



## *Prosperity Through Unity* *Exceptional Care for Idahoans*

May 2022

*The IACP News, Vol. 6, No. 05*

# Senate bill to enhance chiropractic in Medicare

The U.S. Senate has introduced a bill, S. 4042, to modernize Medicare coverage and better meet the needs of today's seniors by increasing access to services provided by doctors of chiropractic. An identical bipartisan-supported bill in the House currently has 130 cosponsors.

Sponsored by Sen. Richard Blumenthal (D-Conn.) with Sens. Kevin Cramer (R-N.D.), Tammy Baldwin (D-Wis.) and Roger Wicker (R-Miss.) as original cosponsors, the Chiropractic Coverage Medicare Modernization Act—which is identical in text to the House version, H.R. 2654—would give Medicare beneficiaries access to all covered Medicare benefits available from their chiropractors, provided the services are allowed under the doctor's state license.

Medicare beneficiaries are currently covered for only one chiropractic service—manual manipulation of the spine—

and forced to pay for additional services out of pocket or to seek those services from a different type of provider, requiring more time, travel and expense.

“Medicare beneficiaries want to lead active lives, but as we age musculoskeletal problems become more common. Access to chiropractic's safe, patient-centered and evidence-based nondrug approach to back pain, neck pain and other musculoskeletal conditions provides options to those who wish to reduce or avoid pain medications and surgery,” said American Chiropractic Association (ACA) President Michele Maiers, DC, MPH, PhD.

“ACA thanks Sens. Blumenthal, Cramer, Baldwin, and Wicker for their support of this important legislation, which augments ongoing efforts to stem the opioid crisis in America by

*Continued on page 4*

## Annual Convention & Expo a huge success!

Doctors of chiropractic from across Idaho gathered in Boise April 29 through May 1st for the 2022 IACP Annual Convention & Exposition, held at the Grove Hotel. A fresh and diverse set of speakers, along with an extensive exhibition of industry partners, provided professional development as well as applicable products and services to benefit your practice. The CE track focused on multiple areas of practice management, billing, coding, documentation, and audit protection.

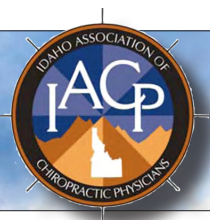
In addition to a packed schedule of continuing education seminars, and a full vendor exhibition hall, there were numerous opportunities for networking and greeting old friends. The pandemic has curtailed opportunities for friends and associates to mingle and exchange news. The IACP Convention was a joyous reunion of professionals and colleagues.

Overall, the Convention had 18 hours of CE education for doctors of chiropractor, plus another 14 hours for chiropractic assistants.

Doctors Mitch Mally, DC, and Morgan Millican, DC, began on Friday with seminars designed to help chiropractors expand their practices. Dr. Mally discussed the Nine Secrets for a Successful Extremity Practice. Dr. Mullican covered the Social Media Pitfalls that could Affect Everyone. Additionally, in the afternoon, he covered Medicare Survival guide and How to Stop Patient Drop-Outs.

Dr. Mullican also kicked off the Day Two workshops with a timely talk called, Getting It Right From Day One. At the lunch break the Idaho State Board of Chiropractic presented a Law & Ethics CE class. This was followed by the IACP Annual

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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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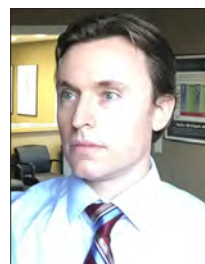
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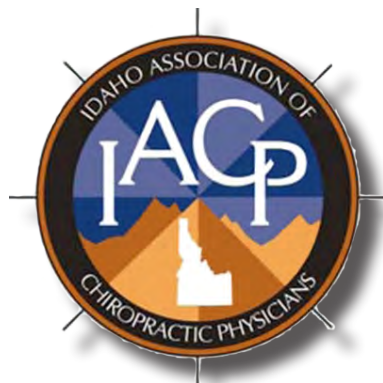
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## IACP MEMBERSHIP APPLICATION

