



The Wisconsin Chiropractor

The Official Publication of the Wisconsin Chiropractic Association

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What if the WCA Did Not Exist to Advocate for the Chiropractic Profession?



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What if the WCA Did Not Exist to Advocate for the Chiropractic Profession?

Dr. Gene Yellen-Shiring, WCA President



I want to take a moment to express just how grateful I am for every one of you. By nature, people tend to take things for granted. That is, until those things that we take for granted are gone. At one time or another, many of us have been inclined to think, “I don’t really matter, my vote doesn’t matter...my membership in the WCA doesn’t matter.” However, I assure you that this is not true.

I, like so many of you, have seen and love the classic film *It’s a Wonderful Life* with Jimmy Stewart as George Bailey. George’s Uncle Billy misplaces \$8,000 in cash at the family run building and loan, which sends George into a panic when the bank examiner arrives and he realizes that criminal charges are possible. He gets drunk, goes to a nearby bridge, and is about to jump to end it all when Clarence, “Angel 2nd Class,” intervenes. Clarence’s job is to talk George out of taking his life. When George says he wished he had never been born, Clarence grants his wish and shows George what life would have been like had George never existed.

If enough of us felt that same way about our WCA membership, the WCA might cease to exist. If the WCA did not exist, who would fight for you, for our profession, and for our patients? Let’s take a look at three examples of what may have occurred had the WCA not been around to advocate for you over the past few years.

State Self Insurance - Governor Walker asked that the state of Wisconsin begin to self-insure its 200,000 employees, including teachers in local school districts and the UW System, and discontinue the current method of contracting with health insurance companies. This would have exempted the state from our insurance equality statutes, resulting in the real possibility that state employees would not have had chiropractic benefits. WCA worked with other health care groups to defeat this proposal.

Workers’ Compensation Fee Schedule - The WCA joined with other provider groups in a coalition effort to once again defeat legislation that would have imposed a Medicare-style fee schedule on care provided to patients injured in Workers’ Compensation cases. This bill would have meant a HUGE reduction in compensation for Wisconsin chiropractors and would have severely limited your ability to provide quality care that returns injured patients to work.

AB 920 - Association Health Plan (AHP) Legislation - This bill would have allowed Association Health Plans to be offered in Wisconsin that did **NOT** provide patients with equal access to chiropractic care. On very short notice, the WCA was able to rally our members to contact their legislators and attend the Assembly

Health Committee public hearing on the bill. Our collective efforts resulted in the bill’s author agreeing to an amendment that preserved equal access to chiropractic care within Association Health Plans.

This issue of *The Wisconsin Chiropractor* highlights 11 different situations where **your** WCA advocated on your behalf. For most of us, these three bills alone could have resulted in the loss of chiropractic benefits to hundreds of your patients and reduced reimbursements for your care to injured workers, with the net effect of substantial lost revenue for your clinic and a real loss in take-home pay.

We were only able to win these fights because we have a strong, full-service trade association. We are strong because we have enough members to provide the financial resources to employ legal counsel, lobbyists, and staff to lead these fights.

You must never take your WCA membership or **your** WCA for granted. When I look to the future, I see that 40% of our members are over the age of 50. Within 15 years, if we were to lose 40% of membership revenue, we would not have the resources to retain legal counsel, a lobbyist, perhaps not even an executive director. In other words, we would become like the majority of chiropractic associations across the country, ineffectual because of too few members and too little revenue.

So, what do **you** need to do to ensure the WCA will always be here? **If you are reading this and are not a WCA member, join now! The WCA needs you, and you need the WCA!** Without your membership, the day may come when there is no WCA to fight for you. **If you are a member, please talk to your colleagues who have yet to join, and urge them to do so.** Support your WCA by attending WCA-sponsored Continuing Education events, and invest in the CHIEF fund so that we can support pro-chiropractic legislators.

Just to be clear, I do not take any one of you for granted. **The strength that you provide the WCA as a member doctor is why I am proud of each one of you. You are the solid foundation of YOUR WISCONSIN CHIROPRACTIC ASSOCIATION.** Without every one of our members, your WCA could not have accomplished the things we did during this legislative session. **Thank you.**



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WCA Legislative Successes in 2017-18

WCA and You – Stronger Together



Dr. Jeff King, WCA member, presenting at the Governor's Task Force meeting on opioid abuse.

WCA was Invited to Present at the Governor's Task Force on Opioid Abuse

Dr. Jeff King, WCA member and member of the Chiropractic Examining Board (CEB), gave an excellent presentation on how chiropractic care can help patients AVOID prescription and opioid abuse. WCA President Dr. Gene

Yellen-Shiring and WCA Executive Director John Murray attended this Task Force meeting.

State Self Insurance

WCA worked with other health care groups to defeat a proposal to move the state health plan away from managed care to self-insurance. WCA was the ONLY chiropractic group to devote lobbying resources to defeating this anti-chiropractic proposal.



Workers' Compensation Fee Schedule

WCA joined with other provider groups in a coalition effort to once again defeat legislation that would have imposed a Medicare-style fee schedule on care provided to patients injured in workers' compensation cases. This bill would have meant a HUGE reduction

in compensation for Wisconsin chiropractors, and severely limited their ability to provide quality care that returns injured patients to work. The WCA was the only chiropractic association to donate SIGNIFICANT resources lobbying against this legislation (as we do every session).



L-R – WCA Member Dr. Todd Tesch, Sen. Steve Nass, WCA President Dr. Gene Yellen-Shiring, and WCA Executive Director John Murray.

Medicaid Pilot Project on Physical Medicine



WCA was successful in getting a provision included in the state budget that directs the Wisconsin Department of Health Services (DHS) to look at best practices from around the country in which Medicaid programs prevent patients from opioid addiction by utilizing chiropractic. This provision gives the WCA the opportunity to work with state policy makers to implement policies that encourage chiropractic care instead of opioids within the Medicaid program.

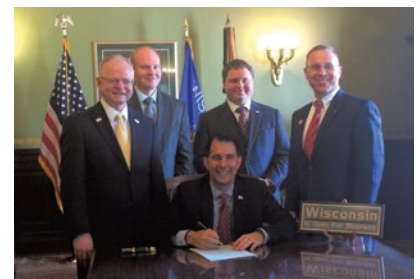


OTC Budget Provision

WCA attempted to include a provision in the state budget that would have clarified the ability of chiropractors to counsel their patients on the appropriate use of over-the-counter medications commonly used to treat musculoskeletal issues. The medical establishment, insurers, and others fought the provision strongly, and it was therefore NOT included in the budget. This was a missed opportunity for chiropractors to put their education, clinical, and patient care skills to work in preventing patients from the overuse of OTCs as well as prescription and opioid abuse.

AB 260 - Clinical Tools Package

The governor signed this bill into law as WI Act 180. The bill originally included the ability of chiropractors with additional training to offer acupuncture and dry needling and required school districts to accept sports physicals performed by chiropractors. The final bill included: US DOT examinations - ensures Wisconsin chiropractors can continue to provide these exams, cold laser clarification, preceptor clarification, and delegation to other health care providers without having to become a chiropractic technician.



L-R – WCA President Dr. Gene Yellen-Shiring, WCA Communications & Marketing Manager David Bobka, Gov. Scott Walker, Rep. Wichgers' Staff Gabriel Szerlong, and Rep. Chuck Wichgers.

WCA Legislative Successes in 2017-18

AB 920 - Association Health Plan (AHP) Legislation



This bill would have allowed Association Health Plans to be offered in Wisconsin that did NOT provide patients with equal access to chiropractic care. On very short notice, the WCA was able to rally our members to contact their legislators and attend the Assembly Health Committee public hearing on the bill. Our collective efforts resulted in the bill's author agreeing to an amendment that includes equal access to chiropractic care within Association Health Plans.

This bill ultimately died in the State Senate. The WCA will NOT allow the Wisconsin Chiropractic Insurance Equality Law to be eroded in any manner and was able to mobilize members and our lobbying strength in order to protect the interests of our members and patients. This was a true victory for Chiropractic. Thank you to all who supported this accomplishment.

DWD Lower Extremity Guidelines

WCA alerted the Wisconsin Department of Workforce Development (DWD) to the practice of certain insurers who were intentionally misusing DWD guidelines to deny payment for care provided to patients involving lower extremities. DWD agreed with the WCA and sent a letter to insurers advising them that this practice was illegal. WCA acted as the regulatory watchdog, helping members.



