



## Prosperity Through Unity Exceptional Care for Idahoans

January 2025

The IACP News, Vol. 9, No. 1

# Rehab and conditioning for older adults

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

Having strong muscles, bones and joints can make a tremendous difference in a person's quality of life as they age, enabling them to prevent falls and continue to engage in activities of daily living – enhancing their overall independence. Surprisingly, many people are not doing as much as they could to preserve their musculoskeletal health and strength, and others are doing nothing at all. Morgan Price, DC, a staff chiropractor at the Veterans Administration (VA) Puget Sound Health Care System, Seattle Division, has seen both scenarios in her VA practice over the years and wants to help patients – and their chiropractors – do better.

Dr. Price will present “Rehab and Conditioning for Older Adults” at ACA Engage this January in Washington, D.C., sharing insights as well as programming and resources to assist DCs in helping patients set and achieve goals. [Register for the conference here](#).



This one-hour course is designed to discuss the importance of movement and exercise from the perspective of flexibility, balance, strength, floor recovery, bone density, muscle composition, activities of daily living (ADL) independence,

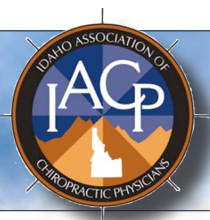
*Continued on page 5*

## Succeed in 2025 by improving your goals

*With the big holidays behind us, January provides a mental fresh start and the freedom to say goodbye to whatever happened in 2024. It's all a matter of setting the perfect goals.*

*Continued on page 6*





# 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

Join the Pack - become a member of IACP	Page 4
2025 IACP Annual Convention April 25-27, 2025	Page 4
Rehab and conditioning for older adults (Continued from front page)	Page 5
Save the Date: ACA Engage 2025, January 22-25	Page 5
Succeed in 2025 by improving your goals (Continued from front page)	Pages 6 - 7
Ultraprocessed foods may disrupt your body's fight against cancer cells	Pages 8 - 9
ChiroHealth USA: Responding to online reviews and HIPAA	Pages 10 - 11
Latest Research: Sugar takes another hit	Pages 12 - 13
Stand above the rest: Marketing medical integration	Pages 14 - 15
Chiropractic News	Pages 16 - 17
Palmer College offers adjusted reality podcast	Page 18
Willow Chiropractic - advertisement	Page 19
Chiropractic College News	Pages 20 - 23
The IACP Marketplace: Featured Businesses & Suppliers	Page 24
Classified ads	Page 25
Office poster notice	Page 26
<b>POSTER:</b> Succeed this year by improving your goals	Page 27
IACP News Display Advertising Rates and Sizes	Page 28

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



# “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 us into the future!



## 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.*

# Rehab and conditioning for older adults

*Continued from front page*

fall prevention, and quality-of-life maintenance that you are well-positioned to program as a chiropractor. As our patients age, we need have conversations with them surrounding the importance of bone, joint, and muscle health that are different from our 30-year-old patients. Every year we age, it is more challenging to maintain things such as muscle mass, bone density, and walking capacity if we are not actively training to do so.

Older adults have a vast variety of “starting lines” and “finish lines” for exercise pursuits, and many can tolerate advice beyond the generalized stretching they are usually prescribed. We will discuss resources available for movement and exercise support for our patients as well as common barriers (lumbar spinal stenosis with neurogenic claudication, joint replacements, fall risk, etc.) and how to navigate them.

This course will discuss how to reverse engineer functional goal setting and how to incrementally progress. We will discuss ongoing initiatives such as the Center for Disease Control and Prevention’s STEADI Algorithm, the American Public Health Association’s 2023 Fall Prevention initiative, and any updates from the Clinical Compass Best Practice Guideline. Take homes (i.e. “Monday morning application”) will include easy to implement, low-tech rehab

programming examples and foundational knowledge that every practitioner should know.

Working in the VA, Dr. Price treated a wide variety of patients between the ages of 22 and 92. She able to see who thrives in older age as well as the shortcomings of those who do not. Price is also a provider in a VA multidisciplinary clinic called Movement is Medicine with a physiatrist and rehab psychologist that is solely focused on exercise and movement pursuits.

Attendees at ACA Engage 2025 will build confidence with a systematic way to both program and ensure their patients are getting enough physical activity (and the right types of physical activity) to age gracefully.

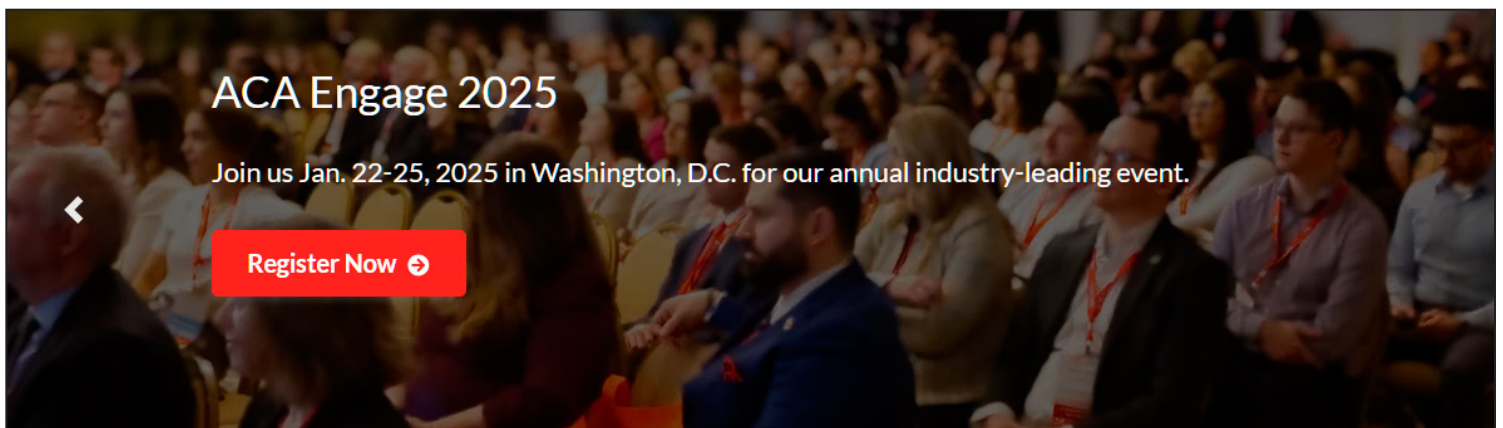
Doctors of Chiropractic will be able to improve the lives of many older adults and help them build confidence in their own bodies when they are able to improve skills that directly improve their quality of life, such as fall prevention, floor recovery, walking capacity, strength, bone density, and ultimately independence. They will educate themselves on programming that they can do directly, as well as learn how to connect people with resources in their communities and on a national scale, such as Silver Sneakers and Veterans Yoga Project.

