



Prosperity Through Unity Exceptional Care for Idahoans

July, 2018

The IACP News, Vol. 2, No. 07

IACP saves doctors money on CE courses



IACP is pleased to announce a new affiliate partnership with CCE Hours, an online CE course provider, that will make it easier for member doctors to get their required CE and save money.

Now, earn some of your needed continuing education credits online.

Choose from a variety of approved courses offered by CCE Hours. Watch the lessons from your computer or any mobile device. Expect to learn practical, current information on chiropractic and patient care.

Idaho requires 18 hours of continuing education due annually of which 6 hours can be done online.

All of the courses offered by CCE Hours Online Chiropractic Continuing Education are compliant with the Idaho Board of Chiropractic Physicians State Licensure Rules section 350(3) Distance Learning and Home Study. CCE Hours is a PACE Recognized Provider ensuring all continuing educa-

tion courses meet the Board's standard. Each course has a PACE course ID number, which will appear on the "Certificate of Attendance" that is awarded immediately upon completion of a course.

Some of the classes offered include:

- Managing Patients With Concussion And Related Findings
- Patient Management of the Older Patient
- The Neurophysiology of Stress

[Click here](#) for the complete list of available online courses.

Comparative effectiveness clinical trial supports chiropractic

[A new study](#) led by investigators at the Palmer Center for Chiropractic Research, in conjunction with the RAND Corporation and the Samueli Institute, found that patients suffering from low-back pain who received chiropractic care in addition to usual medical care had better short-term improvements in low-back pain intensity and pain-related disability when compared to those who received usual medical care alone.

Results of this groundbreaking research were released in the inaugural edition of the Journal of the American

"In this comparative effectiveness clinical trial among active-duty US military personnel, patients who received usual medical care plus chiropractic care reported a statistically significant moderate improvement in low back pain intensity and disability at 6 weeks compared with those who received usual care alone."

Medical Association's online [JAMA Network Open](#). The study – the largest randomized clinical trial in chiropractic research in the U.S. to-date – took place from September 2012 to February 2016 and involved 750 active-duty U.S. military personnel at three sites across the country.

Low-back pain is the leading cause of physical disability worldwide. The prevalence of low-back pain among U.S. adults is estimated at 20 percent, with 50 to 80 percent of people reporting a significant episode at some

Continued on page 5



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.

2018-2019 IACP Board of Directors



Dr. Scott Crawford
President



Dr. Thomas Bench
Vice President



Dr. Joan Burrow
Secretary



Dr. Jeremai Hafer
Treasurer

2016-2017 IACP Board of Directors



Dr. Tom Tessendorf
District 1

**Are you
interested
in serving
on the IACP
board?**

OPEN
District 2



Dr. Devin Scoresby
District 3



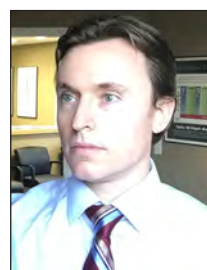
Dr. George Fiegel
District 4

**Picture
coming
soon**

Dr. Craig Manning
District 5



Dr. John Maltby II
District 6



Dr. Grayson Blom
District 7

Idaho Association of Chiropractic Physicians

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

Phone: (208) 424-8344 • FAX (888) 399-5459

<https://iacp.wildapricot.org> • iacpcontact@gmail.com

For advertising info, email C&S Publishing at: CandSpublishing@gmail.com

In This Issue

President's Corner: Summer is a great time for chiropractors	Page 4
Clinical trial recommends chiropractic care (continued)	Page 5
Chiropractic utilization up in the USA	Page 5
The IACP Marketplace: Featured Businesses & Suppliers	Page 6
DCs: Your staff stress solution	Pages 7 - 8
IACP Membership Application	Page 9
The WAVE - August 10-12	Page 10
Upcoming Events Calendar	Page 11
Office poster notice	Page 12
New Poster: S T R E T C H I N G for better joint health	Page 13
ChiroHealth USA	Page 14
Classified Ads	Page 14
Chiropractic News	Pages 15 - 17
Annual Super Conference on Chiropractic & Pediatrics	Page 18
Chiropractic College News	Pages 19 - 21
IACP News Display Advertising Rates and Sizes	Page 22

This table of contents is linked for your convenience. Just click on the page you want.



Summer Is A Great Time For Chiropractors



By Dr. Scott Crawford
IACP President

Summer is in full swing, and everybody is adjusting to a new schedule. Events, fairs, farmers' markets, and concerts are just a few of the events going on.

This makes summer a great time for Chiropractors to attend these venues and talk to potential new patients. In fact, there is no better time than now to do a screening or patient appreciation event.

It's also the season to spend quality time with your family. Burnout is very common among Chiropractors and happens quickly, so don't forget to take time for yourselves to recharge and balance your time.

Enjoy this season in this great state!

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



Clinical trial recommends chiropractic care

Continued from front page

point in their life. Low-back pain is also one of the most common causes of disability in U.S. military personnel.

“This patient-centered, multi-site, pragmatic clinical trial provides the strongest evidence to-date that chiropractic care is safe, effective and can be integrated into multidisciplinary health-care settings,” said Christine Goertz, D.C., Ph.D., lead author of the study. “These findings are critical as the United States health-care system looks for ways to implement existing national guidelines from groups such as the American College of Physicians and the Joint Commission that recommend non-drug treatments, such as spinal manipulative therapy, as the first line of treatment for low-back pain.

The reported results of the study are: “Of the 806 screened patients who were recruited through either clinician referrals or self-referrals, 750 were enrolled (250 at each site). The mean (SD) participant age was 30.9 (8.7) years, 175 participants (23.3%) were female, and 243 participants (32.4%) were nonwhite. Statistically significant site × time × group interactions were found in all models. Adjusted mean dif-

ferences in scores at week 6 were statistically significant in favor of usual medical care plus chiropractic care compared with usual medical care alone overall for low back pain intensity (mean difference, -1.1; 95% CI, -1.4 to -0.7), disability (mean difference, -2.2; 95% CI, -3.1 to -1.2), and satisfaction (mean difference, 2.5; 95% CI, 2.1 to 2.8) as well as at each site. Adjusted odd ratios at week 6 were also statistically significant in favor of usual medical care plus chiropractic care overall for perceived improvement (odds ratio = 0.18; 95% CI, 0.13-0.25) and self-reported pain medication use (odds ratio = 0.73; 95% CI, 0.54-0.97). No serious related adverse events were reported.”

