



The Wisconsin Chiropractor

The Official Publication of the Wisconsin Chiropractic Association

New WCA Membership Chair Dr. William Spontak Leads WCA's Recruitment & Retention Efforts in 2018



Winter 2017
Volume 52 | No. 6



Wisconsin Chiropractic Association | www.wichiro.org

BARGE NUTRITION & SUPPLY

SINCE 1978



Quality Products with Amazing Results

Shop Simply, Shop Online, Save Money

www.bargesupply.com

Spotlight Products



*Patent pending inner orthotic foam mold

Designed by chiropractor Dr. Rick Loos, this pillow outperforms all competitor pillows on the market including popular shredded pillow designs. Features of the Proper Pillow include:

- Low-pile quilted outer shell that keeps cool and is 100% washable and dryable
- Low density comfort foam allows head to sink in properly while pillow maintains shape and demonstrates correction of spinal alignment
- 300-thread count single jersey cover creates luxurious and uniform feel

"The Proper Pillow combines comfort with corrective and rejuvenating therapeutic properties meant to optimize neck and spinal alignment so tireless nights can turn into sleeping with ease and waking up refreshed with peace of mind."

-Dr. Rick Loos



Time-Tested Unique Immune Support Formula!

Cobotic is a comprehensive blend of vitamins, minerals, and raw glandular concentrations formulated to support healthy immune function and combat infection; especially in the lungs and mucous membranes.





INSIDE

BOARD OF DIRECTORS

President

GENE YELLEN-SHIRING, DC

Vice President

BRENDA HOLLAND, DC

Secretary

CHRIS RESCH, DC

Treasurer

ROBERT ANDERSON, DC

Directors

STEVEN BIRCHER, DC

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

**THE WCA WILL PRESERVE, PROTECT, AND PROMOTE OUR
CHIROPRACTIC PROFESSION** **2**

Dr. William Spontak, WCA Membership Committee Chair

WCA NEWS **5**

MEDICARE PHYSICIAN FEE SCHEDULE 2018 **9**

FOR THE STEELE'S, CHIROPRACTIC IS A FAMILY BUSINESS **10**

WELCOME TO WCA'S NEWEST MEMBERS **11**

WCA HELP DESK **14**
Health Care Provider Records Fees
On-Demand WCA Help Desk Webinars & Newly Added Practice Resources

2018 WINTER/SPRING CE **19**

SETTING YOUR FEES FOR PRACTICE SUCCESS **20**

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



The WCA Will Preserve, Protect, and Promote Our Chiropractic Profession

Dr. William Spontak, WCA Membership Chair



Our profession has grown to where it is today on the shoulders of many generations of chiropractors, doctors who fought for our rights and our laws. Our profession must be constantly vigilant to preserve our rights and ensure our continued growth and expanded public awareness. Since 1911, the Wisconsin Chiropractic Association has been at the forefront of the legal, political, and professional issues facing our profession.

I am enjoying practicing in Monroe, Wisconsin, and have done so for the past 27 years. I recognize the importance of ensuring the future of our profession through active political lobbying, new legislation, and the investment of time, education, and counsel to chiropractors who are new to Wisconsin. Equally as important and worthy of our attention are the students from each of the chiropractic colleges who plan to come to Wisconsin. I feel it is our obligation to help ensure the growth and success of our profession through the networking and mentoring of these new chiropractors, thereby investing in the long-term growth and strength of our association.

It is imperative that our WCA continues its growth in membership. To do so, we are planning a membership drive focusing on the benefits of membership while recognizing the many accomplishments of our association. Our intent is to allay concerns for the focus and future direction of the WCA while assuring the confidence in our purpose with our members, past members, and non-members.

We also intend to involve and engage current students to help bridge the gap of their transition from student to practicing doctor in Wisconsin. To accomplish this, we envision the development of a statewide program to educate, counsel, and otherwise mentor those who are new to our state and new to practice.

We are excited about the future of our association and our profession. At a time when the country is seeing a general decline in volunteerism and membership in community groups, service clubs, and other organizations, we plan to address this issue head-on with our association by creating engaging and purposeful opportunities for members to be involved. Such opportunities should be rewarding and meaningful on a more personal level.

Our strength and future lies in the unity within our profession. It is difficult for any group or organization to flourish when there are divisions. Imagine the influence and power we would have as a profession, if we had a concerted voice. A healthy and functional exchange of opinions and ideas is important within an organization to ensure growth, stability, and the common good of the membership.

There are current issues facing our profession that threaten our livelihood and practices, and that is why this is the most important time for chiropractors to join the WCA. We must invest in the future of our profession by being involved. We see the wonders of our profession daily through caring for our patients. We have an amazing profession that is vital to health care. We need to do all that we can to preserve, protect, and promote our profession. We are the designated generation responsible for “carrying the torch” of our legacy and ensuring the future of our profession.

Imagine the influence and power we would have as a profession, if we had a concerted voice. A healthy and functional exchange of opinions and ideas is important within an organization to ensure growth, stability, and the common good of the membership.

My favorite quote from B.J. Palmer proclaims, “Medicine is the study of disease and what causes man to die, Chiropractic is the study of health and what causes man to live.” In this respect, we have the greatest profession on Earth. We need to nurture and protect it by being involved.

Thank you for the opportunity to serve on the WCA Board of Directors as your Membership Chair; it is a true honor to do so. I look forward to your constructive ideas and input as we grow together.



Wisconsin Chiropractic Association

2018 SPRING CONVENTION & EXPO

April 26-29 in Elkhart Lake



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

**Attend the Awards Gala Friday night
- Nominations will open in January 2018 -**



Celebratory Networking



Luxury Lodging



Exceptional Golf

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



Mag L-Threonate

Designed to Help Support Cognitive Health*

Mag L-Threonate features magnesium L-threonate as Magtein®, designed to help support cognitive health. Magnesium, a divalent cation, is important for neuronal activity as it binds to neurotransmitter receptors and is a co-factor for neuronal enzymes.*

Mag L-Threonate has been shown to:

- Support healthy synaptic density and function.*
- Support a healthy stress response, and a healthy mood.*
- Support cognitive health, focus and attention.*

Special Offer Save up to 15%

Save 10% on orders of 6
Mag L-Threonate

Save 15% on orders of 12
Mag L-Threonate

Use coupon code **MLTWCA**

Order today!
nutridyn.com | 800.444.9998

Contact your NutriDyn Representative to learn more

Ron Ehli
414.405.7345

Sarah Cady
262.385.0309

Julie Johnson
800.444.9998 x182

* 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.