## Save the Date: ACA Engage 2025, January 22-25



Omni Shoreham Hotel, Washington, D.C.

ACA’s annual conference positions members for success by offering cutting-edge education, networking, leadership-development opportunities and chiropractic’s Day on Capitol Hill.





# Succeed in 2025 by improving your goals

Continued from front page

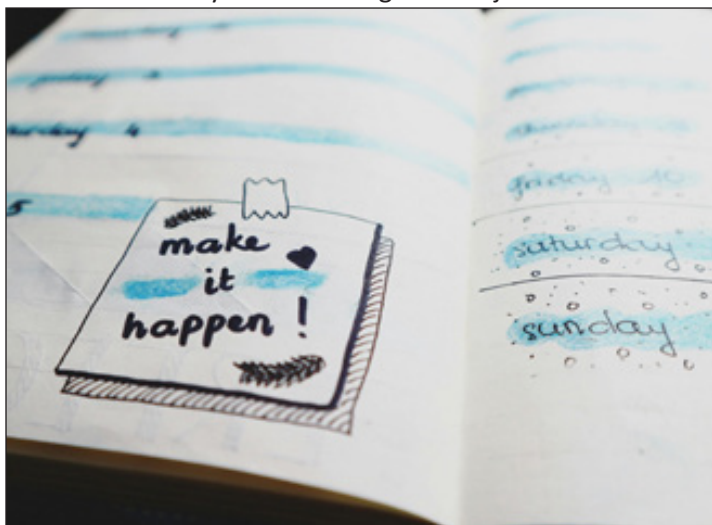
The key to setting good goals is making them aspirational and yet attainable at the same time — something you want to work toward, and you can honestly see yourself achieving. Choosing goals that are too big, or that requires a big overhaul of your daily routine, will only set you up for frustration 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. Start a gratitude journal

This may just be the easiest New Year resolution, and it's also one that can really help you feel better. Recognizing the things in your life that you can be grateful for is good for your mental and physical wellness. "It literally breathes new life into us. It recharges, and it rejuvenates," said Robert Emmons, Ph.D., a professor of psychology at the University of California, Davis and founder of a research lab that studies the effects of grateful living. The best part? It takes only a few minutes a day to write in a gratitude journal.



## 2. 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 — close friends can be family too!

## 3. Create a realistic budget

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. Budgeting apps can help you do this as painlessly as possible. You can also get creative with cash-back programs to save money on purchases you're already planning to make.

## 4. 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.

## 5. Prioritize sleep

Like eating nutritious food, drinking water, and exercising regularly, getting quality sleep is an important component of overall health. It's time to stop shrugging off issues like

insomnia and sleep apnea and make a solid effort toward high-quality shuteye. 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.

## *6. Quit smoking*

Even if you've smoked for many years, you can reverse the harmful effects of smoking and experience health benefits from the first hours you stop smoking to the decades after you quit. According to the Surgeon General, quitting is the single most important step someone can take to improve the length and quality of their life. As soon as you quit, your body begins to repair the damage caused. Cigarettes are extremely harmful for your health, particularly your lungs — but tobacco products in general (including vapes!) pose a serious threat. Studies show the benefits of quitting smoking. This includes health and financial benefits that can save lives and money. While it's best to quit as early in life as possible, quitting at any age can lead to a better lifestyle and health.

## *7. Exercise your brain*

Exercising the brain to improve memory, focus, or daily functionality is a top priority for many older adults. But people of all ages can benefit from incorporating a few simple brain exercises into their daily life.

In the 1990s researchers announced a series of discoveries that would upend a bedrock tenet of neuroscience. For decades the mature brain was understood to be incapable of growing new neurons. Once an individual reached adulthood, the thinking went, the brain began losing neurons rather than gaining them. But evidence was building that the adult brain could, in fact, generate new neurons. In one particularly striking experiment with mice, scientists found that simply running on a wheel led to the birth of new neurons in the hippocampus, a brain structure that is associated with memory. Since then, other studies have established that exercise also has positive effects on the brains of humans, especially as we age, and that it may even help reduce the risk of Alzheimer's disease and other neurodegenerative conditions.



## *8. Get your heart rate up!*

At a time when less than half of adults in the U.S. get the recommended amount of exercise, there is new evidence that climbing stairs can reduce the risk of heart disease and help people live longer.

A new [meta-analysis](#) presented at a European Society of Cardiology conference finds that people in the habit of climbing stairs had about a 39% lower likelihood of death from heart disease, compared to those who didn't climb stairs. They also had a lower risk of heart attacks and strokes.

When you increase your heart rate through physical activity such as stair climbing, running, or biking, it helps strengthen the heart muscle and makes it more efficient at pumping blood and oxygen throughout your body. Increasing your heart rate through physical activity also helps regulate and lower blood pressure, blood sugar, and cholesterol levels, which are significant risk factors for heart disease.

# New Research: **Ultraprocessed foods may di**

New [research](#) published recently in the journal of the *British Society of Gastroenterology* suggest that the food we eat may affect our ability to fight cancer cells in the colon.

We all know that we are what we eat. Simple to understand, but often difficult to implement in our busy lives. Fast food can be so easy and convenient. But, this new study says that an overabundance of certain omega-6 fatty acids — perhaps from ultraprocessed foods — may hinder the anti-inflammatory and tumor-fighting properties of another essential fatty acid, omega-3.

As a society we are facing significant health problems.

- The United States ranks ninth in life expectancy among nations in the developed world.
- We have a workforce plagued with absenteeism and reduced productivity because of chronic health problems, including depression.
- 78 percent of healthcare expenditures are for the treatment of chronic disease.



Many researchers now believe that these problems are partly related to diet. While they used to believe that diseases—such as type II diabetes, obesity, heart disease, stroke, and certain cancers — were caused by a single gene mutation, they are now generally attributing these conditions to a network of biological dysfunction. And the food we eat is an important factor in that dysfunction, in part because our diets lack the necessary balance of nutrients (Proceedings of the Nutrition Society, 2004).

To prevent the onset of these diseases, we need to understand how multiple nutrients in a diet interact and affect our body's functions.

“There are mutations every day in the GI (gastrointestinal) tract, and normally they’re quashed right away by the immune system with the help of molecules or mediators from omega-3s,” said Dr. Timothy Yeatman, senior coauthor of the study published in *Gut*, the journal of the *British Society of Gastroenterology*.

