



*Prosperity Through Unity  
Exceptional Care for Idahoans*

February 2025

*The IACP News, Vol. 9, No. 2*

## Bill to increase Medicare coverage for chiropractic care reintroduced

*This story was first published by the American Chiropractic Association (ACA). The original article can [seen here](#).*

Bipartisan legislation that would increase patient access to Medicare-covered services provided by doctors of chiropractic was reintroduced Jan. 16 in both the U.S. House and U.S. Senate. The Chiropractic Medicare Coverage Modernization Act ([H.R. 539](#)/[S. 106](#)) would reduce barriers to care and enable seniors and other beneficiaries to more fully access the chiropractic profession's evidence-based, non-drug approach to managing pain and improving musculoskeletal function.

[The new bill](#) was introduced by Reps. Gregory Steube (R-Fla.) and John Larson (D-Conn.) and Sens. Richard Blumenthal (D-Conn.) and Kevin Cramer (R-N.D.). Initial cosponsors include Sens. Tammy Baldwin (D-Wis.), Chris Coons (D-Del.), Steve Daines (R-Mont.), Martin Heinrich (D-N.M.), John Hoeven (R-N.D.), Amy Klobuchar (D-Minn.), Jerry Moran (R-Kan.), Mike Rounds (R-S.D.), and Jeanne Shaheen (D-N.H.).

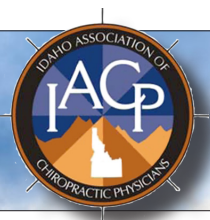
For the past 50 years, and with no scientific or policy basis, Medicare has limited beneficiaries to coverage of one

*Continued on page 5*

## 2025 IACP Annual Convention

*April 25-27, 2025 at the Grove Hotel, Boise, ID*

**details inside**



# 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.*

## 2024-2025 IACP Board of Directors — Officers



Dr. Jeremai Hafer  
President



Dr. Thomas Bench  
Vice President



Dr. Scott Crawford  
Treasurer



Dr. John Maltby II  
Secretary

## 2024-2025 IACP Directors



Jennifer Wells  
District 1



Dr. Nicole Willis  
District 2



Dr. Kimball Arritt  
District 3



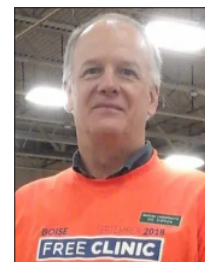
Dr. Justin Keller  
District 4



Dr. Levi Nelson  
District 5



Dr. Erik Thompson  
District 6



Dr. Mark Gibson  
District 7

## Idaho Association of Chiropractic Physicians

P.O. Box 8611, Boise, ID 83707

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

<https://iacp.wildapricot.org> • [iacpcontact@gmail.com](mailto:iacpcontact@gmail.com)

For advertising info, email C&S Publishing at: [CandSpublishing@gmail.com](mailto:CandSpublishing@gmail.com)

# *In This Issue*

2025 IACP Annual Convention April 25-27, 2025	Page 4
Bill to increase Medicare coverage for chiropractic(Continued from front page)	Page 5
Secretary Immunoglobulin A and Upper Cervical Chiropractic	Pages 6 - 7
NSAID Painkillers may be dangerous	Pages 8 - 10
Doctor claims some meds may cause dementia	Page 11
ChiroHealth USA: Americans' ongoing struggles with health care costs	Pages 12 - 13
Join the Pack - become a member of IACP	Page 14
Should chiropractors sell adjustment gift cards?	Page 15
Chiropractic News	Page 16
The Chiropractic Residency Match for Positions	Page 17
Chiropractic College News	Pages 18 - 21
The IACP Marketplace: Featured Businesses & Suppliers	Page 22
Classified ads	Page 23
Office poster notice	Page 24
<b>POSTER:</b> Succeed this year by improving your goals	Page 25
IACP News Display Advertising Rates and Sizes	Page 26

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





## **2025 IACP Annual Convention**

### **April 25-27, 2025 at the Grove Hotel, Boise, ID**

Join your fellow chiropractic colleagues for the 2025 IACP Annual Convention April 25 - April 27, 2025 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.

Our CA track will focus on multiple areas of practice management, billing, coding, documentation, and audit protection.

**[Click here for more information.](#)**

*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.*

# Bill to increase Medicare coverage for chiropractic care reintroduced

*Continued from front page*

chiropractic service, manual manipulation of the spine. Those requiring additional services have been forced to seek them from other types of providers, delaying care, or to pay out of pocket.

While adding no new services to Medicare, proposed new language would bring Medicare coverage into alignment with other federal programs and private health plans, giving seniors access to additional covered services in their chiropractor's clinic, such as other non-drug therapies, evaluation and management services, and diagnostic imaging. The allowable covered services would be determined by a chiropractor's state licensure.

"The prevalence of musculoskeletal conditions such as back, neck and joint pain increases with age. The opioid crisis has emphasized the importance of offering non-drug options for pain management, and treatment guidelines today support their use as a first line defense against common musculoskeletal pain," said American Chiropractic Association (ACA) President Leo Bronston, DC, MAppSC.

"We are thankful to the sponsors and cosponsors of this bill for standing with us in support of improving access to non-drug chiropractic services that can help seniors reduce or eliminate the need for riskier and costlier alternatives such

as prescription pain medications and surgery," added John Falardeau, ACA senior vice president of public policy and advocacy. "Musculoskeletal pain, led by spinal disorders, costs the U.S. healthcare system \$874 billion per year and is the most common cause of severe long-term pain and disability."

With more than 65 million enrollees, Medicare's impact on the quality of senior health care is significant and will only increase as the baby boomer generation continues to age and enter its ranks over the next several years. Learn more about the Chiropractic Medicare Coverage Modernization Act at [acatoday.org/Medicare](http://acatoday.org/Medicare).

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



# Current Research: Secretory Immunoglobulin

A [study](#) recently published in the *Journal of Chiropractic Medicine*, conducted by eight doctors of chiropractic led by Philip R. Schalow, DC, DCCJP, looked into how chiropractic care influences the immune response through SIgA variations. The study, *Observation of Changes in Secretory Immunoglobulin A (SIgA) after Upper Cervical Adjusting Techniques*, investigated the effects of upper cervical adjusting techniques (UCATs) on the levels of secretory immunoglobulin A (SIgA) in the body.

The work sheds light on the interplay between chiropractic care and the immune system. The project was financially supported by the Orthospinology Research Fund and Upper Cervical Research Foundation.

SIgA is a significant immunoglobulin found in mucosal secretions, contributing to the immune system's first line of defense against pathogens. This research not only provides insights into the immune response but also highlights the potential implications for the broader understanding of chiropractic care's effects on health and wellness.

The small sample study tracked forty-one participants enrolled in five chiropractic offices across the US. A total of 358 new patients were initially considered for participation in the study. Of those, 116 met the inclusion and not the exclusion criteria, and 44 of these consented to participate. Three participants were lost to follow-up after the initial visit, yielding a total of 41 participants who were included in the data analysis.



Each participant provided a saliva sample at an initial visit. A second saliva sample was collected after resting 30 minutes after the first UCAT treatment. A third saliva sample was collected after two weeks.

The study results showed a significant increase in SIgA observed 30 minutes after the UCAT treatment compared to baseline. After two weeks, SIgA levels decreased back to near original levels. The study's key findings include:

- 1. Positive Impact of UCAT Treatment:** The research demonstrates a substantial increase in SIgA levels within 30 minutes after a UCAT treatment at the craniocervical junction (CCJ). This immediate elevation indicates a potential activation of the immune system following the chiropractic procedure.
- 2. Temporal Nature of the Response:** While the increase in SIgA levels is temporary, it signifies the potential of chiropractic care to trigger a systemic immune response for a brief period after treatment.
- 3. Longitudinal Investigation:** Unlike previous cross-sectional studies, this research takes a unique approach by investigating SIgA levels longitudinally in human subjects, offering new insights into the dynamics of the immune response over time.

