



# The Wisconsin Chiropractor

*The Official Publication of the Wisconsin Chiropractic Association*

Spring 2017  
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William Spontak, DC  
Chiropractor of the Year

Kaley Brothers, CT, CRT  
Chiropractic Technician of the Year

Jason Ballweg, DC  
Nels Bakke Award for Young Practitioner

Sherry Walker, DC  
Lifetime Achievement Award

## WCA ANNUAL AWARDS

Recognizing Excellence and Honoring Service to the Profession



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## Joseph Fasi, Florida



“It’s easy to recommend NCMIC to chiropractors. Over the years that I have worked with NCMIC, they’ve shown an **intense loyalty to the people they insure.** I firmly believe that NCMIC does not look at the people they insure as simply being another factor for income or another insured to add to the balance sheet.”

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Wisconsin Chiropractic Association

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# Honoring Service to the Chiropractic Profession

WCA Executive Director John Murray



While selecting photos for this edition of *The Wisconsin Chiropractor* magazine, two photos jumped out at me because they exuded service to the chiropractic profession.

The cover photo with the 2017 WCA annual award winners is a great example of four individuals all at different stages in their chiropractic careers who have made significant contributions and commitments to chiropractic in Wisconsin. I was honored to be able to host the awards gala and be part of honoring the four very accomplished and inspiring individuals.

The photo above is of five chiropractors (and me) who came together on relatively short notice to testify at the Assembly Committee on Health in favor of AB 260 – the chiropractic clinical tools package. The group from left to right is Dr. Craig Couillard, DC; Dr. Brian Grieves, DC; Dr. Gene Yellen Shiring, DC; Dr. Mark Cassellius, DC and Dr. Kristine Tohtz, DC. Many of you know Dr. Gene Yellen Shiring as Chair of the WCA Government Affairs Committee and alternate delegate to the American Chiropractic Association House of Delegates. Dr. Couillard is from Minnesota, Dr. Tohtz from Chicago, Dr. Grieves from Shawano, WI and Dr. Cassellius from Onalaska, WI.

When the clinical tools package was being developed by the WCA Government Affairs Committee, it was critical that we had subject matter experts to help guide the policy development required to draft the bill. Determining the right policy direction for the provisions of the chiropractic clinical tools package requires knowing what is the standard in other states and determining what will make sense in Wisconsin. Having the policy, clinical and educational expertise of

these knowledgeable individuals is critical not only to getting the bill drafted correctly but having subject matter experts who can testify at the legislative hearing. The WCA connected with Dr. Couillard through our national association, the Congress of Chiropractic State Associations (COCSA). Dr. Kristine Tohtz is the Chair of the ACA Council on Chiropractic Acupuncture and we were able to connect with her because Dr. Gene Yellen Shiring knew her through the American Chiropractic Association.

The process of advancing pro-chiropractic legislation takes teamwork and sourcing connections whenever possible. The WCA Board of Directors spends countless volunteer hours working on behalf of WCA members in all areas—financial, education, regulatory and legislative. The WCA Government Affairs Committee does the deep dive on chiropractic policy issues and develops the specific items for the WCA policy agenda. They also organize the grassroots efforts needed to build support for our agenda and help arrange to get the right people to Madison when we need people to testify on chiropractic legislation. This picture was taken the morning of the Assembly Hearing on AB 260—the Chiropractic Clinical Tools package at the WCA office. Like the cover photo, it shows chiropractors who are willing to take time out of their practice schedules and be away from their families to lend their expertise and voices to moving chiropractic forward.

This edition of *The Wisconsin Chiropractor* is about honoring service to the profession. On behalf of myself and the WCA Board of Directors, I want to extend another hearty congratulations to the 2017 award winners and a sincere thank you to the doctors who are helping to move our legislative agenda forward.

## AB 260 - The Chiropractic Clinical Tools Package has Hearing in the Assembly Committee on Health

On April 26, 2017, the Assembly Committee on Health held a public hearing on *Assembly Bill 260 – the Chiropractic Clinical Tools Package*. This legislation was the result of the WCA Government Affairs team working with the authors State Representative Chuck Wichgers (R-Muskego) and State Senator Frank Lasee (R-De Pere) to advance a package of pro-chiropractic policies that have broad support within the chiropractic community.

### Provisions of this bill include

- Allowing student athletes and their parents the right to choose a chiropractor for their athletic and extracurricular pre participation examinations (PPEs).
- Allowing chiropractors who obtain additional training to perform chiropractic acupuncture and/or dry needling under their chiropractic licenses.
- Clarifying Wisconsin law to ensure that chiropractors can continue to perform federal DOT driver physicals.
- Allowing chiropractors to delegate appropriate services to other licensed health care providers (i.e., nurses, X-ray technicians, massage therapists, etc.).



Brian Grieves, DC

The WCA Government Affairs team brought four topnotch speakers to testify at the committee and offer compelling evidence that the provisions of the bill were in the best interest of Wisconsin citizens.

### Here are five takeaways from the public hearing.

**1. Chiropractic Education is misunderstood or viewed as substandard** - A significant amount of testimony and discussion at the hearing centered around the nature and duration of chiropractic education, medical education and acupuncturist education. While WCA testimony was successful in educating committee members about the quality of chiropractic education, it is clear that legislators and other professions still do not understand how well chiropractors are educated (or they do but

choose simply to denigrate it). WCA will continue to raise the level of knowledge related to chiropractic education as part of AB 260 and beyond.

### 2. You never really know where people stand until they actually have to take a stand

- The WCA reached out to a number of stakeholders prior to introduction of AB 260 to gauge their concerns. The responses were non committal. As expected, many of these same stakeholders came out strongly against or neutral on the bill once it was formally introduced and scheduled for a committee hearing. For example, the Wisconsin Physical Therapy Association, while not opposing the bill, expressed concerns about the definition of dry needling and how that might affect their ability to perform this procedure. Now that the concerns of other stakeholders are publicly known, the WCA can work to address them as part of moving the bill forward in the legislative process.