Titled, *Integration of lipidomics with targeted, single cell, and spatial transcriptomics defines an unresolved pro-inflammatory state in colon cancer*, that work concluded:

“We show that the lipidomic profile of CRC tumours exhibits a distinct pro-inflammatory bias with a deficiency of endogenous resolving mediators secondary to defective lipid class switching. These observations pave the way for ‘resolution medicine’, a novel therapeutic approach for inducing or providing resolvins to mitigate the chronic inflammation driving cancer growth and progression.”

Timothy Yeatman, a surgical oncologist and professor at the University of South Florida and the Tampa General Hospital Cancer Institute and one of the study’s authors said: “If you have a body subjected to years of a chronic inflammatory milieu created by an imbalance of omega-6s, the type commonly found in ultraprocessed and junk foods, I believe it’s easier for a mutation to take hold and harder for the body to fight it.”

“There are two components to healing from injury or infection,” Yeatman said. “First, the immune system fights the infection with inflammation, like a fever, and then resolves that inflammation with specialized pro-resolving mediators created from derivatives of omega-3s.”

However, omega-3 mediators only come into play when



# Disrupt your body's fight against cancer cells

the body is fighting inflammation and are therefore often difficult to detect during the initiation of inflammation, said study coauthor Dr. Ganesh Halade, an associate professor of internal medicine at the University of South Florida. To overcome that obstacle, Halade said he used a highly sensitive analytical technique to identify trace amounts of different mediators from omega-3 in the cancer tumor samples while also measuring levels of omega-6.

"This is the first study to see in a comprehensive way how the molecules coming from omega-3 and omega-6 behave in the cancer tumor and normal control tissue from the same patient," Halade said.

"We found the control tissue has a perfectly fine balance of molecules from omega-6 and omega-3," he said. "However, we found a tremendous imbalance in the tumor microenvironment — omega-6 fats coming from ultraprocessed foods were making more proinflammatory molecules inside the cancer tumor, but not in the control tissue."

Bottom line: Without enough omega-3s available to help control the inflammatory reaction created by the body's response to cancer, inflammation continues to rage, further damaging cell DNA and prolonging an environment conducive to the cancer's growth.

A Western diet is often high in omega-6 fatty acids, experts say, due to widely available seed oils often used to fry fast foods and manufacture the ultraprocessed foods that now make up about 70% of the US food supply. Linoleic acid, an omega-6 fatty acid that is found in corn, peanut, soybean, safflower and sunflower oils, is the most common omega-6 in the US food supply.

Many people have a significant imbalance of omega-6 to omega-3 in their bodies — a 2015 [study](#) found levels of linoleic acid have increased by 136% in the fat tissue of Americans over the past half century.

That work titled, *Increase in adipose tissue linoleic acid of US adults in the last half century*, said: "Our results indicate that adipose tissue LA has increased by 136% over the last half century and that this increase is highly correlated with an increase in dietary LA intake over the same period of time."

Providing a cautionary note is Dr. Bill Harris, a professor of internal medicine at the Sanford School of Medicine at

the University of South Dakota, who was not involved in the new research. He said, "It's a leap to say that omega-6s from ultraprocessed foods are the cause [hindering the anti-inflammatory and tumor-fighting properties of omega-3]. Americans have few omega-3s because they dislike fatty fish such as mackerel, herring and sardines, which are great sources" he said.

Colorectal cancer was traditionally a disease of the old, but no longer. Cancer of the rectum and large intestine is on a deadly march among people as young as age 20, with diagnosed cases continuing to rise among those younger than 50 in the United States and around the world.

Researchers at Dana-Farber Cancer Institute are calling for more work to be done to understand, prevent and treat colorectal cancer at younger ages. Among younger adults, ages 20 to 49, colorectal cancer is estimated to become the leading cause of cancer-related deaths in the United States by 2030.

That estimate comes from a 2021 [work](#) published in the *JAMA Network Open* titled, *Estimated Projection of US Cancer Incidence and Death to 2040*.

"This study estimated that the most common cancers in 2040 will be breast (364 000 cases) with melanoma (219 000 cases) becoming the second most common cancer; lung, third (208 000 cases); colorectal remaining fourth (147 000 cases); and prostate cancer dropping to the fourteenth most common cancer (66 000 cases). Lung cancer (63 000 deaths) was estimated to continue as the leading cause of cancer-related death in 2040, with pancreatic cancer (46 000 deaths) and liver and intrahepatic bile duct cancer (41 000 deaths) surpassing colorectal cancer (34 000 deaths) to become the second and third most common causes of cancer-related death, respectively. Breast cancer (30 000 deaths) was estimated to decrease to the fifth most common cause of cancer death."

Adults across the United States are being diagnosed with colon and rectal cancers at younger ages, and now 1 in 5 new cases are among those in their early 50s or younger, according to the [American Cancer Society's](#) latest colorectal cancer report. The report says that the proportion of colorectal cancer cases among adults younger than 55 increased from 11% in 1995 to 20% in 2019. There also appears to be an overall shift to more diagnoses of advanced stages of cancer.



# RETENTION

Do you want more patients in wellness care?

50% of CHUSA patients renew their memberships.

Your journey to a healthier practice and a wealthier you is one scan away.



**CHUSA** *Profitable  
Discount  
Strategy*

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

# Responding to online reviews and HIPAA

By Dr. Ray Foxworth, DC, FICC, ChiroHealthUSA

Online reviews have become a cornerstone of consumer decision-making. Healthcare is no exception. For chiropractors, these reviews can make or break their reputations. Positive reviews attract new patients, while negative ones can deter potential patients if not appropriately handled. However, responding to online reviews in healthcare comes with a unique challenge: compliance with the Health Insurance Portability and Accountability Act (HIPAA).

## Why Responding Matters

Engaging with patient reviews shows that your practice values feedback, cares about patient experiences, and is committed to improvement. It's also an opportunity to showcase professionalism and attract new patients. However, even acknowledging someone as a patient without their explicit consent in healthcare can violate HIPAA. (Bass, Berry & Sims, 2024)

## The Risks of Mishandling Reviews

HIPAA protects patient information, known as Protected Health Information (PHI), which includes medical details and the fact that someone is your patient. Disclosing PHI in response to an online review, even unintentionally, can lead to severe consequences, such as: (AMA)

- Penalties ranging from \$100 to \$1.5 million for breaches.
- Office for Civil Rights (OCR) investigations lead to costly corrective actions.
- Damage to your practice's reputation and patient trust.