Dr. Schalow said, "Our study opens a new chapter in understanding the intricate relationship between chiropractic care and the immune system. The immediate elevation of SIgA levels following UCAT procedures underscores the potential impact of these specific chiropractic procedures on immune responses. Our study opens a new chapter in understanding the intricate relationship between chiropractic care, the immune system and mental health."

The implications of this study resonate with both the chiropractic and medical communities, raising questions about the broader effects of chiropractic care on health and wellbeing. As SIgA levels reflect not only the mucosal immune system but also systemic immunity, the findings suggest that chiropractic care might have broader implications for immune modulation.

Chiropractic care's influence on the nervous system is also explored in the study. The intricate connections between the nervous, immune, and endocrine systems have long been subjects of scientific inquiry and this research contributes by

# IgA and Upper Cervical Chiropractic

indicating a possible link between chiropractic adjustments and immune responses mediated by the central nervous system.

Project supervisor Dr. Julie Mayer-Hunt said, “We are just scratching the surface of understanding how chiropractic care may impact the immune system through neurological pathways. This study sparks further exploration into the complex mechanisms underlying these effects.”

The study acknowledges its limitations, such as the small sample size and the two-week follow-up period. However, it provides a foundation for future research in this exciting field.

This study is perhaps the first investigation to measure SIgA after UCAT treatment. Although human studies exploring SIgA levels have been completed in cross-sectional samples, this study is among the first to investigate SIgA samples longitudinally in human subjects.

The researchers measured an increase in mean SIgA minutes after the first treatment, compared to both the initial sample and the sample taken after two weeks. However, there was no significant change between the initial and final samples, though the mean value after two weeks was lower than the initial value.

These findings are similar to those observed in individuals who received osteopathic manipulative therapy, who also showed a significant increase in SIgA after treatment. While the mean level of SIgA at baseline was nearly three times higher than in the osteopathic study—possibly due to that study’s highly stressed participant population, who might have lower SIgA levels as a result of stress—the recorded mean increase of 117.85  $\mu\text{g}/\text{mL}$  ( $n = 40$ ) was similar to their observed 139-mg/L ( $n = 12$ ) increase.

The osteopathic study also had a control group, which rested for 20 minutes instead of receiving osteopathic manipulative therapy, that showed a modest 35-mg/L ( $n = 13$ ) increase in SIgA.

The findings showed no significant difference in the mean level of SIgA between men and women at any of the time points, similar to other studies.

As SIgA is thought to be a marker for the status of not only the mucosal immune system but also systemic immunity,

an increase in SIgA may indicate activation of the systemic immune system. Our findings suggest that after a UCAT treatment at the CCJ, a systemic immune response is activated for a short period.

Mechanisms to explain the findings are not entirely clear. Chiropractic care may alleviate physiological stress in the body as well as self-perceived emotional stress, which may contribute to these SIgA findings. Several studies have shown that SIgA is sensitive to physiological and emotional stress. For example, perceived stress, loneliness, and depressive symptoms have all been shown to decrease various subclasses of SIgA in undergraduate students. Emergency department nurses have reported higher stress levels and lower SIgA secretion than general ward nurses. Additionally, abbreviated progressive muscle relaxation has been shown to increase SIgA levels in undergraduate students.

This novel study underscores the dynamic nature of healthcare research, revealing new perspectives on the potential whole-body effects of chiropractic care. As the healthcare landscape continues to evolve, research efforts like this contribute to a deeper understanding of the body’s interconnected systems and the role chiropractic care might play in enhancing overall wellbeing.



# NSAID Painkillers may be dangerous

A 2020 [study](#) published in *Current Opinion in Microbiology*, titled, *Immunoglobulin A and the microbiome*, noted that SIgA targeting regulates bacterial activities and shapes gut microbiota composition. The Abstract stated:

“The trillions of microbes that constitutively colonize the intestine (the gut microbiota) impact diverse aspects of human physiology in health and disease. Immunoglobulin A (IgA) is the most abundant antibody isotype produced at mucosal surfaces, and nearly two grams of IgA is secreted into the intestine every day. Secretory IgA (SIgA) provides critical protection against pathogens and toxins, but can also directly bind to and ‘coat’ commensal bacteria in the gut. Commensal targeting by SIgA shapes gut microbiota composition, modulates bacterial behaviors, and enforces host-microbiota homeostasis in both mice and humans.”

As discussed in the article on page 6 and 7, a [study](#) recently published in the *Journal of Chiropractic Medicine* researched how chiropractic care can help the gut and improve immune responses.

Clearly, poor gut health can adversely impact us. Poor gut health may manifest as fatigue, upset stomach, skin conditions, and autoimmune challenges. Probiotics, fermented foods, hydration, and stress management can help.

Now researchers are questioning how common painkillers may harm gut microbes.

Almost everyone has, at one time or another, taken Non-Steroidal Anti-Inflammatory Drugs (NSAID): the family includes aspirin and ibuprofen, and all the store-brand generic versions that have the same active ingredients. Some people take them as part of an actual medical treatment plan for long-term heart health, but a lot of other people take them regularly for problems like muscle soreness after exercising or just general aches and pains.

They’re incredibly popular, so it could be a massive issue if it turns out that they are damaging to the gut.

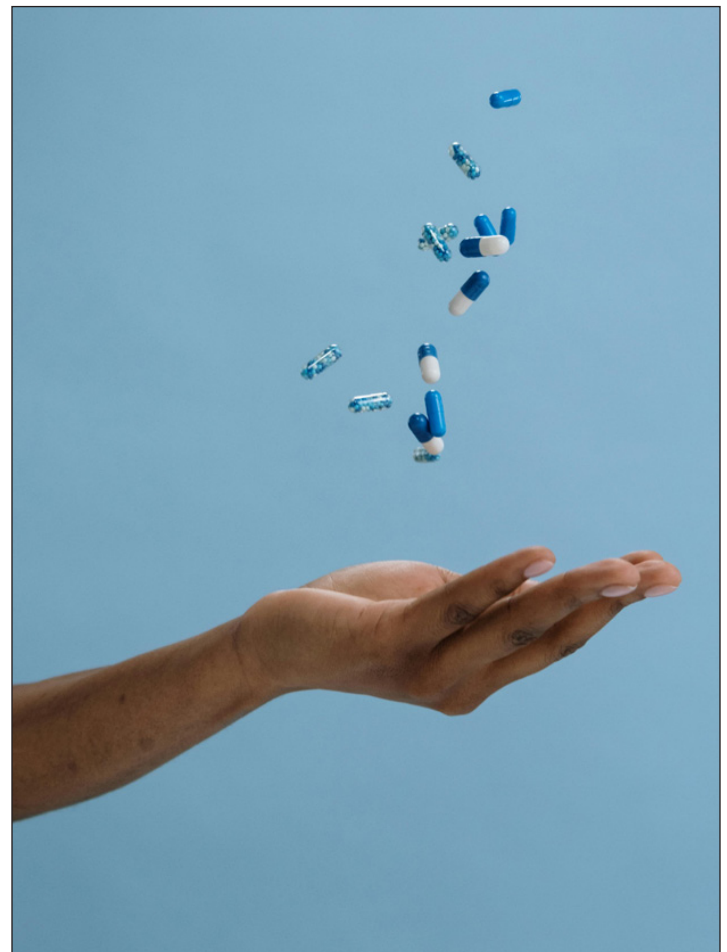
NSAIDs increase gut permeability, modify the gut flora, and can even cause more serious problems like gastric ulcers and intestinal bleeding.

