



Prosperity Through Unity Exceptional Care for Idahoans

March, 2018

The IACP News, Vol. 2, No. 03

Protecting chiropractors from fake news

Last month, Steven Salzberg, a professor at John Hopkins University in the fields of computer science and bio-statistics, slammed the chiropractic profession in an editorial published by Forbes magazine.

The Foundation for Chiropractic progress has been working diligently to debunk this story with the following editorial, which has been widely distributed.

Dear Editor,

The claims made by Steven Salzberg in his contributed article to *Forbes*, [Medicare Data Reveal \\$564 Million Wasted On Chiropractors And Osteopathic Manipulation](#), suggests that spinal manipulation performed by doctors of chiropractic is ineffective in the management of pain from injured or aching backs is inaccurate and re-



futed by evidence-based research.

A 2018 systemic review and meta-analysis [report](#) cites spinal manipulation – most often performed by a doctor of chiropractic who earns seven years of higher level education – and mobilization as likely to reduce pain and improve function for patients with chronic low back pain, with manipulation appearing to produce a larger effect than mobilization. Doctors of chiropractic perform [94 percent](#) of all spinal manipulations.

In November 2017, Harvard Medical School published, [Where to turn for low back pain relief](#), which recom-

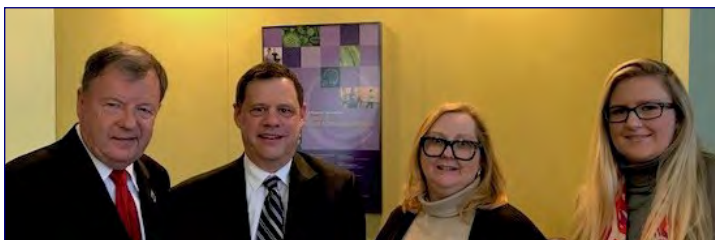
mends chiropractic care to “relieve back pain, improve function, and help the body heal itself.”

The American College of Physicians (2017) Guidelines published in the [Annals of Internal Medicine](#) present evidence and provide clinical recommendations on noninvasive management for low back pain. The guideline emphasized conservative noninvasive treatments for acute, subacute and chronic low back pain. In Recommendation 1 of the guideline, it states, “... clinicians and patients should select non-pharmacological treatment with superficial heat, massage, or acupuncture or spinal manipulative therapy.”

With any effective treatment modality, there is minimal risk that must be considered. That being said, a 2016 [systematic review of the literature](#) on

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ICA meets with NCCIH director and staff



ICA Vice President Dr. Stephen Welsh, left, meets with David Shurtleff, PhD, with ICA Government Relations Director Beth Clay, second from the right and Bridget Van Egmond, MBA, ICA Director of Business Development (far right).

On January 18, in an historic meeting on behalf of the chiropractic profession, representatives from the International Chiropractors Association (ICA) met with David Shurtleff, Ph.D., Acting Director of the National Center for Complementary and Integrative Health (NCCIH) at the National Institutes of Health (NIH) and members of his staff including Acting Deputy Director, Wendy J. Weber, N.D., Ph.D., M.P.H.; Mary Beth Kester, M.S., Director of Policy, Planning, and Evaluation; and Partap S. Khalsa, D.C., Ph.D., Director, Division of Extramural Activities.

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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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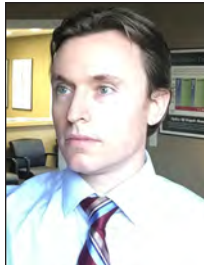


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There is strength in chiropractic unity



By Dr. Scott Crawford
IACP President

Chiropractic unity needs to gain strength and momentum in our community, county, state, and country. This may sound cliché; however I've had to think more about it after a conversation with a colleague of ours in Puerto

Rico.

Imagine a natural disaster putting you and your community in survival mode. Once safe to return to work, you have to ride your bike because the street lights don't work and traffic is at a stand still. Once you arrive (sweaty from the ride), you see seven people in your books for the week where there used to be 400. That was the reality Sebastian Bonnin D.C. experienced last September. Many chiropractors had to shut down and leave and those who remained have been practicing without power. It was not until December that patients switched from survival mode to health again.

I felt bad about not reaching out sooner, but felt worse when I realized I haven't done it all for some chiropractors

in my area. Although it's not our responsibility to keep track of anyone other than ourselves, it should be. Our profession would excel if we supported each other more.

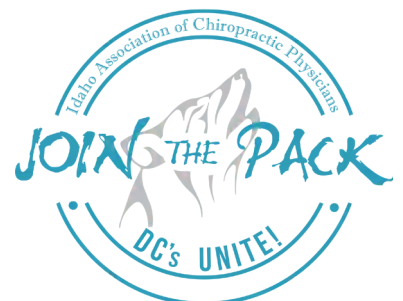
If you want to help your colleagues in Puerto Rico, please contact Neia Diez from the Fundacion Para La Difusion De Los Principros Quiropracticos (FDPQ), also known as Ajustate. Neja can be reached at (787) 644-3567.