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<b>All Standard Membership Benefits, plus:</b> <ul style="list-style-type: none"><li>• FREE Convention Member Registration;</li><li>• FREE Non-DC Staff Member Convention Registration;</li><li>• Expanded Discounts for Member and Staff on three IACP quarterly seminars;</li><li>• 25% Discount on advertising via the IACP newsletter and/or website;</li><li>• 25% Discount on Bronze Level Convention Sponsorship;</li><li>• Invitation to IACP PAC Dinner(s) for legislative officials targeted for IACP support;</li><li>• Opportunity to write articles for IACP newsletter editions*;</li><li>• Two FREE classified ad both online and printed newsletter per year;</li><li>• <b>First Call</b> - IACP Referrals for patients seeking specific DC techniques/education;</li><li>• Invitation to the IACP President's Dinner – including other Century Club members, past IACP Presidents, Idaho Legislators &amp; Sponsors;</li><li>• Portion of C.C. dues fund the IACP PAC - supporting legislative efforts/candidates.</li></ul> <small>** The IACP reserves the right to review articles and edit submissions as it deems necessary</small>					[ ]	[ ]
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# Senate bill to enhance chiropractic in Medicare

*Continued from front page*

giving seniors access to effective nondrug therapies readily available in chiropractic clinics,” noted Keith Overland, DC, chair of the ACA Legislative Committee.

Both S. 4042 and H.R.2654 add no new services to Medicare. They simply allow patients to access current Medicare benefits that their chiropractors are licensed to provide. The statute that governs patient access to chiropractic in Medicare has been unchanged since 1972, limiting patient choice in a manner that does not align with most modern healthcare plans or the chiropractic profession’s role today in mainstream health care. Projections indicate the number of people age 65 and older who are eligible for Medicare—currently over 60 million—will increase by one-third over the next decade.

To learn more and find out what you can do to support

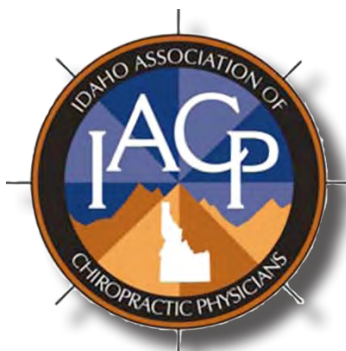
passage of S. 4042/H.R. 2654, visit [www.acatoday.org/Medicare](http://www.acatoday.org/Medicare).

*The American Chiropractic Association (ACA) is the largest professional chiropractic organization in the United States. ACA attracts the most principled and accomplished chiropractors, who understand that it takes more to be called an ACA chiropractor. We are leading our profession in the most constructive and far-reaching ways -- by working hand in hand with other health care professionals, by lobbying for pro-chiropractic legislation and policies, by supporting meaningful research and by using that research to inform our treatment practices. We also provide professional and educational opportunities for all our members and are committed to being a positive and unifying force for the practice of modern chiropractic. To learn more, visit [www.acatoday.org](http://www.acatoday.org)*

## “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!



# Annual Convention & Expo a huge success!

*Continued from front page*

Membership Meeting and the election of new Board of Director officers.

There were two workshops after lunch. Dr. Mally offered his popular Nine Secrets for a Successful Extremity Practice workshop again, while doctors Bench, Hafer and Arrington conducted a clinical panel discussion.

After Sunday's continental breakfast, Dr. John Maltby conducted a Philosophy of Chiropractic seminar.

[Click here](#) to download Convention speaker materials.

Save the date for the 2023 IACP Annual Convention: April 28-30, 2023 at The Grove Hotel.



## Idaho Association of Chiropractic Physicians honors Dr. Jim Kranz and Dr. Kade Keck



**IACP 2022 Chiropractor of the Year - Jim Kranz**



**IACP 2022 Rising Star Award - Kade Keck**



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# Is helping your patients putting you at risk?

Over the past decade, we have seen health care costs [rising faster than the average annual income](#) in the U.S. Many of our patients are feeling the pain from higher premiums, deductibles, and copays. As a patient, I understand the pain. As a provider, I feel the increased burden of rising costs in my practice and diminishing reimbursements. When facing similar challenges, some doctors try to justify not charging for some services in their practices. I hear it all the time, “Well, I do XYZ for free. But, it’s okay because I don’t charge my patients or the insurance company.” That sounds good in theory, but the reality is that giving away any service for free can be risky.

