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May 2024

The IACP News, Vol. 8, No. 5

New research on the health impact of getting mad

Feelings of anger adversely affect blood vessel health, according to a [study](#) recently published in the *Journal of the American Heart Association* with the title of: *Translational Research of the Acute Effects of Negative Emotions on Vascular Endothelial Health: Findings From a Randomized Controlled Study*.

The Abstract notes: “Provoked anger is associated with an increased risk of cardiovascular disease events. The underlying mechanism linking provoked anger as well as other core negative emotions including anxiety and sadness to cardiovascular disease remain unknown. The study objective was to examine the acute effects of provoked anger, and secondarily, anxiety and sadness on endothelial cell health.”

“There have been some studies in the past that have linked the feelings of anger, the feelings of anxiety and the feelings of sadness to heart disease risk in the future,” said lead study author Dr. Daichi Shimbo, professor of medicine in the division of cardiology at Columbia University in New York City. In the randomized trial, researchers divided 280 participants and gave them a task that made them recall feelings of anger, sadness, anxiety or neutrality for eight minutes.

Before and several times after the task, the researchers took measures of the individuals’ vascular health. Sadness and anxiety tasks didn’t show a significant change in those markers compared with the neutral task — but anger did, Shimbo said.

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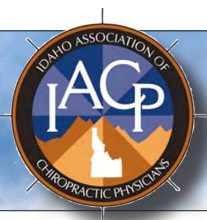


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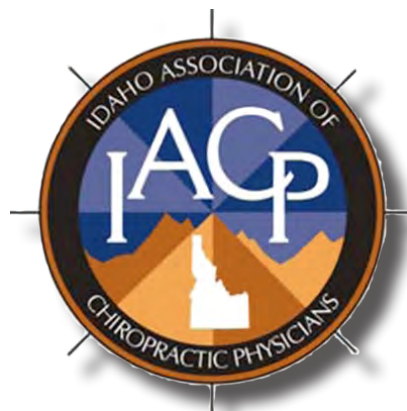
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2024 IACP Annual Convention

**Chiropractor of the Year:
Dr. Nicole Willis**



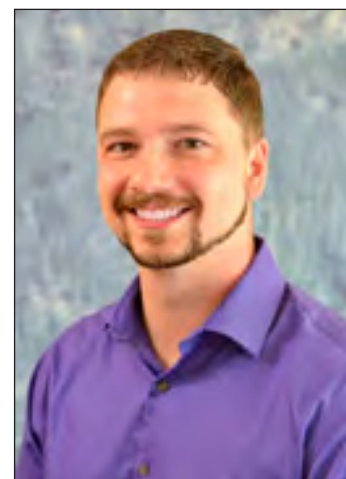
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Registration now open for the 2024 Upper Cervical Forum: Connecting to the Brain

The International Chiropractors Association (ICA) Council on Upper Cervical Care has announced that registration is now open for the highly anticipated 2024 Upper Cervical Forum: Connecting to the Brain. This annual event is the premier gathering for upper cervical chiropractors and will take place June 14-15, 2024, in sunny Orlando, Florida.

The Forum is a unique opportunity for upper cervical chiropractors to come together for fellowship and learning, connecting with like-minded professionals from around the world. This year, ICA is offering up to 13 hours of continuing education, provided by experts from the worlds of chiropractic, research, and academia.

The speaker lineup for the 2024 Upper Cervical Forum includes the following doctors: Cameron Bearder, Jaime Browning, Jack Carleton, Jonathan Chung, Gordon Elder, Robert Kessinger, Sandlin Lowe, Stan Pierce, Scott Rosa, Frank Scali, and Jeffrey Scholten. Pictured below are speakers and attendees from the 2023 Forum, including Dr. Jamie Browning (center). Picture courtesy of ICA.

“The 2024 Upper Cervical Forum is a special event this year,” said Dr. Jaime Browning, President of the Council on Upper Cervical Care. “Several top brain and upper cervical experts will come together to share insights on better outcomes for our growing complex case bases. If you want to help more people who tend to shy away from chiropractic care due to their lack of simple back pain, this is the conference for you. Each attendee should leave more equipped and confident to handle challenging cases. The 2024 Upper Cervical Forum is where we share the research for the truth we all know well: we can affect brain health.”

The Forum is also the Council's platform to celebrate the best in upper cervical chiropractic each year. Registration for the 2024 Upper Cervical Forum is now open – make sure to secure your spot for this important event by registering early. Don't miss this opportunity to learn, be

inspired, and connect with fellow chiropractors who share your passion for upper cervical care. Connect with us in Orlando for an unforgettable weekend!

“Come learn, be inspired, and fellowship with other like-minded doctors,” Dr. Browning added. “See you in Florida!”

[Click here](#) for more information or to register. The Upper Cervical Forum 2024: Connecting to the Brain, will be held at the DoubleTree by Hilton in Orlando, FL, from June 14 to June 15, 2024. This event offers an integrated education for Doctors of Chiropractic in the scientific knowledge of the upper cervical spine. Attend courses that challenge your understanding of the upper cervical subluxation complex, while listening to the latest in upper cervical chiropractic research through a diverse group of paper presentations. Delve into the impact of the craniocervical junction on the neurovisual system, review how bad messaging sabotages clinical outcomes, enhance your understanding of how blood pressure and blood flow are connected in upper cervical care, hear original research regarding the posterior Atlantooccipital Membrane, go deeper into the glymphatic system, discover what an emergency physician recommends for follow-up care for neck injuries, review aspects of craniocervical instability, and learn how the use of SPECT scans and QEEG analysis are used to evaluate traumatic brain injuries. Don't miss this opportunity to advance your knowledge and fellowship with colleagues.



New research on the health impact of getting mad

Continued from front page

“It looks like anger’s adverse effects on health and disease may be due to its adverse effects on vascular health ... the blood vessel health itself,” he said.

While the new research is not the first study to make a connection between emotions and cardiovascular impacts, it does shed light on how the connection operates, said Dr. Joe Ebinger, an associate professor of cardiology and director of clinical analytics for the Smidt Heart Institute at Cedars-Sinai in Los Angeles. He was not involved in the research.

“This is one of the first well-done randomized studies and placebo-controlled studies has really shown us that there are changes in our vasculature that occur acutely in response to the emotions that we’re feeling,” Ebinger said.

Researchers in this study observed three major ways that anger impacted blood vessel health. First, it made it harder for blood vessels to dilate in response to ischemia, or a restriction. Anger also affected cellular markers of injury and their ability to repair themselves. After the eight-minute task meant to induce anger, the impacts on blood vessels were seen for up to 40 minutes. That might not sound so bad on its own, but Shimbo said we should be concerned about a cumulative effect.

“We speculate that if you’re a person that gets angry over and over again, that you’re chronically impairing your blood vessels,” he said. “We didn’t study this, but we speculate those kinds of chronic insults from anger can lead to chronic

adverse effects of blood vessels.”

Another question that the study didn’t investigate but should be asked next is: What do you do about it? Anger is a human emotion, and you can’t and shouldn’t avoid feeling it all together, Ebinger said. The best approach is to learn to process feelings of anger without letting it fester, said Dr. Brett Ford, associate professor of psychology at the University of Toronto Scarborough.

Ask yourself: “What might be impeding on your energy or thoughts? What are you protecting yourself from? What do you need that isn’t being met?” said Deborah Ashway, a licensed clinical mental health counselor based in New Bern, North Carolina. Neither Ford nor Ashway was involved in the study.