ND281 ©2017 NutriDyn

 **NutriDyn**
Your partner in health

WCA SENDS LETTER RESPONDING TO PROPOSED FEDERAL RULE THAT COULD ELIMINATE COVERAGE OF CHIROPRACTIC CARE



The U.S. Department of Health and Human Services (HHS) has issued a proposed rule which would give states options to cover Electronic Health Benefits beginning in 2019. The Affordable Care Act requires health insurers in the individual and small group markets to cover 10 essential health benefits to the extent that they would be covered under a typical employer plan. In response to this proposed rule, WCA has sent a letter to the Centers for Medicare and Medicaid Services (CMS) in order to protect insurance coverage for the cost-effective, low-risk services you provide as a Wisconsin doctor of chiropractic.

WCA's letter acknowledges that HHS is trying to provide states with greater flexibility in determining benchmark plans while stating that it is imperative that the **federal government maintain strong and consistent oversight** of this process. We believe such oversight is necessary to ensure that certain protections, including **state insurance equality laws** as well as **Section 2706**, are adhered to in order to protect a patient's choice of provider. We encourage the department to approach the provision of benefits from the standpoint of both effectiveness and cost-effectiveness (factoring relative risk into each), which will enable states to ensure patients receive high-quality care that is responsive to their needs and preferences at an affordable cost to patients and the government.

An email was sent to all Wisconsin DCs on Thursday, November 30, containing links to the official proposed rule and the full WCA letter of response.

WCA Vice President Dr. Brenda Holland and WCA Executive Director John Murray are members of the Congress of Chiropractic State Associations' "Watchdog Task Force," which sent out the initial alert regarding this proposed rule. For questions concerning this issue and/or the letter submitted to CMS, please contact John Murray at jmurray@wichiro.org or 608-256-7023.

MEET THE MEMBERS OF YOUR WCA MEMBERSHIP COMMITTEE

Leading WCA's Recruitment & Retention Efforts

WCA will focus on membership recruitment and retention in 2018. Whether a chiropractor has just graduated from school, or is a seasoned doctor with many years of experience, we want to meet the needs of Wisconsin DCs and bring them "home" to your WCA. Such a goal will require diligent efforts from WCA leaders and staff. As WCA President Dr. Gene Yellen-Shiring has written, "difficult issues require thoughtful leadership." As a WCA member, you deserve a membership committee that is not only capable, but also driven to tackle tough issues when they arise. This article will introduce you to these committee members.



Dr. William Spontak was appointed Chair of the WCA Membership Recruitment & Retention Committee by President Yellen-Shiring, bringing a wealth of experience with membership efforts through working with Palmer College of Chiropractic's Alumni Association. He serves Monroe and its surrounding communities in Wisconsin through his practice, the Chiropractic Center of Monroe. WCA's Southcentral District elected Dr. Spontak to the WCA Board of Directors on Thursday, November 2 at its District 5 Meeting. WCA is proud to have him lead the work of this important committee.



Dr. Barbara Bradley was elected to the board by WCA's Northcentral District on Thursday, October 19 at its District 2 Meeting. Dr. Bradley is a Diplomate with the American Board of Chiropractic Internists and the American Chiropractic Board of Nutrition. She has been in practice at Bradley Chiropractic and Physical Therapy in Wausau, WI for 28 years, where she integrates chiropractic, physical therapy, and functional medicine.



Dr. Alex Kocken brings the perspective of a new DC in solo practice to the Membership Committee. He was elected to the WCA Board at the Northeast District Meeting on Thursday, October 5. Dr. Kocken was raised in Appleton, WI, and he is a graduate of Northwestern Health Sciences University in Bloomington, MN. He has a strong passion for promoting health in the De Pere, WI community, where he owns and operates Kocken Chiropractic.



Dr. Eric Kirk brings an additional newer-DC perspective to your WCA Board of Directors, and is already serving as a leader in the profession. Dr. Kirk is in professional practice with Aurora Health Care in the Milwaukee area, where he is Clinical Director of Chiropractic Care. He is a graduate of Palmer College of Chiropractic and a Diplomate of the Academy of Chiropractic Orthopedics (DACO).



Dr. Jason Ballweg is the recipient of WCA's 2017 Nels Bakke Award, which recognizes a chiropractor who has been in practice for less than five years and has shown remarkable dedication to serving the profession and his/her community. A graduate of Palmer College of Chiropractic, Dr. Ballweg grew up on a family owned and operated dairy farm near Sauk City, WI. He serves as a Membership Committee member who is not on the WCA Board of Directors.

For further questions regarding your WCA Board and/or its officers and directors, please contact Executive Director John Murray at jmurray@wichiro.org. For questions concerning membership, contact WCA Membership & Program Director Brenda Toler at btoler@wichiro.org. As always, you are welcome to call the WCA office at 608-256-7023.

IS YOUR CLINIC PARTICIPATING IN THE WCA HELPING HANDS FOOD DRIVE?



For nearly 30 years, WCA has promoted the Helping Hands Food Drive in order to help food pantries during the holiday season, when the need for donations is most urgent. **WCA announced its Food Drive in an email update to members on November 6, 2017.**

If you aren't already doing so, we invite you to apply this very same spirit to help those less fortunate over the holidays. **WCA**

encourages your clinic to participate in the Helping Hands Food drive by holding a food collection in your clinic and donating all items collected to a local food pantry, food bank, or charity. Both patients and doctors can donate non-perishable items to the collection.

Send Us Your Results!



WCA Member **Dr. Clint Dorn's** practice recently held a food collection as part of his office's Patient Appreciation Day. WCA thanks Dr. Dorn's office for exemplifying the giving spirit of the

Helping Hands Food Drive, and thank you to all member clinics that are already participating this year.

Besides lending a "helping hand" this year, Dr. Dorn is also the chiropractor for WCA Executive Director John Murray's sister, who was kind enough to send WCA photos of their results. Please submit photos of your clinic's food collection by **sending an email** to wca@wichiro.org. We'll share photos on Facebook and in *The Wisconsin Chiropractor*.

Promote Your Holiday Food Collection

If you would like to receive posters to display and promote the holiday collection in your clinic, please **email** wcahelp@wichiro.org or call 608-256-7023. Visit the WCA website (wichiro.org) to access the Food Drive



announcement as well as a press release template for your use. You can send the press release template, along with your results photos, to local media outlets in your area. Fill in your clinic's unique information in this template where the text areas contain a gray background.

WCA MEMBER LENDS A HELPING HAND DURING THE HOLIDAYS



Congratulations to Dr. Nicole Knapp and Knapp Chiropractic & Wellness Center for receiving well-deserved recognition in the *Milwaukee Journal Sentinel*. For the past five years, Knapp Chiropractic has sponsored local families through an organization called Safe Babies Healthy Families. According to Dr.

Dr. Knapp, Safe Babies Healthy Families is a passionate organization driven by a belief that every child deserves a chance to live a life free from abuse, neglect, and poverty.

The organization teaches mothers that their dreams for themselves and their children are within reach, and sponsors "adopt" families in order to promote the donation of gifts to those most in need. This year, Knapp Chiropractic is sponsoring two local families for donations, one with three young children, and another with one young child.