Mark Cassellius, DC

### 3. The medical establishment is still willing to perpetuate the same old biases about chiropractic education and the clinical capabilities of chiropractors when it suits their needs

- This was probably the most disappointing (but not unexpected) aspect of this hearing. Speakers who testified on behalf of the Wisconsin State Medical Society claimed that chiropractors do not have the clinical or educational training to perform sports physicals or DOT driver physicals. Dr. Craig Couillard (photo right) did a phenomenal job in his testimony detailing the deep educational and clinical training



Craig Couillard, DC

chiropractors go through to obtain their DOCTORAL level degree and how states like Minnesota (where he lives, practices and performs hundreds of sports physicals every year) have allowed chiropractors to perform sports physicals for many years.

**4. Acupuncturists like chiropractors are passionate about their profession and will fight to protect their turf** - This was made evident by the significant number of acupuncturists who attended the hearing and the presentation by the Midwest College of Oriental Medicine (MCOM). The WCA has been dialoging with MCOM leadership to see if an agreement can be reached on the training standards necessary for DCs to practice chiropractic acupuncture (limited to musculoskeletal).

**5. What is the next step for AB 260?** - The WCA will be working with the authors of the bill, State Representative Chuck Wichgers and State Senator Frank Lasee, and other stakeholders to try to address the concerns raised at the committee hearing. The next procedural step would be a vote in the Assembly Health Committee and if that is successful, a vote by the full State Assembly. The Senate companion bill is being referred to committee this week.



**Kristine Tohtz, DC**

## WCA Survey Results Show Broad Support for the Provisions of the Chiropractic Clinical Tools Package

The provisions of AB 260 have broad support within WCA membership as indicated by the results of a survey conducted in March 2017.

*Chiropractors should be able to hire and delegate appropriate services to other licensed health care providers (i.e., nurses, X-ray technicians, medical assistants).*

<b>Strongly Agree</b>	<b>64.58%</b>
<b>Agree</b>	<b>25.00%</b>
<b>Neutral</b>	<b>9.72%</b>
<b>Disagree</b>	<b>0.69%</b>
<b>Strongly Disagree</b>	<b>0.00%</b>

*Chiropractors with additional training should be able to perform sports physicals for students at public and private K-12 schools, technical colleges and two-year state colleges.*

<b>Strongly Agree</b>	<b>76.39%</b>
<b>Agree</b>	<b>19.44%</b>
<b>Neutral</b>	<b>2.78%</b>
<b>Disagree</b>	<b>0.00%</b>
<b>Strongly Disagree</b>	<b>1.39%</b>

*Chiropractors with additional training should be able to perform acupuncture and/or dry needling.*

<b>Strongly Agree</b>	<b>51.39%</b>
<b>Agree</b>	<b>18.75%</b>
<b>Neutral</b>	<b>22.22%</b>
<b>Disagree</b>	<b>3.47%</b>
<b>Strongly Disagree</b>	<b>4.17%</b>

## What is CHIEF?

Through CHIEF, the Chiropractic Health Information & Education Fund, WCA members can support elected officials and candidates who are true advocates for the chiropractic profession in Wisconsin. Every dollar you pledge goes to your personal CHIEF account, which you control. While the WCA will recommend specific candidates to support, no money leaves your account without your express consent.

## Why Contribute?

The legislature constantly reviews and reforms the state's rules and regulations, so having loyal backers of chiropractic at the Capitol is critical to the WCA's ongoing efforts to protect your right to practice in Wisconsin. Additionally, contributing to CHIEF allows for personal recognition while also showing unity within the Wisconsin chiropractic community.

## Whom Does CHIEF Back?

The WCA is not aligned with any one political party. Through CHIEF, it supports candidates, regardless of party affiliation, who demonstrate both an understanding of the chiropractic profession and an appreciation for the work you do for your patients.

## Anything Else?

Please note CHIEF contributions are not tax deductible.

## The CHIEF Cycle:



## CHIEF CONTRIBUTION LEVELS

### CHAMPIONS OF CHIROPRACTIC \$1000 OR MORE ANNUALLY

Longtime givers who make significant annual commitments in support of the WCA's pro-chiropractic political advocacy efforts. Champions of Chiropractic will be recognized at the WCA Fall Convention and will receive complimentary invitations to every exclusive WCA-CHIEF event.

### CHIROPRACTIC DEFENDERS \$500 TO \$999 ANNUALLY

Consistent CHIEF supporters who are committed to the WCA's pro-chiropractic advocacy efforts, and who are considering increasing their investment in the cause. Chiropractic Defenders will be recognized at the WCA Fall Convention and will receive complimentary invitations to certain special WCA political events throughout the year.

### CHIROPRACTIC ADVOCATES \$120 TO \$499 ANNUALLY

New CHIEF givers or members interested in making a more modest investment in pro-chiropractic political advocacy efforts. Chiropractic Advocates will be recognized at the WCA fall convention and will receive invitations to certain WCA VIP events throughout the year.

### Questions about CHIEF?

Contact WCA Executive Director John Murray

Phone 608-256-7023

Email [jmurray@wichiro.org](mailto:jmurray@wichiro.org)



## What Can You Do to Support Pro-Chiropractic Policies in Wisconsin?

Dr. Gene Yellen Shiring - Chair, WCA Government Affairs Committee

Supporting pro-chiropractic candidates for elected office is critical to advancing pro-chiropractic policies at the State Capitol. Here is what I am asking you to do:

1. Look for the 2017 CHIEF pledge drive packet that will be arriving at your practice this month.
2. Read over the pledge drive materials – learn more about why supporting CHIEF is so important to your practice and the economic health of chiropractic in Wisconsin.

3. Think about all of the other health care, insurance and business organizations in Wisconsin that are aggressively working to advance their standing in the marketplace through favorable policies at the State Capitol (and they are being very aggressive).

4. Fill out the 2017 CHIEF pledge form with as generous of a pledge as you can afford and return it to the WCA office.

Thank you for your kind support.

Sincerely,



# CHIEF

CHIROPRACTIC HEALTH  
INFORMATION & EDUCATION FUND

**Correction:** It has come to our attention that in the February edition of *The Wisconsin Chiropractor*, a number of names were inadvertently omitted from the list of 2016 CHIEF contributors contained on pages 2-4. We sincerely apologize for this oversight. Below are the additional WCA members we neglected to properly recognize for their 2016 CHIEF contributions. Thank you for your tireless efforts to advance the chiropractic profession!