## Compliant Ways to Respond to Reviews

While the risks are real, chiropractors may still engage with reviews safely and effectively. Here's how: (Borchik)

### 1. **Avoid Confirming Patient Status**

- Never explicitly confirm or deny that the reviewer is a patient. Instead, use neutral language such as, "We appreciate your feedback and strive to provide excellent care to everyone who visits our clinic."

### 2. **Stay General**

- Discuss your practice's policies or values without referencing specific visits or treatments. For example, "We aim to ensure a positive experience for all visitors and welcome opportunities to improve our services."



### 3. **Train Your Team**

- Ensure your social media manager or any team member handling online interactions is trained on HIPAA compliance. Regular refreshers can help maintain awareness of privacy regulations.

### 4. **Use Pre-Approved Responses**

- Work with legal counsel to develop a library of compliant, pre-approved responses tailored to different types of reviews.

### 5. **Leverage AI Tools Carefully**

- Some AI tools can assist with responding to reviews, but they must be vetted to ensure they do not access or inadvertently disclose PHI.

### 6. **Encourage Direct Contact**

- Redirect discussions about specific issues offline. For example: "We'd like to learn more about your concerns. Please contact our office directly at [phone/email] so we can address them appropriately."

A HIPAA-compliant review strategy isn't just a best practice—it's a vital component of patient engagement and reputation management. Following these guidelines can protect your practice while reaping the benefits of an active online presence.

*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.*

*Dr. Foxworth is deeply committed to advancing the chiropractic profession, which is evident through his leadership roles. He is an at-large board member of the Chiropractic Future Strategic Plan and holds an executive board position with the Foundation for Chiropractic Progress.*



# Latest Research:

## Sugar takes another hit

What kind of sugary treat you are having might change its impact on your health, according to a new [study](#). The work done in Sweden studied 69,705 men and women, observing their diets and sugar intake.

Titled, *Added sugar intake and its associations with incidence of seven different cardiovascular diseases in 69,705 Swedish men and women*, the study investigated the associations between intake of added sugar and various sugar-sweetened foods and beverages and risk of 7 cardiovascular diseases in 69,705 participants aged 45–83 years (47.2% female) from the Swedish Mammography cohort and Cohort of Swedish men.

Sugary drinks were associated with a greater risk of developing cardiovascular health disease than sweets like baked goods, said lead study author Suzanne Janzi, a doctoral student in nutritional epidemiology at Lund University in Sweden. Their Results stated:

“Added sugar intake was positively associated with ischemic stroke and abdominal aortic aneurysm, although the highest risks of most outcomes were found in the lowest intake category. Positive linear associations were found between toppings intake and abdominal aortic aneurysm, and between sweetened beverage intake and ischemic stroke, heart failure, atrial fibrillation, and abdominal aortic aneurysm. Negative linear associations were found between treats intake (pastries, ice cream, chocolate, and sweets) and all outcomes, and between toppings intake (table sugar,



honey, jams, and marmalades) and heart failure and aortic stenosis.”

The researchers looked at sugar consumption in three categories: sugary beverages, sweets like pastries, and toppings like honey or sugar added to tea or coffee.

Consuming sweet drinks (all sodas and fruit drinks that were not pure fruit juices) was associated with a higher risk of heart disease than those individuals who had more baked treats, but surprisingly those participants who consumed the least amount of sugar did not end up with the lowest risk of heart disease.

It is important to note that the study was observational, meaning that while researchers found associations, they can't say for sure that the ways people ate sugar caused the different rates of heart disease. They did adjust for other factors that might also influence the association, including age, sex, alcohol, smoking, exercise level and body mass index, or BMI. But there may be others that they have not accounted for in their analysis.

The results are also limited by the population studied, which is primarily of European descent, said Dr. Robert Eckel, professor emeritus of medicine at the University of Colorado Anschutz medical campus and former president of the American Heart Association.

Outside factors might be behind the association between low added sugar intake and increased cardiovascular risk, since there are no biological mechanisms to explain it. It could also be that those who limit their sugar consumption to extremely low levels are doing so for an existing health condition, or that they have very restrictive diets overall that do not provide all the important nutrients they need.

There are some biological theories behind why sugary drinks are more associated with heart disease than pastries, lead study author Janzi said.

“Liquid sugars are absorbed more rapidly in the digestive system since they do not require the same breakdown processes as solid foods,” she said. “Solid sugars are often part of foods that contain other nutrients like fiber, proteins, and fats.”

Those nutrients slow digestion, meaning there is a more gradual release of sugar into the bloodstream, Janzi said. While fats, fiber and proteins in solid food leave you feeling fuller longer, liquid sugars often don't fill you up — which can lead to appetite dysregulation and the consumption of too many calories, she added.

“Different sources of added sugars also vary in their consumption patterns, which could further explain why they associate differently with cardiovascular disease risk,” Janzi added.

The study suggests that you don't need to cut out all sugar to prevent cardiovascular disease, Janzi said.

The findings suggest that the associations between added sugar intake and cardiovascular diseases vary by disease and source of added sugar. The findings emphasize the adverse health effects of sweetened beverage consumption and indicate higher cardiovascular diseases risks with lower treats intake, which warrants further investigation.

During the follow-up period, 25,739 participants were diagnosed with at least one CVD, including 6,912 cases of ischemic stroke, 1,664 cases of hemorrhagic stroke, 6,635 cases of myocardial infarction, 10,090 cases of heart

failure, 1,872 cases of aortic stenosis, 13,167 cases of atrial fibrillation, and 1,575 cases of abdominal aortic aneurysm. The associations between the added sugar intake and the studied outcomes were generally stronger in the first model (adjusted for age, sex, and total energy intake), but attenuated in the second model (additionally adjusted for lifestyle factors), and further attenuated in the main model (additionally adjusted for lifestyle factors, BMI, and dietary factors).

The findings of this study on the associations between added sugar and CVD risk indicate that the associations vary depending on the disease and the source of added sugar, demonstrating the importance of studying them separately. There were statistically significant linear associations between total added sugar intake and ischemic stroke and abdominal aortic aneurysm, but the highest risk of most of the studied outcomes were found in the lowest intake category. High intake of sweetened beverages was associated with higher risk for most of the studied outcomes, for which positive linear associations were found. In contrast, a low intake of treats was associated with a higher risk of all the studied outcomes. Incorporating the time-updated 2009 information in the analyses resulted in higher precision of the results.



# Stand above the rest: marketing medical integration

*This was first published as a blog by Advanced Medical Integration (AMI). The original article can be seen in full at the [AMI website](#).*

Chiropractors often face challenges in marketing their services compared to medical doctors and dentists. However, the concept of medically integrated practices offers a solution. By embracing this model, chiropractors can tap into the market advantage of medical doctors and provide patients with comprehensive care.