AB 834 - WI Act 288 - Test Scores Required for Chiropractic Licensure in Wisconsin



This bill sets the required National Board of Chiropractic Examiners (NBCE) test scores required for licensure in Wisconsin to 375. The WCA was neutral on this bill (did not oppose this legislation) because membership was split in terms of their opinions on the issue, and the WCA Board found no correlation to demonstrate a

relationship between higher test score requirements and better, more successful real-world chiropractors. WCA's neutrality allowed the bill to become law.

SB 381 - WI Act 306 - Complex Rehabilitation Technology



L-R – WCA ED John Murray, WCA Board Members Dr. Chris Resch and Dr. Bruce Davis, Gov. Walker, WCA President Dr. Gene Yellen-Shiring, WCA Board Member Dr. Eric Kirk, WCA Immediate Past President Dr. Rod Lefler, and WCA Lobbyist Tom Moore.

The bill directs the WI Department of Health Services (DHS) to create a new set of Medicaid codes for care provided to complex needs patients. The bill requires a “qualified complex rehab technology professional” to be physically present. WCA was successful in getting an amendment that included chiropractors in the definition of qualified health care professionals, due to diligent work by the WCA Government Affairs Team. This ensures the chiropractors can continue to provide care to patients in wheelchairs.

CT/CRT Course of Study Rule

WCA worked with the WI Chiropractic Examining Board (CEB) to draft a rule defining the course of study required to become licensed as a chiropractic technician in Wisconsin. Despite early discussions of requiring CTs to obtain over 70 hours of training, the WCA was successful in working with the CEB to get a final rule that requires only 12.5 hours to become a CT. The new rule applies only to newly licensed chiropractic technicians and will go into effect in late June 2018. WCA programs have already been reconfigured to meet the new rule.



L-R – WCA Executive Director John Murray, Senate Majority Leader Scott Fitzgerald, and WCA President Dr. Gene Yellen-Shiring.



Building Chiropractic Success Since 1911

WCA is the only full-service Chiropractic Association in Wisconsin with the resources to advocate for you and your profession. WCA staff works to support your success as a professional Doctor of Chiropractic in Wisconsin, in the areas of Advocacy, Help Desk, Member Services, Education, and Communications.

However, our efforts cannot succeed without you, our members. For over 100 years, membership has fueled the efforts of this Association.

When Wisconsin Chiropractors are united as WCA member doctors, the great profession of chiropractic is truly stronger.

Join Your Wisconsin Chiropractic Association

CHIEF

**CHIROPRACTIC HEALTH
INFORMATION & EDUCATION FUND**

The more doctors who support CHIEF, the greater the influence the WCA can exert in the political process by supporting elected officials who will fight for chiropractic, champion pro-chiropractic legislation, and fight against anti-chiropractic policies.

The need for legislative support is both a necessity and a reality. The investment that you make in CHIEF is an investment in your practice and our great profession.

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Chiropractic Discussions on the Federal Level



WCA Executive Director John Murray (left) and WCA President Dr. Gene Yellen-Shiring recently met with Wisconsin Congressman Ron Kind to discuss federal health care issues affecting chiropractic.

New WCA Member Opens Unique Animal Chiropractic Clinic



In May 2018, Dr. Morgan McCaskill opened a clinic in Kiel, WI for animal chiropractic care. Dr. McCaskill graduated from Sherman College of Chiropractic (South Carolina) in March of 2018, and WCA is proud to have her as a new member!

[Learn More About BackCountry Animal Chiropractic here.](#)



WCA BOARD ELECTS NEW MEMBER

WCA's Northwest District proudly elected Dr. Jennifer Waidelich to the WCA Board of Directors at its District 1 Meeting, held on Thursday, May 17, at the Metropolis Resort in Eau Claire, WI. Dr. Waidelich graduated from Northwestern College of Chiropractic in Bloomington, MN, and has been in practice since 1989. She practices at Amery Chiropractic, LLC (Amery, WI), where she is known as "Dr. Jenny." Dr. Waidelich has been a member of the WCA for the past 24 years.

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

Please access board member biographies and contact information at <https://wisconsinchiropractic.site-ym.com/page/BOD>. For further questions regarding your WCA Board and/or its officers and directors, please contact Executive Director John Murray, jmurray@wichiro.org or 608-256-7023.



FOLLOW WCA ON LINKEDIN!

The Wisconsin Chiropractic Association syndicates **communications**, updates, and news in *The Wisconsin Chiropractor* bi-monthly magazine, by email, on our website, via fax alerts and mailings, and by posting on our Facebook page. We have now added a new venue for social media communications using **LinkedIn**.

Follow WCA on LinkedIn

- If you already use LinkedIn for professional and work-related connections, it's convenient to connect with WCA to receive your chiropractic news.

- If you already "Like" WCA on Facebook, expand your social media engagement by following us on LinkedIn as well.
- If you don't use Facebook, but find LinkedIn beneficial, we're happy to have you follow us on LinkedIn to receive your WCA social media communications.

Association Members receive more communications from your WCA (*The Wisconsin Chiropractor* magazine, etc.), as a member benefit. LinkedIn allows us to provide you with one more valuable method of communication.



DR. KAY MILLER IS HONORED TO SERVE HER LOCAL COMMUNITY

WCA member Dr. Kay Miller was reelected to the Fond du Lac, WI City Council on Tuesday, April 3. Dr. Miller will be serving in her second term on the council.

"I'm truly honored to serve the citizens of Fond du Lac for one more term. It was a close race. I congratulate all of the winners, and I look forward to serving in a new term."

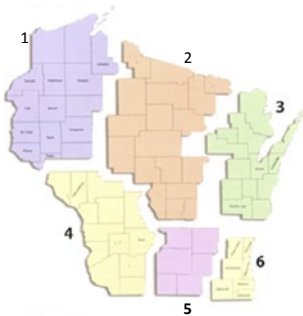
Dr. Miller has been a WCA member since 2009.

**Photo courtesy of KFIZ AM 1450 Fond du Lac.*



WCA Help Desk Director Tammy McKeown, CT is pictured at the WCA Awards Gala alongside WCA Lifetime Achievement Award winner Dr. Jeff Mackey (left) and Dr. Harvey Storm. Tammy was employed for nearly 10 years by Luedke-Storm-Mackey (LSM) Chiropractic as a CT and Clinic Coordinator, prior to joining WCA Staff.

Welcome to WCA's Newest Members



- | | | |
|----------------------------|--------------------------|--------------------------|
| • Dr. Galen Baker | • Dr. Anthony Otto | • Dr. Nicole Schroeder |
| • Dr. I. Karl Bartels | • Dr. Ken Poludnianyk | • Dr. Corey Van Westen |
| • Dr. Kevin Donnelly | • Dr. Jon Raether | • Dr. Bradley Wiegand |
| • Dr. Marie-Andree Gelinas | • Dr. Roy Sadler | • Dr. Joshua Wilson |
| • Dr. Megan Gordley | • Dr. Derrick Schinderle | • Dr. Christopher Kaiser |

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NEW EXCLUSIVE WCA BENEFITS

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

The exclusive comprehensive offerings include:



Long-Term Disability

Individual – Mutual of Omaha

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

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

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

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



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

Short Term Disability

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

Dental

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

Voluntary Life/ AD&D

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

Vision

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

Critical Illness

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



Jerry Den Boer
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jerry.denboer@baia.us