- ★ Leo J. Bronston, DC      Chiropractic Champion
- ★ Thomas Burlage, DC      Chiropractic Advocate
- ★ Bruce A. Davis, DC      Chiropractic Advocate
- ★ Jeffrey A. King      Chiropractic Advocate
- ★ Rodney K. Lefler, DC      Chiropractic Champion
- ★ Dennis Reak, DC      Chiropractic Advocate

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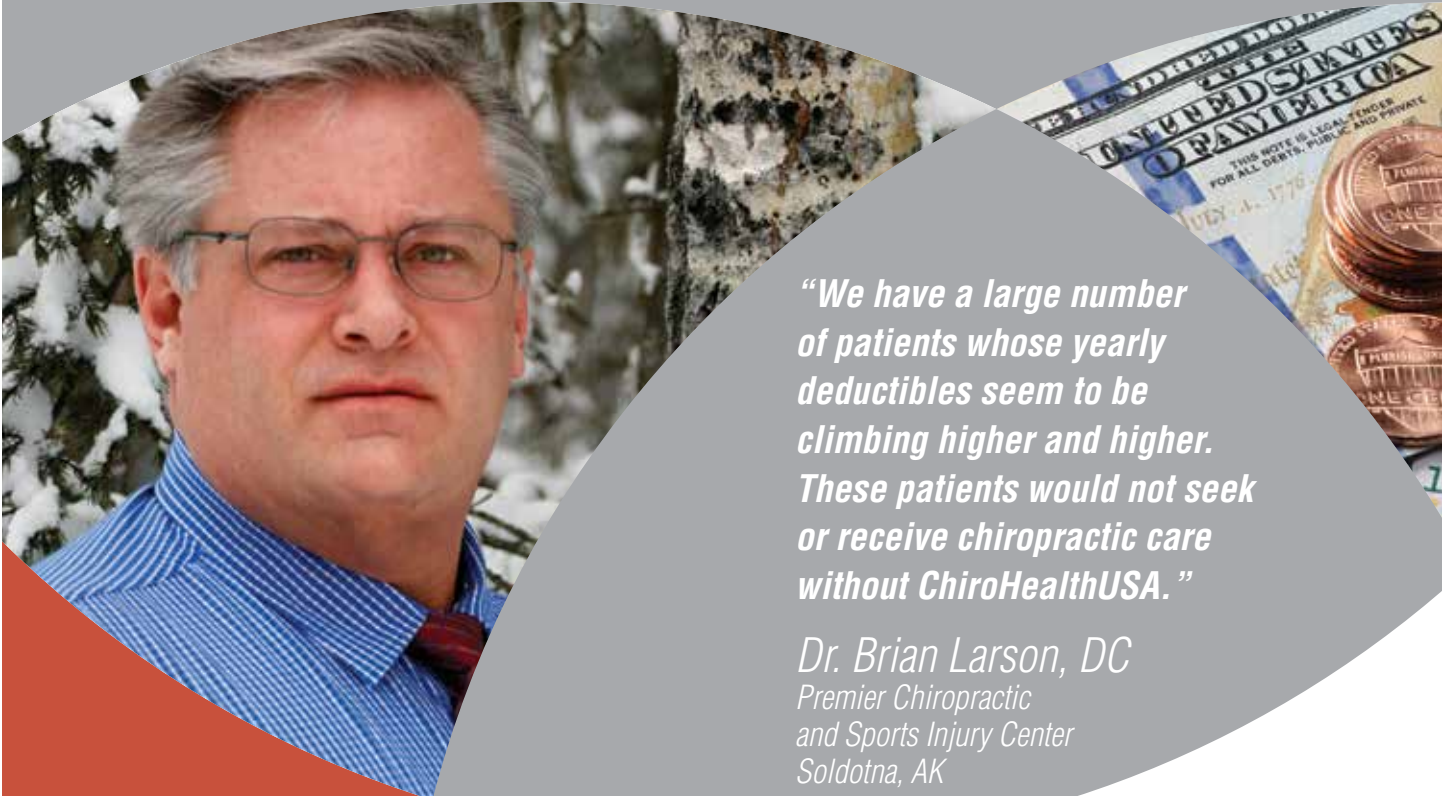


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# Here's why I'm part of the Network that Works for Chiropractic...



*“We have a large number of patients whose yearly deductibles seem to be climbing higher and higher. These patients would not seek or receive chiropractic care without ChiroHealthUSA.”*

*Dr. Brian Larson, DC  
Premier Chiropractic  
and Sports Injury Center  
Soldotna, AK*

Are you and your team stressed over discussing treatment options with your patients? We understand. They aren't just patients anymore. They're healthcare consumers. And because of high deductibles and co-pays, dollars and cents matter to them more now than ever.

By joining ChiroHealthUSA, you open the doors of affordable care to high deductible patients. That translates into more care plans accepted and better outcomes for your patients AND your bottom line.

Patients -YOUR patients- no longer have to choose between dollars and cents, and the care they need. **Join over 3,500 of your colleagues in ChiroHealthUSA and become part of the network that works for chiropractic.**



**Join us.**

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**ChiroHealthUSA**  
The Network That Works for Chiropractic!

# The Difficulty with High-Deductibles

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

A close friend recently shared his frustration with rising health care costs. He and his wife are self-employed with six beautiful children (ages 5-20). They pay almost \$1,000 per month in insurance premiums and have a deductible of \$10,000. In January, he had a sinus infection that he self-diagnosed as a head cold while traveling for business. He took over-the-counter medication for a week before his wife drug him into the local urgent care clinic. He was diagnosed with a sinus infection, an ear infection and an upper respiratory infection. After receiving a couple of shots and prescriptions, his total out-of-pocket expense was \$1,200.

To keep premiums affordable, more families, like my close friends, have transitioned to high-deductible insurance. In fact, the number of families that opted for high-deductible plans rose from 20% in 2014 to 29% in 2016. With deductibles so high that, short of having an appendectomy in 2017, it is unlikely they will meet their deductible this year. The average actual charges for a routine office visit billed in chiropractic offices across the country can be around \$106. It is easy to understand why many patients never return after the initial visit or financial report-of-findings.

