



The Wisconsin Chiropractor

The Official Publication of the Wisconsin Chiropractic Association

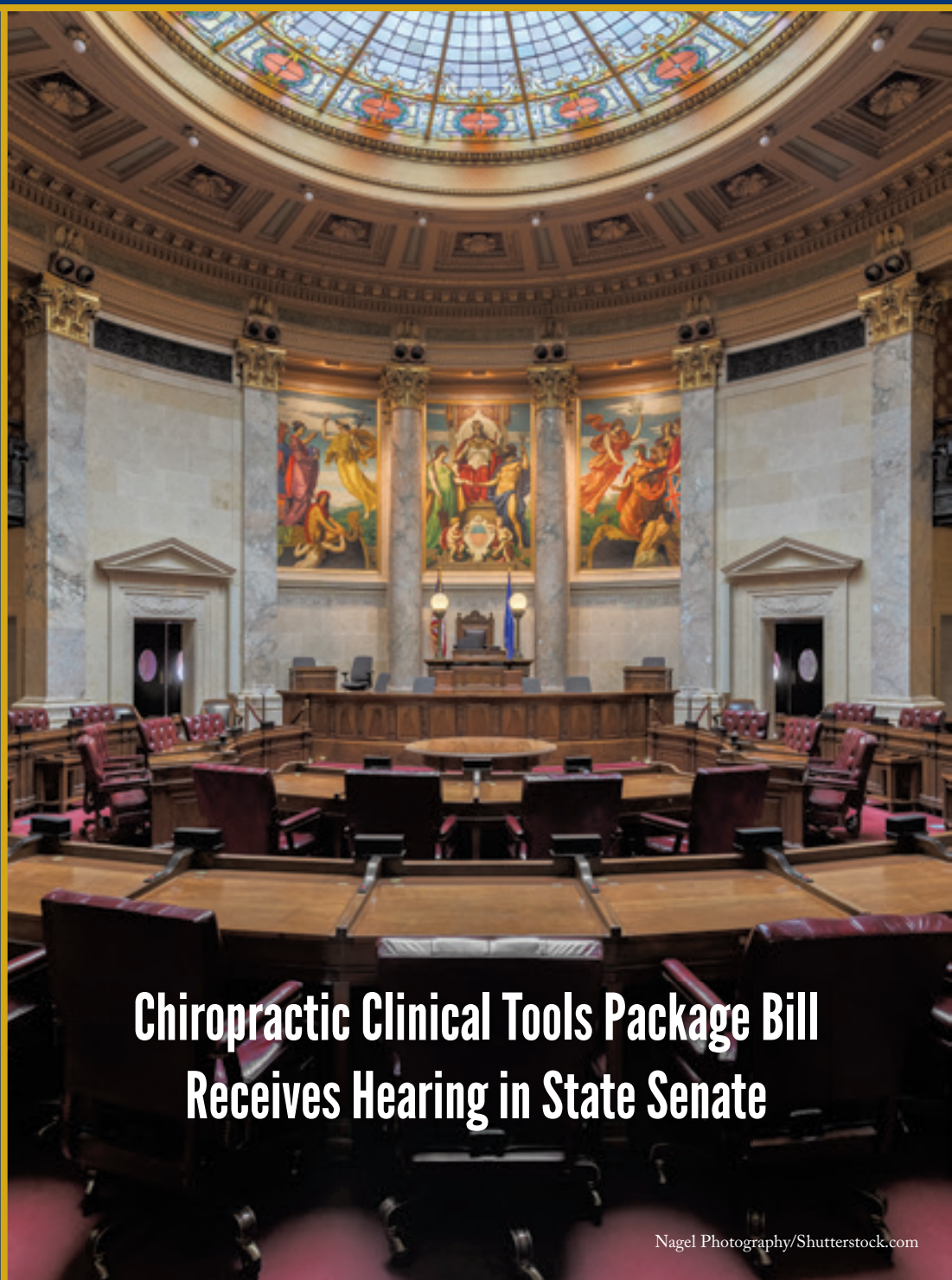
February/March 2018

Volume 53 | No. 1



*Dr. Ron Boesch, Dean of Clinics,
Palmer College of Chiropractic,
Testifies Before the Senate
Health Committee*

- *Chiropractic Clinical Tools Package Bill Receives Hearing in State Senate – Page 2*
- *WCA Conducts Survey on Wisconsin's Higher NBCE Test Score Requirements – Page 5*
- *WCA News – Page 7*
- *WCA Help Desk Resources – Page 17*



Chiropractic Clinical Tools Package Bill Receives Hearing in State Senate

Nagel Photography/Shutterstock.com



Wisconsin Chiropractic Association | www.wichiro.org

CENTER FOR
DIAGNOSTIC IMAGING®



Chiropractic Imaging

Trust CDI to be your partner in getting your patient on the path to wellness.

- The only Open Upright MRI in Wisconsin is at our Wauwatosa location
- High-field Open MRI is available at our Eau Claire and Fox Valley locations
- Positional and weight-bearing exams available in Milwaukee and Fox Valley
- Our Open MRIs can accommodate larger patients and are ideal for those with claustrophobia

MILWAUKEE AREA

414.774.7226

GREENFIELD MENOMONEE FALLS MEQUON
OAK CREEK WAUKESHA WAUWATOSA

FOX VALLEY

920.996.0724

EAU CLAIRE

715.830.9507

myCDI.com





INSIDE

BOARD OF DIRECTORS

President

GENE YELLEN-SHIRING, DC

Vice President

BRENDA HOLLAND, DC

Secretary

CHRIS RESCH, DC

Treasurer

ROBERT ANDERSON, DC

Directors

BARBARA BRADLEY, DC

BRUCE DAVIS, DC

ERIC KIRK, DC

ALEX KOCKEN, DC

MICHAEL POLITO, DC

WILLIAM SPONTAK, DC

WCA STAFF

Executive Director

JOHN MURRAY

Membership & Program Director

BRENDA TOLER

Education and Convention Manager

ANDREA MURRAY

Help Desk Manager

TAMMY MCKEOWN, CT

Communications & Marketing Manager

DAVID BOBKA

Membership Services Coordinators

ALICIA WEICH

JACKIE GARGANO

CHIROPRACTIC CLINICAL TOOLS PACKAGE BILL RECEIVES HEARING IN STATE SENATE 2

WCA CONDUCTS SURVEY ON WISCONSIN'S HIGHER NBCE TEST SCORE REQUIREMENTS 5

WCA NEWS 7

WELCOME TO WCA'S NEWEST MEMBERS 11

WCA HELP DESK
New Medicare Modifiers Required Effective 1/1/18
Help Desk Q&A
Letters from TriWest/Family Health America 17

2018 SPRING/SUMMER CE 19

WCA CLASSIFIEDS 22

The *Wisconsin Chiropractor* is the official publication of the Wisconsin Chiropractic Association, located at:
521 E. Washington Avenue | Madison, WI 53703

Educational programs, products or services advertised in this publication do not imply approval or endorsement by the WCA. Material may not be reprinted without the expressed written consent of the Wisconsin Chiropractic Association.

608-256-7023 | Fax 608-256-7123 | www.wichiro.org



Chiropractic Clinical Tools Package Bill Receives Hearing in State Senate

The WCA's Chiropractic Clinical Tools Package was given a hearing by the Senate Health and Human Services Committee on Tuesday, February 6. State Representative Chuck Wichgers (R-Muskego) authored this WCA-backed legislation, known as Assembly Bill 260/Senate Bill 232.

Assembly Bill 260/Senate Bill 232:

- Gives chiropractors who take additional training the opportunity to **perform sports physicals for student athletes** in Wisconsin.
- Codifies in Wisconsin statute the long-standing ability of chiropractors to **perform US Department of Transportation (DOT) driver examinations**.
- Allows chiropractors to **delegate appropriate services** to other licensed health care professionals.
- Clarifies that **chiropractors can use cold laser**.
- Allows chiropractic students to apply for preceptorships (clinical internships) without having to be in their last trimester of chiropractic school.

WCA was fortunate to have **Dr. Ron Boesch** (pictured speaking on the cover), **Dean of Clinics at Palmer College of Chiropractic** in Davenport, travel to Wisconsin's Capitol to testify on behalf of this bill. Dr. Boesch focused on the extensive clinical training received and curriculum taken by Palmer students, a rigorous five-year post-graduate program including over 4,600 hours of instruction. He emphasized chiropractors' longstanding ability to perform physical exams by the U.S. DOT, and highlighted the quality and depth of chiropractic education. Dr. Boesch explained that over 7,500 physical exams were completed by Palmer students through June 2017. He also expressed that each school district in the Davenport and surrounding communities approves pre-participation physical examinations performed by chiropractors, and area chiropractors have provided 2,095 such physicals over the last three years.

WCA also submitted a letter from National University of Health Sciences in Lombard, IL, to the Senate Committee. At National,

students take part in nearly 5,000 hours of instruction and clinical training, including nearly 1,400 hours in clinical internship experience. National's chiropractic medicine curriculum trains future doctors to perform physical examinations, including sports physicals and pre-participation exams, through coursework, patient experiences, clinical assessments, and co-curricular opportunities.

The facts contained within WCA's submitted testimony and letters demonstrate that **performing sports physicals is already within the scope of practice of licensed Doctors of Chiropractic in Wisconsin**, and chiropractors' education and clinical training prepare them to provide top-quality care for student athletes. Under AB 260/SB 232, being up to date with the latest protocols in pre-participation exams, such as concussion assessment, would also be required of every chiropractor who performs sports physicals. In short, **AB 260/SB 232 does not constitute a scope of practice expansion on the part of chiropractors**.

