



X-ray guidelines spark controversy

The American Board of Internal Medicine Foundation, in its "Choosing Wisely" campaign, recommends that radiographic imaging should not be used to assess adults with acute low back pain until after six weeks, barring the presence of certain indicators termed "red flags." These recommendations have been supported by many organizations including the American Chiropractic Association.

Recently, Palmer College sent a letter to its alumni rejecting the recommendations of the ACA. In this letter, Chancellor David Marchiori, DC, DACBR, PhD, stated:

"The American Chiropractic Association (ACA) recently released recommendations to reduce "unnneeded or overused (chiropractic) services" in support of its "Choosing Wisely®"



campaign to improve doctor-patient communication and patient care. While the ACA should be lauded for its efforts to improve communication and care, I am compelled to respond to its recommendations regarding the

use of plain film radiography.

"Specifically, Palmer College does not support the narrow scope of plain-film use endorsed by the ACA, "In the absence of red flags, do not obtain spinal imaging (X-rays) for patients with acute low-back pain during the six weeks after the onset of pain" and "Do not perform repeat spinal imaging to monitor patients' progress." Neither would Palmer College support statements that convey the opposite extreme of clinical decision making. These decisions are not typically black and white, but contextual to clinical circumstances. Palmer College acknowledges and supports the latitude needed by clinicians to navigate the "shades of gray" encountered in clinical practice related to the use of diagnostic imaging.

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IACP Annual Convention & Exposition

April 27, 28 & 29

The Grove Hotel

245 South Capitol Boulevard, Boise, ID 83702

[click here for details](#)



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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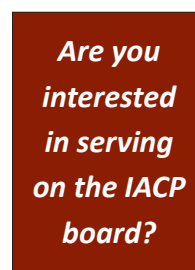
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President's Corner

Our IACP Annual Convention Is This Month



By Dr. Scott Crawford
IACP President

Our IACP convention is coming up at the end of this month! You still have time to register and to invite new chiropractors in your area. We have a great speaker line up and quality vendors in the beautiful Grove Hotel. The

convention is more than a time to get your CEs in one shot; it's a time for us to get stronger as a whole, and ensure that we're all moving in the same direction.

Unity is something I've talked about a lot, but the lack of it has always been the weakness of our profession. It's also the hardest thing to achieve in a state, let alone a country.

However, I've had the opportunity to observe a board comprised of members with different philosophies, techniques, and practice styles. Despite our differences, our top priority while serving together is to make sure we're pushing our association and our profession forward in the same direction. We represent the diversity in our profession found throughout the state. So please, help us

grow in numbers to have a stronger voice and make a bigger difference.

See you at the convention,

Scott Crawford D.C.

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.

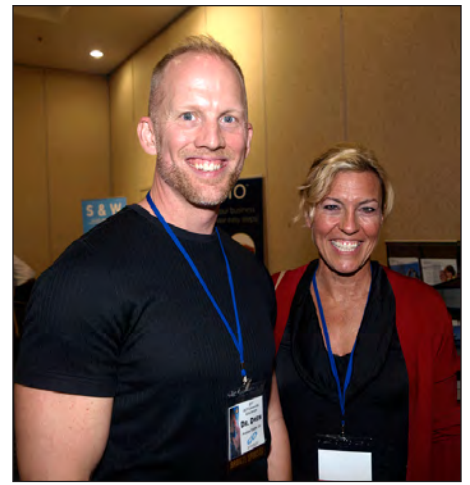
Our fresh and diverse set of speakers, along with our exhibition of industry partners, will provide you with professional development as well as applicable products and services to benefit your practice.

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.



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X-ray guidelines spark controversy

Continued from front page

“Instead, we urge practitioners to consider carefully costs in terms of ionizing radiation exposure, financial burden, and patient time related to diagnostic studies, including all modalities of clinical imaging. Imaging examinations should be clinically indicated and expected to provide clinically relevant information.

“The ACA’s criteria overly simplify what are complex clinical decisions based on the patient’s history, clinical presentation, physical examination, and therapeutic intent. Their criteria fail to consider fully the value of imaging studies to assess patient biomechanics, structure, and contra-indications related to chiropractic care.

“Complex clinical decisions are best left to clinicians and their patients, guided by current best evidence, clinical experience, and patient values.”

The International Chiropractors Association (ICA) issued a statement soon after the recommendations were released that the inappropriate for the chiropractic practice. In fact, these medical standards for x-rays, when applied to chiropractic can be harmful and reduce the safety and effectiveness of chiropractic care.



Readers may also be interested on an insider’s insight on this issue by Dr. James Edwards, a former ACA officer and 2004 ACA Chiropractor of the Year published in *Dynamic Chiropractic* titled, “*Serving Whom? Why I will never sign the ACA Pledge.*” [That article can be found here.](#) It reads in part:

“As a past seven-year member of the American Chiropractic Association (ACA) Board of Governors and a past two-year chairman of the board, I was stunned when I heard about the ACA’s new “branding” and “Choose Wisely” programs. After watching the Facebook presentation twice, I respectfully and strongly disagree. It is beyond my comprehension that a membership association that has lost thousands of members is essentially now trying to “brand” itself as some kind of quasi-national licensing board. And that is exactly what it is attempting to do.

“The ACA’s pledge states: ‘As an ACA chiropractor, I pledge to make Accountability to my patients and the public a priority by adhering to treatment standards and best practices *adopted by the association* and by focusing on patient outcomes.’ [Emphasis Added] Seriously?

“I cannot imagine that statement being warmly received by rank-and-file ACA members because it smacks of “Big Brother.” Someday, the ACA might realize that it should salute smartly and carry out the wishes of its dues-paying members instead of attempting to establish treatment standards “adopted by the association.”