IACP Members: Increase your involvement by joining a committee. Help yourself and your association. [Click here](#) for more information or email Caroline Merritt at iacpcontact@gmail.com



“Join the Pack” – Become a member of the IACP

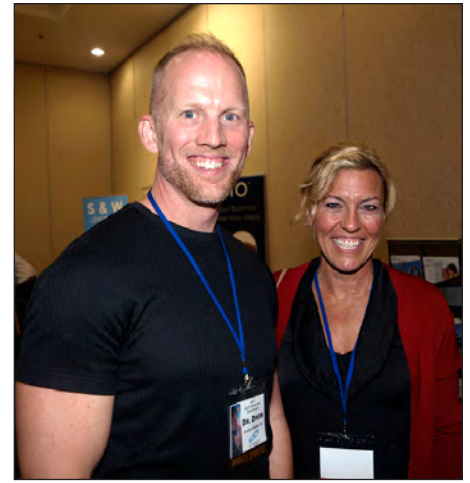
The IACP acts as a resource, representative and leading advocate for the chiropractic industry in Idaho. We cannot continue to properly serve the chiropractic profession without the commitment and support of exceptional industry leaders, such as yourself. The IACP Board and its members believe that membership 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



2018 IACP Convention April 27-29

Join your fellow chiropractic colleagues for the 2018 IACP Annual Convention April 27-29, 2018 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.



Keynote Speaker Dr. Dan Murphy, DC, DABCO
Brain Injury and Neurodegeneration

Featured Speakers

- Dr. David Cruz, DC - Integrate Active Care and Improve Outcomes with Evidence-Based Care: Practical Application in the Clinical Setting
- Dr. Mitch Green, DC, DACRB, FACC - Integrating Rehab in your Practice, Rehab of the Extremities, and Rehab of the Injured Runner
- Dr. Scott Bautch, DC, DACBOH, CCST, CCSP - Pain Management: The Chiropractor's Role in Combating the Opioid Crisis

PLUS, 14 hours of CA training will be provided focusing on multiple areas of practice management, billing, coding, documentation, and audit protection.



[View the full schedule here](#)
or
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F4CP responds to Forbes editorial

Continued from front page

cervical artery dissection following spinal manipulative therapy (SMT) found no causal link between the two. These findings are consistent with [previous studies](#) which have concluded that increased risks of vertebrobasilar artery system (VBA) stroke associated with both chiropractic and primary care are likely due to patients seeking care because they are experiencing symptoms of [headache and neck pain](#) due to ongoing VBA dissection.

There is no validity behind Salzberg's statement which alleges that no scientific evidence exists to support the value of chiropractic care. In addition to the safety and effectiveness documented, the management of low back pain initiated with a doctor of chiropractic saves up to [40 percent](#) on health care costs in comparison to care initiated through a medical doctor.

[Researchers estimate](#) that chiropractic care may reduce the number of Medicare patient visits to primary care medical physicians for back and/or neck pain, resulting in \$83.5 million in annual savings.

To insinuate that \$545 million was "wasted" on chiropractic care provides your readership with a misrepresentation of a valued pain management and general wellness approach that is proven to yield improved clinical and cost-effective outcomes, coupled with high patient satisfaction scores.

According to the 2016 Gallup-Palmer College of Chiropractic Annual Report: Americans' Perceptions of Chiropractic, "nearly [62 million adults](#) in the U.S. saw a chiropractor in the last five years — with an estimated 35.5 million going in the last 12 months alone. Adults who saw a chiropractor in the last five years are generally very positive about their experience."

With more than [115 people a day dying](#) from an opioid-related overdose, your audience of more than 6 million individuals deserves to be presented with accurate information about safe, effective and drug-free approaches, such as chiropractic care, to manage pain.

Guidelines published May 2017 in the [Canadian Medical Association Journal](#) strongly recommend non-pharmacologic therapy, including chiropractic, before using opioid therapy for chronic non-cancer pain. Guideline Recommendation 10 provides for "...a coordinated multidisciplinary collabora-

There is no validity behind Salzberg's statement which alleges that no scientific evidence exists to support the value of chiropractic care. In addition to the safety and effectiveness documented, the management of low back pain initiated with a doctor of chiropractic saves up to 40 percent on health care costs in comparison to care initiated through a medical doctor.

tion that includes several health professionals whom physicians can access according to their availability (possibilities include but are not limited to: a primary care physician, a nurse, a pharmacist, a physical therapist, a chiropractor, a kinesiologist, an occupational therapist, an addiction medicine specialist, a psychiatrist and a psychologist).

For more evidence-based research, download, [Chiropractic: A Safe and Cost-Effective Approach to Health](#).

Sincerely,

Sherry McAllister, DC, M.S (Ed)., CCSP
Executive Vice President
Foundation for Chiropractic Progress
dr.mcallister@f4cp.com
408-610-8876

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ICA meets with NCCIH director and staff

Continued from front page

Dr. Stephen Welsh, ICA Vice President led the discussion which focused on both research related to chiropractic and pain management as well as a greater discourse about chiropractic as a system of healing and the need to develop more chiropractic researchers as well as to partner Ph.D. researchers with the chiropractic community.

Also joining the meeting were Bridget Van Egmond, MBA, ICA's Director of Business Development and Beth Clay, ICA Director of Government Relations. Ms. Clay discussed the new Congressional Integrative Health and Wellness Caucus as well as the types of projects previously and currently funded related to chiropractic. Types of research have ranged from conference grants, curriculum development and extensive research on how to design research, to actual studies evaluating chiropractic adjustment for specific conditions, typically low back pain.

Among the issues discussed was the role research plays in

setting policy. Ms. Clay detailed the great frustration in the community when government agencies such as AHRQ use systematic reviews in policy development and the methodology of the systematic review eliminates most of the published research. A major topic of conversation was the opioid crisis and how important a role chiropractic and other non-drug options for care are to a course correction on pain management across health care.