“And then once you’re aware of it, you’re in control of it. It’s no longer going to control you now,” she said, adding that is the place from which you can decide how to move forward. This latest study on just how anger affects the body might help in encouraging people who experience a lot of anger to seek behavioral therapies.

Maybe there are ways — such as exercise or medication — to treat the adverse effects of anger on blood vessels, he speculated.

“Understanding that the mechanism that’s there is the first step in being able to help to treat it,” Ebinger said. “This isn’t about denying anger. We’re all going to experience anger but (it’s about) finding ways for us to be able to both control it and minimize it.”

Research says even a brief provocation of anger adversely affects endothelial cell health by impairing endothelium-dependent vasodilation.



New Research:

Niacin linked to heart disease

A new [study](#) by researchers at the Cleveland Clinic have identified a pathway that contributes to cardiovascular disease associated with high levels of niacin, a common B vitamin often recommended to lower cholesterol.

The team, led by Stanley Hazen, M.D., Ph.D., discovered a link between 4PY, a breakdown product from excess niacin, and heart disease. Higher circulating levels of 4PY were strongly associated with development of heart attack, stroke and other adverse cardiac events in large-scale clinical studies. The researchers also showed in preclinical studies that 4PY directly triggers vascular inflammation which damages blood vessels and can lead to atherosclerosis over time.

The study, published in *Nature Medicine*, also details genetic links between 4PY and vascular inflammation. The findings provide a foundation for potential new interventions and therapeutics to reduce or prevent that inflammation.

The research, called *A terminal metabolite of niacin promotes vascular inflammation and contributes to cardiovascular disease risk*, was published in February of this year. The Abstract states:

“Despite intensive preventive cardiovascular disease (CVD) efforts, substantial residual CVD risk remains even for individuals receiving all guideline-recommended interventions. Niacin is an essential micronutrient fortified in food staples, but its role in CVD is not well understood. In this study, untargeted metabolomics analysis of fasting plasma from stable cardiac patients in a prospective discovery cohort (n = 1,162 total, n = 422 females) suggested that niacin metabolism was associated with incident major adverse cardiovascular events (MACE). Serum levels of the terminal metabolites of excess niacin, N1-methyl-2-pyridone-5-carboxamide (2PY) and N1-methyl-4-pyridone-3-carboxamide (4PY), were associated with increased 3-year MACE risk in two validation cohorts (US n = 2,331 total, n = 774 females; European n = 832 total, n = 249 females) (adjusted hazard ratio (HR) (95% confidence interval) for 2PY: 1.64 (1.10–2.42) and 2.02 (1.29–3.18), respectively; for 4PY: 1.89 (1.26–2.84) and 1.99 (1.26–3.14), respectively). Phenome-wide association analysis of the genetic variant rs10496731, which was significantly associated with both 2PY and 4PY levels, revealed an association of this variant with levels of soluble vascular adhesion molecule

1 (sVCAM-1). Further meta-analysis confirmed association of rs10496731 with sVCAM-1 (n = 106,000 total, n = 53,075 females, $P = 3.6 \times 10^{-18}$). Moreover, sVCAM-1 levels were significantly correlated with both 2PY and 4PY in a validation cohort (n = 974 total, n = 333 females) (2PY: $\rho = 0.13$, $P = 7.7 \times 10^{-5}$; 4PY: $\rho = 0.18$, $P = 1.1 \times 10^{-8}$). Lastly, treatment with physiological levels of 4PY, but not its structural isomer 2PY, induced expression of VCAM-1 and leukocyte adherence to vascular endothelium in mice. Collectively, these results indicate that the terminal breakdown products of excess niacin, 2PY and 4PY, are both associated with residual CVD risk. They also suggest an inflammation-dependent mechanism underlying the clinical association between 4PY and MACE.”

Excess niacin breakdown fuels inflammation, cardiovascular disease through newly discovered pathway

“What’s exciting about these results is that this pathway appears to be a previously unrecognized yet significant contributor to the development of cardiovascular disease,” said Dr. Hazen, Chair of Cardiovascular and Metabolic Sciences at Cleveland Clinic’s Lerner Research Institute and Co-Section Head of Preventive Cardiology in the Heart, Vascular & Thoracic Institute. “What’s more, we can measure it, meaning there is potential for diagnostic testing. These insights set the stage for developing new approaches to counteract the effects of this pathway.”

Niacin (vitamin B-3) is very common in a Western diet. “For decades, the United States and more than 50 nations have mandated niacin fortification in staple foods such as flour, cereals and oats to prevent disease related to nutritional deficiency,” said Dr. Hazen. Yet one in four subjects in the researchers’ patient cohorts appear to be getting too much, and had high levels of 4PY, which appears to contribute to cardiovascular disease development.

Dr. Hazen compares our intake of niacin as multiple taps pouring water into a bucket. Once that bucket is filled, it begins to spill over. The human body then needs to process that spill-over and produce other metabolites, including 4PY.

“The main takeaway is not that we should cut out our entire intake of niacin – that’s not a realistic approach,” said Dr. Hazen. “Given these findings, a discussion over whether a continued mandate of flour and cereal fortification with niacin in the U.S. could be warranted.” He also said that broader use of over-the-counter supplements made with different forms of niacin have also become popular because of presumed anti-aging purposes. People should consult with their doctors before taking over-the-counter supplements and focus on a diet rich in fruit and vegetables.

The new findings also might help explain why niacin is no longer a go-to treatment for lowering cholesterol. Niacin was one of the first treatments prescribed to lower LDL or “bad” cholesterol. However, eventually niacin showed to be less effective than other cholesterol-lowering drugs and was associated with other negative effects and higher mortality rates in previous research.

“Niacin’s effects have always been somewhat of a paradox,” Dr. Hazen said. “Despite niacin lowering of cholesterol, the clinical benefits have always been less than anticipated based on the degree of LDL reduction. This led to the idea that excess niacin caused unclear adverse effects that partially counteracted the benefits of LDL lowering. We believe our findings help explain this paradox. This illustrates why investigating residual cardiovascular risk is so critical; we learn so much more than what we set out to find.”

The study authors note that long-term investigations are needed to assess the effect of chronic elevation of 4PY levels on atherosclerosis and other phenotypes.

The research is part of Dr. Hazen’s ongoing investigation into factors that contribute to residual cardiovascular risk. His team follows patients over time and collects blood samples to find chemical signatures that can predict the development of heart disease. He has made pioneering discoveries in atherosclerosis and inflammatory disease research, including the seminal discovery linking gut microbial pathways to cardiovascular disease and metabolic diseases.

Source data for figures and tables were deposited to the Nature Medicine website as Source Data. The DNA sequences and sequence maps of AAVs used are available at <https://doi.org/10.5281/zenodo.8357441>. Summary statistics for the meta-analyses for 2PY and 4PY are also available at <https://doi.org/10.5281/zenodo.8357441>. There are restrictions on the availability of some of the clinical data generated in the present study for the US and EU validation cohorts because the informed consent from participants in these studies does not permit sharing data outside each respective institution without authorization. Where permissible, the datasets generated and/or analyzed during the present studies are available from the corresponding author, S.L.H. (hazens@ccf.org), upon reasonable request.