In America there’s a big focus on reducing inflammation. NSAIDs are a common, often-used and considered

beneficial medication to reduce inflammation. But, actually the problem with inflammation isn’t the inflammation — it’s whatever is causing the inflammation. Inflammation is a perfectly healthy immune response to injury. If there’s a chronic low-grade injury response going on, the real question is why that response is being chronically activated.

NSAIDs do act to suppress the inflammation, but they don’t usually resolve the underlying injury. Worse, the way that they suppress inflammation is hard on the whole digestive system. NSAIDs reduce the secretion of inflammatory prostaglandins, but prostaglandins actually have a protective effect in the gut and with lower levels of prostaglandins the gut is much more vulnerable to injury.

One reason why inhibiting prostaglandin secretion is that increases the permeability of the gut lining. Intestinal permeability, also called “leaky gut,” basically refers to how much stuff is allowed to pass through the lining of the gut. That’s how nutrients get from the gut into the body, so everyone needs a certain amount of permeability. But there’s such a thing as too much, and if the lining of the gut





is too permeable, it can let in undigested food components or other things that just shouldn't be in the bloodstream.

Intestinal permeability is a big player in autoimmune diseases, and potentially in other inflammatory diseases like diabetes.

For NSAIDs specifically, a 2012 [study](#) titled, *The effect of aspirin and smoking on urinary excretion profiles of lactulose and mannitol in young women: toward a dynamic, aspirin augmented, test of gut mucosal permeability*, found that even one 600mg dose of aspirin was enough to increase intestinal permeability - that's an important contrast to other risks like gastrointestinal bleeding or ulcers, which usually only show up after taking NSAIDs for a long time.

The Key Results stated: "The lactulose:mannitol ratios (LMR) of urine samples collected over the entire 6-h period were significantly higher than those collected in the first 3 h. Greater quantities of mannitol were excreted over the first than the subsequent 3 h. A similar pattern of temporal variation in mannitol excretion was found in smokers and non-smokers and was maintained following administration of a single 600 mg dose of aspirin. The rates at which lactulose was excreted were relatively constant over the entire 6 h period of collection, but mean levels were increased over the entire 6 h following the administration of aspirin. The effect of aspirin did not differ significantly between smokers and non-smokers."

This can also make any other gut damage worse. For example, a 2012 [study](#) titled, *Aggravation of exercise-induced intestinal injury by ibuprofen in athletes*, looked at healthy athletes— an elite level of athletic training often causes gut damage from the stress. Many athletes use NSAIDs to deal with muscle soreness and inflammation from working out hard without taking enough time to rest and recover. The researchers tested the athletes with 400mg of Ibuprofen (that's 2 tablets, which is what most people usually take) and a cycling challenge. They found that the use of NSAIDs made the exercise-induced problems worse.

"Both ibuprofen consumption and cycling resulted in increased I-FABP levels, reflecting small intestinal injury. Levels were higher after cycling with ibuprofen than after cycling without

ibuprofen, rest with ibuprofen, or rest without ibuprofen (peak I-FABP,  $875 \pm 137$ ,  $474 \pm 74$ ,  $507 \pm 103$ , and  $352 \pm 44$  pg-mL, respectively,  $P < 0.002$ ). In line, small intestinal permeability increased, especially after cycling with ibuprofen (0-2 h urinary lactulose/rhamnose ratio, 0.08 (0.04-0.56) compared with 0.04 (0.00-0.20), 0.05 (0.01-0.07), and 0.01 (0.01-0.03), respectively), reflecting loss of gut barrier integrity. Interestingly, the extent of intestinal injury and barrier dysfunction correlated significantly ( $RS = 0.56$ ,  $P < 0.001$ )."

The authors concluded "...that ibuprofen aggravates exercise-induced small intestinal injury and induces gut barrier dysfunction in healthy individuals. We conclude that nonsteroidal anti-inflammatory drugs consumption by athletes is not harmless and should be discouraged."

Further, [research](#) published in 2016 titled, *The influence of non-steroidal anti-inflammatory drugs on the gut microbiome*, looked at the effects of NSAIDs on the gut flora, not just the lining of the gut. The Abstract stated:

"The composition of the gut microbiome with the use of non-steroidal anti-inflammatory drugs (NSAIDs) has not been fully characterized. Drug use within the past 30 days was ascertained in 155 adults, and stool specimens were submitted for analysis. Area under the receiver operating

*Continued on next page*



# NSAID Painkillers may be dangerous

*Continued from last page*

characteristic curve (AUC) was calculated in logit models to distinguish the relative abundance of operational taxonomic units (OTUs) by medication class. The type of medication had a greater influence on the gut microbiome than the number of medications. NSAIDs were particularly associated with distinct microbial populations. Four OTUs (Prevotella species, Bacteroides species, family Ruminococcaceae, and Barnesiella species) discriminated aspirin users from those using no medication (AUC = 0.96; 95% CI 0.84-1.00). The microbiome profile of celecoxib users was similar to that of ibuprofen users, with both showing enrichment of Acidaminococcaceae and Enterobacteriaceae. Bacteria from families Propionibacteriaceae, Pseudomonadaceae, Puniceococcaceae and Rikenellaceae were more abundant in ibuprofen users than in controls or naproxen users.



Bacteroides species and Erysipelotrichaceae species discriminated individuals using NSAIDs plus proton-pump inhibitors from those using NSAIDs alone (AUC = 0.96; 95% CI 0.87-1.00). Bacteroides species and a bacterium of family Ruminococcaceae discriminated individuals using NSAIDs in combination with antidepressants and laxatives from those using NSAIDs alone (AUC = 0.98; 95% CI 0.93-1.00). In conclusion, bacteria in the gastrointestinal tract reflect the combinations of medications that people ingest. The bacterial composition of the gut varied with the type of NSAID ingested.”

Considering all of the effects on the gut, NSAIDs start looking worse and worse. Reducing inflammation is important, but if that’s the goal, a better approach would be to actually address the problem causing the inflammation in the first place, rather than suppressing it with drugs that have such significant side effects.

Is it muscle soreness from overtraining? Rest. Is it gut inflammation from an overload of omega-6 fats? Replace industrial seed oils with healthier cooking fats like olive oil.

Of course, there’s a time and a place for painkillers. But, thoughtful use is advised. NSAIDs may not be the benign, perfect panacea for pain and inflammation that Big Pharma touts. Often, a much better alternative to pain meds is chiropractic care, which focuses on natural pain management without using medications. Unlike painkillers that may only mask symptoms, chiropractic treatments aim to address the underlying causes of pain.

Chiropractic care should always be an integral part of any comprehensive treatment plan for reducing pain and improving overall gut health. Issues related to gut health can cause issues related to chiropractic health. For example, if a patient is dealing with subluxation, they can have a harder time absorbing the important vitamins, nutrients and minerals from their food, causing digestive issues. In the same way, gut inflammation could cue other inflammation, causing pain in the spine, joints and other areas of the body.



# Health Warning:

## Doctor claims some meds may cause dementia

Dementia is a term used to describe a group of symptoms affecting memory, thinking and social abilities. Several diseases can cause dementia. Alzheimer's disease is the most common cause of dementia in older adults, but there are other causes of dementia. Depending on the cause, some dementia symptoms might be reversible. Dementia generally involves memory loss. It's often one of the early symptoms of the condition. But having memory loss alone doesn't mean you have dementia. Memory loss can have different causes.

Recently, Dr Zain Hasan, a US-based anesthetist, boldly claimed that there are five medications that could cause dementia — including some antidepressants, painkillers and antihistamines.

The first drug he named was **antihistamine medication** used to help ease the symptoms of allergies, as well as anticholinergics, also used to treat allergies. These medications, some of which are available over the counter, are used to treat hayfever, eczema, hives and conjunctivitis, which causes red and itchy eyes. Dr Hasan said long-term use has been linked to dementia.