Julie Allord
608-729-1000

jallord@thebenefitworks.com

Discount for Your Orlando Vacation



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

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



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

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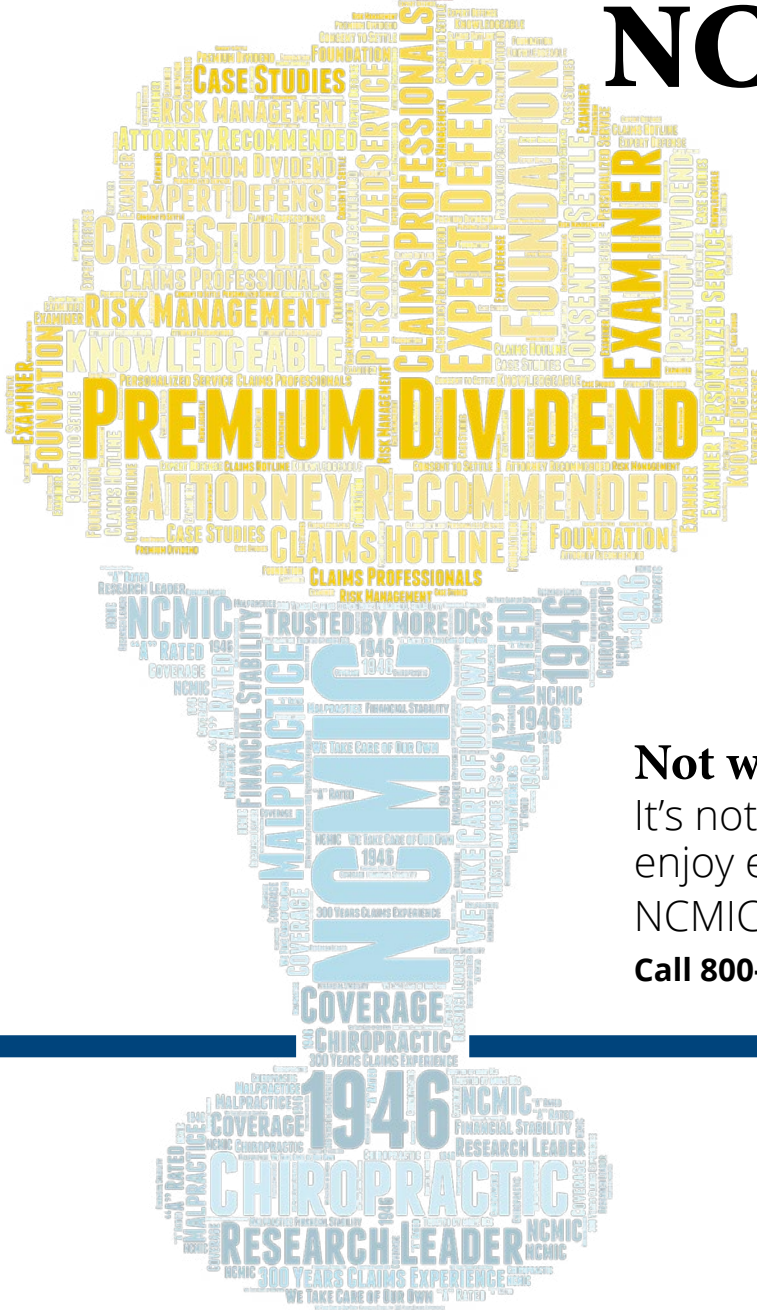
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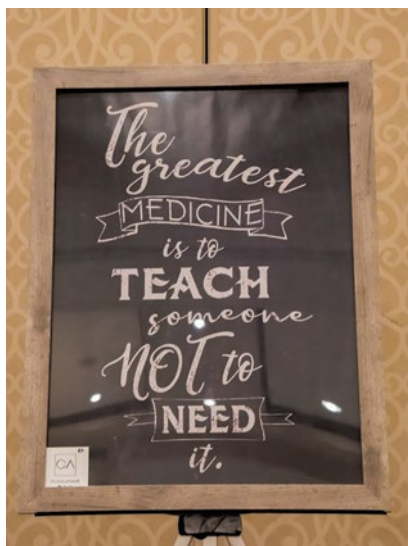
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Spring Convention in Elkhart Lake was a Great Success!



The 2018 WCA Spring Convention was held at The Osthoff Resort in Elkhart Lake, WI, from April 26-29, 2018. Over 300 Doctors of Chiropractic and staff were in attendance, helping to make this year's event a great success. WCA holds its annual spring convention in order to help chiropractors and their staff earn necessary continuing education hours for license renewal. WCA conventions are

also an excellent venue to network and enjoy camaraderie with fellow colleagues in the profession. Thank you to all who attended the 2018 Spring Convention.

Chiropractic care for active patients was the focus of this event, with the theme of "Spring into Sports." Chiropractors are uniquely positioned to support wellness for athletes, helping to ensure they stay injury-free whenever possible, and supporting patient rehabilitation and recovery when needed.

[View Photos from Spring Convention on Facebook!](#)

Appreciation and Feedback

WCA would like to thank each of our convention speakers for providing quality education, including: Drs. Onnie Thatcher, James Lehman, Tim Stark, Todd Cielo, Tom Solecki, Evan Gwilliam, Brenda Holland, Wendy Varish, Melissa MacDonald, Beth Antoine, Terry Yochum, Alicia Yochum, Kyle Steineman, Jeff Poplarski, and Jeff Sergent. Thank you to all vendors for offering excellent products and services to doctors in the full vendor hall, and thank you to each of our event sponsors for your support of the WCA and chiropractic. The support of WCA vendors and sponsors helps us to provide quality continuing education events each year.

A common theme amongst attendees was their appreciation for "the people" who represent this great profession. One attendee responded that what he/she liked most about the 2018 Spring Convention was "Connecting with others who are passionate about chiropractic!" The profession is stronger when WCA members, and all Wisconsin chiropractors, are united together for the good of chiropractic. The WCA and your fellow members are your chiropractic family, solidifying the foundation of WCA as a full-service staffed, member-driven organization that exists for you. We truly thank you for your support.

Celebrating Chiropractic Excellence at the WCA Awards Gala

The WCA Awards Gala was held on Friday, April 27, from 6-8 pm during Spring Convention. This year's gala was a fun evening and an excellent way to celebrate leaders in the chiropractic profession. Congratulations to Ms. PollyAnne Thompson - Chiropractic Technician of the Year, Dr. Dan Higgins - Nels Bakke Award Winner (Young Practitioner), Dr. Kyle Kollbaum - Chiropractor of the Year, and Dr. Jeffrey Mackey - Lifetime Achievement Award. You can learn more about this year's award winners on the following page. Thank you to NCMIC for sponsorship of this enjoyable event.

Save the Date – 2018 WCA Fall Convention

Join your WCA at our 2018 Fall Convention, being held at the Kalahari Resort in Wisconsin Dells, WI, from September 27-30, 2018. Fall Convention offers quality education, industry vendors, and special events all in one convenient weekend. WCA members and early registrants will receive discounts on the cost of attending the event, and class notes will be available online prior to the convention for download or print. Chiropractic students are also welcome at Fall Convention, which provides a great opportunity for students to network with doctors already in practice.

2018 is a renewal year; the current biennium ends December 14, 2018. Join us for quality continuing education while earning your needed hours to renew your license. Further details and event registration materials will be available closer to the event.

We sincerely hope you enjoyed the 2018 Spring Convention, and we look forward to seeing you at the WCA Fall Convention in September!

2018 Fall Convention: September 27–30, 2018



**Kalahari Resort and Convention Center
1305 Kalahari Drive
Wisconsin Dells, Wisconsin 53965**

2018 WCA Award Winners



Dr. Jeffrey Mackey – Lifetime Achievement Award

Dr. Jeffrey Mackey has been an integral part of the growth and development of the chiropractic profession in Wisconsin over the last 37 years. A managing partner of one of the largest chiropractic organizations in the state, he has served on numerous boards and committees, including the Wisconsin Chiropractic Examining Board (CEB). Dr. Mackey was instrumental in the development and acceptance of the chiropractic profession within the medical community, and helped develop chiropractic's inclusion in the insurance industry as well. Dr. Mackey was the recipient of the 1995 WCA Chiropractor of the Year award, and he served as the UW-Madison Athletic Department's first team chiropractor. Dr. Mackey has a lifetime of investment in his Madison-area community. Congratulations Dr. Mackey!



Dr. Kyle Kollbaum – Chiropractor of the Year

Dr. Kyle Kollbaum is a recognized chiropractor in his town of Ellsworth, WI, where he has received the Best Health and Wellness Award from the Ellsworth Chamber of Commerce three years running. His practice has been selected for this prestigious award over much larger health care organizations. He stays late, comes in outside of office hours, and even makes house calls. Dr. Kollbaum donates to local community causes, has been a youth football coach for nine years, contributes to and participates in fundraising events for the Ellsworth Chamber of Commerce, and participates in the Pierce County Community Health Fair. He has served as an elder of Crossroad Community Church for 14 years, where he is involved with the music ministry and Youth Leadership Team. Congratulations Dr. Kollbaum!



Dr. Dan Higgins – Nels Bakke Award (Young Practitioner)

Dr. Dan Higgins graduated from UW-Madison in 2010 and Northwestern Health Sciences University in 2013. He opened Higgins Chiropractic in Appleton in 2013, where his approach is to treat his patients like family. Dr. Higgins dedicates significant time to his local community, serving at his home parish of St. Mary's and volunteering as offensive coordinator for the Appleton Xavier High School football team. He serves as an excellent example of success for all younger Doctors of Chiropractic as well as the next generation of doctors that will practice in Wisconsin. Congratulations Dr. Higgins!



