

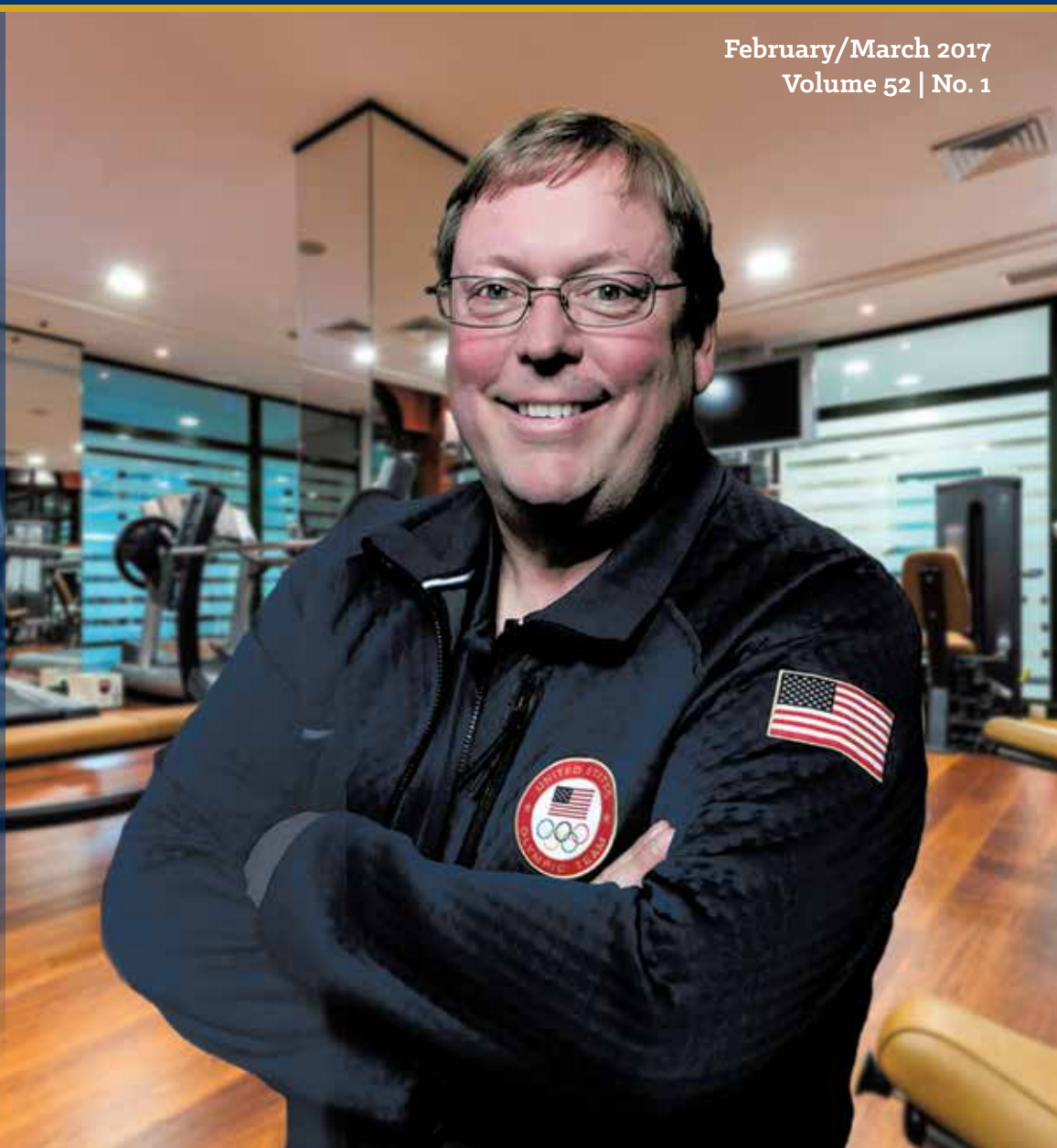


The Wisconsin Chiropractor

The Official Publication of the Wisconsin Chiropractic Association

February/March 2017
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UPCOMING SPRING CONVENTION
Speaker William Moreau, DC, DACBSP, FACSM



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CHIEF


CHIROPRACTIC HEALTH INFORMATION & EDUCATION FUND

A sincere thank you to all of our generous members who made CHIEF pledges in 2016. We applaud your activism and support of the chiropractic profession.

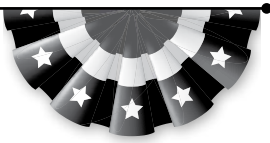
In 2016 the WCA developed and utilized political candidate questionnaires to ensure that candidates we support possess a true understanding of chiropractic and what it represents. We look forward to engaging with our elected officials in 2017 to put forth pro-chiropractic policies such as the WCA Clinical Tools Package, a suite of practice-enhancing tools designed to appeal to a broad segment of our membership.

Visit the WCA website at www.wichiro.org to learn more about CHIEF and pro-chiropractic advocacy efforts.

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Learn more about CHIEF and WCA's pro-chiropractic advocacy efforts at www.wichiro.org

Why the WCA?

Because Membership Has Its Benefits!