“After serving eight years as a member of the Kansas State Board of Healing Arts – which licenses medical physicians and doctors of chiropractic – I will “choose wisely” by never signing the ACA pledge because I will follow the rules, regulations and statutes of the state in which I am licensed to practice. I will never place the policies, positions and/or standards of any trade association above them ... and I strongly recommend you take the same position.

“While this “Choosing Wisely” standard may or may not be best for medical physicians, as a longtime chiropractic expert witness, I can tell you the first element discussed by a patient’s attorney is that the chiropractor did not even take an X-ray. And for the record and as a 40-year practitioner, I have routinely X-rayed almost every adult patient during that time and have found fractures, cancer and abdominal aortic aneurysms that would have gone undetected and in a number of cases could have cost the patient his/her life had X-rays not been taken.”



IN THIS CASE: The insured chiropractor had another chiropractor cover for her while she was out of the office. The lack of documentation by the insured and the poor documentation by the chiropractor who covered for the insured made the case hard to defend because it was not clearly documented what treatment was rendered during any of the claimant's visits.

Claimant and Condition

The claimant was a 41-year-old married male who had three children. When the claimant first visited the insured, he complained of a two-year history of upper back and neck pain that "came and went." On the patient intake form, he reported the pain as five out of 10 on the severity scale. The claimant described his pain as very sharp with numbness that seemed to worsen randomly. The claimant stated that his symptoms improved with massage and stretching. The claimant reported a medical history of Hashimoto's Thyroiditis for which he took Synthroid. He also reported being in a car accident in 1990 during which he suffered a "broken right cheek" but denied his current symptoms were the result of any trauma.

Physical Examination and Treatment

During the initial visit, the insured performed a physical examination including neurological and orthopedic testing. The insured noted moderately taut and tender fibers in the thoracic, cervical, lumbar and pelvic areas. Cervical active range of motion demonstrated decreased right lateral flexion and right rotation with patient reporting neck pain on the left side. The claimant's active flexion and left rotation were normal. Lumbar active range of motion demonstrated decreased flexion whereas extension and the right and left lateral rotation were normal. Several subluxations were found at C1, C2, C5, T1, T2, T7, T8, L2, and right pelvis. After documenting her findings, the insured performed a Diversified chiropractic adjustment at each of the levels of subluxation. The insured suggested the claimant continue treat-

ment once a week for four weeks. The claimant followed through with the treatment plan and saw the insured three more times for chiropractic adjustments. At the second visit, the insured documented that the claimant had been experiencing neck pain that increased with head rotation and left lateral flexion, and performed a Diversified adjustment at right C2 and left C5, T1, T4, T10, as well as bilateral L1 and SI.

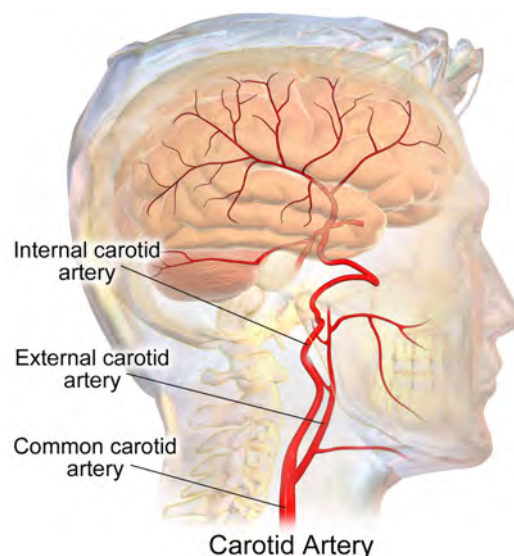
The claimant then returned the following week and complained of neck pain that increased with static positions. The insured performed a Diversified adjustment at right C1, left C4, T1, T4, T10 and bilateral SI.

Four days later, the claimant returned to the insured's office, and saw a locum tenens chiropractor who was filling in for the insured. The claimant reported neck pain and the locum tenens chiropractor noted the cervical, thoracic, lumbar spine levels and pelvis were restricted. He performed a Diversified adjustment of unspecified areas. The locum tenens chiropractor noted the claimant responded favorably and instructed him to follow up with the insured chiropractor. However, the claimant did not return.

Injury

About 15 days after the claimant was treated by the locum tenens chiropractor, the claimant presented to the emergency department because he had sudden visual disturbance in his right eye. The claimant said he felt like a "shade" was being drawn over his right eye while he was at work that morning and he continued to have visual disturbance in the right eye the rest of the day. The claimant also mentioned he had a temporal headache but denied experiencing any trauma.

The neurologist at the hospital noted that the claimant had "prior chiropractic manipulations and massages but not in past day or two." The neurologist ordered a computed tomography angiography (CTA). The CTA revealed occlusion of



the right cervical internal carotid artery (ICA) extending into the petrous segment. Intravenous tissue plasminogen activator (tPA) was administered. The neurologist believed the films showed no acute infarct or hemorrhage. Based on the exam and review of the imaging, the neurologist concluded the claimant experienced an acute stroke secondary to right ICA occlusion. Etiology was likely cervical dissection based on age, location and lack of traditional vascular risk factors. The claimant was then transferred to another medical center for admission to a stroke intensive care unit.

The next morning the claimant suddenly developed left facial droop and left arm weakness and became significantly worse. A neurointerventional surgeon recommended endovascular treatment of the right ICA occlusion by mechanical thrombectomy due to the claimant's declining condition. However, the procedure was aborted due to difficulty with the stent and a stroke neurologist was consulted. The stroke neurologist noted the etiology was likely cervical dissection based on age, location and recent chiropractic manipulation of the neck. The neurologist also noted that the right cervical ICA dissection was probably related to recent chiropractic manipulation.