AB260/SB 232 allows for **parental choice** by requiring Wisconsin schools to accept a physical examination completed by a Doctor of Chiropractic who holds a certificate in health or physical examinations, in the same manner that the school accepts a physical exam completed by a licensed physician. If a school requires a student to have a physical examination to participate in youth sports, families across Wisconsin should have the **choice** of selecting a Doctor of Chiropractic to perform sports physicals for student athletes. Given chiropractors' education, training, experience, and ability, Doctors of Chiropractic are valuable members of every patient's health care team. Along with physicians, osteopaths, nurse practitioners, and physician's assistants, chiropractors consistently provide high quality, comprehensive care for patients, and the **citizens of Wisconsin deserve the choice to receive thorough physical examinations from licensed and qualified Doctors of Chiropractic**.

Chiropractic Clinical Tools Package Bill Receives Hearing in State Senate



Dr. Eric Gormanson (pictured speaking above) shared his experience as a licensed Doctor of Chiropractic and spoke about the real-world benefits of the Chiropractic Clinical Tools Package. His experience includes performing at least 100 pre-participation sports physicals while practicing in Missouri, without any additional training or certification. Dr. Gormanson's Missouri clinic offered sports physicals year-round as a convenient, cost-effective alternative to scheduling physicals with the student athlete's pediatrician. Parents were grateful for this service, the fees for which were heavily discounted. Dr. Gormanson emphasized that students of chiropractic are trained to perform every element of physical examinations during school and are tested for competent performance and interpretation on the national board exams. He reiterated that the elements of performing a sports physical exam fall within the current chiropractic scope of practice law in Wisconsin.

WCA would like to thank Dr. Boesch and Dr. Gormanson for traveling to the Capitol and providing these exceptionally valuable testimonies in support of this legislation.

Rep. Wichgers (pictured above right) also testified before the Committee on WCA's behalf, expressing his intention in authoring this bill to give chiropractors additional clinical tools to better care for their patients and provide them with effective alternatives to

addictive opioids. He stated that chiropractic care has proven to be an effective treatment for back pain and an effective alternative to opioids and long-term prescription drug use. Rep. Wichers identified that all of the clinical tools included in this legislation are well within the educational and clinical capabilities of properly-trained chiropractors.

Rep. Wichers emphasized that health care in Wisconsin is changing due to an aging population, a pending primary care physician shortage, and an opioid epidemic in our state. These challenges result in the necessity to give chiropractors the additional clinical tools to serve the public health needs of Wisconsin, contribute to better patient care, and offer an effective alternative to opioids. Thank you to Rep. Wichgers.

In addition, WCA President Dr. Gene Yellen-Shiring, Executive Director John Murray, Lobbyist Tom Moore, and Communications/Marketing Manager David Bobka were present at the Senate Committee hearing. **The bill has already passed the Wisconsin State Assembly, and with this hearing in the Senate Committee on Health, is positioned for a committee vote prior to going to the State Senate for a floor vote. Please stay tuned for further development on this legislation.**

For any questions concerning this bill and/or the Senate Committee Hearing, please contact John Murray at jmurray@wichiro.org or 608-256-7023.



www.facebook.com/wichiropractic/

PALMER COLLEGE OF CHIROPRACTIC

Providing excellence and leadership in education, patient care and research

CONTINUE THE LEGACY ... As a Doctor of Chiropractic, you can influence the future of the profession by encouraging talented, health-care-minded individuals to pursue a career in chiropractic.

RECRUIT A STUDENT TODAY!



PALMER
College of Chiropractic

The Trusted Leader in Chiropractic Education®

www.palmer.edu/recruit-a-student

Office DEPOT
OfficeMax



HERE IS YOUR STORE PURCHASING CARD

Receive Exclusive Member Pricing

Shop at any Office Depot or Office Max store to get exclusive member pricing. Just show this card to the cashier at checkout and see the savings!



TEXT "WCASPC" TO 555-888
TO GET A STORE PURCHASING
CARD TO SAVE ON YOUR PHONE



VISIT STORES.OFFICEDEPOT.COM FOR STORES NEAR YOU

Considering a Chiropractic Billing Service?

Let our expertise work for you.

Keeping on top of changes in insurance and coverage can be stressful, time consuming and costly.

ON YOUR OWN

WITH CHIROBILL LTD

- Delayed Payments → **Get Paid Faster**
- Time Wasted on Insurance Calls → **More Time for Patient Care**
- Stress and Worry → **Peace of Mind**
- Employee Turnover → **We're Always Here**
- Money Spent on Employees → **Save Money!**
Billing and Insurance Follow-ups for One Fee

We're in business to help your practice succeed.

CHIROBILL LTD

SPECIALIZING IN CHIROPRACTIC BILLING

888.775.2612
www.chirobillwi.com



WCA Conducts Survey on Wisconsin's Higher NBCE Test Score Requirements

From January 23–February 2, 2018, WCA conducted a survey of its membership to gather input regarding the higher National Board of Chiropractic Examiners (NBCE) scores required in Wisconsin. The purpose of this survey was to allow the WCA Board of Directors to properly evaluate the merits of the higher minimum test score requirement.

Wisconsin law currently requires applicants for chiropractic licensure to obtain a score of 438 on Part 3 and 475 on Part 4 of the National Board of Chiropractic Examiners (NBCE) chiropractic examinations. This standard was set in 2013 as part of an amendment to the 2013-2015 state budget bill that repealed the Wisconsin state practical examination.

Results

237 WCA members responded to this survey. The results are as follows:

- **46.4%** of members surveyed responded that they are **in support of maintaining current law**, which requires a score of 438 for Part 3 and 475 for Part 4 on the NBCE examinations.
- **42.2%** of members surveyed **support repealing the higher test scores** and setting them to the NBCE national standard, which is currently 375 for Parts 3 and 4.
- 11.4% did not feel strongly either way on the issue.
- Over 20%, or 1/5 of respondents, stated that the higher minimum test scores directly affected their ability to hire an associate to work in their clinic. 78.5% said the higher scores have no impact on their practice.
- Survey demographics: The largest amount of responses (~41%) came from doctors in practice over 20 years, followed by doctors in practice under 5 years (~20%).

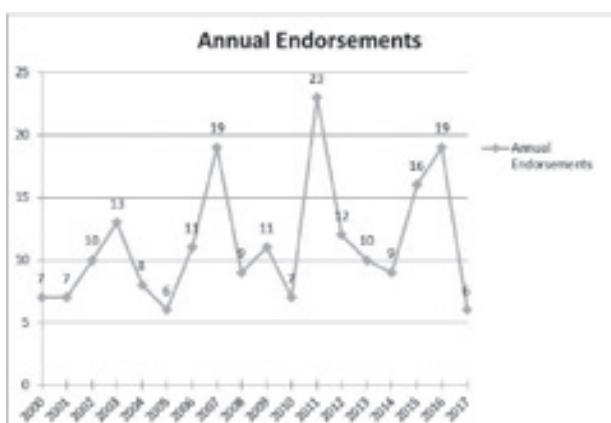
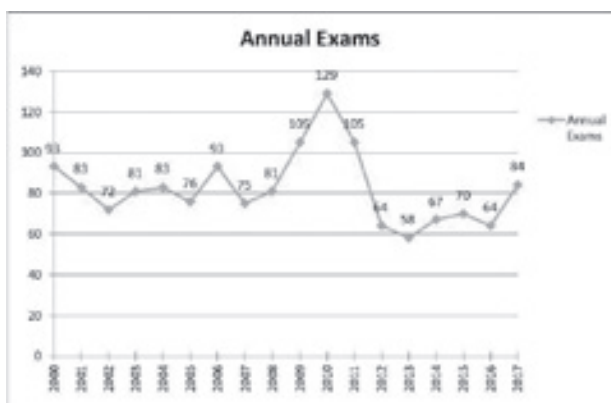
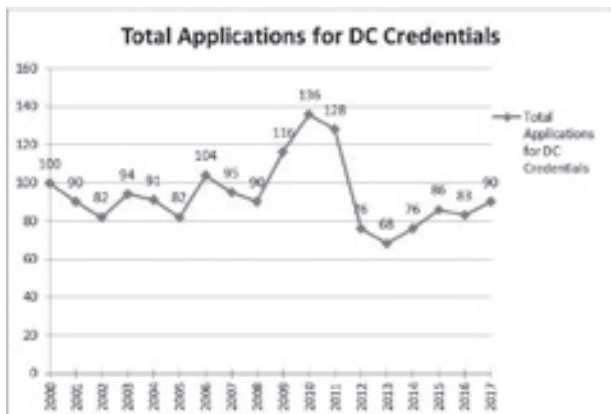
Chiropractic Licensure in Wisconsin by the Numbers

As of January 2018, there are **2,153 actively licensed chiropractors in Wisconsin**, and 244 chiropractors holding active out-of-state licenses. The following charts show the amount of active in-state and out-of-state licenses each year beginning January 2001.



WCA Conducts Survey on Wisconsin's Higher NBCE Test Score Requirements

The following charts show yearly data since 2000, including the amount of applications for chiropractic credentials in Wisconsin received each year, annual exams taken for WI licensure, and endorsements granted to out-of-state chiropractors to practice in Wisconsin.



History of the Required Exam Scores and Standards for Obtaining Chiropractic Licensure in Wisconsin

The issue of higher NBCE test score requirements in Wisconsin can trace itself back to decisions made over 15 years ago. The following brief history highlights significant actions that influenced and directed the course of this issue.