Dennis Reak, DC - WCA Board Member and Chair, WCA Membership Engagement Committee



Have you ever caught yourself asking “Why should I be a member of the WCA?” I think we all have. I recall while attending chiropractic college that we were told to join your state association and national association. That was over a decade ago. At that time, I asked “Why?” and the response was because “they protect you.”

Having been in practice for some time and on the Board of Directors over the past 15 months, I have a newfound appreciation for what the WCA does in protecting our ability to practice but also in providing services beyond that.

Prior to my election, I was a chiropractor who just did my job and took for granted what went into allowing me to practice. Work Comp issues? WCA went to battle for us. Massage therapy trying to expand scope that could have infringed upon what we do? WCA went to battle for us. Medicaid quit reimbursing for an exam? WCA went to battle for us. I assumed these were easy tasks and that the WCA just had laws changed with a snap of a finger. Let me tell you that is far from the case. I have a much greater appreciation for the time and efforts that some of our fellow chiropractic colleagues put into WCA efforts. Some of our fellow DCs are volunteering 20+ hours per week, yes...per week, in assisting the WCA in protecting our rights. We are always under attack in one way or another and the WCA works very hard to shield all of us, as practicing DCs, from even noticing it. That's what a good association does. Fight for you while you do what you love, without disruption. So what is the WCA doing behind the scenes as we speak?

Last year I was asked to lead a group of fellow chiropractors to develop a more value-based membership. Why? Because times have changed. Technology has changed. the cost of a chiropractic education has drastically changed. Incomes have changed. But, unfortunately, the WCA had not changed. With input from numerous chiropractors we have been developing several changes that will be rolling out over the next 12 months.

Most recently, we launched the WCA Credit Match program where for every 12 continuing education credits a chiropractor takes through the WCA, the WCA will give you four to be taken

at the next convention at **no cost**. We also are providing any chiropractic student or DC licensed for three years or less to take unlimited classes at **NO CHARGE** (some exclusions apply)! If you employ an associate doctor, you should be offering a WCA membership as part of your benefits package, especially if you are employing a newly licensed DC! If you attended the fall 2016 convention, you noticed the fantastic variety of classes and world-class speakers we were able to bring in. Spring 2017 will be no different as we will be having Bill Moreau, DC speaking! We are also looking at moving our convention locations around. We understand that our colleagues in the northern and northwestern parts of the state are asked to drive a significant distance and we want to ease that burden. We are currently exploring a variety of locations throughout the state so if you have any input, let myself or Brenda Toler at the WCA know!

I assumed these were easy tasks and that the WCA just had laws changed with a snap of a finger. Let me tell you that is far from the case. I have a much greater appreciation for the time and efforts that some of our fellow chiropractic colleagues put into WCA efforts.

At the end of 2016 we were able to offer a variety of new insurance offerings through WPS/Epic. We had an overwhelming response to these products which included: vision, dental, short-term disability and long-term disability. We were able to offer some of these products without underwriting. If you've ever taken out a policy before, you can appreciate the ability to forego the underwriting process. Over and over, we were asked about health insurance. We have been working long and hard on this and are excited to announce that **we will be offering a group health insurance option in the very near future (think spring 2017 convention)! Keep an eye out for announcements via mail, email, fax and in *The Wisconsin Chiropractor*.**

The WCA is also working on developing a set of courses that newly licensed DCs can take to get a jump-start in running

their own practice. This is currently being developed and more information will be coming. This will be geared to newer DCs but open to anyone who wants a refresher. One topic that will be offered shortly will be regarding HIPAA compliance. It sounds boring, but this topic is currently a hot-button issue and the WCA has been working to get a quality course developed for our members.

Our website has also been going through some changes, and one thing you should do immediately is log in to your account (call Brenda Toler at WCA for help, if needed). You can manage your membership (paperless billing), register for classes, track the classes you've taken, create/upload a CV and more! This is a valuable resource that you as a member have access to. This area will also have member-only content such as webinar replays, announcements and more.

Legislatively, the WCA is working on introducing a clinical tools package this spring. This includes: ability to perform WIAA sports physicals, establishing a route to perform acupuncture or

dry-needling, co-pay equality and being paid on par with other healthcare providers for Medicaid exams. As you should recall, it was the WCA that was instrumental in getting Medicaid to pay for exams again! Given that we are in one of the most polarized political environments ever, these will be a very heavy lift, but with your support and voice, we hope to accomplish these goals. BUT, it is important that you do not sit on your hands. This will take a significant effort and there will be a substantial drain to our CHIEF funds. (If you haven't donated to CHIEF, think about contributing something. As little as \$10 per month helps!)

These are just a few of the things that the WCA is working on. I hope this has brought a new light to what the WCA is doing for YOU, as a member. It is because of your dedication that I and others have stepped up to help make a difference and bring a fresh vision to the WCA. We are willing to do the heavy lifting if you are willing to help when asked. If there is an area you are passionate about, contact the WCA and volunteer to be an active participant in the WCA's activities. Together, we will continue to keep Wisconsin a great place to practice!

