



## Prosperity Through Unity Exceptional Care for Idahoans

August 2022

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# New Harris study of pain and mental health

Nearly half of U.S. adults (44%) report that they have experienced physical pain that they believe was worsened due to mental or emotional pain, according to a Harris Poll conducted on behalf of the Foundation for Chiropractic Progress (F4CP), a nonprofit dedicated to informing and educating the general public about the value of chiropractic care.

Mental health was thrust into the spotlight during the COVID-19 pandemic as people, faced with a new virus, became isolated in their homes away from friends, family, and support networks, leading to a [25% growth](#) in the prevalence of anxiety and depression, according to the World Health Organization. During the 2020 peak of the pandemic, mental health visits represented [40% of telehealth visits](#), according to KHN (Kaiser Health News). That same year, the *Journal of Psychiatric Research* [reported](#) that from 1990

to 2017, worldwide cases of depression grew from 172 million to 258 million, representing an increase of 50%. The study noted that, “Depression is the most common mental illness worldwide. It has become an important public health problem.”

Even before the pandemic, though, the U.S. faced another nationwide health crisis of physical pain. A study released in 2021 showed that [pain prevalence had grown 10%](#) from 2002 through 2018 across adults ages 25 to 84. Chronic pain has a strong association with opioid and substance use disorder – another public health crisis that worsened during the COVID-19 pandemic. The study concluded:

“This study has documented steep, sustained, and pervasive increases in chronic pain among Americans across the adult

*Continued on page 4*

# Chiropractic care excels at pain management

While levels of chronic pain appear to be increasing across the United States, more and more people seek to avoid surgery or potentially addictive drug treatments for their pain. Instead, they are turning to safe chiropractic care as a smart alternative to conventional types of pain management.

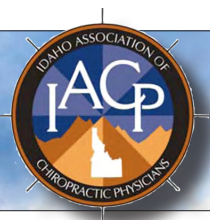
In response to the emerging opioid crisis, the American College of Physicians (ACP) made a significant update to its guidelines concerning low back pain, recommending alternative therapies that are non-pharmaceutical first. In addition, the Joint Commission, a nonprofit that accredits more than 21,000 U.S. health care organizations and programs, released pain assessment and management standards in 2017 that require hospitals to either provide or educate patients about non-pharmacologic pain treatment options, including chiropractic care. Similarly, the Centers for Disease Control (CDC) Guideline for Prescribing Opioids for Chronic Pain says that physicians need to “provide safer,

more effective care for patients with chronic pain” and that “non-opioid therapy is preferred for chronic pain outside of active cancer, palliative and end-of-life care.”

One of the most effective and sought-after types of non-drug pain management is chiropractic treatment. Chiropractic physicians are equipped with a wide array of diagnostic tools and treatment options to help bring relief from pain without surgery or drugs. Many are also trained to incorporate acupuncture and massage therapy techniques in their pain management treatment plans. The ability to provide this type of range of care is why a number of National University of Health Sciences chiropractic students opt for more hours in acupuncture training, or choose to pursue dual chiropractic and acupuncture degrees that expand their practice options.

Many people complain about having pain but think it’s just

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# IACP

*The mission of the Idaho Association of Chiropractic Physicians (IACP) is to act as the unified voice, leader and stalwart supporter of the individual licensed doctors of chiropractic and supporting associates who provide exceptional health care and wellness to the patients and communities of Idaho. In supporting our Idaho chiropractic physicians, the IACP will work diligently to protect, enhance and build opportunities for the chiropractic industry and increase public access to chiropractic care.*

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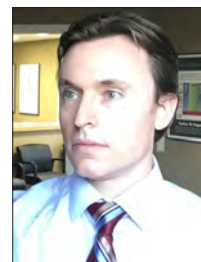
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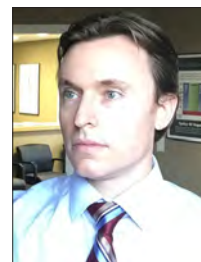
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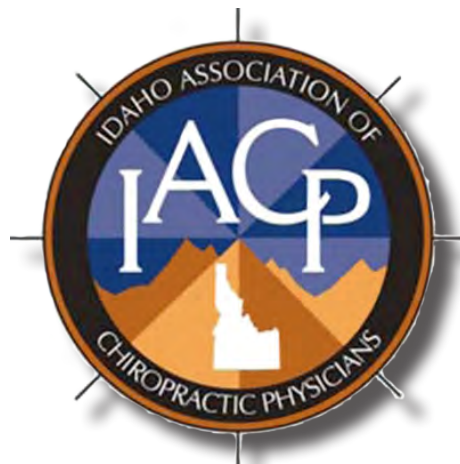
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# Harris Poll finds toll of mental health issues on physical health disproportionately affects women and young adults

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life span. This is a concerning finding that should stimulate new research in demography and other social sciences. We found that key correlates of the rise in pain prevalence include not only specific diagnoses, such as arthritis, but also psychological distress, increased body weight, and heavier alcohol use—factors that highlight the psychosocial roots of pain in populations (Carr 2016). Given its links to both physical and psychological well-being, chronic pain could be conceptualized as a holistic measure of population health and could supplement the disability and longevity measures that have long been the central focus of health demography. Our findings support the need for broad interdisciplinary research on, and interventions for effective responses to, the growing problem of pain in the United States.”

“The link between mental health and physical pain is well established in the healthcare community, but COVID-19 broadened the public’s understanding of this association and how managing one condition without treating the other is counterproductive,” said Sherry McAllister, DC, president of F4CP. “Doctors of chiropractic (DCs) have always recognized this connection and strive to manage every neuromusculoskeletal condition effectively. If they determine a patient needs care outside their scope, DCs are happy to refer and collaborate with other healthcare providers to help their patients achieve all of their physical and mental health goals.”

## **Age, Sex and Geographical Differences**

Concerningly, this link between worsened physical pain and mental health is more common among younger poll participants. For example, the Harris Poll shows that more than half of 18-to-34-year-old (53%) and 35-to-44-year-old participants (61%) report they have experienced physical pain they believe was worsened by mental or emotional pain. Only 23% of participants 65 years old and older report that mental or emotional pain worsened their physical pain.

“Younger adults consume much more technology, both during work and personal time,” said Dr. McAllister. “Scientific correlations are linking the mass use of technology in the last 30 years with the upsurge of anxiety and depression that we are seeing across the globe. In the chiropractic profession, we have long recognized the role of thoughts, trauma and toxins, which we refer to as ‘the 3T’s’ in the realm of health and disease. Technology in this sense has become a toxin that also affects our thoughts and drives behaviors.”



Another disparity between participants is that 48% of women report worse physical pain due to mental or emotional pain compared to only 39% of men. Women ages 35 to 44 most often reported the link (69%) while men ages 65 and older least often reported greater physical pain due to mental or emotional pain (17%).

[Clinical research](#) has demonstrated differences between men and women in pain sensitivity and response to pain management, across acute and chronic pain. [Research](#) has also found women experience greater clinical pain, suffer greater pain-related distress and show heightened sensitivity to experimentally induced pain compared with men, which may also account for the variation in poll responses.