Thank you for lending a helping hand to those in need, Dr. Knapp! WCA shared Dr. Knapp's recognition on our Facebook page, and you can read the published Journal Sentinel article online at <http://www.jsonline.com/story/communities/west/news/2017/11/16/brookfield-chiropractor-adopts-two-local-families-fifth-year/871036001>. To learn more about Safe Babies Healthy Families, visit <http://www.reach-wi.org/causes/safebabieshealthyfamilies>.



www.facebook.com/wichiropractic/



Why Top Malpractice Attorneys Recommend NCMIC

Barry Vogel, California

“I’ve been around the claims people in this company for 20 years. I’ve been around the executives in this company for that long, as well. When they talk, they don’t talk about insurance issues when I’m with them. They talk about chiropractic. It is really a unique thing. They’re excited about chiropractic, and they’re excited about defending chiropractic.”

Thomas Jensen, Minnesota

“We’re going to do what we need to do to defend our doctors. That is not the case with a lot of insurance companies who try to keep claim costs down.... The claims handlers at NCMIC are some of the most experienced people in this profession—people with decades of experience in handling claims just like yours. I don’t see how you can surpass NCMIC.”

Jennifer Boyd Herlihy, Massachusetts and Rhode Island

“[At NCMIC] we work together to make sure we have every possible expert, every medical record.... We are going to take care of our doctors through trial, if necessary. I really do believe in their tagline that they take care of their own, because that’s what I’ve been seeing.”

“executives ... excited about chiropractic.”

“claims handlers ... the most experienced people in this profession.”

“We work together ... through trial, if necessary.”

Why NCMIC? “We Take Care of Our Own.” Hear more from our retained attorneys at www.ncmic.com/whyncmic
Or call 800-769-2000, ext. 3120.



Customized
wellness solutions
for health
professionals.



Programming customized for patient education, weight loss, genetic testing, nutritional analysis, and nutraceuticals.

www.rootsofhealingnutrition.com

Nutrametrix Consultants

Mary Springstroh

(920)740-2131

mspringstroh1@new.rr.com

Tina Wankey

(920)277-6738

rootsofhealing@hotmail.com

Market America, Inc.

nutraMetrix®
Independent Health Professional

Restoration of Movement

The Only Cross-Directional Functional Foam Roller

Ankle Function

Protects the Achilles Tendon and Calcaneus
Omni-Directional Force Reduces Fascial Fuzz
Stimulates Oxygen-Rich Blood Flow for Healing



Thoracic Spine

Protects the Spine and Shoulder Blades
Faster Results in Less Time
Cross-Directionally Targets Trigger Points

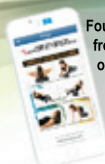


Hip Rotation

Protects the Femoral Head and Hips
The Only Targeted Joint Pain Relief Roller
Naturally Restores Fascia Lubrication



1-844-4-ROLLGA
www.Rollga.com



Founded in 2015, Rollga is the only cross-directional foam roller for reversing pain caused from shin splints. Rollga also stabilizes your hips, aligns your back, and increases range of motion in your joints. The Rollga foam roller is ideal for self-myofascial release, restoration of movement, and muscle recovery. By providing cross-directional forces, the Rollga foam roller is designed and contoured to fit the body and reach trigger points that are difficult to reach with traditional rollers.

DOWNLOAD OUR FREE APP!



MEDICARE PHYSICIAN FEE SCHEDULE**2018**

Procedure Code	Participating Amount	Non-Participating Amount	Limiting Charge *
98940	\$27.90	\$26.51	\$30.49
98941	\$40.19	\$38.18	\$43.91
98942	\$52.26	\$49.65	\$57.10

* By law, the limiting charge only applies to Medicare Non-Participating providers who do not accept assignment on a claim. If you meet this criteria and successfully participated in both the EHR and PQRS programs, use the Limiting Charges listed above.

PAYMENT ADJUSTED LIMITING CHARGE

Providers who did not implement an EHR or failed to comply with PQRS requirements in the determination year (2016) shall use the rates below.

Procedure Code	Limiting Charge EHR *	Limiting Charge PQRS **	Limiting Charge EHR & PQRS ***
98940	\$29.58	\$29.88	\$28.99
98941	\$42.59	\$43.03	\$41.74
98942	\$55.39	\$55.96	\$54.28

* Non Par Providers not accepting assignment who did not successfully participate in the EHR program will select this Limiting Charge which represents a 3% deduction.

** Non Par Providers not accepting assignment who did not successfully participate in the PQRS program will select this Limiting Charge which represents a 2% deduction.

*** Non Par Providers not accepting assignment who did not successfully participate in both the EHR and PQRS programs will select this Limiting Charge which represents a 5% deduction.

WCA HELP DESK**WCAHELP@WICHIRO.ORG • 608.256.7023**

For the Steele's, Chiropractic is a Family Business



Dr. Arnold Steele (center), and his sons Dr. Marcus "Marc" Steele (left),
and Dr. Matthew Steele (right).

Dr. Arnold Steele opened his practice in 1970 after graduating from Palmer College of Chiropractic in Davenport, beginning a family tradition of chiropractic care that endures nearly five decades later. Opening his initial location in Prairie du Chien, WI, Dr. Steele relocated his practice across town several years later to 18 Plaza East on South Marquette Rd., where it continues to operate today. Dr. Steele previously served on the WCA Board of Directors and inspired both of his sons to become doctors of chiropractic. Dr. Marcus "Marc" Steele (Palmer Davenport '94) practices in Kewaunee, WI, and Dr. Matthew Steele (Palmer Davenport '97) practices in Rice Lake, WI.

WCA Membership & Program Director Brenda Toler and Communications & Marketing Manager David Bobka traveled to Dr. Arnold Steele's practice in Prairie du Chien to sit down with the Steele's and learn more about their story. The entire Steele family is invested in the chiropractic profession, including the third generation, which has knowledge of their fathers' careers and their grandfather's career in chiropractic.

For the Steele's, the profession is all about patient care and the use of "core chiropractic" services to help patients lead better quality lives. The doctors pride themselves in providing traditional, quality services to each patient, and define "core chiropractic" as hands-on care without the use of prescription drugs. Each doctor talked about the profound affect he had on a particular patient's life, and Dr. Marc Steele even discussed his current work with a patient in Australia, acknowledging that the worldwide public is both aware of and sees tremendous value in chiropractic care.

WCA would like to thank Dr. Arnold Steele, Dr. Marcus Steele, and Dr. Matthew Steele for taking the time to meet with WCA staff to share their story as well as for the work they accomplish on behalf of their patients and the chiropractic profession. Please watch for more stories and DC features in future issues of *The Wisconsin Chiropractor*.