Although, as business owners, we all feel that we should be able to operate our businesses as we see fit, the truth is that we can’t always do what we want, especially in health care. The business of health care is the second most regulated industry in the U.S. If we choose to participate with third-party payors, then we are held to the obligations outlined in our contracts, many of which include a clause stating we will not charge the insurance company more than we charge a private-pay patient. Additionally, when it comes to Medicare and other federally funded programs, the rules must be followed explicitly. For example, if your actual exam fee is \$100, and you run a promotion that gives the exam away for \$29, you could be faced with penalties from Medicare for offering an “inducement.” Per Medicare regulations, you are not allowed to give away anything of value over \$15 or you could be accused of inducing a patient to use your office or your services over another provider, and the charge could be considered less than fair market value, which is also part of the inducement prohibition.

In March of 2018, one of our colleagues in Iowa, agreed to pay nearly [\\$80,000 for violating the False Claims Act](#). He is alleged to have violated the False Claims Act by improperly billing Medicare and Medicaid for chiropractic adjustments after providing free electrical stimulation to influence those people to receive chiropractic adjustments. The investigation lasted over 18 months, and in the end, the doctor agreed to the settlement due to rising costs of legal fees and the reasonable settlement offer.

In July 2016, two primary auto insurance payers filed suit in Federal Court against a chiropractor alleging fraud. What sets this apart from other cases is that the payers appear to be claiming that the doctor was charging lower fees to cash-paying patients, advertising-free consultations, and free massages, just to name a few. The National Association of Chiropractic Attorneys’ member, Larry Laurent, has said,

“You cannot charge one fee for insurance cases (e.g., PI) and a lower fee to cash patients – despite the obvious fact that your cash patients require lower overhead.”

We know there is a wealth of inaccurate information disseminated within our profession. I’m sad to say that I must agree with my frustrated colleagues when they vent about all the conflicting advice they receive. That’s why ChiroHealthUSA has relationships with many compliance specialists, to help get accurate, reliable information out to the profession.

Being a part of ChiroHealthUSA is not the one-stop solution to being compliant in practice, but simply a piece in a larger puzzle. It is important that every person working in your practice understands the rules and regulations, and understands why you chose to participate in ChiroHealthUSA. We have providers who believe that their practices are utilizing ChiroHealthUSA only to find out months, and even years, later that their staff is not utilizing it correctly or even offering it at all. One ChiroHealthUSA-participating practice discovered that hundreds of federally insured patients were being offered discounts outside of ChiroHealthUSA on non-covered services, after conducting an internal audit. What kind of disaster might that have been in the event of a Medicare audit?

You simply need to read the headlines, posts, and tweets, about providers across the healthcare profession being audited, fined, and some even convicted, to see that the costs of non-compliance are real. We tell ourselves, “It won’t happen to me.” The reality is that it easily could. Your license is your livelihood. Your families, employees, and patients, are depending on you do the right thing, in the right way, by following the rules and regulations. Helping patients shouldn’t put your practice at risk. We encourage you and your team to take the [Discount Challenge](#). Test your knowledge and have some fun. Every correct answer gets you one entry (up to 10 entries) for a chance to win \$15,024!

*Dr. Ray Foxworth is a certified Medical Compliance Specialist and President of ChiroHealthUSA. A practicing Chiropractor, he remains “in the trenches” facing challenges with billing, coding, documentation and compliance. You can contact Dr. Foxworth at 1-888-719-9990, [info@chirohealthusa.com](mailto:info@chirohealthusa.com) or visit the ChiroHealthUSA website at [www.chirohealthusa.com](http://www.chirohealthusa.com). Join us for a free webinar that will give you all the details about how a DMPO can help you practice with more peace of mind. Go to [www.chirohealthusa.com](http://www.chirohealthusa.com) to register today.*



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**By Jari Roomer, founder of Personal Growth Lab**

*Editor's Note: Building and maintaining a successful, profitable chiropractic business takes a lot of hard work. The following article by a noted author on productivity in a business setting, may help many to refine the work techniques to work smarter not harder.*

Most people work like a gazelle instead of like a lion. Gazelle spend hours of their day grazing with very low intensity. They 'work' on and off, eating here and there. There's no intensity—just long hours.