Geography appears to play a role, too, with 49% of poll participants in the northeast region of the U.S. reporting greater physical pain due to emotional or mental pain compared to 40% of poll participants in the western region of the country. A number of factors could play a role in the geographic disparity, Dr. McAllister says, including weather, with some research showing more sunlight being associated with lower depression. Paradoxically, since the northeast U.S. has some of the highest access to mental and behavioral health professionals, it could be greater awareness of mental health challenges that influenced the survey results.

“Everyone suffers from pain at some point in their life and it is up to the entire healthcare community to not just treat symptoms, but rather identify and manage all of the root causes of these conditions whether they be in the bones, nervous system, muscles or mind,” Dr. McAllister said. “The results of this Harris Poll will hopefully remind and inspire healthcare professionals to approach every patient holistically to help them achieve optimal outcomes.”

To learn more about the mental-physical health connection, [download the F4CP eBook: Depression, Dopamine and Drug-Free Interventions: How Chiropractic Care is Supporting Mental Health](#).

# Chiropractic care excels at pain management

*Continued from front page*

something they have to live with, that it's somehow normal. Then there are those who suffer because they think the only solution is muscle relaxers or other pain medications, and they don't want to take drugs that may impair them or be potentially addicting. Too often, they don't know that chiropractic physicians can offer them relief.

One of the most common myths about chiropractic physicians is that they only treat back pain. In fact, patients are increasingly seeing chiropractic doctors first for a wide variety of acute and chronic pain, including headaches, athletic injuries, and fertility and pregnancy-related conditions. Chiropractic physicians focus on the musculoskeletal and nervous systems, and how they impact patient health. These professionals may work in collaboration with patients' other health care providers to diagnose, treat and manage their health conditions.

The choice of treatments will vary depending on each patient's unique needs and life situation, because

chiropractic medicine is a holistic approach to health care. For example, in addition to or instead of spinal manipulation your chiropractic doctor may recommend therapeutic stretches and exercises as part of a daily health regimen to help reduce pain, prevent musculoskeletal deterioration, or improve strength and range of motion. Soft tissue manual therapy may also be applied to improve muscle and ligament function.

The ultimate goal of chiropractic medicine is to identify the source of the pain and return the body to its proper musculoskeletal alignment so it can heal itself without the need for medication or surgery. According to the American Chiropractic Association (ACA), recognition of chiropractic therapy as a non-drug approach to pain management is gaining support. The benefits of chiropractic care include:

- Minimizing risk of pain medication dependence
- Treating the causes of pain with natural approaches
- Reducing inflammation
- Improving athletic performance by reducing pain, inflammation and other related conditions

**The Benefits of Chiropractic Care**

- 1 Treating the causes of pain with natural approaches
- 2 Reducing inflammation
- 3 Improving athletic performance by reducing pain, inflammation and other related conditions
- 4 Minimizing risk of pain medication dependence

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# National Chiropractic Health Month 2022



## Chiropractic is on the frontline for pain

The American Chiropractic Association (ACA) and doctors of chiropractic nationwide will celebrate National Chiropractic Health Month (NCHM) 2022 this October with the theme **“Chiropractic: On the Frontline for Pain.”** National Chiropractic Health Month 2022 will promote the use of non-drug approaches such as chiropractic services as a first line of defense against pain. The campaign will highlight how research and guidelines today support chiropractic and other non-drug approaches as a first line of defense against musculoskeletal pain.

Raising public awareness and improving access to non-drug options for pain management continue to be important strategies in the fight against prescription opioid overuse and abuse, which despite the pandemic continues to take its toll. Guidelines published by the American College of Physicians, the Center for Disease Control and Prevention and other healthcare groups recommend people try non-pharmacologic treatments as a first line of defense against pain, where appropriate. Prescription opioid pain medications and surgery should be considered a last resort for pain management for chronic ailments such as low back pain, neck pain and other musculoskeletal conditions.

The opioid crisis continues to take its toll in the United States, and increasing awareness and use of non-drug options for pain management is an important component in national efforts to alleviate the overuse of prescription opioid pain medications. Research shows chiropractic services are effective in treating many common musculoskeletal conditions such as low back pain, and — if used first during episodes of pain — may help some patients to avoid or reduce the need for a prescription pain medication down the line.

“Doctors of chiropractic not only help patients manage their musculoskeletal pain without drugs but also offer advice on nutrition, ergonomics, injury prevention and physical fitness,” said ACA President Michele Maers, DC, MPH, PhD. “This whole-person approach enhances patient outcomes and encourages better overall health and wellness moving forward.”

A “Chiropractic: On the Frontline for Pain” campaign toolkit, with resources and ideas on how to participate, will be available in September at [www.acatoday.org/NCHM](http://www.acatoday.org/NCHM).

This October, during National Chiropractic Health Month (NCHM) 2022, doctors of chiropractic nationwide will promote better access to non-drug therapies and remind people that chiropractic’s non-drug approach is on the frontline for pain management, offering evidence-based treatments that are safe, effective and that may help some patients to reduce or eliminate their dependence on prescription opioids.

### Campaign Toolkit

2022 Proclamation: Bring visibility to the benefits of chiropractic in your state or community by obtaining an official proclamation. Get started with our [2022 sample NCHM proclamation](#). The page includes instructions to make the process go smoothly. Get started soon as it can take several weeks to complete the proclamation process. Once you receive your proclamation, take a picture with it and share it at [communications@acatoday.org](mailto:communications@acatoday.org). When posting about it on social media, please use the hashtag #Frontlineforpain to be a part of the conversation!

# Pandemic triggers 25% increase in prevalence of anxiety and depression worldwide



In the first year of the COVID-19 pandemic, global prevalence of anxiety and depression increased by a massive 25%, according to a scientific brief released by the World Health Organization (WHO). The brief also highlights who has been most affected and summarizes the effect of the pandemic on the availability of mental health services and how this has changed during the pandemic.

Concerns about potential increases in mental health conditions had already prompted 90% of countries surveyed to include mental health and psychosocial support in their COVID-19 response plans, but major gaps and concerns remain.

“The information we have now about the impact of COVID-19 on the world’s mental health is just the tip of the iceberg,” said Dr Tedros Adhanom Ghebreyesus, WHO Director-General. “This is a wake-up call to all countries to pay more attention to mental health and do a better job of supporting their populations’ mental health.”

## Multiple stress factors

One major explanation for the increase is the unprecedented stress caused by the social isolation resulting from the pandemic. Linked to this were constraints on people’s ability to work, seek support from loved ones and engage in their communities.



Loneliness, fear of infection, suffering and death for oneself and for loved ones, grief after bereavement and financial worries have also all been cited as stressors leading to anxiety and depression. Among health workers, exhaustion has been a major trigger for suicidal thinking.

