

Video Transcript:

Chiropractic Economics talks to Joe Kryszak, CEO of Stirling Professional

Gloria Hall: Hello, I'm Gloria Hall, editor in chief of Chiropractic Economics. I am excited to be here today with Joe Kryszak, CEO of Stirling Professional and issue 14 author. Today, Joe is going to take a closer look at the importance of safety and compliance when integrating CBD into your practice. Joe, over to you.

Joe Kryszak: Hey, thank you. So excited to speak to you, Gloria. [You] do a great job. Love being a part of Chiropractic Economics. Want to talk real quickly about how important it is to make sure that the products you are selling in your office are tested, are compliant and have everything that you want in the product and nothing that should not be in the product.

In the CBD industry, there are some good players and there's a large group of not-good players, right? So, you've got to make sure as a doctor you are selling pure, proven and tested products. One way that Stirling does it is third-party independent testing. Each one of our products has a QR code on the back and on that QR code you can scan it in with your phone and it takes you into independent third-party testing. With that testing, it shows not only how much CBD is in the product, making sure there is no THC in any product that you don't want THC in it, but we also test for microtoxins, heavy metals, pesticides and fungi. Why this is important is everything that you're selling in your office is a representation of your office and you need to build your patients' trust. They trust you to make them feel better. They trust that they'll pay you money to help them feel better and everything that you sell needs to guarantee or have that same level of trust. So having the products and having that level of trust is super-important.

This is not the products that you're going to find at the gas station up the street. Not the products you're going to find in the local vape shop. Super-pure, proven and tested products are important because we sell medical grade CBD products, lotions, gummies, and we want to make sure that we are continuing to build this trust with the chiropractic community who every day you're doing a great job helping out your patients.

We want to make sure we're supporting you and providing the knowledge, insight and wisdom for you to make the right choices in your office.

GH: Joe, I want to thank you for your time today, and as always, thank you for your contribution to Chiropractic Economics and the chiropractic community, and readers and viewers.