ChiroHealthUSA announces the launch of ChiroSphere Podcast

ChiroHealthUSA is proud to introduce our latest endeavor in advancing chiropractic care: the groundbreaking podcast ChiroSphere. Hosted by Dr. Ray Foxworth, founder and CEO of ChiroHealthUSA, ChiroSphere aims to empower chiropractors and their teams with invaluable insights, resources, and strategies to foster professional growth and excellence.

With over 39 years of unwavering dedication to the profession, Dr. Foxworth brings a wealth of experience and expertise to each episode. His leadership in advancing chiropractic care is evident through his involvement in key organizations such as the Chiropractic Future Strategic Plan, The Chiropractic Summit, and the Foundation for Chiropractic Progress.

At the heart of ChiroSphere are the insightful conversations it hosts. Dr. Foxworth brings together influential figures in chiropractic care to share their wisdom, experiences, and innovative approaches. Initial podcast guests include Mrs. Kim Klapp, Dr. Jay Greenstein, Mr. Bharon Hoag, Dr. Rosemary Batanjski, Dr. Carl Cleveland, Mr. Aaron Reynolds, and Dr. Heidi Haavik. These esteemed guests offer actionable strategies to enhance practice and improve patient outcomes.

Covering topics ranging from healthcare technology to practice management strategies, ChiroSphere promises engaging discussions, practical advice, and valuable resources to support chiropractors' professional journeys. The podcast serves as a catalyst for professional growth and development by fostering a community of learning and collaboration.

ChiroSphere is a must-listen for chiropractors committed to elevating their practices and making a meaningful impact on their patients' lives. Tune in to Dr. Ray Foxworth and his esteemed guests as they illuminate the path to chiropractic excellence.

ChiroSphere is available on Podbean and other major podcast platforms. For more information and to tune in to the latest episodes, visit [ChiroSphere Podcast](#).

Join the ChiroSphere community and embark on a transformative journey toward chiropractic excellence.

Kristi Hudson is a certified professional compliance officer (CPCO) and is Vice President of Business Relationships at ChiroHealthUSA. Beyond her responsibilities at ChiroHealthUSA, Kristi serves as the Vice Chair of the Chiropractic Future Strategic Plan, contributing her expertise to shape the future of the chiropractic profession. She also serves as a dedicated board member for ChiroCongress Cares, demonstrating her commitment to the chiropractic community's well-being.



For inquiries or further information, Kristi can be reached at Kristi@chirohealthusa.com. To explore the services offered by ChiroHealthUSA, visit their [website](#).



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Health Warning:

Cancer among younger Americans increasing

In a disturbing worldwide trend, new cancer cases among young people are sharply increasing. Early-onset cancers, defined as cancer cases diagnosed in people under 50, increased globally by a staggering 79%.

[The American Cancer Society](#) reports that the demographics of cancer patients are increasingly shifting from older individuals to middle-aged people. While adults older than 50 experienced a drop in overall cancer incidence from 1995 to 2020, there was a notable increase in people younger than 50.

Cancer is occurring in more adults at younger ages—before they turn 40 or 50 and sometimes even earlier. These are called “early-onset” cancers, which are diagnosed in adults between the ages of 18 and 49. Because advancing age is the top risk factor for cancer in general, the recent rise in early-onset cancers is worrisome.

Many individuals in this age group are too young for recommended routine cancer screenings—for example, mammography screening typically starts at age 40 and colonoscopies at age 45. And busy lives make it difficult to keep up with routine primary care visits, where family history might prompt a doctor to suggest an earlier screening. Others may not go to the doctor because they have limited or no health insurance—or they believe their health problems are not serious enough to warrant a visit. This can result in diagnosis delays, which raise the risk of cancer potentially being diagnosed at a more advanced stage, which may be harder to treat.

Why are younger people getting cancer? “It’s such an important question, and it points to the need for more research in all kinds of domains—in population science, behavioral health, public health, and basic science as well,” says Veda Giri, MD, a Yale Medicine medical oncologist and director of Yale Cancer Center’s Early-Onset Cancer Program at Smilow Cancer Hospital, which brings together such components as research, clinical services, and care from psycho-oncologic specialists, including psychiatrists and social workers.

“So, right now, we are focusing on recognizing that early-onset cancer is a different type of cancer and providing more support for these younger patients,” Dr. Giri says.

According to the American Cancer Society, people ages 50 to 64 (sometimes referred to as middle-aged adults) are growing in numbers for both the population at large and the population of people with cancer. This shift toward middle-aged patients reflects both steep decreases in the incidence of prostate cancer and smoking-related cancers in older men and increasing incidence in men and women born since the 1950s. Although some of this increase is probably because of the obesity epidemic, there are thought to be other unknown causes as well.

Especially notable is the rise in colorectal cancer diagnoses among people younger than 50. In the late 1990s, colorectal cancer was the fourth leading cause of cancer death in both men and women in this age group, and now, it is the first cause of cancer death in men younger than 50 and the second cause in women that age. The cause of the rise of colorectal cancer cases in younger adults remains unexplained but likely reflects changes in lifestyle exposures that begin with generations born around 1950, the authors say.

Almost 1 out of 3 people diagnosed with colorectal cancer before age 50 have a family history or genetic predisposition. People who know they have a family history of this disease should begin colorectal cancer screening before age 45.

Cervical cancer is increasing in incidence in an even younger population—women ages 30 to 44. (In contrast, the incidence of cervical cancer in women who were among the first groups to have received the HPV vaccine—who are now ages 20 to 24—declined 11% a year between 2012 and 2019.)

The types of early-onset cancer that cause the highest death toll and burden globally are breast cancer; tracheal, bronchus and lung cancer; and stomach and colorectal cancers, according to a 2023 [study](#) published in the journal *BMJ Oncology*.

That study found: “Global incidence of early-onset cancer increased by 79.1% and the number of early-onset cancer deaths increased by 27.7% between 1990 and 2019. Early-onset breast, tracheal, bronchus and lung, stomach and colorectal cancers showed the highest mortality and DALYs in 2019.”

Another look at recommending stretching

For years, conventional wisdom has promoted the belief that stretching to become more flexible leads to better movement, a reduction in pain and injury prevention.

Doctors of chiropractic have recommended stretching for many years, for several reasons. For one, stretching is an essential component of joint health. When muscles surrounding the joints are tight or tense, this can drastically reduce mobility in the joint. Stretching regularly can lengthen these muscles, freeing up the joints and allowing you to move with less difficulty.

To start your day off right, you might consider giving your body a good stretch.



“Stretching in the morning helps warm the body up for the day. It gets your muscles used to moving and helps support normal joint movement, setting you up to move well through the rest of your morning,” says Steven Knauf, DC, the executive director of chiropractic and compliance at The Joint Chiropractic.

If you neglect morning stretches, you’ll wind up with all-over tightness that may lead to pain and even injuries. And while there’s no bad time to stretch, dealing with any problem areas early can benefit the rest of your day.

“Stretching is especially important for people who have less than ideal sleeping conditions,” says Dr. Knauf. “It can help people who frequently wake up with aches and pains.”

Stretching improves circulation, allowing blood to flow more freely throughout the body. Likewise, routine stretching also helps reduce stress and naturally improve energy. Other benefits of chiropractic adjustments and stretching include:

- Relieve post-exercise soreness and pain
- Help prevent future injuries
- Treat existing injuries
- Help improve posture

But, like with everything else, there are always exceptions and caveats.