## Young people and women worst hit

The brief, which is informed by a comprehensive review of existing evidence about the impact of COVID-19 on mental health and mental health services, and includes estimates from the latest Global Burden of Disease study, shows that the pandemic has affected the mental health of young people and that they are disproportionately at risk of suicidal and self-harming behaviours. It also indicates that women have been more severely impacted than men and that people with pre-existing physical health conditions, such as asthma, cancer and heart disease, were more likely to develop symptoms of mental disorders. Data suggests that people with pre-existing mental disorders do not appear to be disproportionately vulnerable to COVID-19 infection. Yet, when these people do become infected, they are more



likely to suffer hospitalization, severe illness and death compared with people without mental disorders. People with more severe mental disorders, such as psychoses, and young people with mental disorders, are particularly at risk.

### Gaps in care

This increase in the prevalence of mental health problems has coincided with severe disruptions to mental health services, leaving huge gaps in care for those who need it most. For much of the pandemic, services for mental, neurological and substance use conditions were the most disrupted among all essential health services reported by WHO Member States. Many countries also reported major disruptions in life-saving services for mental health, including for suicide prevention.

By the end of 2021 the situation had somewhat improved but today too many people remain unable to get the care and support they need for both pre-existing and newly developed mental health conditions. Unable to access face-to-face care, many people have sought support online, signaling an urgent need to make reliable and effective digital tools available and easily accessible. However, developing and deploying digital interventions remains a major challenge in resource-limited countries and settings.

### WHO and country action

Since the early days of the pandemic, WHO and partners have worked to develop and disseminate resources in multiple languages and formats to help different groups cope with and respond to the mental health impacts of COVID-19. For example, WHO produced a story book for 6-11-year-olds, *My Hero is You*, now available in 142 languages and 61 multimedia adaptations, as well as a toolkit for supporting older adults available in 16 languages.

At the same time, the Organization has worked with partners, including other United Nations agencies, international nongovernmental organizations and the Red Cross and Red Crescent Societies, to lead an interagency mental health and psychosocial response to COVID-19. Throughout the pandemic, WHO has also worked to promote the integration of mental health and psychosocial support across and within all aspects of the global response.

WHO Member States have recognized the impact of COVID-19 on mental health and are taking action. WHO's most recent pulse survey on continuity of essential health services indicated that 90% of countries are working to provide mental health and psychosocial support to COVID-19

patients and responders alike. Moreover, at last year's World Health Assembly, countries emphasized the need to develop and strengthen mental health and psychosocial support services as part of strengthening preparedness, response and resilience to COVID-19 and future public health emergencies. They adopted the updated Comprehensive Mental Health Action Plan 2013-2030, which includes an indicator on preparedness for mental health and psychosocial support in public health emergencies.

### Step up investment

However, this commitment to mental health needs to be accompanied by a global step up in investment. Unfortunately, the situation underscores a chronic global shortage of mental health resources that continues today. WHO's most recent Mental Health Atlas showed that in 2020, governments worldwide spent on average just over 2% of their health budgets on mental health and many low-income countries reported having fewer than 1 mental health worker per 100 000 people.

Dévoira Kestel, Director of the Department of Mental Health and Substance Use at WHO, sums up the situation: "While the pandemic has generated interest in and concern for mental health, it has also revealed historical under-investment in mental health services. Countries must act urgently to ensure that mental health support is available to all."

*About the World Health Organization: Good health is a precious thing. When we are healthy we can learn, work, and support ourselves and our families. When we are sick, we struggle, and our families and communities fall behind. That's why the World Health Organization is needed. Working with 194 Member States, across six regions, and from more than 150 offices, WHO staff are united in a shared commitment to achieve better health for everyone, everywhere.*

*The principle that all people should enjoy the highest standard of health, regardless of race, religion, political belief, economic or social condition, has guided WHO's work for the past 70 years, since it was first set up as the lead agency for international health in the new United Nations system. Over the years, people have come together to reiterate and reinforce this principle — for example in the Declaration of Alma-Ata in 1978, which set the aspirational goal of health for all. It remains front and centre today, in the drive for universal health coverage.*



# Improving front desk collections

By Dr. Ray Foxworth, President of ChiroHealthUSA

Being involved in chiropractic means you want to help people live healthier, happier lives. For many compassionate practitioners and their staffs, the tricky subject of payments can seem like adding more stress to the patient rather than taking it away. Here are three key areas that, when mastered, will do a lot to improve your front desk collections.

## 1. Clarity and Best Practices with Insurance and Care Plans

Have your front desk team clearly communicate to your patients from the first inquiry how much treatment will cost. This is your first and most valuable tool. Being a good communicator improves collections by helping to avoid confusion or conflict when payments are due.

Asking the right questions from the outset also makes it easier to examine how the patient's insurance plan (if they have one) will affect how much they'll owe and if their current status makes them eligible for any benefits. Never schedule an appointment without first speaking to patients about their coverage, then give your practice at least a few days leeway to verify the information the patient supplied by speaking to their plan provider.

Communicate to the patient how important it is for everyone involved that their insurance and health plan details are accurate and up to date, with any changes being immediately reported. Having your front desk team ask patients on every visit if any aspect of their on-file payment details have changed helps here. Gathering this knowledge before you move forward (and at regular intervals thereafter) clarifies how much will be due and how that sum will be paid.

Looking deeply into coverage and benefits early carries another potential front desk bonus. It emphasizes your practice's devotion to making care as affordable as possible rather than prioritizing the bottom line. It can go a long way in making future payment more tolerable for patients when they know they've saved every possible dollar.

## 2. Diverse and Flexible Payment Options

The more ways you utilize to accept revenue, the easier front desk collections will be. Offering as many of the following payment options as are possible under law and compliance regulations can make collections simpler:

- Cash
- Personal Checks
- Credit Cards – (Here's a good guide on [adding the credit card payment model](#) to your business)
- Health Insurance
- Hardship Discounts – Take caution to verify a patient's claim of hardship. Be sure to clearly state in writing what qualifies as hardship under your practice's policy and what documentation you'll require from the patient to prove it.

Becoming a member of the [ChiroHealthUSA provider network](#) is also an excellent way to deliver simpler payment options and discounts and help member patients better handle the burden of increasing health care costs. It's crucial to remember that your practice must stay compliant when offering any kind of discount to patients and to avoid any conflict with existing payment options or plans.

## 3. Competent and Caring Collections Staff

There are three things the best chiropractors keep in mind when a patient is ready to pay: that parting with money is rarely fun, that payment models can be confusing for many people even after they've been explained, and that payees may already be in physical discomfort and don't need any more stress.

Your patients will be expecting the same level of knowledgeable care and consideration they received at the chiropractor's hands when they go to pay at the front desk. Collections staff should be competent in handling every payment model you offer while answering any financial questions with confidence, sensitivity, and patience.

It's also a bonus if your front desk staff aren't squeamish about asking patients to pay then and there rather than be billed (for co-pays, at the very least) and at addressing any outstanding account balances. This is a delicate skill, so train your team to handle payment policies and people. Striking the right balance between friendship and forthrightness can help make the front desk an efficient part of revenue collection. Be mindful that if your front desk staff are having financial problems, or don't pay their bills, you may not have the right person in the right seat, so consider a credit check when you hire.

Following these three steps can provide a boost to flagging front desk collections. [Contact us today](#) to discover how we can help your practice.