SUMMARY OF WCA MEMBERSHIP BENEFITS

	WCA	Other
Credit Match Program	YES	NO
Unlimited, FREE education for students and DCs practicing three year or less	YES	NO
Vision insurance option	YES	NO
Dental insurance option	YES	NO
Short-term & Long-term disability insurance options	YES	NO
Group Health Insurance option	YES*	NO
Has greatest variety and frequency of continuing education offerings in the state	YES	NO
Help Desk response within one business day	YES	NO
No increase in DC membership rates for last three years	YES	NO

Hands down, the WCA offers you the most value and options for your membership dollars without raising your membership dues. If you know someone who is not currently a WCA member or has been paying a membership for a state association not offering the amount of benefits as the WCA, encourage them to join the WCA today!



WCA Credit Match and Valuable Member Benefits

WCA Credit Match Program

The Wisconsin Chiropractic Association continually strives to offer its members more value. We are proud to introduce our new Credit Match program to help provide our members with greater access to high quality education and training programs.

New in 2017 - Buy 12, Get 4 Free

For every 12 credits of continuing education that you take through the WCA, you will receive four credits at the next WCA convention at NO CHARGE.

Also New in 2017 - Free CE for New DCs

Students and newly licensed chiropractors (your first year of practice through the end of your third year of license) can take UNLIMITED COURSES through the WCA at NO CHARGE.

Contact WCA Membership Engagement and Program Director Brenda Toler at btoler@wichiro.org to learn more about the Credit Match program and other member benefits.

The new Credit Match program is in addition to all of the other great benefits you receive as a member of WCA.

Member Communications

Your source for vital information on emerging issues affecting your practice. Members receive chiropractic news first through eNews and fax alerts, as well as *The Wisconsin Chiropractor* magazine.

Government Affairs

By tracking and responding to every legislative move that might impact Wisconsin DCs, WCA is your voice in the state Capitol. Through CHIEF, the Chiropractic Health Information and Education Fund, WCA supports pro-chiropractic candidates for elected office.

Office Referrals

Member DCs receive referrals through WCA and are listed on WCA's patient-centered *Find a DC* online member search.

Help Desk - Exclusive for Members

Be in the know on changes to laws and regulations impacting your day-to-day operations. Assistance with daily practice challenges is just a phone call or email away. 608-256-7023 | wcahelp@wichiro.org

Continuing Education (CE) and Business Training

WCA provides relevant, engaging education throughout Wisconsin with affordable and competitive pricing. Members receive discounts on CE course registration.

Events and Networking

Building a stronger chiropractic community through social events and professional networking. Attend meetings held annually in your district and participate in WCA's statewide chiropractic conventions twice per year.

Insurance Benefits

WCA provides access to exclusive services:

- Long-Term Disability (LTD)
- Short-Term Disability (STD)
- Business Overhead Expense (BOE)
- Life Insurance
- Health, Vision and Dental Benefits

WCA Offers Value to Our Members!

Introducing Chiropractic Value Network (CVN)

Barbara J. Zabawa, JD, MPH - WCA Legal Counsel



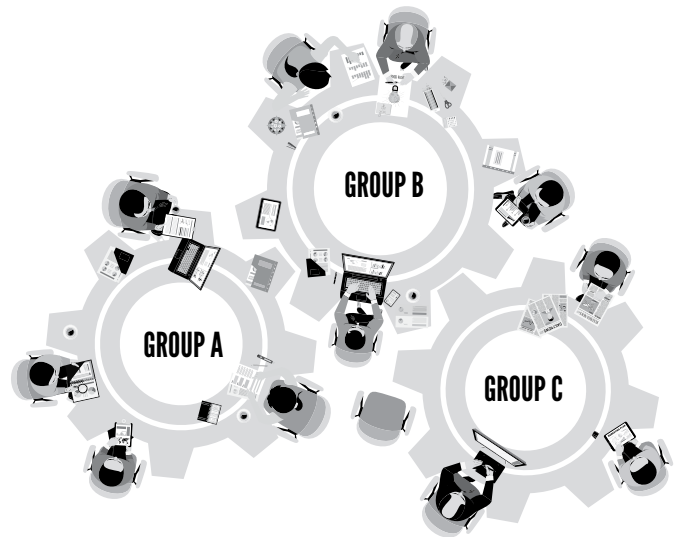
The healthcare landscape is changing. Mergers and consolidations of health providers and insurers create fewer options for consumers and more challenges with staying independent of but still working with these mammoth organizations. It may be particularly difficult for chiropractors who are just starting their career.

That is why the WCA has created a separate legal entity called Chiropractic Value Network (CVN). CVN is intended to be an independent practice association, or IPA. An IPA is a network of practitioners who agree to participate in an association to contract with health insurance plans and create processes to improve quality and control costs. IPA members maintain ownership of their practices and administer their own offices. However, they contractually agree to participate in the IPA and be held accountable for meeting standards set by IPA leadership.

By agreeing to standards, such as patient outcome measures or practice guidelines, IPA members work as a team in improving patient care. This team approach enables the IPA to meet with insurers and employer purchasers as a group, to offer their services as a group and to get paid rates as a group.