This assertion was based in part on a 2015 [Prospective Cohort Study](#) that tracked the brain health of more than 3,400 participants over 65 years between 1994 and 2012. The work Concluded: "Higher cumulative anticholinergic use is associated with an increased risk for dementia. Efforts to increase awareness among health care professionals and older adults about this potential medication-related risk are important to minimize anticholinergic use over time."

The second type of medication claimed to cause dementia is **opiates**, often used as painkillers after surgery, serious injury or for cancer patients. A 2024 [study](#) published in Scientific Reports, looked at data of more than a million patients with chronic pain, of which 21,000 were opiate users, found those that used opiates had a 15 per cent higher risk of developing dementia. It found:

"In this population-based cohort study, we showed that among adult patients with CNCP, opioid users had a higher risk of developing dementia than the control group. This association was significant for AD but not VD in this study. Our results suggest that among opioid users with CNCP,

prevention and management of dementia are important.

Researchers excluded patients that had been diagnosed with cancer, who underwent surgery and those who already had a history of dementia."

**Omeprazole**, which is widely used to treat indigestion and heartburn was listed third on Dr. Hasan's list of potentially damaging drugs. He said: 'If you take omeprazole regularly it can increase the amount of beta-amyloid in your brain, which can lead to dementia. It works as a proton pump inhibitor, it decreases acid inside your stomach. It is actually surprising to me, I had no idea it was linked to dementia.'

A type of sedative drug used to treat anxiety, insomnia and seizures called **benzodiazepines** — such as Valium and Xanax — are thought to raise dementia risk if taken over a long period of time. Several studies have shown a link between the drug and dementia. In one [benzodiazepine study](#) a team of researchers from France and Canada selected 2,000 people with Alzheimer's disease and 7,000 without it.

That study, titled, *Two types of drugs you may want to avoid for the sake of your brain*, found those who had taken benzodiazepines for three to six months had a 32 percent greater risk of developing Alzheimer's, and those taking one for more than six months had an 84 percent greater risk than those who hadn't taken one in their lifetime.

In two separate large population studies, both **benzodiazepines** (a category that includes medications for anxiety and sleeping pills) and **anticholinergics** (a group that encompasses medications for allergies and colds, depression, high blood pressure, and incontinence) were associated with an increased risk of dementia in people who used them for longer than a few months. In both cases, the effect increased with the dose of the drug and the duration of use.

The type of drug taken also mattered. People who were on a long-acting benzodiazepine like diazepam (Valium) or flurazepam (Dalmane) were at greater risk than those on a short-acting one like triazolam (Halcion), lorazepam (Ativan), alprazolam (Xanax), or temazepam (Restoril).

# Americans' ongoing struggles with health care costs

By Dr. Ray Foxworth, DC, FICC, ChiroHealthUSA

The high cost of health care has long been a significant burden for U.S. families, influencing decisions about insurance coverage and access to care. Recent findings from Kaiser Family Foundation (KFF) polling reaffirm Americans' persistent financial challenges and highlight the urgent need to address healthcare affordability. These issues were particularly relevant as they shaped public opinion heading into the 2024 presidential election, where reducing out-of-pocket healthcare costs is a top priority for many voters. Let's explore the key takeaways from the latest data and how tools such as discount medical plan organizations (DMPOs), like ChiroHealthUSA, can help ease the financial strain. (Lopes, Montero, Marley, & Hamel, 2024)

## The Financial Strain of Health Care Costs

Approximately half of U.S. adults report difficulty affording health care expenses, and one in four say they, or a household member, have struggled to pay for medical care in the past year. The financial strain is significantly pronounced among younger adults, individuals with lower incomes, and those without insurance. For example, 85% of uninsured adults under 65 find it difficult to afford health care, compared to 47% of insured adults. Additionally, racial disparities persist, with 60% of Black adults and 65% of Hispanic adults reporting financial challenges related to health care costs, compared to 39% of White adults.

## Skipping or Delaying Necessary Care

The high cost of care has significant consequences for health outcomes. One in four adults say they have postponed or skipped needed medical care due to cost in the past 12 months. This trend is even more alarming among uninsured adults, 61% of whom report delaying care for financial reasons. Women are more likely than men to forego care (28% vs. 21%), and adults under 65 are particularly vulnerable compared to seniors with Medicare coverage.

## Health Care Debt

Healthcare debt is a pervasive issue, affecting 41% of U.S. adults. This includes unpaid medical, dental bills and loans/credit card debt incurred to pay for care. Black and Hispanic adults, women, and individuals with lower incomes, are

disproportionately affected. About half of adults with medical debt say the cost has prevented them from accessing additional care.

## How ChiroHealthUSA Can Help

In the face of these challenges, tools such as ChiroHealthUSA offer practical solutions to make health care more affordable. As a discount medical plan organization (DMPO), ChiroHealthUSA partners with chiropractors to provide discounted rates for patient services. Membership in ChiroHealthUSA allows patients to access care at reduced costs, helping to alleviate the financial burden of out-of-pocket expenses such as co-pays, deductibles, and non-covered services. Learn more at <https://www.chirohealthusa.com/pds>.

For individuals who may otherwise skip or delay care due to cost, ChiroHealthUSA can be a game-changer. Patients can prioritize their health without fear of financial strain by taking advantage of predictable and transparent pricing. ChiroHealthUSA makes care affordable for patients, and providers participating with ChiroHealthUSA see an average of 20% increase in revenue by implementing a Profitable Discount Strategy in their practice.

The data makes it clear: health care affordability remains a critical challenge for millions of Americans. Policymakers and healthcare providers must work together to find solutions that reduce costs and ensure equitable access to care. At the same time, tools such as ChiroHealthUSA provide an immediate and impactful way to address cost concerns for chiropractic patients. Voters' emphasis on healthcare affordability during the recent election signals an opportunity for meaningful reform to ease the financial burdens on families and improve health outcomes across the country.

*Dr. Ray Foxworth, DC, FICC, is the visionary behind ChiroHealthUSA, serving as its esteemed founder and CEO. With over 39 years of dedicated service in chiropractic care, Dr. Foxworth has navigated the complexities of billing, coding, documentation, and compliance firsthand. His rich experience includes roles as the former Staff Chiropractor at the G.V. Sonny Montgomery VA Medical Center and past chairman of the Chiropractic Summit and Mississippi Department of Health.*

# "SWITCHING TO CHUSA SAVED MY PRACTICE. —AND MADE IT FUN AGAIN!"

*"When I first opened, taking insurance was draining—not just financially, but emotionally.*

*Dropping insurance and offering CHUSA was a game changer. Patients loved it even more than using their insurance, and my practice metrics skyrocketed.*

*In only six months, my collections went to 100%, \$VA jumped from \$40.82 to \$71.97, case average soared from \$476.46 to \$1,513.64.*

*Plus, it made chiropractic fun again!*

*If you're on the fence, sign up for CHUSA now— you won't regret it!"*

**Dr. Katrina Weiland**  
Mountainside Chiropractic  
Harrisonburg, VA

**SCAN OR CALL NOW TO  
CHANGE YOUR PRACTICE FOR  
GOOD WITH A PROFITABLE  
DISCOUNT STRATEGY.**



**ChiroHealthUSA®**  
The Network That Works for Chiropractic!

**1-888-719-9990 | [chusa.com/PDS](https://chusa.com/PDS)**

# Join the Pack

The IACP acts as a resource, representative and leading advocate for the chiropractic industry in Idaho. We cannot continue to properly serve the chiropractic profession without the commitment and support of exceptional industry leaders, such as yourself. The IACP Board and its members believe that membership in the Association is and should be mutually beneficial to both the Doctor and the IACP, which makes it a perfect cooperative relationship. As a member, you will have multiple opportunities to obtain learning and marketing opportunities, at a discounted rate, through membership, as well as, have an opportunity to utilize the services of the IACP team and its Board. You will also have an opportunity to get involved in important issues, from the center, along with other industry leaders and spokespeople. At the same time, the Association continues to grow and provide broader services to the industry with your support. Join now and be a part of the “pack” that will lead us into the future!