The study concluded that, “chiropractic care, when added to usual medical care, resulted in moderate short-term improvements in low back pain intensity and disability in active-duty military personnel. This trial provides additional support for the inclusion of chiropractic care as a component of multidisciplinary health care for low back pain, as currently recommended in existing guidelines. However, study limitations illustrate that further research is needed to understand longer-term outcomes as well as how patient heterogeneity and intervention variations affect patient responses to chiropractic care.”

Chiropractic utilization is up in the USA

A paper published in the November issue of the *Journal of Chiropractic & Manual Therapies* (JCMT) shows that chiropractic utilization is on the rise in the USA and Canada, but down in Australia.

[The study](#) titled, “The Chiropractic Profession: A Scoping Review of Utilization Rates, Reasons for Seeking Care, Patient Profiles and Care Provided” was conducted by the Department of Health Services of Queens University in Kingston, Canada.

The authors conducted a scoping review — very broad review of existing literature, looking at the profession internationally as reported in diverse study designs. After the first review of the abstracts, they excluded over 11,000 studies. They then reviewed 936 articles, gradually narrowing our focus to 328 discrete studies that met their inclusion criteria.

The studies, which span from 1980 – 2015, reflect the utilization rates, the types of problems from which people are seeking relief, and a trend towards multimodal care.

Brought together in this scoping review, the researchers all identified the profile of the most common type of patient, and the age range in which patients are most apt to seek chiropractic treatment; facts that can guide both chiropractors and associations in helping to grow the profession.

“It’s very useful for our professional associations’ work in understanding the growth of the profession, and how it compares internationally,” says one of the study authors, Mior. “We found a rise in utilization in both the U.S. and in Canada, but were surprised to note it is down in Australia, where it is perceived as very strong. Another piece of good news for Canadian chiropractors is that the lifetime utilization rate for chiropractic is 22 % internationally, but between 30 and 40 % in Canada.”

IACP Marketplace

The IACP News,

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

Build your business right here!



Producing modern, digital magazines and newsletters exclusively for non-profit associations.

www.CandSpub.com

Are you passionate about real food and its ability to heal?

Join us for our Nutritional Therapy Practitioner Program and find out how you can change the lives of those around you.

This 9-month distance learning program will begin in September and meet for three workshop weekends in Boise.

To learn more and become part of the tribe, visit www.NutritionalTherapy.com or call us at 800-918-9798



EMPOWERING INDIVIDUALS. CULTIVATING A TRIBE. HEALING THE WORLD.



Enjoy more compliance, peace of mind, and simpler financial options that help your patients combat rising health care costs, increasing co-payments, and skyrocketing deductibles



ChiroHealthUSA is one of the simplest and easiest solutions to counter potentially illegal dual-fee schedules and improper time-of-service discounts offered by doctors in an effort to make care more affordable for patients. The great news is that when your state association partners with ChiroHealthUSA — as IACP does — not only do you and your patients benefit, but the entire profession wins through our donation to IACP.

1-888-719-9990

www.chirohealthusa.com

info@chirohealthusa.com

**Get your display advertisement into the IACP Marketplace and save BIG!
Less than a dollar a day gets your ad going – \$29 a month.
Email Steve today at: CandSpublishing@gmail.com**

DC: Your Staff Stress Solution

Four principles ensuring healthy staff success

By Josh Wagner, DC

Last week I'm on the phone with a longtime friend who had been an all star CA for 15 years for a few different practices. She recently left her last practice without great feelings for the doctor. I asked her, "You still hate him [the doctor]?" She replies "Yes, and I still talk to all the other CAs and they hate him too!"

Then there are stories I hear almost every month from DCs who find out their CA has been stealing from them; cash theft, personal charges on the company credit card, credit card refunds to their personal card... the possibilities of theft are endless.

[**Side note:** Doctor, do not let anyone have more control or knowledge of your finances than YOU. This INCLUDES your accountant.]

What causes theft and resentment by staff? A lack of respect for the DC. And when respect is gone it's rare for it ever to be regained. So how can you start off on the right foot with future staff and CAs as well as not lose it with your current staff? Implement the four principles below and you'll see immediate changes for the better.

Losing respect from your staff isn't just about the possibility of theft. That's a small 1% issue. The real issue is lack in job performance, energy, enthusiasm or profitability and ease inside your practice. Follow the four steps below and you'll avoid future CA disappearance, performance issues, theft, resentment, and practice sabotage.

Your CA and staff really are your practice's biggest asset. They must be treated greatly if you want them to be great for you and your practice. Many patients stay with a DC and practice for the long run primarily because of a CA. Patients could easily go elsewhere or price shop around, but not when they've formed a relationship with your front office person not so easy to replace.

1. Hire on Character and Personality – Not Experience or Skills. There's nothing more valuable than the attitude and intent a CA brings to his/her position. This is their energy. It counts 10:1 more than any administrative or phone skill. This is the #1 trait to look for when hiring. And you can know if it's there within the first 30 seconds of a conversation. It's

Josh Wagner, DC, is a native New Yorker raised in Chappaqua, New York. He was a pre-med student at New York University, then went on to Atlanta, Georgia to earn a doctorate in Chiropractic at Life University. After graduation, he interned with the largest Torque Release practice in the country – Exodus Chiropractic in Knoxville, TN.



