

Tallest... from page 1

he has a unique way of promoting chiropractic that makes him a great role model for all doctors, particularly those facing challenges in their lives or practices.

"Every new doctor faces challenges," Stein stresses. "The most important one is to stick to your principles from the beginning. If a patient needs to be seen in two weeks for his next appointment, that's what you have to tell him. No matter if he could afford to come every day! Treat everyone the way you would like to be treated and your practice will grow. In addition it helps to have mentors. Find one who practices the way you would like to and learn from him. It is cheaper to learn from other's mistakes than to make their mistakes again."

Like so many other doctors, Stein, a Gonstead practitioner, first learned about chiropractic as a patient. Given his height, he says he was "destined" to play basketball. "Growing up in Germany I crossed the ocean as a teenager and attended Fairleigh Dickinson University in Teaneck, NJ. We played pretty well and made it to the NCAA tournament in 1988," he recalls. "Unfortunately, I already had many back problems back then and I needed help. I got it from a friend. As an orthopedic surgeon, he turned me on to Gonstead chiropractic and I decided to be able to help others who had a hard time getting better through chiropractic."

Before devoting his life to chiropractic, he returned to Europe to play professional basketball for several years and even attended two NBA New Jersey Nets Rookie camps. "I guess I know what it takes to put my body on the line to do your profession. Maybe that's why I have a bunch of former and current professional athletes as patients. But my practice is family oriented. Most of these athletes bring in their families as well. The correction of subluxations makes sense to anyone."

He dismisses the notion that his height has been a hindrance. "My equipment is a little higher than most, but that's all," he jokes. "Quite often, patients want me to meet their friends or family to introduce them to 'the tall doctor.' That's an opportunity to share chiropractic which often sets me behind in my schedule but benefits me in getting new patients."

He even manages to use his height as an ice breaker. "When I invite patients into my examination room, I often warn them of my 'low doorways,'" he says. "It loosens the atmosphere and tells them a bit of my fun nature." That sense of humor is also evident on Stein's website, www.WorldsTallestChiropractor.com, which includes a real-life size printable outline of Stein's hand, measuring an astonishing 9 inches from palm to fingertip!

One thing is for sure, once they meet him, patients don't quickly forget Dr. Stein. "I've met people who tell me about their old chiropractors, but they can't recall their names or the addresses of their practices. I still get new patients who met me a long time ago who inserted the words "tall chiropractor" into internet search engines in order to find me."

His height is also a big plus when dealing with children, who look up in awe and wonder at the towering figure. "One of the things many moms say is: 'Finish your food so you can be as tall as Dr. Stein.'"



Left: Dr. Torsten R. Stein towered over George W. Bush when the President congratulated the doctor on his commitment to the nation's health. Above: Dr. Stein's van displays the pride he has in his height and in his profession. His website, www.72doc.com, provides a full size outline of his hand as well as information on chiropractic.

What a reinforcement of chiropractic. I am on their mind even when they don't hurt!"

Caring for children and other family members is part of the reason Stein choose a family practice rather than a sports practice? "To me, athletes are members of families as well. Ours is called Gonstead Family Chiropractic but I see a whole bunch of athletes, starting out with kids and paid professionals all the way to seniors who play golf or water volleyball."

Not only is his practice family based, but he treats patients "like a member of my family," he admits. "We rejoice when one of my patients has a baby and we mourn when someone moves away. When we have time (and we are invited) we attend graduation parties and weddings of our patients. I don't have to hide what kind of profession I am in. I am a chiropractor and I show it!"

His commitment to chiropractic is as strong as his dedication to his patients. "My goal is to see as many patients as I physically can; not one patient as often as possible. In this way I help spread chiropractic."

Stein says he chose to obtain his malpractice insurance through Chiropractic Benefit Services (CBS) because it shares his commitment to subluxation-based chiropractic. He's been a CBS client for years and feels every DC should insure with CBS.

"To me using a seatbelt, locking my front door, and relying on the CBS service for my malpractice insurance all have one powerful thing in common: I hope I never need their service but just in case I do, the price of *not* using it is just too high. You see, I was never in a motor vehicle accident but I still use my seatbelt every time I get into the car. Even if it is just a few feet. The same goes for locking my front door. I never saw or heard of a burglar in my neighborhood but I don't want to end up in a helpless situation. So why would I go without CBS? I am not planning to get in trouble with a patient, but I have worked too hard not to protect my good name and my assets from any unfortunate situation. To me CBS stands for 'Can't be spared.'" ■

CBS client towers above competition

The first thing patients notice about Dr. Torsten R. Stein is his height. He's tall. Really really tall. In fact, at 7'2", he's the self-proclaimed "World's Tallest Chiropractor."

But after the first few adjustments, they pay far more attention to their own bodies, and the way chiropractic is enhancing their health and well-being.

Dr. Stein has turned what may seem to others a disadvantage into a positive, and it has helped him build a large and successful practice in Phoenix. Using a combination of public relations and patient education,

TALLEST continues on page 37