CVN has partnered with Forward Health Group (FHG), a Madison-based software company that specializes in population health management information technology platforms. CVN and FHG are rolling out a test platform to five pilot sites across Wisconsin. These pilot sites are WCA members and range in clinic size from sole practitioners to clinics with multiple chiropractors. As the pilot sites capture data through the platform about the care provided to patients, CVN will be able to arm itself with evidence that demonstrates the value of chiropractic care. This evidence will be a valuable asset when meeting with insurers and employer

This team approach enables the IPA to meet with insurers and employer purchasers as a group, to offer their services as a group, and to get paid rates as a group.



purchasers. The evidence will also be valuable to the chiropractic community in general, as it may offer further support for the effectiveness of chiropractic in improving health and well-being.

WCA will keep its members updated as CVN progresses. If you have any questions or want to learn more, reach out to John Murray at jmurray@wichiro.org or Barbara Zabawa at bzabawa@wellnesslaw.com.

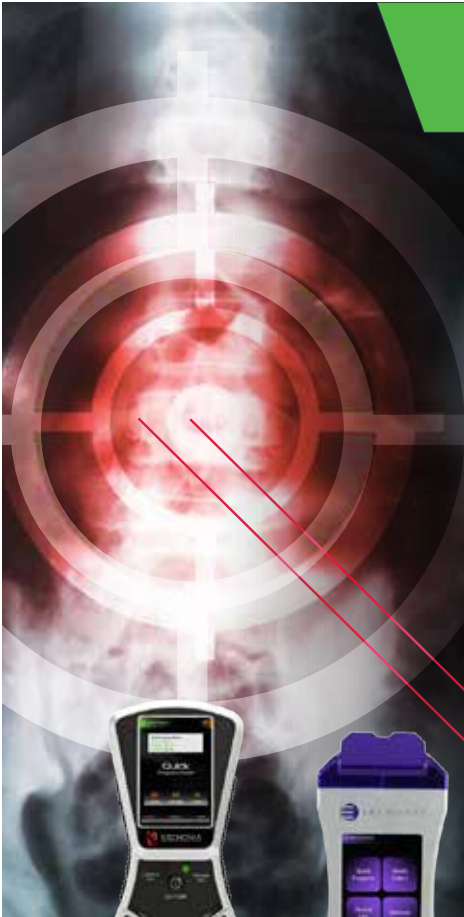


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FEATURED SPEAKERS AT SPRING CONVENTION



Concussion Evaluation & Management

with William Moreau, DC, DACBSP, FACSM

Learn practical skills relating to evaluation and management of sports related concussion. Return to play decision making is covered, emphasizing the role of the DC as primary provider.

Specific topics include defining concussion, special populations and integrative analysis of best care pathways for concussion.

Saturday, April 8 | 8:00 a.m.-12:00 p.m. | 4 CE DC

Register at www.wichiro.org



Best Practices for Management of the Rotator Cuff and Shoulder

with Brandon Steele, DC, DACO

Rotator cuff injuries are the most common problem to affect the shoulder.

In this workshop, DCs learn to successfully treat rotator cuff pathology and current “best practices” for evaluation, treatment and home rehab.

Saturday, April 8 | 1:00–7:00 p.m. | 6 CE DC

Register at www.wichiro.org



MIPS/MACRA

with Evan M. Gwilliam, DC, MBA, BS, CPC, NCICS, CCPC, CPC-I, MCS-P, CPMA

Learn how to earn a performance based payment adjustment and avoid a reduction to Medicare reimbursements under MIPS.

Friday, April 7 | 8:00 a.m.–12:00 p.m. | 4 CE DC

Documentation

with Evan M. Gwilliam, DC, MBA, BS, CPC, NCICS, CCPC, CPC-I, MCS-P, CPMA

Satisfy the coders, auditors and claims reviewers with proper documentation.

Friday, April 7 | 1:00–5:00 p.m. | 4 CE DC

Register at www.wichiro.org

WCA Spring Convention | April 6–9, 2017
Madison Marriott West | Middleton, Wisconsin
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SPORTS MEDICINE

Dr. Bill Moreau leads healthcare team for U.S. Olympic and Paralympic athletes

When you think about it, it isn't surprising the managing director of sports medicine for the United States Olympic Committee (USOC) is a chiropractor. Olympic and Paralympic athletes recognize the benefits of chiropractic and have been requesting for years that chiropractors be part of the healthcare team during and between the Olympic and Paralympic Games.



Photo by Brad Armstrong Photography

Providing Gold-Medal Care for Olympic Athletes

Article used with permission from Spring/Summer Issue of Palmer College of Chiropractic *Insights* Magazine