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# University collaborations drive innovation and impact in whole-person health

In 2015, two institutions with different backgrounds, located on opposite ends of the nation converged to create an innovative partnership in integrative whole-person healthcare and research. Since success is not a solo activity, SCU and Geisel School of Medicine at Dartmouth in Hanover, New Hampshire teamed together allowing the pair to yield a sum greater than two parts with more capacity, stronger creativity, and differing expertise and perspectives to solve problems.

The collaborations have resulted several National Institutes of Health (NIH) and private research grants, produced multiple peer-reviewed publications, and started up a successful clinical innovation, in the form of the Primary Spine Care Project.

Dartmouth College is an Ivy League school and one of the oldest institutions of higher learning in the U.S. The college was founded in 1769, when what is now the state of New Hampshire was still an English Colony.

SCU is a progressive integrative health sciences university in Southern California. SCU specializes in holistic healthcare education and integrative whole-person health by challenging convention and embracing collaboration through forward-thinking modern Western healthcare practices, rooted and grounded in ancient Eastern techniques.

“From 2009 – 2014, I was a health services researcher at Dartmouth under an NIH grant,” said Jim Whedon, DC, MS. “In 2015, I joined SCU as Director of Health Services Research and retained an appointment as adjunct professor with Dartmouth. I began collaborations on clinical initiatives and research projects with colleagues at both institutions.”

The collaborations resulted in an innovative and successful partnership in integrative healthcare and research between these two very different and geographically distant schools.

“By partnering and working together, we’ve secured several National Institutes of Health (NIH) and private research grants, produced multiple peer-reviewed publications, and started up a successful clinical innovation, in the form of the Primary Spine Care Project,” said Dr. Whedon.

The Primary Spine Care Project is an innovative approach

to the treatment of spine-related injuries which promises higher value, with more cost-effective, patient-centered outcomes.

“Recognizing that a significant percentage of patients seen by primary care clinicians are seeking treatment for back pain, there is a great opportunity for a partnership between primary care and primary spine practitioners,” said Louis Kazal, Jr., M.D., Associate Professor of Community and Family Medicine at the Geisel School of Medicine and a practicing family physician at Dartmouth Health. “While primary care clinicians do not specialize in the treatment of back pain, the majority of patients with back pain are initially treated in primary care, it being the fourth leading cause of visits in primary care. Chiropractors are highly trained in this area. Given that evidence-base first-line therapy for low back pain includes chiropractic, it makes intuitive sense to join the two in the same work space to coordinate optimal care. The chiropractor’s training as primary spine care clinician enables them to function as the leader of a spine team within a primary care setting.”

“By leveraging comparative advantage, SCU and Dartmouth are making each other more effective in our research projects, programs, and overall collaborations, said Dr. Whedon. “It’s a glimpse into the future of integrative whole-person healthcare.”

Over the past five and a half years, Dartmouth has seen approximately 13,500 patient visits to the Primary Spine Care program. Connective impact has developed into impactful partnership, funding, and collaboration strategies for both SCU and Dartmouth.

SCU students and faculty alike have access to mentors who are experienced research scientists at Dartmouth. And organizationally, SCU benefits through access to the extensive research resources of an academic medical center with infrastructure. Combined, SCU and Dartmouth are furthering specialized clinical expertise, new paradigms, fresh perspective and asking better questions to develop new solutions to old problems.

Dartmouth benefits by access to the expertise of SCU faculty members with deep experience in integrative healthcare clinical practice and research.

And future patients will benefit from SCU and Dartmouth partnership as a method to drive innovation in the integrated healthcare sector. Bringing together various diverse experts and stakeholders is resulting in ideas that would not have been possible for the two institutions, on their own.

### **Creative collaborations**

“To tackle complex problems, we need creative, encompassing, and outside-the-box solutions that are driven best by cross disciplinary, diverse, and unlikely partnerships,” said Dr. Whedon. Some examples of the problems and solutions that SCU and Dartmouth are advancing, together, include:

- **A current NIH-funded research project exploring “The Association between Cervical Spinal Manipulation and Cervical Artery Dissection in Older and Younger Medicare Beneficiaries”**

Cervical artery dissection (CAD), a condition that can lead to stroke, has been observed to be associated with spinal manipulation (SM). This study is the largest and most rigorous evaluation ever conducted of the relationship between CAD and SM. The results are expected to show that SM is not a significant risk factor for CAD.

SCU Faculty: James Whedon DC, MS; Scott Haldeman DC, MD, PhD, Adjunct Professor, SCU  
Dartmouth Faculty: Todd MacKenzie PhD, Professor, and Jon Lurie MD, MS, Professor, Geisel School of Medicine

- **A pending NIH-funded research project, studying “Spinal Manipulative Therapy vs. Prescription Drug Therapy for Care of Aged Medicare Beneficiaries with Neck Pain”**

Among older adults with neck pain, this study will compare the value of high risk opioid drugs vs. spinal manipulation with regard to the safety, efficiency and cost of care.

SCU Faculty: Whedon, Anupama Kizhakkeveetil PhD, SCU Professor; Serena Bezdjian, SCU Adjunct Professor; Haldeman, Eric Hurwitz DC, MS, PhD, SCU Adjunct Professor  
Andrew Toler MS, SCU Adjunct Professor  
Dartmouth Faculty: MacKenzie and Lurie

- **Current clinical initiative: Primary Spine Care**

SCU Faculty: Whedon, Robb Russell DC, Clinical Chief of Staff, SCU Health  
Dartmouth Faculty: Kazal, Justin Goehl DC, MS, Clinical Assistant Professor, Geisel School of Medicine

- **Pending initiative: Chiropractic Research Fellowship**

This 3-year fellowship is expected to provide chiropractors with research training at the Dartmouth Institute for Health Policy and Clinical Practice, along with mentored clinical training in Primary Spine Care at Dartmouth Health’s flagship Primary Care clinic.

SCU Faculty: Whedon, Russell  
Dartmouth Faculty: Kazal, Goehl, Lurie, MacKenzie

The SCU/Dartmouth relationship is expected to continue indefinitely, with additional NIH grant funding anticipated.

“Our work to advance healthcare integration is showing that team-based care is a powerful tool in delivering quality and cost-effective care across a range of complex patient problems, as well as how integrated healthcare partnerships work to influence more positive patient outcomes,” said Dr. Whedon.

“This significant, competitive funding from the NIH is evidence that SCU and Dartmouth, together are at the forefront of innovative solutions to improve human health,” said SCU President John Scaringe, DC, EdD, “We’re very proud of the advancement of integrative whole-person healthcare and research that two unlikely, unique partners have come together to produce, which are being recognized as having transformative industry impact by the NIH.”

The NIH is the largest public funder of biomedical research in the world, investing more than \$32 billion each year to enhance life, and reduce illness and disability. NIH funded research has led to breakthroughs and new treatments, helping people live longer, healthier lives, and building the research foundation that drives discovery.

For those interested in funding or supporting SCU/Dartmouth research projects, or for information about clinical trials, contact Dr. Melissa Nagare, DC, L.Ac, CCSP, Vice President, Chief Clinical Officer, SCU Health System, at [melissanagare@scuhs.edu](mailto:melissanagare@scuhs.edu), or at (562) 902-3386.