Brief History of the State Practical Examination and Higher NBCE Test Score Requirement for Chiropractic Licensure in Wisconsin

- Until 2002, applicants for a chiropractic license had to pass a practical examination administered by the State of Wisconsin.
- According to records from the Department of Regulation and Licensing (now the Department of Safety & Professional Services), approximately 40% of those taking Wisconsin's practical exam in the three years prior to 2002 failed.
- In December of 2002, the Wisconsin Chiropractic Examining Board (CEB) voted to substitute Part 4 of the national exam for the state practice exam requirement. This vote, which was done by emergency rule, accepted a score of 375 (minimum passing score) on the National Board of Chiropractic Examiners (NBCE) Part 4 exam, in lieu of a state-administered exam.
- WCA filed an unsuccessful lawsuit, claiming CEB did not go through the proper legislative process to make the decision to eliminate the state exam.
- As part of the 2009-2010 state budget, the Wisconsin State Practical Exam was re-instated into law with an effective date of January 2011. However, the exam was not offered until April of 2012, as the CEB was not ready to offer a state practical exam.
- In a 2012 member survey, a majority of WCA members (over 60%) supported the continuation of a state practical exam. WCA interviewed members both in support of and against the state exam, as well as students who had both passed and failed the exam.
- In 2013, WCA worked with Assembly Speaker Robin Vos on a budget motion that eliminated the state exam requirement, but required minimum scores of 438 on Part 3 and 475 on Part 4 of the NBCE exam. This amendment was included in the 2013-2015 state budget and was approved without opposition.
- On the week of January 15, 2018, Assembly Bill 834, related to repealing the higher test scores required for chiropractic licensure, was introduced in the Wisconsin Legislature. This bill was given a public hearing in the Assembly Committee on Regulatory Reform.
- The WCA conducted a member survey on Wisconsin's higher NBCE test score requirements from January 23-February 2.
- On February 2, the WCA Board of Directors voted to neither support nor oppose legislation repealing the higher test score requirements for chiropractic licensure in Wisconsin.

WCA Conducts Survey on Wisconsin's Higher NBCE Test Score Requirements

WCA Board Decision and Course of Action

The WCA Board of Directors convened a special meeting on February 2 to carefully consider the results of this member survey and determine a course of action. Each Board member as well as WCA lobbyist Tom Moore and Executive Director John Murray provided input on the issue. The Board considered that member opinions were split in the survey results. **The Board then voted to have the WCA neither support nor oppose legislation repealing the higher test score requirements for chiropractic licensure in Wisconsin** – specifically, the 438 score requirement for Part 3 and the 475 score requirement for Part 4 of the NBCE exam.

The primary reason for this decision and WCA's course of action is that **higher test scores do not necessarily amount to real-world success in the profession, and there is no conclusive method to demonstrate/measure that higher test scores equal a successful**

professional chiropractor. In short, there is little correlation between higher test scores and professional success. Given this, as well as member opinions both in favor of and against repealing the higher test score requirement, the Board voted to neither support nor oppose this legislation. **Member opinion was first priority** on this issue, with a clear rationale based upon real-world chiropractic success. Other factors in this decision included political considerations, history of the issue, and public/media opinion.

WCA will Not Oppose Legislation to Repeal Higher NBCE Test Scores in Wisconsin. Thank you to all WCA members who participated in this important survey. Please direct any questions regarding the survey and/or this issue to WCA Executive Director John Murray at jmurray@wichiro.org or 608-256-7023.

WCA NEWS

BREAKING NEWS

LEGISLATION INTRODUCED THAT WOULD ELIMINATE THE CHIROPRACTIC EQUALITY PROVISION FOR SELF-FUNDED ASSOCIATION HEALTH PLANS

Member Alert: WCA is actively lobbying at the Wisconsin Capitol against Assembly Bill 920, which would result in the elimination of the chiropractic equality provision within Wisconsin state statute for small group, self-funded association plans. *This bill was introduced and scheduled for a public hearing in the Assembly Committee on Health, just as this issue of The Wisconsin Chiropractor was heading to print.*

AB 920 would allow for the establishment of employer groups to jointly provide health care benefits on a self-funded basis to the employers' eligible employees and their dependents under a health care benefit arrangement.

This legislation would eliminate the chiropractic equality provision for small group, self-funded association plans, under the guise of offering small businesses greater flexibility and cost-savings. If this bill is allowed to pass and become law, it could be the beginning of the end for the Wisconsin Chiropractic equality law.

Please watch for WCA communications asking you contact the governor and your state legislators to express your opposition to this bill. Contact WCA Executive Director John Murray at jmurray@wichiro.org with any questions on this legislation.

2018 MEDICARE PHYSICIAN FEE SCHEDULE

In December 2017, the WCA faxed all members a copy of the **2018 Medicare Physician Fee Schedule** amounts for CPT 98940, 98941, and 98942. You can also view this on the WCA website under Help Desk – Medicare (login required).

Over the past few years, physicians were supposed to receive an annual 0.5% increase to the fee schedule amounts, but due to typical Medicare math, this was not the result. CPT 98940 saw a slight increase, while 98941 and 98942 saw a slight decrease. **The annual deductible for Part B in 2018 remains \$183.**

As a reminder, you can always go to www.ngsmedicare.com and use this Fee Schedule Lookup Tool, in order to view current and past fee schedule amounts. Please contact Tammy McKeown, CT with the WCA Help Desk at 608-256-7023 or wcahelp@wichiro.org with questions.



WCA BOARD ELECTS NEW MEMBER

WCA's Southwest District proudly elected **Dr. Michael (Mick) Polito** to the WCA Board of Directors on Tuesday, December 12 at its District 4 Meeting. Dr.

Polito is rejoining the board after previously serving from 2015-16. He is a 1977 graduate of Palmer College of Chiropractic and has been a **WCA member for over 30 years.**

Dr. Polito practices at Gundersen Health Systems' Department of Physical Medicine and Rehabilitation in La Crosse, Wisconsin. Prior to joining Gundersen in 2012, he was co-owner of Coulee Chiropractic Clinic for 20 years and previously practiced at Barge Chiropractic from 1978-1993. Dr. Polito became a Diplomat of the

WCA NEWS

American Board of Chiropractic Orthopedists in 1989 and is currently a Fellow in the Academy of Chiropractic Orthopedists.

"I'm very pleased to welcome Dr. Polito back to your board of Directors. It's outstanding to have such dedicated members leading WCA's efforts for our great profession," said WCA President Dr. Gene Yellen-Shiring.

Please access board member biographies and contact information at <https://wisconsinchiropractic.site-ym.com/page/BOD>. For further questions regarding your WCA Board and/or its officers and directors, please contact Executive Director John Murray, jmurray@wichiro.org. For questions concerning membership, contact WCA Membership & Program Director Brenda Toler, btoler@wichiro.org. As always, you are welcome to call the WCA office at 608-256-7023.

THANK YOU FOR PARTICIPATING IN THE WCA HELPING HANDS FOOD DRIVE!



Breidenbach Family & Sports Chiropractic had great success collecting food in their offices in Onalaska and La Crosse. Pictured are members of Dr. Amy Breidenbach's staff with Food Pantry volunteers in Onalaska. WCA thanks Dr. Breidenbach and her staff for supporting the Helping Hands Food Drive this holiday season!

Boots Chiropractic & Wellness Center in Kimberly, Wisconsin, lent a "Helping Hand" to those in need this holiday season. Thank you to Dr. Matthew Boots and staff

for supporting the WCA Helping Hands Food Drive!

Thank you to all member clinics that participated in the Helping Hands Food Drive. Your efforts show that chiropractic is a caring and charitable profession willing to help those in need.

THE CHIROPRACTIC COMPANY AWARDED 2017 BEST OF MILWAUKEE



The Chiropractic Company was named 2017 Best of Milwaukee winner by the *Milwaukee Shepherd Express*. WCA congratulates each of the practice doctors, including WCA Board of Directors Vice President Dr. Brenda Holland.

For over 30 years, The Chiropractic Company has been providing award-winning chiropractic care, pain management, massage therapy,

nutritional counseling, and health and corporate wellness programs to individuals and organizations throughout the greater Milwaukee area. The clinic was also the recipient of this special recognition in 2015.

Congratulations to The Chiropractic Company!

PRESIDENT SIGNS BILL EXPANDING CHIROPRACTORS' ROLE IN THE VA

VA Chiropractors Now Eligible to Perform Physical Exams for Military Veteran Truck Drivers

President Trump has signed into law the Job for Our Heroes Act, which includes a provision allowing chiropractors working within the Department of Veterans Affairs (VA) to perform physical exams on veterans needing a medical certificate to operate a commercial motor vehicle.

Prior to the legislation, only 25 medical doctors within the entire VA health care system were qualified to perform the Department of Transportation (DOT) physical exams. Providers in the National Registry of Certified Medical Examiners, including more than 3,500 chiropractors, were excluded from providing the exams to truck drivers who receive their care through the VA health care system. Consequently, the drivers were burdened with limited access and increased wait times, and were forced to look outside the VA and pay for eligible health professionals to perform the required physical.

By including chiropractors, this new law will ease the process and save time and money for veterans seeking commercial driver's licenses. Doctors of Chiropractic interested in working with veterans can learn more by visiting www.acatoday.org/vets.

IN MEMORIAM - TOM SIEGEL, DC (1964-2018)



WCA member Dr. Tom Siegel passed away on January 10, 2018, in Mayville, WI at the young age of 53. Dr. Siegel was born on September 6, 1964 in Milwaukee. He grew up in Wauwatosa, Wisconsin, and graduated from Messmer High School before deciding to pursue his passion of caring for others as a Doctor of Chiropractic. Dr. Siegel graduated from Northwestern College of

Chiropractic in Minneapolis in 1999 and served his patients for many years at Aurora Health Care in Hartford and Waukesha, Wisconsin.

Tom and his wife Melanie were united in marriage on May 18, 2002. They are blessed with two amazing children, Avi (13) and Haven (10). He is survived by the love of his life, Melanie; his treasured daughters, Avi and Haven; his parents, Norbert and Jane Siegel; father and mother-in-law, Red and Trudy DeKarske; his siblings Lynn (Tom), Jim (Kathy), Julie (Scott), and Dave (Jenny); his nieces and nephews, as well as beloved family, friends, co-workers, and patients.

Nothing made Tom happier than spending time with family. Growing up, he especially loved summertime at the family resort on Lake Thompson near Rhinelander, Wisconsin. Dr. Siegel shared his wife's passion for travel, and their favorite adventure was a yearly family vacation to Aruba. Dr. Siegel was known for soft-spoken compassion, patience, humor, generosity, and filling the lives of those around him with joy.

