictions: Dr. Corey Malnikof**

*Guest Predictions is a regular feature in which we ask leaders in a number of professions questions that affect us all.*

**Dr. Corey Malnikof, [Palmercare Chiropractic DC Metro Area](#)**

*I moved to Davenport, Iowa to receive my education at Palmer College of Chiropractic. There was no other school that I would have attended as Palmer is the "Fountainhead of Chiropractic"... it is where chiropractic started. I made it my mission to excel at school and I did just that! I was honored that my peers voted me into the Vogt Leader Society; an honor available to only 0.002% of students that attend Palmer. I was also elected president of the largest national student political association. While at Palmer, I focused on my future patients and, as such, attended a multitude of seminars to master as many techniques as possible. I thoroughly enjoyed the clinical aspect of my education and was selected to teach diagnosis courses, orthopedic courses, take care of patients in the physical therapy department, and help teach other students how to care for their patients. My education was one of the best experiences of my life and now it is my privilege to share it with my practice members.*

*Our Philosophy, is simple: we don't just want you to get healthy, we want you to learn how to stay healthy. We believe that the largest advancement in healthcare is the informed consumer. More and more people are learning more and more about healthcare.*

**Q: What do you see as the key emerging uses of the internet in the field of Healthcare?**

**A:** Videos have become very prevalent. Videos are a great way to explain the benefits of Chiropractic, show examples, and share testimonials for prospective clients to see.

**Q: What surprising applications of the Internet have you found in the field of Healthcare?**

**A:** The easy access to reviews that patients can have. We have several ways for patients to leave us reviews through emails sent to them, and through sites like google plus. Reviews have become very important as more and more consumers (I learned this from my wife doing it all the time) are checking reviews before calling.

**Q: What have been the "Best Uses" of the Internet for you?**

**A:** Social media has been a surprising benefit. It is a great way to stay connected with our practice members, and build great relationships. We have over a 1000 people liking our page and we love to see the responses we get to some of our posts. It has also been a great way to get a message to our patients fast.

**Q: What should be avoided when dealing with the Internet?**

**A:** I see way too much promotion through social media. Companies out there trying to get new clients and push products through social media. I do not personally believe that this is a good way to attract people and it definitely does not help create relationships.

**Q: Which next steps might you recommend for all of us to take?**

**A:** Honestly, stay off the computer. We are starting to see more and more research showing that continual browsing of the internet is leading to anxiety, loss of IQ, and decreased productivity. Make sure if you are online it is for a purpose.