After spending 10 days at the medical center, the claimant was then transferred to a rehabilitation facility and was admitted with a diagnosis of right-side stroke after dissection, etiology unknown. The claimant was treated with occupational, speech and physical therapy. The physical therapist noted the etiology of the claimant's stroke was likely cervical dissection based on age, location and recent cervical manipulation of the neck. After completing a six weeks stay, the claimant was discharged home and referred to home health.

Roughly eight months after the claimant's initial hospital stay for a stroke, he was taken to the emergency department by his wife because he complained of dizziness, bilateral upper extremity tingling and gait instability. A CT scan and MRI of the brain were negative for stenosis, CVA and dissection. His symptoms resolved with medication and he was discharged. The claimant was to follow up with a neurologist.

Since the stroke, the claimant suffers residual headaches, numbness in his upper extremities, left-sided limp and cognitive deficits.

Both the insured chiropractor and the locum tenens chiropractor were sued.

Allegation Against the Insured Chiropractor: Negligent treatment resulting in arterial dissection and/or stroke.

Defending the Claim

There were several challenges in the defense of this claim:

- The documentation by both the insured and the locum tenens chiropractor was sparse at best.
- Multiple subsequent treating physicians attributed the artery dissection to the insured's chiropractic manipulation.
- The insured chiropractor conceded during her deposition that she did not discuss any potential risks of chiropractic with the claimant prior to treatment, she did not review the patient's history/ intake form prior to initiating treatment, and she did not note the claimant's reported complaints of neck pain and headaches.
- The locum tenens chiropractor admitted during his deposition that he did not perform a neurological or orthopedic evaluation on the claimant prior to treating him and could not recall which levels of the claimant's spine he adjusted.
- Multiple neuroradiologists consulted declined to support the defense.
- The damages in this case were significant.

Outcome

Although the defense experts could argue the stroke was not caused by chiropractic manipulation, there were many challenges to the defense of the claim. The defense team, including the insured chiropractor and the locum tenens chiropractor, agreed that attempts should be made to resolve the claim. The claim was resolved through mediation for a significant amount.

Risk Management Pointers

Prior to the initiation of treatment:

- Review the new patient's history form with the patient and complete any missing information.
- Perform and document a thorough physical examination.
- If the patient has a condition that warrants further diagnostic testing or medical consultation, obtain and document any necessary diagnostic tests or referrals.
- Obtain and document the patient's informed consent prior to the initiation of treatment.

Patient Visits:

- Clearly document the essence of each patient visit in your progress notes. Anyone reading the patient's record should be able to immediately understand exactly:
 - The treatment and the location of the treatment you provided, including the reason for any deviation from standard treatment,
 - The patient's progress or lack of progress with treatment, and
 - The outcome of your treatment.

Continued on next page

Proper documentation helps defense

Continued from last page

- If the patient has new complaints or does not progress as expected with treatment, perform an additional evaluation or refer the patient for further evaluation to determine if the treatment plan should be modified or if the patient should be referred to a specialist.

Locum Tenens:

- If you utilize a locum tenens, ensure he or she has equivalent training, education, certification and credentialing to yours.
- Provide a locum tenens with an orientation to your office, your staff, documentation requirements, office policies and procedures, etc. prior to providing patient care.
- If possible, notify your patients when you will be absent from your practice and alert them that another chiropractor will be providing care in your absence.

Contact OUM Chiropractor Program for more information.

www.oumchiropractor.com

Phone: (800) 423-1504



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The background of the advertisement is a scenic illustration of a mountain range with evergreen trees, a calm lake, and two people in a canoe. The OUM logo is prominently displayed in the lower right, with the tagline 'Treated Fairly' and 'Underwritten by a ProAssurance Company'. Contact information and a website URL are provided at the bottom, along with the slogan 'Mixed methods. Straight support.' and a small number '11055' in the bottom right corner.

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Upcoming Events Calendar

April 27-29, 2018

IACP Annual Convention

The Grove Hotel - Boise, ID

[More information and to register](#)

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It occurred to us that some readers 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 ***Seven Simple Steps to a longer, Healthier Life*** 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

A high-sugar diet makes healthy people sick - fast

Please feel free to print out and post up any or all of the flyers. They are available on the website, www.IACPnews.com in an easy to print PDF format.

Each has the following tagline:



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your Doctor of Chiropractic and the
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7 Simple Steps to a Longer, Healthier Life

Taking care of yourself can lead to a longer, healthier life. There are seven simple steps that research has shown can make a difference. Each involves making good choices and requires some discipline, but all are doable. Dubbed “Life’s Simple 7” by the American Heart Association, they involve:

- 1.** Eating better, which can stave off chronic disease. Steps include increasing your intake of vegetables, fruits, nuts and seeds.
- 2.** Maintaining a healthy weight. This can reduce the burden on your heart, lungs, blood vessels and bones.
- 3.** Exercising. It can help with your cholesterol levels, weight and muscle tone.
- 4.** Quitting cigarettes, because even one can hurt you. There is no risk-free level of exposure to tobacco smoke.
- 5.** Managing blood pressure. Unhealthy ranges strain the heart, arteries and kidneys.
- 6.** Controlling cholesterol. Low cholesterol gives your arteries the best chance to stay clear of fatty blockages that reduce blood flow.
- 7.** Reducing blood sugar. This can lower the risk of dying from cardiovascular disease.



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Chiropractic News

The Lancet defines low back pain and calls for effective care in new three-part series

Recently, *The Lancet*, a peer-reviewed medical journal, published a three-part series on low back pain, which addresses the associated ailment, the disability caused by low back pain and provides call-to-actions to meet the challenges associated with the prevention and management of low back pain. The Foundation for Chiropractic Progress (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, notes that [Good Morning America](#) – the most watched morning show for most of 2017– referred to *The Lancet's* series as the Magnum Opus of low back pain, and referenced spinal manipulation as a recommended approach to manage low back pain.