Also discussed was the impending government shut down and the challenge of funding new research when the budget of the Center has not seen significant growth in recent years. NCCIH like all government agencies by law are not allowed to directly lobby Congress about their budgetary needs. It will be up to the ICA and the integrative health community to make those appeals to Congress and the White House.

The meeting was a great opportunity for ICA to increase awareness about the need for increased and improved research on chiropractic as well as to develop an ongoing dialogue between ICA and NCCIH.

Vision

To empower humanity in the expression of maximum health, wellness and human potential through universal chiropractic expression and utilization. To advance chiropractic throughout the world as a distinct health care profession predicated upon its unique philosophy, science, and art.

Mission

To advance chiropractic throughout the world as a distinct health care profession predicated upon its unique philosophy, science, and art.

Objectives

- Maintain and promote chiropractic's unique identity as a non-therapeutic, drugless and surgical-free health science, based on its fundamental principles and philosophy. Provide leadership in the establishment of chiropractic licensure regulation in every nation and promote the quality and authenticity of chiropractic education.
- Foster the professional and technical development of the Doctor of Chiropractic through programs of continuing education, research, political, and social action.
- Encourage the highest professional, technical, and ethical standards for the doctor of chiropractic while safeguarding the professional welfare of its members.
- Champion the principle that every citizen in the world has the right to freedom of choice in health care and be able to choose unhampered the doctor and the healing art of his/her choice.
- Work harmoniously with other health care organizations and governments in a global humanitarian effort to foster chiropractic and spinal hygiene in the fields of family health (including children, women, and the elderly), and occupational health.
- Work for full inclusion of chiropractic in all public and private health care delivery programs.

About ICA



IACP Marketplace

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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Upcoming Events Calendar

Free Webinar Featuring Convention Speaker Ces Soyring

Your Front Desk as a New Patient Magnet: Bulletproofing Documentation & Get Your HIPAA Score!

March 7, 2018 | 1:00 p.m. MST [Register here](#) to secure your spot!

This dynamic webinar will teach you how to transform your front desk for efficiency, fun, and growth maximization! You will also learn ways to help assure that your insurance claims are paid and how to minimize your risk exposure to increasingly-issued HIPAA fines. Finally, we'll talk about avoiding ransomware attacks and other cyber security issues that continue to threaten our practices. Join us for a sample of the information that will be covered in greater detail at Ces Soyring's presentation during IACP's 2018 Convention on April 28th. [Register here today!](#) After registering, you will receive a confirmation email containing information about joining the webinar.

April 27-29, 2018

IACP Annual Convention

The Grove Hotel - Boise, ID

[More information and to register](#)

Simplification or Simple Failure?

That's the question many chiropractors are asking in respect to the latest pre-authorization updates put forth by Premera (already started) and by Regence (beginning March 1, 2018). As you know eviCore has been at the heart of the pre-authorization process for years now and this year, they are rolling out their NEW CorePath program for chiropractors (as well as physical therapists, occupational therapists and speech therapists). On the surface, the new program is being branded as a more simplified and streamlined version of the current/former pre-authorization program. In some ways, this is true.

THE BAD NEWS: The new CorePath program also has potential to be VERY efficient at shutting you down and limiting authorizations because of its streamlined structure. As a result, you and your staff will need to be up-to-date and on the ball with the new program - or your reimbursements (and your patients) will suffer the consequences.

THE GOOD NEWS: I will be discussing the details of the new pre-authorization program as well as teaching strategies on how to best navigate this for you (the chiropractor) and for your staff, so that you can get your patients the care they pay their insurance to cover and you can get the reimbursement you deserve!

Smarter Chiropractic Seminar

Presented By: Tom Necela, DC, CPC, CPMA, CCP-P of The Strategic Chiropractor

Thursday, March 22, 2018 [SEATTLE]

DoubleTree Hotel – Seattle Airport Southcenter, 16500 Southcenter Parkway, Seattle, WA 98188

and **Saturday, March 24, 2018 [PORTLAND]**

Embassy Suites Hotel Portland Airport 7900 NE 82nd Avenue, Portland, OR 97220

[More information and to register](#)

New Feature



It occurred to us that some of you may wish to print out and post up on your patient bulletin boards the healthy living information we have been publishing.

So we have created printable PDFs of the ***Skipping Breakfast May Hurt Your Heart Health*** story on the following page, and the following stories available online:

New Study Suggests Fries May Be Deadly

Watermelons Are Not Just For Kids

Research Suggests Diet Soda Link To Stroke & Dementia

Benefits of Eating Apples

Tips for Keeping Your New Year's Resolutions

Skipping Breakfast May Hurt Your Heart Health

Please feel free to print out and post up any or all of the flyers. Each has the following tagline:



This healthy living information is provided by your Doctor of Chiropractic and the

SUGAR

New study: A high-sugar diet makes healthy people sick — fast

Although you might not be drinking a glass of sugar a day, all the sugary foods you eat throughout the day add up quickly. Even if you're healthy, a high-sugar diet can quickly put your life at risk, according to a new study from England's University of Surrey published in *Clinical Science*.

Researchers put healthy men on either a diet low in sugar (140 calories a day worth of sugar) or high (650 calories) and found after 12 weeks that the metabolism of those on the high-sugar diet began to resemble men with nonalcoholic fatty liver disease (NAFLD), which is associated with cardiovascular disease, heart attacks and strokes.