Patients are looking for access to affordable care in your office, but before offering a “cash” discount, remember that offering deals to patients outside of a contractual discount (PPO, MCO, DMPO) can put your practice at substantial risk of fines and penalties. Not to mention the fallout that can occur when your insurance patients find out that you charge them more than you do your cash patients. Never a pretty situation. In many states, the law prohibits you from having “dual fee” schedules or charging higher fees to insurance payers than to patients who pay cash, even though the cost of billing to insurance carriers is certainly more. Additionally, we must be mindful of the OIG regulations when it comes to offering discounts (inducements) and prohibits patients from receiving a gift of more than \$15 per item or \$75 on annual basis.

The great news is that Discount Medical Plan Organizations, like ChiroHealthUSA, offer patients with high deductibles the benefit of lower fees than they might have WITH using their insurance. And there are no monthly “premiums.” Providers who offer these types of memberships to their patients, give their patients the same types of discounts that insurance carriers have negotiated for those same services. Many times the discounts to patients are the same, or lower, than the co-pays they are accustomed to paying for their treatment with robust insurance plans. If you are looking for a way to help your patients who will likely never meet their deductibles or have a limited number of visits under their plans, consider becoming a provider with a simple, compliant and profitable financial policy offering discounts through a DMPO like ChiroHealthUSA.

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*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](mailto:info@chirohealthusa.com) or visit the ChiroHealthUSA website at [www.chirohealthusa.com](http://www.chirohealthusa.com). Join us for a free webinar that will give you all the details about how a DMPO can help you practice with more peace of mind. Go to [www.chirohealthusa.com](http://www.chirohealthusa.com) to register today.*

**ChiroHealthUSA**  
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## 2017 SPRING CONVENTION



## 2017 SPRING CONVENTION



## 2017 SPRING CONVENTION



## 2017 SPRING CONVENTION



## Welcome to WCA's Newest Members

- |                          |                       |                        |
|--------------------------|-----------------------|------------------------|
| • Dr. Melanie Burkhalter | • Dr. Eric Johnson    | • Dr. Bryan Pries      |
| • Dr. Matthew Clover     | • Dr. Jacob Kornetzke | • Dr. Jamie Pries      |
| • Dr. Mark Donovan       | • Dr. Tyler Malueg    | • Dr. Peter Strauss    |
| • Dr. Angela Egan        | • Dr. Daniel Meier    | • Dr. Ryan Weyenberg   |
| • Dr. Guillermo Gonzalez | • Dr. Jay J. Peterson | • Dr. Sean Windschiagl |

### It pays to be a WCA Member!

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- Call today to become a Member

# WCA HELP DESK

## WCA Help Desk Resources

Evan M. Gwilliam DC, MBA, CPC, NCICS, CPC-I, CPMA, MCS-P  
Christopher R. Anderson, DC, MCS-P

### WHAT YOU NEED TO KNOW ABOUT THE NEW MEDICARE ABN FORM

Medicare has changed the ABN. **Effective June 21, 2017**, you must be using the new form. To download a copy of the form, go to <https://www.cms.gov/Medicare/Medicare-General-Information/BNI/ABN.html>. It is necessary for health care providers to be aware of both current national and local Medicare coverage policies. These policies designate which services will be considered reasonable, medically necessary and appropriate. The only covered services for Chiropractic are 98940, 98941 and 98942 and coverage is only available when the patient is receiving Active Treatment (AT) and not available for maintenance care. All other services and supplies provided to the patient in your office are the responsibility of the patient. You would charge these services at your regular standard rate just the same as all other patients.

That said, if the patient has an actual secondary policy in which there is additional coverage available (this is not terribly common but does occur periodically), these other services may be billed to the secondary payer for processing but you must have the Medicare denial in order for these to be processed correctly.

#### When are ABNs mandatory for use?

According to Medicare rules, the ABN is the required method for communicating to Medicare patients their personal responsibility for payment of services received. Mandatory use of the ABN requires the ABN only to be collected if you expect that Medicare may not cover normally covered services (98940, 98941, 98942) for the following reasons: The patient has reached maintenance status and maintenance is not a payable benefit by Medicare. The patient has received more than one chiropractic adjustment on the same date. The diagnoses assigned to the patient claim are not on the Medicare approved list of diagnoses. In years past, Medicare did have a separate form that was required for use to report these non-covered and excluded services. That form however, has long since been retired. With the retirement of this form came the “voluntary ABN use” description as noted in the paragraph above. Practices that elect to not use the ABN for this purpose often put verbiage relating to Medicare coverage and benefits onto the practice Financial Policy so as to inform Medicare patients and obtain acknowledgment of patient responsibility for non-covered items and services. The method that individual practices elect to use in order

***The only covered services for Chiropractic are 98940, 98941 and 98942 and coverage is only available when the patient is receiving Active Treatment (AT) and not available for maintenance care. All other services and supplies provided to the patient in your office are the responsibility of the patient.***

to communicate the limitations of Medicare coverage and patient responsibility for these items or services should be clear. Patients should not be left to assume or guess what may or may not be covered by Medicare. Preserving patient relationships and avoiding misunderstandings, miscommunications and patient complaints is an essential component in protecting a practice from other liabilities.

#### Can I offer the ABN to everyone just in case?

Medicare Learning Network ABN Booklet states on page 5 that we are prohibited from issuing ABNs on a routine basis (that is, where there is no reasonable basis to expect that Medicare may not cover the item or service). Simply stating that Medicare could deny anything at any time is not a “reasonable basis.” A “reasonable basis” would be that you know Medicare’s guidelines and the questionable service does not meet them. Using a “blanket” ABN is not permitted. An example of a “blanket” ABN would be identifying multiple services on an ABN “just in case” they are rendered to a Medicare patient. Having all Medicare patients sign an ABN, again, “just in case,” would also be considered a “blanket” ABN. By using the -AT modifier on the CMT codes, you are telling Medicare that you believe that the service is payable (i.e., medically necessary). Chiropractors should get familiar with what Medicare considers to be medically necessary, and bill according to their guidelines. They should then use the -AT, expect to get paid and appeal if denied. If they don’t meet the criteria according to the Medicare Benefit Policy Manual, chapter 15, section 240, and their Local Coverage Determination, they should consider it maintenance, and issue an ABN.