WCA Awards Gala - Friday, April 27, 2018

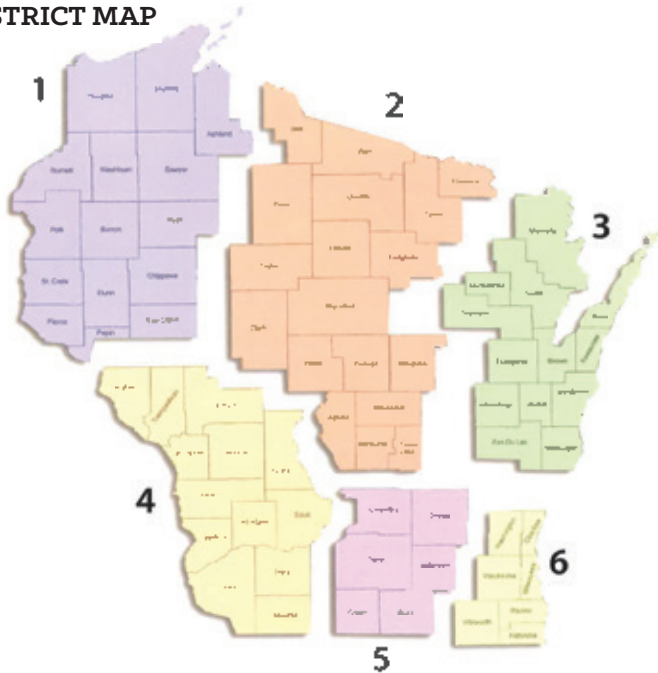
Formal Event Celebrating Leaders in Chiropractic | The Osthoff Resort, Elkhart Lake, Wisconsin

Achievement Awards - Nominations Due March 1, 2018

Chiropractor of the Year, Chiropractic Technician of the Year, Nels Bakke Award for Young Practitioners, and Lifetime Achievement Award

www.wichiro.org for details on awards and gala.

Welcome to WCA's Newest Members



It Pays to Be a WCA Member!

- ✓ Help Desk Support
- ✓ Government Affairs
- ✓ FREE CEs
- ✓ Discounts with Suppliers
- ✓ Discounts on Continuing Education
- ✓ Group Healthcare Insurance
- ✓ LTD - STD - Life Insurance
- ✓ Office Depot Discounts
- ✓ AAA of Wisconsin and So Much More!

- Dr. Amy Foerster
- Dr. Fred Frederickson
- Dr. Lara Klein
- Dr. Brent McNabb
- Dr. Ron Michalski
- Dr. Hoan-Vu Nguyen
- Dr. Julie Qualle
- Dr. Tony Weyenberg

Welcome to our Newest Palmer Students:

Jared Bechel, Marina Eggen, Jennifer Forstner, Justin Gauthier, Emma Hervat, Austin Klute, Peda Moua, Kevin Noel, Molly Schulting, Corrina Shampo, Cody Simpson, Courtney Slaby, and Cody Sromek

WCA enjoyed meeting everyone at our recent Palmer visit!

Call today to become a Member
(608) 256-7023 | www.wichiro.org



GREAT VALUE!

EARN UP TO **20** CE CREDITS

February 8 - 10, 2018

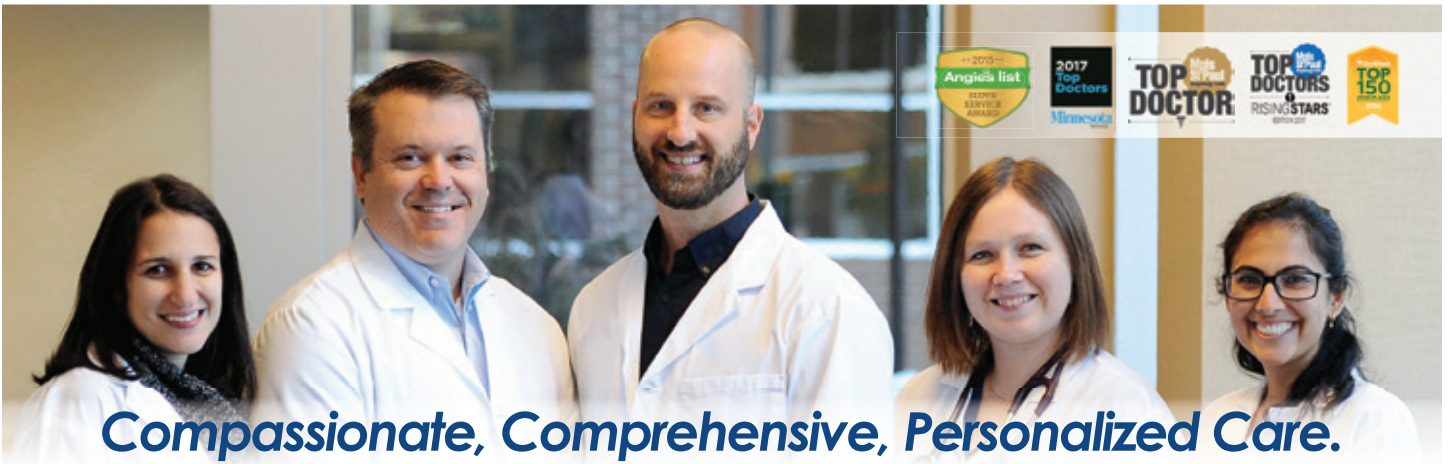
Register at nwhealth.edu/homecoming



The Changing Landscape of the Chiropractic Profession

2018 Homecoming & Winter Gathering

Continuing Education • Network With 1,000 Peers • Over 70 Exhibitors



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

Collaborating with the chiropractic community for over 35 years.

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

Wisconsin Practices for Sale

SW of Eau Claire, near Lake Pepin on the Mississippi. DC retiring from steady referral practice established over 30 years. \$258,944 gross collections with low overhead. 1,800 sq. ft. office with only \$750/mo. rent. Uses Div/Act/therapies. Possible associate-to-own arrangement available.

Prosperous city located on major highway between Eau Claire and Wausau. DC retiring from practice that has been established over 50 years. Excellent practice collecting over \$20,000 per month with one D.C. and low overhead. Stand-alone building with parking lot.

Oshkosh. Prime lease and location with a good cash/insurance mix. Priced as a good deal to sell sooner. Uses Div/Gon, and potential associate-to-own arrangement may be available.

Vibrant small town west of Madison. DC retiring from solid practice using Div/Gon/Tho and therapies. Good investment with the real property included in the sale. Asking price of \$150,000 includes the practice, equipment/furniture, land, and attractive building.

For information, please contact Loren Martin at Practice Opportunities, Inc.

952-953-9444 martin@practiceop.com www.practiceop.com

All inquiries kept strictly confidential. No obligation or sales pitches; it's our pleasure to be of assistance.



BUY 6 NUTRA DISC

(90 OR 180 COUNT BOTTLES AND GET
2 ADDITIONAL SUPPLEMENTS

FREE!

Buy 6 of **Anabolic's Number One Selling Product** and choose two bottles of any of the supplements listed below!