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# 15th annual Joseph W. Howe Oration in Diagnostic Imaging recap

On Thursday, July 15th, Logan University's Department of Radiology held the 15th Annual Joseph W. Howe Oration in Diagnostic Imaging. This Oration was organized by Logan University's Dr. Norman Kettner and is designed to honor the extensive contributions and achievements of Dr. Joseph Howe to the education, research and practice of chiropractic radiology. Every year, eminent speakers have been selected to deliver the Oration from the fields of radiology, clinical practice, education and research, reflecting the extraordinarily wide scope of intellectual interest and contributions in the career of Dr. Joseph Howe. This year's Oration address was delivered by Jeff King, DC, MS.

Dr. King is the director of chiropractic at the Medical College of Wisconsin in the department of neurosurgery. In addition to his clinical duties, he serves on many service line committees within the health care system and was previously the chair of the chiropractic examining board. Dr. King's lecture title for the Oration is "Cervical spine pain in the concussion patient: Discussion of the current literature."

Dr. King began his presentation by discussing the inspiration for this review, a recent influx of patients reporting to the headache and concussion clinics at his institution with persistent symptoms after a concussive injury. Many of Dr. King's colleagues noted neck pain as a common factor among of these patients and suggested the remaining symptoms might be the result of an "untreated whiplash injury masquerading as persistent post-concussion symptoms."

This prompted a review of several clinical sources surrounding the topic of concussive injury care. Subjects covered included studies of individuals with concussive symptoms so severe that it interfered with their daily lives, studies examining the predictors and frequency of neck pain in patients with mild traumatic brain injuries, and a study covering the prevalence of acute neck pain following sports-related concussions in high school athletes.

From the review of these, as well as several other sources, it was determined that patients who experienced neck pain after a concussion were more likely to experience a longer duration of total symptoms than patients who presented without neck pain. Dr. King referenced an observational study conducted by the *Journal of Neurotrauma* titled "The Prediction of Persistent Post-Concussion Symptoms Following a Mild Traumatic Brain Injury" which stated

that "the 20% of patients in the study that presented with neck pain were over 2½ times more likely to present with persistent post-concussion symptoms than those without." This factor was noted as a possible injury predictor for future patients that might need more acute care following a concussive incident.

"We're getting to a point where we're getting a pretty good picture of who these people are," Dr. King stated. "With a growing body of literature to review, the conclusion was that, yes, cervicogenic symptoms are prevalent in both the acute and chronic states following a concussion. If not diagnosed appropriately, it increases the likelihood of persistent post-concussion symptoms."

While excited about the current body of work available on the topic, Dr. King mentioned the need for further research to help increase both knowledge and awareness among practitioners in the hopes that it would lead to more accurate diagnosis and more effective treatment for patients with persistent post-concussion symptoms.

The Oration was immediately followed by questions from the audience and led directly into a panel held by Dr. King, as well as Logan graduates Dr. Patrick Battaglia and Dr. Ross Mattox, for Logan's trimester students highlighting different examples of chiropractic care in an integrated clinical setting. Topics covered by the panel included the financial benefits of integrated care as an early intervention, the benefits of putting the patient at the center of their healthcare plan, and empowering the patient through education around non-specific diagnoses.

Dr. King referenced one particular patient he worked with who was suffering from persistent and debilitating symptoms from a recent neck and spine injury. Having exhausted other avenues for diagnosis and treatment without seeing the desired results, the patient was prompted to try out chiropractic care. Dr. King noticed that the patient was "almost myopically focused on the injuring event" and, after an exam and reviewing relevant tests he was able to educate the patient on the nature of non-specific spinal injuries and began them on a standard physical therapy program. At each subsequent follow-up session, the patient reported significant improvements in both their mental and physical health having been provided with the information to better understand and treat their condition.

# Chiropractic News

## **Big Pharma wins key Inflation Reduction Act of 2022 battle**

The Senate parliamentarian dealt a blow to Democrats' plan for curbing drug prices but left the rest of their sprawling economic bill largely intact as party leaders prepared for the first votes on a package containing many of President Joe Biden's top domestic goals.

Elizabeth MacDonough, the chamber's nonpartisan rules arbiter, said lawmakers must remove language imposing hefty penalties on drugmakers that boost their prices beyond inflation in the private insurance market. Those were the bill's chief pricing protections for the roughly 180 million people whose health coverage comes from private insurance, either through work or bought on their own.

Other major provisions were left intact, including giving Medicare the power to negotiate what it pays for pharmaceuticals for its 64 million elderly recipients, a longtime goal for Democrats. Penalties on manufacturers for exceeding inflation would apply to drugs sold to Medicare, and there is a \$2,000 annual out-of-pocket cap on drug costs and free vaccines for Medicare beneficiaries.

President Biden said, "We have a chance to make prescription drugs cheaper by allowing Medicare to negotiate lower prices and we can lower health insurance costs for 13 million Americans, by an average of \$800 a year, for families covered under the Affordable Care Act.

"We will improve our energy security and tackle the climate crisis – by providing tax credits and investments for energy projects. This will create thousands of new jobs and help lower energy costs in the future.

"This bill will reduce the deficit beyond the record setting \$1.7 trillion in deficit reduction we have already achieved this year, which will help fight inflation as well. And we will pay for all of this by requiring big corporations to pay their fair share of taxes, with no tax increases at all for families making under \$400,000 a

year. This is the action the American people have been waiting for. This addresses the problems of today – high health care costs and overall inflation – as well as investments in our energy security for the future."

## **Chiropractors from around the globe will converge at the Fountainhead of chiropractic for Palmer College's 125th anniversary**

Palmer College of Chiropractic will celebrate the 125th anniversary of its being the first chiropractic school in the world Sept. 15-17, 2022.

The three-day event will recognize Palmer's place in the history of chiropractic, and its commitment to continuing to educate the world's best chiropractors and drive the profession forward.

The 125th anniversary comes during a time of unprecedented growth at Palmer College, which has invested more than \$35 million into recently completed and upcoming building projects to support the academic and campus experience for students, all while growing scholarship opportunities for incoming students.

The event will honor and celebrate the science, art and philosophy of chiropractic through continuing-education speakers, alumni gatherings, commemorative events and a can't-miss celebration that will unveil the vision for the future of Palmer College.

To register, or for more information about the 125th anniversary celebration, visit [palmer.edu/125](https://palmer.edu/125).

## **ChiroCongress 2022 St. Louis Convention November 10 - 12, 2022**

*We can't wait to see you in St. Louis!*

Stay and play beside Ballpark Village and Busch Stadium! The Hilton St. Louis at the Ballpark hotel is the destination that connects you with an innovative guest experience. Walk outside the door and you are just steps away from the Busch Stadium - home of the St. Louis Cardinals, the Gateway Arch, America's Center, Enterprise Center, the Riverfront, restaurants, and all of St. Louis, Missouri's major attractions.