Lions, however, hunt in short bursts of intense focus. When they hunt, they go all-in. They don't let anything distract them. They have one mission and go out of their way to accomplish it. Once the hunt is completed, they deeply recharge and rest for hours so they're ready for the next hunting session.

We should do the same thing when it comes to our work — work in short bursts (3–4 hours) with high intensity instead of spending eight hours grazing on and off with low intensity. Three hours of deep, focused work beats eight hours of working in a state of semi-distraction.

In today's knowledge economy, the intensity with which you

work matters more than the number of hours you work. Get the job done in less time by working with full intensity. Then, once the objective is completed, disconnect from work. Truly recharge. Get ready for tomorrow's next 'hunting' session. Go completely 'off' so you can be completely 'on' again the next day. Work like a lion, not like a gazelle.

### **Practice The 'Weniger, Aber Besser' Principle**

Dieter Rams, a German industrial designer and retired academic, was credited for the term *weniger, aber besser*, which means less, but better. Nowadays, this design principle is used by many successful companies, Apple being one of them.

The 'less, but better' mindset embodies the 80/20 principle. It recognizes that most things don't matter. Most things are inessential. It's clutter. It's noise. It distracts us from the few things that are essential.

"If you seek tranquility, do less. Or (more accurately) do what's essential. Do less, better. Because most of what we do or say is not essential. If you can eliminate it, you'll have more tranquility." — Marcus Aurelius

Less, but better is an essential mental model for today's hustle culture, which is obsessed with more. Work more



hours. Start more side-hustles. Do more. Read more. Produce more. Take on more projects.

For most of us, more leads to overwhelm. More leads to spreading ourselves too thin. More leads to burnout. More leads to a lack of focus. Paradoxically, more leads to less (less happiness, profit, and impact).

This is why the 'less, but better' principle is so powerful. It can be a game-changer for our productivity and careers:

- What if you worked less, but better?
- What if you took on less, but better (more important) projects?
- What if you have fewer, but better meetings?
- What if your product has less, but better features?
- What if you created content on fewer social media platforms, but created better content?
- What if you have fewer, but better products?

Less, but better is not only useful for your work, but it can also be applied to your personal life:

- What if you have fewer, but better friends?
- What if you have less, but better stuff?
- What if you ate less, but better foods?

Less, but better is the key to staying focused on the 'vital few' instead of getting lost in the 'trivial many'. Use this principle in your career and personal life, and you'll be one of the most effective people in your field.

## Think More Before Acting

As peak performance coach Brendon Burchard said in his book *High-Performance Habits*, "To become a high performer requires thinking more before acting." This might seem counterintuitive productivity advice. I mean, don't we want to take as much action as possible? Well, yes and no.

Of course, without execution, nothing will get done. You won't move the needle forward. Your dreams will merely stay dreams. However, without carefully thinking your plans through, you might end up chasing the wrong goals. You might pursue a project that's doomed to fail in the first place. And, as legendary management expert Peter Drucker said, "There is nothing so useless as doing efficiently that which should not be done at all."

It's a mistake I've made many times in my life. I tend to easily get excited by new projects or business ideas, so I sometimes

pursue them without carefully thinking my plans and ideas through. Unfortunately, this has cost me many months of hard work with minimal reward.

That's why, as Brendon Burchard said, becoming a high performer requires thinking more before acting. When you're about to start a new business, side-hustle, or project, ask yourself a few key questions:

- Is this new project the best use of my time right now?
- How much will this new project distract me from my current goals/projects?
- What are the obstacles I'll likely face when pursuing this new project? And how likely am I to overcome these obstacles?
- Has someone already achieved success with a similar type of project in the past? (If not, this might be a difficult project to finish)

By asking yourself these types of questions, you ensure you think well before acting. This helps to pursue only the projects that make the most sense and have the highest odds of success.