Dana Santas, known as the “Mobility Maker,” is a certified strength and conditioning specialist and mind-body coach in professional sports. She says there is a popular misconception about stretching: “Flexibility is valuable, but it’s not the only consideration for optimizing joint function. Our joints set the foundation for movement by creating the capacity for your range of motion, and your muscles support joint action. Because functional joints require a combination of both mobility and stability, muscles need to be both flexible and strong to support joints properly.

“Driven by a pervading assumption that flexibility is the ultimate measure of joint health — and because stretching tends to feel good and takes relatively little effort — people frequently focus much more on stretching than strengthening. Unfortunately, this imbalanced approach can lead to joint instability, chronic pain and increased risk of injury. And since stretching is often touted as a cure-all for pain, I have seen too many individuals get caught in an unhealthy, painful cycle in which they stretch even more

to relieve the tension and pain that they are unwittingly increasing with their continued stretching.

“In cases in which the joints are unstable due to issues such as laxity, injury, hypermobility or misalignment, the body will generally compensate by tightening surrounding muscles to provide additional stability. This compensatory mechanism, known as protective tension, acts to protect you from going into a range of motion that your joint can’t support.

“If you don’t recognize when tension is protective in nature and attempt to relieve it by stretching, the body typically responds by increasing the tension. What’s more, stretching aggressively against protective tension can further destabilize the joint and increase the risk of injury.”

The key for doctors of chiropractic is to know when it is best to recommend stretching exercises, and when it might not be the best option for a patient.

After all, the American Chiropractic Association reports that half of all working Americans experience back pain symptoms, and as much as 80% of the population will deal

with back problems at some point in their lives. Factor in a largely sedentary lifestyles, and stretching exercises make sense - probably for most people.

Lynelle McSweeney, D.C., a holistic chiropractor in Reno, Nevada, notes that effectively stretching the upper back to relieve tightness and tension doesn’t have to be overly complicated. You can do many stretches right at your desk or sofa, in just a few minutes — and that’s a good thing because you don’t want to overdo it, at least when first beginning.

She recommends incorporating these stretches, at most, twice a day. “Over-aggressive stretching can exhaust the muscles and actually increase pain and tension,” she says. “In extreme cases, too much or too-rigorous stretching can damage ligaments and muscles, too.

She suggests that during the stretches, try to focus on moving with the breath — gently deepening the stretch on the exhale and relaxing slightly on the inhale.

Never force a stretch, and always listen to your body.

“Join the Pack”

Become a member of the IACP

The IACP acts as a resource, representative and leading advocate for the chiropractic industry in Idaho. We cannot continue to properly serve the chiropractic profession without the commitment and support of exceptional industry leaders, such as yourself. The IACP Board and its members believe that membership in the Association is and should be mutually beneficial to both the Doctor and the IACP, which makes it a perfect cooperative relationship. As a member, you will have multiple opportunities to obtain learning and marketing opportunities, at a discounted rate, through membership, as well as, have an opportunity to utilize the services of the IACP team and its Board. You will also have an opportunity to get involved in important issues, from the center, along with other industry leaders and spokespeople. At the same time, the Association continues to grow and provide broader services to the industry with your support. Join now and be a part of the “pack” that will lead us into the future!



The X-Ray debate heats back up

This [article](#) about the work being done by Dr. Joe Betz, Dr. Deed Harrison, Dr. Paul Oakley first appeared in *Chiropractic Magazine*, published by Lifewest Chiropractic College.

Dr. Harrison is a Life West graduate ('96), president of Chiropractic Biophysics and prolific researcher. Dr. Betz graduated from Life University ('01) and heads the research committee for the ICA. Dr. Oakley is a Palmer College graduate ('03) and a PhD candidate in Kinesiology and Health Sciences at York University. Together they have provided perspective and analysis on this issue that is benefiting the profession as a whole, ensuring that all sides of the debate are covered and the outcomes are solidly based on the entire spectrum of published research and facts.

These three researchers have been at the forefront of the debate on whether spine radiography has clinical utility in chiropractic technique and practice. Over the years Dr. Deed Harrison, Dr. Joe Betz and Dr. Paul Oakley have written critical analyses, literature reviews and studies that rebut the position that X-ray use in chiropractic is unnecessary or even dangerous. The debate has recently re-ignited after a 2020 paper published in the journal *Chiropractic and Manual Therapies* titled, *The clinical utility of routine spinal radiographs by chiropractors: a rapid review of the literature*, by Melissa Corso, Carol Cancelliere, Pierre Côté.

In the mid 1990s the debate began in the scientific literature with Dr. Don Harrison (Dr. Deed's father) on one side and researchers including Dr. Mitch Haas from Western States Chiropractic College and Dr. John Taylor from New York Chiropractic College on the other. These past exchanges in journals and at scientific conferences culminated in 2005 with the publication of the *Council on Chiropractic Guidelines and Practice Parameters* (CCGPP) series of "Guidelines" (now re-branded as the Clinical Compass). Although the profession largely refuted the validity of these guidelines, they ultimately were used by many in the insurance managed care industry. The diagnostic imaging guidelines adopted by the CCGPP/Clinical Compass were prepared by Dr. André Bussi res, professor at McGill University and Trois-Rivi res University college of chiropractic. They included no studies on subluxation assessment and technique nor patient outcomes regarding X-ray. Volumes of studies were ultimately ignored or excluded in their analysis of the literature.

Drs. Don and Deed Harrison, Betz and Oakley responded by beginning work on a counter-guideline that looked at

everything that the CCGPP red flag guidelines were not willing to look at. This project took several years and was finally published in 2009 as the *Practicing Chiropractor's Committee on Radiology Protocols* (PCCRP Guidelines). Endorsed by many national and international chiropractic bodies, this document was also accepted for inclusion in the National Guideline Clearinghouse and included around 1200 research citations.

While the guideline debate was raging, the attacks in the peer-reviewed literature continued with Drs. Sanne Toftgaard Christensen and Jan Hartvigsen publishing a systematic literature review with the goal of determining whether sagittal spinal curves are associated with health in epidemiological studies. This study was published in the *Journal of Manipulative & Physiological Therapeutics* in 2008. This review found that the entire sagittal plane of the spine is irrelevant and meaningless to patient outcomes.

Again, Drs. Harrison, Betz and Oakley teamed up to write the rebuttal. JMPT would not accept the formal critiques and the team ended up writing a major review of the Christensen and Hartvigsen paper that was published in the *Annals of Vertebral Subluxation Research*, Volume 2009. They found that the authors had overlooked the majority of the studies specific to their research question including seventy-four studies that were left out of their literature review. Analysis of the data provided by the authors in these missed studies combined with the studies cited in the literature review showed that 78% of the total studies found a positive association between sagittal plane curves/posture and health disorders. Drs. Harrison, Betz and Oakley remain perplexed how Drs. Christensen and Hartvigsen could have missed nearly all of the studies showing a positive correlation between sagittal spine alignment and various health parameters, including pain.

When asked by Dr. Ron Oberstein, President of Life West, in his Leadership Lines series of webcasts, why the gap is so wide in the research, Dr. Oakley pointed out that many of the PhD/DC researchers and writers use a very academic lens and seldom if ever have been in practice. Their grasp of the practice of chiropractic was limited by this and it showed in the research outcomes. In the same interview, Dr. Betz stated he felt that these researchers were trying to do what is best for the profession, but the outcomes were contrary to what has been seen in practice for over 100 years. They were trying to pigeon-hole chiropractic into a more pain-centric model of care and did not focus on the impact the

spine had on overall health. Dr. Harrison commented that an agenda to make X-ray look unscientific is a flawed process and very bad for the profession.