## Do I have to use the ABN form?

Practices are required to adhere strictly to Medicare guidelines and rules if treating Medicare patients as either a par or non-par provider. Of course, to treat Medicare patients with chiropractic services you must be enrolled with Medicare. So, yes, the ABN must be used when applicable and the guidelines for proper use of the ABN must be followed.

## How often does an ABN need to be updated?

According to the Medicare Claims Processing Manual (Chapter 30) and MLN booklet icn006266 “providers may issue a single ABN to a patient receiving the same service multiple times on a continuing basis. ABNs for a repetitive service can be effective for up to one year.” The ABN for ongoing services must describe the services

rendered. If the delivery of the repetitive service exceeds one year or if the service provider changes, a new ABN must be issued. If a different service is provided than that identified on the already signed ABN, a new ABN must be issued for that new service. Also, if an ABN had been previously issued for a patient who now requires active care, a new ABN should be issued again once that patient is released to maintenance care.

## Where can I learn more about using ABNs?

Join us May 18 for a webinar at 12:30 p.m. on the new ABN with WCA Help Desk Director Tammy McKeown and WCA Instructor Dr. Chris Anderson. Information and weblink below.



Tammy McKeown, CT | [wcahelp@wichiro.org](mailto:wcahelp@wichiro.org) | 608-256-7023

# WCA HELP DESK

## WCA Help Desk Resources

### WCA Help Desk Webinar

*Proper use of the new ABN Form - What you need to know*

Please join WCA Instructor Dr. Chris Anderson and WCA Help Desk Director Tammy McKeown, CT to learn how to properly use the new Medicare ABN form. The new form is effective June 21, 2017. With the rise in Medicare audits in Wisconsin, you can safeguard your ABN procedures and pass audit.

**Thursday, May 18, 2017**

**12:30 – 1:00 p.m. CST**

To register visit: <https://wisconsinchiropractic.site-ym.com/news/343869/Free-Help-Desk-Webinar-on-New-ABN-Form.htm>

### Did you get your letter from CMS, letting you know if you are exempt from MIPS? Here is what you need to know now.

1. If you are **not eligible** (because you are below the threshold), you don't have to report or do anything. Meaningful Use and

PQRS no longer exist. And you are not required to report on their replacement categories under MIPS in 2017. You will not be penalized or receive a positive payment adjustment in 2019. You get a free pass. However, you should consider learning about the program and reporting anyway because you will get feedback that can help you figure it out before there are consequences.

2. If you are **eligible**, but you don't know what to do, there are lots of places to get help. First, read over [qpp.cms.gov](http://qpp.cms.gov), then get free support from a local organization funded by CMS to help you. Find the one for your state here: <https://qpp.cms.gov/docs/QPP-Support-for-Small-Practices.pdf>. If you want to get a little help creating a plan, consider spending \$49 at <https://mips.qvhsystems.com/mips/FAC>. If you are really into this MIPS and you want to get certified, consider the courses at <http://www.4medapproved.com/hitanswers/curriculum/#!/PQRS-Meaningful-Use-and-Incentive-Programs/c/5525653/offset=0&sort=normal>, which range from \$39 to \$599. Use the coupon “Find20” to save 20%. You need to start reporting before October 2, 2017, to get in the 90 days that are required. Here is a little video link by Dr. Evan Gwilliam of Chiro code: <https://vimeo.com/213841658>
3. If you want some focused complete training, you can buy a recorded presentation produced by ChiroCode at <https://instacode.com/store>. This will be “Coming Soon!”

A. Notifier:

B. Patient Name:

C. Identification Number:

## Advance Beneficiary Notice of Noncoverage (ABN)

**NOTE:** If Medicare doesn't pay for D. \_\_\_\_\_ below, you may have to pay.

Medicare does not pay for everything, even some care that you or your health care provider have good reason to think you need. We expect Medicare may not pay for the D. \_\_\_\_\_ below.

D.	E. Reason Medicare May Not Pay:	F. Estimated Cost

### WHAT YOU NEED TO DO NOW:

- Read this notice, so you can make an informed decision about your care.
- Ask us any questions that you may have after you finish reading.
- Choose an option below about whether to receive the D. \_\_\_\_\_ listed above.  
**Note:** If you choose Option 1 or 2, we may help you to use any other insurance that you might have, but Medicare cannot require us to do this.

### G. OPTIONS: Check only one box. We cannot choose a box for you.

- OPTION 1.** I want the D. \_\_\_\_\_ listed above. You may ask to be paid now, but I also want Medicare billed for an official decision on payment, which is sent to me on a Medicare Summary Notice (MSN). I understand that if Medicare doesn't pay, I am responsible for payment, but **I can appeal to Medicare** by following the directions on the MSN. If Medicare does pay, you will refund any payments I made to you, less co-pays or deductibles.
- OPTION 2.** I want the D. \_\_\_\_\_ listed above, but do not bill Medicare. You may ask to be paid now as I am responsible for payment. **I cannot appeal if Medicare is not billed.**
- OPTION 3.** I don't want the D. \_\_\_\_\_ listed above. I understand with this choice I am **not** responsible for payment, and **I cannot appeal to see if Medicare would pay.**

### H. Additional Information:

**This notice gives our opinion, not an official Medicare decision.** If you have other questions on this notice or Medicare billing, call **1-800-MEDICARE** (1-800-633-4227/TTY: 1-877-486-2048).

Signing below means that you have received and understand this notice. You also receive a copy.

I. Signature:	J. Date:
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**CMS does not discriminate in its programs and activities. To request this publication in an alternative format, please call: 1-800-MEDICARE or email: [AltFormatRequest@cms.hhs.gov](mailto:AltFormatRequest@cms.hhs.gov).**

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## 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](mailto: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](mailto: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!**

# IN MEMORIAM



**Dr. James "J" Moellendorf**, 64, of Sturgeon Bay, passed away, on Sunday morning, March 26, 2017.

He was born February 13, 1953, in Antigo, the son of the late George Emil Otto and Tabea Ruth (Thormaehlen) Moellendorf.