“Ninety-four percent of spinal manipulations in the U.S. are performed by a doctor of chiropractic,” shares Sherry McAllister, DC, executive vice president of the Foundation for Chiropractic Progress, who notes that chiropractic care is proven to yield improved clinical outcomes, reduced costs and high patient satisfaction.

“With approximately 80 percent of the population bound to experience back pain at some point in their lives, the Foundation commends *The Lancet* for publishing a series that accurately communicates the education and action items necessary to establish more effective, patient-centered care, which may include spinal manipulation, surrounding low back pain to a global audience.”

Key findings from each of the three papers published in *The Lancet*:

- [What low back pain is and why we need to pay attention](#): Low back pain is the leading cause of disability worldwide and is common among individuals of all ages, demographics and socio-economic statuses. The burden of low back pain must be addressed through amplified research and global initiatives.
- [Prevention and treatment of low back pain](#): Evidence, challenges, and promising directions: Potential solutions to effectively manage low back pain may include but are not limited to focused strategies that can implement best practice, the redesign of clinical pathways, integrated health and

occupational interventions to reduce work disability, changes in compensation and disability claims policies, and public health and prevention strategies.

- [Low back pain: a call for action](#): One call to action encourages the promotion of living well with low back pain through enhanced, patient-centered care which focuses on self-management and healthy lifestyles as a means of restoring and maintaining function and high-quality of life.

Missouri expands chiropractic coverage

The Missouri state Senate has passed Senate Bill 597 which expands chiropractic services covered under Missouri's HealthNet program, the state's version of Medicaid. The new section, 208.152(7), reads in part:

“Up to twenty visits per year for services limited to examinations, diagnoses, adjustments, and manipulations and treatments of malpositioned articulations and structures of the body provided by licensed chiropractic physicians practicing within their scope of practice.”

The services are restricted to musculoskeletal care and the treatment of subluxations, and do not apply to other treatments Missouri doctors of chiropractic can perform within their scope of practice, such as acupuncture or acupressure. The bill's sponsor, State Sen. Jeanie Riddle [R-Callaway County], said the legislation is aimed at addressing the opioid crisis currently afflicting the state. Riddle said she believes by putting chiropractic services within financial reach of Missourians, the state will save money down the line.

“A study conducted in Tennessee by Blue Cross Blue Shield showed when individuals visited a chiropractor first for back pain, they saw a 40-percent savings in their health care costs,” Riddle said. “The study also estimated that if treatment for back pain started at the chiropractor's office, the insurance company would have saved more than \$2.3 million for their 85,000 subscribers.”

She also hopes by increasing alternative options for treating back pain, fewer Missourians will come to rely on opioids for pain management. One out of every 66 deaths in Missouri currently result from opioid overdose, she said.

New study shows chiropractic give a majority of patients more relief from low back pain

A new study published in *The SPINE Journal* (2018) concludes spinal manipulation is most likely to reduce chronic low back pain and improve function when compared to other approaches. The research examines the safety and effectiveness of various manipulation and mobilization therapies for treatment of chronic low back pain. According to the Foundation for Chiropractic Progress (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, results show that both manipulation and mobilization are likely to reduce pain and improve function for patients with chronic low back pain, but that spinal manipulation – most often performed by a doctor of chiropractic – produces a larger effect than mobilization.

Key Findings:

- Nearly six out of ten patients (57 percent) experienced a reduction in chronic low back pain and a reduction in disability (78 percent) utilizing manipulation or mobilization as compared to other therapies.
- A majority (79 percent) reported that manipulation significantly reduced pain and disability, compared to other approaches such as physical therapy.
-
- considered beneficial and safe.

“Chiropractic care is proven to yield improved clinical outcomes, reduced costs and high levels of patient satisfaction,” said Sherry McAllister, DC, executive vice president, F4CP. “Given the increased interest in providing Americans with drug-free/non-pharmacologic pain management options, this study better positions doctors of chiropractic as front-line providers for spinal health and well-being, specifically as it relates to the management of chronic low back pain prior to the utilization of prescription opioids.” Nearly 94 percent of all spinal manipulations in the U.S. are performed by a doctor of chiropractic.

The prevalence of lower back pain in the U.S. may be as high as 84 percent. In approximately 23 percent of people suffering from lower back pain, the pain becomes chronic and disables nearly half of this population. Pain management approaches vary greatly. This study explored the evidence for treating chronic low back pain by spinal manipulation therapy (thrust applied to joints) – a common modality performed by doctors of chiropractic – and mobilization (a type of passive movement of a spinal section) and combined therapies.

About the Study: Coulter I, Crawford C, Hurwitz E, et al. Manipulation and Mobilization for Treating Chronic Low Back Pain: A Systematic Review and Meta-Analysis. [*The Spine Journal*](#) (2018). The study was a systemic literature review and meta-analysis of more than 7,000 published studies and articles from January 2000 to March 2017. Random controlled trials were selected. There were 51 trials in the systematic review and nine trials (including 1,176 patients) provided sufficient data to be pooled for meta-analysis.

Foundation for Chiropractic Progress reaches 100,000 health industry professionals with chiropractic message

The Foundation for Chiropractic Progress white paper entitled: “Chiropractic: A Safe and Cost-Effective Approach to Health,” has been published on America’s Health Insurance Plans’ (AHIP) website. AHIP is a national association whose members – including most of the major health insurance and health financing organizations from AFLAC to Zurich North America – provide coverage and health-related services that improve and protect the health and financial security of consumers, families, businesses, communities and the nation.