## Closing the Gap: Chiropractic vs. Medical Care

According to the American Chiropractic Association, chiropractors treat over 27 million patients annually. However, statistics show that a smaller percentage of the population seeks chiropractic treatment compared to medical care. Numbers from the Centers for Disease Control and Prevention show 83.6% of U.S. citizens visit medical healthcare practitioners within a year, while only 25% of U.S. adults have sought chiropractic treatment in the past five years. Nevertheless, studies by the National Institute of Health indicate that chiropractic care can be highly

effective in reducing pain, with 94% of patients experiencing significant relief.

## Reaching the Public: A Marketing Challenge

Chiropractors and their patients are aware of the effectiveness of chiropractic care, but convincing the wider public remains a challenge. To bridge this gap, chiropractors engage in intensive marketing, community outreach and expanding their staff. Meanwhile, many medical doctors struggle with a high patient load and limited time for each interaction.

Recognizing the market advantage of medical doctors, chiropractors are increasingly embracing medically integrated practices. These practices combine medical professionals' expertise with chiropractic care, offering patients a comprehensive treatment approach. Medically integrated practices generate more revenue than chiropractic-only practices and eliminate the need for extensive marketing campaigns. Moreover, they help educate the public about the benefits of chiropractic care.

# “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 us into the future!



## Building Trust and Embracing Change

In integrated practices, skeptics often embrace chiropractic treatment when recommended by a physician. Additionally, individuals who may have never considered chiropractic treatment become regular patients, advocating for its benefits. Chiropractic packaged within a medical office becomes a bonus for new patients.

## Changing Roles and Expanding Opportunities

While financially lucrative, integrated practices require chiropractors to assume the role of chief executive, overseeing practice operations instead of solely providing adjustments. This shift allows for stronger foundations, enhanced staff and business development and improved quality of care. With an increasing number of patients seeking conventional medical care, practice owners can reduce their investment in marketing efforts.

## Amplifying the Impact: The Value of Integration

Medically integrated practices offer medical providers a

fresh perspective on chiropractic care and provide patients with additional tools for their treatment plans. Patients view chiropractic as a valuable component of their overall healthcare journey. In contrast, medical doctors often face the challenge of managing patient expectations and resort to quick fixes such as prescriptions. Medically integrated practices provide a departure from this pharmaceutical-centric approach.

Integrated offices present an effective solution to marketing challenges faced by chiropractors. With the help of AMI, chiropractic owners can tap into and take advantage of the physician's market. Allowing for chiropractors to provide comprehensive care and educate the public about the benefits of chiropractic treatment.

*[Advanced Medical Integration](#) (AMI) is transforming the \$800 billion pain market by equipping private practice owners with the tools to thrive in their local markets. Led by Dr. Michael Carberry, D.C., and his wife Coleen Carberry, P.T., AMI empowers businesses to grow and scale with confidence.*



**Have news?**

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**

# Chiropractic News

## Save the Date: ACA Engage 2025, January 22-25

ACA's annual conference positions members for success by offering cutting-edge education, networking, leadership-development opportunities and chiropractic's Day on Capitol Hill. ACA Engage 2025 features a series of education sessions brought to you by ACA specialty councils to highlight chiropractic specialties.

Registration is open for Engage 2025! Engage 2025 will take place in Washington, D.C. from Jan. 22-25, 2025. ACA's annual conference positions members for success by offering cutting-edge education, networking, leadership-development opportunities, and chiropractic's Day on Capitol Hill. Engage is the premier chiropractic event of the year.

[Register and learn more.](#)

## F4CP celebrates successful global Chiropractic Health Month

Recognizing Global Chiropractic Health Month in October, the Foundation for Chiropractic Progress (F4CP) engaged in a series of initiatives raising awareness among consumers of chiropractic care as an effective drug-free pain management method and the benefits for overall health and wellness.

"Chiropractic care is an essential component of whole-being care," says Dr. Sherry McAllister, president, F4CP. "During Global Chiropractic Health Month, we aim to equip consumers with knowledge about the benefits of chiropractic care to prevent and optimize health as well as to alleviate pain with a drug-free pain management solution."

This year, F4CP partnered with the California Chiropractic Association (CalChiro) to raise awareness about the benefits of chiropractic care at the third-annual ChiroThon™. ChiroThon is a Jerry Lewis telethon-style event to celebrate, elevate and support the chiropractic profession by raising funds to expand national health awareness. Through this initiative, ChiroThon aims to generate resources that fuel national campaigns, increasing visibility and understanding of chiropractic care and its benefits for whole-being care. This year, 280k in-person and virtual attendees listened to educational and insightful vignettes provided by a wide range of experts on topics ranging from Alzheimer's research and

longevity to sports chiropractic. The event successfully raised over \$55k which will be used to support marketing and awareness campaigns for chiropractic care in California. All vignettes can be viewed and donations [here](#).

Following last year's successful report, F4CP conducted another consumer survey in partnership with The Harris Poll. Investigating preferred pain management methods of US adults, the poll found that more than four in five (82%) Americans have experienced back pain, of which over 67% of sufferers chose over-the-counter medication or a prescription pain reliever. This statistic outlines the importance of following the American College of Physicians Guideline approach to utilize a drug-free approach first. News from the survey was published by 519 outlets spanning the nation with a total potential engagement of over 215 million readers.

Following the successful Harris Poll launch, F4CP took to the airwaves to share findings from the poll and highlight chiropractic care as a safe and effective pain management method. F4CP secured 14 TV and radio interviews spanning across the nation's media outlets, including national NBC News Radio, with a total of 1.7 million estimated listeners and viewers.

"Global Chiropractic Health Month was a tremendous success for the chiropractic community," says Dr. Sherry McAllister, president, F4CP. "We are thrilled to have been able to provide educational resources and positive media outreach for our members. As awareness of the value of chiropractic care grows, and more consumers are discovering the profound benefits of this drug-free approach to pain relief and prevention, the chiropractic community can continue to thrive and expand."

## Scientists issue cautionary warning

Leading scientists have issued a cautionary warning over the 'unprecedented' risk posed by a lab-made life which could harm humans.

So-called 'mirror life' are synthetic organisms that are constructed out of mirrored versions of the molecules found in nature. Experts warn that these mirror organisms would be 'invisible' to life on Earth, allowing them to slip past the



immune defences of all known organisms. If mirror bacteria were to escape from the lab, there would be nothing to prevent them from establishing themselves and threatening plants, animals, and humans with lethal infections.

