



## Prosperity Through Unity Exceptional Care for Idahoans

January, 2019

The IACP News, Vol. 3, No. 1

# Chiropractic key component of pain management

A few months ago the Warren Alpert Medical School at Brown University hosted a multidisciplinary panel discussion on non-opioid care pathways for pain management, including chiropractic care, which was called a key component. The discussion was part of an evening symposium at the University titled, "Responding to The Opioid Epidemic: Safely Managing Pain Through Evidence-Based Interventions."

The Foundation for Chiropractic Progress' Executive Vice President, Sherry McAllister, DC, attended the symposium, as did a number of physicians, physician assistants, nurse practitioners, nurses, pharmacists, residents,

*While chiropractic care is slowly integrating into the medical field, primary care physicians are still more likely to prescribe opioids.*

fellows, social workers, public health professionals, students and community stakeholders. Educational sessions were focused on opioid prescription regulations and best medical practices for managing chronic pain.

A panel on "Discussion on Alternative Treatments for Pain" opened the symposium. Panel members included Mariah H. Stump, MD, MPH, an internal medicine physician and assis-

tant professor at the medical school; Kenneth R. Blaker, a strategist and healthcare consultant and Marc K. Siegel, MD, FACP, FOX News medical correspondent and clinical professor of medicine at New York University Langone Health, who moderated the discussion.

Blaker said that while more conservative care, including chiropractic, is slowly integrating into the medical field, primary care physicians are still more likely to prescribe opioids.

"This needs to change," Baker said. "The needs of patients in pain are urgent and acceptance of safe, effective

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## Conflicting views on U.S. House Bill, H.R. 7157

According to the American Chiropractic Association, H.R. 7157, introduced on Nov. 16 by Rep. Erik Paulsen (R-Minn.), would allow Medicare beneficiaries to access the chiropractic profession's broad-based, non-drug approach to pain management, which includes manual manipulation of the spine and extremities, joint mobilization, soft-tissue massage techniques, physiological therapies, exercise instruction and activity advice. Access to non-drug approaches to pain management in Medicare as well as private health care plans has become increasingly important in the wake of the nationwide opioid crisis. The bill adds no new services; it only allows access to those current Medicare benefits that chiropractors are licensed to provide.

This legislation is being supported by the ACA to expand Medicare coverage of services provided by chiropractors within the scope of their license.

The International Chiropractors Association (ICA) is, however, urging chiropractors to be careful of the language in the bill and the promises being made. ICA says:

The recently introduced HR 7157 bill has been promoted within the chiropractic profession as a bill that will expand Medicare to allow doctors of chiropractic to be compensated for all services within their scope of practice provided those services are already covered services in Medicare. Within that framework, in some states, that would include prescribing and surgery authorization.

ICA however does not support HR 7157 as written and recommends caution to the profession regarding the language in the legislation. According to ICA's Legislative and Medicare Committees who have carefully reviewed the bill, the

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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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13601 W McMillan Rd., Ste. 102-331, Boise, ID 83713

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# Happy New Year to all!

**By Dr. Scott Crawford**  
**IACP President**

As you set your goals and create strategies for 2019, be sure to consider the connections and partners which can help grow your practice and our profession as a whole. One easy way to kick start this goal is to reach out to your local legislators and invite them to the IACP's Annual Legislative Luncheon on January 23rd in Boise. If you don't know your legislators very well, attending this luncheon will be the perfect chance to get to know them. We always have a great turnout by our legislators, and it's important for DCs to attend to represent our profession. More information about the event is available on our website at [iacp.wildapricot.org](http://iacp.wildapricot.org).

This year, Dr. Tom Bench will address the role Chiropractors play in mitigating the opiate crisis and providing restorative care. Please attend and don't forget to invite your local legislators.



## Announcing

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# Conflicting views on House Bill, H.R. 7157

*Continued from front page*

proposed Medicare coverage expansion bill as written, falls short of the needs of the chiropractic community and undercuts the recognition of chiropractic in federal law as a separate, distinct, drugless, and non-surgical alternative form of health care. ICA has serious concerns that the promotion of the bill does not match what the outcomes of passing the current language of the bill into law will achieve.

The ICA's has expressed these concerns:

- HR 7157 inserts a 'qualifier' which will set the entire profession up to become 'aberrant billers'. Rather than leave the "manual manipulation of the spine to correct a subluxation" intact, the language included in the statement of purpose will become part of the notes section of the law and inserts "as demonstrated to exist" as a new, unnecessary and arbitrary qualifier for compensation not required of any other physician level provider.
- Includes a provision to limit services reimbursed by chiropractors, who are determined to be aberrant billers on a quarterly basis. In essence, the promised expansion of coverage will be eliminated for anyone the Centers for Medicare and Medicare Services (CMS) determines to be over billing.

This is a provision ripe for abuse by over-zealous Medicare administrators.

- Critical decisions on coverage specifics, including dates and timelines, are at the discretion of CMS personnel. As written, CMS may drag out the implementation for 3-5 years.
- HR 7157 also ignores the request of the chiropractic community to be treated equally in Section 1395a of the Social Security Act provision on private contracting.

ICA is in consensus with the entire profession that there is a need to reform Medicare, to improve parity and remove discriminatory restrictions. It supports and is working towards improvements to Medicare that will include coverage of exams, x-rays or other ancillary services, and/or supplies provided in support of correcting a subluxation through manual manipulation of the spine as well as ensuring equal treatment for chiropractic patients to privately contract with their chiropractor.

HR 7157 provides no guarantee that any expanded compensation will be provided in the near future. The ICA is in the final stages of crafting legislation that is practical, feasible and has a realistic prospect of passage.

## *ChiroCongress partners with FootLevelers to advance chiropractic*

With opportunity to attract more patients seeking safer, more conservative healthcare, Foot Levelers and ChiroCongress (Congress of Chiropractic State Associations) have partnered to produce marketing content designed to help the growth of Chiropractic services on a state-by-state basis.

