The Wisconsin Chiropractor

The Official Publication of the Wisconsin Chiropractic Association

Winter 2020 | Volume 55 | No. 4

Navigating UNCHARTED WATERS

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WCA

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Wisconsin Chiropractic Association

INSIDE

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Medicare Congressional Letter

TO: **Honorable Members of the Wisconsin Congressional Delegation**

FROM: **John Murray, Executive Director, Wisconsin Chiropractic Association**

DATE: **December 18th, 2020**

RE: **Preserving Access to Chiropractic Care for Wisconsin Medicare Beneficiaries - Support S.5007/H.R. 8702**

On behalf of the 2,400 licensed chiropractors in Wisconsin, we respectfully request that you co-sponsor ***H.R. 8702 and S. 5007, the "Holding Providers Harmless from Medicare Cuts During COVID-19 Act of 2020.*** We further ask that you include it in end-of-year government funding legislation. Passage of this bipartisan, comprehensive legislation would ensure that payments to providers like chiropractors remain at 2020 levels for the next two years.

In August of 2020, the Centers for Medicare and Medicaid Services released a proposed rule regarding the Medicare Physician Fee Schedule for 2021. **This rule would impose significant payment reductions for chiropractic and other services, largely due to budget neutrality, which requires financial offsets for the increase in payments for office and outpatient visits for other provider groups.** This rule is scheduled for implementation on January 1, 2021. With more than 644,000 Wisconsin residents enrolled in Medicare as of October 2020, these reductions must be stopped. By restricting Medicare beneficiaries' access to drug-free and surgery-free chiropractic care, the Medicare system risks adding costs associated with more costly treatments for spinal care, including addictive prescription opioids and unnecessary invasive spinal surgeries.

Passage of H.R. 8702/S.5007 would stop payment reductions that will add to the financial instability of health care practices during the pandemic and eliminate a potential financial barrier to care for Wisconsin seniors.

For these reasons, we ask you to co-sponsor H.R. 8702/S. 5007, the Holding Providers Harmless from Medicare Cuts During COVID-19 Act of 2020 and push to include it in end-of-year government funding legislation.

Thank you for your consideration of this critically important matter.

Editors Note: This communication was sent to all members of the Wisconsin Congressional delegation.

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Carli Borseth	Dr. Craig Martin	Noah Schultz
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Is Your Care Being Reviewed by a Non-DC?

WCA Help Desk, wcahelp@wichiro.org

Is Your Care Being Reviewed by a Health Care Professional Other than a DC?

Recently, one of our members brought attention to a situation whereby the DC's services were being reviewed by another licensed health care professional. Wisconsin State Statutes do not address the situation when a chiropractor's services are reviewed by a provider of a different specialty, but the administrative code does prohibit persons who are not chiropractors from directing or controlling the professional judgment of the chiropractor - see Wis. Admin. Code Chir. 3.06(2). However, even given this language, review by another licensed professional does not necessarily mean an automatic violation of law.

Your Responsibility as an In-Network Chiropractor

When you are in-network with an insurance carrier, you agree to follow the documentation guidelines set forth in the carrier's policies. By doing so, you are then providing the carrier with the Medical Necessity that they will use to provide payment for your services. In addition, as an in-network provider, you agree to follow the carrier's documentation guidelines.

If your care is being reviewed by another health care professional, it very well may be because the care included services that are considered part of the other health care specialty within the insurance carrier's policies and/or guidelines. Additionally, if you are delegating services to another health professional and/or professional staff, this may be the reason for the review.

Did You Know?

Another Health Care Professional Cannot Dictate How a DC Must Practice

The unlicensed practice of chiropractic is within Chapter 446 of the Wisconsin statutes. If another health care professional is reviewing a chiropractor's care, s/he cannot dictate how a DC must practice; e.g., asking the DC to put objectives in a specific format that's not standard to chiropractic training, but rather, to the standards of that health care profession. Such an attempt to dictate how a Wisconsin-licensed chiropractor should or must practice may be in violation of state law.

Contact WCA Help Desk

If you've experienced this situation, provide documentation by email to the WCA Help Desk at wcahelp@wichiro.org.