Ms. PollyAnne Thompson – Chiropractic Technician of the Year

PollyAnne Thompson is currently in her 17th year of employment at Bakke Chiropractic Clinic in Sun Prairie, WI. She began her work as a front desk receptionist in 2002 and has progressed into her current roll of clinic lead and new-hire trainer. Ms. Thompson embodies the Bakke Chiropractic philosophy that "teamwork makes the dream work." She provides exceptional service and brings a spirit of caring to chiropractic patients while demonstrating a true love for her job, her co-workers, and Bakke Clinic. Congratulations Ms. Thompson!

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 Dr. Adam Lahman, Lahman Chiropractic, Monroe, WI



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- Contracts 101, and Forms You Need to Know with *Dr. Jeffrey Wilder*
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- LLC vs. SC vs. Other Business Entity - Which is Right for Me? with *Center for Health and Wellness Law, LLC - Barbara Zabawa, Attorney/President*
- Compliant Documentation That Gets You Paid with *PayDC - Dr. Evan Gwilliam*
- Hiring Employees vs. Independent Contractors: Key Points to Know with *Center for Health and Wellness Law, LLC - Barbara Zabawa, Attorney/President*
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For More Information contact Stephen Broadley, Executive Director
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PosturePractice I: Pro-Chiropractic Changes in Low Back Pain Care Guidelines

SMT, Massage, and Motor Control Exercise are IN - Opioids, NSAIDS, and Tylenol are OUT



Low back pain treatment guidelines don't usually make headlines, but the 2017 release of new recommendations by the American College of Physicians (ACP) was big in mainstream media, with implications reverberating throughout healthcare. It is historic news when the ACP, the world's largest medical-specialty

society, advises against drugs for "non-radicular low back pain" because research shows it's better to handle back pain naturally.

This is a seismic change in back pain management. One example: A local hospital I visited the following week after the release of these new recommendations had multiple table signs in the physician's lounge of a Medscape article describing the new guidelines that said:

*"For chronic low back pain, consider non-drug therapy, such as exercise, multidisciplinary rehabilitation, acupuncture, mindfulness-based stress reduction (moderate-quality evidence), tai chi, yoga, **motor control exercise**, progressive relaxation, electromyography biofeedback, low-level laser therapy, operant therapy, cognitive-behavioral therapy, or **spinal manipulation** (low-quality evidence)."*

For DCs, the ACP's advice to its 148,000 members opens collaboration with evidence-aligned MDs and DOs because they're being told to avoid prescribing drugs for low back pain patients, and instead, to recommend alternatives including spinal manipulation and Motor Control Exercise (aka MCE). This is a huge opportunity for the profession...and especially for those chiropractors who also incorporate individualized MCE rehab protocols into their care plans.

All Motor Control Exercise is Not the Same

MCEs are not just any exercise, or traditional rehab, and they're way more than just muscle isolation or just "using good form." MCEs are about systematic and precise isolation of motor control, with stabilization, with accuracy, and tailored to the individual's body and functional ability.

The new guidelines' focus on MCEs put the motion issues often at the root of back pain (and other NMS symptoms) in a whole new light. Our bodies move dynamically, and the muscular and neurologic patterns we use to stabilize begin with the patterns of our static posture.

Posture has been an unrecognized general health issue that's suddenly getting attention. Focusing on the subtleties of postural motor control is a relatively new arena, which aligns with the new evidence showing how retraining subtle motor control is significantly better than stretching as well as other exercise.

Designing the Posture Practice...and Profession

New injuries and old habits result in functional postural compensation, as the body shifts to maintain global balance - standing, sitting, and moving. Over time, structural changes occur; muscle atrophy, nerve inhibition, and other more permanent changes and adaptations.

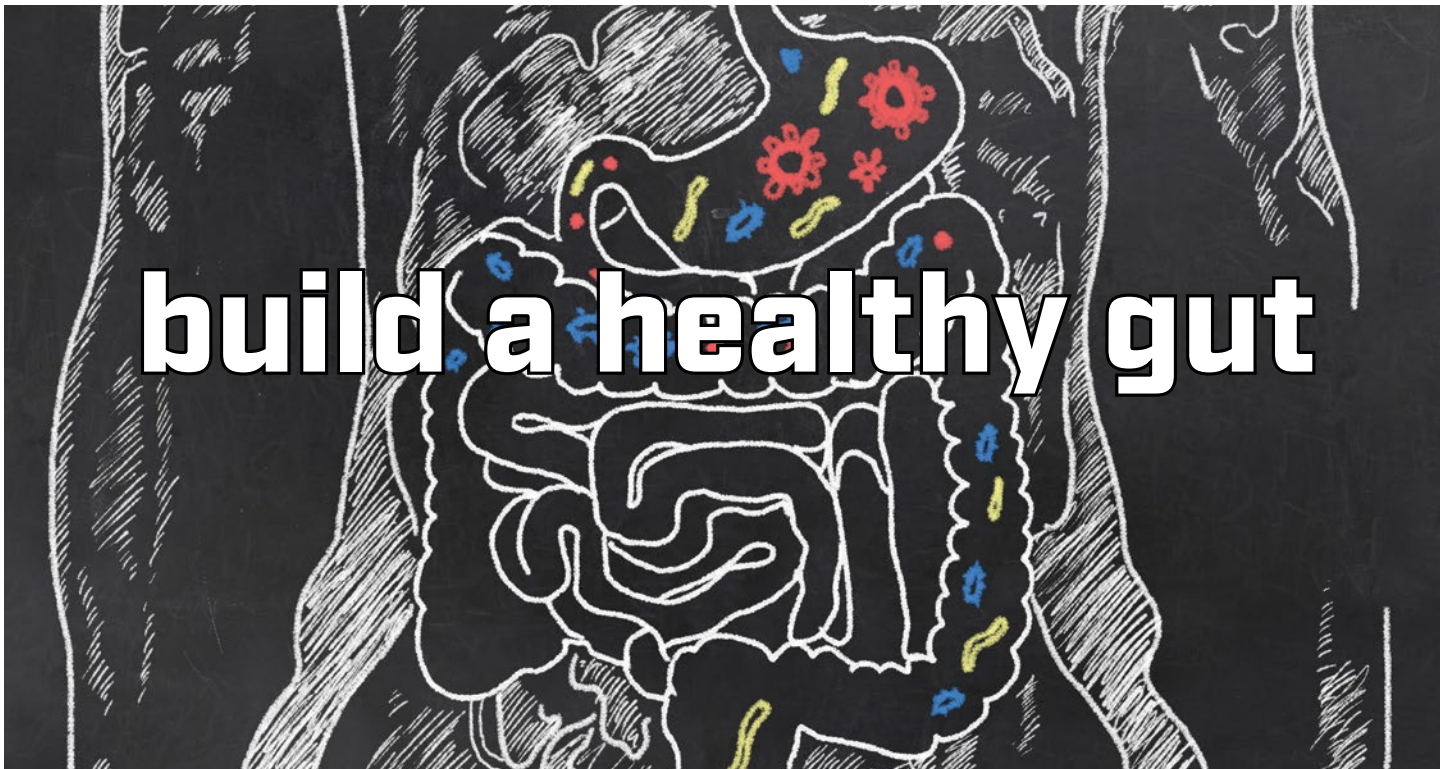
Chiropractors restore joint motion and neurologic function, and they should also integrate postural MCE therapy to retrain motion patterns.

The StrongPosture® motor control exercise protocols use MUST vs TRY cueing to target specific weak links in short duration sessions. Each exercise has appropriate clinical rationales for integration into a care plan and to fulfill coding requirements for third party reimbursement. Plus, StrongPosture® rehab and therapy sessions are designed to be combined with basic bio-mechanic education to guide patients toward intelligent postural life habits.

Doctors of Chiropractic observe and address subtleties of spine and joint function with palpation and adjustments. If we also observe, communicate, and then rehab subtle motions, we can earn new respect as THE posture specialists.

- Dr. Steven Weiniger

Dr. Weiniger presented "Clinical Posture Assessment – Rehabilitation & Motor Control Exercise" on June 2-3, 2018, at the Aurora Summit Medical Clinic near Oconomowoc, WI. He focuses on posture rehab, biomechanics, and the importance of integrating exercise into every lifestyle. He serves as managing partner of BodyZone.com, an online resource offering a referral directory and comprehensive information about posture, exercise, posture therapies, and other wellness life habits. Contact Dr. Weiniger at drweiniger@bodyzone.com or 866-443-8966.