Practices for Sale



Sheboygan

Well-established, fully equipped office! Excellent cash/insurance mix. Gross \$260,527. Net \$100,042. Asking \$138,000 including accounts receivable and seller transition assistance. Financing available.

West of Madison

Practice for sale in progressive city west of Madison. Gonstead/Diversified/Tho. Established 34 years. Doctor retiring. Cash/insurance mix. Sale includes attractive freestanding building with apartment upstairs. Financing available.

East of Eau Claire

Excellent opportunity located on major highway. 125 patient visits per week. Average gross \$269,382. Doctor retiring.

Oshkosh area

Diversified practice. Primarily cash with insurance mix. \$222,000 gross. Excellent lease in prime location. Financing available.

SE of Hudson

Solid practice for sale one hour southeast of Hudson. Very low overhead. \$750/month rent. 1,800 square feet. Diversified/Activator, therapies. Good insurance/cash/payor mix. Gross \$258,944. Asking only \$158,000. Financing available.

Call or email Loren Martin for more information

(952) 953-9444

martin@practiceop.com

www.practiceop.com

Don't see what you're looking for? Feel free to call, email, or fill out the buyer registry form on our website and we'll keep you in mind for new listings.



Loren Martin

Practice Opportunities, Inc.

Chiropractic Practice Sales and Appraisals

- 25 years of experience
- Over 400 chiropractic practices sold
- Appraisals conducted for a variety of purposes
- Licensed Broker
- WCA member

Research supports the validity of chiropractic care . . .



Back pain can be costly and disabling—one in five cases of acute low back pain become chronic.*



Spinal manipulation may prevent acute low back pain from becoming chronic.



Chiropractic may help avoid reliance on pain medications, including opioids.

That's Why NCMIC Helped Make a \$14 Million

Chiropractic Research Grant Possible

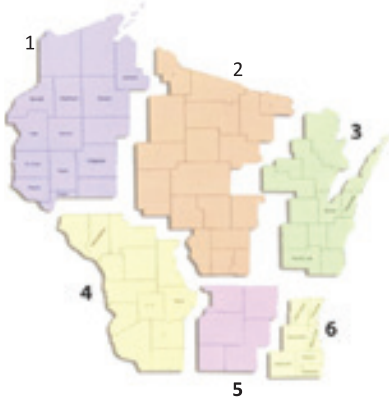
NCMIC Foundation provided the seed money that led to the largest federal grant to chiropractic researchers. This is one of the first studies to address the role of chiropractic in the prevention of chronic back pain, and how it may help patients avoid pain medications.

At NCMIC, we are proud to support chiropractic research.

ncmic.com/research

* <https://www.ninds.nih.gov/Disorders/Patient-Caregiver-Education/Fact-Sheets/Low-Back-Pain-Fact-Sheet>
Collaborators on the research project include University of Minnesota, Oregon Health and Sciences University, Duke University and the University of North Texas.
We Take Care of Our Own is a registered service mark of NCMIC Group, Inc. and NCMIC Risk Retention Group, Inc.
©2017 NCMIC NFL 3026

Welcome to WCA's Newest Members



It pays to be a WCA Member!

- Government Affairs
- Help Desk Support
- FREE CEs
- Discounts with suppliers
- Discounts on continuing education
- Group HealthCare Insurance
- LTD | STD | Life | Dental | Vision | Critical Illness
- Office Depot discounts
- AAA of Wisconsin discounts

- Dr. John Belland
- Dr. Donna Brown
- Dr. Christine Hoffman
- Dr. John King
- Dr. Robert Kurtz
- Dr. Moria Martin
- Dr. Greg Nystrom
- Dr. Traci Peterson
- Dr. Devin Reissing
- Dr. Justin Rodriguez
- Dr. Ross Royster
- Dr. Chris Schriver
- Dr. Andy Schupp
- Dr. Christopher Severt
- Dr. Stephen Sherman
- Dr. Alec Spencer
- Dr. Michael Szatalowicz
- Dr. Travis Tann
- Dr. Jacob Werner

Call today to become a Member!



608-256-7023 | www.wichiro.org



Quality, Trusted and Affordable Supplies for your Clinic!

Need a Digital X-Ray Unit or Chiropractic Table? Contact Us for New & Refurbished Options

We carry over 10,000 unique products for your clinic. Create a professional account on our website to take advantage of monthly specials and FREE shipping!

BUY 11, GET 1 FREE
ALL Biospec Nutrition

Our Best-Selling Brands:



Toll Free: 1-800-657-4454
Local: 608-783-6100
Email: info@bargesupply.com

WWW.BARGESUPPLY.COM



Wisconsin Chiropractic Association

2018 SPRING CONVENTION & EXPO

April 26-29 in Elkhart Lake



Relax, learn and network while enjoying golf, elegant lake front dining or a tranquil spa experience!

Attend the Awards Gala Friday night
Mingle with WCA Board Members, Vendors & Speakers



Celebratory Networking



Luxury Lodging



Exceptional Golf

For more details visit www.wichiro.org or call 608-256-7023

Wisconsin Doctors of Chiropractic, Staff, and Patients Rally to Protect Access to Chiropractic Care

The Wisconsin Chiropractic Association (WCA) received overwhelming support from chiropractors, staff, and patients who attended the Assembly Health Committee Hearing on Wednesday, February 14, at the Wisconsin State Capitol to voice their opposition to Assembly Bill 920.

This proposed legislation would **eliminate the chiropractic equality provision for small group, self-funded association plans** under the guise of offering small businesses greater flexibility and cost-savings.

WCA members, Wisconsin chiropractors, staff, and patients showed up in force at the Wisconsin Capitol to oppose this harmful legislation. **As a direct result of this rallying of support, the Wisconsin Assembly Committee on Health has approved AB 920 with an amendment that protects access to chiropractic care by ensuring that self-funded, small group health plans provide equal access to chiropractic care as required by the Wisconsin Chiropractic Insurance Equality Law.**

Make no mistake; this is a victory for chiropractic. This victory is the direct result of doctors coming together to protect this great profession and ensure the success of chiropractors in our state.

Efforts of this magnitude are why WCA exists, to build success for Doctors of Chiropractic throughout Wisconsin. As a member of the WCA, you come together with your colleagues in the profession to be a part of the organization that advocates for you. **By stopping this legislation, we have shown that together, we are truly stronger.**

Thank you to all doctors, staff, and patients who showed up in support of the WCA rally at the Capitol.

Thank you to every doctor who contacted state legislators, legislative leadership, and Governor Scott Walker to voice your opposition to this bill. Finally, thank you to each doctor who rallied your patients to sign the letter opposing this bill. Each of your efforts made the difference in ensuring the amendment to this legislation that protects patient access to the services of a chiropractor.

Please contact WCA Executive Director John Murray with any questions at jmurray@wichiro.org or 608-256-7023.



Those who attended the hearing, pictured outside on the Capitol steps

Wisconsin Doctors of Chiropractic, Staff, and Patients Rally to Protect Access to Chiropractic Care



WCA President Dr. Gene Yellen-Shiring and patient testify in opposition to AB 920 at the Assembly Health Committee Hearing



Dr. Jeffrey Wilder (left) and Dr. Jeff King testify in opposition to AB 920



Dr. Gene Yellen-Shiring (WCA President) addressing doctors at the WCA office before march to the Capitol



BRAIN INFLAMMATION

From Autism to Alzheimers & Everything in Between
SATURDAY, APRIL 7, 2018

8^{CE}
4 Nutrition
Hours

FIND ONLINE REGISTRATION, COMPLETE CE INFORMATION & UPDATES AT WWW.WICHIRO.ORG

ABOUT THE CLASS

This course will introduce to chiropractors the coming tsunami of brain health issues that will overtake our society in the very near future. From Autism to Alzheimer's and everything in between, chronic brain inflammation plays a primary role. Topics of discussion include an introduction to brain inflammation and its connection to chronic pain, depression, anxiety and Alzheimer's; lab testing for systemic inflammation, oxidative stress, methylation, insulin resistance, and disrupted gut microbial; basic neurological examination in assessing the patient for overall neurological health; the connection of systemic inflammation and brain inflammation in chronic pain states; insulin resistance, neuropathy and Alzheimer's as "type III diabetes," and much more. It is vital that the modern chiropractor is aware that our brain is under siege from dietary and environmental factors that must be addressed for patients to regain their health.

Approved for 8 Continuing Ed Hours and 4 Nutrition Hours.



Greg Fors, DC is a 1982 graduate of Northwestern College of Chiropractic and a Board-certified Neurologist (IBCN). He is a recognized expert in the field of chronic pain and brain health, lecturing internationally to doctors on a variety of subjects, including chronic pain disorders, autism, ADHD, depression, and neurodegenerative disorders like Alzheimer's. His highly acclaimed

book, "Why We Hurt" can be found at bookstores and libraries everywhere. He is the Chief Science Consultant and educator for BIOSPEC Nutritionals, creating cutting edge nutraceutical formulas to treat a wide variety of conditions.

SATURDAY APRIL 7, 8:00AM - 5:00PM

Lunch on your own

**CLARION HOTEL EAU CLAIRE
2703 CRAIG RD, EAU CLAIRE, WI 54701**

Lodging: Hotels are filling up due to a large event in Eau Claire that weekend. Rooms are set aside for WCA class participants at Hampton Inn, which is just across the road from Clarion. Call Hampton Inn at 715-833-0003 & ask for Teresa. Mention WCA and whether you are booking for 1 night or 2 nights. Rates are \$139/\$149.

Contact Andrea Murray with questions at 608-256-7023.