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Lisa Pendarvis
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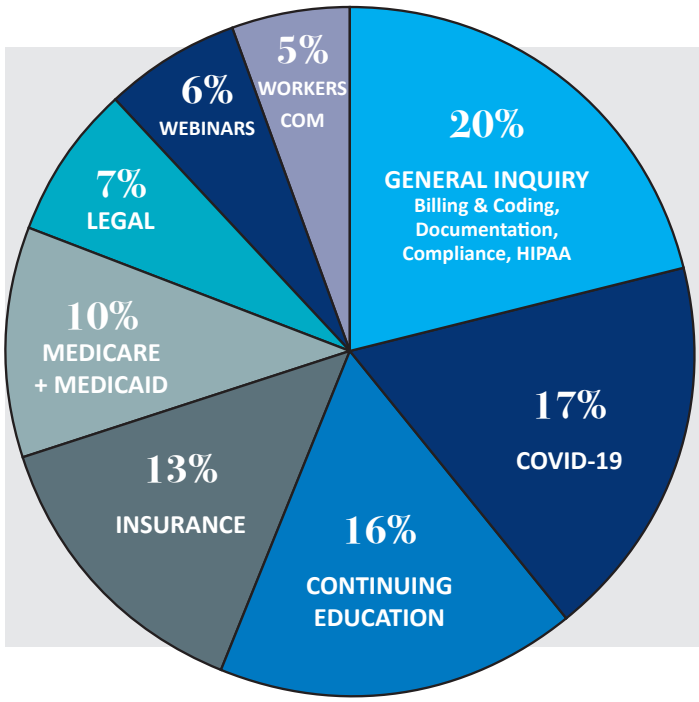
WISCONSIN CHIROPRACTIC ASSOCIATION

Help Desk

MEMBER BENEFIT: ENHANCED HELP DESK

The Wisconsin Chiropractic Association has invested critical resources to enhance the WCA Help Desk. Now as part of your membership benefits, WCA members can receive a clinic-specific consultation to assist with your needs. WCA's team of experts are available to help with your practice questions including billing, insurance, records retention, staffing and hiring, legal, and more. The WCA is committed to providing you with the support you need...when you need it.



2020 HELP DESK INQUIRIES

Help Desk Email: wcahelp@wichiro.org

1,024 **Total Help Desk Inquiries in 2020**
**recorded March 2020 through December 2020*

100+ Help Desk Inquiries each month

1 in 5 Inquiries are Unique
A majority of inquiries are clinic-specific

MEET THE WCA HELP DESK CONSULTANTS

Barbara Zabawa, JD, MPH

Chris Anderson, DC

Jeff Wilder, DC

Rhonda Hodge, MCS-P

Kay Miller, DC

Offering Regenerative Therapy Services in a Chiropractic Clinic

WCA Help Desk | wcahelp@wichiro.org

The WCA Help Desk has received inquiries from members interested in incorporating regenerative services, often known as stem cell therapy, into their chiropractic practices. Stem cell therapies offer the potential for beneficial patient care beyond traditional chiropractic. **However, performing regenerative services is outside of a chiropractor's scope of practice.** DCs who incorporate these services may partner with another licensed practitioner who can perform regenerative services, such as a licensed Nurse Practitioner (NP) or Medical Doctor, and who operates independently of the DC in performing these services. Clinics have reported success from NPs performing stem cell injections that provided healing for patients without the need for surgery. But, clinics have also been **warned by the U.S. Food and Drug Administration (FDA)** against making unlawful marketing claims for unapproved treatments. **The providing of stem cell therapies has been under heavy scrutiny by the FDA.**

WCA Member's Practice Focuses on Providing the Best Possible Patient Care

Dr. Steven Bircher is able to offer regenerative therapy services to his patients through Optima Health & Vitality Center in Eau Claire, WI, which is staffed by a nurse practitioner. He finds most issues that arise with providing regenerative services come from false advertising and marketing tactics. **He recommends first consulting with legal counsel**, which is what Optima Health & Vitality Center did when they began offering the provision of regenerative services in 2018. With the help of legal counsel, Optima Health works with a collaborative physician that is not employed by Optima, but functions as an independent contractor to Optima. Dr. Bircher's goal is to provide the best possible patient care while growing and enhancing the chiropractic profession. "Integrating this kind of care helps us get better outcomes faster. It prevents some surgeries and brings more people to natural health care," says Dr. Bircher.