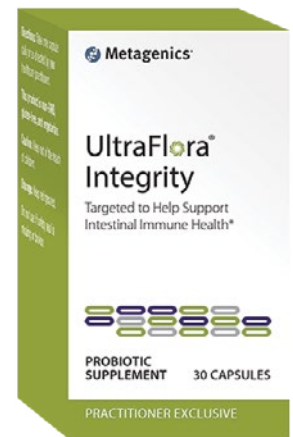


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Dr. George B. Curry Honored as 2018 ICA Chiropractor of the Year



The International Chiropractors Association (ICA) honored Dr. George B. Curry with its 2018, Chiropractor of the Year Award at ICA's Annual Meeting, held on May 11, 2018 at Palmer College of Chiropractic's Florida Campus. Dr. Curry is a 1982 graduate of Palmer College of Chiropractic in Davenport, IA.

ICA presents the award annually to a doctor who has demonstrated a career-long record of professional excellence, achievement, and service to the ICA and the chiropractic profession. The recipient is chosen by the Distinguished Fellows of the ICA (FICA), an honorary fraternity of more than 200 chiropractors who have served the ICA in leadership capacities and other realms of professional service with exceptional distinction. **Dr. Curry's selection is especially profound, as he is the only Doctor of Chiropractic to receive this honor on two occasions (2016).**

"I am deeply humbled and honored by this unexpected recognition, and truly appreciate the confidence in my efforts it represents. This is one of the greatest milestones in my professional life, and I will now strive with greater energy and determination to validate this expression of trust on the part of my professional peers," said Dr. Curry.

The International Chiropractors Association is the oldest, continuously active international chiropractic organization in the world. Founded in 1926 in Davenport by Dr. B.J. Palmer, the ICA represents thousands of practitioners, educators, students, and laypersons. ICA supports and advances the interest of chiropractic, chiropractors, and the patients they serve through advocacy, research, and education.

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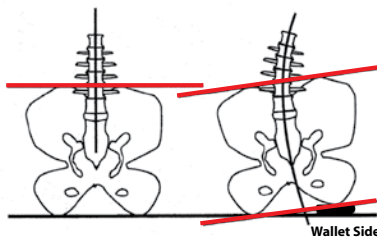


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SAVE THE DATE

**Fall Convention
& Expo 2018
Sept 27-30**

**Kalahari Resort
Wisconsin Dells**

Date, Time and Location	DC Seminar Descriptions, CE Credits & Instructors	Member / Nonmember
June 2, 8am-5pm June 3, 8am-12pm Aurora Summit Oconomowoc	Clinical Posture Assessment – Rehabilitation & Motor Control Exercise 12 CE DC Promote posture awareness & teach individualized posture exercise programs. <i>Dr. Steven Weiniger</i>	\$265 \$385 \$20 off early bird
July 12, 8am-5pm Aurora Summit Oconomowoc	Be Prepared: Planning & Implementing an Effective Compliance Program 8 CE DC/CT Develop a program that specifically targets and evaluates areas of weakness in your clinic. <i>Dr. Chris Anderson & Tammy McKeown, CT</i>	\$165 \$205 \$20 off early bird
July 14, 8am-5pm Aurora Summit Oconomowoc	DOT / NRMCE Certified Medical Examiner • 8 CE DC Fulfills requirements to sit for the CME exam & provide DOT physicals in your clinic. <i>Dr. Christopher Murray</i>	\$420 \$545 \$20 off early bird
Sept 27-30 Kalahari Resort, WI Dells	WCA Fall Convention Save the dates – more information to come.	
Sept 27, 8am-5pm Sept 28, 8am-12pm/Exam 12-2pm Kalahari Resort, WI Dells	Nutrition Module 1 • 12 CE DC (12 Nutrition) 48-hour course fulfills requirements for Nutrition Certification. <i>Dr. Tricia Paulson</i>	\$265 \$385 \$20 off early bird
Sept 29-30 Kalahari Resort, WI Dells	Orthopedic Diplomate: Mastering the Assessment and Management of Shoulder & Upper Extremity Problems • 10 CE DC <i>Dr. Brandon Steele</i>	\$225 \$290 \$20 off early bird
Sept 29, 8am-5pm Sept 30, 8am-12pm/Exam 12-2pm Kalahari Resort, WI Dells	Nutrition Module 2 • 12 CE DC (12 Nutrition) 48-hour course fulfills requirements for Nutrition Certification. <i>Dr. Tricia Paulson</i>	\$265 \$385 \$20 off early bird
Oct 27, 8am-5pm Oct 28, 8am-12pm Milwaukee	Introduction to Chiropractic Family Practice: DABCI Kickstart • 12 CE DC Enhance care for your patients by improving your diagnostic skills and adding treatment options. <i>Dr. Christopher Murray</i>	\$265 \$385 \$20 off early bird
Oct 27-28	Exercise Rehab 1 Save the dates – more information to come.	
Nov 3-4	Exercise Rehab 2 Save the dates – more information to come.	
Nov 3, 8am-5pm Holiday Inn Stevens Point	Be Prepared: Planning & Implementing an Effective Compliance Program 8 CE DC/CT Develop a program that specifically targets and evaluates areas of weakness in your clinic. <i>Dr. Chris Anderson & Tammy McKeown, CT</i>	\$165 \$205 \$20 off early bird
Nov 3, 9am-4pm Holiday Inn Stevens Point	Informed Consent • 6 CE DC Evidence-based information on consent, chiropractic standard of care & patient safety. <i>Dr. Jeffrey M. Wilder</i>	\$145 \$205 \$20 off early bird
Nov 4, 8am-12pm Holiday Inn Stevens Point	Wisconsin Worker's Compensation: The Basics and Beyond • 4 CE DC/CT Includes Resource Book. <i>Dr. Jeffrey M. Wilder</i>	\$145 \$205 \$20 off early bird
Nov 10, 11am-5pm Nov 11, 8am-12pm Aurora Grafton	Orthopedic Diplomate Practical Assessment of the Chiropractic Patient: Efficiency in Orthopedic and Neurological Testing • 10 CE DC <i>Dr. Jeffrey K. Miller</i>	\$225 \$290 \$20 off early bird
Nov 10, 8am-5pm Nov 11, 8am-12pm/Exam 12-2pm Radisson Madison	Nutrition Module 3 • 12 CE DC (12 Nutrition) 48-hour course fulfills requirements for Nutrition Certification. <i>Dr. Tricia Paulson</i>	\$265 \$385 \$20 off early bird
Nov 29, 9am-4pm Aurora Grafton	Cold Laser & Light Therapy • 6 CE DC/CT <i>Dr. Wendy Varish</i>	\$135 \$165 \$15 off early bird
Dec 1, 8am-12pm Metropolis Eau Claire	Practical Cardiology Tips for the Chiropractic Practice • 4 CE DC <i>Dr. Craig Couillard</i>	\$95 \$115 \$10 off early bird
Dec 1, 1pm-5pm Metropolis Eau Claire	Concussion Protocols: Applying Manual Therapy to Concussion Case Management • 4 CE DC <i>Dr. Craig Couillard</i>	\$95 \$115 \$10 off early bird
Dec 1, 8am-5pm Dec 2, 8am-12pm/Exam 12-2pm Radisson Madison	Nutrition Module 4 • 12 CE DC (12 Nutrition) 48-hour course fulfills requirements for Nutrition Certification. <i>Dr. Tricia Paulson</i>	\$265 \$385 \$20 off early bird
Dec 6, 8am-12pm Aurora Summit Oconomowoc	Focused Nutrition & Adjunctive Treatments for Pain Management • 4 CE DC (4 Nutrition) Nutritional protocols, adjunctive treatments and current research for acute and chronic pain. <i>Dr. Wendy Varish</i>	\$95 \$115 \$10 off early bird
Dec 6, 1pm-5pm Aurora Summit Oconomowoc	Clinical Pearls for Complicated Cervical Conditions • 4 CE DC Physiotherapy modalities, adjustment techniques, nutritional supplementation & rehab exercises. <i>Dr. Wendy Varish</i>	\$95 \$115 \$10 off early bird
Dec 8, 8am-5pm Aurora Summit Oconomowoc	5th Annual Pain Summit • 8 CE DC Trends and treatment options in interventional pain management, including the chiropractor's role in mitigating the harmful effects of opiates. <i>Dr. Nilesh Patel</i>	\$165 \$205 \$20 off early bird
Dec 8-9	Exercise Rehab 3 Save the dates – more information to come.	
Dec 8, 11am-5pm Dec 9, 8am-12pm Sheraton Brookfield	Orthopedic Diplomate: Differential Diagnosis of Neuromusculoskeletal Conditions • 10 CE DC <i>Dr. James Demetrious</i>	\$225 \$290 \$20 off early bird