The renowned founder of the Torque Release technique, Dr. Jay Holder, of Miami, Florida, became his educator and mentor in the specialty. Wagner chose to study the Torque Release Technique because it parallels his healing philosophy: Doctors don't heal, yet assist in creating an environment where the body can heal itself. His teachings, videos and event information can be found online at PatientMastery.com.

palpable when you're with someone. You could avoid a ton of wasted time hiring by having your current staff weed out candidates with initial 3-minute Skype face time interviews to assess this. Anyone who passes your staff's test can then meet you. Bottom line, you should be able to gauge quickly whether this candidate makes other people feel comfortable and happy around them. Are they eager to learn and increase their job role? Are they looking for more to do or just completing everything exactly within the time you gave them? Are they asking good questions and engaged? During a shadowing or trial employment period, are they making patients smile with their conversation? All of these are subtle factors that aren't possible to learn from a resume but reveal whether an applicant or trial hire is an all-star or not.

2. A Great Bonus Structure and Schedule. When you have a bonus structure in place that rewards your staff for practice performance, you're going to increase your bottom line and staff happiness. Your bonuses should only be based on profitability increase, not random metrics such as office visit numbers, NP numbers, or any statistic that doesn't explicitly relate to monetary increase. An increase in NPs doesn't always equal monetary increase. It could mean 90% NPs who don't show up for visit 2 or 3 and cause you burnout, exhaustion and stress to your team. And revenue increase could also equate to lowered profitability if you're spend-

Continued on next page

DC: Your Staff Stress Solution

Continued from last page

ing a lot more to achieve revenue increase. Make sure your numbers are congruent when you're setting goal statistics and make sure your bonuses are worthy of the extra effort needed by staff to achieve them. Remember, if you're staff is getting bonused well, it means you're taking home even bigger bonuses too. That's a win-win.

As for your practice schedule, you can fit 8 full patient shifts into a Mon-Thurs workweek and have Fri-Sun off every week. That means your CA gets off too. For most people that's a dream job. Too many DCs work on Saturdays because they're told they have to in order to see children or make more revenue. It's just not true and it causes burn-out for you and staff. A day off in the middle of the week or half days off randomly throughout the week don't equate to the necessary detachment and needed break for a DC or CA weekly. Give yourself and your staff this gift and watch everyone's energy, productivity and practice profitability increase while enjoying longer weekends.

3. Clarity and Direction EVERYWHERE. One of the simplest yet overlooked aspects of leadership is having clearly defined directives for those who are being managed. Every single aspect of job performance should be written down and clearly understood. Not only this, but the results that are expected too. There's a big difference between, "Call these 10 patients who we haven't heard from in a while please," and, "Get in touch with these 10 patients with this discussed intention and this specific message (NOT a robotic script) and make sure at least half are scheduled for next week."

Here's the easy part for you: Have your CA write his/her own manual from knowledge and then you correct it where necessary. This will save you countless hours in future training



Showing up every day to an environment based in healing should be enjoyable and stress free. If the DC or staff isn't experiencing this, don't count on your patients feeling this way either.

in the event you have to hire a new CA who will be starting from scratch. Now there's a clear manual to go by for every task, especially if you're current CA will not be around to train the next one and it falls purely on your shoulders.

4. Open Communication. This is one of the most left out features of the office staff dynamic and relationship. We all show up to work together coming from very different lifestyles, families and living situations. We all have stress and drama in our lives. There's no escaping this. The difference is how much of our stress gets brought into the work environment and how much is left outside the practice walls.

If your CA is going through a break-up or financial crisis, don't think for a second your practice is going to exceed expectations that week let alone perform as usual. You can't control what happens in your staff's lives, but you can control how it affects their performance. And that is about transparency. When staff doesn't feel the ability to let you know if something is wrong inside OR outside of the practice, it can build resentment. By creating a culture of open communication every single day, the amount of stored tension is dramatically reduced.

I show DCs a simple 3-minute morning routine of questions for each staff member to create open communication. It lets the DC know what may be going on for staff outside the practice, without needing to fix it either. And if there are issues inside the practice that need addressing then the DC now has the ability to fix it to bring the team closer together. Real open communication between everyone in your practice creates an environment for growth, ease and increased results.

Showing up every day to an environment based in healing should be enjoyable and stress free. If the DC or staff isn't experiencing this, don't count on your patients feeling this way either. And if patients don't feel this way, don't count on them referring or staying for the long run. Make it easier on yourself, your staff, and your patients by implementing these four principles while your practice grows at the same time.



IACP MEMBERSHIP APPLICATION

Contact Information:

Name: _____ License #: _____

Practice Name: _____

Business Address: _____ Business Address 2: _____

City, State, Zip: _____ County: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

IACP Membership Categories: Types of Membership and Benefits:		Full Amount	Monthly	Payment Information:
IACP CENTURY CLUB				Payment Type: <input type="checkbox"/> VISA <input type="checkbox"/> MC (circle one)
All Standard Membership Benefits, plus: <ul style="list-style-type: none">• FREE Convention Member Registration;• FREE Non-DC Staff Member Convention Registration;• Expanded Discounts for Member and Staff on three IACP quarterly seminars;• 25% Discount on advertising via the IACP newsletter and/or website;• 25% Discount on Bronze Level Convention Sponsorship;• Invitation to IACP PAC Dinner(s) for legislative officials targeted for IACP support;• Opportunity to write articles for IACP newsletter editions*;• Two FREE classified ad both online and printed newsletter per year;• First Call - IACP Referrals for patients seeking specific DC techniques/education;• Invitation to the IACP President's Dinner – including other Century Club members, past IACP Presidents, Idaho Legislators & Sponsors;• Portion of C.C. dues fund the IACP PAC - supporting legislative efforts/candidates. <small>** The IACP reserves the right to review articles and edit submissions as it deems necessary.</small>				<input type="checkbox"/> Discover <input type="checkbox"/> AMEX <input type="checkbox"/> Check
				Credit Card #: _____
				CVC: _____ Exp. Date: _____
				Billing Zip Code: _____
IACP STANDARD MEMBERSHIP				Optional PAC Donation:
<ul style="list-style-type: none">• \$100 discount on convention registration fees• \$20 discount for each staff member on convention registration fees;• 10% Discount on Online CE Credits offered through the IACP Website;• 10% Discount on ICD Coding Books Offered by the IACP;• 10% Discount on all products, videos and materials sold by the IACP;• Earn at least 6 FREE CE credits each year at district meetings;• Discounts on Quarterly IACP Seminars for Member and Staff;• One FREE classified ad both online and printed newsletter per year;• Find A Doctor Referral Directory and access to members only information regarding Medicare, insurance & legislative insight;				PAC stands for Political Action Committee the fundraising arm of the IACP. All monies donated go directly to supporting campaigns, educating state representatives, and hiring watch groups to guard against harmful legislation that would curtail your right to practice.
RETIRED DC MEMBERSHIP				I wish to support my profession by donating:
<ul style="list-style-type: none">• Annual subscription to IACP Newsletter (12 issues per year);• 10% Discount on all IACP events or classes• Discounts on advertising in the IACP Newsletter or on the IACP website;• Discounts on classified ads in IACP Newsletter or on the IACP website.				<input type="checkbox"/> \$25/mo. <input type="checkbox"/> \$55/mo.
MULTIPLE DC HOUSEHOLD MEMBERSHIP • For dual DC households where both members of the household are practicing DCs. Spouse can choose a discounted Century Club or Standard Membership.				<input type="checkbox"/> Other: \$ _____/mo.
NEW GRADUATE MEMBERSHIP • New chiropractic college graduates receive basic membership for no fee!				