The creation of mirror bacteria is at least a decade away but, in a 300-page [technical review](#) published in *Science*, the authors note that rapid progress is already being made. A group of 38 Nobel laureates and other experts, including some who have previously tried to create mirror life, are now calling for a pause on all new research.

Dr Vaughn Cooper, a microbiologist from the University of Pittsburgh and co-author of the paper, says: “This form of life has never existed or evolved, consequently, all biological interactions would be different or likely wouldn’t work. We don’t want to limit that promise of synthetic biology, but building a mirror bacterium is not worth the risk.”

### **Advanced Medical Integration announces “game-changing partnership”**

We are beyond excited to announce a game-changing partnership that will transform the future of chiropractic care—and it’s happening right now. Dr. Carberry, Founder of Advanced Medical Integration, and Dr. Naidu, renowned for his groundbreaking work in toxic shock syndrome and hemolytic uremic syndrome, are joining forces to revolutionize the way we address metabolic health and chronic disease.

This powerful collaboration is a major stepping stone in AMI’s mission to elevate chiropractic care to its rightful place in the healthcare system—a mission that has been gaining momentum for years.

As you may know, chiropractic care has been under 15% of the healthcare sector in the U.S. for years, and now—thanks to evolving policies and growing recognition of natural health professions—we are on the verge of a breakthrough. Chiropractic care is finally getting the attention and respect it deserves!

With this partnership, we are on track to dramatically expand chiropractic’s role in treating metabolic-induced chronic diseases, offering new opportunities for chiropractors to play an essential role in healing millions of patients. You won’t want to miss out on being at the forefront of this incredible movement.



*Dr. Carberry, left, Founder of Advanced Medical Integration, and Dr. Naidu.*

## ACCRAC 2025 Conference

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

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

### Transformative Trends in Healthcare

ACCRAC 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.



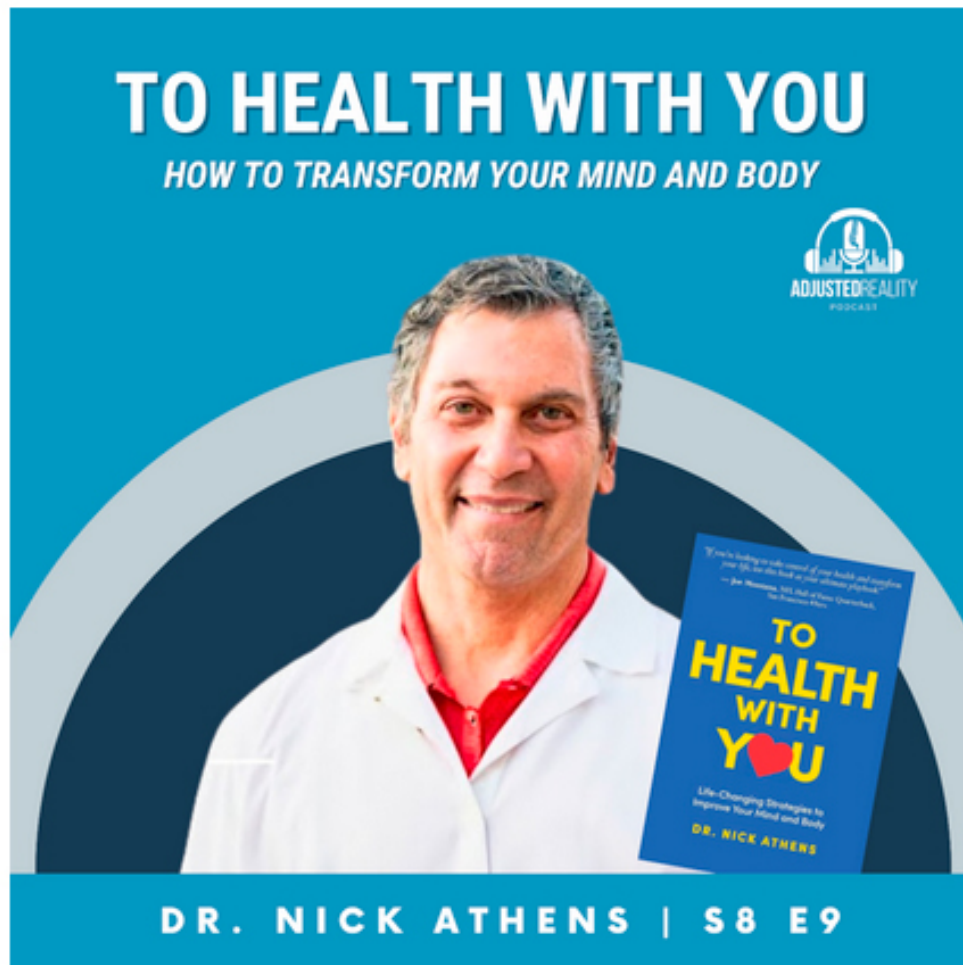


## NEW EPISODE OF ADJUSTED REALITY PODCAST

*A Podcast Series Trusted by the Adjusted*

# TO HEALTH WITH YOU

HOW TO TRANSFORM YOUR MIND AND BODY



DR. NICK ATHENS | S8 E9

In this enlightening episode of the Adjusted Reality Podcast, we sit down with Dr. Nick Athens, a sports chiropractor whose background provides consumers with knowledgeable info from his new book, *To Health With You*. Dr. Athens shares actionable strategies to transform your mind and body for the better, drawing from decades of experience working with professional athletes. We'll explore the alarming lifestyle habits he's observed and how you can make meaningful changes to avoid them. Whether you're an athlete, a wellness enthusiast, or simply looking to improve your life, this episode is packed with inspiration and practical advice!

Dr. Athens is a graduate of Palmer Chiropractic College who has dedicated his career to empowering individuals to take control of their health. He has served as team chiropractor for the San Francisco 49ers and the San Francisco Giants, helping players manage their injuries and stay healthy.

[Click here to listen to the podcast](#)

# 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 Chiropractors 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](https://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.



# Chiropractic College News

## NUHS faculty member develops innovative device for pain management

National University of Health Sciences (NUHS) faculty are in the forefront of health care research and development. For years NUHS instructor David Hopper, DC, OMT said he has had patients report they felt great after a visit, but they needed help alleviating pain and discomfort between chiropractic visits.

Taking this concern to heart, Dr. Hopper invented a solution. The device is called the Mobility Master, because it helps chiropractors and patients keep the spine mobile between visits, a revolutionary approach to spinal health.

Mobilizing the spine helps release spinal-segment restrictions and allows proper nervous system communication, which leads to better health overall.

“The device can be adapted for specific areas of the spine where relief is needed,” he said.