In addition, the Foundation has sponsored several articles in the AHIP SmartBrief newsletters – reaching 100,000 subscribers in the health care industry, including but not limited to health plan executives, agents, brokers, MDs, wellness experts and more. Recent features include:

- An analysis of the recent *The SPINE Journal* paper documenting substantial utilization of chiropractic care and positive outcomes among U.S. adults
- A review of a study published in *The SPINE Journal* demonstrating that the majority of patients get more relief from low back pain with chiropractic adjustments/SMT
- Information on chiropractic’s role in the Super Bowl and NFL

“In 2018, we are pushing the envelope to include health care leaders, health plans and policymakers to ensure that they know the well-established value of chiropractic,” shares Sherry McAllister, DC, executive vice president, F4CP. “This is in addition to informing medical doctors, consumers and patients who need to know that chiropractic is a safe, effective, non-pharmacological solution. We want to ensure that they can make informed decisions about choosing chiropractic when it comes to overall health and well-being.”

Continued on next page

Chiropractic News

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Foundation for Chiropractic Progress placements in AHIP SmartBrief newsletters will continue to raise increased education about the safety and clinical and cost-effectiveness associated with chiropractic, and in turn guide health plans to consider more chiropractic care options for members.

Additionally, the Foundation for Chiropractic Progress generated coverage for the profession in *U.S. News & World Report* — a publication reaching more than 37 million individuals per month, as well as *Observer*, *SHAPE Magazine* and the *Journal of the Mississippi State Medical Association*.

Dr. McAllister continues, “While future media opportunities emphasizing the value of chiropractic care have been secured for publication in *Employee Benefit Adviser*, *Managed Healthcare Executive* and *HealthcareNow Radio*, we are also actively working to cultivate growing media relationships with high-profile publications, including *Forbes*, as well as other state medical association Journals.”

Researchers find low magnesium levels render Vitamin D ineffective

There is a caveat to the push for increased vitamin D: Don’t forget magnesium. A review published in *The Journal of the American Osteopathic Association* found vitamin D can’t be metabolized without sufficient magnesium levels, meaning vitamin D remains stored and inactive for as many as 50 percent of Americans.

“People are taking vitamin D supplements but don’t realize how it gets metabolized. Without magnesium, vitamin D is not really useful or safe,” says study co-author Mohammed S. Razzaque, MBBS, PhD, a professor of pathology at Lake Erie College of Osteopathic Medicine. Razzaque explains that consumption of vitamin D supplements can increase a person’s calcium and phosphate levels even if they remain vitamin D deficient. The problem is people may suffer from vascular calcification if their magnesium levels aren’t high enough to prevent the complication.

Patients with optimum magnesium levels require less vitamin D supplementation to achieve sufficient vitamin D levels. Magnesium also reduces osteoporosis, helping to

mitigate the risk of bone fracture that can be attributed to low levels of vitamin D, Razzaque noted. Deficiency in either of these nutrients is reported to be associated with various disorders, including skeletal deformities, cardiovascular diseases, and metabolic syndrome.

While the recommended daily allowance for magnesium is 420 mg for males and 320 mg for females, the standard diet in the United States contains only about 50 percent of that amount. As much as half of the total population is estimated to be consuming a magnesium-deficient diet.

“By consuming an optimal amount of magnesium, one may be able to lower the risks of vitamin D deficiency, and reduce the dependency on vitamin D supplements,” says Razzaque. Magnesium is the fourth most abundant mineral in the human body after calcium, potassium, and sodium. Foods high in magnesium include almonds, bananas, beans, broccoli, brown rice, cashews, egg yolk, fish oil, flaxseed, green vegetables, milk, mushrooms, other nuts, oatmeal, pumpkin seeds, sesame seeds, soybeans, sunflower seeds, sweet corn, tofu, and whole grains.

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.”

Sustained or sporadic exercise offers same reduction to death risk

For decades Americans have been inundated with a confusing barrage of messages about how best to counteract the health risks of sedentary lifestyles: walk 10,000 steps a day, do a seven-minute workout from a phone app, flip heavy tires in an arduous boot camp class, etc. It turns out that any of these acts – even when done in short bursts throughout the day – could reduce one’s risk of disease and death, according to research published recently in the *Journal of the American Heart Association*.

“For about 30 years guidelines have suggested that moderate-to-vigorous activity could provide health benefits, but only if you sustained the activity for 10 minutes or more,” said study author and professor William E. Kraus, MD of the Duke University School of Medicine. “That flies in the face of public health recommendations, like taking the stairs instead of the elevator, and parking further from your destination. Those don’t take 10 minutes, so why were they recommended?”

Kraus’s study found that even brief trips up and down stairs would count toward accumulated exercise minutes and reduce health risks as long as the intensity related to moderate or vigorous exercise. Moderate exercise was defined as brisk walking and boosting that to a jog would be vigorous.

For the study, Kraus and investigators from the National Cancer Institute analyzed data from 4,840 people 40 and older who participated in the National Health and Nutrition Examination Survey between 2003 and 2006. Participants wore accelerometers to quantify their physical activity and exertions. Using a national database, the researchers determined 4,140 participants were still living in 2011. The results showed that people who got 60 minutes of moderate

or vigorous exercise a day cut their risk by 57%. Getting at least 100 minutes of activity cut it down to 76%. Those who got less than 20 minutes of moderate or vigorous activity had the highest risk of death.

Sports program promoting unhealthy foods may be contributing to obesity in kids

The majority of food and beverages marketed by multi-million-dollar television and online sports sponsorships are unhealthy and may be contributing to the escalating obesity epidemic among children and adolescents in the US, warn social scientists for the NYU School of Medicine and other national academic health institutions. The study was published in the March issue of *Pediatrics*.

Researchers analyzed Nielsen statistics of televised sports programs among children 2-17 years of age. The study found that among the 10 most watched sports organizations most of the food products were rated “unhealthy” under the guidelines of the Nutrient Profile Model (NPM), a profiling system that identifies the nutritious value of foods in the United Kingdom and Australia. The US does not have a comparable measurement system.