J, as he was known to family and friends, was a graduate of Antigo High School in 1971 and class valedictorian.

J was an accomplished photographer, operating his own photography business until he eventually followed in his family's tradition of chiropractic medicine and graduated from Palmer College of Chiropractic in Davenport, IA in 1983. He received his Doctorate of Naturopathy in 1996 from Trinity School of Natural Health.

Dr. J moved to Sturgeon Bay shortly after graduation to start his chiropractic business, the former practice of Dr. Ziemer's. He was a speaker for various chiropractic conferences across the United States. His first book was published in 2012 and his latest book in 2016. On December 22, 1984, he married Sharon L. Delsart in Sturgeon Bay.

J is survived by his wife, Sharon; two children, Pamela Hensgen (Richard, husband) of Columbus and Matthew of Sturgeon Bay; a brother, Dr. Jon Moellendorf (Carol, wife) of Wausau; two sisters, Faye Thuot (Calvin, husband) of Wausau and Beverly Pittelko (Roger, husband) of Elk Grove, IL.



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# WCA MEMBER PRICING SURVEY RESULTS - 2016

## CMT - Chiropractic Manipulative Treatment

98940			98941			98942			98943		
District	Mean	Median	District	Mean	Median	District	Mean	Median	District	Mean	Median
NE	\$54.83	\$53.50	NE	\$71.45	\$70.00	NE	\$90.09	\$90.00	NE	\$47.06	\$48.00
NC	\$53.82	\$55.00	NC	\$63.41	\$62.00	NC	\$75.17	\$75.00	NC	\$41.24	\$40.00
NW	\$44.90	\$45.00	NW	\$60.30	\$60.00	NW	\$73.60	\$70.00	NW	\$35.10	\$38.75
SE	\$54.78	\$52.50	SE	\$69.59	\$68.75	SE	\$85.02	\$82.00	SE	\$42.26	\$46.38
SC	\$58.81	\$57.75	SC	\$76.86	\$75.75	SC	\$96.83	\$95.75	SC	\$47.14	\$40.00
SW	\$49.60	\$47.23	SW	\$63.31	\$63.00	SW	\$67.50	\$64.00	SW	\$45.23	\$49.50

## RADIOLOGY

72020		
District	Mean	Median
NE	\$54.53	\$50.00
NC	\$63.00	\$65.00
NW	\$47.30	\$40.00
SE	\$50.20	\$49.00
SC	\$63.68	\$57.88
SW	N/A	N/A

# WCA MEMBER PRICING SURVEY RESULTS - 2016

## EVALUATION & MANAGEMENT

### ESTABLISHED PATIENT E&M CODES

99211			99212			99213			99214		
District	Mean	Median	District	Mean	Median	District	Mean	Median	District	Mean	Median
NE	\$43.69	\$40.00	NE	\$65.35	\$69.50	NE	\$92.44	\$92.75	NE	\$136.32	\$131.25
NC	\$46.59	\$48.00	NC	\$58.76	\$60.00	NC	\$78.06	\$80.00	NC	\$112.73	\$110.00
NW	\$38.30	\$38.00	NW	\$53.15	\$53.50	NW	\$74.75	\$73.50	NW	\$102.90	\$103.50
SE	\$36.71	\$35.00	SE	\$58.55	\$55.00	SE	\$79.59	\$75.00	SE	\$114.28	\$110.50
SC	\$44.74	\$45.00	SC	\$68.15	\$66.38	SC	\$99.41	\$90.00	SC	\$144.46	\$131.88
SW	\$40.20	\$35.00	SW	\$50.78	\$50.00	SW	\$77.11	\$80.00	SW	\$109.84	\$107.50

### NEW PATIENT E&M CODES

99201			99202			99203			99204		
District	Mean	Median	District	Mean	Median	District	Mean	Median	District	Mean	Median
NE	\$62.55	\$60.00	NE	\$92.82	\$95.00	NE	\$124.39	\$120.00	NE	\$178.25	\$183.50
NC	\$56.12	\$55.00	NC	\$80.53	\$76.00	NC	\$104.50	\$105.00	NC	\$142.63	\$140.00
NW	\$51.30	\$51.00	NW	\$74.70	\$76.00	NW	\$105.40	\$103.50	NW	\$141.60	\$143.50
SE	\$57.69	\$54.00	SE	\$83.88	\$88.00	SE	\$122.19	\$120.00	SE	\$166.86	\$160.00
SC	\$63.81	\$65.00	SC	\$97.71	\$95.00	SC	\$149.00	\$140.00	SC	\$182.13	\$165.25
SW	\$54.08	\$49.33	SW	\$76.94	\$80.00	SW	\$120.33	\$115.00	SW	\$177.50	\$160.00

# WCA MEMBER PRICING SURVEY RESULTS - 2016

## LASER APPLICATION

## PHYSICAL MEDICINE

S8948		
District	Mean	Median
NE	\$39.58	\$40.00
NC	\$36.77	\$30.00
NW	\$29.88	\$30.00
SE	\$35.59	\$35.00
SC	\$31.67	\$30.00
SW	N/A	N/A

97012			97014			97035		
District	Mean	Median	District	Mean	Median	District	Mean	Median
NE	\$36.35	\$35.00	NE	\$36.99	\$35.00	NE	\$36.81	\$35.00
NC	\$27.21	\$25.00	NC	\$29.88	\$30.00	NC	\$33.29	\$35.00
NW	\$29.67	\$30.00	NW	\$28.42	\$30.00	NW	\$29.42	\$30.00
SE	\$27.42	\$25.00	SE	\$29.59	\$30.00	SE	\$31.74	\$35.00
SC	\$32.81	\$31.50	SC	\$32.42	\$35.00	SC	\$38.64	\$35.00
SW	\$26.95	\$24.25	SW	\$30.56	\$30.00	SW	\$33.70	\$35.00