*Jari Roomer writes about productivity, personal finance & self-improvement. His upcoming ebook 'Peak Productivity' is available for pre-order at a special 50% early-bird discount. It will provide you with the clarity, tools, and routines to work smarter so you'll get far better results in just a fraction of the time. [Click here](#) to pre-order your copy at a 50% early-bird discount.*





# Build healthy habits when exhausted



Pandemic fatigue describes the feeling of exhaustion and burnout we've reached after over two grueling years of having our lives turned upside down by the COVID-19 virus. It's a very real feeling brought on by the effects of the pandemic on our life including restricted activity, limited social life, hyper-vigilance and exhaustive virtual interaction.

It's understandable that we're all feeling tired of the limits that have been placed on our lives. We're tired of wearing masks, disinfecting, physical distancing, being away from family and friends, and increasingly fed up with the "new normal" routines. We don't know when life will return to "normal" or if life after the pandemic will ever return to "normal." Although vaccines have given us hope, all those months of stress and uncertainty have taken a toll on our emotional health.

The World Health Organization (WHO) defines pandemic fatigue as a "lack of motivation to follow health protocols which develops slowly over time as an expected and natural response to a prolonged public health crisis." The WHO believes that more than half of the world's population is experiencing pandemic fatigue which can lead to careless behaviors and a sharp rise in cases. For example, you may find yourself becoming less concerned about wearing a mask in public and maintaining proper handwashing. Or you could be less careful about social distancing practices.

Given that the last couple of years have been exhausting, how can we all overcome our fatigue and get our lives, and practices, back on track?

The key is to start small, to take a gentle, whole-person approach for long-term change. First, start by establishing a regular sleep habit, from going to bed at the same time to waking up at the same time. Then, work on your nutrition. Aim for more water, and identify eating habits that make you feel more energized and less drained. Next, fold in some exercise, whether it is regular cardio or adding some stretches and steps into your workday. Once you've established these healthy habits, then you can expand into others. Work on one new habit at a time, and take it slowly and steadily.

Forming a new habit in the best of times can be difficult, let alone trying to make changes when you're already spent. The last couple of years have stretched almost everyone. And you may find yourself exhausted and feeling doubtful that you can really turn your situation around — or simply confused about where to begin.

So what do you do when you're trapped in the vicious cycle of needing to improve your habits so you can feel refreshed but struggling to muster the willpower and motivation to even try?

## Start with Sleep

If you're super tired, then the key to greater productivity is not to push harder, but push less. Once you start getting enough sleep habitually, your body will support you in accomplishing your daily goals instead of dragging you down. Start with aiming for an earlier bedtime based on how many hours of sleep you need to be rested. If that's eight hours a night and you need to get up at 7 a.m., that means lights out at 11 p.m. Set a recurring alarm on your phone for around 30 or 45 minutes before that time to remind yourself to start winding down and prepping for shut-eye.

Once you begin to get the hang of heading to bed earlier, then start to work on your pre-bedtime routine so that once you're in bed, you can actually fall asleep. Experiment with different strategies, such as signing off electronics an hour before bed, not watching anything too stimulating late at night, or simply dimming the lights. Then the next step to improving your sleep quality is to focus on getting up at a consistent time.

## Think About Nutrition

Once you give yourself sufficient time to rest, then you'll start to have the capacity to work on other areas. I've found the next most effective habits for rebuilding energy involve simple nutrition strategies.

One effective habit is to start drinking more water. Greater

water intake improves energy, aids concentration, and reduces fatigue and anxiety. Make it a habit to always have a filled water glass or water bottle by you. Then think about whether you're getting enough nourishment.

## Get Moving

Once you have the building blocks of sleep and nutrition in place, then you need to start thinking about integrating in physical activity. Counterintuitively, exercise ultimately gives you more energy throughout the day instead of depleting it. It also has the added benefits of improving mood, sleep quality, and focus. If you do at least 25 minutes of vigorous cardio exercise at least three times a week, you can improve your overall wellness.

Once you've integrated in the healthy habits that will greatly reduce your exhaustion, then you can pick other new habits to fold into your life. Attending to the basics of sleep, nutrition, and exercise will have improved your energy and focus during the day so that you have the capacity to take on more.