Specifically, the NPM system assigns a score to all foods, and scores can be converted to a 0-100 point scale called the Nutrient Profile Index (NPI). An NPI of 64 or higher indicates a food product as “nutritious.” When NPI scoring was applied to foods most widely promoted through sports sponsorships, the researchers found a deeply troubling result. More than three-quarters failed to meet minimal standards for nutrition — with the average NPI score of around 38-39 for promoted food such as chips, sugary cereals and drinks.

The researchers examined sports sponsorship agreements covering 2006-2016 between food and beverage manufacturers and the 10 sports organizations with the most youth viewers. The NFL led all organizations with 10 food and beverage sponsors, followed by the NHL with seven. The Little League Baseball landed third with six sponsors which is particularly concerning given its child-targeted nature.

“The US is in the throes of a child and adolescent obesity epidemic and these findings suggest that sports organizations and many of their sponsors are contributing directly and indirectly to it,” said Marie Bragg of Population Health at NYU School of Medicine. “Sports organizations need to develop more health-conscious marketing strategies,” she said.



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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
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Chiropractic College News Update

Cleveland University-Kansas City names Jon Wilson new Dean of Chiropractic College



Cleveland University-Kansas City has announced Dr. Jon Wilson as dean of the University's College of Chiropractic. Wilson takes over the new post after serving as the College's assistant dean of chiropractic education. In his new role, Wilson oversees all of the clinical, academic, and administrative aspects of the Doctor of Chiropractic degree program.

Dr. Cheryl Carpenter-Davis, vice president of academic affairs at the University, announced Wilson's new role on March 1.

"He has served as assistant dean over the past two years, led the Electronic Health Record conversion initiative and the implementation of ExamSoft assessment software," Carpenter-Davis said. "Both of those projects have propelled the program to a new level of using data to inform improvement. We are very excited to have Dr. Wilson leading Cleveland's College of Chiropractic as we approach the 100-year anniversary of the institution."

Wilson earned his Doctor of Chiropractic degree from Cleveland and was in private practice for eight years after graduation. He began his career at CUKC in 2011, joining the Cleveland faculty as a clinical educator. Since that time, he has taken on additional responsibilities in educational technology at CUKC, including directing the launch and integration of Force Sensing Table Technology (FSTT) on campus in 2017. The FSTT is a chiropractic adjusting table that electronically monitors the amount of force applied by the user during a chiropractic adjustment.

Cleveland University-Kansas City offers Chiropractic Sports Physician Program

Cleveland University-Kansas City has announced that it will once again partner with DOnline 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 DOnline. 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.

SCU appoints new chair, three members to Board of Regents

Southern California University of Health Sciences' (SCU) board of regents recently elected Thomas S. Bakman, DC, FAFICC as the Chair, Board of Regents. The board also announced the appointment of new board members, Mikal Belicove, D.H.L., Susan Haeger, and Ruth Westreich.

The board provides leadership for carrying out SCU's mission to educate students as competent, caring, and successful integrative healthcare practitioners. Bringing diverse and extensive experience in the healthcare, corporate, and nonprofit sectors—the new board members, share in SCU's vision of transforming and redefining health and healthcare education.

"SCU's unique healthcare education provides students and healthcare practitioners with advanced integrative, inter-professional educational opportunities that prepare them to be leaders in the healthcare system of the future. We welcome the addition of these outstanding board members

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Chiropractic College News

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who bring tested professional talent, expertise, and passion for the transformation of healthcare delivery,” said SCU’s President/CEO John Scaringe, DC, EdD.

Gladiators slay Palmer West Dragons in Bay Area Classic

The Life West Gladiators defeated the visiting Palmer West Dragons 63-45 in their sixth meeting of the Bay Area Basketball Classic. Palmer West fans came in bunches and made the trip from San Jose to Hayward, representing in their school colors of purple and black. Their colors were soon lost in a sea of Gladiator fans wearing green.

The Gladiators came out to play from the start of the tip. They were relentless on defense and on the boards. After relinquishing the first two points of the game, the Gladiators quickly answered back with an 8-0 run. Gladiator guards Balraj Khakh and Kevin Mansoor sparked the run with their passing and shooting.

“On the offensive end we focused on moving the ball around and to look for the open man,” said Gladiator Head Coach, Jonathan Darwin. “The guys were very unselfish with the ball and hit the open guy every time.”

The victory marks the fourth consecutive win for the Gladiators in the Bay Area Basketball Classic, after being defeated in the first two meetings.

NYCC Partners with California University of Pennsylvania and Wilson College

New York Chiropractic College recently signed articulation agreements with two undergraduate colleges: California University of Pennsylvania and Wilson College.

California University of Pennsylvania (California, PA) is the 18th partner in New York Chiropractic College’s 3+3 program. “3+3” dual-degree programs allow qualifying students to attend an undergraduate institution to complete credits for their bachelor’s degree and then transfer directly into NYCC’s Doctor of Chiropractic three-year graduate program — ultimately earning both degrees in six years, as opposed to the seven needed if taken outside of the 3+3 program.

“With the NYCC dual degree program, students save money and time, earning their degrees and beginning their careers in natural health care as soon as possible,” said Michael Lynch, director of NYCC Admissions.

NYCC also has additional agreements with other institutions, including with Wilson College (Chambersburg, PA). This new agreement will ensure admission into the NYCC Doctor of Chiropractic program for students who earn a baccalaureate degree in Exercise Science at Wilson College and graduate with a minimum cumulative GPA of 3.0. Those students who earn a degree with a GPA of 2.5-2.9 will receive special consideration for their applications into the NYCC program.

“As (Wilson College’s) program continues to grow and prepare students for work and for graduate school, this partnership ensures that students who want to study chiropractic can continue their education at a premier school,” said NYCC alumna Tonia Hess-Kling, DC, ’07, now assistant professor of Exercise and Sport Science at Wilson.