Optima Health offers nerve supply and add-ons to regenerative services, but their main services are four, tiered levels of joint injections performed by the NP:

- Prolozone™ injections – vitamins, minerals, and ozone to provide nutrients that the joint needs to heal.
- Platelet-rich plasma – blood is drawn from the patient, and the patient's plasma is then injected.
- Amniotic fluid – comes from donors, provided as injections.
- Human tissue cell transplants – from umbilical cord blood donor cells.

Optima bills the NP's services; while they do bill Medicare for the injections themselves, Optima Health does not bill for the content within the injections. Human tissue transplants are offered as a cash-based service.

Dr. Steven Bircher

Wisconsin chiropractors interested in offering regenerative medicine to their patients should work with competent legal counsel familiar with corporate practice of medicine, fee splitting, and chiropractic scope of practice issues in Wisconsin.

Chiropractic Clinics Must Consider FDA's Stance and Prior Warnings

In October 2020, the FDA warned an Appleton stem cell clinic about using false marketing techniques and treating patients through non-FDA approved methods. According to **an article published by the Appleton Post Crescent**, the clinic in question was listing diseases and conditions such as Multiple Sclerosis, Parkinson's disease, strokes, chronic obstructive pulmonary disease, heart disease, emphysema, autism, chronic pain, and fatigue as treatable with stem cell therapy – all of which are not FDA-approved. This same article concludes, *"'The FDA encourages consumers to be 'cautious of any clinics, including regenerative medicine clinics, or other health care providers, including physicians, **chiropractors**, or nurses, that advertise or offer any of these [stem cell therapy] products.'"*

The Decision to Offer Regenerative Service in a Chiropractic Clinic: A Matter of Careful Consideration

Practices should first consult with legal counsel to ensure the most compliant legal structure. Discerning vendors that provide quality regenerative products, a limited network of laboratories with which to work, and the necessity of finding qualified medical support staff (NPs) are potential realities and all come at a cost. Chiropractors that choose to offer these services will have to consider the cost and legal risks, including but not limited to understanding the FDA's close scrutiny of stem cell clinics.

**WCA thanks Dr. Bircher for sharing the information published in this article.*

Prepared with Barbara J. Zabawa, JD, MPH
Attorney/President, Center for Health and Wellness Law, LLC

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WCA News

Examining Board Approves Dry Needling for Chiropractors.

The Wisconsin Chiropractic Examining Board (CEB), during its October 29th, 2020 meeting, approved a motion that states "Move to affirm the Board's interpretation that dry needling is an adjunctive service that falls within the scope of practice for chiropractors." At their previous meeting in August 2020, the CEB directed Board legal counsel to determine if there were any laws or rules that would prohibit chiropractors from offering this therapy.

WCA praised the CEB for their leadership on this issue. "We are very encouraged that the CEB took this action to expand the clinical toolbox of Wisconsin chiropractors," said WCA Executive Director/CEO John Murray. The CEB also approved a motion to direct the board legal counsel to draft a formal "guidance document" outlining the specific legal and policy rationale for this decision.

"We urge Wisconsin chiropractors to carefully evaluate the pros and cons of adding dry needling to their practices and make sure they have the training, education, and equipment to offer this service safely," said WCA Executive Director John Murray.

Can chiropractors recommend and sell CBD oil?

The Chiropractic Examining Board is evaluating whether chiropractors can recommend and sell CBD oil to their patients. At the request of the Wisconsin Chiropractic Association, the CEB during its August 2020 meeting directed board legal counsel to research the issue and report back to the board at is October 2020 meeting. CEB legal counsel outlined a number of issues related to chiropractors recommending and selling CBD oil to their patients but the Board asked for more information before making a final decision. Currently, CBD oil is not considered a nutritional supplement by the FDA. *WCA has advised chiropractors NOT to recommend and sell CBD oil to their patients until the CEB makes a final determination.*

Rule Allowing Online CE Courses Moves Closer to Being Final

The Chiropractic Examining Board is getting closer to finalizing an administrative rule that would allow Wisconsin chiropractors to complete a portion of their continuing education credits online.