By signing this form you agree to pay for the membership type and frequency listed and the optional PAC donation indicated above. The authority you give the IACP to charge your account will remain in effect until you notify IACP in writing to terminate the authorization, after the agreed upon term has been met. This includes annual renewals. If the amount of your payment changes, we will notify you at least ten days before payment date. You also agree to notify IACP of any changes in account information.

Signing this form acknowledges an understanding that cancellation requests must be made in writing and will only be honored following fulfillment annual timeframe:

Signature: _____ Today's Date: _____

Mail to: IACP, 13601 W. McMillan Rd., Suite 102-331, Boise, ID 83713 or Fax to 888-399-5459

LIFE CHIROPRACTIC COLLEGE WEST PRESENTS

THE WAVE OPTIMAL POTENTIAL

AUGUST 10-12, 2018 | OAKLAND, CA

CHIRO TRIBE EVENT OF THE YEAR!



WORLD CLASS SPEAKERS

Hear from industry experts how **Optimal Potential** impacts the chiropractic profession and the patient's expression of health.

GET \$50 OFF

WITH DISCOUNT CODE ICA50

LIFEWESTWAVE.COM

AMY PURDY



LIZ ANDERSON-PEACOCK, BSc, DC



DAN MURPHY, DC



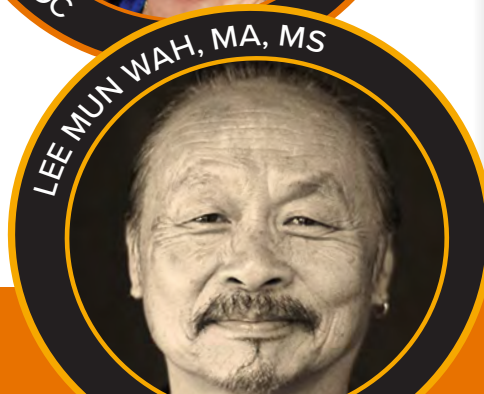
RON OBERSTEIN, DC



JEANNE OHM, DC



LEE MUN WAH, MA, MS



Upcoming Events Calendar



October 3-6 Multi city tour

Boise, Pocatello, and Coeur d'Alene. (exact schedule TBD).

Dr. Ty Talcott is the presenter.

More info coming right here in the *IACP News*

We're practically giving it away!

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

- A FREE banner ad on the IACP News website, and
- A FREE ad in the IACP Marketplace of Featured Businesses & Suppliers, and
- A FREE monthly emailed advertisement to all IACP chiropractors.

Not enough? Okay, let's add a 15% discount off our already low published ad rates

Email C&S Publishing TODAY at candspublishing@gmail.com

or call 916-729-5432 to get your advertising package in place.

As always,
C&S Publishing provides
FREE graphic design
and ad creation services.



Office Posters



We have created [printable PDFs](#) of the
STRETCHING for better joint health
poster on the following page,
and the following posters are 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

Skiping breakfast may hurt your heart health

A high-sugar diet makes healthy people sick - fast

7 simple steps to a longer, healthier life

The secret weapon for lower blood pressure

Get up and move!

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:



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

STRETCHING for better joint health



For years, people assumed stretching was something only athletes needed to do before exercising or competing. But the reality is that doing simple stretches just two or three times a week can dramatically help anyone increase flexibility, improve balance, and relieve the pain caused by muscle and joint stiffness.

Stretching is a simple and safe way to help prevent life-changing falls that can threaten your independence. Your range of motion — how far you can move a joint in various directions — is determined by many things, starting with the inner workings of the joints involved. Also important is the amount of tension in the muscles surrounding the joint, which can be affected by scarring or your habitual posture (passive factors), or by involuntary muscle spasms or purposeful muscle contractions (active factors).

Stretching exercises can help extend your range of motion. To understand how, it helps to know what joints, tendons, and ligaments do:

- Joints are the junctions that link bones together. The architecture of each joint — that is, whether its structure is a hinge, pivot, or ball-in-socket — determines how the bones can move.
- Tendons are flexible cords of strong tissue that connect muscles to bones.
- Ligaments are tough, fibrous bands of tissue that bind bone to bone, or bone to cartilage, at a joint. An example is the anterior cruciate ligament (ACL), one of five ligaments that together control the movements of the knee. Among other things, the ACL keeps the knee joint from rotating too far.

When you stretch, you're working muscles and tendons rather than ligaments. Ligaments are not supposed to be elastic. An overly stretchy ligament wouldn't provide the stability and support needed for a safe range of movement.



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

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.