We publish news and articles of interest to the chiropractic community without charge. If you have a press release, news article or event to publicize, email your info to:  
[CandSpublishing@gmail.com](mailto:CandSpublishing@gmail.com)

# Should chiropractors sell adjustment gift cards?

According to [research](#) done by Capital One, the global gift card market was valued at \$984.3 billion in 2023 and is expected to reach \$3.09 trillion by 2030. The United States represents approximately 28% of the global gift card market, with a value of \$275.6 billion.

Consumers purchase gift cards because they are convenient. 90% of people consider physical gift cards an appropriate item to gift. 61% of consumers spend more than a gift card's value when redeeming, for an average of \$31.75 more than the card's value.

According to the [National Retail Federation](#), gift cards are so popular that they account for 55% of the average shopper's entire annual holiday gift budget. In an ideal world, the gift card is a win-win: For the buyer, it's a hassle-free gifting experience; for the recipient, it's a cash equivalent that can be used at any store or chiropractic office.

But gift cards aren't always ideal. Oftentimes, they go unused — lost, expired, or just forgotten. When that happens, there's only one winner: The companies that sell the cards.

Most people who receive a gift card are quick to put it to use: More than 70% of all gift cards are redeemed within 6 months of purchase, according to one survey.

But after that first 180 days, the rate of use tends to stagnate. At the one year mark, just under 80% of cards are redeemed — and as time passes, they are less and less likely to see the light of day.

At any given time, 10% to 19% of gift card balances remain

unredeemed — and around 6% of gift cards are never even used. These small percentage points add up to big money when you consider that, since 2014, more than \$1 trillion in gift cards have been sold. Between 2005 and 2015 alone, unredeemed gift card balances amounted to an estimated \$45.7 billion.

Despite this, businesses who sell and accept gift cards say they make more money when consumers spend their cards, because:

- 75% of people who redeem gift cards end up spending more than the value on their cards (e.g., they'll use a \$50 gift card to make a \$100 purchase).
- On average, shoppers spend \$59 more than the value of their gift cards.
- 34% of shoppers say a gift card prompts them to visit a store they otherwise wouldn't frequent (good for new customer adoption).
- Gift cards often aren't redeemed in one trip, prompting shoppers to return multiple times (good for foot traffic metrics).

Still, some would argue that the most economical and rational gift is still cash. Naysayers would argue that cash in an envelope goes against the intimate, personal, and symbolic spirit of gift-giving. But then again, gift cards could also be called impersonal.

Doctors of chiropractic interested in exploring the intriguing idea of branded gift cards will find a veritable army of companies eager to offer their services - just open a browser and type in *corporate gift cards*.

**ACCRC 2025 Conference**

ACCRC leads the way in demonstrating a commitment to excellence in chiropractic education

[Register now](#) | March 20 - 22, San Diego CA

**Transformative Trends in Healthcare**

ACCRC 2025 will engage in an exploration of emerging technologies, innovation and best practices that will impact chiropractic. It will provide a forum for attendees to investigate these transformative trends in healthcare such as AI, a shift towards value-based care, digital health literacy, personalization of treatment, treating the whole person, interdisciplinary collaboration, ethical and legal considerations and wellness.

# Chiropractic News

## American Chiropractic Association presents 2025 Annual Awards

The American Chiropractic Association (ACA) presented its 2025 Annual Awards during its annual meeting in Washington, D.C. The awards recognize doctors of chiropractic and other individuals for their exceptional service, achievement, and/or leadership within the chiropractic profession.

**Marcus Nynas**, DC, of Billings, Mont., received ACA's highest honor, the Chiropractor of the Year Award, honoring his service to the chiropractic profession through leadership and involvement in critical policy areas such as Medicare and payer equity. Dr. Nynas, who was elected ACA president on Jan. 25, has served as ACA vice president since 2023. He previously served as the association's Montana delegate for nine years and chaired both ACA's Payment Policy Committee and Medicare Advisory Board, working tirelessly to improve payer relations and patient access to chiropractic services.

**Chiropractic military spouses** are collectively recognized this year with the Humanitarian of the Year Award. These individuals, despite challenges inherent to military life, pursue their chiropractic careers in tandem with spouses who serve on active duty around the world. Chiropractic military spouses often fill an essential gap in care for members of the military and their families. In addition to volunteer work at the request of their spouse's command, many have officially approved home-based businesses within their on-base housing and others have taken part in important healthcare research on military bases.

**William Reed**, DC, PhD, of Birmingham, Ala., received the George B. McClelland Researcher of the Year Award, which recognizes individuals for developing, refining and/or expanding the body of knowledge in chiropractic. Through the University of Alabama at Birmingham, where he is director of the PhD program in rehabilitation science, Dr. Reed is principal investigator for an NIH-funded Force-Based Manipulations Research Network (FORCENet), a multidisciplinary effort to advance understanding of how forces, such as those used in spinal manipulation, can be optimized for better patient outcomes.

**Michael Schneider**, DC, PhD, of Pittsburgh, Pa., received the Academician of the Year Award, which recognizes an

individual for their efforts in advancing the profession through academic or educational excellence. Dr. Schneider is a researcher and professor at the University of Pittsburgh School of Health and Rehabilitation Sciences. He was instrumental in the development of the school's new Doctor of Chiropractic program – the first of its kind at a research-intensive public university – and will serve as its director as well as lead its chiropractic research and post-doctoral researchers.

**David Paris**, DC, MS, DACRB, of Redding, Calif., and **Kathryn Kennedy**, DC, of South Burlington, Vt., received the Delegate and Alternate Delegate of the Year Awards, respectively. Both awards recognize members of the ACA House of Delegates who have demonstrated exceptional service, achievement, and/or leadership.

**Mia R. Ortega**, DC, DIANM, MAEd, of Fredericksburg, Va., received the Flynn-Lynch Award, which recognizes an outstanding member with no more than five years of experience serving in the House of Delegates.

## Lawsuit filed against OMB

A coalition of organizations filed a Motion for Temporary Restraining Order in the U.S. District Court for the District of Columbia to block the White House Office of Management and Budget from pausing all agency grants and loans, as revealed in a memo issued January 27, 2025.

"This reckless action by the administration would be catastrophic for nonprofit organizations and the people and communities they serve," said Diane Yentel, Chief Executive of the National Council of Nonprofits. "From pausing research on cures for childhood cancer to halting housing and food assistance, shuttering domestic violence and homeless shelters, and closing suicide hotlines, the impact of even a short pause in funding could be devastating and cost lives. This order must be halted immediately before such avoidable harm is done."

"Blocking federal grants and loans would devastate the lives of older Americans who already face unique challenges," said Michael Adams, SAGE CEO.

A copy of the complaint is available [here](#).



# Chiro Match

## *The Chiropractic Residency Match for Positions*

Chiro Match is an application service and matching program offered by the Association of Chiropractic Colleges (ACC). The new service provides an orderly process to help applicants obtain positions of their choice, and to help programs obtain applicants of their choice. For many years, health care training sites throughout North America have used a similar match in the annual recruitment of medical residents, pharmacy residents, psychology interns, dentistry residents, and others.

Completing a residency in chiropractic provides recent graduates with additional competencies beyond those attained in their professional degree programs. A resident gains invaluable experience from a year of advanced clinical training in an integrated hospital setting. It increases career opportunities and enhances the level of confidence a resident has when beginning their post-residency career.