The key to habit change, especially when you're truly exhausted, is to take it slowly and steadily: Moving forward but not putting too much pressure on yourself at any one time. You won't be able to change all of your habits in a day. But with time, you can develop new habits that will help you regain energy, stave off fatigue, and build momentum for ongoing growth and development.



# Chiropractic News

## **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).

## **Alumnus and past board member Dr. Lorenzo E. Marchese, Jr. Named 2022 ICA Chiropractor of the year**

The International Chiropractors Association (ICA) is pleased to announce that Dr. Lorenzo E. "Larry" Marchese, Jr. has been awarded the organization's highest honor, the ICA Chiropractor of the Year, for 2022 during the ICA Annual Convention this month. Dr. Marchese maintains an active chiropractic practice in Nutley, New Jersey where he resides with his wife, Debbie.

Life University (Life U) also congratulates Dr. Marchese on his continued success as he builds upon the excellence expected of individuals that have come through the University. Dr. Marchese received his Doctor of Chiropractic degree in 1983 from Life U and is a past member of our Board of Trustees.

Dr. Marchese has a long history of volunteerism within the chiropractic profession and the ICA. He currently serves on the ICA Board of Directors, where he is a member of the Executive Committee. He previously served as Chairman of the ICA Representative Assembly, having been elected by his peers when he served as the Representative for New Jersey. As Chairman, he mentored representatives from every state and more than 52 countries where the ICA has membership.

Upon the selection, Dr. Selina Sigafosse-Jackson, ICA Board President stated, "Dr. Marchese is one of the finest, shining examples of Give, Love, Serve, Do. I felt honored to have witnessed Dr. Larry receive the award and, in his nature, and fashion, he was shocked and humbled. I am so proud to call him a colleague and more so friend. Much deserved."

Professor Hugo V. Gibson, DC, FICA President of the Distinguished Fellows of the ICA provided, "To be nominated by your peers for the Chiropractor of the Year is an honor all by itself. To be elected by the members of the Distinguished Fellows of the ICA to be the Chiropractor of the Year is indeed a very special honor. It is the highest honor that a chiropractor can be accorded in the world. Sincere congratulations to Dr. Larry Marchese on having been elected as the 2022 ICA Chiropractor of the Year."

## **Graduate Aspires to 'Serve Those Who Serve' with Clinic for First Responders**

Burning building. Car accident. Seizure. Respiratory distress. Stroke. Cardiac arrest. These are just a handful of emergencies that EMTs, paramedics, firefighters and police officers respond to every day. They are trained to save lives, but sometimes doing so comes at a cost to their own health and wellbeing.

While working to finalize a brick-and-mortar location in Grand Rapids, Michigan, Dr. Graham is traveling to fire and police departments to offer chiropractic care as a concierge service.

Whether as a chiropractor or first responder, Dr. Graham said being able to change a few people's lives in the community he lives in makes it all worth it.



# IACP Marketplace

*The IACP News,*  
this monthly newsletter of the Idaho  
Association of Chiropractic Physicians,  
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# Chiropractic College News

## **Logan University Breaks Ground on Fuhr Science Center**

Logan University broke ground on the Fuhr Science Center on its campus in Chesterfield, Missouri, yesterday and construction is officially underway. The renovation project represents a major investment in the university's continuing commitment to quality experiential learning for its chiropractic and health sciences students and to advancing education and transforming lives through evidence-based, patient-centered health care.

The building is named after Arlan W. Fuhr, DC ('61) and Mrs. Judi Fuhr, who donated a \$1 million lead gift in support of the Advancing Education, Transforming Lives campaign that will fund the renovation and expansion of the Fuhr Science Center as well as portions of the Administration Building. Dr. Fuhr is founder and chairman of Activator Methods International and co-inventor of the Activator Adjusting Instrument and the Activator Method Chiropractic Technique—the world's most widely used instrument adjusting chiropractic technique. Judi Fuhr is CEO and co-owner of Activator Methods International.