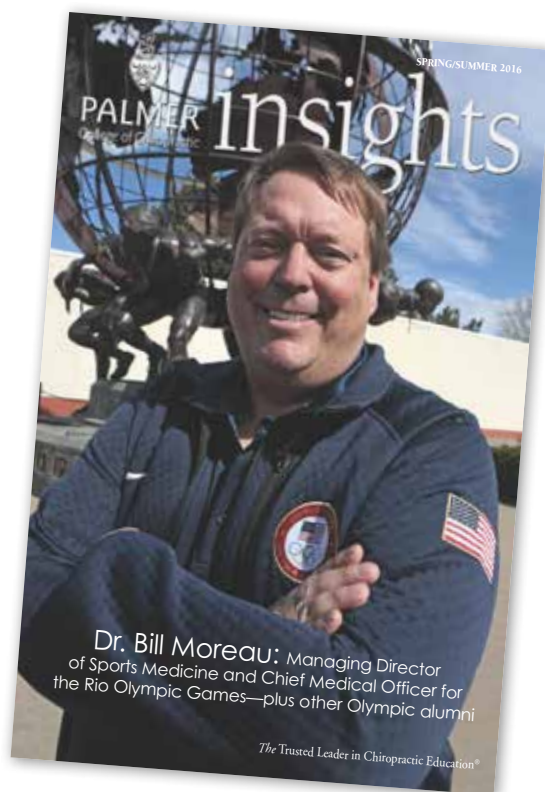
“My career at the USOC began nearly eight years ago, when I served as manager of the USOC’s flagship clinic in Colorado Springs,” says the USOC’s Managing Director of Sports Medicine William Moreau, D.C., DACBSP, Davenport ’81.

Today, Dr. Moreau oversees all USOC sports-medicine clinics, Olympic and Paralympic Games planning and staffing, and the USOC National Medical Network. He’ll also be the first doctor of chiropractic to serve as a chief medical officer for an Olympic team at the upcoming Olympic Games in Rio de Janeiro, Brazil.

Life should be an adventure. “In my opinion, there are two ways to live our lives: take the most comfortable path in front of us, or challenge ourselves and take risks,” he says. “The concept that we can never become more if we don’t try changed my life. I’m committed to making life an adventure, and it’s been a great trip so far. I’m looking forward to continuing the adventure!”

That adventure includes leading the team of interdisciplinary health-care professionals who provide care to Team USA athletes through more than 25,000 Olympic and Paralympic clinical interactions each year. Team USA uses chiropractic care for many reasons, Dr. Moreau says. “Sometimes the care is for the daily ache and grind of the professional athlete, for sport performance outcomes or to treat injuries. Both summer and winter Olympic and Paralympic athletes have common injuries, as well as sportspecific injuries. You need to fully understand the demands of sport in order to best help the athletes.”

Chiropractic care helps drive high-performance outcomes, Dr. Moreau adds, “by helping the athlete to reload and get ready for the next day of practice or competition grind. If we can help them recover and physically perform the next day, the target is for the athlete to reach the pinnacle of their potential at the Olympic or Paralympic Games.”



Access to conservative care such as chiropractic is important to the athletes. “The athletes vote with their feet by choosing those providers who can help them the best,” he says. “The conservative health-care providers are in high demand.”

As for his upcoming “adventure” as the chief medical officer for the U.S. Olympic Team, Dr. Moreau is gearing up to help his team of health-care providers focus on each athlete’s needs.

“The job is both challenging and rewarding,” he says. “I enjoy the opportunity to build teams of providers. When we work together and focus on the athlete, we can move mountains to help that individual achieve greatness. There will be more than 100 health-care providers supporting Team USA in Brazil, including approximately 15 chiropractors, and my job is to bring them together as The Team Behind the Team.”

“As the athletes and staff came to recognize the benefits of conservative, multiple-disciplinary musculoskeletal care, the athletes drove the demand for a team approach to the care needs. The USOC is unique in the delivery of high-performance care at the Olympic and Paralympic levels.”



Wisconsin Chiropractic Association | www.wichiro.org



AS A CHIROPRACTOR, WHAT WOULD HAPPEN IF YOU BECAME DISABLED AND COULDN'T WORK?

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- It took you years to accumulate these assets. How long will this last before you run out?

2. Borrow.

- Loans can help when you need them right away. The problem is they won't last for as long as you may need. Loans also need to be paid back.

3. Sell assets.

- Would you get the best price selling your home, or car? With the fluctuating market, you may get only a fraction of the true value.

4. Social Security

- Social Security replaces only a limited portion of what you need. Will your claim even be approved, and how long could that take?

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When Good Intentions Are Not Enough

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

{*“Outcome is not in your control. What’s in your control is your effort and your intentions.”*}
-Amit Sood

Recently, one of our team members came back from an event frustrated. After speaking about the risks associated with improper discounting and faulty financial and collection policies, she was told more than once, “I don’t care what the regulations say. My state says I can charge whatever I want.” And some states do, but the Office of Inspector General and most provider agreements disagree. When a provider presents a lower fee schedule for cash patients and bills their higher “usual and customary” fees to insurance companies, it has clear implications of insurance fraud.

I have never shied away from sharing my most painful day in practice. I treated Mrs. Jones and her family for years. She did not have insurance and I charged her my cash fee. One day, Mrs. Jones was in an automobile accident and I began treating her for her accident related injuries. When I walked into the treatment room to see Mrs. Jones, I could tell instantly that something was wrong. She quickly crossed the room and pointed her finger in my face and said, “It is doctors like you, ripping off insurance companies, that keep me and my family from affording insurance.”