More recently, the X-ray issue took off again in 2018 with the publication in the journal *Chiropractic and Manual Therapies* of the article titled, *Current Evidence for Spinal X-ray Use in the Chiropractic Profession*. Written largely by researchers from Macquarie University in Sydney Australia, the article generated heated debate at the World Federation of Chiropractic 2018 Conference in Berlin, which resulted in the ACA adopting their often critical and controversial *Choosing Wisely* statement. As Dr. Harrison stated in a webcast: "...then we all know what red flag X-ray is – don't X-ray patients regularly in your practice, don't use X-rays for safety, don't use X-rays to change the spine, don't ever take post X-rays."

In October 2019, Drs. Harrison and Oakley responded to the Macquarie article in the *Annals of Vertebral Subluxation Research* with their article titled, *Selective Usage of Medical Practice Data Misrepresentations and Omission of Conflicting Data to Support the 'red flag only' Agenda for Chiropractic Radiography Guidelines*.

And then in 2020, the most recent episode of this debate landed with the publication of the article by Melissa Corso, Carol Cancelliere, Pierre Côté noted above. This was termed a "rapid review of the literature" and was commissioned by the College of Chiropractors of British Columbia (CCBC).

In February 2021, the CCBC approved amendments to the Professional Conduct Handbook (PCH) Part 2, Part 15 and Appendix L regarding diagnostic imaging in the practice of chiropractic. The changes allow the use of X-ray "only if the application of X-rays is indicated by a patient history or physical examination that identifies serious pathology or clinical reasons to suspect serious pathology." In addition, the rules now state: "routine or repeat X-rays used as a regular protocol during the evaluation and diagnosis of patients are not clinically justified."

It is extremely important to note that the rapid review by Dr. Côté failed to include any research papers published since 2005 and ultimately included only nine articles in their analysis. And once again, the journal that published this research article (*Chiropractic and Manual Therapies*) refused to publish any letters to the editor from several sources criticizing the methodology and findings of the study. The critical analysis of this research article had to be sent to an outside journal. The critique article was finally published

in the journal *Dose Response* in November 2021 by the ICA Rapid Response Research Review Subcommittee with the title, *Smoke Screen to Distract From Flawed Science: A Response to Côté et. Over Criticisms to Their Deficient 'Rapid Review' on Chiropractic X-Ray Utility*. The authors showed dozens of chiropractic studies that were missed according to the Corso article's own strict inclusion/exclusion criteria, as well as over 100 others that showed definitive clinical utility of X-ray use in the screening, assessment, diagnosis, and follow-up of patients seen in routine chiropractic practice.

It is likely this debate will continue on as provincial and state governments take one side or another. Critical for these decisions is to ensure the academic and scientific integrity of the research that is being produced.

Dr. Harrison, as head of Chiropractic Biophysics and a clinician, sees the largely academic approach of the anti X-ray lobby as unfortunate:

"The Côté study did not look at the thirteen randomized trials that my (Biophysics) group has done that clearly document that X-ray utilization and X-ray based care actually improves patient outcomes across the board."

Dr. Oakley observed that, "the big elephant in the room is that X-ray exposure is no longer the cause of cancer it once was attributed to, and in the Côté responses to our letters to the editors of the journal, not once was there any mention of radiation exposure. The arguments were purely academic."

He continued: "The whole rationale of rapid literature review, inappropriate referencing with the WHO guidelines, eliminating valid studies not performed by chiropractors, missed and excluded reliability studies and clinical outcome studies, failure to include upper cervical, full spine, pelvis and leg length equality papers, failure to include studies on anomalies and pathologies that would alter manipulative treatment, failure to define red flags and eliminating valid studies based on bias, and very strong conclusions based on little and conflicting evidence, this all points to anti-imaging bias."

Of one thing we can be certain: this debate has not ended. As Dr. Oberstein thanked Drs. Deed Harrison, Joe Betz and Paul Oakley for their contributions, he concluded that what was at stake was academic integrity in research and the highest ethics in chiropractic research, to enable the profession to come together around the many techniques that utilize imaging for better patient outcomes.



Chiropractic News

WDC scholarship award available

Every year, Women Chiropractors gives away a \$1,000 to a woman DC, chosen by the criteria below. This is given in honor of Linda Elwart Atkinson DC, who was a blessing to many, who did great things in our profession, and one whom we want her legacy to live on. Apply below to be considered for this \$1,000 gift.

The candidate must be a woman doctor of chiropractic in practice for two or more years and be a womenchiropractors.org dues paying member. Submit a 100 word minimum, not more than 300 words essay on "What the Women Chiropractors Community has meant to me". In this statement 300 word maximum, explain how this award will aid you in practice. Applications must be received by the WDC no later than May 20, 2024 to be considered.

How the WDC will assess your essay: Sincerity, creativity, value to our members and/or readers. The winner will be announced on the www.womenchiropractors.org website and social media on June 5, 2024. You will be contacted no later than June 4, 2024 if you are awarded this scholarship, via email.

[Click here](#) for more information or to apply.

Women Chiropractors® is a non-profit organization dedicated to providing a worldwide community that supports, empowers and connects women who are chiropractors. We help women chiropractors achieve their purpose and goals personally and professionally. We are an inspiration to one another by sharing knowledge—and sharing of ourselves—with a globally united sisterhood, aimed at helping with technique, business, philosophy, and life. Through a highly connected and interactive Facebook group, WDC Connects events, biannual conventions, a re-entry program, CE courses, and much more, Women Chiropractors® is leading the way for women to thrive in the field of chiropractic.

ACA launches Fellowship to prepare future health policy experts

The American Chiropractic Association (ACA) has launched a Health Policy Fellowship to educate doctors of chiropractic about health policy, coding and other complex issues and

to prepare them to advocate on behalf of the chiropractic profession in the future.

ACA members selected to participate in the fellowship's first cohort are: Cynthia Chapman, DC, MPH, of Occoquan, Va., Della M. Schmid, DC, MS, of Newtown, Conn., and Morgan Price, DC, of Seattle, Wash.

"This is an opportunity for members to develop knowledge and skills that will expand ACA's capacity to influence policymaking at the national level," said ACA President Leo Bronston, DC, MAppSc, who has been active in health policy and coding initiatives at ACA for more than 10 years and was recently appointed to the American Medical Association's CPT® Editorial Panel.

The one-year fellowship will begin with an orientation period, after which participants will gain first-hand experience in AMA's procedures for developing and valuing physical medicine codes by regularly attending CPT meetings and observing the process and related discussions. Fellows will also learn about areas such as coding guidance, payer engagement and payment reform.

Over time, ACA hopes to build a cadre of experts who will be equipped to contribute to the policymaking process in a variety of contexts, from submitting comments to federal agencies to representing ACA and the chiropractic profession within external healthcare organizations, coalitions and other initiatives pertaining to national health policy.

Dr. Coralee Van Egmond Student Scholarship Fund awards given

The International Chiropractors Association (ICA) has announced the names of awardees of the Dr. Coralee Van Egmond Student Scholarship Fund, given during the Boots and Bourbon Scholarship Fundraiser Dinner, held Saturday, April 13, 2024, as part of the ICA 98th Annual Convention – Serving Those Who Served.