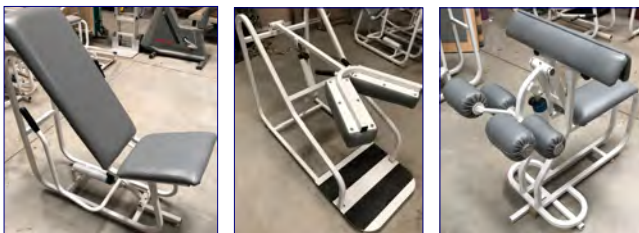
[Click here](#) to submitting your classified ad.

For sale: Physical therapy equipment - huge savings. Retail at 15,000 Selling for 1,500 Our fitness equipment has all been designed using hydraulics, providing an enormous benefit over simple weights. When lifting weights, one's arms or legs push in only one direction - against gravity. With hydraulic circuit training equipment, pressure is applied in both directions, providing for a much more effective resistance training...so that users get more out of a 30-minute workout than they would lifting weights. For over 40-years hydraulic exercise equipment, has been used in:

- Professional Athletic Training Centers for sports performance training to produce explosive POWER
- Physical Therapy and Hospital Facilities for gently rehabilitation of the injured
- Chiropractic Clinics for gentle re-strengthening of opposing muscles
- Nursing Homes and Long-term Care Facilities for better quality of life
- Weight Loss Centers for quick and easy fat reduction

Contact: Cassie Roeder, Corporate Trainer
Healthy Habits Medical Business Consultants
(208) 995-2822

cassie.r@healthyhabitsmc.com



For sale: Chiropractic/Naturopathy/Acupuncture - Eagle, ID - 17 year established practice (NUHS Alumni 1978) Diversified, flexion distraction, physiotherapy, functional medicine. Low overhead, shared space. \$139,000 Collections, cash practice & minimal insurance. This office is located in lovely downtown Eagle. Great community, family oriented, wonderful place to raise a family. We are 6 miles from beautiful downtown Boise, Idaho and the fastest growing state in the US. Please visit www.drassadeck.com

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
- A professional environment
- A TEAM approach with side-by-side involvement
- 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

*It only takes one inducement violation
**to put you and your practice
at serious risk.***

With fines of up to \$10,000 per occurrence, many practices are one discount violation away from serious financial hardship... And a simple ad offering discounted services can bring an audit your way.

Want to learn more? Join us for an info-packed webinar!

ChiroHealthUSA®
The Network That Works for Chiropractic!

1-888-719-9990
www.chirohealthusa.com
info@chirohealthusa.com

Chiropractic News

The U.S. Department of Veterans Affairs wants to hire chiropractors

The Department of Veterans Affairs (VA) currently has job openings for chiropractors in Oregon, Oklahoma, Alaska and Ohio. The full-time positions provide examination, diagnosis, treatment and management of non-operative musculoskeletal and neuromuscular conditions for United States veterans. The VA operates the nation's largest integrated health care system, with more than 1,700 hospitals, clinics, community living centers, domiciliaries, readjustment counseling centers and other facilities. [Click here](#) to view the current open positions.

Next JCCP issue to be released mid-month

The *Journal of Clinical Chiropractic Pediatrics* (JCCP) is the official peer-reviewed journal of the ICA Council on Chiropractic Pediatrics. It is committed to publishing research, scientific and professional papers, literature reviews, case reports and clinical commentaries for chiropractors and other health care professionals interested in the treatment of the pregnant, postpartum and pediatric patient. Through the publication of these papers and the dissemination of this information, the JCCP seeks to encourage professional dialogue and awareness about chiropractic pediatric care to help enhance patient care and improve patient outcomes.

It can be found [online here](#). The upcoming July issue will feature these articles of interest to doctors of chiropractic:

Benign joint hypermobility — developing clinical significance. The aim of this paper is to examine the clinical significance of joint hypermobility, and to suggest some diagnostic and management protocols which might be used in a chiropractic practice. Joint hypermobility is a largely unrecognized condition that is little understood, little talked about and often misdiagnosed. Clinicians may encounter patients with joint hypermobility but fail to appreciate the significance in terms of overall morbidity. The clinical significance of joint hypermobility is examined from many aspects. Considerations include the effect of joint hypermobility on different body structures as well as during pregnancy, on newborn, school-aged and adolescent conditions and the effect of different sports on the hypermobile child. Finally, the effects of joint hypermobility on spinal adjusting, and the

modifications thereof, are discussed.

Early Intervention: Improvement in motor developmental speech delay in a 2-year-old male following chiropractic care: A case report. Objective: To chronical the improvements in a non-verbal 2-year-old male presenting without the age appropriate receptive language. At the time he presented, he was not even able to pronounce simple vowel sounds. Methods: Online review of the literature on motor development delay, speech delay and chiropractic were performed using the index to chiropractic literature, PubMed and Google Scholar. Search terms “motor developmental delay”, “speech delay”, “child apraxia”, “speech delay and chiropractic”, “speech and language delay” and “spinal manipulation” were used. Clinical Features: A 2-year-old male with apparent motor speech delay reported to the office for chiropractic care. This child was almost completely non-verbal and unable and or unwilling to articulate simple vowel sounds, simple words or word sounds. His expressive vocabulary consisted of 5-8 words that were poorly pronounced. His main form of communication was crying or using bodily gestures. The child had seen no other professional for this complaint nor had he received any treatment by another professional for this complaint. Intervention and outcome: The child received cervical and cranial chiropractic care for 6 visits over 8 weeks using digital vibration with hands (Gonstead technique) and Sigma-Instrument (instrument assisted) technique to correct cervical vertebral and atlanto-occipital segmental dysfunction. Throughout chiropractic care, the child showed steady progress in articulating vowel sounds, word sounds and simple words including pronunciation attempts upon reading words. Parents also report, subjectively, that child has become more “affectionate” and “loving”. Conclusion: An early intervening course of chiropractic care using modified Gonstead Technique and Sigma Instrument assisted adjusting technique for the correction of cervical vertebral and atlanto-occipital bone subluxation were associated with improvement in the child's presenting motor developmental speech delay.