I was stunned. Where had this come from? I had been treating this family for years. Then I noticed the EOB in her other hand. I took a deep breath, “Mrs. Jones, the only mistake that I made was not letting you know that I was helping you and your family.” She walked out of my office and I never saw her again.

At that time, my state did not have a rule against dual fee schedules. Technically, my state allowed me to charge whatever I wanted, but that did not stop me from being reported to my Board of Examiners and the State Attorney General. I also lost a really good patient.

51% of adults in the U.S. have seen a chiropractor in the last 5 years, yet only 10-15% of the population is seeking regular chiropractic care. What if, when we think we are helping a patient, we are unknowingly causing a negative impact on their perception of our profession. There is a right way and a wrong way to help your patients. I did it the wrong way with Mrs. Jones.

Today, my intentions are to help chiropractors all across the country avoid the mistakes I made and help their patients in the right way. We have found a transparent way to help all of your patients get the care they need at a price they can afford. The network approach to discounts reduces the risks of compliance and OIG violations related to inducements, improper down-coding, dual fee schedules, and potentially inappropriate time-of-service discounts. To learn how we are helping providers all across the country, go to: <https://www.chirohealthusa.com/show>.

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 at www.chirohealthusa.com.

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SPRING CONVENTION

April 6–9, 2017



Earn continuing education (CE) credits over the four days of the WCA Spring Convention. Full descriptions of each session and online registration are available at www.wichiro.org.

Best Practices for Management of the Rotator Cuff & Shoulder

Saturday, April 8, 1:00–7:00 p.m.
Brandon Steele, DC, DACP | 6 CE DC

Chiropractic Nutrition Module 1

Thursday, April 6, 8:00 a.m.–5:00 p.m. and
Friday, April 7, 8:00 a.m.–2:00 p.m.
David Seaman, DC | 12 CE NUT

Chiropractic Nutrition Module 2

Friday, April 6, 2:00–6:00 p.m. and
Saturday, April 8, 8:00 a.m.–5:00 p.m.
David Seaman, DC | 12 CE NUT

Concussion Evaluation & Management

Saturday, April 8, 8:00 a.m.–12:00 p.m.
William Moreau | 4 CE DC

CRT Radiology Session 3

Saturday, April 8, 11:30 a.m.–5:30 p.m. and
Sunday, April 9, 8:00 a.m.–2:00 p.m.
Wendy Varish, DC | 12 CE CRT

CT Delegation

Friday, April 7–Sunday, April 9, 8:00 a.m.–5:00 p.m. daily
Brenda Holland, DC | 24 CE CT

Documentation

Friday, April 7, 1:00–5:00 p.m.
Evan Gwilliam, DC | 4 CE DC

HIPAA Compliance

Thursday, April 6, 1:00–5:00 p.m.
Jeff Grady | 4 CE DC/CT

MIPS/MACRA

Friday, April 7, 8:00 a.m.–12:00 p.m.
Evan Gwilliam, DC | 4 CE DC

Prostate Cancer and its Relevance to Chiropractic

Friday, April 7, 1:00–3:00 p.m.
Douglas Levine, DC | 2 CE DC

Learn more and register online at www.wichiro.org

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WCA NEWS

OHIO



In January, the Northeast Ohio Academy of Chiropractic (NOAC), a volunteer organization established in 1969 to protect Chiropractors' rights to practice, was instrumental in passing Ohio House Bill 276 into law. This law clarifies existing statutory language in order to improve

chiropractors' scope of practice. Ohio DCs may now administer, sell, distribute, recommend, and/or provide advice surrounding nutrition-related items, drugs available without a prescription, homeopathic remedies and durable medical goods and devices. The law comes after over three years of dedicated efforts by the NOAC and the Ohio State Chiropractic Association (OSCA), who negotiated numerous challenges from other provider groups. Learn more at www.noacohio.com.

NEW MEXICO



Senate Bill 150, titled the Advanced Chiropractor Licensure, was presented to

the New Mexico legislature in the current session but ultimately failed to pass a vote in the Senate Public Affairs Committee. Chiropractors in New Mexico with the requisite training and education, classified as Advanced Chiropractic Physicians, can still prescribe drugs, but SB150 would have added additional drugs to the current formulary. This bill will likely be proposed again in the next session. Learn more at www.facebook.com/NewMexicoChiropracticAssociation.

GOVERNOR WALKER INCLUDES SELF INSURANCE FOR STATE EMPLOYEES IN 2017-2019 STATE BUDGET



Governor Walker made official what many, including the WCA, have been predicting for the past year by proposing to move state and local government employees to a self insurance health care program starting in 2018. The proposal, which was officially approved by the

Group Insurance Board the same week that the governor delivered his budget address to the Wisconsin Legislature, projects a savings of \$60 million dollars over the next two years. The governor has dedicated this savings to k-12 education. The budget now moves to the Joint Finance Committee (JFC), the budget writing committee of the Legislature. "The WCA will continue to raise concerns with legislative leaders, particularly members of the JFC, regarding the impact of this proposal on health care costs and access to chiropractic care," said WCA Executive Director John Murray. Learn more at www.facebook.com/wichiropractic.