With these agreements, NYCC now has 18 3+3 agreements and 13 additional articulation agreements with U.S. colleges. For more information on New York Chiropractic College’s articulation programs and a complete list of participating colleges, visit <http://www.nycc.edu/admissions/articulation>.

Life U’s new student housing and dining facility on schedule for Fall opening

Construction that began in 2017 on the Life University (LIFE) campus for a brand new, 99,000 square-foot campus housing and dining facility is making significant progress in anticipation for its completion by Fall Quarter 2018. This facility will be called The New Commons, and it is currently accepting applications from prospective residents for its Fall 2018 wait list.



As part of the University's 2020 Vision established in 2006 by its Board of Trustees, The New Commons will increase living, dining and recreational/leisure facilities to accommodate an anticipated growth in both undergraduate and graduate enrollment in the next few years.

"The New Commons will help us support the increased undergraduate population resulting from our expanding academic programs and provide an exciting living and learning environment," notes LIFE Vice President of Student Affairs Dr. Marc Schneider. "Our student-athletes will also benefit from the project, as they will be able to live in community with other like-minded individuals."

In addition to the growth from new academic degrees coming on board, an equal reason for anticipated growth is the continued addition of more intercollegiate sports in LIFE's booming Athletic Department. LIFE has added both men's and women's soccer, along with women's basketball in the past two years. They have also announced men's volleyball and women's lacrosse as two more new sports to begin in the fall 2018 and spring 2019, respectively. This will give the Running Eagles a total of 20 varsity sports, including 11 women's sports, eight men's sports and one co-ed sport.

"The rapid growth of the Athletic Department at LIFE is a tremendous opportunity for student-athletes to receive a great education in a health-conscious and supportive University," explains LIFE Athletic Director Jayme Pendergast. "The new student housing facility being built will be a terrific place for many of our student-athletes to live and build a camaraderie that will only help their bonds both in and out of athletic competition."

With this new facility being just one of three in proposed plans, it is evident that LIFE envisions its not-so-little University on the precipice of extreme growth and continued advancement well into the future. Applications for prospective residents, as well as more information on The New Commons, can be found at TheCommons.LIFE.edu.

CUKC first chiropractic college to use two force sensing tables

Since the spring of 2017 students attending the College of Chiropractic at Cleveland University-Kansas City (CUKC) have been using Force Sensing Table Technology™ (FSTT) to develop their chiropractic adjusting skills. Within just one year, the benefits of this innovative training tool became undeniable, prompting CUKC administrators to secure a second FSTT system this spring. The purchase makes CUKC the first chiropractic educational institution in the nation with two

force-sensing tables available to its students.

FSTT™ it is an adjusting table that electronically monitors the amount of force applied by the user during a chiropractic adjustment. The data is captured by the table and displayed instantaneously on monitors as a force-time curve. The information can then be used as a teaching aid to instruct student interns on the proper amount of force needed for each manual adjustment. Developed by Canadian Memorial Chiropractic College, the therapeutic table utilizes integrated force plate technology to take precise measurements of force generated by the user during an adjustment. It measures in three different directions, including floor to ceiling, from head to toe, and from side to side on the table. It also calculates the amount of force used prior to thrust, as well as the speed and the direction of the adjustment. The FSTT™ can also capture video of the user for a visual reference to compare to their performance analytics displayed on the monitors.



"The long-term advantage of this technology, beyond the immediate educational benefits, is that our graduates will have a wide range of forces available to them in practice, and will be able to know accurately how much force they are using," Dr. Jon Wilson, dean of the College of Chiropractic, said. "If future research shows ideal levels of force for certain populations or conditions, our graduates will be competent and confident in their ability to reproduce those forces."

Wilson has taught adjusting technique to students at CUKC for more than five years. He said the FSTT™ technology is an equalizer in the classroom because the high-speed video feedback can capture what the human eye may miss. As a result, it can answer many of the questions regarding the training and preparation of student interns.

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Chiropractic College News

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Using FSTT allows educators to elevate their chiropractic adjustment training in the classroom. Now, with two of the tables in use on campus, CUKC chiropractic students have more access to this learning tool that helps them to measure their skills and increase their confidence.

Life West Mourns the loss of Nancy McKillican

Recently the Life West community lost someone who was a tireless friend, advocate and cheerleader for chiropractic and for Life West. Nancy Seidler McKillican embodied chiropractic. She learned about chiropractic when she met her husband Eric McKillican, 31 years ago. He was from a chiropractic family and became a chiropractor. Nancy became a chiropractic warrior and advocate.

Nancy and Eric were an incredible team who consistently aligned their lives and life's work to chiropractic. They worked together in their chiropractic office in Nebraska and then in Sacramento, CA. The McKillicans brought their three daughters, Jessica, Madison and Emily with them to every chiropractic event – and they went to many functions for the profession. The McKillican Family is known to many in chiropractic because they showed up for chiropractic countless times and in many places. Nancy was at the heart of that commitment to service.

Nancy began to officially work for Life West as the Alumni Coordinator in January of 2013. She served as the college's liaison with the Alumni Board and was responsible for alumni engagement. She flourished in this position and worked tirelessly to reconnect and organize the Life West tribe.



Nancy McKillican, center, with her family.

Nancy also volunteered at Life 101, The WAVE, and at many special college functions.

Nancy was well known for her exceptional skills at bringing people together. We have all been able to experience the famous McKillican hospitality at the Life West Cal Jam luncheons, numerous alumni events, and the incredible gatherings during the WAVE. The entire McKillican family came together to promote, to decorate, to greet each person with love and make sure they felt included. Nancy taught us all to do that.

Togetherness was Nancy's gift to all of us. She included us. She connected us. She loved each of us individually and took the time to know us.