Registration Fee Early Bird / Regular
(Until 3/31) / (4/1-4/6)

WCA MEMBER \$145 / \$165
NON-MEMBER \$185 / \$205

Sponsored by



ATTENDEE INFORMATION

First & Last Name _____ WCA Member? Y N
 Clinic/Company _____ DC Name (For Staff) _____
 Address _____ City _____ State _____ Zip _____
 Email (required for confirmation) _____ Phone w/area code _____ - _____ - _____

PAYMENT INFORMATION

AMOUNT DUE \$

Payment Method: Credit Card Visa Mastercard Discover Check *Payable to WCA*
 Credit Card # _____ Expiration ____ / ____
 Name on Card _____ CVV Code _____
 Billing Address on Card _____

REGISTRATION GUIDELINES

Contact us at 608-256-7023 or awmurray@wichiro.org with questions.

PRE-REGISTRATION is highly recommend; you may register on-site only if space is available.
REFUNDS, less \$15 administrative fee, until 7 days before event. 50% refund 2-6 days before event. No refund day before or day of event.
FOR THOSE RECEIVING FREE CE, OR USING CE CREDITS No fee to cancel 7 or more days before event. \$25 fee to cancel 2-6 days before event. \$50



Return To

Wisconsin Chiropractic Association, 521 East Washington Avenue, Madison, WI 53703
awmurray@wichiro.org • phone 608.256.7023 • fax 608.256.7123

OFFICE USE ONLY

Date Received _____ Total Paid _____ CC Auth _____
 Associate Member YES NO Credit Match CE _____ Check # _____



LYME DISEASE & OTHER TICK-BORNE INFECTIONS

SATURDAY, MARCH 10 • EAU CLAIRE

**6^C
E**
2 Nutrition Hrs

FIND ONLINE REGISTRATION, COMPLETE CE INFORMATION & UPDATES AT WWW.WICHIRO.ORG
OR REGISTER BY MAIL: WCA, 521 EAST WASHINGTON, MADISON WI 53703; FAX: 608-256-7123; PHONE: 608-256-7023

COURSE DESCRIPTION

Onnie Thatcher, DC, leads us through the history and evolution of Lyme Disease and other tick-borne infections, specifically how these infections have become such a fast-growing health threat in the US and beyond. Attendees will gain insight into the importance of Chiropractic care in treating symptoms of tick-borne infections and how Chiropractors can help with diagnosis. Learn common signs and symptoms, including skin lesions, pain patterns, and cognitive changes as well as how to identify co-infections, the role of biofilms, and strategies for prevention. Participants will take away valuable diagnostic tools to weed through the healing process.
6 CE D C (2 Nutrition Hours) submitted for approval.

INSTRUCTOR BIO

Onnie Thatcher, DC is a Chiropractor, Certified Nutritionist and Applied Kinesiologist. She is a practitioner of mindfulness and has also been trained in Chinese medicine, sports medicine and environmental medicine. Dr. Thatcher graduated from Northwestern Health Science University in 1996. Dr. Thatcher, widely considered to be the expert in tick-borne illnesses in our region, is currently in professional practice in northwestern Wisconsin.

Saturday March 10, 9:00am - 3:00 pm

Metropolis Resort & Conference Center, Skybox B
5150 Fairview Drive
Eau Claire, WI 54701
715.514.2342

Rooms set aside for guests at a discounted rate. Mention Wisconsin Chiropractic Association.

REGISTRATION FEES

	MEMBER /	NON-MEMBER
Special Early Rate (7 days prior)	\$125	\$185
Standard Rate (2-6 days prior)	\$145	\$205

Sponsored by



REGISTRATION GUIDELINES

PRE-PREGISTRATION is recommended; you may register on-site if space is available. REFUNDS, less \$15 administrative fee, until 7 days before event. 50% refund 2-6 days before event. No refund day before or day of event. FOR THOSE RECEIVING FREE CE, OR USING CE CREDITS No fee to cancel 7 or more days before event. \$25 fee to cancel 2-6 days before event. \$50 fee to cancel day before, day of event, and for no-shows.

ATTENDEE INFORMATION

First & Last Name _____ WCA Member? Y N

Clinic/Company _____ DC Name (For Staff) _____

Address _____ City/State/Zip _____

Email (required for confirmation) _____ Phone with area code _____ - _____ - _____

PAYMENT INFORMATION

Payment Method: Visa Mastercard Discover Check: Payable to WCA

Credit Card # _____

Name on Card _____

Billing Address on Card _____

TOTAL DUE

\$ _____

Expiration ____ / ____

CVV Code _____

- FOR OFFICE USE ONLY -

Date Received _____ Associate Member YES NO _____ Total Paid _____
Credit Match CE _____ CC Auth _____ Check # _____



NEW EXCLUSIVE WCA BENEFITS

The Wisconsin Chiropractic Association, in partnership with Benefit Advisors & The BenefitWorks, is excited to introduce *NEW* Association benefits to WCA members.

The exclusive comprehensive offerings include:



Long-Term Disability

Individual – Mutual of Omaha

- ❖ Your choice of elimination period, benefit duration, and monthly benefit amount

Group Employer Paid (2-9 Employees) - Companion Life

- ❖ Employer choice of elimination period
- ❖ 2-5 employees: \$3,000 maximum monthly benefit
- ❖ 6-9 employees: \$6,000 maximum monthly benefit - GUARANTEED ISSUE

DEFINED CONTRIBUTION PLAN

This innovative defined contribution approach through Companion Life allows employees to select:

- ❖ Specific benefits with premium dollars provided to them by their employer.
 - ❖ \$25 PEPM minimum employer contribution.
- ❖ Eligible employees - those who work 20 or more hours per week.
 - ❖ **ALL BENEFITS ARE GUARANTEED ISSUE**



Employer may choose any combination of the following benefits

Base Life/AD&D

- ❖ Requires 100% employee participation
- ❖ Employer choice of an employee amount up to \$50,000
- ❖ There is automatic coverage for spouses & children

Short-Term Disability

- ❖ Employer choice of elimination period and benefit duration
- ❖ Employer choice of up to 2 of the 3 weekly benefit amounts (Flat \$100, Flat \$200, or 60% of earnings up to \$1,250)

Dental

- ❖ 4 plan options available
- ❖ 3 out of the 4 plans include orthodontia coverage for children
- ❖ 100% coverage for preventive
- ❖ NO NETWORK RESTRICTIONS

Voluntary Life/ AD&D

- ❖ Employee choice of up to \$100,000
- ❖ Coverage options for spouses and children also available

Vision

- ❖ 2 plan options available
- ❖ \$10 copay for annual eye exams

Critical Illness

- ❖ \$5,000 payout amount
- ❖ Covers heart attack, stroke, cancer, paralysis, etc.



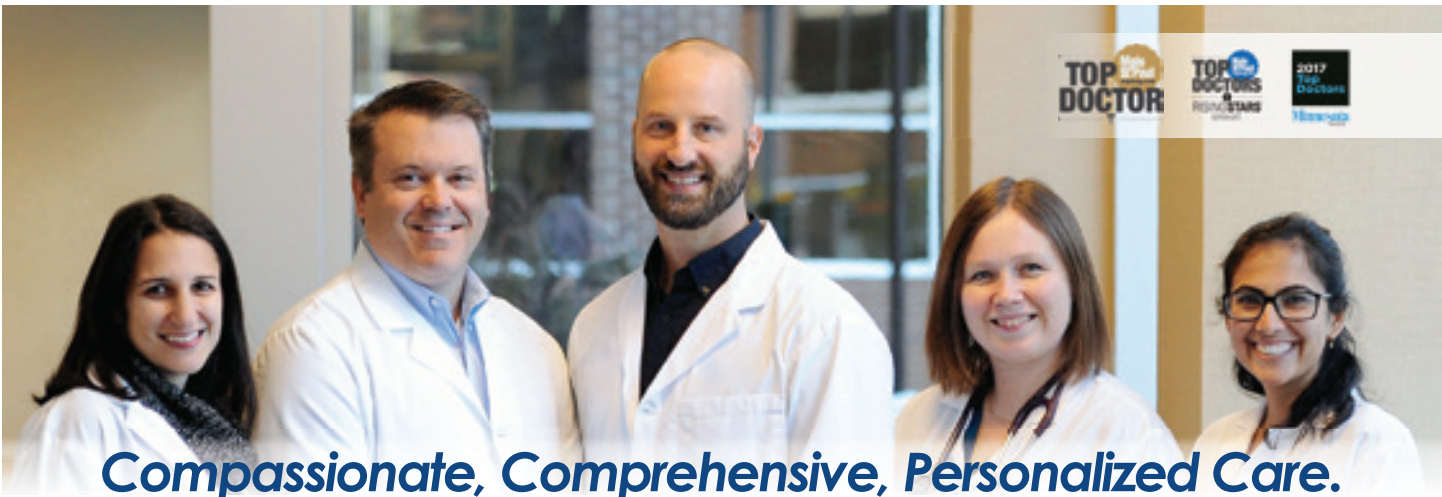
Jerry Den Boer
608-779-0633

jerry.denboer@baia.us



Julie Allord
608-729-1000

jalord@thebenefitworks.com



Compassionate, Comprehensive, Personalized Care.

**NORAN
NEUROLOGICAL
CLINIC**



612.879.1500
www.noranclinic.com



Noran Neurological Clinic provides adult and pediatric neurology, sleep studies, infusion and imaging services.

Specialists in the diagnosis and treatment of...

- Headaches/Migraines
- Stroke
- Parkinson's Disease
- Dizziness
- Multiple Sclerosis
- Dementia
- Sciatica
- Muscle Weakness
- Numbness
- Epilepsy/Seizures
- Tremors
- Alzheimer's Disease
- Neuritis
- ALS
- Sleep Disorders
- Head Injury/Concussion
- Neck & Back Pain
- Arm & Leg Pain
- Movement Disorders
- Neuromuscular Disease
- Muscular Dystrophy
- Carpal Tunnel Syndrome
- And other Neurological Disorders

Blaine | Edina | Lake Elmo/Woodbury | Lakeville | Minneapolis | Plymouth



Here's why I'm part of the Network that Works for Chiropractic...