- Cognagen
- Joint Support™ (30/90 ct)
- Neuro-Ease®
- Osatate®
- Osteo-Plex® (120 ct)
- Thymunose™
- Vasotate

Offer good through January 31, 2018.

Free product cannot be returned or exchanged for any reason.



This document is published by Anabolic Laboratories, LLC ©2013. 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.

To take advantage of this special, please contact Frank Bahleda, your Anabolic Nutritional Sales Consultant, at 262-544-2020 or email him at fbahleda@sbcglobal.net

WCA HELP DESK

WCA Help Desk Resources



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

Health Care Provider Records Fees

Are you a provider who transmits health information electronically?

NO



Use Wisconsin Fees

YES



Charge the lower of the HIPAA Rate or Wisconsin Fees.

Paper Copies (per page)	Adjusted Fees
First 25 pages	\$1.10
Pages 26 to 50	\$0.82
Pages 51 to 100	\$0.54
Pages 101 and above	\$0.32
Microfilm/Microfiche (per page)	\$1.62
Print of X-ray (per image)	\$10.84

Under Wis. Stat. 146.83(3f)(a), health care providers must provide medical records “if a person requests copies of a patient’s health care records, provides informed consent, and pays the applicable fees.” To provide “informed consent” under 146.81(2), the request may be “signed by the patient or a person authorized by the patient.” Each July 1, the Wisconsin Department of Health Services will adjust the dollar amounts that a health care provider may charge for providing copies of a patient’s health care records. The current fees are listed on this page, and are also available at dhs.wisconsin.gov.

Sales Tax: Sales of paper copies of patient medical records are no longer subject to Wisconsin sales or use tax if the medical records are sold to the patient or a person authorized by the patient to receive the medical records (*Cannon & Dunphy, S.C. vs. Wisconsin Department of Revenue*, August 15, 2015). This also applies to workers’ compensation medical records and electronic copies of patient medical records.

Medical Assistance: A health care provider may not charge a patient or a person authorized by the patient more than 25% of the applicable fees for providing one set of copies of a patient’s health care records if the patient is eligible for medical assistance. A health care provider

may require that a patient or person authorized by the patient provide proof that the patient is eligible for medical assistance before providing copies at a reduced charge. A health care provider may charge 100% of the applicable fee for providing a second or additional set of copies of patient health care records for a patient who is eligible for medical assistance (Wis. Stat. 146.83(1f)(cm)).

Social Security: If a patient or person authorized by the patient requests copies of the patient’s health care records for use in determining eligibility for or appealing a denial of Social Security disability insurance or supplemental security income, the health care provider may charge no more than the amount that the Federal Social Security Administration reimburses the department for copies of patient health care records (Wis. Stat. 146.83(1f)(am)(bm)).

Workers’ Compensation Records: The allowable charges for copies of certified medical records are the greater of 45 cents per page or \$7.50 per request plus the actual cost of postage. Neither a retrieval fee nor a certification of records fee may be imposed. An employee who reports a work-related injury waives any physician-patient privilege with respect to any condition reasonably related to the condition for which the employee claims compensation. As of

March 2016, providers may not charge more than \$26 for workers' compensation records requested in **electronic format**. See 2015 Wis. Act 180.

HIPAA RATE

Under HIPAA, individuals have an enforceable right to see and receive copies of health records upon request¹. HIPAA limits the types of costs that may be imposed by “covered entities” for providing copies of patient health records that are initiated by the patient. A “covered entity” includes a health care provider who “transmits any health information in electronic form.” A covered entity must provide the individual with access to protected health information in the form and format requested by the individual (paper or electronic), if it is readily producible in such form and format; or, if not, in a readable hard copy form or such other form and format as agreed to by the covered entity and the individual.

HIPAA permits a covered entity to impose a reasonable, cost-based fee if the individual requests a copy of his/her protected health information. Fees are limited to the actual cost of the following:

1. **Labor for copying** the protected health information requested, whether in paper or electronic form²;
2. **Supplies for creating** the paper copy or electronic media (e.g., CD or USB drive) if the individual requests that the electronic copy be provided on portable media and the covered entity maintains the records electronically;
3. **Postage**, when the individual requests that the copy, or the summary or explanation, be mailed; and
4. **Preparation** of an explanation or summary of the PHI, if the individual in advance both chooses to receive an explanation or summary and agrees to the fee that may be charged.

When an individual makes a medical records request, copying fees “may not include costs associated with verification; documentation; searching for and retrieving the protected health information; maintaining systems; recouping capital for data access, storage, or infrastructure, or other costs not listed above, **even if such costs are authorized by State law.**”

ELECTRONIC RECORDS

Because Wisconsin state statutes currently only address fees for paper copies of records, and not the provision of electronic copies, you must look to federal requirements. As outlined above, under 45 C.F.R. § 164.524(c), you may impose a reasonable, cost-based fee for electronic copies, provided that the fee includes only the cost

of labor for copying the PHI and the cost of supplies for creating the electronic copy (such as the cost of a CD, USB drive, etc), the cost of postage if the copy is mailed, and the cost of preparing an explanation or summary of the PHI, if agreed to by the individual.

Under HIPAA, a covered entity may charge individuals actual or average labor costs to fulfill a request for electronic (or paper) copies of protected health information that the covered entity maintains electronically. The labor cost must only relate to the cost of making copies, or creating a summary or explanation, if the individual has requested a summary and explanation.

For example, practitioners can charge the actual or average costs for photocopying paper, scanning paper into electronic format, converting electronic information into the format requested, transferring files (such as uploading or downloading) to a web-based portal, or creating or executing an email that is responsive to the request.

If a covered entity does not wish to calculate actual or average labor costs associated with a request for health information in electronic format, the covered entity may charge a flat fee of \$6.50 for each request for electronic records³.

If HIPAA applies, covered entities should charge the **lesser of**: the charges applicable under state law or the charges applicable under HIPAA.

As of March 2016, providers may not charge more than \$26 for workers' compensation records requested in electronic format. See 2015 Wis. Act 180.

WHEN TO CHARGE FOR CERTIFICATION OF COPIES OR A RETRIEVAL FEE?

The certification of copies or retrieval fee may only be charged if the requestor is not the patient or a person authorized by the patient. In the situation where a third party initiates a request for PHI on its own behalf (with the patient's HIPAA authorization), these fees may be charged. However, when the third party is simply forwarding, on behalf and at the direction of the patient, the patient's own access request, these fees may not be charged. If any confusion exists when a third party is requesting copies of records, it is best to clarify whether the request is being initiated by the patient or the third party prior to charging the certification or retrieval fees.