Date, Time and Location	CT/CRT/Staff Seminar Descriptions, CE Credits & Instructors	Member / Nonmember
July 12, 8am-5pm Aurora Summit Oconomowoc	Be Prepared: Planning & Implementing an Effective Compliance Program 8 CE DC/CT Develop a program that specifically targets and evaluates areas of weakness in your clinic. <i>Dr. Chris Anderson & Tammy McKeown, CT</i>	\$165 \$205 \$20 off early bird
August 16, 8am-3pm Aurora Oshkosh	CT RENEWAL: Red Flags – Clinical Implications in Chiropractic • 6 CE CT Review the parameters for and the importance of recording a complete patient history. <i>Dr. Wendy Varish</i>	\$135 \$165 \$15 off early bird
Sept 27-30 Kalahari Resort, WI Dells	WCA Fall Convention Save the dates – more information to come.	
Oct 13-14, Oct 27-28, Nov 10-11, Dec 1-2 Sat 11:30am-5:30pm / Sun 8am-2pm / Exam 2pm Radisson Madison	CRT Radiology Certification Course 1 - 4 • 48 CE CRT This 48-hour course satisfies requirements for chiropractic assistants to take X-rays. Includes study guide and exam. <i>Dr. Wendy Varish</i>	\$975 \$1100 \$100 off early bird
Oct 13, 11:30am-5:30pm Oct 14, 8am-2pm Radisson Madison	CRT Radiology 1 • 12 CE CRT <i>Dr. Wendy Varish</i>	\$215 \$235 \$35 off early bird
Oct 27, 11:30am-5:30pm Oct 28, 8am-2pm Radisson Madison	CRT Radiology 2 • 12 CE CRT <i>Dr. Wendy Varish</i>	\$215 \$235 \$35 off early bird
Oct 27-28	Exercise Rehab 1 Save the dates – more information to come.	\$265 \$385 \$20 off early bird
Nov 3-4	Exercise Rehab 2 Save the dates – more information to come.	\$265 \$385 \$20 off early bird
Nov 3, 11am-7pm Nov 4, 8am-12pm Holiday Inn Stevens Point	CRT Renewal: Skeletal Anatomy and Radiographic Techniques This 12-hour hands-on class fulfills requirements for CRT Renewal for licensing. <i>Dr. Wendy Varish</i>	\$265 \$385 \$20 off early bird
Nov 3, 8am-5pm Holiday Inn Stevens Point	Be Prepared: Planning & Implementing an Effective Compliance Program 8 CE DC/CT Develop a program that specifically targets and evaluates areas of weakness in your clinic. <i>Dr. Chris Anderson & Tammy McKeown, CT</i>	\$165 \$205 \$20 off early bird
Nov 4, 8am-12pm Holiday Inn Stevens Point	Wisconsin Worker's Compensation: The Basics and Beyond • 4 CE DC/CT Includes Resource Book. <i>Dr. Jeffrey M. Wilder</i>	\$145 \$205 \$20 off early bird
Nov 10, 11:30am-5:30pm Nov 11, 8am-2pm Radisson Madison	CRT Radiology 3 • 12 CE CRT <i>Dr. Wendy Varish</i>	\$215 \$235 \$35 off early bird
Nov 29, 9am-4pm Aurora Grafton	Cold Laser & Light Therapy • 6 CE DC/CT <i>Dr. Wendy Varish</i>	\$135 \$165 \$15 off early bird
Dec 1-2 Radisson Madison	CT Delegation Save the dates – more information to come.	
Dec 1, 8am-3pm Metropolis Eau Claire	CT Renewal - Exercise and the Musculoskeletal System • 6 CE CT Active seminar on the role of exercise as it relates to musculoskeletal system. <i>Dr. Kay Miller</i>	\$135 \$165 \$15 off early bird
Dec 1, 11:30am-5:30pm Dec 2, 8am-2pm Radisson Madison	CRT Radiology 4 • 12 CE CRT <i>Dr. Wendy Varish</i>	\$215 \$235 \$35 off early bird
Dec 8-9	Exercise Rehab 3 Save the dates – more information to come.	\$265 \$385 \$20 off early bird

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Aurora Oshkosh 855 North Westhaven Dr, Oshkosh
Aurora Sinai A Building, Rapkin Auditorium (Lower Level)
 950 N 12th St, Milwaukee
Aurora Summit 36500 Aurora Dr, Oconomowoc
Holiday Inn Green Bay Stadium 2785 Ramada Way, Green Bay
Holiday Inn Stevens Point 1001 Amber Ave, Stevens Point

Kalahari Resort and Convention Center
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Moments Captured at the 2018 WCA Spring Convention



[View the 2018 Spring Convention Photo Album on Facebook!](#)

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WCA Help Desk Resources



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NEW MEDICARE CARDS ARE COMING! NEW MEDICARE BENEFICIARY IDENTIFIER NUMBER

The Centers for Medicare & Medicaid Services (CMS) is required to remove Social Security Numbers (SSN) from all Medicare cards by April 2019. A new, unique Medicare Number is replacing the SSN-based Health Insurance Claim Number (HICN) on each new Medicare card. Patients will start seeing their NEW Cards arrive, beginning June 1, 2018. In June, it will be essential to start asking Medicare patients whether they have received a NEW card. Please utilize the accompanying flyer for your clinic.

On May 2, CMS published an updated version of its frequently asked questions (FAQ) regarding the New Medicare Card rollout and the Medicare Beneficiary Identifier that is replacing the SSN-based Health Insurance Claim Number. The questions pertain to all Medicare providers and discusses crossover, claim submission, eligibility checks, and much more.

View the [full document of the FAQs](#) on the CMS website.

Please contact the [WCA Help Desk](#), wcahelp@wichiro.org or 608-256-7023, for any questions on this and/or related issues.

WCA SURVEY RESULTS FOR 2017

The April-May issue of *The Wisconsin Chiropractor* contained two member surveys, the 2017 WCA Chiropractic Staff Salary Survey and the 2017 WCA Pricing Survey. The Staff Salary Survey asked questions regarding your employees' experience, salary/pay, and benefits. The Pricing Survey inquired about the list prices you charge for chiropractic services and care. Thank you to all members who completed these surveys. Results are now available for WCA members to access. View these and past survey results on the WCA website under Help Desk – Practice Resources (*website member login is required).

*If you are unaware of your WCA member login information for the website, please contact WCA Membership & Program Director Brenda Toler at btoler@wichiro.org.

NEW REQUIREMENT FROM THE WISCONSIN DEPARTMENT OF REVENUE

Starting June 1, the Wisconsin Department of Revenue (DOR) will require My Tax Account users to update the North American Industry Classification System (NAICS) code associated with a business.

The DOR needs Wisconsin businesses to update their NAICS codes so that it can better communicate directly with business sectors on tax law or filing changes and correctly estimate the fiscal impact of tax law changes. The United States Office of Management and Budget regularly updates the codes, therefore some businesses may not currently have correct codes.

The first My Tax Account user to log in for a business, including a third-party, will be prompted to update its 6-digit NAICS code. The user must either confirm the current NAICS code, if available, or select a different code using the search feature available. Once the code is updated for a business, no other users will be prompted to do the update.

The NAICS is a 6-digit code system used by businesses and governments to classify and measure economic activity in the United States, Canada, and Mexico. For more information, go to <https://www.census.gov/eos/www/naics/faqs/faqs.html>.

CORRECTION FROM PREVIOUS MAGAZINE ISSUE


In the April-May 2018 issue of *The Wisconsin Chiropractor* magazine, an error appeared in the article titled “Objectivity vs. Subjectivity: A Case Study” by Dr. Todd Cielo. Beginning in the third to last paragraph, this article refers to an outdated diagnosis code of 728.4 for ligament laxity. The correct diagnosis (also referenced in the article) is M24.28. We apologize for this error.

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SIGN HERE → *Jane Doe*

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Medicare Number/Número de Medicare
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Are Your Office Billing Practices Creating a Negative Patient Experience?