Three outstanding chiropractic students were recognized for their achievements and commitment to the field: Student Dr. Lydia Hill from Cleveland University Kansas City, Student Dr. Joeli Koenig from Palmer College of Chiropractic, and Student Dr. Marjan Sadeghi, also from Cleveland University

Kansas City. Each recipient was awarded a \$1,000 scholarship from the Coralee Van Egmond Student Scholarship Fund.

Scholarship winner Joeli Koenig expressed her enthusiasm for the Student International Chiropractors Association (SICA), saying, "Being a part of the SICA has been one of my favorite parts of school, and I look forward to many, many more years of being part of such a GREAT association with such great values."

Marjan Sadeghi also conveyed her gratitude: "I [want] to express my heartfelt appreciation for being selected as a recipient of the Coralee Van Egmond scholarship. Your support means the world to me, and I am truly honored to receive this recognition. Thank you for this incredible opportunity. I look forward to the impact this scholarship will have on my academic journey."

The Boots and Bourbon Scholarship Fundraiser Dinner was not only a celebration of academic excellence but also a testament to the generous spirit within the chiropractic community. During the event, ICA received pledges totaling nearly \$10,000. These continued donations allow the ICA to continue to support chiropractic education and the future leaders of the profession while honoring long-time staffer, Dr. Coralee Van Egmond.

Parker Seminars proudly presents its "Invictus" Event in Orlando, June 7-9, 2024

If you're looking for a great summer getaway that simultaneously fulfills some of your required CE hours, look no further than [Parker Seminars Orlando 2024](#), hosted at the Gaylord Palms Resort and Convention Center. Attendees

can register for various class tracks, explore the large Expo Hall, attend exclusive Parker Seminars parties, and so much more! You don't want to miss this exciting experience packed with inspiration, learning, and networking.

World-Famous Keynote Speakers

With more than 20 renowned speakers, the event's keynote speakers include author and modern stoic Ryan Holiday, scientist William Li, doctor and author Robynne Chutkan, and Parker University President Dr. William E. Morgan.

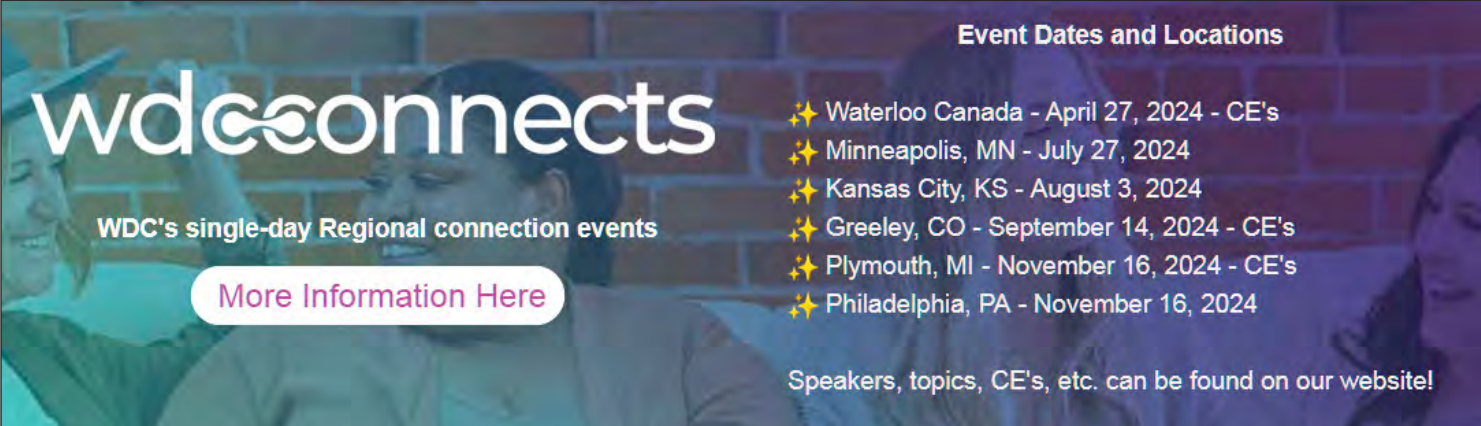
The Ideal Location for Family Fun

The spectacular Gaylord Palms Resort and Convention Center offers family-friendly entertainment, restaurants, and breathtaking gardens. Stay close to Walt Disney World® and other theme parks while immersing yourself in the sights of Kissimmee, Florida. Parker Seminars Orlando provides an excellent opportunity to bring the entire family along and turn your work trip into a summer vacation!

With workshops, book signings, an Expo Hall and Extravaganza, the WCWC Luncheon, the Party in the Atrium, and tons of great networking opportunities, Parker Seminars Orlando is the chiropractic event of the summer! If you plan to attend, register here to take advantage of Parker Seminars' special pricing.

The path to victory requires mastery of your skills, growing through the storm of change, and embracing the competition. Lend your ears and learn. Square your shoulders and advance your practice. Show your patients they are unconquered. Do not fear. Persevere. Invictus!

WDC Connects is a series of regional events held all across the United States with the purpose of offering women chiropractors an opportunity to sharpen their skills as a DC, learn more about how to grow their business, connect with other women chiropractors, network with others in the field and more! And best of all, attendance at a WDC Connects event is FREE! It's one more way we at Women Chiropractors work to support you and your practice.



wdcconnects

WDC's single-day Regional connection events

[More Information Here](#)

Event Dates and Locations

- ✦ Waterloo Canada - April 27, 2024 - CE's
- ✦ Minneapolis, MN - July 27, 2024
- ✦ Kansas City, KS - August 3, 2024
- ✦ Greeley, CO - September 14, 2024 - CE's
- ✦ Plymouth, MI - November 16, 2024 - CE's
- ✦ Philadelphia, PA - November 16, 2024

Speakers, topics, CE's, etc. can be found on our website!

Chiropractic College News

Rory Hill, DC, donates equipment to Cleveland University-Kansas City

Chiropractic students at Cleveland University-Kansas City (CUKC) will benefit from the generosity shown by a friend of the University. Dr. Rory Hill, owner of Hall Chiropractic & Wellness Center, donated an H-wave electrical stimulation device to the University. Valued at nearly \$2,000, the equipment can be used to treat both acute and chronic pain, and will be used as a teaching tool by the CUKC faculty.

Dr. Stuart McIntosh, an associate professor in the College of Chiropractic at CUKC, said H-wave represents a form of electrical stimulation, a widely employed passive modality in chiropractic practice. He said numerous guidelines endorse the use of passive modalities, including electrical stimulation, when used to promote an active treatment plan.

McIntosh said while many patients initially seek chiropractic care for musculoskeletal pain, the H-wave can reduce patient pain in a way that enables more efficient hands-on treatments by the doctor. Beyond the clinic setting, the H-wave device provides a drug-free pain management option, contributing to enhanced functionality.

Because chiropractors have a variety of options in the use of passive modalities. It is important for students to possess a broad knowledge base in that arena when they leave the University. For that reason, the faculty objective is to familiarize students with a variety of those modalities.

“We not only instruct on how to use each modality but, more significantly, guide students on the appropriate integration of each modality within the chiropractic treatment approach,” McIntosh said. “H-wave will serve as another modality for students to workshop in class.”