The Council on Chiropractic Education (CCE), the accrediting body for chiropractic degree and residency programs, defines a chiropractic residency as a post-doctoral education program centered on clinical training that results in the residents' attainment of advanced competencies. Specific to the area of training, the residency expands and builds on the competencies attained through completion of the doctor of chiropractic degree program. A residency must be a minimum of twelve months, full-time, in-person training involving actual patients and following a coherent, integrated, and progressive educational program with evidence of increasing professional responsibility.

Various chiropractic residency programs exist, but our focus is on residencies that are accredited by the Council on Chiropractic Education or have met the eligibility requirements for initial application for such accreditation. To date, these are the Integrated Clinical Practice programs. These chiropractic residency programs focus on the provision of chiropractic care in integrated healthcare systems, collaborating with primary care, specialty care, and other medical and associated health providers and trainees. The residencies provide advanced clinical training in multimorbid case management, allowing recent graduates to increase their scope and depth of clinical knowledge, experience and acumen. Residents are mentored by senior chiropractors who are national leaders in integrated chiropractic practice. These clinicians share their expertise in patient care and scholarship to provide a robust educational experience.

Residency graduates are highly sought after by decision-makers in medical systems. The completion of a residency serves as a mark of distinction unlike any other in the chiropractic profession. Over 97% of graduates have excelled in career placement in hospitals and medical facilities and are on trajectories to become future leaders in healthcare. In the VA system, the starting salary for DCs with 1 year of experience would be over \$20,000 higher for those who completed residencies compared to those who did not.

Chiro Match is sponsored by and operating within ACC's structure. ACC is working with National Matching Services Inc. (NMS) to administer the program with policy guidance and oversight from ACC's Chiro Match Task Force. Chiropractic residency programs that are accredited by Council on Chiropractic Education (CCE) or have met the eligibility requirements for initial application and are approved by the Association of Chiropractic Colleges may participate in the Chiro Match.

Visit [Chiro Match](#) for more detailed information, how to register and apply. Applicants must apply online, and the application period opens the first week of January each year.

*The Association of Chiropractic Colleges (ACC) is a collaborative member network of accredited chiropractic educational programs across North America that is dedicated to excellence in chiropractic education with open attendance to chiropractic programs worldwide.*



ASSOCIATION  
OF  
CHIROPRACTIC  
COLLEGES

# Chiropractic College News

## Life U offers special chiropractic-focused series

In September 2024, Life University (Life U) and its Alumni & Friends Department expanded the popular “Living Life at Life U” podcast with an exciting new series titled “Thriving Chiro.” This special chiropractic-focused series offers the Life U community engaging conversations and practical advice from successful chiropractic alumni and friends of the University. The much-anticipated Season 2 of this long-term series is dedicated to getting into the nitty gritty of why Chiropractic matters and how determined individuals break the mold outside the four walls of the chiropractic office.

Season 2 of Thriving Chiro will publish on an every other Thursday schedule, as follows:

- Thursday, February 20: “The Joys and Pitfalls of Multi-location Chiropractic Practices,” featuring Dr. Joe Esposito
- Thursday, March 6: “Building Endurance as a Chiropractor,” featuring Dr. Josh Handt
- Thursday, March 20: “Balancing Family Life and a Chiropractic Business,” featuring Dr. Laura Froese
- Thursday, April 3: “Shaping and Marketing Your Personal Approach to Chiropractic,” featuring Dr. Aryn Gabai

The podcast will be available at the main podcast [website](https://www.living.life.edu/living-life-podcast), [living.life.edu/living-life-podcast](https://www.living.life.edu/living-life-podcast), as well as Apple Podcasts, Spotify and Google Podcasts. Social media teasers will also be published on Life University channels. Tune in for brand-new episodes of Thriving Chiro!

## Dr. Andrew McIntosh, Educator of the Year

Life University (Life U) is proud to announce that Dr. Andrew McIntosh, Assistant Professor in the Health Sciences Department, has been named the Educator of the Year by the Healthcare Science Technology Education Association (HSTEA).

Founded in 1974, Life University is a health sciences institution most known for its College of Chiropractic, the largest single-campus College of Chiropractic in the world. Undergraduates can pursue 12 undergraduate degrees; a pre-chiropractic, degree-seeking pathway; and two graduate degrees within the College of Graduate and Undergraduate Studies. Some degree programs are offered to distance learners through the College of Online Education.

Dr. McIntosh was nominated for this prestigious award by Dr. Sharon Foran, Assistant Dean for Health Sciences, in recognition of his exceptional contributions to education. His innovative implementation of the team-based learning (TBL) approach has significantly enhanced student engagement and success in both the Doctor of Chiropractic program and Life U’s undergraduate programs.

“Dr. McIntosh’s dedication to innovation in the classroom is nothing short of exemplary,” said Dr. Foran. “His efforts to advance team-based learning reflect a deep commitment to empowering students with dynamic, collaborative educational experiences.”

Dr. McIntosh will be formally recognized at the HSTEA Winter Conference, held January 29–31, 2025, in Savannah, Georgia, and will represent the Healthcare Science division this summer at the Georgia Association for Career and Technical Education (GACTE) Conference, scheduled for June 16–18, 2025, in Athens, Georgia.

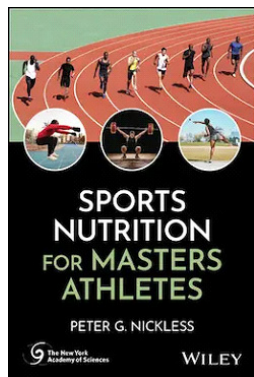
“Life University is immensely proud of Dr. McIntosh and his transformative work in health sciences education,” said Life University Provost and CAO Dr. Jana Holwick. “This well-deserved honor highlights his outstanding contributions to academic excellence and innovation, and we remain committed to supporting faculty as they develop cutting-edge instructional methodologies.”

Dr. McIntosh’s recognition underscores Life U’s mission of “excellence in teaching, learning and research, providing an exceptional student experience leading to a life of Integrity and Lasting Purpose.”

## Northeast College Dean publishes *Sports Nutrition for Masters Athletes*

Northeast College of Health Sciences is proud to announce the publication of a new book by Dr. Peter Nickless, the College’s dean of online education and an expert in sports nutrition. The book, “Sports Nutrition for Masters Athletes,” is available through Wiley publishing services and offers essential guidance for athletes 35 and older looking to optimize their performance and overall health. sports nutrition book

Drawing from cutting-edge research and decades of experience in nutrition and education, Nickless provides practical, evidence-based strategies tailored to the unique needs of masters athletes. The book explores key topics such as fueling for endurance, maintaining muscle mass and recovering effectively after exercise—all with the goal of empowering older athletes to achieve peak performance. To learn more about “Sports Nutrition for Masters Athletes” or to purchase the book, visit Wiley’s [website](#).



“Masters athletes are a growing population, and they face unique challenges when it comes to nutrition and performance,” said Nickless. “This book is designed to be an indispensable resource for anyone who wants to stay active, competitive and healthy as they age.”

Nickless brings an impressive background to this work, including a doctorate in chiropractic (D.C.), a Ph.D., several master’s degrees, and years of teaching, research and consulting in the fields of sports nutrition and health sciences. A celebrated educator at Northeast College, he has been instrumental in advancing the College’s online programs — including an M.S. in applied clinical nutrition — and inspiring future healthcare leaders.

### **Symposium 2025 back at Logan University**

Chiropractors and health science professionals are invited back to Logan University’s campus this spring for the [Symposium 2025](#). Taking place May 1 to May 3, this year’s Symposium offers engaging learning opportunities, exciting social events and the chance to connect with peers and



industry professionals. This is the university’s tenth year hosting Symposium.