The hotel is a masterful architectural design with a soaring lobby, spectacular city views of the Busch Stadium and Gateway Arch, with an oversized, state-of-the-art business center, concierge amenities, and a first-rate array of food and beverage venues, including a 360 of-St. Louis, Market Street Bistro, Ballpark Pizza, Starbucks, and outdoor patios with spectacular views of the downtown skyline. Whether traveling to Missouri on business or pleasure, guests of the Hilton hotel can escape to their own field of dreams in their guest rooms with views of the Busch Stadium and the Gateway Arch.

Convention will be held at the Hilton St. Louis at the Ballpark!

[2022 Covention Website](#)

### **The World Spine Day theme for 2022 will be EVERY SPINE COUNTS**

The theme emphasizes diversity of spinal pain and disability as part of the global burden of disease and addresses the need for access to quality essential spinal health services worldwide. With an estimated 540 million people in the world suffering with low back pain at any one time, it remains the leading cause of years lived with disability.

Taking place on October 16 each year, World Spine Day highlights the burden of spinal pain and disability around the world. With health professionals, exercise and rehabilitation experts, public health advocates, schoolchildren and patients all taking part, World Spine Day is celebrated on every continent.

World Spine Day highlights the importance of spinal health and well being. Promotion of physical activity, good posture, responsible lifting and healthy working conditions will all feature as people are encouraged to look after their spines and stay active.



An estimated one billion people worldwide suffer with spinal pain. It affects people across the life course and is the biggest single cause of disability on the planet. Effective management and prevention is therefore key and this year's World Spine Day will be encouraging people to take steps to be kind to their spines.

This World Spine Day, we are calling for action to focus on the global burden of spinal disorders while emphasizing #EVERYSPINECOUNTS, highlighting the diverse challenges of living with low back pain in all regions, cultures, backgrounds, and across the life course; prioritizing a condition that is more prevalent than cancer, stroke, heart disease, diabetes and Alzheimer's Disease combined.

The campaign calls for greater global commitment to tackling spinal pain and disability by governments, communities, and public health bodies.

World Spine Day also recognizes the lack of access to quality spine care and rehabilitation in under-served communities, which results in chronicity and permanent deformity. For many populations, spinal pain and disability is not just a minor inconvenience – it can mean not being able to work and provide food and sustenance.

#EVERYSPINECOUNTS will focus on highlighting ways in which all people can help their spines by staying mobile, avoiding physical inactivity, not overloading their spines, and adopting healthy habits such as weight loss and smoking cessation.

Believed to be the largest global public health event dedicated to promoting spinal health and well-being, World Spine Day is observed by health professions and public organizations concerned with spine care throughout the world. #EVERYSPINECOUNTS will focus attention on the diverse nature of spinal pain and disability at home, in the workplace, in schools and in our communities.

[Download](#) the World Spine Day 2022 Press Release

[Check out the WSD Toolkit 2021](#)

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# Chiropractic College News

## **Cleveland Centennial & Midwest Annual Conference and Expo, October 20-23, 2022**

Cleveland University-Kansas City (CUKC) is excited to commemorate a century of creating a healthier world with a celebration so big, we had to spread it over four days! Join us in Overland Park, Kansas, for world-class speakers, networking activities and a can't-miss celebration with fireworks, special performances, entertainment and so much more. This year's conference will feature multiple topics, such as Sports Chiropractic, Women in Chiropractic, Animal Chiropractic, Neuroscience, Techniques and Best Practices in Patient Care, and doctors can receive up to 20 hours of continuing education credits.

[CUKC Centennial Celebration and Midwest Annual Conference and Expo Registration](#)

## **Dr. Herman and Dr. Smith inaugural recipients of Life University Diversity Champion Award**

The Life University Diversity Champion Award, implemented by the Office of Diversity, Equity & Inclusion, recognizes faculty and staff who have made outstanding contributions toward advancing diversity and inclusion on campus. Dr. Charmaine Herman and Dr. Michael Smith are the inaugural recipients of the award.

"These two individuals are passionate about multicultural awareness and inclusive excellence," said Dr. Harrison Davis, Director for the Office of Diversity, Equity & Inclusion at Life University.

Dr. Herman is responsible for establishing the Cultural Competency curriculum for the Doctor of Chiropractic program, and she has presented her research about inclusive practices at conferences across the nation. Dr. Smith has been the guiding force at Life University in leading all Diversity committee initiatives to celebrate students, faculty and staff.

Founded in 1974, Life University is a health sciences institution most known for its College of Chiropractic, the largest single-campus College of Chiropractic in the world. Undergraduates can pursue 15 undergraduate degrees; a pre-chiropractic, degree-seeking pathway; and three

graduate degrees within the College of Graduate and Undergraduate Studies. Some degree programs are offered to distance learners through the College of Online Education.

Life University strives to empower our students to succeed both professionally and personally. At Life U, we innovate our approach to higher education, while also remaining true to our philosophical commitment to produce informed leaders who exemplify humanistic values in their professions. To achieve this goal, Life U recognizes and demonstrates its dedication through three official Life University Values: Lasting Purpose, Vitalism and Integrity.

## **Logan University selected Brian McAulay, DC, PhD as new VP of Academic Affairs**

Logan University has selected Brian McAulay, DC, PhD, as Logan's new Vice President of Academic Affairs. Dr. McAulay comes to Logan from South University in Savannah, Georgia, where he served as Vice Chancellor for Academic Affairs for a seven-campus system.

Dr. McAulay's career has spanned three decades, with experience including senior leadership roles in both professional and chiropractic institutions of higher education. Dr. McAulay has served in academic leadership roles for Life University, Palmer College and Sherman College, and as President of Parker University, where he was responsible for strategic planning, growing enrollment and revenue, and outreach and advocacy with leaders of chiropractic and other professions. Dr. McAulay has a long track record in new program development and extensive experience in online education. He's well-versed in program-specific and regional accreditation, having chaired more than 20 site teams for the Southern Association of Colleges and Schools Commission on Colleges.

In his new role at Logan, which begins Aug. 1, Dr. McAulay will provide leadership for all academic programs, faculty and academic staff while overseeing the academic integrity of the university through program development, accreditation and regulation.

"What really resonates with me about Logan is its research and evidence-based, non-dogmatic approach to chiropractic, and its emphasis on critical thinking and professional

leadership,” he said. “I’ve been in chiropractic education a long time and coming to Logan is like coming full circle to my chiropractic roots.”

Dr. McAulay spent 12 years in private practice, has held faculty and teaching positions and authored more than 20 research articles, abstracts and conference papers. He has served on numerous boards, including the Association of Chiropractic Colleges, the Foundation for Chiropractic Progress, the American Council on Education Council of Fellows, the New Zealand College of Chiropractic, the Boys and Girls Clubs of Metro Atlanta and the North Dallas Chamber.

“Dr. McAulay’s wide breadth of experience and leadership at chiropractic institutions will be a tremendous asset to our faculty and students,” said Logan University President Clay McDonald, DC, MBA, JD. “We are thrilled to welcome him and look forward to his insights and knowledge on guiding future growth and continued academic excellence.”