If the requestor is not the patient or a person authorized by the patient*

Certification of Copies	\$8.69
Retrieval Fee	\$21.73

1. See **Individuals' Rights under HIPAA to Access their Health Information**, 45 C.F.R. § 164.524

2. *Id.* “Labor for copying **includes only** labor for creating and delivering the electronic or paper copy in the form and format requested or agreed upon by the individual, once the PHI that is responsive to the request has been identified, retrieved or collected, compiled and/or collated, and is ready to be copied. Labor for copying does not include costs associated with reviewing the request for access; or searching for and retrieving the PHI, which includes locating and reviewing the PHI in the medical or other record, and segregating or otherwise preparing the PHI that is responsive to the request for copying.”

3. See <https://www.hhs.gov/hipaa/for-professionals/privacy/guidance/access/index.html#maximumflatfee>.

*By law, a “person authorized by the patient” includes an attorney appointed to represent the patient if that attorney has written informed consent from the patient to view and obtain copies of the records (Wis. Stat. 146.83(1b)). In addition, it includes the parent, guardian, or legal custodian of a minor patient, the guardian of a patient judged to be incompetent in this state, the personal representative, spouse, or domestic partner of a deceased patient, any person authorized in writing by the patient or a health care agent designated by the patient as a principal if the patient has been found to be incapacitated, except as limited by the power of attorney for health care instrument. If no spouse or domestic partner survives a

deceased patient, “person authorized by the patient” also means an adult member of the deceased patient’s immediate family (Wis. Stat. 146.81(5)).

Please contact the WCA Help Desk with any questions at wcahelp@wichiro.org or 608-256-7023.

This guide prepared with assistance by WCA Legal Counsel,
Barbara J. Zabawa, JD, MPH
Attorney/President
Center for Health and Wellness Law, LLC
Mc Farland, WI 53558

On-Demand WCA Help Desk Webinars & Newly Added Practice Resources

Take Advantage of the Help Desk Member Benefit!

One of the primary benefits of your WCA membership is access to the Help Desk. The WCA Help Desk provides members with helpful answers to questions on the following items and more:

- Billing and coding
- Billing and legal issues
- Electronic Health Records (EHR)
- HIPAA Compliance
- Regulation and Licensing
- Medicaid
- Medicare
- Patient Records
- PQRS and MIPS
- Member Communications & Surveys

The Help Desk is your go-to resource for assistance with daily practice challenges. WCA Help Desk Staff includes Help Desk Director Tammy McKeown, CT (tmckeown@wichiro.org) and Member Services Coordinator Alicia Weich (aweich@wichiro.org). Contact the Help Desk at wcahelp@wichiro.org.

Access On-Demand Webinars via the WCA Website

The Help Desk presents monthly webinars designed to educate and inform members on important topics in chiropractic. Oftentimes, the Help Desk receives questions regarding topics already presented in a recent webinar.

Several webinars are now available for members to view on the WCA website:

- Visit www.wichiro.org
- Hover over the Help Desk tab
- Hover over “Webinars” in the drop-down
- Select “On-Demand Webinars”
- Login to the WCA website with your *username and password

Visit www.wichiro.org and search for the topic you wish to access, to watch the webinar on YouTube.

If you’ve yet to attend a WCA Help Desk webinar, we encourage you to take advantage of this excellent member benefit. Webinar invitations are sent to members via email updates and are also posted under “Latest News” on the WCA website.

View Newly Added Practice Resources

WCA has added new Practice Resource materials to the Help Desk area of our website:

- Hover over the Help Desk tab
- Hover over “Practice Resources” in the drop-down
- Select “Getting Started”
- Login to the WCA website with your *username and password

Once on the “Getting Started” page, you will have access to WCA Help Desk Guides on essential topics in chiropractic, many of which feature answers to FAQs received by the Help Desk.

Additional Help Desk Tab Resources

- Legal memo regarding discounts/incentives is available in Practice Resources: “Growing Your Business”
- Guide to caring for an injured patient is available in “Work Comp & Personal Injury”
- 2018 Medicare Fee Schedule is available in “Medicare”

Be sure to visit the Help Desk section of the WCA website to access content and resources available only to WCA members.

*If you are unaware of your WCA website login username and password, please email Membership & Program Director Brenda Toler, btoler@wichiro.org.



WCA

Achievement Awards



What better way to acknowledge a mentor, colleague or staff member than by recognizing their leadership.

The WCA has four distinguished awards for outstanding service and dedication for which nominations are being accepted.

Lifetime Achievement Award

The WCA Lifetime Achievement Award was created to recognize chiropractors that have made continuous contributions to the chiropractic profession throughout their careers. Because the award reflects a lifetime of involvement, it is meant to honor a chiropractor with at least 25 years of professional experience.

Chiropractor of the Year

The Chiropractor of the Year recognizes recent contributions to the chiropractic profession on the local, state or national levels, as well as leadership in the community, church and civic functions. The nomination will highlight achievements generally accomplished over the last several years.

Nels Bakke Award

The Nels Bakke Award honors chiropractors that have been in practice for less than five years. It recognizes the contributions of younger practitioners who have equally dedicated themselves to serving the profession and their community.

Chiropractic Technician of the Year

The Chiropractic Technician of the Year award is given to an individual whose dedication to chiropractic patients is reflected in the quality of their professional work as well as volunteer work in their community.

How Do I Nominate Someone?

To nominate an individual for a WCA Achievement Award, simply fax or send a letter to the WCA and tell us who you would like to nominate and the award for which you would like them considered. Please provide as much detail as you can about why you think they are deserving of the award.

The WCA Board of Directors selects the winner in each category. If you have nominated someone in the past and they have not been honored, feel free to nominate them again. Nominations are due by March 1, 2018. Awards are announced at the Awards Gala on April 27, 2018 at the WCA Spring Convention held at The Osthoff Resort.

Mail: WCA (Attn: Awards), 521 E. Washington Ave., Madison, WI 53703 or fax: (608) 256-7123



EXPECT
SOMETHING
MORE™



New employee benefit!

Join AAA today with the
Wisconsin Chiropractic Association group discount.

Employees only – \$44.80
Household members* – \$24.00

- 24/7 AAA protection in any car**
- Free identity theft monitoring
- Thousands of member discounts
- Free severe weather alerts

See the visiting AAA Representative for details.

Join AAA with your company discount!