WCA LEADERS NAMED TO COCSA - AFFORDABLE CARE ACT TASK FORCE



Dr. Brenda Holland, Vice Chair of the WCA Board of Directors and WCA Executive Director John Murray have been named to a task force that is working in collaboration with the Congress of Chiropractic State Associations (COCSA) and the American Chiropractic Association on Affordable Care Act policy issues affecting access to chiropractic. "Our focus will be on protecting section 2706 - the provider non discrimination provision included in the Affordable Care Act and opposing legislation that allows for the sale of health insurance across state lines," said Dr. Brenda Holland. Learn more at www.facebook.com/wichiropractic.



WCA HELP DESK

WCA Help Desk Resources



Tammy McKeown, CT | wcahelp@wichiro.org | 608-256-7023

HAPPY NEW YEAR

FROM THE WCA HELP DESK

2017 CHECKLIST: DO THESE THINGS FOR A GOOD YEAR!

Happy New Year! Hope you were able to get some rest over the holidays. Now it is time to dive into those tasks that have to be handled for the new year. To help you out, I developed a handy checklist for you to use to make sure all of your bases are covered:

- **Renew your license.** First and foremost, because 2016 was a license renewal year I assume everyone did that. If not, STOP reading this article and immediately go to <http://dps.wi.gov> and select the License/Permits/Registration tab at the top of the page.
- **Get copies of insurance cards.** A new year could mean new insurance for your patients. I highly recommend that you ask every patient who enters your office for treatment for their insurance card. Even if the patient says they have the same insurance. There is always a possibility that the insurance id number has changed (or the group number). It is important to have a standard protocol in place which will allow for your billing to stay up to date. This will help eliminate rejected claims or claim errors later.
- **Verify insurance benefits.** You should check benefits on everyone, even if the coverage doesn't appear to have changed. After all, in 2016, we saw services that were within a DC scope of practice but were denied due to the patient's policy provisions or it being a self-funded plan. It can be important to verify which CPTs are covered when billed by a DC. The possibilities can be endless when verifying a patient's benefits.
- **Have patients sign a Notice of Assignment of Benefits/Financial policy.** This is especially important for any new insurance policy, because with that may come different benefits. Again, even if the patient has the same payer the policy could have changed.
- **Have patients update a Patient Information form.** Things always change! This will ensure that your records are up to date to prevent a denied claim with a wrong address or a returned billing statement in the mail.
- **Update the Informed Consent form.** Because treatment plans change, risks can also change. This should be updated yearly and given to the patient by the DC (signed within the treatment room). We know the CA/CTs in the office wear many hats, but when it comes to the risks associated with treatment it is best to let the DC present the form and answer those questions.
- **General compliance and fraud, waste and abuse training.** Centers for Medicare and Medicaid Services (CMS) requires training to be done within 90 days of hire/contracting. This training is good for one calendar year and needs to be completed annually. CMS has a training module at <https://www.cms.gov/outreach-and-education/medicare-learning-network-mln/mlnproducts/providercompliance.html>.
- **Set your office goals.** The new year means new possibilities! What is your vision for your office? What do you wish to achieve in 2017? By setting SMART goals—Specific, Measurable, Achievable, Realistic and Timely—you have made your first step toward making your goal/vision a reality.

In closing, I'd like to encourage everyone to stay informed. Please watch your WCA E-news and our homepage—<https://wisconsinchiropractic.site-ym.com/>. If you don't pay attention, you may just miss something that will cost you in the end. Please feel free to contact me if you have any additional questions at tmckeown@wichiro.org.

Train Your CT or CRT through the WCA

Help your chiropractic technician build the skills they need to add value to your practice by sending them to a WCA training program. WCA staff training programs consistently rate high with Wisconsin chiropractors for quality instructors, hands-on curriculum and affordable pricing. In addition to learning skills that they can immediately apply in the clinic, CTs learn teamwork, patient management and begin to understand the power of chiropractic.



DATE: WCA Spring Convention
April 6-9, 2017
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Go to www.wichiro.org for more information and to register.



WCA Awards Gala

Formal Event Celebrating Leaders in Chiropractic

Friday, April 7, 2017

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- ✦ *Chiropractic Technician of the Year*
- ✦ *Nels Bakke Award for Young Practitioners*
- ✦ *Lifetime Achievement Award*

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PART-TIME ASSOCIATE WANTED

Busy, well-established clinic in Madison, WI is seeking an energetic, highly motivated chiropractor to help with patient flow. You would be working 3 days per week, including Thursdays. Fridays are off. Benefits include sick and vacation time, and paid holidays. Compensation would include base salary plus bonus plan. Knowledge of Diversified, Activator, and Thompson drop method are preferred. Additional compensation provided for malpractice insurance and CE credits. Please send C.V. to mark@emmchiro.com.

Posted 1.17.17

INSURANCE/BILLING SPECIALIST NEEDED

Insurance/Billing specialist needed immediately at very busy, family oriented chiropractic clinic in Waupun, WI. Successful candidate will be a passionate, trustworthy and conscientious worker with previous experience. Position is part time with flexible hours, and may progress to full time. Salary commensurate with experience. Please email CV and contact information to Drblohowiak@waupunchiro.com.

Posted 1.10.17

DOC FOR A DAY!