Because the education of the next generation of chiropractors requires a mastery of multiple skill sets, this gift will help students make themselves more marketable, while being better prepared for the career that lies ahead.

“Donations like this allow us to introduce our students to the equipment they will utilize in practice,” McIntosh said. “For our students starting their own solo practices, they

can make well-informed decisions about what services to offer to their patients. For our students going out to work as associates, they will be able to seamlessly enter the practices as a productive member of the team.”

If you, or someone you know is a practitioner who has equipment to gift that would benefit students at CUKC, please contact Jessica Ramirez at jessica.ramirez@cleveland.edu.

NUHS celebrates Spring 2024 graduates

Amidst plenty of cheers and applause, National University of Health Sciences celebrated the hard work and accomplishments of its Spring 2024 graduates at the April 19 commencement ceremony. Graduates received diplomas in chiropractic, naturopathic medicine, advanced clinical practice, acupuncture and biomedical sciences.

Kristine Aikenhead, DC, who retires this spring after dedicating her entire 33-year career to chiropractic and naturopathic medicine education at National University, served as commencement speaker. She shared the moment she realized her purpose in chiropractic medicine and encouraged students to find their purpose too.

“Today at your commencement, you are receiving a call to adventure,” she said, adding that graduates should hold true to their purpose and stay the course during challenges. “You actually still have a lot to learn and a lot of growing to do.”

Valedictorians of the chiropractic medicine, naturopathic medicine and biomedical sciences programs also shared



remarks of encouragement. Joe DeMaria, valedictorian of the naturopathic medicine program, reminded students to cherish this moment.

“Go out there and change lives, changed lives changes the world, but first on this day of our commencement, go and celebrate,” he said.

Larry John Pepper III, valedictorian of the chiropractic medicine program, told students to continue to push the boundaries of their knowledge.

Northeast College Winter 2024 ceremonies advance 73 students

Northeast College of Health Sciences hosted its Winter 2024 Ceremony Week, holding three rites of passage to advance 73 chiropractic students and celebrate their achievements. The Commitment to Excellence Pledge event was held on March 27, Transitions Ceremony on March 28, and Winter Commencement on March 30, all on the College’s Seneca Falls campus.

Twenty-one new doctors of chiropractic received their diplomas during Northeast’s Winter 2024 Commencement ceremony. This degree is comprised of 10 trimesters of study, including courses such as biochemistry, gross anatomy, neuroscience, nutrition, and business management, as well as extensive hands-on clinical experience and research.

Student Government Association Executive President Lauren Williams (D.C. ’24) presented the student address, professor Dr. Scott Coon delivered the faculty address and Chair Rick Rosa (D.C. ’96) presented a greeting on behalf of the College’s Board of Trustees. “We deeply care and are very proud of your individual achievements,” Rosa said.

President for the Foundation for Chiropractic Progress (FCP) Sherry McAllister, D.C., addressed the class as the keynote speaker. She first recognized the perseverance of these graduates, who began their chiropractic studies during a pandemic. McAllister told the class, “You have our deepest respect” for having the courage and confidence to commit to learning while confronting the unknown.

“Chiropractic is the study of health and what causes man to live,” continued McAllister, who works to showcase the benefits of chiropractic care in her role as FCP president and in her private practice in San Jose, Calif. “Live well, graduates. May each day be a testament to your commitment to health, healing and humanity. Congratulations.”

NUHS protomtes Community Wellness Awareness

The NUHS Whole Health Center has hosted a successful health fair that helped elevate community health awareness and engagement. Community Appreciation Week, which is held each trimester and spearheaded by DC Clinician Sonia Joubert, DC, MS, CKTP, offers screening assessments in an effort to elevate community health awareness and engagement.

“The event in March succeeded in both reaching new individuals and fostering their ongoing engagement with healthcare services,” Dr. Joubert said.

The primary focus of the event was health screening for the community, highlighting the exclusion of current patients to ensure maximum community outreach. The screening assessments were comprehensive, blood glucose and cholesterol screening, an electrocardiogram (EKG) to measure the electrical signals in the heart, chiropractic screening to assess posture and muscular imbalances, body mass index (BMI) calculation, and foot scanning to demonstrate how imbalances in the feet could impact functional activities of daily life.

Dr. Joubert guided interns through each of the comprehensive screening assessments, including Total Cholesterol and Glucose screens, electrocardiogram screens, and the utilization of Cholestech, EKG machines, and the Foot Levelers kiosk. She also instilled in them the significance of interpreting test results and effectively communicating those results to the participants.

Sherman unveils ‘Gelardi Think Tank’

Dr. Jack Bourla, president of Sherman College of Chiropractic, welcomed Sherman’s founders, Drs. Thom and Betty Gelardi to campus on Thursday, March 21, 2024, for a surprise ribbon cutting of the “Drs. Thom and Betty Gelardi Think Tank,” a dedicated office space exclusively for the Gelardi’s use. The Drs. Gelardi had the honor of cutting the ribbon for their new space, and they were also presented with official Sherman ID badges. A spring floral bouquet was presented to Dr. Betty. “We want to express to both of you how much we appreciate all the things you did and have been doing for chiropractic, and especially for Sherman College. We want you to have a home while you’re here, so we have created the Dr. Thom and Betty Gelardi Think Tank. This is your space to come whenever you’re here.”



IACP Marketplace

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26 YEAR ESTABLISHED PRACTICE FOR SALE: IDAHO FALLS, ID. Activator Protocol Examination with Treatment with the Impulse Instrument. Located at 1348 E. 17 th ST., The Main Street of Idaho Falls. BUILDING HAS BEEN SOLD. 90-120 DAYS TO SECURE YOUR NEW PRACTICE LOCATION. Assistance with the move/transfer of the practice will be provided. I need someone to care and love my patients as I have. I work a & hour 7 hour day M-W-F. I see 40-55 office visits weekly, with a patient base well over 3500 patients. Contact Dr. Burke at 208-589-5077.

Posted 5/15/2024

Equipment for Sale: Subluxation Station - \$1,500: Purchased in 2017 - Includes Computer and Keyboard - The Subluxation Station is a neurospinal screening and evaluation system that uses surface electromyography (SEMG) technology originally designed to measure changes in the spinal muscles of astronauts. This spinal care technology is now used at Inspired Chiropractic, along with other technologies to assess the spinal muscle of our clients. It is the only such system in the world certified as a 'Space Technology'. **Small Neuropatholator** - \$300: Purchased in 2016. **Neuropatholator Wall Chart and Computer Software from Visual Odyssey** - \$500: Purchased in 2017

- Helps bring instant patient comprehension when a button is pushed
- Helps the patient get the "big idea" between spine and organ correlation
- Helps save you time while not sacrificing the quality of the patient visit
- Designed to help you create a custom per patient slideshow for each visit
- Features a webcam spinal screening tool
- Graphics to use for workplace education, lectures, and ROF's

For more information please contact Dr. Paul Edwards: edwardsdc@aol.com

Posted 4/4/2023

For Sale: BridgeTower Chiropractic. Your Opportunity to Own a Thriving Practice. Location: Nestled in the heart of Meridian on Ten Mile, BridgeTower Chiropractic stands as a beacon of health and wellness for the community. Established Excellence: With a legacy spanning 17 years, BridgeTower Chiropractic has become synonymous with exceptional care and dedication to its patients. Smart Overhead Management: The practice's savvy approach includes subletting one-two rooms, effectively offsetting most of the rent and ensuring a financially sound operation. Prime Accessibility: Situated for convenience, BridgeTower Chiropractic draws patients from various surrounding areas, providing a strategic advantage in the local healthcare landscape. Streamlined Payments: Simplifying the administrative process, the practice collects payments and co pays upfront, eliminating the need for billing and ensuring a smooth patient experience. Robust Patient Base: Boasting 3000 patient files, the practice enjoys a loyal following and a steady flow of 55-60 patients weekly over four days, ensuring a stable revenue stream. Cutting-Edge Care: Embracing innovation, BridgeTower Chiropractic offers non-manual adjusting with the ProAdjuster, ensuring the highest standards of care and patient comfort. Your Next Step: Take the reins of this thriving practice and make it your own. Contact us today to learn more about this exceptional opportunity to step into a successful chiropractic practice with a reputation for excellence. Text or call 208-846-8898.