Alyson Buxton - AAA Madison East
608-242-6000 ext 213
aabuxton@aaawisconsin.com

Special Offer Code: GTME25W

**Roadside Assistance is provided by independent facilities contracted by AAA. Coverage in taxis and limousines is excluded. Your membership kit will include a handbook that fully describes your member benefits, including any limitations or restrictions. Offers, terms, conditions and policies are subject to change without notice. Membership benefits vary with membership levels and are subject to change without notice.17-SA-0751

2018 WINTER/SPRING CE

January 13 | February 3 & 4

CT Delegation - Up to 24 CE CT
Dr. Brenda Holland
Holiday Inn Pewaukee

February 1

Opiate Crisis: The Role of Chiropractors Helping Communities - 6 CE DC
Dr. Nilesh Patel & Dr. Dermot More-O'Ferrall
Sheraton Milwaukee Brookfield

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 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

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 17

Cold Laser & Light Therapy - 6 CE DC/CT
Dr. Wendy Varish
Hilton Garden Inn Wausau

February 17

Informed Consent - 6 CE DC
Dr. Jeff Wilder
Aurora Sinai Downtown Milwaukee

February 18

Workers' Compensation - 4 CE DC/CT
Dr. Jeff Wilder
Aurora Sinai Downtown Milwaukee

February 24–25

Evaluation & Management of the Most Common Extremity Disorders - 12 CE DC
Dr. Tim Bertelsman
Aurora Summit Oconomowoc

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 Eau Claire

April 7

Brain Inflammation - 8 CE DC
Dr. Greg Fors
Clarion Hotel Eau Claire

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

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.

Setting Your Fees for Practice Success

Dr. Ray Foxworth, Certified Medical Compliance Specialist and President of ChiroHealthUSA

Setting a fee schedule is key to the success of your practice. It should be simple to understand by patients; compliant with provider agreements, state, and federal regulations; and most importantly, profitable. However, there is very little information on how to find comparative pricing information by region or zip code. Many doctors are left to figure it out on their own. The result is that many chiropractors are leaving money on the table and missing out on revenue that can help grow their businesses.

Generally, you should review your fee schedule on an annual basis because everything around your practice is changing: your costs, your salary, what other providers are charging, what insurance is allowing, as well as many other economic considerations. There are websites such as fairhealth.org that allow you to see the fees for specific codes representing the 50th, 60th, 70th, 80th, 90th, and maximum percentiles for your zip code area. We encourage you to review your fee schedule and identify opportunities to maximize your reimbursements.

As you are reviewing your fees, it helps to also calculate your average cost to provide an office visit. To do this:

- List monthly fixed expenses (rent, business loan payments, equipment leases, etc.) and a 12-month average of variable and non-monthly expenses (utilities, payroll, taxes, etc.).
- Determine your average number of office visits per month for the past 12 months.
- Determine your average ACTUAL reimbursement per visit (total income divided by total visits for the year).
- Divide the average overhead expense by the average number of office visits. This is your Average Cost per Visit.
- Divide the Average Cost per Visit by the Average Income per Visit to determine your Average Overhead Percentage.

Are you signing contracts for LESS than what it costs to deliver care? You must read your provider agreements and understand every stipulation that you are agreeing to with your signature. Far too often, doctors find out well after the fact that a procedure regularly performed in the practice is not covered or bundled under the terms of the contract. Additionally, providers may choose to add a new service or product, such as spinal pelvic stabilizers, and find that their provider agreement allows for reimbursement in the fee schedule at a level lower than the cost of the product or service.

If it has been a few years and it looks like a major overhaul is needed to bring your fee schedule into the 21st century, consider utilizing the help of a consultant. Consultants can evaluate your existing fees, contracted rates, and published fee schedules for your area. They can also make recommendations on when and how to implement fee changes in your office. If one of your primary reasons for not evaluating or increasing your fees over the years is a desire to keep care affordable for your cash and underinsured patients, then consider using a Discount Medical Plan Organization (DMPO). A DMPO is a great way to continue offering affordable care to your patients while still maximizing reimbursement when available.

Dr. Ray Foxworth is a certified Medical Compliance Specialist and President of ChiroHealthUSA. A practicing chiropractor, he remains "in the trenches" facing challenges with billing, coding, documentation, and compliance. He has served as president of the Mississippi Chiropractic Association, former Staff Chiropractor at the G.V. Sonny Montgomery VA Medical Center, and is a Fellow of the International College of Chiropractic. You can contact Dr. Foxworth at 1-888-719-9990, info@chirohealthusa.com, or visit the ChiroHealthUSA website. Join us for a free webinar that will give you all the details about how a DMPO can help you practice with more peace of mind. Go to www.chirohealthusa.com to register today.

ChiroHealthUSA
The Network That Works for Chiropractic!

www.chirohealthusa.com

Here's why I'm 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*

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.**



Join us.

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

ChiroHealthUSA
The Network That Works for Chiropractic!

CLASSIFIEDS

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, 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 DCs TO EXOTIC BRAZIL

Call WI chiropractor Brent McNabb 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 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 searching 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.

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

CLASSIFIEDS

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: 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, 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.

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.

SEEKING AN ASSOCIATE DOCTOR OF CHIROPRACTIC

B'wel Chiropractic & Health Associates, Inc. has a passion for helping communities create a wellness-centered lifestyle. Our Algoma location is currently seeking a full-time associate doctor who has excellent people skills and is willing to be coached in order to be as successful as possible. The ideal candidate would specialize in providing the "Palmer Package." The office comes fully staffed, including a personal marketing assistant, and offers all the necessary chiropractic equipment including decompression table, rehabilitation area, etc. Our clientele is varied and caters to all ages and athletic abilities from the weekend warrior to Olympic medalists and professional football players.

This tourist town is located right in the picturesque city of Algoma, WI, on the shores of Lake Michigan and has everything to satisfy those with a need for fun and adventure. If you love the outdoors and boating, this is great place to live! There is always something happening! This would be a tremendous opportunity for anyone considering new opportunities in chiropractic care. Call us today to schedule an interview with our doctor/owner, 920-738-9997.

PRACTICE FOR SALE: BUFFALO COUNTY

Seller motivated due to health concerns. Two-generation activator/diversified practice. Low overhead. Staff is trained/certified. High percentage cash practice averaging over 800 patients/\$29K per month. Financial assistance available. Includes inventory, professional equipment, and furniture for offices and 5 treatment/therapy rooms. \$70,000. Doctor is willing to stay and mentor or practice part time as buyer wishes. Please contact Practice Brokers, Inc. for more details at 888-878-0027 or email: heatherconradpbi@gmail.com. Please reference when inquiring.

DC WANTED

Established practice looking for a doctor of chiropractic with at least 5 years' clinical experience for an immediate, long-term position. Must be versed in STRONG manual adjusting techniques and subluxation-based chiropractic philosophy, have great people skills, be energetic, and focused on helping patients achieve the healing potential of chiropractic. Compensation package includes: competitive salary, insurance, paid vacations, paid holidays, and opportunity to advance. Located just 6 miles from the white sands of the south's most scenic beaches. Come join us in your dream job and fall in love with where you live!

Contact Katy Reagan via email, Katyreagan@ymail.com.

ASSOCIATE WANTED W/PURCHASE OPPORTUNITY

Energetic associate member wanted for practice in Antigo, WI. 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.

WISCONSIN PRACTICE FOR SALE

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, artwork, etc. Asking \$29,900. Doctor will work through a successful transition period. Contact: 920-872 2969, lerothdc@gmail.com.

DOC FOR A DAY!