He further explains, “Pressure intensity can be varied and controlled easily with the patient moving their body. When a restricted area is found, the patient can apply extra pressure with the device to focus on a specific area of the spine.”

The cervical traction device can be used on its own, but added traction can be applied with the attached resistance band.

National University of Health Sciences remains a leader in academic excellence and strives to broaden the knowledge necessary to improve patient care in all medical professions. [Click here](#) for more information on Dr. Hopper’s invention.



## NUHS celebrates Fall 2024 graduates

On December 13, National University of Health Sciences (NUHS) celebrated the hard work and accomplishments of its Fall 2024 graduating class. Sixty graduates received diplomas in chiropractic medicine, naturopathic medicine, advanced clinical practice and biomedical sciences.

Alumna Kristine Tohtz, DC, '01; DABCA; MSAc, '14; LAC; CACCP; Certified MDT, delivered the commencement keynote address. In her address, Dr. Tohtz encouraged graduates to build meaningful connections that will last a lifetime. “Smart hard work counts,” she said. Other keys to success she shared were to show up on time, look people in the eye, shake their hands, listen more than you speak, never stop learning, support your colleagues, give back, join your associations and surround yourself with people who will only lift you up. “Connections are why we are here,” she concluded.

In his concluding remarks, Joseph P.D. Stiefel, MS, EdD, DC and President of NUHS recalled a moment when he was once speaking with a colleague about what makes National University of Health Sciences alumni different than the rest: “Our students come to us as smart, motivated individuals,” Dr. Stiefel said. “They know it’s their job to make people better. We simply give them the tools needed to succeed.”

## Parker student saves life

In alignment with National Collegiate CPR Day on November 11, 2024, Parker University Radiologic Technology student Michael Rose performed lifesaving CPR on an Emergency



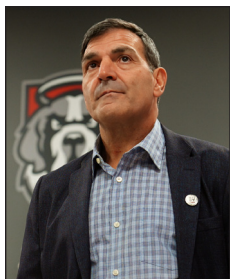
Room patient who coded during his clinical rotation at Methodist Richardson Medical Center. Michael's diligence and swift action in administering and assisting with this critical technique ultimately saved a life.

Parker University is "Parker Proud" of this outstanding student who used his education to make a real difference in the life of a patient in serious need on October 19, 2024. A patient came into the emergency room after suffering from a heart attack. While Michael was taking a chest X-ray for the patient, the patient had another heart attack. Without hesitation, Michael joined the medical team, performing live CPR for the very first time and rotating with other staff to save the patient's life. Because of this experience, Michael encourages all students to take their coursework seriously because you never know when you will need to utilize an emergency technique.

Parker University students are equipped with the skills, knowledge, and confidence to make a real impact as they go out and start their careers in healthcare. Thank you to Michael for the quick action using your Parker University education to save a patient in a real-world scenario.

### **John Tavares delivers keynote at D'Youville University**

D'Youville University is proud to announce that John Tavares '84, head coach of the Buffalo Bandits and National Lacrosse League legend, was the keynote speaker for the Dec. 6 fall commencement ceremony. The event will be held in the university's Saint Center where Tavares received an honorary degree in recognition of his excellence and contributions to society.



Tavares, widely regarded as the greatest lacrosse players in history, brings a legacy of achievement both on and off the field. A former professional box lacrosse player for the Buffalo Bandits, Tavares holds all-time records in games played, goals, assists, and points during his distinguished 24-year playing career. As head coach of the Bandits, he continues to inspire excellence, recently leading the team to back-to-back National Lacrosse League championships in 2023 and 2024 – making him the most decorated professional sport coach in the city.

Tavares spoke about how athletics fosters leadership skills, emphasizing teamwork, communication, and handling pressure. "Athletics teaches us to value individual

contributions, work effectively together, and perform under pressure," Tavares said. "These qualities are critical in healthcare, where excellence can truly make a difference. I'm honored to share this moment with graduates who will bring these values into our community."

### **Northeast College expanding alumni network**

As Northeast College of Health Sciences continues to grow as a leader in healthcare education, the College is proud to celebrate its thriving alumni network of more than 10,000 graduates worldwide. With a rich history spanning over 100 years, Northeast is dedicated to fostering lifelong connections with its alumni and celebrating their vital role in shaping the College's bright future.

In a new campaign to reconnect with its graduates, the College is calling on alumni to update their contact information and stay engaged with their alma mater. By reconnecting, alumni will gain access to exclusive benefits, including updates on the latest College and industry news, invitations to Alumni Weekend and other special events and access to professional development opportunities designed to support their ongoing success.

"Alumni are the heart of Northeast College," said Christina Pluretti, director of alumni relations. "We're excited to strengthen bonds with our graduates, which is an important part of the growth and innovation happening at the College. By staying connected, alumni benefit from our extensive resources and help shape the future of chiropractic and healthcare education."

Updating contact information is quick and easy. Alumni can share their latest details online at [northeastcollege.edu/alumni-info](https://northeastcollege.edu/alumni-info), log in to their Alumni Portal, or reach out via email at [alumnirelations@northeastcollege.edu](mailto:alumnirelations@northeastcollege.edu).

### **Seventy degrees conferred at Northeast College Commencement**

The College's Fall 2024 Commencement Ceremony was Nov. 23, in the campus's Standard Process Health and Fitness Center and honored 66 doctor of chiropractic students.

Senior clinician at Northeast's Levittown Health Center Dr. Charles Hemsey was the grand marshal, associate professor Dr. Jeana Voorhies delivered the faculty address and former Student Government Association (SGA) Executive President Lauren Williams (D.C. '24) presented the student address. Keynote speaker Dr. Michele Maiers, former president

*Continued on next page*

# Chiropractic College News

*Continued from last page*

of the American Chiropractic Association and the World Federation of Chiropractic, extended a thank you to the friends and families of Northeast students for their support throughout their loved ones rigorous academic journey.

Maiers is co-director of the RAND REACH Center and facilitates research activity within and across institutions that train complementary and integrative health practitioners. She is also executive director of research and innovation at Northwestern Health Sciences University.

Addressing the graduates, Maiers said, “Northeast College has provided an idyllic setting to build the foundation of a formidable and rewarding career. A career that will truly make a difference in the world. This is a time when the world needs you more than ever.”



## Chiropractic students receive white coats

Seventh-trimester chiropractic students at Northeastern College received their white clinical coats during the Fall 2024 Transitions Ceremony. The event honors students who successfully complete the requirements to begin their clinical education at one of the College’s health centers across New York state.