## PHYSICAL MEDICINE CONTINUED

97110			97112			97124			97140		
District	Mean	Median	District	Mean	Median	District	Mean	Median	District	Mean	Median
NE	\$46.47	\$45.00	NE	\$45.53	\$43.00	NE	\$34.33	\$39.50	NE	\$43.58	\$40.00
NC	\$36.18	\$32.00	NC	\$36.20	\$30.00	NC	\$20.00	\$20.00	NC	\$45.78	\$47.00
NW	\$43.33	\$48.00	NW	\$53.00	\$53.00	NW	\$23.75	\$23.75	NW	\$36.20	\$27.00
SE	\$45.44	\$45.00	SE	\$42.85	\$45.00	SE	\$28.83	\$25.00	SE	\$36.12	\$35.00
SC	\$48.60	\$36.25	SC	\$45.67	\$54.00	SC	\$35.67	\$30.00	SC	\$44.56	\$38.00
SW	\$32.75	\$30.00	SW	\$24.44	\$24.25	SW	\$35.00	\$35.00	SW	\$31.80	\$30.00

WISCONSIN CHIROPRACTIC ASSOCIATION PRICING SURVEY GUIDE:

**NORTHEAST - 541, 542, 543, 549 | NORTHCENTRAL - 544, 545 | NORTHWEST - 540, 547, 548**

**SOUTHEAST - 530, 531, 532, 533, 534 | SOUTHCENTRAL - 535, 536, 537, 539**

**SOUTHWEST - 538, 546**



## CONTINUING EDUCATION CLASSES CALENDAR

### Summer CE

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**JUNE 2-4**

*CT Delegation*

Brenda Holland, DC - Milwaukee

**JUNE 17-18**

*Chiropractic Nutrition Module 3*

David Seaman, DC - Madison

**JULY 8-9**

*Chiropractic Nutrition Module 4*

David Seaman, DC - Madison

**JULY 27**

*Nutrition and Exercise for CTs*

Tina McLeod, DC - Summit

**JULY 28-30**

*CT Delegation*

Brenda Holland, DC - Summit

*Some locations subject to change.*

**Check [www.wichiro.org](http://www.wichiro.org) for updates to the CE calendar.**

### Fall/Winter CE

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**SEPTEMBER 30-OCTOBER 1**

*Exercise Rehab 1*

Steve Yeomans, DC - Oconomowoc

**SEPTEMBER 30-OCTOBER 1**

*Chiropractic Nutrition Module 3*

Chad Oler, ND - TBD

**OCTOBER 13-15**

*CT Delegation*

Brenda Holland, DC - Green Bay

**OCTOBER 14-16**

*Exercise Rehab 2*

Steve Yeomans, DC - Oconomowoc

**OCTOBER 21-22**

*Chiropractic Nutrition Module 4*

Chad Oler, ND - TBD

**OCTOBER 28-29**

*Exercise Rehab 3*

Steve Yeomans, DC - Oconomowoc

**OCTOBER 28-29**

*CRT Radiology Session 1*

Wendy Varish, DC - Green Bay

**NOVEMBER 4-5**

*CRT Radiology Session 2*

Wendy Varish, DC - Green Bay

**NOVEMBER 11-12**

*CRT Radiology Session 3*

Wendy Varish, DC - Fond du Lac

**NOVEMBER 16**

*Cold Laser & Light Therapy*

Wendy Varish, DC - Waukesha

**NOVEMBER 18-19**

*CRT Radiology Session 4*

Wendy Varish, DC - Fond du Lac

**DECEMBER 9**

*CT Recertification*

Brenda Holland, DC - Wausau

*Save the Date!*

**2017 FALL CONVENTION**

September 14-17, 2017

Kalahari, Wisconsin Dells, WI

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## MOTIVATED ASSOCIATE DOCTOR OF CHIROPRACTIC NEEDED

Bronston Chiropractic is searching for a motivated Associate Doctor of Chiropractic. We are a growing office with an emphasis on collaborative care. This full-time position would involve working with a team of qualified professionals and in a standalone facility. Experience with multiple patient types is encouraged, but we are willing to work with and train the correct candidate. Benefits include simple retirement plan, malpractice insurance, vacation, paid holidays and continuing education.

To learn more about this opportunity, contact our office by calling 608-781-2225 or send your resume to: [jhanson@bronstonchiro.com](mailto:jhanson@bronstonchiro.com). To learn more about our clinic, visit our website at <http://bronstonchiro.com/>

Posted 5.2.17

## FULL-TIME LICENSED WISCONSIN CHIROPRACTOR NEEDED

33-year-old established practice in central Wisconsin is seeking a full-time, licensed Wisconsin Chiropractor, experience preferred but will consider a recent graduate. We utilize a variety of adjusting techniques. Experienced staff will assist you in caring for patients. Chiropractor practicing for 30 years is retiring. Looking for dynamic self-motivated chiropractor who will assume retiring chiropractor's patients and build their practice with new patients.

Salary is depending on experience, generous benefit package. Email resume to: [linda@fordchiropractic.net](mailto:linda@fordchiropractic.net)

Posted 5.2.17

## WCA RELIEF COVERAGE

Professional, friendly fill-in coverage for vacations, sickness or if you just need a break. Full and half days. Flat rates. Schedule ahead or urgent coverage accommodated if available. Diversified and Instrument treatment styles. 23 years' experience. WI Licensed, NCMIC insured. Booking May, June and July now. Call Dr. Jeff Freundt at 920-390-0002.

Posted 5.1.17

## FOR SALE

ZENITH 210 HYLO WITH PELVIC DROP - \$1,200 email [deffloriandc@brucetel.net](mailto:deffloriandc@brucetel.net) or call 715-986-2220.

Posted 4.20.17

## ASSOCIATE DOCTOR NEEDED

Established clinic in southeastern Wisconsin is looking for an energetic, skilled, motivated doctor to fill a full-time position immediately, with the possibility of ownership with 2-3 years. Clinic uses Diversified, Gonstead and Thompson Techniques. Compensation would include base salary plus bonus plan. Clinic is located close to Milwaukee, Racine and Illinois border. Please call 262-763-7373 or email [andchiro733@gmail.com](mailto:andchiro733@gmail.com)  
Attn: Carol.