With a nearly 48,000-square-foot remodel and addition, the updated Fuhr Science Center will house anatomy labs, a simulated imaging center, technique labs, faculty offices, additional student collaboration and study areas, and anatomage tables—which are the most advanced 3D-simulation systems used by leading health care institutions throughout the world.

Guided by Logan's mission and vision, the "Advancing Education, Transforming Lives" campaign will be funded through three efforts: financing through an existing long-term relationship with the university's banking partner, a strategic spend in cash reserves and a fundraising campaign. Stay up to date on construction online and view photos from the ceremony on the university's [Flickr page](#).

## **Life University's academic center for educational success earns NCLCA learning center certification**

The Academic Center for Educational Success (ACES) at Life University (Life U) has been awarded the National College Learning Center Association's (NCLCA) certification. The NCLCA's Learning Center Certification program promotes professional standards of excellence for learning centers; encourages centers to develop, maintain and assess quality programs and services to enhance student learning; and celebrates the outstanding achievements of centers that meet and exceed the standards.

Life U's ACES was scored on criteria topics that included program and services; organizational framework; academic integrity and learning environment; funding, resources and design; staff and professional development; promotion and public relations; and assessment and evaluation.

ACES offers a variety of services to support students in achieving their academic goals. In addition to helping students improve their study skills and develop learning strategies to enhance academic achievement, support is also made available through course-based academic support initiatives, such as peer-assisted learning (PAL) and specialized learning-based academic support, such as academic success workshops, one-on-one meeting with professional staff, and multicultural student academic support services.

For more information about Life University, visit [life.edu](http://life.edu).

For more information about Life U's Academic Center for Educational Success (ACES), visit [life.edu/academic-pages/academic-support/aces](http://life.edu/academic-pages/academic-support/aces).

## **CUKC student receives KICF future leader in health scholarship**

Kirsten Abbott, a CUKC chiropractic student in her sixth trimester of the degree program, has received a Kansas

Independent College Foundation (KICF) Future Leaders in Health Scholarship award.

Abbott, from Hastings, Neb., was one of 21 students from among the 20 institutions in the Kansas Independent College Association to receive an award for the foundation's various merit-based scholarships, deemed the Green and Gold Scholarships. More than 116 students were nominated in 2022.

Each nominated student had to submit a detailed essay about their leadership training, their future career goals, why they chose an independent college for their higher education, their thoughts on leadership, and how their education is preparing them for success.

The KICF presented \$19,000 in competitive scholarships for 2021-22. The annual awards are focused on categories where KICF institutions are particularly strong.

Other award categories include Minority Student Scholarships, First Generation Student Scholarship, American Service Member Award, "Better Life" Degree Completion Award, Future Leaders in Education, and Future Leaders in Faith.

The winners were selected by a panel of volunteers who are allies and supporters of the work of KICF and non-profit colleges.

### **Northeast and Wells Colleges announce academic programs**

Northeast College of Health Sciences and Wells College announce two new articulated program agreements for health sciences majors to secure their admission into Northeast's in-demand chiropractic program while saving time and money.

Becoming a healthcare professional is now more attainable by saving students the cost of one year of tuition. The 3+3 articulation track allows students to earn their bachelor's degree at Wells College and their graduate degree from Northeast a full year more quickly than it would take to earn each of the degrees individually. The 4+3 articulation track lets students complete their degree at Wells and gain acceptance to Northeast as soon as requirements are met.

Interested students can contact Amy James, educational

partnership manager at Northeast College, at 315-568-3279

### **2022 Wave Chiropractic conference Aug. 5**

The WAVE at Life West is back! Registration is now open! If you're a DC, we invite you to get your tickets to Life West's WAVE in-person event to celebrate chiropractic! We might have lost our heads but we're offering this special event FREE, to the first 500 DC's. At this time, we are only offering tickets to registered DC's. After COVID, we want to bring everyone together in one place, on campus, in the SF Bay Area for our live event!

Get Your FREE Pass for WAVE 2022 August 5th. Live on the Life West Campus in the San Francisco Bay Area! For \$69 receive 12 live CE hours + 5 online x-ray hours. CE credit fee is Non-refundable. WHEN: Friday, August 5th 8am – 5pm and Saturday, August 6th 8am – 3pm. WHERE: Life Chiropractic College West Standard Process Assembly Hall, 25001 Industrial Blvd., Hayward, CA 94544.