Posted 03/11/2024

Office Posters



We have created a FREE [printable PDF](#) of the

Integrating chiropractic care with a stretching program

poster on the following page, and
the following posters are available online:

The drug-free approach to pain reduction

Get up and move!

STRETCHING for better joint health

Easy exercises to keep your neck healthy

Were you pain free this morning when you got out of bed?

Tips for safe stretches

Don't let pain keep you from enjoying life

Walking now touted as "a wonder drug"

Four ways to avoid pain and injury when starting an exercise regime

Please feel free to print out and use any or all of the flyers.
Or, make them available as handouts to your patients.

They are available on the website,
www.IACPnews.com in an easy to print format.

Each has the following tagline:



***This healthy living information is provided by
your Doctor of Chiropractic and the
Idaho Association of Chiropractic Physicians (IACP) .***

Integrating chiropractic care and a healthy stretching program

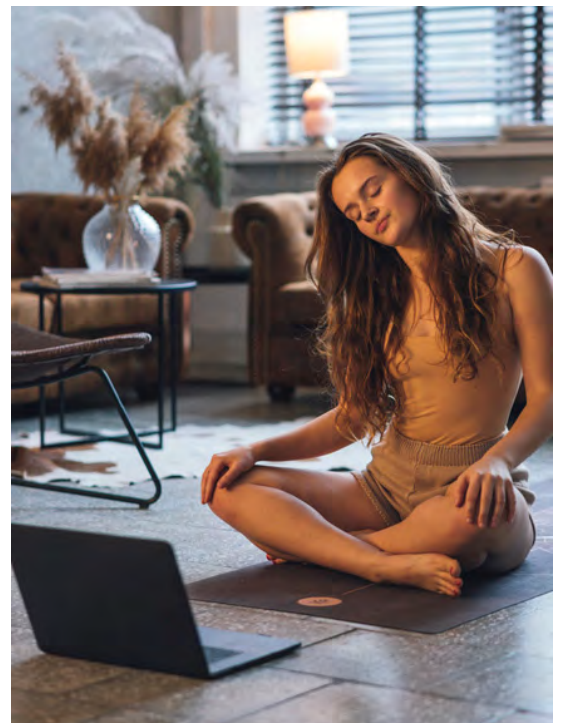
Back pain is a common ailment affecting millions worldwide. It can significantly hinder daily activities, making even simple tasks challenging. Simple, at-home stretches, combined with regular chiropractic adjustments, can provide significant relief.

Your Doctor of Chiropractic can guide you through stretching techniques and can help design a personalized stretching plan. DCs consider your unique musculoskeletal structure, physical goals, and potential limitations to create stretches that align with your unique needs. This individualized approach ensures that you reap the full benefits of stretching, maximizing flexibility, range of motion, and performance potential while minimizing the risk of injury - and, reducing pain!

To maximize the benefits, incorporate the stretches your Doctor of Chiropractic recommends into your daily routine. Early morning or evening sessions can help maintain spinal flexibility. Pair this routine with regular chiropractic adjustments to enhance your spinal health further.

Remember, consistency is key. Back pain doesn't have to be a constant companion in your life. With simple stretches and regular chiropractic care, you can take significant steps toward alleviating pain and improving your spinal health.

A program of regular stretching can be very beneficial. They're even more effective when combined with regular chiropractic care. Chiropractic adjustments help correct spinal alignment issues, improving your overall mobility and reducing pain. Regular visits to a chiropractor can also help identify and address potential issues before they become problematic.



*This healthy living information is provided by
your Doctor of Chiropractic and the
Idaho Association of Chiropractic Physicians (IACP) .*

The Idaho Association of Chiropractic Physicians

The IACP News

Display Advertising Policy, Rates and Information

The Idaho Association of Chiropractic Physician's *IACP News* is a full-color digital newsletter, published monthly and distributed to member doctors of chiropractic across Idaho as well as out-of-state members and student members.

Format: *The IACP News* is produced in a state-of-the-art digital format. It can be opened and viewed online from both the IACP website at <https://iacp.wildapricot.org/> and also from the publication site: www.IACPnews.com. The publication site has both current and back issues of *The IACP News*. Questions about the digital format, the website, or display advertising should be directed to C&S Publishing at CandSpublishing@gmail.com.

Classified Ads: IACP accepts classified ads. They are published without cost for IACP members, but can also be purchased for \$100 by non-members. For additional information about placing a classified ad, contact Caroline Merritt, IACP Executive Director at (208) 515-6263 or caroline@idahotruenorth.com.

Ad Sizes and Rates: IACP reserves the right to determine position and placement of all advertising. Special positioning may be purchased for an additional 20% if space is available. Inside Cover and Back Cover are charged additional 20% for special positioning. **15% off these rates for IACP Members.**

Ad Type	Ad Size	1 run	3 runs	6 runs	12 runs
Full page (bleed)	8 5/8" wide by 11 1/4" tall	\$450	\$414	\$378	\$330
Full page (boxed)	8" wide by 9 3/4" tall	\$450	\$414	\$378	\$330
Half page	8" wide by 4 3/4" tall	\$267	\$264	\$224	\$190
One Third (V)	2 3/8" wide by 9 3/4" tall	\$190	\$174	\$159	\$140
One Third (H)	8" wide by 3 1/8" tall	\$190	\$174	\$159	\$140
Quarter Page	3 7/8" wide by 4 3/4" tall	\$160	\$146	\$134	\$115
One Sixth	3 5/8" wide by 2 7/8" tall	\$105	\$97	\$88	\$75

Rates are for full color ads **per insertion**. Ads published under a multi-run contract can be changed for each issue at no additional cost. Flash animation (.swf files), animations (.gif format) and video clips can be added to any ad. There is no extra charge for video clips or multi-media in ads unless "assembly" of the ad is required. Some file size limitations apply. For details contact CandSpublishing@gmail.com. Email camera-ready ads in high resolution Adobe Acrobat (.pdf) format to: CandSpublishing@gmail.com. Ad creation and graphic design services are available through C&S Publishing at no additional cost.

Acceptance of Advertising: IACP reserves the right to refuse any advertisement with or without reason or explanation including any ad that, in the opinion of IACP, is unethical, makes extravagant claims, misrepresents, is unfair or harmful to other advertisers; violates postal, anti-trust or U.S. currency regulations; or is deemed inconsistent with the objectives of the IACP.

The IACP News is produced for the IACP by C&S Publishing

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