The Foot Levelers professional video staff traveled to the ChiroCongress Annual Convention in Austin, TX in early November. There, the Foot Levelers team interviewed members of leadership from 31 Chiropractic state associations. Topics ranged from the value of Chiropractic, to the opioid crisis, to why a Chiropractor should join a State Association. Over 90 high-quality videos, valued at over \$75,000, were produced at no cost to ChiroCongress or participating state associations.

"This was a great opportunity to partner with ChiroCon-

gress and state associations increase their awareness, both to the Chiropractors and the general public, at absolutely no cost to them," mentioned Dawn Galbraith, Senior Vice President at Foot Levelers. As videos are completed, they are sent to each state association to use in their marketing, including membership drives and public awareness campaigns.

"Foot Levelers' support of the Chiropractic profession and ChiroCongress is remarkable," said Elizabeth Klein, executive director of ChiroCongress. "These videos are a major help to our state associations' marketing and member recruitment efforts. The videos educate current members about the State Association's top priorities in 2019, and the value of being a member of their state association. We can't thank Foot Levelers enough for their dedication to our mission and tremendous generosity in making this project come to fruition."

# Chiropractic key component of pain management

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tive, drug-free care is still far from medical mainstream.”

Opioids are intrinsically dangerous because they replace pain with pleasure-producing neurochemicals including dopamine.

“Panelists offered an invaluable, evidence-based perspective on how to remedy this public health crisis facing our nation,” said Dr. McAllister. “Anyone who attended the symposium left the event with fresh insight into how chiropractic care can be integrated into a collaborative care pathway focused on more effective pain management without opioids.”

A recent study published in *The Journal of Alternative and Complementary Medicine* concluded adults receiving chiropractic care for low back pain were 55 percent less likely to fill a prescription for an opioid analgesic in comparison to adults who did not receive chiropractic care.

“It was gratifying to have chiropractic featured in the panel and to see symposium attendees receptive to the need to work together to provide collaborative care,” said Dr. McAllister. “This is another encouraging indicator of progress and shows the medical community’s growing recognition of chiropractic care as an evidence-based intervention for chronic pain, as well as its demonstrated ability to help consumers avoid the dangers of opioids.”

## ***We’re practically giving it away!***

When you buy a half-page or full-page display ad in this monthly newsletter, we will give you, absolutely free, the following:

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- A FREE ad in the IACP Marketplace of Featured Businesses & Suppliers, and
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# FDA approves new Super Opioid

A new opioid tablet that is 1,000 times more potent than morphine and 10 times stronger than fentanyl has been approved for use by the Food and Drug Administration. The new opioid is intended to be used as a fast-acting alternative to IV painkillers used in hospitals.

The painkiller Dsuvia, according to the FDA, will be restricted to limited use only in health care settings, such as hospitals, surgery centers and emergency rooms, but critics worry the opioid will fuel an already grim opioid epidemic.

Known generically as sufentanil, it's a new formulation of a drug currently given intravenously. Critics say it will be incredibly easy for health workers to pocket and divert the drug to the illicit drug market and because it is so small and concentrated, it will likely kill people who overdose on it.

"This is a dangerous, reckless move," said Dr. Sidney Wolfe senior adviser of Public Citizen's Health Research Group. He questions whether there's need for yet another synthetic opioid when the U.S. is in the throes of an opioid overdose crisis.

Senator Ed Markey of Massachusetts urged the FDA not to approve the painkiller last month, saying, "An opioid that is a thousand times more powerful than morphine is a thousand times more likely to be abused, and a thousand times more likely to kill."

To that, FDA Commissioner Scott Gottlieb said in a statement that "very tight restrictions" will be placed on Dsuvia and that it will not be available at retail pharmacies or for

any home use, Gottlieb said. The medicine comes in a tablet that can dissolve under the tongue. Side effects of the potent drug include extreme tiredness, breathing problems, coma and death.

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*As opioid-related deaths rise in the United States, so has the role of synthetic opioids — primarily illicit fentanyl, mixed into heroin or made into counterfeit pills (SN Online: 3/29/18). In 2016, synthetics surged past prescription opioids and were involved in 19,413 deaths, compared with 17,087 deaths involving prescription opioids, researchers report May 1 in JAMA. The study is based on data from the National Vital Statistic System's record of all U.S. deaths.*

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But Dr. Raeford Brown, chair of the FDA's Anesthetic and Analgesic Drug Products Advisory Committee and a professor of anesthesiology and pediatrics at the University of Kentucky, said he did not think the FDA had taken enough care.

"I am very disappointed with the decision of the agency to approve Dsuvia," Brown said in a statement.

"This action is inconsistent with the charter of the agency. As I discussed with representatives of the agency today, neither the lack of efficacy data, nor the sponsor's response to

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# FDA approves new Super Opioid

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safety concerns, have been answered,” he added.

“Clearly the issue of the safety of the public is not important to the commissioner, despite his attempts to obfuscate and misdirect.”

Opioids, including prescription opioids and heroin, killed 42,000 people in 2016, the CDC says. Provisional numbers for 2017 indicate they killed 49,000. Opioid overdose deaths are so bad that they have helped lower U.S. life expectancy.

Synthetic opioids alone killed 27,000 people in 2017, the CDC says. In 2016, synthetics surged past prescription opioids and were involved in 19,413 deaths, compared with 17,087 deaths involving prescription opioids, researchers report May 1 in JAMA. The study is based on data from the National Vital Statistic System’s record of all U.S. deaths.