High sugar intake is also associated with obesity, diabetes, dementia and other perils, according to previous studies. How perilous? In one study, published in *JAMA Internal Medicine*, a high-sugar diet increased heart disease death risk by 38 percent. The American Heart Association recommends no more than nine teaspoons a day for men, six for women and children, and zero for kids under 2. The heart association says Americans eat about 17 teaspoons of sugar per day, and teens eat 20.

"Some children and teenagers may reach these [high] levels of sugar intake by over-consuming fizzy drinks and sweets," said Surrey's lead researcher, Bruce Griffin, who noted an "alarmingly high prevalence of NAFLD in children and teenagers, and exponential rise of fatal liver disease in adults." Obesity researcher David Ludwig told *Consumer Reports*, "It's one thing when type 2 diabetes develops in 50- or 60-year-olds. It's another when that clock starts ticking at age 10."

In a 2016 expose, *JAMA Internal Medicine* showed that starting in 1965, researchers secretly paid by the Sugar Research Foundation deflected blame from sugar and pointed a finger at saturated fat as the major coronary heart-disease risk factor. This greatly influenced health guidance and consumer behavior for decades. "Because coronary heart disease is the leading cause of death globally" and sugar is implicated, the *JAMA* study concluded, "policymaking committees should consider giving less weight to food industry-funded studies."



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



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Chiropractic News

Bipartisan legislation introduced to ensure chiropractic coverage

Congressmen Mike D. Rogers (R-AL) and David Loebsack, (D-IA) have introduced HR 4973, the Chiropractic Health Parity for Military Beneficiaries Act. This legislation seeks to implement a permanent inclusion of chiropractic services through Tricare to military retirees, their dependents and survivors. The legislation will require access to chiropractic, without a referral from other health providers. The legislation covers chiropractic care and confirms Congress's position that chiropractic care does not include surgery or drugs.

As of February 7, the bill was referred to the House Committee on Armed Services. Beth Clay, Director of Government Relations at the International Chiropractors Association (ICA) said, "The International Chiropractors Association supports this legislation. It is past time those who have served our nation and their families should be ensured access to chiropractic care through their Tricare insurance. Congressman Rogers has introduced this important legislation nine times since 2003. Last session, Congress instructed the Administration to study the feasibility expanding chiropractic coverage in Tricare beyond active duty members to also include retirees, dependents and survivors. We will be asking every member of Congress to co-sponsor this bill and help it become law."

"Congress has expanded access to chiropractic in both DOD and VA hospitals; expanding access through Tricare is needed to insure access for all our retirees; their dependents and survivors." stated Dr. George Curry, President of ICA. He continued, "Expanding access to chiropractic care for our veterans and their families who have sacrificed and given so much for us must be a top priority."

The ICA is the world's oldest, continually operating international chiropractic professional organization representing practitioners, students, chiropractic assistants, educators, and lay persons world-wide. The ICA was founded in 1926 and is dedicated to the growth and development of the chiropractic profession based a commitment to professional and clinical excellence and, the fundamental principle of chiropractic as a unique, separate, distinct, and drugless health care profession.

Advise your patients about new research

The Flu: According to a recent study in the *New England Journal of Medicine*, the week after you've had the flu finds you six times more likely to have a heart attack. "That would be a pretty powerful effect even if it were just a three times greater risk of having a heart attack," says Vincent Bufalino, a cardiologist in Naperville, Ill., who explains that the connection between the virus and any cardiovascular event is likely increased inflammation. "When you have influenza, the platelets, those sticky things in blood that form a clot, become more activated," leading to a greater likelihood of a blockage that can lead to heart attack or stroke. The study's takeaway for all adults, and especially those with other risk factors for heart disease, should be to make sure they get a flu shot. "The vaccine might not be as effective as we'd want, but it will provide a modicum of protection." And that, Bufalino says, could make all the difference.

Stopping Aspirin Therapy: Who knew that getting off the aspirin you were taking to help prevent cardiovascular problems can give you a heart attack. According to a major study of more than 600,000 adults published in the medical journal *Circulation* last year, those who stopped taking low-dose aspirin daily were 37 percent more likely to have a heart attack or stroke than those who continued popping their daily pill. For all of the study participants, the risk spiked as soon as patients discontinued aspirin and didn't lessen over time. And for those with previous cardiovascular disease, the risk of getting off aspirin was described as "perilous."



Low-dose Aspirin: While low-dose aspirin, otherwise known as baby aspirin, is used by many older Americans to potentially reduce heart attack risk, a new study suggests that it may also help prevent breast cancer. Every year approximately 220,000 cases of breast cancer are diagnosed in women in the United States, according to the U.S. Centers for Disease Control and Prevention. The risk of getting

Continued on next page

Chiropractic News

Continued from last page

breast cancer goes up with age, with the average diagnosis occurring at 61.