The best way to kick off the new year is by finally making the decision to adopt a rock-solid financial policy in your clinic. With audits on the rise and increased governmental oversight and scrutiny, offering ChiroHealthUSA to your patients helps you avoid risk while providing affordable care for your patients.

If you've been considering ChiroHealthUSA for your clinic, don't wait. Set the stage for a more compliant and profitable 2018. **Join over 3,800 of your colleagues in ChiroHealthUSA and become part of the network that works for chiropractic.**

"Hundreds of providers have told me over the years that implementing ChiroHealthUSA in their practices was the easiest change they have ever made. Not only was it easy, but it helped them stop worrying and grow their bottom line. They wish they had done it sooner."

*Kristi Hudson, CPCO
ChiroHealthUSA
Flowood, MS*

ChiroHealthUSA
The Network That Works for Chiropractic!



Join us.

1-888-719-9990

chirohealthusa.com

info@chirohealthusa.com

Get Back in the Game



GigaLaser™

Powerful, effective & safe

Tackle sports injuries and accelerate natural healing with the GigaLaser.

 **PowerMedic Lasers**
Get better • Faster

A Family Business, Since 1982

www.pmlas.com | 608-406-2020 | info@pmlas.com



Inflammation Intensive Care®

The Natural Alternative for Minor Pain Relief*

Inflammation Intensive Care® features highly bioavailable CurQfen® (curcumin and fenugreek) and XNT ProMatrix® (xanthohumol), which may help support the body's response to oxidative stress and other stressors.* It also offers boswellia and ginger extracts, which may help support the body's immune response.*

Special Offer!

Save 10% on orders of 6
Inflammation Intensive Care

Save 15% on orders of 12
Inflammation Intensive Care

Use Coupon Code:
WCA18E when ordering online
WCA18 when ordering by phone

Order Today! nutridyn.com 800.444.9998

Contact Your NutriDyn Sales Representative to Learn More

Ron Ehli - 414.405.7345
Sarah Cady - 262.385.0309
Julie Johnson - 800.444.9998 ext 182

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

♦ Offer expires 3/31/18. Restrictions may apply. Cannot be combined with any other offer, discount, or special pricing.

ND318 ©2018 NutriDyn



WCA HELP DESK

WCA Help Desk Resources



Tammy McKeown, CT | wcahelp@wichiro.org | 608-256-8023

NEW MEDICARE MODIFIERS REQUIRED EFFECTIVE 1/1/18

Medicare Requiring Modifier GP, GY on Physical Therapy Services on DC Claims

On January 1, 2018, the Centers for Medicare and Medicaid Services (CMS) released MLN Matters Number **MM10176**. In this notice, CMS identified certain services subject to the physical therapy cap, and went on to describe how the use of one of three modifiers (GN, GO, or GP) is needed in order to accrue incurred expenses to the correct therapy cap. The revision became effective on January 1, 2018. **Due to this revision, some providers, including chiropractors, have begun to receive claim rejections because they are not using an appropriate modifier.**

WCA Help Desk Manager Tammy McKeown, CT, has received confirmation from high-level Medical Policy contacts at National Government Services (NGS) that this edit is also in effect for chiropractic claims, which was not initially stated in the MLM Matters MM10176 communication. Even though therapy services are statutorily non-covered for chiropractors billing Medicare, the “claim hard-code editing” does not have any exclusions for certain specialties. This means that chiropractors will need to report the appropriate therapy modifier (GP) with HCPCS code G0283 (or any code in the list contained below) in order to receive the appropriate denial for secondary insurance purposes. The GP modifier must be included on any claims submitted after January 1, regardless if the date of service was in 2017. If both modifiers GP and GY are reported, the service would continue to deny as a non-covered service and a statutory exclusion (which occurred prior to the implementation of the aforementioned CMS instruction).

It is recommended that any claim filed with the affected codes contain the modifier GP, GY if performed by a chiropractic physician or their staff, under delegation of duties. Since this edit is from CMS and not a local carrier, this will affect all chiropractic care in the United States, unless modifications are made in the future. ***Denied claims should be resubmitted to Medicare with the modifier added.

The therapy codes affected by this edit are as follows: 97012, 97016, 97018, 97022, 97024, 97026, 97028, 97032, 97033, 97034, 97035, 97036, 97039, 97110, 97112, 97113, 97116, 97124, 97139, 97140, 97150, 97530, 97533, 97535, 97537, 97542, 97750, 97755, 97760, 97761, 97762*, 97799, G0281, G0283. *Note: code 97762 was deleted this year and replaced by 97763.

If you have any questions on this information, please contact Tammy McKeown, CT, at the WCA Help Desk, 608-256-7023 or wcahelp@wichiro.org.

HELP DESK Q&A



Q: In Wisconsin, may a chiropractor dispense marijuana components such as Cannabidiol (CBD), tetrahydrocannabinol (THC), or hemp oil products?

A: No. The federal Drug Enforcement Agency (DEA) has classified extracts of marijuana such as CBD as a schedule 1 drug¹. In addition, hemp oil extract can contain CBD. The Federal Drug Administration (FDA) defines a drug as any product intended for a therapeutic use, such as treating or preventing disease².

Currently, Wisconsin chiropractors are prohibited from the prescribing, dispensing, delivery, or administration of drugs as defined in Wis Stat. s. 450.01(10), which defines drugs as including any substance intended for use in the diagnosis, cure, mitigation, treatment, or prevention of disease or other conditions in persons or other animals. The chiropractic code excludes from drugs, vitamins, herbs, or nutritional supplements consistent with the chiropractic nutritional counseling certification law. Because CBD oil is classified as a drug (Schedule 1), and the chiropractic scope excludes the administration or dispensing of drugs, we do not advise offering marijuana components such as Cannabidiol (CBD), tetrahydrocannabinol (THC), or hemp oil to patients.

The Wisconsin administrative code for the scope of chiropractic is quite clear; DCs may not use or dispense drugs not within their current scope in Wisconsin. Based upon research done by the WCA’s legal counsel, it appears that the FDA views hemp oil and CBD products as “drugs,” not dietary supplements³.

WCA HELP DESK

WCA Help Desk Resources

The FDA has issued warning letters to many manufacturers of CBD products for misrepresentations of their products⁴. Moreover, the FDA has said in reference to any CBD products, “It is important to note that these products are not approved by FDA for the diagnosis, cure, mitigation, treatment, or prevention of any disease. Consumers should beware purchasing and using any such products.”

Assuming chiropractors could get around the scope issue relating to dispensing drugs, they still face the issue of selling products that are not approved by the FDA for the purposes for which they would use them, which would violate other provisions of the administrative code, such as false advertising (Wis. Admin. Code s. Chiropractic. 6.02(15)), engaging in a practice with creates a substantial danger to the health, welfare or safety of a patient (6.02(1), or violating a law related to the practice of chiropractic (6.02(26).

1. https://www.gpo.gov/fdsys/pkg/FR-2016-12-14/pdf/2016-29941.pdf?utm_campaign=subscription%20mailing%20list&utm_source=federalregister.gov&utm_medium=email
2. <https://www.fda.gov/cosmetics/productsingredients/products/ucm127054.htm>
3. See e.g., <https://www.fda.gov/ICECI/EnforcementActions/WarningLetters/2016/ucm484989.htm>
4. <https://www.fda.gov/newsevents/publichealthfocus/ucm484109.htm>

SOME WCA MEMBERS REPORT RECEIVING LETTERS FROM TRIWEST/FAMILY HEALTH AMERICA REGARDING THEIR EMPOWERCHIRO NETWORK TO TREAT VETERANS

Over the past weeks, a number of WCA members have reached out to our Help Desk with questions related to a letter they received from Family Health America asking them to join a network called EmpowerChiro to treat veterans. The letter contains the logo for **TriWest Healthcare Alliance**, which is a contractor for the VA that operates in many states, but not currently in Wisconsin. In Wisconsin, we use **Health Net Federal Services** as our VA contractor.



WCA reached out to Family Health America and spoke with management, asking why doctors in Wisconsin were getting letters to join a credentialing network with TriWest when we use Health Net in our state. Family Health America advised WCA that the military is starting a new program called Community Care Network (CCN) that has been released for bidding to different Contractors, and TriWest has a good chance of receiving the bid. There is

currently no published date as of when the bid will be awarded in Wisconsin. Family Health America/EmpowerChiro has been a subcontractor of TriWest since 2014 and maintains a chiropractic network in other states for those who wish to treat veterans.

As you may know, the VA has already been directly contracting with chiropractors in Wisconsin through the Veteran's Choice Program (VCP). WCA asked Family Health America about the impact on doctors contracted with VCP, if doctors also signed a contract with EmpowerChiro. They explained that if TriWest receives the bid, current VCP providers would likely be required to contract with EmpowerChiro as well.

Family Health America states that there are no application or credentialing fees, or any fees for claims processing for the basic program through EmpowerChiro, but they do have other optional plans which carry fees.

Bottom Line: As a general rule, the WCA does not suggest our members join any specific networks, as this would be an individual business decision; however, we do wish to keep all members updated with the latest information. We will provide an additional update once we know who receives the contract from the VA for the Community Care Network (CCN) program in Wisconsin.