Posted 4.11.17

# CLASSIFIEDS

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

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

Posted 12.19.16

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## PRACTICE COVERAGE

Hello, I am Dr. Charisse Kenny-Huston with Concierge Mobile Chiropractic & Wellness. I am a fully licensed and insured, second-generation DC. Twenty-five + 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! 920-383-1036 or [doccjh@msn.com](mailto:doccjh@msn.com)

Posted 4/3/17

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## EXAM DOCTOR WANTED

Durski Chiropractic Health Center is looking for an exam doctor for our busy and friendly New Berlin office.

- Afternoons, evenings
- Flexible scheduling
- Assist with research data collection

Interested candidates please send resume to: [durskichiro@yahoo.com](mailto:durskichiro@yahoo.com)

Posted 3.30.17

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## 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](mailto:drmcleod@chiropracticco.com)

Posted 3.27.17

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## PROFESSIONAL SPACE AVAILABLE

New three-story professional building to be completed in Marshfield, Wisconsin by March 2018 as the headquarters for Forwards Financial Bank.

Professional office space is available for lease on the second and third floors. Position your business in a new facility near one of the most highly traveled intersections in Marshfield. Over 15,800 vehicles will go past this building on Central Avenue each day!

Businesses in the facility will have access to: Employee Fitness Center, Community Meeting Room, Lower Level Patio, and Advertising on the Central Avenue sign.

Contact Jim Krueger at 715-897-0706 for more information.

Posted 3.13.17

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## SPACE FOR LEASE - INTERSECTION OF FITCHBURG/MADISON/VERONA

First floor, Flex Medical related space available:

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

Contact: Samina Khan (owner), cell: 608-347-8993, email: [sjkhan97@gmail.com](mailto:sjkhan97@gmail.com)

Posted 3.9.17

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## FULL-TIME DOCTOR NEEDED

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

Posted 3.7.17

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## WISCONSIN PRACTICE FOR SALE

Northeast District - Rosendale, WI

Twenty-six plus years and well established, 20 to 30 hours / 5 days / week: includes files, furniture, inventory on hand, equipment, Zenith Hi Lo with 4 drops. Office is approximately 800 sq.ft. with on and off street parking, near busy intersection. \$39,900. Email [lerothdc@gmail.com](mailto:lerothdc@gmail.com) Office phone: 920-872-2969.

Posted 3.7.17

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## PRACTICE FOR SALE

High volume practice. Act/Div. 2,000 sq. ft. bldg. with on-street parking one block from downtown. Located in beautiful Buffalo County. Established 30 years first generation then 40 years second generation. Professional equipment, furniture and inventory included. Seller motivated.

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Posted 2.27.17

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# CLASSIFIEDS

## PRACTICE FOR SALE

Oshkosh, WI. Diversified/Gonstead. 1,720 sq. ft. lease in busy center with high visibility. Excellent cash/insurance payor mix. \$198,000 gross. Asking \$130,000 including the practice, equipment, accounts receivable and seller transition assistance. Contact Loren Martin, Practice Op Inc., 952-953-9444. martin@practiceop.com

Posted 2.20.17

## PRACTICE FOR SALE

Stevens Point area. Referral practice. Collections \$135,051. \$102,704 net income. Voluminous patient charts. Fully equipped office. Asking only \$85,000. Excellent financing available. Contact Loren Martin, Practice Op Inc., 952-953-9444. martin@practiceop.com

Posted 2.20.17

## ASSOCIATE WANTED

B'wel is seeking an associate doctor to work in a fast-paced environment in Algoma, WI. The ideal doctor would provide Diversified, Flexion distraction, Gonstead, Thompson techniques and be trained in physiotherapy/rehab. The clinic has equipment and rehabilitation area. Must have excellent people skills, be coachable and open to learning and executing the latest marketing techniques and business procedures. Marketing will be an important part of growing and maintaining the business. The position is full time. This is an expansion of an Elite Integrity office and we know it will be a success. Call today to schedule an interview. 920-738-9997

Posted 2.13.17

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

Posted 12.19.16



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## EXCLUSIVE WCA MEMBER BENEFITS



### HEALTH

Take advantage of our association buying power with extensive, affordable coverage to protect your health and business.

NEARLY

**90%**

OF AMERICANS HAVE HEALTH COVERAGE.<sup>1</sup>

### TERM LIFE

Protects you for a specific time period or "term." In the event of your death, a benefit is payable to your beneficiaries.

**50%**

OF U.S. HOUSEHOLDS BELIEVE THEY NEED MORE LIFE INSURANCE.<sup>2</sup>

### SHORT-TERM DISABILITY (STD)

Everyday injuries and illnesses can interfere with your ability to work and impact your paycheck.

NEARLY

**90%**

OF DISABILITIES ARE NOT WORK RELATED AND THEREFORE ARE NOT COVERED BY WORKERS'<sup>3</sup>

### LONG-TERM DISABILITY (LTD)

Covers a portion of your income while you are disabled for an extended period of time.

**1 IN 3**

AMERICANS ENTERING THE WORKFORCE TODAY WILL BECOME DISABLED BEFORE THEY RETIRE.<sup>3</sup>

### DENTAL AND VISION

Designed to be flexible and affordable.

**1 IN 3**

ADULTS HAVEN'T SEEN A DENTIST IN A YEAR.<sup>4</sup>

MORE THAN

**120**

MILLION PEOPLE ARE AFFECTED BY VISION PROBLEMS.<sup>5</sup>

Request a quote or enroll at [www.ChiroAssocAndEPIC.com](http://www.ChiroAssocAndEPIC.com)

<sup>1</sup>CNN, money.cnn.com, 2015.

<sup>2</sup>Facts About Life 2013, LIMRA International, 2013.

<sup>3</sup>Facts from LIMRA - 2014 Disability Insurance Awareness Month, LIMRA International, 2014.

<sup>4</sup>Centers for Disease Control and Prevention, National Center for Health Statistics, Dec. 2012.

<sup>5</sup>National Vision, Dental, and Hearing. www.avesis.com, 2014.

**EPIC** | SPECIALTY BENEFITS

**WPS** | HEALTH INSURANCE