While early detection and more effective treatments have led to improved survival rates, research is continually done on how to prevent the disease altogether. A [new study](#), called, *Regular and low-dose aspirin, other non-steroidal anti-inflammatory medications and prospective risk of HER2-defined breast cancer: the California Teachers Study*, which was published in *Breast Cancer Research*, tracked 57,164 women, a majority of whom where over 50, who had no history of breast cancer. Over the study period, women taking low-

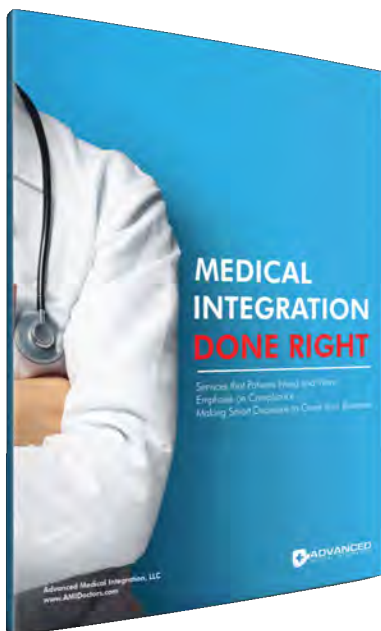


dose aspirin were 16 percent less likely to have developed breast cancer, compared with women who took no nonsteroidal anti-inflammatory drugs (NSAIDs), according to the Washington Post. Additionally, these subjects were

20 percent less likely to have developed the most common type of breast cancer: hormone-receptor-positive and HER2-negative.

Researchers did not find similar links between regular-dose aspirin or other NSAIDs and the risk for breast cancer. “We suspect that our observations could relate to the pattern of daily use of low-dose aspirin for prevention, as opposed to more sporadic patterns of use to relieve pain,” they wrote.

The study concluded, “Our observation of reduced risk of breast cancer, among participants who took three or more tablets of low-dose aspirin weekly, is consistent with other reports looking at aspirin without differentiation by dose. This is the first report to suggest that the reduction in risk occurs for low-dose aspirin and not for regular-dose aspirin and only among women with the hormone receptor-positive/HER2-negative subtype. This preliminary study builds on previous knowledge and further supports the need for formal cancer chemoprevention studies of low-dose aspirin.”



Attention Idaho Association of Chiropractic Physicians Members

FACT: Integrated Healthcare Practices Collect More and Their Doctors Earn More*

Idaho Association of Chiropractic Physicians Members. Grab your **FREE** guide now and discover how you can profit from adding medical services to your practice!

Visit: AMIDoctors.com/discover or call: (888)-777-0815

*MAY 2015 Chiropractic Economics Salary and Expense Survey



IACP Member Benefit

Membership has its benefits, and for IACP members, the American Academy of Motor Vehicle Injuries (AAMVI) is offering a 10% discount off their classes, *PLUS* they will donate 15% of the tuition fees paid back to the IACP in your name!

The AAMVI mission is to provide doctors and lawyers with the tools to properly diagnose, document and manage personal injury cases to insure that those who suffer motor vehicle injuries get the best care possible and are fairly compensated for their injuries.

To meet the needs of the community they offer two levels of training; Certificate in Motor Vehicle Injuries and Diplomate in Motor Vehicle Injuries. Each of these have distinct requirements in terms of hours of instruction, time in practice, and testing. Of particular interest to IACP members might be the following modules:

- Module I: Spinal Ligament Injuries for Motor Vehicle Injuries
- Module IV: Radiology for Motor Vehicle Injuries
- Module VI: Spinal Examination for Motor Vehicle Injuries
- Module VII: Extremity Examination for Motor Vehicle Injuries
- Module IX: Concussions & Cranial Nerve Examination for Motor Vehicle Injuries

Discount Code

Idaho Association of Chiropractic Physicians members enter "IACP" in the discount code box for a 10% discount. The AAMVI will also donate 15% of your tuition to the IACP in your name.

Visit the AAMVI website for more information: <http://www.aamvi.org/>

Phone: 480-664-6644 / Fax: 480-664-6742

Email: aamviaz@yahoo.com

Register for the full ten seminar package or individual classes at:

<http://www.planetreg.com/E730212340102386>



Chiropractic College News

Cleveland University-Kansas City offers Chiropractic Sports Physician Program

Cleveland University-Kansas City has announced that it will once again partner with DConline to offer the Certified Chiropractic Sports Physician® (CCSP) program in 2018. The specialized, four-part program allows doctors of chiropractic to broaden their knowledge of chiropractic sports medicine, serve more athletes, and increase their earning potential.

The course includes 50 live hours of instruction on the CUKC campus in Overland Park, Kan., as well as 50 online hours offered through DConline. Continuing Education Hours (CEU) for the live portion are available through CUKC for select states.

The weekend, live-instruction portion of the program begins April 28, 2018 and concludes on July 29. Dr. Bill Moreau, a noted leader in the profession and vice president of sports medicine for the United States Olympic Committee, will present the first live session at CUKC. In addition, two of the remaining three live sessions for the program will be delivered by presenters who were involved with the 2018 Winter Olympics in PyeongChang, South Korea.

Doctors who wish to pursue the CCSP® must have postgraduate education in chiropractic sports medicine or a closely related discipline. There is limited space available for this unique educational offering, and all openings will be filled on a first-come, first-served basis. To register, or for more information, visit Cleveland.edu/CCSP2018 or contact Alumni Services at alumni@cleveland.edu.

Logan named Para powerlifting high performance management organization

U.S. Paralympics, a division of the United States Olympic Committee, announced that Logan University has been named the high performance management organization for Para powerlifting. As the HPMO, Logan University will manage all aspects of Para powerlifting, with responsibilities ranging from national team management to communication and marketing efforts.

“We’ve developed an incredible relationship with Logan University and we’re thrilled to have them join the

Paralympic family,” said Julie Dusliere, vice president of U.S. Paralympics. “Logan University has proven its dedication to advancing Para powerlifting in the United States, and they will continue to do so as our HPMO.”

Logan University has assumed all responsibilities of Para powerlifting since Jan. 1, 2018, joining a handful of Paralympic sports governed by the USOC but managed by an external organization.