2018 SPRING/SUMMER CE

February 3–March 4

Exercise Rehabilitation – 36 CE DC/CT

Dr. Steven Yeomans

- February 3-4, Holiday Inn American Center Madison
- February 10-11, Holiday Inn Fond du Lac
- March 3-4, Holiday Inn Fond du Lac

February 17–April 15

Chiropractic Nutrition - 48 CE (48 Nutrition Hours)

Dr. Chad Oler

- Module 1 February 17-18, Hilton Garden Inn Wausau
- Module 2 February 24-25, Hilton Garden Inn Wausau
- Module 3 March 17-18, Holiday Inn Green Bay
- Module 4 April 14-15, Holiday Inn Green Bay

February 24–April 15

CRT Radiology - 48 CE CRT

- Session 1, February 24-25
- Session 2, March 3-4
- Session 3, March 17-18
- Session 4, April 14-15

Dr. Wendy Varish

Wildwood Lodge Pewaukee

March 3

Opiate Crisis: The Role of Chiropractors Helping Communities - 6 CE DC

Dr. Nilesh Patel

Radisson Paper Valley Appleton

March 10

Lyme Disease and Tick-Borne Illnesses – 6 CE DC

Dr. Onnie Thatcher

Metropolis Resort and Conference Center Eau Claire

March 17–24

CT Delegation – 24 CE CT

Dr. Brenda Holland

Metropolis Resort and Conference Center Eau Claire

March 24

Be Prepared: Planning and Implementing an Effective Compliance Program – 8 CE DC/CT

Dr. Chris Anderson and Tammy McKeown, CT

Aurora Baycare Medical Center, Green Bay

April 7

Brain Inflammation: From Autism to Alzheimer's & Everything in Between – 8 CE DC

Dr. Greg Fors

Clarion Hotel, Eau Claire

April 7

CT Renewal - Exercise and the Musculoskeletal System – 6 CE CT

Dr. Kay Miller

Aurora Summit Medical Center, Oconomowoc

April 26-29

WCA Spring Convention

Osthoff Resort, Elkhart Lake

May 16-19

HIPAA Compliance: Protecting Against Current Threats to Chiropractic – 5 CE DC/CT

Dr. Ty Talcott

- May 16, Holiday Inn Green Bay
- May 17, Metropolis Resort Eau Claire
- May 19, Sheraton Hotel Madison

May 19–20

Orthopedic Diplomate: Lumbopelvic Pathology and Related Neuromusculoskeletal Functional Deficits – 10 CE DC

Dr. Tim Bertelsman

Sheraton Milwaukee Brookfield

June 1-3

CT Delegation – 24 CE CT

Dr. Wendy Varish

Aurora Medical Center, Oshkosh

2018 SPRING/SUMMER CE

June 2–3

Clinical Posture Assessment - Rehabilitation & Motor Control Exercise – 12 CE DC
Dr. Steven Weiniger
Aurora Summit Medical Center, Oconomowoc

July 14

DOT Medical Examiners – 8 CE DC
Dr. Chris Murray
Aurora Summit Oconomowoc

Register online, by fax, email, or phone. Online registration and downloadable registration forms are available at www.wichiro.org. Please do not hesitate to call or email WCA with questions.

WCA ChiroU™ Provides Attendees with Business Training in Madison

WCA ChiroU™ took place at the Sheraton Hotel in Madison on Feb. 10-11, 2018. This inaugural event provided expert-led business training specific to the chiropractic profession in our state to recent graduates, those new to practicing in Wisconsin, and Doctors of Chiropractic in practice under nine years.

Thank you to Dr. Wendy Varish, Dr. Tim Bertlesman, and Dr. Jeff Wilder for volunteering to share your real-world experience and knowledge. WCA was also fortunate to have WCA attorney **Barbara Zabawa** of Center for Health and Wellness Law, LLC and professional realtor **Mr. Dan Roseliep** speak on crucial topics in running a business.

The companies that presented at ChiroU™ are experts in their field. Thank you to the following presenters and sponsors for making this event possible:

- **Advanced Pain Management**
- **ChiroUp**
- **ChiroHealth USA**
- **EWH Small Business Accounting, S.C.**
- **Healthcare Equipment Services**
- **Legally Mine**
- **Money Tree Billing, LLC (event sponsor)**
- **Nutri-Dyn – Wisconsin/Metagenics**
- **PayDC/Gwilliam Consulting, LLC**
- **Thrivent Financial**



Thank you to all who attended WCA's first ChiroU™ event. We hope to see more WCA members at the next ChiroU™!



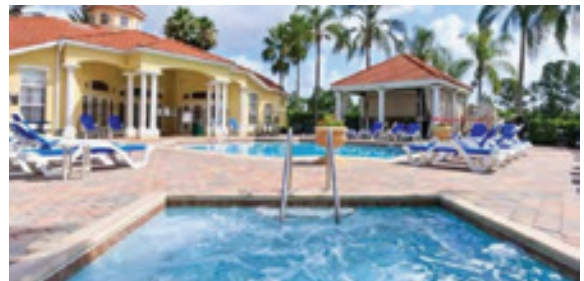
Discount for Your Orlando Vacation



Orlando Employee Discounts allows WCA members to save up to 35% on vacations to Orlando! Members are able to find significant savings on attraction and theme park tickets, hotels, vacation homes, rental cars, restaurants and other attractions.

Orlando Employee Discounts offers exclusive pricing on hotels & vacation homes in or near Disney World and Universal Studios Orlando. The company is the largest wholesaler of tickets for Disney World, Universal Studios, Sea World, and Orlando area theme parks and attractions. The Orlando Employee Discounts program also offers a free Disney guide (\$35 value) and monthly giveaways, without the commitment of a timeshare.

When you are planning your vacation, check here first for the savings! This is good for your staff and their families too!



Escape the Wisconsin winter! Visit Member Benefits - Member Discounts on the WCA website, or go to <https://www.orlandoemployeediscounts.com/index-new/>.

IS YOUR PRACTICE'S
facebook MISSING
THE MARK?





Download this **FREE** eBook
on Facebook Insights!
go.imatrix.com/WCA-ebook



 chiromatrix

Contact us or stop by the ChiroMatrix booth at the Spring Convention & Expo for a **FREE** website and social media evaluation to learn how you can optimize your online performance to attract more new patients.

 855.262.5714
 chiromatrix.com

 Google
Partner

 ACCREDITED
BUSINESS

CLASSIFIEDS

CHIROPRACTOR NEEDED

Connor Human Restoration is a chiropractic practice in Crandon, WI. Our clinic offers metabolic therapies such as targeted nutrition, chiropractic adjustments, electromagnetic therapies, cranio-sacral therapies, and deep tissue work to rehabilitate the sick and restore the depleted. We educate patients about their unique biochemical makeup and underlying reasons for ailments, and provide personalized solutions for a full recovery. At Connor Human Restoration, good, personalized treatment is as unique to each person as is his/her fingerprints, and we're hiring a chiropractor who shares this vision.

Schedule/Hours

4-day work week, Tuesday - Friday, 8:30 am - 5:30 pm. Start Immediately

Compensation

Salary commensurate with experience, willing to provide benefits if needed.

Email cover letter & resume to: harmony@connorrestoration.com.

CHIROPRACTIC CLINIC FOR LEASE

Located on Main Street in Evansville, WI, a little south of Madison. Dr. Douglas Batty has been in practice for 35 years. 1,450 sq. ft. available with a reception area, 4 exam rooms, 2 offices, and 2 bathrooms. There is a full basement for storage, and laundry hook-up is available.

You may now lease this space. Asking \$500-\$900 depending on how much space you need. Contact: Paul Saevre - 608-921-6174 or email saevreproperties@gmail.com.

ASSOCIATE WANTED

Madison Suburb (Cross Plains). Looking for motivated DC who wants to help lots of people. Subluxation based. Must be motivated to grow and learn using our systems. Ethical, referral-based practice. We love our patients. Salary + bonuses, options to become owner. Send resume to juliefitdc@gmail.com.

R-E-L-A-X DOC FOR A DAY HAS YOU COVERED

All our doctors are licensed, insured, and have at least 3 years' experience with background checks. Free introductory meeting. Full- and half-day rates without any sneaky extras. Call 847-367-9641 or email daleslachman@gmail.com, docforaday.com.

ASSOCIATE DOCTOR WANTED

DeLorey Chiropractic, located in Green Bay, seeks associate doctor to join our wonderful team. Our well-established clinic is situated in an excellent location. We have an outstanding building and systems. We are looking for someone who does the Gonstead system. Dr. DeLorey is a Gonstead Diplomate. We are located in an excellent area to live. Starting pay of \$4,000/month. Benefits include malpractice insurance and \$250/year allowance for continuing education. Send resume to ndelorey@deloreychiropractic.com.

RECEPTIONIST/CT/CRT POSITION AVAILABLE

Busy, rapidly growing family owned practice located in Monroe, WI, looking for an enthusiastic addition to our team. Candidate must be outgoing, detail oriented, hardworking, and able to multitask, with exceptional communication skills. CT/CRT certification opportunity available, for those not previously licensed.

Job duties include but are not limited to: assisting the doctor, chiropractic therapies, X-rays, scheduling patients, answering phone calls, filing, processing payments, and taking patient intake/history.

We pride ourselves on providing excellent care, and patients say it feels like home. If you'd like to join our team, please email resume and cover letter to lahmanchiro@gmail.com.

PRACTICE FOR SALE: WEST OF MADISON

Located in vibrant small town. Established 34 years. Doctor retiring. Sale includes practice, equipment, and building with apartment upstairs. Contact Loren Martin, Practice Opportunities, Inc., 952-953-9444, martin@practiceop.com.

PRACTICE FOR SALE: SHEBOYGAN

Gross \$260,527. Net \$100,042. Established 11 years. Fully equipped, attractive office. Excellent cash/insurance mix. Asking \$138,000 including accounts receivable and seller transition assistance. Contact Loren Martin, Practice Opportunities, Inc., 952-953-9444, martin@practiceop.com.

PRACTICE FOR SALE: SOUTH OF EAU CLAIRE

Gross \$258,944. Very low overhead! Diversified/Activator. Seller financing to qualified buyer. Contact Loren Martin, Practice Opportunities, Inc., 952-953-9444, martin@practiceop.com.

PRACTICE FOR SALE: BETWEEN EAU CLAIRE - WAUSAU

Sale includes attractive professional building. Solid practice 3 1/2 days/week. 125 patient visits per week. Doctor retiring. Contact Loren Martin, Practice Opportunities, Inc., 952-953-9444, martin@practiceop.com.