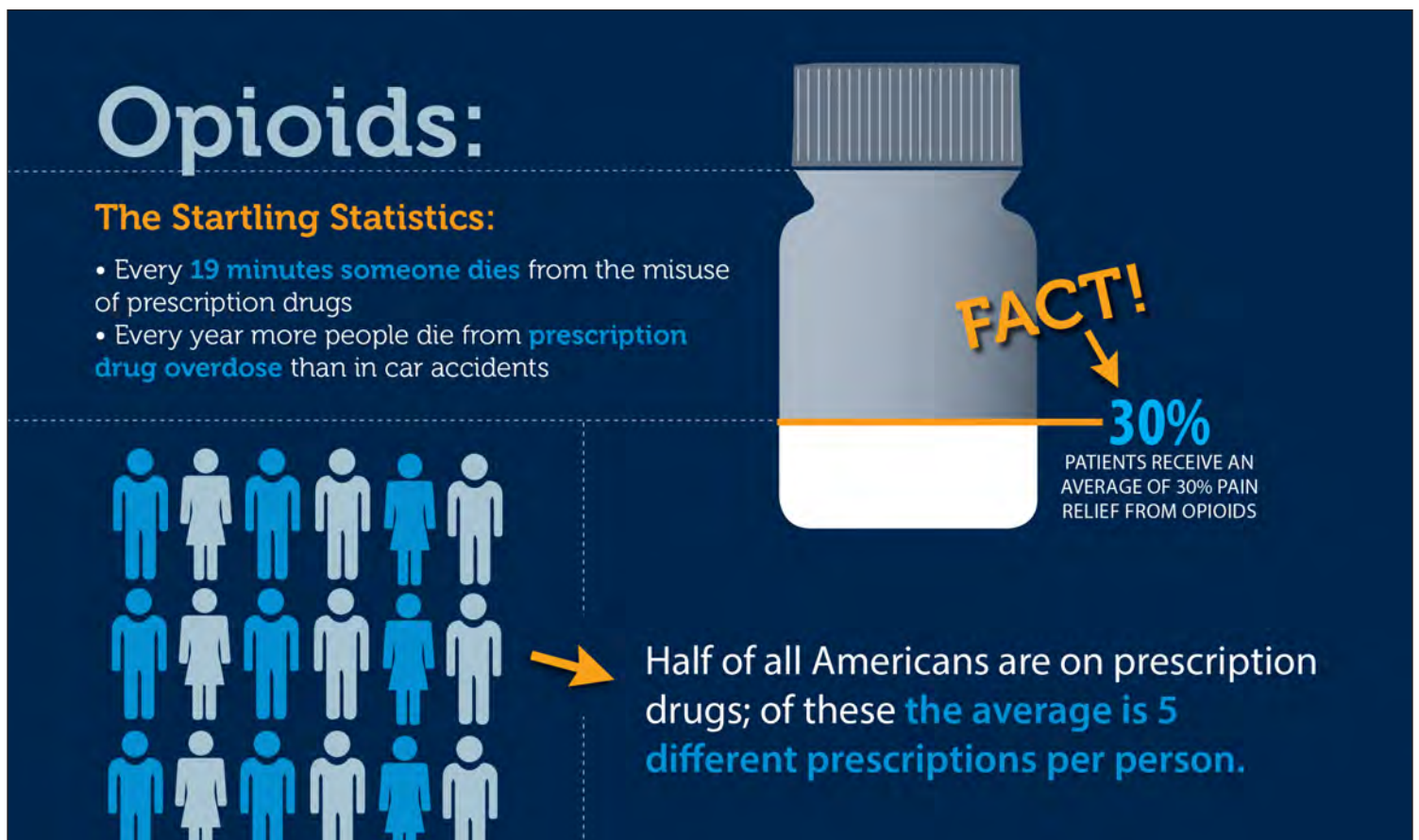
“Synthetic opioids are much deadlier than prescription opioids,” says emergency physician Leana Wen, Health Commissioner of Baltimore, who was not involved in the study. Fentanyl, for example, is about 50 to 100 times more

potent than morphine. The illicit origins of many synthetic opioids make the public health response more difficult, she says. “We can track prescriptions; it’s much harder to track illegally trafficked drugs.”

Gottlieb said the FDA considered the risks carefully. He noted that opioids require special care, both because of the overdose epidemic and because Congress has told the FDA to take special considerations into account when approving opioid products.

They include a plan to control their use, called a risk evaluation and mitigation strategy. “It can’t be dispensed to patients for home use and should not be used for more than 72 hours. And it should only be administered by a health care provider using a single-dose applicator. That means it won’t be available at retail pharmacies for patients to take home,” Gottlieb said.

he FDA has been accused of doing too little to control opioid prescriptions before. A team of Johns Hopkins University researchers, including a former FDA official, published what they said was evidence the FDA did little to stop doctors who were over-prescribing opioids.





Join your fellow chiropractic colleagues for the 2019 IACP Annual Convention April 26-28, 2019 at The Grove Hotel in Boise. The event will be filled with innovative presentations, networking opportunities, and discussions on our efforts to grow the chiropractic industry into the future.

Our fresh and diverse set of speakers, along with our exhibition of industry partners, will provide you with professional development as well as applicable products and services to benefit your practice.



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**Early bird registration is now open!**

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# Office Posters



We have created FREE [printable PDFs](#) of the  
***It's a new year. Eat smarter, be healthier***  
poster on the following page,  
and the following posters are available online:

***The drug-free approach to pain reduction***  
***Get up and move!***  
***STRETCHING for better joint health***  
***Five keys to a longer, healthier life***  
***Reduce Your Back Pain By Dropping A Few Pounds***  
***Boost Your Energy!***

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

***Benefits of eating apples***

***Tips for keeping your New Year's Resolutions***

***Skipping breakfast may hurt your heart health***

***A high-sugar diet makes healthy people sick - fast***

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

***The secret weapon for lower blood pressure***

Please feel free to print out and post up 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:



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# It's a new year.