“Logan University is extremely proud to be named the HPMO of Para powerlifting,” said Mary Hodge, high performance manager of Para powerlifting for Logan University. “We are dedicated to growing the sport at all levels, developing the athletes and competing at the highest level.”

At the 2017 World Para Powerlifting World Championships in Mexico City, Team USA secured one silver medal by junior powerlifter Christian Largo (Glenn Allen, Virginia) in the men’s 65 kg. division, as well as five additional top-15 finishes. For additional questions about Logan University and Para powerlifting, please contact Mary Hodge at Mary.Hodge@logan.edu, or visit Logan University’s [Para powerlifting website](http://ParaPowerlifting.com).

Children’s book created to demystify research

A new children’s activity book has emerged as an innovative resource in an effort to recruit more research participants from historically marginalized populations. Renee Cadzow, assistant professor of Health Services Administration and director of the Center for Research on Physical Activity, Sport, and Health at D’Youville, collaborated with scholars



and professionals through the University at Buffalo Clinical and Translational Science Institute to create “Sofia Learns About Research,” a children’s story peppered with activities and primed for coloring.

“Through conversations with community members, school nurses, and other key stakeholders, we learned that many people are skeptical of researchers and often distrustful of their intentions,” said Cadzow. “When they’re asked, they’re put off a little bit because there’s an awful history in terms of abuses of people who don’t have a full understanding of what they’re getting into.”

The book follows Sofia, her father, and her little brother on a trip to the doctor’s office to treat Sofia’s asthma. Sofia’s doctor introduces her family to a scientist who explains the importance and impact of research, as well as what it means to be a participant. Activity pages are dispersed throughout the book, chunking the content into digestible bits of narrative and engaging readers in a maze, word search, crossword puzzle, and decodable message, to name a few.

After the book’s publication in October 2017, Cadzow introduced it to Buffalo Public Schools students at the Gloria Parks Community Center.

“Before reading the book and doing the activities, one out of 11 fourth graders said they would be interested in being in a research study,” said Cadzow. “After reading the book with an afterschool employee and doing some activities, five out of 11 said they would be interested in being in a research study. We found this pretty encouraging.”

The International Institute has begun translating the book into Spanish and Arabic, two of the most common languages spoken among immigrants and refugees in the area. “The views regarding medical research vary among different groups of people, especially the foreign born,” said May

Shogan, director of international exchanges and education programs at the International Institute of Buffalo

“Though there are many articles, brochures, and educational materials about this topic, it is all in English and is not helpful to a big population of refugees and immigrants, especially those who do not speak English. After many conversations and surveys about this topic with foreign-born individuals, a clear lack of interest was noticed among members of this population due to fear, lack of information, and trust issues.”

D.D. Palmer comes to life at Life West’s Chiropractic Museum

A life-size animatronic mannequin of Dr. D.D. Palmer finds its rightful place in the replication of his Davenport, Iowa office in Life West’s Chiropractic History Museum.

“We got the animatronic D.D. Palmer because we wanted to highlight the founder of the chiropractic profession,” Life West professor and Chiropractic Museum curator, Dr. George Casey said.

The D.D. Palmer mannequin was a gift from the President’s Circle. The mannequin is able to imitate muscle movements, create realistic motions in its limbs, and to speak. The Chiropractic History Museum aims to use D.D. as a teaching method for students to engage with the history of chiropractic.

“What we hope to do is to create snippets of content that D.D. will share — such as the discovery of the first chiropractic adjustment, the education of chiropractic, the dynamics the subluxation complex, and more,” Dr. Casey said.

Life West President, Dr. Ron Oberstein, is ecstatic to have the D.D. Palmer mannequin on campus. In the President Circle e-newsletter, Dr. Oberstein expressed his gratitude to



Chiropractic College News

Continued from last page

its members, stating “it makes the student experience at Life West so valuable, being able to sit in a room with D.D. Palmer and having him teach you the history of chiropractic.”

During the first week of the 2018 winter quarter, the Life West tribe was able to “meet” Dr. Palmer during the weekly Friday Seminar. Dr. Oberstein had an entertaining back and forth conversation with D.D. (voiced by Life West mentor doctor, Dr. Brian Flannery), on stage. Following their talk, students in the audience had an opportunity to ask D.D. some questions as well.

This may only be the beginning of the Palmer family coming to life in the Chiropractic History Museum. Plans of an animatronic B.J. Palmer and Mabel Palmer are currently under discussion.

Students, staff, faculty and Life West alums are invited to visit D.D. Palmer in the Chiropractic History Museum during visiting hours. Email Dr. Casey at gcasey@lifewest.edu for more information about the Chiropractic History Museum.

NUHS Whole Health Center welcomes new chiropractic technology for pain treatment

Chiropractic interns at the Whole Health Center in Lombard, now have a new tool to help patients suffering from back and neck pain in place of opioids or surgery. A state-of-the-art decompression table, currently on loan from HillDT Solutions, uses load sensor technology that measures and monitors treatment force and patient resistance. These



measurements allow for more consistent results and can help patients respond better to chiropractic treatment. In addition to back and neck pain, the table can treat sciatica, pain in the legs caused by irritation of the sciatic nerve, and neuropathy, pain in the hands or feet caused by nerve damage.

“During the opioid epidemic, more patients are searching for alternative treatments like chiropractic medicine as a first-line of care for their pain symptoms,” said Theodore Johnson, Jr., DC, DABCI, NUHS dean of clinics. “With the technology of the decompression table, interns are able to treat more patients in a non-invasive, cost-effective way.”