“We are thrilled to welcome attendees back on campus for Logan’s Symposium 2025,” said Amber Henry, M.Ed, Ed.S., Ed.D., Logan’s director of continuing education. “This year’s event offers the opportunity to experience our beautiful campus while engaging with exceptional speakers. We have a wide variety of topics and several opportunities for participants to connect with peers and exhibitors. This year’s symposium will be both educational and inspiring.”

With 40 concurrent sessions and seven main speakers, participants will have the opportunity to earn a total of 19 hours of continuing education credit (17 hours offered in-person and two hours offered online after the event). Office staff, chiropractic assistants and office managers are invited to attend a six-hour training course with Evan Gwilliam, DC, MBA, QMCC, CPC, CCPC, CPMA, CPCO, AAPC Fellow. Dr. Gwilliam will share insights and advice regarding healthcare compliance, coding and documentation.

Additionally, we look forward to welcoming Dr. Garrett Thompson, DC, PhD as the eighth president of Logan University with an investiture ceremony.

### **SCU chiropractic student wins professional baseball chiropractic society scholarship**

Southern California University of Health Sciences (SCU) is proud to spotlight the accomplishments of George Zakhary, a dedicated Chiropractic student with a passion for sports medicine. George has been honored as the recipient of the 2024 Professional Baseball Chiropractic Society (PBCS) Scholarship, a testament to his passion and dedication to the field. He received the recognition at the annual PBCS meeting held in November 2024 in Naples, Florida, alongside some of the top professionals in sports chiropractic care.

This recognition is a significant milestone for George and SCU, highlighting our university’s commitment to producing future healthcare professionals. George’s achievement underscores SCU’s emphasis on fostering excellence and innovation in chiropractic education, particularly in sports medicine.

Currently serving as a chiropractic intern at the Area 13 Navy Sports Medicine Clinic in Camp Pendleton, George provides care to active-duty Marines, further solidifying his expertise in injury management and performance optimization. His ability to adapt his skills to serve diverse populations, from

*Continued on next page*

# Chiropractic College News

*Continued from last page*

professional soccer players to military personnel, showcases his commitment to advancing chiropractic care.

Beyond clinical practice, George has presented his research at prominent conferences, including the American Public Health Association and ACC-RAC, contributing valuable insights into non-pharmacological approaches to pain management. Pursuing a Certified Strength and Conditioning Specialist (CSCS) certification exemplifies his dedication to continuous learning and professional development.

## **Parker Seminars presents: Innovate, Empower and Transform**



Join Parker Seminars at the brand-new Caesars Forum Event Center in Las Vegas for an extraordinary three-day experience that redefines possibilities. Featuring a world-class lineup of visionary speakers in business, human performance, healthcare, technology, and

leadership, Parker Seminars bridges its rich chiropractic heritage with a forward-thinking approach to empower innovators and leaders across industries.

If you're looking to level up in sports chiropractic, this is your chance. The ICSC Lower Extremity Course is happening at Parker Seminars Las Vegas, giving you a direct path to certification and opportunities at major sporting events—including the LA2028 Olympics.

Parker Seminars and BioMolecular Premier Track: This is where science meets real-world results. Andy Galpin and Dan Garner are bringing advanced training on exercise technique, hypertrophy, speed, power, and strength to Parker Seminars Las Vegas. Whether you're dialing in movement mechanics or fine-tuning programming, these sessions will change the way you train and coach.

[More info](#)

**Seminar Dates: March 20-22, 2025: 8:30am - 6:30pm**

[Click here to register](#)

## **CapU and The Community Solution sign memorandum to enrich chiropractic learning**

Capilano University (CapU) has entered into a Memorandum of Understanding (MoU) with The Community Solution Education System that formalizes a pathway for CapU kinesiology students to enter the Doctor of Chiropractic program at University of Western States (UWS).

"I am thrilled with this new partnership, which signals that Capilano University's Bachelor of Kinesiology prepares students to successfully enter health-related doctoral programs such as the chiropractic doctoral program at UWS," said Caroline Dépatie, dean, Faculty of Global & Community Studies at Capilano University.

"We are proud to collaborate with CapU to create new pathways for students to pursue careers in chiropractic health care," said Nathan Long, president of UWS. "This partnership reflects our shared commitment to advancing whole-person health education and preparing the next generation of health-care professionals to make a meaningful impact in their communities. It's also a clear example of the value our university receives as a proud member of The Community Solution, allowing us to expand opportunities for students and foster more collaboration across institutions."

The agreement also outlines additional opportunities for collaboration, including supporting the exchange of materials, faculty and students, and professional development and research activities. Additionally, CapU kinesiology students enrolling in the chiropractic doctoral program at UWS are eligible to receive transfer credits for four courses (11.5 credits) and can complete some practicums in Canada.

"This partnership exemplifies The Community Solution's commitment to building strong relationships that benefit both students and institutions," said Michael Horowitz, chancellor of The Community Solution. "By collaborating with forward-thinking universities like CapU, we're expanding access to high-quality education and advancing students' professional goals. We look forward to creating similar partnerships throughout our System."

[Applications](#) are now open for the four-year Bachelor of Kinesiology (BKin) program at CapU, which is expected to graduate 40 students this year. The degree focuses on

developing students' knowledge of how to assess, design and implement programs to facilitate health behaviour change, leading to improved lifestyles and prevention of chronic diseases.

The UWS Doctor of Chiropractic (DC) program is a rigorous, 12-quarter doctoral program that is designed to be completed in three years. Students learn from experienced faculty with practice experience and clinical training at the UWS campus in Portland, Ore.

### **SCU research: breaking barriers in Integrative Health Collaboration**

Research from Southern California University of Health Sciences (SCU) is paving the way for stronger ties between small integrative health institutions and leading research universities. The study, a collaboration between faculty from SCU and six other institutions, highlights how these partnerships can reshape healthcare and research.

Published in the *Journal of Integrative and Complementary Medicine*, the article, *Cross-Sectional Survey Analysis of Institutional Research Partnerships in Complementary and Integrative Health: Identifying Barriers and Facilitators*, dives into the strengths and challenges of these collaborations.

The study surveyed researchers from five fields of integrative

health—acupuncture, chiropractic medicine, massage therapy, naturopathy, and yoga. It found:

- 38% of projects began with targeted funding.
- Over 60% included educational and faculty development programs.
- Partnerships boost research innovation, professional growth, and integration of holistic health.

“These partnerships can be a win-win-win,” said SCU’s Research Director, Dr. Steffany Moonaz, PhD, a co-author of the paper. “R1 institutions benefit from the clinical expertise that schools like SCU can offer, while our schools gain access to the resources of the R1. And lastly, the public benefits from more clinically relevant and better resourced integrative health research that we can conduct through these partnerships.”

At schools like SCU and MUIH that train integrative health clinicians, we need tools to ensure that our students are equipped with the skills of health literacy and evidence-based practice to provide state-of-the-art care in our fields,” said Dr. Moonaz. “The development of this tool allows us to evaluate these skills in a way that was previously only available for conventional medical students. This is an important step forward for advancing clinical education in integrative health fields.”



# Campus news wanted

[CandSpublishing@gmail.com](mailto:CandSpublishing@gmail.com)

# IACP Marketplace

## *The IACP News,*

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

**Build your business right here!**



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<sup>®</sup>**  
The Network That Works for Chiropractic!

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](http://www.chirohealthusa.com)

[info@chirohealthusa.com](mailto: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 Catherine today at: [CandSpublishing@gmail.com](mailto:CandSpublishing@gmail.com)**



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

## Take over 100+ weekly visits in the UK Be the Chiropractor You Want to Be

You trained to be a Chiropractor to help people and have a good quality of life. But, if you are like many Chiropractor's it can become stressful, you get stuck and don't grow. You're not earning what you'd like to, you find yourself isolated and out of love with Chiropractic.