## Eat smarter, be healthier



**To eat healthy**, you need to combine nutritional science, a jolt of common sense, and pure enjoyment. Most of us know that fresh salad, berries, and slowing down when eating are better for us than wolfing down energy bars and sweets. But how to make that leap from our current habits to healthier ones? Here are six ways you can eat healthy, delicious meals, and really enjoy what you're eating:

**1. Ditch whole milk.** Not only does this reduce saturated fat in your diet, it shaves off calories. Switch to 1% or nonfat milk, and nonfat versions of other dairy products like yogurt and ice cream. Can't bear to go cold turkey? Step down more slowly to 2% milk, then 1% en route to nonfat, if possible.

**2. Harness the power of nuts (and seeds).** Almonds, cashews, filberts, hazelnuts, peanuts, pecans, and pistachios pack plenty of beneficial nutrients, including vitamin E, folic acid, potassium, and fiber. Although many nuts are high in fat, the fat is mainly unsaturated — a great choice to help you eat healthy. Put nuts on the grocery list. Nuts are high in calories, so it's best to enjoy them in place of other snacks, not in addition, and to keep serving sizes small.

**3. Taste food before you salt it.** Break the autopilot habit of reaching for the salt shaker to help you eat healthy. For two days, don't put any salt on your food at all. A short break can help reset your taste buds. Then, leave the salt shaker in the cabinet, so it becomes a bit of an effort to reach for it. Make a ritual out of truly tasting your food before you decide if it needs tweaking.

**4. Pack lunch once a week.** This makes healthy food choices readily available to you at work or on an outing. And since you are controlling portion sizes, you can make sure that you're not supersizing your meal. Plus, it saves you money. Once a week before you shop for groceries, write out a meal plan that leaves enough leftovers for one or two lunches.

**5. Eat five (or more) vegetables and fruits a day.** It's a nutrient-packed way to fill your plate that is generally low in calories. For the first week, keep track of how often you eat fruits and vegetables. One serving equals one-half cup of chopped fruit or most vegetables; for raw leafy vegetables like lettuce and spinach, a serving is one cup. Once you have your baseline, try adding one fruit or vegetable serving a day.

**6. Plan meals that are delightful, delicious and healthy.** In an ideal world, food delights all our senses: it looks beautiful, smells heavenly, and tastes delicious, and its textures feel and even sound satisfying. Start thinking about food as something to really savor and enjoy. Pencil in time to prepare and savor one or two special meals a week.



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



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## *The IACP News,*

this monthly newsletter of the Idaho Association of Chiropractic Physicians, reaches 600-800 chiropractors across Idaho every month.  
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## ICA SEMINAR SERIES

# Advances in the Management of Traumatic Injuries (AMTI)

## MODULE 1

February 2-3, 2019 • Sat: 9:00am – 5:30pm • Sun: 8:00am – 1:00pm  
Omni Interlocken Resort • 500 Interlocken Blvd., Broomfield, CO 80021

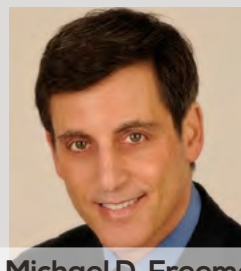
## FEATURED SPEAKERS



Dr. Evan Katz



Dr. Joe Betz



Dr. Michael D. Freeman



Dr. Jason Jaeger

## SEMINAR

The Advances in the Management of Traumatic Injuries (AMTI) is a new program offered by The Council on Applied Chiropractic Sciences of the International Chiropractors Association. AMTI is designed to educate chiropractors on up-to-date evidence-based subluxation identification and management due to spinal injuries. This 80-hour, 6 module program will help maximize patient recovery, instruct how to properly document injuries and use the most relevant clinical practice guidelines to support care plans. Upon completion, candidates will receive a certificate.

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**MODULE 2:** March 23-24, 2019

**MODULE 3:** June 1-2, 2019

**MODULE 4:** September 7-8, 2019

**MODULE 5:** November 2-3, 2019

\* Modules 2-5 will be held at the Omni Interlocken Resort in Colorado but are not yet approved for CE.

Register Online:

[www.chiropractic.org/amti](http://www.chiropractic.org/amti)

Questions? Email Bridget Van Egmond  
at [bvanegmond@chiropractic.org](mailto:bvanegmond@chiropractic.org) or call **703-528-5000**.





# Practice success starts at the front desk



**By Dr. Ray Foxworth, President of ChiroHealth USA**

When we look at our team's organizational chart, many of us place ourselves at the top, associates (if we have them) next, then the office manager, billing and insurance team, and the assistants. At the bottom is the front desk staff. Ironically, the people who make up the bottom tier of a practice's organizational chart can often have more of an impact on your practice, good or bad, than most anyone in the office. Why? Because, to the public, they are most likely the first person potential patients talk to.

The front desk person affects your new patients, your growth, your collections, and your patient experience. Those touchpoints directly affect your bottom line. A new patient can represent potential income over a wide range depending on your practice style. In the average clinic, that number could be between \$1,500 and \$2,000. Multiply that by a conservative five missed opportunities per month, and you're looking at \$7,500 to \$10,000 in lost revenue a month or \$90,000 to \$120,000 in a year. Author Brian Tracy once said, "Hiring the wrong person is the costliest mistake you can make," and he is right. I'll add, with all due respect to Brian, that keeping the WRONG person is even MORE costly because of the collateral damage he or she can have on co-workers.

So, how do you determine the right person for this critical front desk responsibility? Here are a few tips to help you find the right person.

**Hire for Personality.** Personalities are hard to change, but skills can be learned. If you hire the right personality for the job, it is easy to teach them the skills they need.

**Conduct a phone interview.** Although this is a great way to narrow the pool of prospective applicants, it is also an essential step in hiring a front desk person. I have seen perfect resumes only to then speak with the candidate over the phone and find they have zero phone/communication skills.

**Get a Second Opinion.** Never rely on your interview alone. We have no fewer than two people interview each candidate that we consider, and we later discuss what we did and did not like. Other people pick up on different cues and may help you to see the candidate in a different light.

**Make an Offer They Can't Refuse.** If you have found the perfect candidate, make it hard for them to say "No." Offer them a competitive salary with benefits. The adage that says, "you get what you pay for," is almost always true. Additionally, a competitive salary increases job satisfaction, which results in higher productivity and lower turnover.