Last month, Jeff VanderWal, HillDT Solutions president, and Tim Burkhart, DC, BCIM, Hill DT Solutions medical director, provided training sessions allowing interns to eventually receive certification in spinal decompression after passing an exam. Meanwhile, interns at NUHS Whole Health Center in Florida have been using the decompression table to treat patients since 2016.

“After the popularity and success of the decompression table in Florida, we were pleased to bring this technology and advanced training to interns in Illinois so their patients can experience the same positive results,” VanderWal said.

HillDT Solutions plans to hold additional training sessions for students in the coming trimesters. National University’s Postgraduate Department also provides chiropractic continuing education (CE) credits for license renewal for HillDT courses. To see if an upcoming class is licensed for CE in your state, contact Candi Vanderwal, HillDT global marketing coordinator, at candi@hilldtsolutions.com.

2018 Nutrition Conference to feature the latest in food movements and trends

National University will host the first conference of its kind focused on the latest research and trends in nutrition March 24 - 25 at its Lombard campus and via webinar. Aimed at health care practitioners, students and the public, attendees will learn about various food movements and how to implement these food diets or strategies to optimize health.

“Between Dr. Oz, local trainers or posts on social media,



it’s hard to know what to listen to about nutrition,” said Jenna Glenn, DC, ND, MS, conference organizer and dean of the NUHS Postprofessional Department. “This conference will provide some of the best evidence-based information available, encompassing various kinds of diets that can address multiple patient concerns.”

The [conference program](#) will feature Dr. Tom O’Bryan (NUHS ‘80), a world-renowned expert in the field of gluten-related disorders, along with nine other experts with backgrounds in functional medicine, chiropractic medicine, allopathic medicine, psychotherapy and nutritional biochemistry.

During the conference, speakers will discuss, ketogenic, paleo, gluten, and dairy-free diets, GMOs, the whole food movement, HCG injections and fasting. Speakers will also identify nutrition options that can help manage common diseases like high blood pressure, diabetes, autoimmune disorders and lymphoma along with how nutrition can affect brain and gut health, metabolic flexibility and athletic performance.

Today, more physicians are using nutrition as a treatment tool when other therapies fail, according to Dr. Glenn. While diets should be tailored to the individual, one common theme among all diets is the importance of making sustainable changes.

“Unlike temporary ‘fad’ diets, a food movement is about learning and applying certain nutrition principles to everyday life for the betterment of health,” Dr. Glenn said. Those interested can attend the conference in-person or via webinar. To register and learn more about the conference speakers and schedule, [click here](#).

NYCC announces the Winter 2018 Commencement Ceremony

New York Chiropractic College will host the Winter 2018 Commencement Ceremony on Saturday, March 31, 2018 at 10:00 a.m. The ceremony will be held on the campus of New York Chiropractic College in the Standard Process Athletic Center. Doors open to the public at 9:00 a.m. and graduates should arrive no later than 8:30 a.m. Tickets are not required

and seating is unlimited and on a first-come, first-served basis. After the ceremony, there will be a reception for graduates, guests, faculty, and staff.

The Commencement Ceremony will be live-streamed at www.nycc.edu. The link to the ceremony will go live at 9:55 a.m. on March 31, 2018. On the left side of the NYCC home page a link will be posted beneath “News and Events” labeled NYCC Winter 2018 Commencement Livestream. We hope this will allow graduates to have family and friends who cannot be here enjoy this wonderful event and celebrate this outstanding achievement. For further details, please call the Registrar’s Office at 315-568-3061 or email ssmith@nycc.edu

Sherman College of Chiropractic Lyceum 2018, May 3-5, 2018, Spartanburg Marriott

Sherman College of Chiropractic will host Lyceum 2018 May 3-5 with more than 30 speakers who are thought leaders and technical experts in the chiropractic world who will help you sharpen your skills and build further success in practice. Continuing education credit will enhance your practice and help you meet your state board’s requirements (be sure to check in advance for your particular state’s provisions). Please note that due to the expansion project at the Sherman College campus, this year’s Lyceum will be held at the Spartanburg Marriott, located in downtown Spartanburg, SC. [More information available here](#).

Constructing the Future: Lyceum Kickoff: After exploring downtown Spartanburg and enjoying a delicious dinner, kick off your construction boots and join us for some tasty desserts and good times with the colleagues! Catch up with old classmates, meet new friends, and kick back and enjoy a laid-back performance by one of Spartanburg’s local musicians. This FREE reception at the Marriott Azalea ballroom on Thursday from 7:30-9:30 p.m. will feature a sampling of desserts along with coffee and a cash bar. RSVP via online Lyceum registration by adding this event to your agenda in the optional items section of the registration.

Alumni Association Annual Meeting: Claim your space at the Association’s Annual Meeting on Friday from 12:30-2 p.m. in the Azalea Ballroom. Lunch is free to members current with their dues, honorary members, and all first- and second-year graduates with complimentary membership status. RSVP with your online registration if you are a current member by adding one ticket under the “optional items” of the registration process. If you will be bringing a guest with you, add one ticket under “Alumni Association Lunch Guest” in the optional items of the agenda builder.

Classified Ads

Do you have something to sell, share or advertise with your fellow practitioners? List in the IACP Classified Ads. Ads will be published online and in this magazine for two consecutive months.