Dr. Ray Foxworth, Practicing Chiropractor, Certified Medical Compliance Specialist, and President of ChiroHealth USA

Office billing and collections can create ill feelings between a practice and its patients. It can also be a point of contention for staff and doctors alike. Advances in technology have made life more convenient for us, our families, and our patients. Yet, we continue to use antiquated, confusing, and inconvenient methods for collecting payments from our patients. To improve the patient experience in our offices and take the sting out of patient finances, we should create clear expectations up front, be transparent when it comes to the value of care in our offices, and offer automatic payment options and affordable payment solutions.

A negative patient financial experience can prevent you from collecting on an outstanding balance and keep a patient from returning to your office. Sitting down with your patients to explain their financial responsibility in the office is an excellent way to prevent confusion and establish expectations. Clarifying the number of visits, what insurance will and will not cover, and presenting payment options that easily fit in their budgets is the first step in eliminating confusion and letting patients feel in control of the decision-making process. It also lessens the likelihood that patients will feel buyer's remorse once they leave your office.

Stop collecting at each visit

InstaMed's annual market research from 2016 shows that the number of automated payments in healthcare is growing at a rate of 111% each year. Automatic payments guarantee revenue that might otherwise go uncollected in your practice, which increases revenue. The more often your patients think about paying for care, the more likely they are to stop requesting care. Once your automatic payments are scheduled, all you do is sit back, relax, and collect your revenue and focus on taking great care of your patients. Payments automatically process, whether it's a holiday, a weekend, raining, or you're on vacation. This is convenient not only for your patients, but also for your staff. Check with your EHR software provider to see if there are automatic payment options integrated into your software.

Be honest about your fees

Be direct when it comes to discussing the cost of care. These days, patients are demanding price transparency. Giving them the runaround is not going to cut it. Apologizing for the cost of care does not help much either. When your fees are set at, or near, market value, it empowers you and your staff to confidently present the cost. Pair that with a solid clinical report of findings, and you have given your patient a reason to value the care you have recommended.

Discount correctly

Be cautious, when it comes to offering discounts in your practice. Special pricing, limited-time offers, and free services not only devalue the services you provide, but can land you in regulatory hot water. Discounts should only be offered when they are legal and compliant. Complaint means the discounts do not violate rules or regulations by your licensure board, your Provider Agreements, your State Department of Insurance, Medicare, and the Office of Inspector General. You can worry about all of those often confusing and conflicting rules, or utilize the "Gold Standard," the contractual network discount. This is the model used by all major insurance companies and discount medical plan organizations, which are regulated in most states. In March 2018, a chiropractor in Iowa who provided free electrical stimulation to his patients agreed to pay restitution of nearly \$80,000 after an investigation found him guilty of violating the Anti-Kickback statute and in turn, the False Claims Act. If this chiropractor had used a DMPO to create contractual network pricing for modalities, this individual could have avoided this threat to his practice and still helped patients have access to affordable healthcare.

Being flexible and open to new changes in your practice can go a long way to improve patient satisfaction, reducing collection headaches, increasing revenue, and attracting new patients. Implementing these strategies doesn't have to be difficult or expensive. Do your homework and select the right partners for your practice. There are great companies that have been in business a long time because they have done their due diligence. They can help you follow the rules while helping to streamline your practice with new innovations. Embrace the technology and convenience your patients demand, and they will return the favor.

Dr. Ray Foxworth is a practicing chiropractor, certified Medical Compliance Specialist, and President of ChiroHealth USA. Contact Dr. Foxworth at 1-888-719-9990 or info@chirohealthusa.com, and join ChiroHealth USA for a free webinar 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!

Career Opportunities in Wisconsin

Are you a recently graduated Doctor of Chiropractic, or will you soon graduate and search to find a chiropractic position in Wisconsin? Find the right job using the WCA Classifieds.

Wisconsin law has recently lowered the required National Board of Chiropractic Test Scores in Wisconsin to 375, leading to a potential increase of chiropractic positions available. WCA publishes classified ads on our website and in our magazine, *The Wisconsin Chiropractor*.

Along with job opportunities, the WCA Classifieds feature practices for sale as well as purchase opportunities. The doctors and clinics that post in the WCA Classifieds want to hear from you. These opportunities can help you build your future in chiropractic. Check out what is available across Wisconsin!

[Click here](#) to view WCA Classifieds on our website

[Place a classified](#)

[Upload your resume/CV](#) to the WCA website
(*member login required)

[Access additional resources for students via Career Center*](#)

**For questions concerning listings, if you are unaware of your username/password, or to request further information, please contact WCA Membership and Program Director Brenda Toler, btoler@wichiro.org or 608-256-7023.*

CLASSIFIEDS

ASSOCIATE WANTED W/PURCHASE OPPORTUNITY

Energetic Associate Member wanted for practice in Antigo, Wisconsin. We are seeking someone with great communication skills, outgoing personality, motivation, and a 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.

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.

CLINIC WANTED FOR PURCHASE

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

PRACTICE FOR SALE: BETWEEN EAU CLAIRE-WAUSAU

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

PRACTICE FOR SALE: SOUTH OF EAU CLAIRE

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

PRACTICE FOR SALE: SHEBOYGAN

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

PRACTICE FOR SALE: WEST OF MADISON

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

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

All our doctors are licensed, insured, and have at least 3 years of 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.

CHIROPRACTOR NEEDED

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

Schedule/Hours:

4-day work week, Tuesday - Friday, 8:30 am - 5:30 pm • Start immediately

Compensation:

Salary commensurate with experience • Willing to provide benefits if needed

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

CLASSIFIEDS

PRACTICE COVERAGE

Hello, I am Dr. Charisse Kenny-Huston with Concierge Mobile Chiropractic & Wellness. I am a fully licensed & insured, second-generation D.C. 27+ years of practice excellence coupled with unbeatable customer service provides peace of mind for you while you are away. Short- and long-term assignments are available. I look forward to meeting you soon. Reserve your coverage now! Call today! 920-383-1036 or Charisse@drcharisse.com.

DC ASSOCIATE WITH OPTION TO BUY - WESTERN WI

Immediate opening for a qualified DC located in St. Croix River Valley area. Milltown, WI is a town of 900 with a large surrounding community not in the city census and 60 miles from the Twin Cities. Practice is in a 3,000 SF office with 24-hour fitness/rehab center, built in 2006. Will offer a base pay along with performance commission based on fitness center memberships and nutrition sales with an option to buy practice. Great opportunity for a doctor to work or buy. Call for more details: 715-755-2583.

EQUIPMENT FOR SALE

One Summett Nova 325 X-ray suite. Complete with Emerald Tube, tube stand, wall grid holder, grid, portable table with cassette tray and control panel, X-ray filing cabinet, film cabinet, cassettes, and Konica processor. This equipment is old, but looks great and functions flawlessly. Easily converted to digital at a fraction of the cost of a new or even used unit. Details of equipment upon request. Price \$2,500

One Zenith 240 Vertical treatment table. Completely reconditioned. Power top section with drop pelvic piece. Looks good and functions better. Price \$2,500

One Dynatron 850. Does ultra sound, interferential, micro current, and others. Always served on schedule. Price \$500

Hill adjustable exam/treatment table. Blue leather, elevates. Like new. Price \$500

Please call: 715-824-2347[H], 718-498-5363[C].

OFFICE BUILDING FOR SALE OR LEASE

Standalone 1,270 SF office building in Amherst, Wisconsin. Was built as a chiropractic office in 1988 and used in that capacity for 26 years. This office is a turnkey operation with X-ray, treatment tables, PT equipment, and other ancillary equipment. Full basement for storage and additional office space. On-site laundry. Price: \$159,000. Call for lease terms. 715-824-2347 or 715-498-5363.

EQUIPMENT FOR SALE

All in excellent condition:

- Myovision 3G Wireless System \$3,000 (comes with carrying case, Myopad vault, 4 extra sets of probes)
- Power Plate Pro5 Airdaptive \$4,800
- Synergy Comprehensive Exercise Rehab System (M-station) includes all bands \$1,600
- Galaxy Basic Exam Table (tall) \$125
- 2 FMS screening kits \$100/each

Please contact Dr. Amy Foerster at 262-925-2890 or email: doctor@dramyfoerster.com.

ASSOCIATE CHIROPRACTOR NEEDED

Immediate opening for an associate doctor at Lahman Chiropractic in Monroe WI. We are a fast-growing, high-volume, family practice that has an excellent relationship with their patients. Candidate must be driven, outgoing, energetic, and have a passion for chiropractic philosophy. Must be licensed in Wisconsin and familiar with Gonstead, Diversified & Thompson Drop. Salary negotiable. Email resume to lahmanchiro@gmail.com.