Chiropractic management of musculoskeletal disorders associated with a neonatal clavicle fracture: a case report. Objective: To present chiropractic management of a 5-month-old patient with multiple complaints related to a neonatal clavicle fracture and the resolution of all symp-

Continued on next page

Chiropractic News

Continued from last page

toms after 4 treatments. Case presentation: A 5-month-old male presenting with history of a fractured left clavicle fussing, irritability, crying, grunting, rigidity, abnormal positioning of his left arm at rest, breastfeeding difficulties on the right side and apparent discomfort lying on his stomach. He presented to a chiropractic office after consulting various health professionals without improvement. Interventions, and outcomes: Various techniques, including touch and hold, sacro-occipital and light vibration and mobilization were used to treat the 5-month-old male infant during the 4 visits complimented by home exercises. Objective findings of subluxations of the left clavicle, left 1st rib, T2, T5, occiput, left scapula and left gleno-humeral joint were confirmed with static palpation, motion palpation of the spine and the upper limb. Following 4 visits, grunting and crying ceased, the left arm was in normal position at rest with complete active and passive range of motion, breastfeeding successfully bilaterally without nipple pain for the mother. The child also demonstrated improvement in motor development. Conclusion: Chiropractic management should be considered collaboratively with medical follow-up in cases of birth trauma such as clavicle fracture. Further research is warranted to assess the long-term musculoskeletal sequelae with similar cases of neonatal birth trauma.

The chiropractor's role in the interdisciplinary care of the infant with faltering growth: two case reports. Background: this case report identifies chiropractic care as one component in the diversified approach to faltering growth in the infant. Methods: A literature search was conducted in October 2017 using the journal databases PubMed, Medline, Cochrane Library, Index to chiropractic literature, CINAHL and the AECC library. Case presentations: Two infants presented separately for care, having not been able to regain their birthweight at three and eight weeks of age, respectively. Intervention and outcomes: The chiropractic approach was used to address the biomechanical and musculoskeletal problems in the infants. Other professionals were consulted for other aspects of their care. Discussion: An interdisciplinary team approach was needed to address all of the issues of the faltering growth. Chiropractic care was key to improve the baby's use of muscles of mastication and to allow for comfort in supine sleep.

Inflammation discovery opens window to better rehabilitation possibilities

Inflammation plays a key role in improving the ability to relearn motor skills lost as a result of spinal cord injuries, such as grasping objects, new University of Alberta research shows. U of A spinal cord researchers Karim Fouad, a Canada Research Chair in the Faculty of Rehabilitation Medicine, and Abel Torres Espín studied inflammation and rehabilitation training in rodents and discovered that creating a mild inflammatory response improved a rat's ability to relearn how to pick up pellets months following a spinal cord injury.

"Time is of the essence," explained Fouad. "It's usually impossible at the early stages to train at a high enough intensity to regain motor functions. If patients can't work on recovering those skills effectively, those skills are lost forever and cannot be regained."

Fouad's findings could have significant impact on how nervous system injuries are treated in the future, to improve patient recovery.

"If we can elicit similar responses in patients, this has huge potential to improve recovery," explained Fouad.

Loss of hand function is a leading cause of adult disability in Canada and can be devastating to patients and their families. Fouad's team also ran studies to explore training intensity, and found the amount of reaching and the intensity matters to increased recovery. For the rats that were training more frequently, recovery was markedly improved, as mapping of stained nerve cells showed an increase in connectivity.

"After an injury, there are thousands of axons that are all trying to reconnect," said Fouad. "Rebuilding tends to be random, but with training it can be more deliberate and successful."

In order to develop a clinically relevant approach to modulate inflammation, Fouad's group is currently exploring which specific aspect of inflammation is key to nervous system rewiring.

Fouad's proof-of-principle, [Eliciting Inflammation Enables Successful Rehabilitative Training in Chronic Spinal Cord In-](#)

[jury](#), was published in the July issue of *Brain*, the international journal of neurology.

Studies show that chiropractic adjustments can reduce the production of Tumor necrosis factor-alpha (TNF- α), a major ingredient in acute and chronic inflammation. Consistent adjustments may help reduce inflammation throughout the body. Additionally, researchers are continuing to study how TNF- α blockage can effect those with chronic diseases associated with inflammation.

NASS launches multidisciplinary Spine Registry to “collect, measure, care”

US spine care providers have a new tool to measure and improve patient care: a diagnosis-based clinical data registry that tracks patient care and outcomes. Launched by the [North American Spine Society](#) (NASS), this web-based platform will allow health care providers to collect and analyse their spine care data and compare it to the de-identified data in the entire registry. Because it is diagnosis-specific, not procedure-specific, the NASS Spine Registry will enhance understanding of spine care treatments, their outcomes, and examine the natural history of spine disorders.

“In order to prove or disprove the effectiveness of spine treatments, the spine field needs to gather evidence,” says Zoher Ghogawala (Lahey Hospital & Medical Center, Burlington, USA), NASS research council director. “With its national reach and comprehensive nature, the NASS Spine Registry will help the spine care field make substantial progress on improving quality, developing best practices, and closing the gaps in medical evidence for spine care.”

Any spinal care provider, including physicians or allied health professionals, regardless of specialty, setting, or medical/surgical orientation, can participate in the NASS Registry. There is no software to purchase, no dedicated coordinator required, and participants do not need to be NASS members. For the first participant per practice site, registry is \$3,250. NASS states that registry participation is therefore “affordable for all practice types and sizes—from the largest health systems to solo practitioners.” Each subsequent participant per practice is \$300 for a year.

Registry participants will receive confidential feedback on their patient care and will have access to reports with benchmarking against their peers through the de-identified, aggregate data. They will be able to download real-time reports at their convenience to see results. The data collected include demographics, diagnosis, treatment, complications,

and patient-reported outcomes. The data are de-identified at the point of entry and no personal information reaches NASS or its data vendor, Ortech Systems. Each participant owns its own data and NASS owns the aggregate, de-identified data.

In its initial phase, the registry will be focused on capturing data on US patients over 18 years of age who are being treated for lumbar spine conditions, including: low back pain, lumbar disc herniation, lumbar radiculopathy, lumbar facet syndrome, lumbar spondylolisthesis, lumbar scoliosis, lumbar instability, and lumbar stenosis.