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

Seeking job as IC or Associate (prefer): I am a dedicated and patient outcome driven Chiropractic Physician who is looking to give back and serve the community. As a practicing Chiropractor, I focus on the neuromusculoskeletal system specifically the spinal subluxation and the consequences of these types of disorders on the overall health of my patients. I am pursuing either, an Independent Contractor or Associate position, to employ all my knowledge, skills and abilities in Boise or the surrounding areas.

As a member of society, I have elected to become an inspirational advocate for healthier living, conduct myself as a professional, be a competent teacher and a collaborative team player. Seeking

- A busy compassionate patient-centered clinic
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- Friendly, proficient and competent support staff
- Successful clinic systems
- Growth opportunities for the entire clinic
- A long-term relationship with the ability to become either a partner or purchase

For resume or follow up questions please email youridahochiropractor@gmail.com

For sale: CLA's 3 tech Insight Subluxation Station w/ lab top for sale. Barely used, 2017 model includes; pulse wave profiler (heart rate variability), SEMG, wireless rolling thermal. Asking 10,500.00. Contact Debra 208-777-4000.



Position Available: Full time Chiropractic associate position in a busy multi-doctor office in Nampa Idaho, just outside of Boise. We are looking for a highly motivated, honest and

positive Chiropractor with the following:

- Great adjusting skills
- Great communication skills
- A strong work ethic
- Movement minded with experience or a desire to learn soft tissue work, rehabilitative exercise, and kinesiology taping
- A team player
- Willing to learn
- Wanting to build a career.
- Sales and marketing experience is a plus
- Licensed in Idaho, though not a requirement to start

Contact us with your resume at:

drmccconnell@balancedmovementchiropractic.com

Free: Chiropractic materials for donation to new or expanding office. Posters, banners, practice building materials, forms and other misc. chiropractic materials to be given to anyone needing materials and willing to pick up. Please contact at 208-467-7600.

For sale: Universal X-Ray suite with Hope Processor, Bin, ID printer, cassettes. \$3,500.

Email: info@swayzechiropractic.com

Position Available: Chiropractic office in Boise on Eagle Rd seeking a licensed Acupuncturist. Patient base will mostly be established. Please contact if interested by email to: info@fletcherchiropracticcenter.com or call and ask for Tina 208-939-3000.

Position Available. Duties include but are not limited to:

- Perform and document a routine chiro/medical history & physical exam
- Assist in writing and delivering Plans of Care
- Performing adjustments of the spine and extremities and deliver manual therapy techniques
- Re-examinations to determine progress of care
- Supervise therapeutic exercises.
- Enter treatment notes into EMR/EHR
- Assist in patient education regarding their treatment

plans, nutrition, supplements, exercise, detox protocols and recommendations.

For clinic information: <http://maximizedlivingsummit.com/> or www.facebook.com/summitfamilychiropractic

- Generous Pay - 50K-75K Salary first year
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- Paid CEU's
- Paid Malpractice

REQUIREMENTS: Current/Valid D.C. License. Will consider new graduates. Outgoing personality. Great work ethic. Positive attitude and compassion to help people. COACHABLE & ADAPTABLE & DEPENDABLE. Location perks: see <http://www.coeurdalene.org> Extremely health-minded triathlon and outdoor sports community. Great place to raise a family.

For lease: Oak Tree Counseling & Wellness currently has office space available for lease in our over 6,000 sq ft wellness center. For info call Denae Barowsky, M.A., LPC at 208-269-7031.

For sale: x-ray machine RME Raytheon for sale. 300/125 \$4,500. 509-758-7258.

Practice for sale: 20+ year old, Fruitland, Idaho practice for sale. Located on one of the busiest highways between North and South Idaho, Highway 95. It is a high visibility location with easy access. We have a small-town atmosphere yet attracts patients from Ontario, Payette, New Plymouth and travelers. Very reasonable cost. Call 208-739-6885.

Practice for sale: Diversified practice in Idaho, on the Oregon border for sale. It is situated less than 1 mile from the Payette and Snake Rivers and right on Highway 95, the corridor between North and South Idaho. The practice was originally bought 20 years ago from another D.C. and a new office was built 10 years ago. Total receipts for the past year are \$124,000, and the price of the practice is \$74,000. I plan on retiring around November this year. I will stay for a short while to help the new doctor get comfortable with the patients. My cell phone is: 208-739-6885

Chattanooga Intellect Ultrasound unit for sale. Excellent condition—minimal use. \$600. Dual frequency ultrasound (1 and 3.3 MHz) features 5 cm² Sound Head Applicator which offers 10%, 20%, 50% and Continuous Duty Cycle selections and head-warming. Includes tub of ultrasound gel. Dean Rutherford, Hailey Chiropractic Clinic, 208-788-3211, drdean88@gmail.com.

X-ray Suite. Universal high frequency with Mini-med 90 processor. Full spine bucky with Medium speed screens in all sizes. Film bin, film and even the lead from the walls! First \$6000 takes it (OBO). Older Zenith HYLO electric lift. Classic. Needs new grease and drop mechanism fine tuning but a great table. \$2000 (OBO). (10) Hon brand Upholstered Waiting room arm chairs \$300 each new for \$60 each \$500 for all ten. eriktdc@yahoo.com for pictures, information.

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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 15th 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 or call (916) 729-5432. Email camera-ready ads in high resolution Adobe Acrobat (.pdf) format to: CandSpublishing@gmail.com. Ad creation and graphic design services are available through C&S Publishing at no additional cost.

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

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