Dr. McAulay holds a Bachelor’s of Commerce from the University of Toronto, a Doctor of Chiropractic degree from the Pennsylvania College of Chiropractic and a PhD in business and management from Temple University’s Fox School of Business. Additionally, Dr. McAulay completed both the New President’s Program and the Institute for Educational Management through Harvard University’s Graduate School of Education and served as a Fellow with the American Council on Education for the 2008-2009 academic year.

### **Logan hosted sixth annual Anatomy Centered Education & Science (ACES) workshop**

Logan hosted its sixth annual Anatomy Centered Education & Science (ACES) workshop last month, which gives high school students a chance to explore careers in health care. The week-long summer program features hands-on procedures and is a great way for students who are interested in getting



into health care determine what career path they want to pursue within the field. They also receive a certificate at the end that they can use for college applications.

“This is the most hands-on program of its kind in the St. Louis area,” said Dana Underkofler-Mercer, DC, MS, professor and director of strategic partnerships and ACES founder. Dr. Mercer started this program in 2017 after realizing a need for high school students to experience real world situations in the health care field.

Here’s what a couple of the students had to say:

“My favorite part was the cadaver lab. It was a full hands-on activity right off the bat. This whole experience has been super knowledgeable, fun and exhilarating,” said student Victoria.

“I like how they have something for everyone. They’ve brought in physical therapists, athletic trainers, radiologists and more. No matter what you want to do in your career, there’s something for you,” said student Connor.

Planning for ACES begins immediately after the current workshop ends. Surveys from students are collected to improve the program according to feedback. “Every year, I say that it’s the best year yet. It’s always evolving and getting better year after year,” said Dr. Mercer. “I’m really grateful to Logan’s faculty, as well as professionals from institutions in the community, who dedicate their time to ACES by presenting part of the workshop. It’s great that students can hear first-hand experiences from such a wide variety of people working in the health care field.”

Registration is available for next year’s ACES workshop on October 1. To learn more about ACES and to register for next year, visit [logan.edu/admissions/visit/aces](https://logan.edu/admissions/visit/aces)

### **Spring 2022 ceremonies at Northeast College of Health Sciences**

Northeast College of Health Sciences recently hosted its Spring 2022 ceremonies honoring students at various stages in their healthcare education. The Commitment to Excellence Pledge event, for first-trimester chiropractic students, was held on July 20; Transitions Ceremony, for seventh-trimester chiropractic students, on July 28; and the Commencement Ceremony honoring new doctors of chiropractic and M.S. earners, on July 31.

Northeast College’s Commencement Ceremony was held on  
*Continued on next page*

# Chiropractic College News

*Continued from last page*

the Seneca Falls campus at the Standard Process Health and Fitness Center and honored the 20 Doctor of Chiropractic students and 54 M.S. students (36 from the Applied Clinical Nutrition program and 18 from the Human Anatomy and Physiology Instruction program) receiving degrees at the ceremony.

Integrated Chiropractic Therapies associate professor Dr. Hunter Mollin was the grand marshal, Foundational Sciences instructor Dr. Jessica Walker delivered the faculty address and Northeast Board of Trustees Chair Dr. Rick Rosa (D.C. '96) presented the trustee greeting.

"As you move into this new stage of your professional life, always remember that you are not alone. Your alma mater will always be here for you, supporting you in your dedication to uncompromising excellence and optimal health," said Rosa to the College's newest graduates.

## **Cleveland University-Kansas City has \$100,000 for scholarships**

In the coming academic year, Cleveland University-Kansas City will make \$100,000 in scholarships available to its students. The \$100,000 is in line with CUKC celebrating 100 years of continuous operations in 2022. Recipients will be recognized at the Cleveland College Foundation Awards Banquet on the first Friday in December. In 2021, 52 students received scholarship awards for the 2022 academic year, a 20% increase over 2020.

"Whether you're in the College of Chiropractic or the College of Health Sciences, students should check out all of the scholarship opportunities," Jessica Ramirez, vice president of university advancement, said. "There's a list of the scholarships and who they're for on the Scholarships and Memorials web page."

The application window opens Aug. 1 and will close Oct. 15, 2022. The direct website link is <https://www.cleveland.edu/alumni/foundation-scholarship-application/>. On Aug. 1, visitors to the website will have access to an application link. An announcement of the link's availability will be promoted on CUKC social media and as a news item. Some of the

scholarships include:

- Helen King Boyer Scholarship
- Heart of America Patriot Foundation and CUKC Chapter 35 Scholarship
- Raymond E. Boring Memorial Scholarship
- Charles A. Eddy Musician's Scholarship
- Walford Family Scholarship
- Cardin Family Scholarship
- Elizabeth J. Maddy Scholarship
- Ethelbert Stalling Scholarship

[Click here](#) for a full list of the scholarships and for more information, or send email to [financialaid@cleveland.edu](mailto:financialaid@cleveland.edu).

## **Northeast Instructor among select group providing chiropractic care at World Games**

Northeast instructor Dr. Jose Balseca served as part of the chiropractic care team at the 2022 World Games held July 7-17 in Birmingham, Ala.

An evidence-based chiropractor who graduated from Northeast College (then known as NYCC) in 2014, Balseca specializes in sports medicine and was selected as one of 46 sports chiropractors to provide chiropractic care to thousands of top athletes from across the world.



*Northeast instructor Dr. Jose Balseca treats an Italian inline hockey player at the 2022 World Games.*



The World Games, held every four years, featured 3,600 athletes from over 30 countries in 2022. Among the teams and athletes that Balseca treated was an inline hockey player from Italy, wheelchair rugby players and the Singapore Women's Canoe Polo team.

"They were such a pleasure to work with. The athletes were so thankful that we were able to treat them. They had such positive energy which boosted us all up," Balseca recalls of the women's canoe team. "They encompassed what the World Games are about, camaraderie, unity and fun."

Balseca earned the international sports chiropractic certification (ICSC) through the Federations of International Sports Chiropractic (FICS). After working FICS regional level events, Balseca became eligible to apply to work at the World Games. "I get so much satisfaction treating the athletes from different parts of the world, hearing their experiences, and learning about their cultures," said Balseca. "I am so thankful to be among the chiropractors selected for the World Games."

### **Interns join Sherman College chiropractic health center**

Thirteen interns are now ready to serve the community and see patients at the Sherman College Chiropractic Health Center, a teaching clinic for senior students in their final stage of internship prior to graduation from the doctor of chiropractic program. Interns celebrated the entrance of this final phase of their chiropractic education on July 22 during a pinning ceremony on the Sherman College campus, located at 2020 Springfield Road in Spartanburg. The college also streamed the event live on Facebook so interns' family and friends could watch from afar.

The most recent class of interns joining the Chiropractic Health Center includes the following:

Adriana Berrios  
Charity Choice  
Brandi Dais  
Jacob Lane  
Hayden Lima  
Alexia McClough  
Brooke Mills  
Seania Overton  
Camara Rawls  
John Schuessler  
Eric Soderberg  
Brian Sweeny  
John White

The teaching environment at the Health Center, coordinated by licensed doctors of chiropractic, allows interns to practice chiropractic under close supervision and constant consultation. Because the clinic serves the public, residents in Upstate South Carolina experience excellent chiropractic care at affordable prices through approximately 25,000 patient visits per year.