Study says probiotics can protect the skeletons of older women

For the first time in the world, researchers at the University of Gothenburg, Sweden, have demonstrated that probiotics, dietary supplements with health-promoting bacteria, can be used to affect the human skeleton. Among older women who received probiotics, bone loss was halved compared to women who received only a placebo. [The research](#) opens the door to a new way to prevent fractures among the elderly.

Brittleness of the bones, or osteoporosis, is characterized by porous and weak bones, which can cause them to break even when subjected to low loads, such as a fall from standing height. The proportion of the population with osteoporosis increases with age, and a majority of women over 80 years of age have the disease.

“Today there are effective medications administered to treat osteoporosis, but because bone fragility is rarely detected before the first fracture, there is a pressing need for preventive treatments,” says Mattias Lorentzon, who is a chief physician and professor of geriatrics at Sahlgrenska Academy, University of Gothenburg.

This is the first time that researchers have shown that it is possible to cut age-related bone loss in elderly women in half if they receive health-promoting bacteria, known as probiotics. The study was conducted at Sahlgrenska University Hospital in Mölndal, Sweden, and its results of the study are now being published by the *Journal of Internal Medicine*. Ninety elderly women, 76 years old on average, ingested a powder that contained either health-promoting bacteria or a placebo every day for a whole year. A random method determined which women received the active treatment with the *Lactobacillus reuteri* 6475 bacteria and which received powder without bacteria.

ICA Council on Chiropractic Pediatrics



Save the date!

December 7-9, 2018

Palm Springs

Annual Super Conference on Chiropractic & Pediatrics

at the legendary

La Quinta Resort & Club

A Waldorf Astoria hotel

Palm Springs, California

EXCEPTIONAL PROGRAM

- 14 Expert Speakers
- Range of Clinical Topics
- Adjusting Workshops
- Banquet with Entertainment
- CE credits



Visit www.icapediatrics.com for updates on program, speakers and registration, or call **571-765-7554**

*Join us for a weekend of
exciting learning, camaraderie and fun!*

Chiropractic College News Update

D'Youville awarded \$5 million HECap Grant

D'Youville has announced that it was awarded \$5 million by New York State through the Higher Education Capital (HECap) Matching Grant Program for the construction of the Health Professions Hub. HECap grants assist in the financing of capital projects and equipment purchases by independent institutions of higher learning in New York State.

"This is an incredible opportunity not only for D'Youville, but for the Buffalo-Niagara Region," said D'Youville President Lorrie Clemo, PhD. "The Health Professions Hub will be a one-of-a-kind, patient-centered health professions training facility that focuses on answering the healthcare needs of tomorrow."

Buffalo has been designated by the national government as an area with a shortage of health professionals, and along with this shortage, there is a gap in the education and training of health professionals to meet the needs of an ever-changing industry. As an established leader in the education of health professionals, D'Youville is uniquely positioned to help alleviate these issues through The Hub and the forward-thinking training and education methods The Hub will provide.

The Hub will prepare future healthcare providers through innovative educational methods with an emphasis on inter-professional practice. This will assure that all health professions students can truly function on an integrated team focused on high-quality, patient-centered care.

Inside The Hub, patients, students, and visitors will find a clinic, diagnostic center, and pharmacy, all featuring well-trained staff and students offering rehabilitation, physical therapy, and chiropractic care, as well as workforce training rooms, inter-professional simulations, and an amphitheater for professional development conferences and community events.

First CUKC anatomy and physiology summer camp

In a new partnership between Blue Springs, Mo., School District and Cleveland University-Kansas City, 13 high school students interested in health care professions found them-

selves exploring the life of a medical professional this June. The hands-on, five-day experience gave the students a deep dive into the fields of occupational therapy, radiologic technology, and chiropractic medicine.

The Anatomy & Physiology camp concept was developed to complement the school district's new Dual Credit Anatomy and Physiology course that begins Fall 2018, according to Dr. Cheryl Carpenter-Davis, CUKC vice president of academic affairs and dean of the College of Health Sciences.

"The week-long camp allowed students to solve a mock patient case by defining and recommending tests to determine the diagnosis and treatment," Carpenter-Davis said. "On Friday, the students presented their diagnostic findings for the patient case and our faculty panel reviewed the students' recommendations."

During the week, CUKC faculty led various interactive lab sessions, classroom activities, and group discussions that covered topics such as the anatomy of the SI joint and knee, physics using the University's Force Sensing Table technology, microbiology, electrical stimulation, and general physiology.



Lie Chiropractic College presents The WAVE

The WAVE is an event for chiropractors looking to grow their skills, their knowledge and their connections. The WAVE provides world-class speakers and content over a three day experience in one of the most beautiful places in the world, Northern California's Bay Area. This annual event welcomes visitors from around the globe who come to level up their practices and expand their vision for chiropractic. The WAVE

Continued on next page

Chiropractic College News

Continued from last page

is your source for inspiration and education. Connect with friends and colleagues, old and new, in an interactive learning environment.

This year at The WAVE, August 10-12, the chiropractic profession will gather to look deeply at opportunities for optimal potential. We will examine ways to optimize in our profession and strategies to optimize our patient's expression of health.

Optimal potential is not just a hot topic for chiropractors. Everyone is looking for ways to do more and achieve more. For some — that is adding resources to their lives. For others — it is simplifying. Others seek innovation and disruption to old systems.

Hear from Leading Experts: We are proud to feature renowned experts such as Billy DeMoss, DC, Danielle Eaton, DC, Deed Harrison, DC, Dan Murphy, DC, Jeanne Ohm, DC, David Fletcher, DC and many other leading experts who will show us the very latest in research and science behind the brain and the subluxation.

Receive CE Credits: Do you want a easy and fun way to earn your CE credits? Earn up to 20 CE Credits at The WAVE while immersing yourself in new research and inspiring content and the latest research! Continuing Education for The WAVE is divided into two distinct categories: AT THE CONFERENCE and ONLINE.