ASSOCIATE DOCTORS NEEDED

Ambitious Associate Doctors needed for multi-office family based wellness practices in the beautiful and progressive La Crosse area. Doctors must have a desire to learn, solid work ethic, and passion for chiropractic. With these qualities, we will help you to succeed in chiropractic both professionally and personally. Multiple doctors are needed to help more patients in our growing clinic locations. We are looking for long-term relationships with buy-in opportunities for the right candidates. Benefit package available including retirement investments, malpractice insurance, and continuing education allowance. We are looking forward to meeting the right people to join our amazing team. Contact: drrenataanderson@mychiropracticplace.com or call 608-385-0522.

OWN YOUR OWN SUCCESSFUL, ESTABLISHED PRACTICE

42 years in practice. Located in Stevens Point since 1979 in an award-winning building (both architecture and beautification) on one of the busiest roadways in Portage County with easy ingress and exits. The building is owned and occupies 3,200 SF on the 1st floor with rental space in the finished lower level. Recent updates include new furnaces, air conditioners, computers, copiers, and laser therapy, interior and exterior decorations. Residual income is generated from three medical rentals. Sizable revenue is generated from this existing practice and I will entertain multiple options for purchase, rent, or land contract with or without building. I'm willing to stay for a smooth transition or remain on board according to the new doctor's intentions. This is a must-see operation, and I look forward to discussing viable options with interested parties. Cell phone: 715-340-7122.

FOR SALE

Set of 11 Gerald L Nees prints (nine chiropractic). All signed, numbered, professionally framed, and matted. Frame sizes range from 21.5" x 34.5" to 24.5" x 24.5" Gerald Lee Nees, the Man and the Artist book included. \$1,500 for all.

CIBA Clinical Symposia, 162 issues. Dates range from 1962-1997 \$150 for all.

Call: 608-588-7400 MWF.

PRACTICE FOR SALE

This is a 27+ 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. 920-872 2969, lerothdc@gmail.com.

CLASSIFIEDS

ASSOCIATE DOCTOR WANTED - GREEN BAY

DeLorey Chiropractic seeks associate doctor to join our wonderful team. Our well-established clinic (started in 2001) is situated in an excellent location. We have an outstanding team, building, and systems. We are looking for someone who does the Gonstead system. Dr. DeLorey is a Gonstead Diplomate. We are located in an excellent area to live. Starting pay of \$50K/year. Benefits include malpractice insurance and \$250/year allowance for continuing education. Send resume to ndelorey@deloreychiropractic.com.

ASSOCIATE DOCTOR WANTED - ONALASKA

Bronston Chiropractic is currently searching for an independently motivated Associate Doctor of Chiropractic. We are a growing office with a big emphasis on collaborative care for our patients. This full-time position would be a one-year commitment to work on a team mainly located in a standalone facility. There would be some work with our other providers to learn our style of care. The contract may be extended with the opportunity to purchase practice. Experience is encouraged, but we are willing to train the correct candidate. Benefits include simple retirement plan, malpractice insurance, vacation, paid holidays, and continuing education.

Please email: drbronston@bronstonchiro.com or call 608-781-2225.

ASSOCIATE DOCTOR WANTED - CRANDON

Connor Human Restoration is hiring an associate chiropractor to practice in its heavily nutrition-based practice in Crandon, WI. Our clinic offers therapies from metabolic to electromagnetic, cranio-sacral, spinal adjusting, and deep tissue therapies. We educate patients about their biochemical makeup, find the cause of illness, and create personalized solutions for a full recovery.

Qualifications:

- Professional, trustworthy, punctual, honest, and reliable
- Integrity
- Team player
- Committed to ongoing education
- Excellent communication skills. Must love people
- Healthy non-smoker
- Current Wisconsin Chiropractic License

Schedule, Hours & Compensation:

- 4-day work week, Tuesday - Friday, 8:30 am - 5:30 pm
- Start immediately
- Salary commensurate with experience

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

MADISON OFFICE FOR SALE

Madison-area practice located 15 minutes from downtown for sale - doctor is relocating out of state. Current doctor works 3.5 days a week, seeing 60-70 patients per week. Office is in a great location, X-ray onsite, has very low overhead, and has rental income. Doctor is willing to help with transition if desired. Email madisonchiro4sale@gmail.com for more details.

MULTI-DOCTOR CLINIC LOOKING FOR DOCTOR IN SOUTHWEST WISCONSIN

Excellent opportunity in southwest Wisconsin for the right doctor. We are a well-established multi-doctor clinic. We have a need for a motivated and team-minded doctor looking for a longer-term position. A new hire can look forward to a busy schedule, as we have a waiting list at our practice. Our doctors find our clinic to be a rewarding, busy, and stable environment, and ultimately retire from our office. Excellent pay, benefits, and 401K offered. Serious inquires only. Please email CV and include professional references to Chirohealth@gmail.com.

ASSOCIATE OPENINGS

Bakke Chiropractic Clinic, with clinics in DeForest, Waunakee, Sun Prairie, and Lodi, has immediate openings for associate doctors. 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 on the search for qualified doctors who are interested in establishing a long-term relationship and are motivated to build a strong patient-centered practice.

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

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



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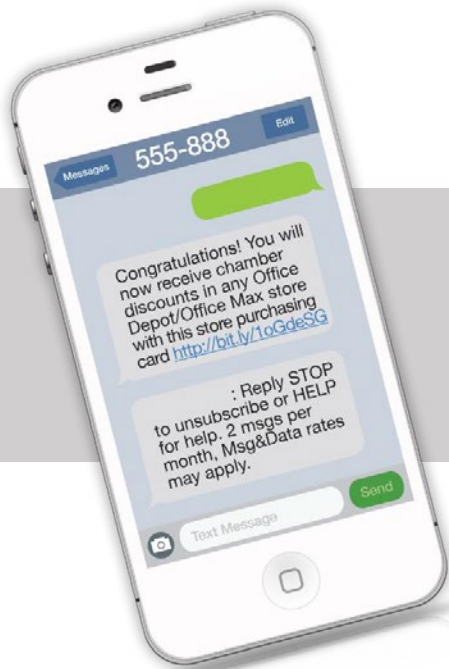
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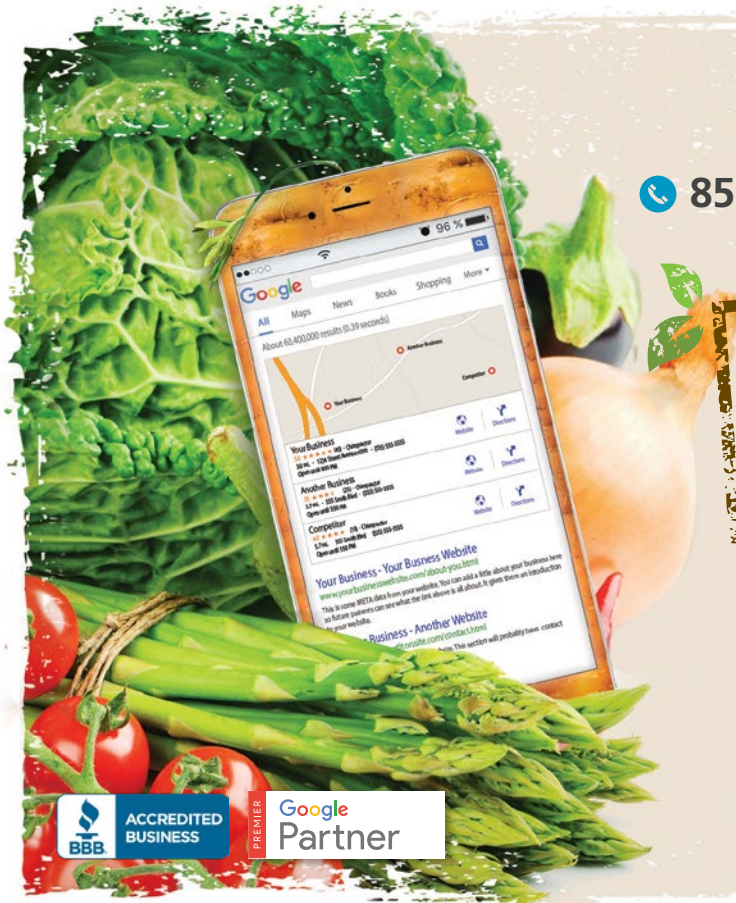


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