"Sherman students transitioning into their clinical internship at the Health Center are well prepared to deliver quality and effective care to our patients and neighbors in the greater Spartanburg area," said Dean of Clinics Brian Dooley, D.C., A.C.P. "These students are the future of the chiropractic profession. On behalf of the faculty and staff of the Sherman College Health Center, we are proud and excited to welcome this newest class of chiropractic interns."

In the clinical phase of the doctor of chiropractic program at Sherman College, interns practice every aspect of patient care, including case histories, physical and spinal examinations, x-ray, diagnosis, report of findings, chiropractic adjustments and case management. Interns are encouraged to work with the research department to advance the profession with evidence-based study; they also complete remaining clinical and business courses.



# IACP Marketplace

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**BE SUCCESSFUL IN CHIROPRACTIC!** Looking to mentor a principled, ethical, and motivated DC who loves and wants to be successful in Chiropractic. This is a golden opportunity to be paid well, while getting a great education with an option to buy. Learn how to build a dynamic high-volume, high-tech, "relief and wellness" style family practice. Associate doctors assume full duties a Doctor of Chiropractic including managing patient cases from patient acquisition to care plans and case management. Work in a multi-doctor co-operative environment. Benefits include 401k, health insurance, paid time off. Located in Beautiful Boise Idaho. Do you qualify? Call Dr Strickland at 208-989-1060. Check us out on the web at [www.betterlifechiro.net](http://www.betterlifechiro.net)

#### **Well-Established Chiropractic Practice and Office for Sale :**

A 32 year established practice and office building for sale in Grangeville, Idaho. Doctor retiring.  
A free standing building of 1624 sq. ft., with a private patient parking lot, on a 10,000 sq. ft. corner lot. 3 treatment rooms, therapy bays, X-ray room, reception area, waiting room, private Dr.'s office, storage room.  
Equipment includes: 2020 Imaging digital X-ray, Chattanooga adjusting tables, Zenith high-low table, intersegmental traction table, ultrasound, interferential, hot packs and ChiroTouch software.  
Diversified, Thompson Drop and Activator techniques.  
All office furnishings and equipment included in sale.  
Average collections of \$210,000 per year, for the last 3 years, on 3.5 days a week. Low overhead.  
Practice & equipment: \$185,000  
Office building: \$300,000  
Small town living on the beautiful Camas Prairie. Literally minutes from your door, the outdoor paradise offers: Hunting, fishing, river rafting, hiking, snowmobiling, skiing, 4 wheeling. For more information, contact me at:  
Cell #: (208)983-6537, please leave a message; Email: [Jazzman14@msn.com](mailto:Jazzman14@msn.com)

#### **Established Practice for Sale – Lewiston, Idaho:**

Contact

Phone: 503.277.8220

[Kristy.Fresh@FreshHCA.com](mailto:Kristy.Fresh@FreshHCA.com)

Price: \$450,000.00

Established chiropractic business for 30+ years. Owner is retiring. Will hand off well established, stable practice, support transition with practice panel and introduction into community. Sale includes practice equipment; PEMF, Hyperbaric Chamber, Laser Units, Massage Chairs, Digital X-Ray, Leander Tables, LSI System, Ultra Sound and Rapid Doc Software. Office building with ample parking. Long standing patient base, solid reputation in community and established insurance contracts. Practice currently is a 3 day a week, Ability to increase volume and services.



# Office Posters



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

***Walking touted as “wonder drug”***

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

***Ways to keep moving with joint pain***

***Go outside and get the benefits of Vitamin D***

***The drug-free approach to pain reduction***

***Get up and move!***

***STRETCHING for better joint health***

***Easy exercises to keep your neck healthy***

***Chiropractic care will help you work from home more comfortably***

***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***

***7 simple steps to a longer, healthier life***

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](http://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) .***

# Walking now touted as “the closest thing we have to a wonder drug”

Getting exercise through walking is as easy as lacing up your sneakers and hitting the pavement or trail. Doing so is a safe way to get a workout without needing a gym, and it can boost your mental and physical health in several important ways. “Walking is the most studied form of exercise, and multiple studies have proven that it’s the best thing we can do to improve our overall health, and increase our longevity and functional years,” says Robert Sallis, MD, a family physician and sports medicine doctor with Kaiser Permanente. It’s never too late to reap the benefits of walking: A small 2013 study in the journal *Maturitas* found that seniors with an average age of 80 who walked just four times a week were much less likely to die over the study’s 10-year follow-up period than those who walked less. The many benefits of regularly walking include:

- 1. Lower body mass index (BMI):** A study from the University of Warwick in Coventry, England, published in 2017 in the *International Journal of Obesity* confirms that those who walk more and sit less have lower BMIs, which is one indicator of obesity. In the study, those who took 15,000 or more steps per day tended to have BMIs in the normal, healthy range.
- 2. Lower blood pressure and cholesterol:** The National Walkers’ Health study found that regular walking was linked to a 7 percent reduced risk of high blood pressure and high cholesterol.
- 3. Lower fasting blood sugar (glucose):** Higher blood glucose levels are a risk factor for diabetes, and the National Walkers’ Health Study also found that walkers had a 12 percent lower risk of type 2 diabetes.
- 4. Better memory and cognitive function:** A 2021 study published in the *Journal of Alzheimer’s Disease* found that when adults 55 or older with mild cognitive impairment were assigned to either stretching and toning exercises or to aerobic training—mostly walking—both groups showed some improvement on cognitive tests. But when compared with the stretching and toning group, the group that walked for fitness improved aerobic fitness more, had decreased stiffness in neck arteries, and showed increased blood flow to the brain in ways that researchers think could provide more cognitive benefits in the long term. A clinical trial of older adults in Japan published in the *Journal of the American Geriatrics Society* in 2015 found that after 12 weeks, men and women in a prescribed daily walking exercise group had significantly greater improvements in memory and executive function (the ability to pay focused attention, to switch among various tasks, and to hold multiple items in working memory) compared with those in a control group who were told just to carry on with their usual daily routine. And a study of 299 adults, published in the journal *Neurology* in 2010, found that walking was associated with a greater volume of gray matter in the brain, a measure of brain health.
- 5. Lower stress and improved mood:** Like other types of aerobic exercise, walking—especially out in nature—stimulates the production of neurotransmitters in the brain (such as endorphins) that help improve your mental state.
- 6. Longer life:** In a review of studies published in 2014 in the *International Journal of Behavioral Nutrition and Physical Activity*, researchers found that walking for roughly 3 hours a week was associated with an 11 percent reduced risk of premature death compared with those who did little or no activity.



*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](http://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](mailto: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](mailto: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](mailto:CandSpublishing@gmail.com). Email camera-ready ads in high resolution Adobe Acrobat (.pdf) format to: [CandSpublishing@gmail.com](mailto:CandSpublishing@gmail.com). Ad creation and graphic design services are available through C&S Publishing at no additional cost.

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