[More info here.](#)

### **2022 Annual Convention, July 21-23 Galveston TX**

Join us for our Annual Texas Chiropractic College Convention! From July 21 to July 23, you will have the opportunity to attend 24 hours of live sessions, access 12 hours of virtual content, and network with plenty of speakers, exhibitors, and attendees. Registration is now open! Click here for more information: <https://online.txchiro.edu/pages/2022-convention>

### **October 2022: Cleveland Centennial & Midwest Annual Conference and Expo**

As part of the CUKC Centennial celebrations, the University is presenting the Whole Body Health & Wellness Expo featuring Daphne Oz on campus on April 30, 2022. The public is invited to participate in a day dedicated to whole-body health and wellness. The majority of the event will be outdoors among the banners on campus.

In October, the Cleveland Centennial & Midwest Annual Conference and Expo will include on-campus activities, such as an evening of fireworks, and presents another opportunity for alumni to look for their name on the banner.

For more about CUKC and upcoming centennial event registration, visit <https://100.cleveland.edu/>.



# Soar with us



This monthly newsletter will get information about your products or services directly into the hands of the Idaho chiropractic community. There is no faster, less expensive way to reach this exclusive market. Advertising rates on the last page of this issue, or email Steve at [CandSpublishing@gmail.com](mailto:CandSpublishing@gmail.com) for details and discounts.



Idaho chiropractors, do you have something to sell, share, or advertise with your fellow practitioners? List it as an IACP classified ad. These ads will be listed online and included in the IACP newsletter for two months. Email your ad to: [iacpcontact@gmail.com](mailto:iacpcontact@gmail.com)

### **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

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

Contact  
 Phone: 503.277.8220  
 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.

**It is re-election time!** This round I am running for Idaho House seat A in district 22. I would sure appreciate your help with spreading the word and helping fund some of our campaign efforts. Please call my office at 208-376-3802 with any questions. Our mailing address is P.O. Box 190671 Boise, ID 83719. Thank you in advance for your help. Also, please look for me at <https://ferch4idaho.com/> or on Facebook at [Greg Ferch for Idaho | Facebook](#).

# Office Posters



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

***The dangers of excess sugar***

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***

***Walking touted as "wonder drug"***

***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) .***



# The dangers of excess sugar

You've heard it before, but it bears repeating—again and again. We're eating way too much sugar. According to government data, 200 years ago the average American consumed two pounds of sugar annually. Today, we eat more than 60 pounds of added sugar a year (yes, that's per person). At 113 teaspoons per pound, that's 6,780 teaspoons every 365 days.

Considering that the American Heart Association (AHA) recommends no more than six teaspoons of added sugar daily for women and nine for men, we're far over the advised cutoffs. And while some sugar sources are obvious—like soda, candy, or the sugar you add to your coffee—the sweet stuff can sneak into your diet in unexpected ways.

One of the best ways to cut back is to eliminate sugary drinks, like soda, sweet tea, lemonade, and the like. When it comes to the obvious sugary foods, like baked goods, ice cream, and other treats, be selective and strategic. I advise my clients to rank indulgences on a scale from 0-5, with 0 being just meh and 5 being a can't-live-without favorite. If something doesn't rate at least a 4, you probably won't regret forgoing it.

Enjoy goodies that are truly special, but make simple tweaks to create balance. For example, if you know you want a cookie after lunch, opt for a veggie-packed salad topped with lean protein instead of a carb-heavy sandwich or wrap. And to scope out concealed sources of sugar, become an avid label reader. Look at not just the grams of sugar on the Nutrition Facts panel but also the ingredient list for terms that end in -ose, like glucose, fructose, dextrose, and maltose, as well as the word syrup.

When the foundation of your diet is fresh, unprocessed whole food, and less of what you eat comes in a package, you'll automatically slash your added sugar intake. It may just be the most impactful change you can make for your everyday energy and overall health.



*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.

**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.

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