Nancy had a huge impact at Life West and in the chiropractic profession. She understood the value of chiropractic and worked for the chiropractic principles in all things.

Life West is planning a Benefit for the McKillican Family on campus on April 28, 2018. This will be a special CE day with all Continuing Education monies donated to the McKillicans to offset Nancy's medical costs. More details will be available shortly.

Remembering a Chiropractic Icon *Maxine McMullen, R.N., D.C. (1944-2018)*

It was with deep sorrow that the ICA and chiropractors around the world heard of the passing of Dr Maxine McMullen (74) one of the icons of chiropractic and a pioneer of chiropractic pediatrics. Dr. McMullen passed away January 16, 2018 at her home in Port Orange, Fla., with a few close friends by her bedside.



Recognized world-wide for her expertise in chiropractic pediatrics, Dr. McMullen believed implicitly in the power of chiropractic and that everyone, especially children, could benefit from chiropractic care. Thousands of DCs she taught as students at Palmer College Davenport credit her for pushing them and giving them the desire and confidence to care for infants and children. She was a teacher with high stan-

dards, “tough as nails” as one former student put it, but that was because she wanted and expected her students to become the best doctors they could be when they went out into the field. She also knew instinctively when a particular student had that “something extra” to become a leader. One of those students that she often talked about was Gerry Clum, who later went on to become the youngest person ever to become president of a chiropractic college.

Dr. Maxine will be missed — by former students, friends, colleagues and everyone who ever knew and worked with her. She had the type of personality that one could not forget easily. She could make you laugh and cry. She was compassionate but tough. She had little tolerance for “whiners” but would give the shirt off her back for someone in need.

Originally a surgical nurse and a native of New Zealand, Maxine decided to come to the US and study chiropractic after chiropractic helped her with a serious pancreatic condition. She started practicing and teaching in Davenport soon after graduating from Palmer in 1971.

Palmer West Homecoming, May 4 -6

Palmer College of Chiropractic’s West campus in San Jose, Calif., presents Homecoming 2018, May 4-6, featuring a three-day program that includes multi-track seminar sessions (with more than two-dozen speakers), a variety of social events to reconnect with classmates and fellow chiropractic colleagues — and the opportunity to earn up to 20 relicensure credits in one weekend!

West Homecoming 2018 seminar sessions will address a wide variety of patient-care topics, including:

- A World of Hurt: A Guide to Classifying Pain
- Kinesiology Tape Research Update and Application
- Using Body Intelligence to Treat Chronic Disease
- Women’s Health: the Female Triad and Its Effect on Fertility
- Lessons Learned from the Joint Commission in Sports Science
- Current Concepts in Concussion Evaluation and Management
- Evidence-Based Toolkit for Clinicians: What It Is and How to Use It
- Opportunities for Chiropractic in the VA
- Opportunities in the World of Sport and Functional Assessment and Adjustments of Extremities
- The McKenzie Method® of Mechanical Diagnosis and Therapy® (MDT)
- Slow Aging, Live Longer: The Science of Foods, Genes, Cells

- Plus, much more — including QME and X-ray credit hours!

Palmer has arranged for a special Homecoming rate at the Santa Clara Marriott, subject to availability, May 3-7. Special rates are in effect through Friday, April 20. For additional information regarding Palmer’s West Campus Homecoming 2018 event, please contact the Palmer College Continuing Education and Events office on the Davenport campus at 1-800-452-5031, or email: continuing@palmer.edu.

The 2018 Rubicon Conference May 18 - 20

The Rubicon Group (TRG) will host its fourth conference, the first in the United States, May 18-20, 2018 in Atlanta, Georgia at the Renaissance Atlanta Waverly Hotel & Convention Center, in cooperation with LIFE Vision Seminars. This year’s conference is highlighted by some of the biggest names in the chiropractic profession and beyond, including New Zealand College of Chiropractic Director of Research Dr. Heidi Haavik; Emmy award-winning film and TV producer Del Bigtree (Vaxxed); Life Chiropractic College West professor Dr. Dan Murphy; Life University Chancellor Dr. Guy Riekeman, and many more.

ICA Council on Upper Cervical Care announces First Symposium June 2018 in San Diego

“Advances in Spinal Care” is the theme of the ICA Upper Cervical Council’s first symposium to be held at the Loews Coronado Bay Resort in San Diego, Calif., June 21-23, 2018. The program is impressive with topics ranging from cervical alignment and dental malocclusions and why you need to have a dentist in your back pocket to advancements in dynamic upright MRI imaging of misalignments at the CCJ post neck and head trauma to an update on cervical spine adjusting and artery issues. There are also eight research paper presentations. Papers were selected from submissions by field doctors and academia following a a profession-wide Call for Papers.

The distinguished list of speakers include Scott Rosa, DC, Gerry Clum, DC, Arthur Croft, PhD, DC, MSc, Jeffrey Scholten, DC, DCCJP, FCCJP, Ron Wellikoff, DC, Curtis Westersund, DDS, Scott Bales, DC, DCCJP, David Harshfield, MD and Angelo Colavita, DC.

“We invite all DCs to attend this symposium,” said Dr. Bo Rochester, president of the ICA Council on Upper Cervical Care. “Though the program was designed with the upper cervical practitioner in mind, the material will be of interest to any clinician who wants to learn more about spinal care.” [Click here for more information or to register.](#)

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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- Growth opportunities for the entire clinic
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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
- Paid Vacation time & Holidays
- 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

Format: *The IACP News* is produced in a state-of-the-art digital format. It can be opened and viewed online from both the IACP website at <https://iacp.wildapricot.org/> and also from the publication site: www.IACPnews.com. The publication site has both current and back issues of *The IACP News*. Questions about the digital format, the website, or display advertising should be directed to Steve at C&S Publishing, (916) 729-5432.

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