New patients are essential for growth. The person with the greatest responsibility for getting new patients in the door sits at the front desk. While they may not directly generate the revenue that the associates can, what they say on the phone, and how they present themselves can have an enormous impact on your ability to generate revenue.

# Classified Ads

*Do you have something to sell, share or advertise with your fellow practitioners? List in the IACP Classified Ads.*

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[Click here](#) to submitting your classified ad.

**For lease:** I have a chiropractic/PT/massage space in SE Boise for sublease (or possibly lease if someone would prefer). Total sq footage is 1571 which could be subdivided if a smaller space is preferred. The office is totally furnished with a front desk, tables and computers. Lots of options are available to interested parties. Address is 404 E Parkcenter Blvd, Ste 170, Boise, ID 83706. Please contact Ryan Weed, DC (208-488-8511 or [drryanweed@gmail.com](mailto:drryanweed@gmail.com)) for more details.



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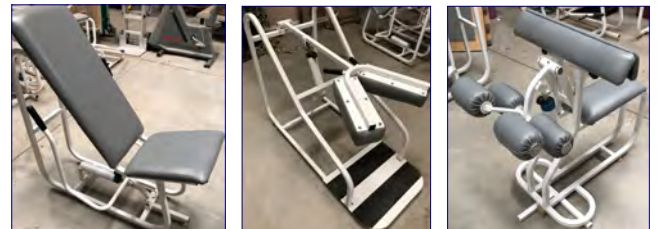
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# Chiropractic News

## Evidence-based subluxation identification CE

The Advances in the Management of Traumatic Injuries (AMTI) is a new program offered by the Council of Applied Chiropractic Sciences of the International Chiropractors Association. AMTI is designed to educate chiropractors on up-to-date evidence-based subluxation identification and management due to spinal injuries. This 80-hour, 6 module program will help maximize patient recovery, instruct how to properly document injuries and use the most relevant clinical practice guidelines to support care plans. Upon completion, candidates will receive a certificate.

The Advances in the Management of Traumatic Injuries (AMTI) has secured a group rate of \$99.00 and the deadline for room reservations is January 4, 2019. Take advantage of this rate and reserve your room now!

The speaker line up for Module 1 includes presentations by Dr. Evan Katz, Dr. Joe Betz, Dr. Evan Katz, Dr. Michael Freeman, Dr. Joe Ferrantelli, Dr. Jason Jaeger and Melissa Withers Esq.. Topics will include Identifying Common Injuries Caused by Motor Vehicle Crash (MVC) Injuries, Guidelines of Documentation, Objective Clinical Findings and the Management of Spinal Trauma Cases and Compliance for Organizing the Clinical Record.

[Click here for more information.](#)

## Neurology of the Subluxation one day intensive class — Feb. 16

The chiropractic adjustment does not simply correct a patient's pain; in contrast, it has a profound global neurological effect in the human body. This class increases everyone's certainty in the adjustment, illuminating how powerful the chiropractor is by correcting vertebral subluxations. Dr. Minardi explains the subluxation's effect on the stress response and how this can alter key areas of the brain and major systems in the body, which can lead to disease and illness.

This class will be taught by John Minardi, BHK., D.C. Dr. Minardi was awarded Chiropractor of the Year in 2011 and 2018. He is the creator of Minardi Education, an innovative educational series which focuses on increasing certainty in the Power of the Chiropractic. For the past 17 years, Dr. Mi-

nardi's primary interest has been to understand the Neurology of the Vertebral Subluxation Complex (VSC) and apply this information in a clinical setting for chiropractors and patients. Dr. John brings a unique blend of passion, intensity and excellent teaching skills in order to explain, in a practical manner, the VSC's segmental and global neurological effects that occur in the body. In addition to his busy lecture schedule, Dr. Minardi operates a full time practice in Oakville, Ontario.

For more information: [www.chiropractic.org/neurology](http://www.chiropractic.org/neurology)

## Symposium on Natural Fitness & Sports

Every year the Annual ICA Symposium on Natural Fitness & Sports offers an exciting and memorable weekend in the world of exercise, bodybuilding, fitness, and chiropractic. This year's program will focus on spine disorders secondary to sports related injuries and peak performance goals of athletes. Topics will also include assessment, prevention and management with bodybuilding and fitness training injuries, chiropractic care for the adapted athlete, and how the chiropractic adjustment affects an athlete's brain. Each year the Symposium features a dynamic program that combines quality classroom presentations with exciting opportunities to meet fitness and sports celebrities!

[Click here for more information.](#)

## Survey says chiropractic safe for children

A recently reported study, published in the *Journal of Manipulative and Physiological Therapeutics*, has affirmed that chiropractic care is safe for children. The cross-sectional survey was conducted earlier this year in 20 European countries with 4,109 doctors of chiropractic invited to reply. The 19 national associations belonging to the European Chiropractic Union and the Danish Chiropractic Association were asked to participate. Respondents were asked to self-report characteristics of their practices.

"Few studies have addressed the practice of chiropractic care of children in Europe. No systematic classification of conditions currently exists in chiropractic pediatrics. The objective of this study was to investigate characteristics of

*Continued on next page*



# Chiropractic News

*Continued from last page*

clinical chiropractic practice, including the age of pediatric patients, the number of reports of negative side effects (NSEs), the opinions of doctors of chiropractic on treatment options by patient age groups, the conditions seen and the number of treatment sessions delivered by conditions and by patient age.”

These results were reported: “Of the 956 (23.3%) participating chiropractors, 921 reported 19821 pediatric patients per month. Children represented 8.1% of chiropractors’ total patient load over the last year. A total of 557 (534 mild, 23 moderate, and 0 severe) negative (adverse) side effects were reported for an estimated incidence of 0.23%. On the given treatment statements, chiropractors reported varying agreement and disagreement rates based on patient age. The 8309 answers on conditions were grouped into skeletal (57.0%), neurologic (23.7%), gastrointestinal (12.4%), infection (3.5%), genitourinary (1.5%), immune (1.4%), and miscellaneous conditions (0.5%). The number of treatment sessions delivered varied according to the condition and the patient age.”