Awards for achievements in academic and clinical excellence were presented to students and Northeast College President Dr. Michael Mestan gave a special presentation about the history and importance of a future doctor earning their white coat.

“Over time, the white coat has come to represent a standard of excellence, a symbol of integrity in both thought and practice. It stands as a reminder of the responsibility we

bear as caregivers,” Mestan said. “For Northeast chiropractic students putting on the white coat is more than a symbol of clinical competence, it reflects our commitment to patient-centered holistic care.”

The new student clerks will provide hands-on patient care under the mentorship of Northeast College faculty clinicians in a variety of healthcare settings during clinical rotations across the U.S. and in Canada.

## International Research and Philosophy Symposium

The May 1-3, 2025 International Research and Philosophy Symposium (IRAPS) is a peer-reviewed chiropractic conference that addresses vertebral subluxation research and philosophy of chiropractic.

IRAPS brings together leaders in subluxation focused philosophy and evidence-informed research, along with practitioners and educators centered on vertebral subluxation practice, to build a stronger academic community worldwide. The Symp[osium aim to foster a view that the chiropractic profession is:

- Centered on vertebral subluxation
- Based on vitalism
- Dedicated to research
- Developing a discipline of philosophy

## SCU first Whole Health University

Southern California University of Health Sciences (SCU) announced its designation as the first “Whole Health University” during the Academy of Integrative Health and Medicine (AIHM) Conference, titled “Bringing Whole Health to Life.” This milestone reflects SCU’s commitment to not only teaching Whole Health but to nurturing the Whole Health of its, students, faculty, and staff.

The announcement was made by SCU President and CEO Dr. John Scaringe at the AIHM Leadership Meeting, an event attended by representatives from some of the most forward-thinking organizations in the medical field. During his remarks, Dr. Scaringe spoke about the fact that a university is a “community” and, therefore, has a significant impact on the health and well-being of its members, just like any other community. He emphasized the importance



of applying Whole Health principles across all levels of the university.

“Let’s bring those principles of Whole Health that we bring to our clinical care to our patients, faculty, staff, and students. Hopefully, they move through that experience where they truly understand how to work together with a Whole Health approach throughout the organization,” said Dr. Scaringe.

### Dr. Annie Babikian honored with the SCU Alumni of the Year Award

Southern California University of Health Sciences (SCU) has always been proud of the exceptional achievements



of its graduates and, this year, we were proud to announce Dr. Annie Babikian as the first recipient of our new SCU Alumni of the Year Whole Health Achievement Award. Dr. Babikian’s journey in healthcare reflects a steadfast commitment to improving lives through integrative, whole-

person care—an approach that exemplifies SCU’s mission.


Dr. Babikian is the Deputy Chief of The Chiropractic Section at the VA Palo Alto, California, where she has contributed to advancing whole health in patient care. Her approach focuses on understanding what truly matters to each patient, ensuring personalized and effective outcomes.




Life West Nebraska


# NEXUS 2025

CHIROPRACTIC CONFERENCE

 **Saturday, February 8th, 2025**  
9AM - 6 PM

 **Life West Nebraska Campus**  
Bellevue University • Criss Auditorium  
Humanities Bldg. - 1040 Bruin Blvd., Bellevue, NE

Nexus is shaping up to be one of the most exciting chiropractic conferences in the Midwest. Life West is bringing 7 world-class speakers, up to 12 CE hours, and countless opportunities to connect with friends and colleagues in the chiropractic





# 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)

### Equipment for Sale:

- **Digital X-Ray Machine** - \$15,000 OBO
- **Generator Model:** HF-300 Serial No: HCG-1206, Volt: 200-250 VAC 50/60 Hz Amp MOM: 225 RMS Amp L.T.5, Max kVp: 125 Max mA: 300 Apparent Res. .10 OHMS Output: 30 kW, Manufactured: Apr 2002 Dimensions: 56”H x 17” W x 24”D
- **Operator Control Panel Model:** OCP, Serial Number: OCP-1206 Manufactured: April 2002 Dimensions: 8.5”H x 9.5”W x 4”D
- **Linear X-Ray Collimator**, Minimum Filtration 2.0 mm Al Equivalent (Excluding Tube Inherent Filtration) Maximum Rating 150 kVp, Model Linear: MC-150 REF: 70-63100, SN: FY98133, Manufactured: January 2002, Dimensions: 87”H x 27.5”W (with everything connected), 8”W (base only)
- **Bucky**, Dimensions: 80.5”H x 27.5”W x 8.75”D, Floor Track, Dimensions: 69.5”L
- **Lead Wall**, Dimensions: 40.25”L x 2.5”W x 85.5”H, Server/Monitor & Software Server: Intel Core i5 Monitor: Dell, Software: Naomi
- **Other:** All cables, wires, connections Radiation detector, X-Ray thickness caliper

Contact: Jessi, Office Manager; Cell: 208-949-5410 (Call or Text); Email: [regenidaho.jessi@gmail.com](mailto:regenidaho.jessi@gmail.com)

**Equipment for Sale: Subluxation Station** - \$1,500 - Purchased in 2017 - Includes Computer and Keyboard - The Subluxation Station is a neurospinal screening and evaluation system that uses surface electromyography (SEMG) technology originally designed to measure changes in the spinal muscles of astronauts. This spinal care technology is now used at Inspired Chiropractic, along with other technologies to assess the spinal muscle of our clients. It is the only such system in the world certified as a ‘Space Technology’.

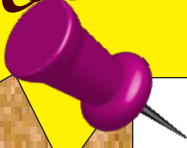
**Neuropatholator Wall Chart and Computer Software from Visual Odyssey** - \$500 - Purchased in 2017

- Helps bring instant patient comprehension when a button is pushed
- Helps the patient get the “big idea” between spine and organ correlation
- Helps save you time while not sacrificing the quality of the patient visit
- Designed to help you create a custom per patient slideshow for each visit
- Features a webcam spinal screening tool
- Graphics to use for workplace education, lectures, and ROF’s

**Small Neuropatholator** - \$300 - Purchased in 2016 **Equipment for Sale: HCIM Digital X-Ray Machine** - \$19,500, Model: HF-300, Serial No: HCG-1206, Manufactured: Apr 2002, and **Hologic FluroScan C-Arm** - \$15,000, Model: Insight 2, Type: C-Arm Assembly, Manufactured: November 2011. Location: Advanced Neuropathy Center, 2016 S Eagle Rd, Meridian, ID 83642. Contact Info: Jessi - 208.949.5410 (Call or Text).

Posted 6/21/2024

# 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@idahotruenorth.com](mailto:caroline@idahotruenorth.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)