We are 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.

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Posted 12.19.16

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Posted 12.19.16

ASSOCIATE WANTED

Energetic Associate Chiropractor to join our growing office in northern Wisconsin. Candidate must possess strong passion for patient care, good adjusting skills and an outgoing personality. Candidate must be National Board Certified and Licensed to practice in Wisconsin. Palmer College graduates preferred.

Send resume to: 306 N. 6th Street, Colby, WI 54421

Posted 11.23.16

CLASSIFIEDS

CHIROPRACTOR: FULL-TIME ASSOCIATE OR PARTNER

Chiro-Med, S.C., a successful 25-year-old, multi-disciplinary clinic in Waukesha County, WI seeks full-time chiropractor as associate or partner. Owner transitioning to retirement.

Join our modern, busy clinic with multi-doctor staff:

- Must have excellent manual adjusting skills to treat athletes to seniors
- Must follow existing protocols for excellent clinical outcomes to continue million dollar practice

Compensation:

- \$3,000–\$5,000 per month = \$36,000–\$60,000 annual
- Commissions = 20% of collections for every new patient you bring to the practice
- Total possible compensation = \$100,000+ per year [depending on performance]

Benefits:

- Management system for new patient acquisition and practice growth
- Continuing education
- Malpractice insurance
- Paid time off [vacation/personal time]

Work Schedule - Approximately 26 patients hours

- Monday - OFF
- Tuesday - 9:30 a.m. to 6:00 p.m.
- Wednesday - 9:30 a.m. to 6:00 p.m.
- Thursday - 9:30 a.m. to 6:00 p.m.
- Friday - 9:30 p.m. to 6:00 p.m.
- Saturday - 8:30 a.m. to 12 Noon

Interviews now in progress

- Email Curriculum Vitae to doctor@chiro-medsc.com to be considered for an interview
- Visit www.chiro-medsc.com to learn more about the clinic

Posted 11.22.16

CHIROPRACTIC ASSISTANTS AND CRTs

Immediate openings with Bakke Chiropractic Clinic: 32-40 hours/week. Telephone, computer, detail-oriented, team player, strong work ethic and must love the public! Be part of a positive work environment. CT and CRT certification a plus.

Send letter of interest and resume to: bakkeclinic2@gmail.com

Posted 11.22.16

CHIROPRACTOR: PART-TIME ASSOCIATE

Chiro-Med, S.C., a successful 25-year-old, multi-disciplinary clinic in Waukesha County, WI seeks part-time chiropractor as associate. Owner transitioning to retirement.

Salary Range: \$30,000–\$50,000 [based on performance]

Benefits: Malpractice insurance

Work Schedule - Approximately 15 patients hours

- Monday - 9:30 a.m. to 12:30 p.m.
- Tuesday - 1:30 p.m. to 6:00 p.m.
- Thursday - 9:30 a.m. to 12:30 p.m.
- Friday - 1:30 p.m. to 6:00 p.m.
- Saturday - 8:30 a.m. to 12 Noon

Interviews now in progress

- Email Curriculum Vitae to doctor@chiro-medsc.com to be considered for an interview
- Visit www.chiro-medsc.com to learn more about the clinic

Posted 11.22.16

TEMPORARY CT NEEDED FEBRUARY 23–MARCH 3

CT wanted! Busy Chiropractic office looking for a temporary fill in for our current Chiropractic Technician. Job duties include applying therapies and taking/developing X-rays. Please email horiconstreetchiro@yahoo.com to send a resume. Days to work would be February 23–March 3.

Posted 1.20.17

WISCONSIN PRACTICE FOR SALE

District 3 - Sheboygan, WI

Twenty-nine-year practice. Includes all treatment and X-ray equipment, patient files, furniture, inventory on hand. Office is approximately 625 sq.ft., with off-street parking.

This is a perfect starter practice, or for existing doctor to relocate for a very low-cost investment. Current lease amount is \$625 per month (utilities included). Located on best entrance to city, one-quarter mile from I-43. Current office manager is willing to assist with transition.

\$18,000.00 boehlkejm@yahoo.com Phone: 920-973-9892

Posted 11.16.16

CLASSIFIEDS

ASSOCIATE WANTED

Total Health Chiropractic of West Michigan, PLLC is a very busy, fast-paced Chiropractic, Spinal Decompression and Weight Loss practice located in Grand Rapids, MI.

We have a position available for an outgoing, dependable, results-oriented individual who wants to work in a busy and fun team atmosphere and has a passion for treating people.

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Posted 1.30.17

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Posted 10.13.16



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WCA Welcomes Our Newest Members



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John Belland, DC - South Milwaukee

Brad Christensen, DC - Lake Geneva

Craig Close, DC - Oregon

Julie Davis, DC - Merrill

Claire Erickson, DC - Madison

Dan Futch, DC - Madison

Nicole Gebultowicz, DC - Glenview, IL

Tammi Hagensick, DC - DeForest

Kevin Herrle, DC - Brookfield

Karl Huebner, DC - Green Bay

Mathew Kachel, DC - Onalaska

Danielle Linscheid, DC - Madison

Derek Lund, DC - Neilsville

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