You deserve to have a fun and profitable practice. A place where you can impact patients' lives as part of a community of like minded chiropractors.

That's Where We Come In — Everything you need in one place.

At Willow, we believe Chiropractors should be able to focus on their patients and their own professional mastery. By joining our community, you'll have the support system in place, where you have less stress, earn more, and can focus on being the Chiropractor you want to be in a wellness clinic that prioritises patient care.

Here's How We Help:

- Master Your Craft, We'll Handle the Rest: Say goodbye to the distractions of management, marketing, and other administrative burdens. We ensure you have the time and space to focus on your patients and your growth.
- Move Abroad with Ease: Relocating is simple with our support, allowing you to enjoy a new culture while staying focused on your craft.
- Personalized Career Development: With tailored mentorship and professional development with world-class coaches such as Brad Glowaki, we help you level up in your expertise and reach new heights in your professional mastery.
- A Community of Support: Join a team of like-minded professionals who are invested in your success. With our network, you can focus on your Chiropractic practice while we support your administrative needs.
- Incredible Clinics: Open plan clinics where we see over 100 visits a week
- Work-Life Balance: We prioritise your well-being with balanced schedules and a supportive workplace, so you can focus on delivering exceptional care and enjoying life outside of work.
- Unlock Your Earning Potential: Our compensation structure ensures you'll be profitable and increase your earnings.

Focus on Your Patients and Your Passion—We've Got the Rest. When you join our community, you're free to focus on your purpose: changing lives and mastering yourself. You bring the passion and drive, and we'll take care of the noise. Together, we'll help you grow as a Chiropractor, while making a bigger impact on the lives you touch.

[Book a visit](#) to see for yourself or visit [ChiropracticJobs.com](http://ChiropracticJobs.com) to explore our open positions and find out how we can support you to be the Chiropractor you've always wanted to be.



# Office Posters



We have created a FREE [printable PDF](#) of the ***Succeed this year by improving your goals***

poster on the following page, and the following posters are available online:

***The drug-free approach to pain reduction***

***Get up and move!***

***STRETCHING for better joint health***

***Easy exercises to keep your neck healthy***

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

***Tips for safe stretches***

***Don't let pain keep you from enjoying life***

***Walking now touted as "a wonder drug"***

***Four ways to avoid pain and injury when starting an exercise regime***

Please feel free to print out and use any or all of the flyers. Or, make them available as handouts to your patients.

They are available on the website, [www.IACPnews.com](http://www.IACPnews.com) in an easy to print format.

Each has the following tagline:



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



# Succeed this year by improving your goals

The key to setting good goals is making them aspirational and yet attainable at the same time — something you want to work toward, and you can honestly see yourself achieving. Choosing goals that are too big, or that requires a big overhaul of your daily routine, will only set you up for frustration and failure. It's also smart to pick a goal that can be broken down into a clear step-by-step process to conquer it. When you can take small steps, the task ahead isn't so daunting and challenges are much easier to overcome.

The very first step, though, is to figure out exactly what you want. Many people choose to focus on goals that boost their health (like resetting your sleep schedule) while others reorganize their home or commit to random acts of kindness. Here are a few potential goals that will make you feel better physically and, perhaps, mentally. Remember, even if you fall off the wagon today, tomorrow is a new day to get back on track.

## *1. Make time for family*

In today's chaotic world, having family time isn't always easy. It can get pretty hard to coordinate schedules, especially if the family is large. Life demands that we work, attend school, nurture friendships, hobbies, etc. All of those things are extremely time-consuming and important—but so is spending time with your family. It may sound cheesy, but if you have healthy family relationships, do everything you can to maintain them. Family members can help you get through tough times and celebrate the great times. This year, try to carve out one-on-one time with loved ones.

## *2. Budget your money wisely too*

Becoming financially secure doesn't have to be a chore; however, it does take discipline and careful planning. First, you should figure out what your financial goals are, and then take steps to achieve them. Budgeting doesn't mean you can't spend money. Budgeting is just the process of sitting down to think about what your priorities are — what you would like to spend money on and what you want to avoid spending money on — within your income limits. Like any new habit, it might be best to ease into new spending behaviors so you're able to commit to long-term changes.

## *3. Cut back on alcohol*

There's a reason dry January and sober October are popular today. Actually, there are many reasons! Not only is drinking alcohol associated with a wide range of health risks, it also costs a lot of money. This year, consider joining the sober curious movement by cutting back on how much you drink. In the process, you might improve your mood, sleep, skin as well as your immune system. While a drink or two might help you fall asleep, alcohol disrupts your sleep cycle. The more you drink (and the more regularly you drink), the worse your sleep will be.

## *4. Prioritize sleep*

Like eating nutritious food, drinking water, and exercising regularly, getting quality sleep is an important component of overall health. A lack of sleep can lead to an array of problems, from memory problems to immune system challenges. A good night's sleep restores the body and improves energy levels, so waking up well-rested can have a positive impact on an individual's mood. Quality sleep also promotes cardiac health. Sleep impacts the body's relationship with the hormone insulin, which helps blood sugar, or glucose, enter the body's cells. The cells then use glucose as energy. Sleeping seven hours or more each night helps ensure blood sugar is regulated in the body.

Check with your Doctor of Chiropractic for more recommendations to improve the quality of your life!



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

# The Idaho Association of Chiropractic Physicians

## *The IACP News*

### Display Advertising Policy, Rates and Information

The Idaho Association of Chiropractic Physician's *IACP News* is a full-color digital newsletter, published monthly and distributed to member doctors of chiropractic across Idaho as well as out-of-state members and student members.

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

**Classified Ads:** IACP accepts classified ads. They are published without cost for IACP members, but can also be purchased for \$100 by non-members. For additional information about placing a classified ad, contact Caroline Merritt, IACP Executive Director at (208) 515-6263 or [caroline@idahotrueorth.com](mailto:caroline@idahotrueorth.com).

**Ad Sizes and Rates:** IACP reserves the right to determine position and placement of all advertising. Special positioning may be purchased for an additional 20% if space is available. Inside Cover and Back Cover are charged additional 20% for special positioning. **15% off these rates for IACP Members.**

Ad Type	Ad Size	1 run	3 runs	6 runs	12 runs
Full page (bleed)	8 5/8" wide by 11 1/4" tall	\$450	\$414	\$378	\$330
Full page (boxed)	8" wide by 9 3/4" tall	\$450	\$414	\$378	\$330
Half page	8" wide by 4 3/4" tall	\$267	\$264	\$224	\$190
One Third (V)	2 3/8" wide by 9 3/4" tall	\$190	\$174	\$159	\$140
One Third (H)	8" wide by 3 1/8" tall	\$190	\$174	\$159	\$140
Quarter Page	3 7/8" wide by 4 3/4" tall	\$160	\$146	\$134	\$115
One Sixth	3 5/8" wide by 2 7/8" tall	\$105	\$97	\$88	\$75

Rates are for full color ads **per insertion**. Ads published under a multi-run contract can be changed for each issue at no additional cost. Flash animation (.swf files), animations (.gif format) and video clips can be added to any ad. There is no extra charge for video clips or multi-media in ads unless "assembly" of the ad is required. Some file size limitations apply. For details contact [CandSpublishing@gmail.com](mailto:CandSpublishing@gmail.com). Email camera-ready ads in high resolution Adobe Acrobat (.pdf) format to: [CandSpublishing@gmail.com](mailto:CandSpublishing@gmail.com). Ad creation and graphic design services are available through C&S Publishing at no additional cost.

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

The IACP News is produced for the IACP by C&S Publishing

Phone: 916-729-5432 • Email: [CandSpublishing@gmail.com](mailto:CandSpublishing@gmail.com)