The study confirmed that chiropractic is safe for kids. Less than 1% of children experienced side effects from chiropractic treatments, and they were all mild. No serious side effects were reported. [Read the abstract here.](#)

## Global Spine Care Initiative papers available online

The *European Spine Journal* has published an worthwhile series of papers from the Global Spine Care Initiative (GSCI), a project of World Spine Care. The GSCI has been a four year initiative, involving the collaboration of an international group of spine care experts and researchers that contributed to this project. This series of papers includes a new and more inclusive classification system for spinal disorders to ensure that anyone with a spine-related concern or disorder can be triaged and helped in a practical, person-centred way.

It is hoped that these papers will offer solutions to the challenges faced by people living in low-and middle-income communities and the providers and systems needed to deliver spine services in these settings.

CMCC and the UOIT-CMCC Centre for Disability Prevention and Rehabilitation (CDPR) were extremely well-represented in the GSCI. Two CMCC faculty members, Dr. Pierre Côté and Dr. Deborah Kopansky-Giles were leading authors and other faculty participated in the modified Delphi processes to build consensus and paper authorship. Most of the research for the systematic reviews was conducted in the UOIT-CMCC CDPR.

This paper series is [available online.](#)

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*Chiropractors should view themselves as victors, and recent scientific advances support the profession more than ever.* ACA is excited to announce that William E. Morgan, DC, president of Parker University, will present the 2019 McAndrews Leadership Lecture. Join us at NCLC for Dr. Morgan's much-anticipated presentation, Chiropractic Invicta. This is one session you won't want to miss!

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### FEATURED SPEAKER

**Dr. John Minardi BHK, DC.**



Awarded Chiropractor of the Year in 2011 and 2018, Dr. John is the creator of Minardi Education, an innovative educational series which focuses on increasing certainty in the Power of the Chiropractic. For the past 17 years, Dr. Minardi's primary interest has been to understand the Neurology of the Vertebral Subluxation Complex (VSC) and apply this information in a clinical setting for chiropractors and patients. Dr. John brings a unique blend of passion, intensity and excellent teaching skills in order to explain, in a practical manner, the VSC's segmental and global neurological effects that occur in the body. In addition to his busy lecture schedule, Dr. Minardi operates a full time practice in Oakville, Ontario.

## SEMINAR

### Understanding the Power of Chiropractic

The chiropractic adjustment does not simply correct a patient's pain; in contrast, it has a profound global neurological effect in the human body. This class increases everyone's certainty in the adjustment, illuminating how powerful the chiropractor is by correcting vertebral subluxations. Dr. Minardi explains the subluxation's effect on the stress response and how this can alter key areas of the brain and major systems in the body, which can lead to disease and illness. For more information on how the materials will be broken down go to [www.chiropractic.org/neurology](http://www.chiropractic.org/neurology).



#### EARLY REGISTRATION

Non-ICA Member: **\$249**

ICA Member: **\$199**

Ends Dec. 16th!

\* Continuing education credit (CE) is administered by Life Chiropractic College West (Life West). Visit the website for complete CE information.

Register Online:

[www.chiropractic.org/neurology](http://www.chiropractic.org/neurology)

Questions? Email Bridget Van Egmond  
at [bvanegmond@chiropractic.org](mailto:bvanegmond@chiropractic.org) or call 703-528-5000.



# Chiropractic College News

## CUKC celebrates Week of Service for Gratitude Month

Students, faculty, staff and administrators from Cleveland University-Kansas City (CUKC) collaborated to help those in need during the 10th Annual Christian A. Cleveland Memorial Week of Service. This year, the week of service activities were held in conjunction with National Gratitude Month, which focuses on improving the world through acts of kindness and appreciation.

Eighty-seven Clevelanders, along with 16 friends of the University, tallied 209 hours of time in service projects during November, and the CUKC campus community collected 88 pounds of food for Harvesters Community Food Network.

The idea for a week of service was initiated following the passing of Christian A. Cleveland. The son of Dr. Carl Cleveland III and Elizabeth Cleveland, Christian was a friend and colleague who possessed a servant heart and was always ready to help others. In the decade since his passing, Clevelanders have honored his memory by helping members of the Kansas City community in the same selfless way that he did.

In addition to volunteer opportunities, the CUKC community shared "Care Cards" to recognize and appreciate their friends and colleagues, and held a photo contest for volunteers. Clevelanders donated their time to several organizations around the Kansas City metro including Bridging the Gap, the City Union Mission, Safehome, Park Meadows Senior Living and Special Beginnings Early Learning Center.



## Cleveland University-Kansas City keeps tuition low

Cleveland University-Kansas City (CUKC) has announced that tuition will remain flat throughout the 2018-19 term, which runs through Aug. 2019. The CUKC Board of Trustees, which addresses tuition on a year-by-year basis, made the decision. The news about tuition remaining static is just the latest in a series of positive events realized by the University in the last year.

- The College of Health Sciences launched two new degree programs, an A.A.S. in Radiologic Technology, and an A.A.S. in Occupational Therapy Assistant.
- The University expanded its Force Sensing Table Technology Lab after receiving a second table that measures the amount of force used in a chiropractic adjustment.
- In August, CUKC welcomed its largest class to enter the Doctor of Chiropractic (D.C.) degree program in the last 30 years.
- In 2018, CUKC students in the D.C. program continued their exemplary performance on board exam completion rates, outperforming all chiropractic schools nationwide. During the most recent, four-year assessment period, CUKC students had an average completion rate of 95 percent.