Is hiring part-time contractors to perform office coverage work. Great pay, flexible hours, and valuable learning experiences. Must be licensed, have malpractice insurance, transportation, and have graduated at least 3 years ago.

Call 847-367-9641 or e-mail daleslachman@gmail.com with resume.

CT/CRT FULL-TIME POSITION AVAILABLE

Busy chiropractic office in Mayville looking for enthusiastic individual to join our team at Horicon Street Chiropractic. Must be outgoing, hardworking, detail oriented, able to multi-task, and a team player with good communication skills. Duties include, but are not limited to, chiropractic therapy and rehabilitation, taking and developing X-rays, ordering supplies, answering phone, and scheduling patients. Please send cover letter and resume to horiconstreetchiro@yahoo.com or by mail to Horicon Street Chiropractic, 935 Horicon Street, Mayville, WI 53050.

BUILDING HOUSING CHIROPRACTIC CLINIC FOR SALE

This beautiful building in the historic Mississippi River town of Prairie du Chien is available. Home of a long-established practice with over 5,000 sq. ft. of space on 2.3 acres with 300 feet of highway frontage. Plenty of room for a practice, plus space to rent with plenty of parking and green space. Possibility that the current doctor/owner will lease space after sale. Contact Tahra Ferguson with Century 21 Welter Realty at 608-778-5511.

CLASSIFIEDS

RELIEF COVERAGE

Concierge level Chiropractic Relief Coverage available. Short- and long-term assignments accepted. Over 25 years of excellence in clinical practice. Trusted, reliable, and responsive service. WI licensed and insured. CV and references available upon request. Call Dr. Charisse today at 717-329-9434 or 920-383-1036. The coverage solution is only a phone call away.

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, or visit chiropracticbuyers.com for additional information.

ITEMS FOR SALE

- Power Plate Pro5 Airdaptive-\$5,000
- Dynatron 709 Solaris Combo Stim/Ultrasound Unit-\$1,300
- 2 massage chairs-\$75 each
- 2 FMS screening test kits-\$100 each

Pick up only, Kenosha, WI. More information and pictures upon request. Serious inquiries, contact doctor@dramyfoerster.com.

ASSOCIATE DC AND CA POSITIONS AVAILABLE

Associate DC and CA positions available in a beautiful, progressive, multiple award-winning practice with expanding locations in Appleton and the surrounding Green Bay and Fox Cities areas. Amazing opportunity with a supportive team and the ability to work just 25 miles from Lambeau Field. We are looking for someone who is motivated and willing to learn and grow with a passion for chiropractic. On-site rehab, physiotherapy, digital X-ray, and a fun team of chiropractors are here to help you do your best. Vacation time is available, along with potential for benefits. Please forward a resume and cover letter to buss.skibbachiros@gmail.com.

X-RAY UNIT FOR SALE

Summit Nova 325 X-ray unit. The unit is a 300MA/125KVP and is 24 years old with one owner. Excellent condition, lightly used, and fully functional. It includes stainless steel dip tanks, cassettes, lead apron and a gonad shield, and an upright buckey and tube stand. You may have the leaded glass window as well. Price: \$3,000 or best offer.

Nieuwenhuis Chiropractic, 201 W. Main Street, Hortonville, WI 54944.
Phone: 920-779-4704.

MADISON PRACTICE FOR SALE

Established 14 years. Primarily cash practice. Prime location in upscale building. 3 1/2 days per week. Fully equipped. Financing available. Contact Loren Martin, Practice Op Inc., 952-953-9444, martin@practiceop.com.

ASSOCIATES WANTED

Ambitious associates wanted for multi-office family-based wellness practices in the beautiful and progressive La Crosse area. Associates must have a desire to learn, solid work ethic, and passion for chiropractic. With these qualities, we will teach you to succeed in chiropractic both professionally and personally. Multiple doctors are needed to help our growing clinic locations. We are looking for long-term relationships with buy-in opportunities for the right candidates. We are looking forward to meeting the right people to join our amazing team. Send resumes to drrenataanderson@mychiropracticplace.com, or call 608-385-0522.

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.

SPACE FOR LEASE - INTERSECTION OF FITCHBURG/MADISON/VERONA

First floor, flex medical-related space available:

Great visibility from 18/151, medical-related strip center has last vacancies of 3,250 sq.ft. The space can be split into 1 or 2 different units. Brand-new, built to suit your business needs, on first floor, handicap access, kitchenette, handicap bathrooms, office with sink, one-story building, visible signage is on the building front and back. Highly populated area with residential and commercial. Average household income is around \$70,000. Asking lease rate \$14.00 NNN. Current Tenants: Orange Shoe Personal Trainer, Fairyland Daycare, Farmers Insurance, and general medical doctor.

Contact: Samina Khan (owner) cell: 608-347-8993, email: sjkh97@gmail.com.

FULL-TIME DOCTOR NEEDED

Well-established clinic in southwest Wisconsin is looking for an energetic, caring, skilled, and self-motivated doctor to fill a full-time position at one of our multiple clinics. Benefits include malpractice insurance, vacation, holidays, and continuing education. This position offers the opportunity to see patients immediately. Financial opportunities will be discussed at interview. Please send resumes to: abfchiro@gmail.com.

ASSOCIATE WANTED

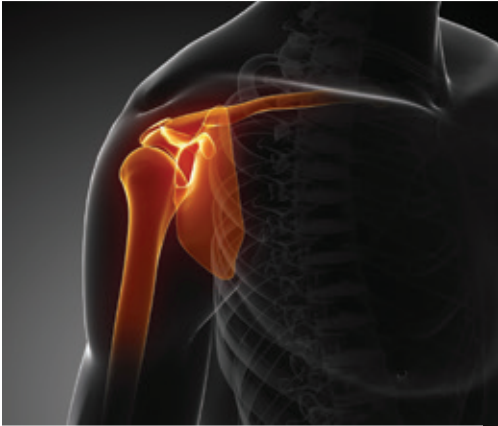
Historic 80-year-old practice in Janesville, WI seeking to hire a third doctor. Must be licensed in Wisconsin, with good patient skills and a love for the art of chiropractic. We are looking for someone interested in building a long-term practice. Fully equipped and staffed office. Contract includes 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.

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 phone: 608-412-3078

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



521 E. Washington Avenue
Madison, WI 53703

PRSR STD
US POSTAGE
PAID
MADISON WI
PERMIT #2783

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

SAVE THE DATE

INTRODUCING...
ChiroU™

Date: Feb 10-11, 2018

WCA is proud to announce a first of its kind—a real world business training experience. ChiroU™ was created to deliver quality training from experts in the field. Along with WCA, these experts are committed to helping you build chiropractic success.

This inclusive weekend is designed for doctors in practice 5 years or less and chiropractic students nearing graduation who are looking to practice in Wisconsin.

Hosted by: WISCONSIN CHIROPRACTIC ASSOCIATION
Building Chiropractic Success.