WISCONSIN PRACTICE FOR SALE

Rosendale Chiropractic Office, LLC

This is a 26+ year part-time business with a solid reputation in Rosendale and the surrounding communities. Included are: All Patient Files, Zenith Hi-Lo with 4 drops and Air Compressor, 3 Hon File Cabinets, Hon Office Desk with right return, Beautiful Dark Cherry Reception Desk with left return and matching Hutch and Credenza, Exam Table, Scale, View Box, Bookcases, Reception Room Chairs, All Inventory on Hand, Art Work, etc. Asking \$29,900. Doctor will work through a successful transition period. 920-872-2969, lerothdc@gmail.com.

CT/CRT FULL-TIME POSITION AVAILABLE

Busy chiropractic office looking for enthusiastic individual to join our team at Waupun Chiropractic Center. Must be outgoing, hardworking, detail oriented, able to multitask, and a team player with good communication skills. Duties include, but are not limited to, taking patient histories, chiropractic therapies including ultrasound, decompression, inferential, high volt and cold laser, taking digital X-rays, answering phones, taking payments, scheduling and rooming patients. Please send a cover letter and resume to rziebarth@waupunchiropractic.com or drblohowiak@waupunchiro.com.

CLASSIFIEDS

PART-TIME CT POSITION AVAILABLE

Busy chiropractic clinic in Franklin looking for a passionate individual to join our team at McAvoy Chiropractic. Must be detail oriented, able to multitask, and a team player with good communication skills. Part-time hours Tuesdays, Friday afternoons, and Saturday mornings. Duties include, but are not limited to, chiropractic therapy and rehabilitation, developing X-rays, filing, answering phone calls, and scheduling patients. Patients send cover letter and resume to michelle@mcavoychiropractic.com or mail to: McAvoy Chiropractic, 7000 S. 76th Street, Franklin, WI 53132.

PRACTICE FOR SALE

Looking for a practice with nice income in a rural setting? Then this practice in southwest Wisconsin may be for you. Established 30 years plus. Subluxation-based practice with manual adjusting. Six-figure income. Options to buy are [1] Practice only [2] practice and equipment [3] practice, equipment, and building with rentals. Equipment includes Thompson tables, Gonstead benches, and Bennet X-ray Machine, all in great shape. Call Office: 608-326-8712, Home: 608-326-8566 or Cell: 608-412-3078.

ASSOCIATE WANTED

Historic 80-year-old practice in Janesville, WI, seeking to hire a third doctor. Must be licensed in Wisconsin, with good patient skills and a love for the art of chiropractic. We are looking for someone interested in building a long-term practice. Fully equipped and staffed office. Contract includes commission with guaranteed minimum salary, malpractice insurance, and continuing education. Retirement plan and health insurance available. Please email resume and cover letter to wagchiro@gmail.com.

WISCONSIN-LICENSED CHIROPRACTOR WANTED

Established southeastern Wisconsin practice is looking for a full-time, licensed Wisconsin chiropractor who is self-motivated; long-term relationship with buy-in opportunities for the right candidate. Benefits include malpractice insurance, vacation, and continuing education. Inquire in confidence to: insurance@spinalrehabandchirocenter.com.

AMBITIOUS ASSOCIATE DOCTOR WANTED

For a multi-office, fast-paced, family based wellness practice in southwest Wisconsin-La Crosse area. The ideal associate doctor would provide diversified technique and be trained in physiotherapy/rehab. Also must have a desire to learn, solid work ethic, a passion for chiropractic, and open to learning the latest marketing techniques and business procedures. Financial opportunities will be discussed at interview. Please send resume to: amybreidenbachwi@gmail.com.

ASSOCIATE DOCTOR WANTED

Seeking a motivated and community-minded doctor of chiropractic for an associate position in a busy multi-disciplinary facility. Applicant must have exceptional communication skills and possess a desire to thrive. Lake Country Health Center is a 20+ year established integrative chiropractic clinic located in the beautiful city of Delafield, WI! Please take a look at our website at www.lakecountryhealthcenter.com to become familiar with all that we have to offer! To schedule a confidential interview, please submit your resume and cover letter to drmurray@bizwi.rr.com. Phone and fax responses will not be accepted.

UNIQUE TRAVEL OPPORTUNITY JUST FOR DC'S TO EXOTIC BRAZIL

Call WI chiropractor Brent McNabb, DC, for information regarding this great travel opportunity for you and your spouse. It is a 12-day trip in April 2018 which includes an off-the-beaten-path view of Brazil by your host, Brazilian Palmer grad, Ian Rocha, DC. Great food, sights, and a chance to treat underserved communities while having an incredible travel experience. Go to chiroadventures.com for more info, or call Dr. McNabb at 608-709-6432.

ASSOCIATE OPENING

Bakke Chiropractic Clinic, with clinics in DeForest, Waunakee, Sun Prairie, and Lodi, has an immediate opening for an associate doctor. We believe this is an exciting and unique opportunity for lifelong personal, professional, and financial reward.

Bakke Clinic is a practice of over 65 years with a strong reputation of quality care and patient focus, and has an excellent relationship with insurance and healthcare entities.

Within our four clinics, we are staffed with 11 doctors, massage therapists, and supportive staff consisting of Front Desk/Chiropractic Assistants/Chiropractic Technicians and a professional business and billing office on-site.

We are on the search for qualified doctors who are interested in establishing a long-term relationship and are motivated to build a strong, patient-centered practice.

Please contact us to offer your letter of interest and your resume. Applications will be reviewed, and an interview will be scheduled with those individuals who meet our criteria.

Contact information: Dr. Meredith Bakke, bakkeclinic@gmail.com, call or text 608-577-9870.

WISCONSIN-LICENSED CHIROPRACTOR WANTED

Oak Creek Relief & Wellness has an immediate opening for a Doctor of Chiropractic with strong case management skills and a passion for helping patients achieve Relief & Wellness. Free yourself from all the stresses that a typical DC has in a private practice!

Oak Creek Relief & Wellness offers: an unmatched administrative and licensed support staff to help you reach patient goals, very competitive salary (if you can find better, we want to know about it!), malpractice coverage, continuing education credit reimbursement, insurance credentialing fees covered by clinic, 401K, STD, LTD, and paid time off.

Please email your Curriculum Vitae [CV] to ocrw.hr@gmail.com. All contacts will remain confidential. Previous applicants welcome to re-apply.

Oak Creek Relief & Wellness, Oak Creek, WI, 414-761-5777, www.oakcreekreliefandwellness.com.

INDEPENDENT CONTRACTOR/OFFICE SPACE FOR LEASE

Established Chippewa Falls chiropractic office has an opportunity to lease space as an independent contractor, with an option to professional staff. Possible option of future buy-out. If interested, please contact Kelly Williams at 715-720-9911 or kwilliams@appelchiropractic.com.

CLASSIFIEDS

ASSOCIATE DOCTOR WANTED W/PURCHASE OPPORTUNITY

Northwestern Wisconsin offers great fishing, hunting, golf, and is a great place to raise a family. We are looking for a full-time doctor with a goal to have his/her own well-established practice in a couple of years. Don't miss this great opportunity! Email your contact information and resume to WCA Membership & Program Director Brenda Toler, btoler@wichiro.org.

ASSOCIATE WANTED W/PURCHASE OPPORTUNITY

Energetic Associate Member wanted for practice in Antigo, Wisconsin. We are seeking someone with great communication skills, outgoing personality, motivation, and willingness to work hard; proven system already in place. Base salary and bonuses are offered. Please email your resume to: BGoldsworthy1@cfl.rr.com, call: 715-573-3222, or mail your resume to: Dr. Bruce Goldsworthy, 2969 Canyon Avenue, The Villages, FL 32163.

CLINIC WANTED FOR PURCHASE

Chiropractic Company is currently looking to purchase a clinic in the Greater Milwaukee area. If you have interest in selling, a merger, or are contemplating retirement and need an exit strategy, please contact Kent McLeod at 414-213-4808 or drmcLeod@chiropracticco.com. Visit chiropracticbuyers.com for additional information.

PRACTICE FOR SALE!

Beautiful office right on the river located north of Green Bay! Only 30 minutes away from Lambeau Field.

Established 30+ years. Gross \$170,000 with very low overhead. Fully equipped. Great cash and insurance mix. Practice open 3 total days per week and does 80-100 patient visits per week. Sale includes practice and equipment. **OPTIONAL:** buy the practice, equipment, and attractive waterfront property. Includes two other rental units full rented. Sale price negotiable.

Contact via email: innovativepropllc@gmail.com, or call 920-740-1621.

PRACTICE FOR SALE!

Las Vegas Chiropractic practice for sale. Tired of the cold?

In 2017, grossed \$520,000, asking \$650,000. Call 702-771-9723.

WISCONSIN ASSOCIATE WANTED

We are looking to find an energetic, enthusiastic FT Associate to join our team. We have 3 clinics located in the beautiful La Crosse, WI, area. We are looking for someone with a passion for chiropractic who cares for the individual patient. While we treat a wide variety of musculoskeletal injuries, we focus on patient-centered care. We look forward to hearing from you. For more info, see <http://www.strategiccdc.com/18012>.



To submit your classified advertisement, visit www.wichiro.org.





ORTHOPEDIC DIPLOMATE SERIES

RISE TO THE
PINNACLE OF YOUR
PROFESSION

KICKS OFF AT
THE WCA SPRING
CONVENTION
APRIL 26-29!

 **WCA**
WICHIRO.ORG



521 E. Washington Avenue
Madison, WI 53703

PRSR STD
US POSTAGE
PAID
MADISON WI
PERMIT #2783

Buried in insurance problems?

Help has arrived!

We know that it's easy to advertise great results,
but we back that statement with our
"No Claim Left Behind Guarantee"...

*If your claim goes unpaid due to our error, we will credit you
the amount you would have been paid on that claim.*

*Call 763-331-0358 today for your
FREE Billing Analysis!*



www.moneytreebillingllc.com | Phone: 763-331-0358
info@moneytreebillingllc.com