"Each of these successes highlight the progress made by the University in its ongoing quest to provide an exceptional educational experience in chiropractic and the health sciences. This would not be possible without the commitment to excellence among those in the CUKC community," Alex Bach, vice president of enrollment management said. "A student body that is focused and engaged, along with a dedicated faculty, staff and administration that puts students first, have made all of these advancements possible."

Tuition rates for students at CUKC is similar to that incurred by students at other institutions. The primary expense is for the classes associated with the degree programs offered. In addition, there are ancillary fees for technology, laboratory supplies, insurance, graduation and student activities. Ultimately, tuition also funds additional instructors, research materials for the curriculum, and a variety of other things necessary to provide a quality learning experience at CUKC.



## D'Youville Health Professions Hub aided by Catholic Health \$5.07 million gift

Catholic Health has obtained \$5,070,000 from Community Partners of Western New York (CPWNY) to support the development of D'Youville College's Health Professions Hub. Construction of the Health Professionals Hub on D'Youville College's Buffalo campus is expected to begin next summer, with completion set for the fall of 2020.

Last month, leaders from D'Youville and the Catholic Health announced plans to collaborate on the 50,000 square-foot clinical training center, featuring unique and innovative learning environments for students, those seeking retraining and certification, and offering families in the College's West Side neighborhood greater access to high-quality primary care services.

"We are grateful to Catholic Health for helping the Hub become a reality," said D'Youville President Lorrie Clemo, PhD. "With Catholic Health's assistance, D'Youville is well on the way to helping build healthy, thriving communities in Western New York. The Community Partners funding, the largest in our college's history, puts us beyond halfway to our goal of the initial funds necessary to make The Hub a reality within only a few months. With such strong early support, it shows us how vital The Hub project truly is to our region."

"The Hub project along with other D'Youville initiatives will serve as an education ecosystem for high school, undergraduate and graduate students, with learning opportunities ranging from certification programs to associate, bachelors, and advanced degrees, it'll truly change not only the face of education but change lives," said President Clemo.

"D'Youville's goal is to train future health professionals at a campus where interdisciplinary learning can take place in 24/7 environments. This unique setting will test and explore collaborative education and virtual training models, as well as innovative technologies, equipping students with the skills and knowledge to be change agents, delivering and improving healthcare in Western New York and beyond."

"When I first learned about D'Youville's plans to create a Health Professions Hub, I knew it would be a perfect fit for our system and Community Partners of Western New York," said Mark Sullivan, President and CEO of Catholic Health. "Together, our three organizations are focused on improving healthcare delivery for underserved populations, while growing a stronger workforce to meet the demand for skilled health professionals in our community. We are pleased we could secure this funding to move this vital project forward."

As part of the Health Professions Hub, Catholic Health will offer professional staffing and resources to operate a community health center that will provide patient-centered primary care services to area families. Along with expanding access to care within the surrounding community, the center will also offer students and paraprofessionals with unique clinical training opportunities.

Other highlights of The Hub include a simulation center and workforce development programs to meet the needs of area healthcare employers. The Hub will offer education models with an emphasis on team learning, assure health professions students can function as part of an integrated team focused on high-quality, patient-centered care.

## Logan's College of Chiropractic establishes Preceptorship Program with the Medical College of Wisconsin

Logan's College of Chiropractic has entered into an affiliation agreement to establish a preceptorship program with The Medical College of Wisconsin (MCW) Department of Neurosurgery. Under the direction of Jeff King, DC, MS, 2011 graduate of Logan University, who serves as an assistant professor at MCW, Logan student interns will receive clinical training in a high-quality patient care delivery system. The goal of the preceptorship program is to enhance patient care, education and research opportunities for both institutions.

"We are very excited to expand the number of schools participating in our preceptorship program," said Dr. King. "Our hope is that by offering this transdisciplinary educational opportunity we can encourage students to have an interest in reaching across professions to provide the best possible care for their patients during their clinical careers."

During 2018, Logan placed approximately 165 student interns in preceptorship programs with organizations, institutions and private practices around the world. Preceptorships at MCW will start in May 2019 wherein eligible students will go through a selection process.

Chair of Logan's Department of Radiology Norman Kettner, DC, DACBR, FICC said Dr. King will bring awareness of patient-centered and cost-effective chiropractic care delivered in a multidisciplinary clinical environment, where he daily interacts across a range of specialties and disciplines. "This clinical environment is what the future is likely to reveal: chiropractic physicians directly integrated into the health care system," he said.

*Continued on next page*

# Chiropractic College News

*Continued from last page*

## Life Chiropractic College West India Mission

Life Chiropractic College West is proud to be a part of a ground-breaking initiative to expand the experience of chiropractic in India. India is an ancient land steeped in tradition and deeply connected to a rich and vibrant history. The people of India are well-versed in eastern philosophy and very receptive to the vitalistic message of chiropractic. The entire country of India has 1.2 billion people and only 10 full-time practicing chiropractors. The people understand and are clamoring for our unique and effective form of health care. We are uniquely positioned to not only provide excellent chiropractic care but to also mentor and shape the understanding and experience of vitalistic, subluxation-based chiropractic care in India.

For this project, Life West has teamed up with the India Association of Chiropractic Doctors (IACD) and the Sant Nirankari Mission. The Sant Nirankari Mission provides a major spiritual retreat twice every year (in November and January) which draws over 1.5 million people to a temporary city over a three day period. The scale of service is nearly unimaginable. It takes 60,000 volunteers to staff each event. The chiropractic tent has grown exponentially with each service trip and needs many more experienced and caring chiropractors to help us provide care. We need your help.

We welcome experienced chiropractors to join us in this unprecedented chiropractic mission experience. You will be working alongside chiropractic students as we provide care for thousands of people daily. The level of gratitude and appreciation you will receive from the patients will be unlike anything you have ever experienced.

Registered and approved doctors will have accommodations and transportation arranged for them in country. You will only need to take care of your visa, your flights and your adjusting table; if you choose to bring one.