For more information: <https://www.lifewestwave.com/>

Spring 2018 Commencement ceremony

New York Chiropractic College will host the Spring 2018 Commencement Ceremony on Saturday, July 28, 2018 at 9:30 a.m. The ceremony will be held on the campus of New York Chiropractic College in the Standard Process Athletic Center. This ceremony is a culmination of graduates from the following programs: Doctor of Chiropractic, Acupuncture and/or Oriental Medicine, Applied Clinical Nutrition, Human Anatomy & Physiology Instruction, and Diagnostic Imaging graduates.

Doors open to the public at 8:30 a.m. and graduates should

arrive no later than 8:15 a.m. Tickets are not required and seating is on a first-come, first-served basis.

The ceremony will last approximately two hours. After the ceremony, there will be a reception for graduates, guests, faculty, and staff immediately following the ceremony.

The Commencement Ceremony will be live-streamed on our website with the link to the ceremony going live at 9:25 a.m. on Saturday, July 28, 2018. A link will be posted beneath "News and Events" labeled NYCC Spring 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.

Logan University researcher to investigate patient response to chiropractic care

Clinicians at Logan University's Integrative Health Centers have taken steps to participate in two research studies. Logan Integrated Health Center Clinician and Assistant Professor Patrick J. Battaglia, DC, DACBR, gained Institutional Review Board approval for a joint research project that will involve the investigation of patient response to care, including opioid use reduction, at Affinia Healthcare in St. Louis.



Two groups of patients will be studied: those receiving chiropractic care for spinal pain, and those receiving care for the same conditions from an interdisciplinary pain management team. Patients will be followed for several months to evaluate outcomes and opioid use.

"This is a multi-site collaboration pilot study between Logan University, Washington University and Affinia Healthcare that will hopefully lead to funded projects in the future," said Dr. Battaglia.

Another research collaboration between CareSTL Health (formerly Myrtle Hilliard Davis Comprehensive Health Centers) and Affinia Healthcare is currently awaiting approval from the Institutional Review Board.

If approved, Trimester 10 student Ahmad Abdella, along with Dr. Battaglia at Affinia and Ross Mattox, DC, RMSK™, Integrated Health Center Clinician and Assistant Professor at CareSTL Health, will investigate chiropractic patient demographics within two separate federally-qualified healthcare systems.

The information will be used to identify most commonly seen diagnoses, gender, age groups, and a host of other factors that may influence care outcomes and ultimately clinician development activity.

“Access to this information will give us a greater understanding of how to meet patient needs and provide the right skill set of our clinicians to treat the patients we are seeing,” said Dr. Battaglia.

Ahmad is the principal investigator on the project, and is currently a preceptor at Affinia. Dr. Battaglia said he hopes to have the data published by early 2019.

Parker Power Weekend July 27

Parker Power Weekend is a two-day event where you can get to know Parker University and find out what being a chiropractor is all about. Join us and be inspired and energized about chiropractic. Connect with the heart and soul of Parker – our students, faculty, and staff. Find out how earning your chiropractic degree at Parker opens a door to a fulfilling career of making a powerful difference in the health and wellness of others. This is the premier event and spaces can fill up fast, so check your schedule and [register for Parker Power Weekend](#) today!

The two day event, July 27-28, will be held at Parker University, 2540 Walnut Hill in Dallas, and includes:

- A welcome reception and activities designed to provide you with many opportunities to get to know Parker students and faculty in small group and one-on-one settings.
- An information session geared towards parents and spouses to address career outlook for chiropractors, information about the Dallas-Ft. Worth Metroplex, and financial aid questions and answers
- Exciting opportunities to network and enjoy good food and camaraderie with future chiropractors
- Tour campus, including Parker’s one-of-a-kind gross anatomy lab, well-equipped intern clinic, student activity center, and more

- See a chiropractic demonstration by Dr. Ronald Wells, one of Parker’s highly-esteemed faculty members

Texas Chiropractic College celebrates 110 years

A “Grand Homecoming Celebration” will be held July 26-28 at Moody Gardens Hotel in Galveston, Texas, by the Texas Chiropractic College to celebrate 110 years of education.

Reserve your room online now! Or, call 1-888-388-8484. The Group ID is: Texas Chiropractic College; the Group Code is: TCC 2018, and the deadline is July 3, 2018.

More information can be found [online](#).

SCU students keep cyclists racing in annual AIDS/LifeCycle

Each June, bicyclists ride 545 miles from San Francisco to Los Angeles to raise money to support the Los Angeles LGBT Center and the San Francisco AIDS Foundation in reducing HIV infections and improve quality of life for people living with HIV/AIDS. The grueling ride—which takes place over seven days—is strenuous for the mind and body not just for the riders but also for the volunteer (roadie) teams that back them up at every stop along the way.

For more than 20 years, Southern California University of Health Sciences has provided in kind chiropractic (and starting two years ago, acupuncture) services to the riders and roadies. The 2018, forty five-member team is comprised of lower term students performing vitals and front desk duties, senior clinic students performing full chiropractic and acupuncture therapy, and licensed faculty supervisors.

“Students have a job to do and have to be confident in their abilities to treat the patients that come into our tent,” says Jim Cox, DC, assistant professor of chiropractic and SCU LifeCycle team captain.

“They support people who are breaking down and get them back on the road—more than 1,700 appointments over seven days for blown-out knees, numbness in the hands and quad and knee problems.”

SCU began treating patients during the AIDS/LifeCycle in 1995, following SCU Professor Dr. Paige Morgenthal’s turn as a rider a year earlier. She asked chiropractors to treat riders the very next year. The school has been helping out ever since with a contingent of chiropractic interns. Acupuncture was added two years ago and has become extremely popular among riders and roadies.

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.

Acceptance of Advertising: Publisher reserves the right to refuse any advertisement with or without reason or explanation including any ad that, in the opinion of IACP, is unethical, makes extravagant claims, misrepresents, is unfair or harmful to other advertisers; violates postal, anti-trust or U.S. currency regulations; or is deemed inconsistent with the objectives of the IACP.