Students MUST be enrolled in an accredited chiropractic college and must be eligible to adjust out-patients in the school clinic in order to apply.

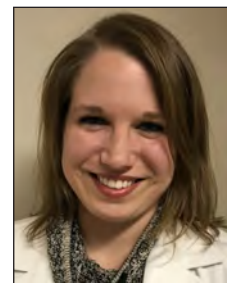
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registration fee that will help fund the shirts, supplies and a temporary DC license needed as we serve.

[More information available online](#) or you may direct any questions to [sseto@lifewest.edu](mailto:sseto@lifewest.edu)

## Student research article named honorable mention in NDNR scholarship competition

Jocelyn Faydenko, a student in naturopathic and chiropractic medicine programs, recently received an honorable mention as part of a scholarship competition hosted by NDNR. The Annual NDNR Student Writer's Scholarship involves student submissions of research reviews or case studies completed under the supervision of faculty.



Co-authored with Dr. Smith, Faydenko's article discussed using cardiac biomarkers as a clinical tool. The biomarkers or tests can predict cardiovascular risks in the short term, even very short-term versus possible decades of risk.

The research is part of a small clinical trial Faydenko is conducting with Dr. Smith at the NUHS Whole Health Centers in collaboration with the Cleveland HeartLab, Inc. of the Cleveland Clinic. The research will investigate the use of inflammatory biomarker testing for determining cardiovascular health.

[Click here](#) to read the full NDNR research article.

## Minga Guerrero, DC named 2018 UWS Alumna of the Year



Dr. Minga Guerrero, 1984 graduate of University of Western States (UWS), has been selected the 2018 UWS Alumna of the Year. Over the span of her professional career, Dr. Guerrero has been a reliable and principled ally of the chiropractic profession with service on numerous boards and committees including president of the Oregon Board of Chiropractic Examiners

(OBCE), district delegate to the Federation of Chiropractic Licensing Boards (FCLB), and trustee for University of Western States. Dr. Guerrero has been a mentor for younger doctors, taught chiropractic assistants and served as a UWS faculty member.

“Dr. Guerrero embodies all the best qualities of a chiropractic physician: compassion and skill, dedication to her patients and her profession, and a commitment to providing the highest possible quality chiropractic care,” said UWS President Dr. Joseph Brimhall. “We are proud to honor her as the 2018 UWS Alumna of the Year.”

“This award means so much to me because University of Western States is my home,” said Dr. Guerrero. “I feel like UWS is my family. This school gave so much to me and I truly feel blessed to be able to pay it forward and help mentor the next generation. I am so hopeful for all the current students and students to come because I just know that they will continue on the tradition of loving this profession.”

### New York Chiropractic College Fall 2018 Commencement Ceremony held

On December 1, 97 graduates from New York Chiropractic College took the Chiropractic Oath and received their Doctor of Chiropractic degrees. This degree is earned after 10 trimesters of study (15 weeks each), including courses in areas like biochemistry, gross anatomy, neuroscience, nutrition, and business management, as well as extensive hands-on clinical experience and research. An additional 12 students will receive the Bachelor of Professional Studies degree.

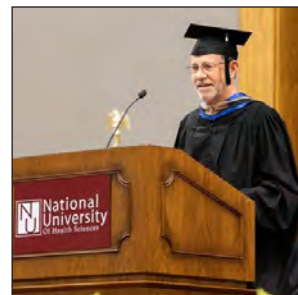
Commencement speaker Dr. Ray Tuck addressed the graduates. Dr. Tuck, a second-generation chiropractor, is a 1997 graduate of the National University of Health Sciences and has practiced in southwest Virginia since then. He is past president of the Virginia Chiropractic Association for the History of Chiropractic, recipient of the Blacksburg Regional Chamber of Commerce Small Business Person of the year, the VCA's Chiropractor of the Year, current president of the American Chiropractic Association, and a member of the Virginia Board of Medicine.



### NUHS celebrates 62 new graduates

National University celebrated the hard work and accomplishments of 62 graduating students in various professional, undergraduate and certificate programs during its December 14 commencement ceremony.

The ceremony featured guest speaker Rex Miller, an international award-winning author and respected futurist. Mr. Miller discussed the broken health care system and the power graduates will have to fix it. During his speech, he presented the graduates with “weapons” they could arm themselves to help heal others, including a positive mindset, self-esteem, relationships with others, resilience, and a sense of accomplishment. “You need to be equipped differently than other health care professionals,” said Mr. Miller.



### Sherman College names faculty, staff member of the Year



Sherman College of Chiropractic recently honored Huarong Zhou, M.D., Ph.D., and Allen Duckworth in appreciation of their contributions, time and commitment to the college. Professor of Basic Sciences Huarong Zhou, M.D., PhD, was

named Faculty Member of the Year; she is responsible for some of the most challenging coursework offered at Sherman College. “Dr. Zhou is known for maintaining high standards and rigor, but she will go the extra yard for any student who needs help grasping complicated topics in biochemistry and nutrition,” says Vice President for Academic Affairs Joe Donofrio, D.C., '94, A.C.P. “Biochemistry has always been a challenging topic, but Dr. Zhou has a way of teaching that makes it more digestible.”

Zhou joined the Sherman College faculty in March 2015. She holds a Ph.D. in immunology from Huazhong University of Science and Technology (2002) and an M.D. from Tongji Medical University (1997). She has published about 30 papers in prestigious peer-reviewed journals and has been invited to give lectures at the world's most prominent meetings and originations, including the American Diabetes Association's annual meeting; Kyoto University in Japan; Novo Nordisk in Denmark; Sage Bionetworks in Seattle, and others.



# 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.

#### **Advertising deadline**

Artwork is needed by the 15<sup>th</sup> of any month for publication in the following month's newsletter. The *IACP News* is published the last week of every month.

#### **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.**

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 Steve at C&S Publishing [CandSpublishing@gmail.com](mailto:CandSpublishing@gmail.com) or call (916) 729-5432. 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.

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
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