The CEB started working on the online CE rule over two years ago and has had to resolve a number of challenging policy issues to get the rule to its current form, namely how to expedite the approval of continuing education curriculum and how much online CE to allow. The CEB is expected to resume work on the rule at their January 2021 meeting with the expectation that online CE will be available to chiropractors as early as the summer of 2021.

"The WCA is fully supportive of online CE being available as soon as the rule is completed," said WCA Executive Director John Murray.

Take Advantage of Your F4CP Group Membership Perks

As a Foundation for Chiropractic Progress member, through Wisconsin Chiropractic Association's enrollment in Group Membership, you receive access to a number of chiropractic marketing resources, including but not limited to the Foundation's white papers. Have you seen the Foundation's latest papers?

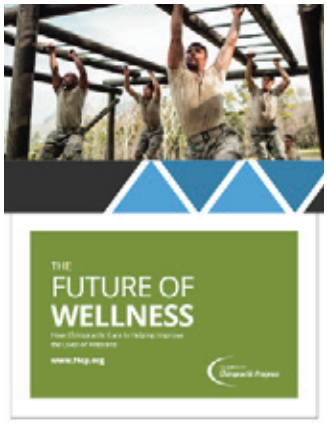
Paper #1

The first paper *Why is Chiropractic Sought Out by Millions of Americans?*, focuses on the benefits of the chiropractic adjustment and is designed for doctors of chiropractic to utilize to educate their communities about Chiropractic adjustments, clinical outcomes, and guidelines that support the chiropractic adjustment (also known as spinal manipulative therapy).

Download Whitepaper

Paper #2

The second paper, *The Future of Wellness: How Chiropractic is Helping Improve the Lives of Veterans*, highlights the value of chiropractic care for Veterans and is designed for doctors of chiropractic to utilize to educate their patients and communities about the growing utilization of the evidence-based, collaborative and non-pharmacological care doctors of chiropractic deliver within the Veteran population.



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BUILDING CHIROPRACTIC SUCCESS

Left photo: L-R Congressman Glenn Grothman, John Murray, Senate Majority Leader Devin LeMahieu. Center photo: Palmer students at the WCA Fall Convention. Right photo: L-R Kevin Nicholson, former US Senate candidate, John Murray, State Senator-elect Eric Wimberger

Meet Your New WCA President, Dr. Chris Resch

WCA is proud to announce that **Christopher Resch, DC was elected WCA President** at the October 2020 meeting of the WCA Board of Directors. Dr. Resch has been a member of your WCA for nearly 30 years. He has previously served on the WCA Board's Executive Committee as Secretary and is also a current District Co-Director for WCA's Northeast Wisconsin District 3. Dr. Resch has been a WCA member since graduating from Palmer College of Chiropractic (Davenport, IA) in 1991, prior to which he received his undergraduate degree from UW-Madison. He is the Clinic Director and owner at Schubbe Resch Chiropractic and Physical Therapy, located in Neenah in Wisconsin's Fox Valley.

WCA would like to thank Dr. Gene Yellen-Shiring for his years of service as WCA President and for being an essential part of your WCA leadership to be remembered for years to come. When asked about his new role as WCA President, Dr. Resch is first to state his intention to continue the great pattern of leadership established by Dr. Yellen-Shiring. Dr. Resch will focus on providing quality Continuing Education, educating DCs on issues affecting chiropractic in Wisconsin, and delivering advocacy for Wisconsin chiropractors in line with WCA's legislative priorities. "I've witnessed excellent leadership in the Wisconsin Chiropractic Association, and it's an honor to be elected WCA President by a Board of my peers. I have big shoes to fill in order to continue a great leadership tradition," said Dr. Resch.

Inspired to Become a DC, and Advice for New WCA Members

Dr. Resch already knew he wanted to become a Doctor of Chiropractic by the time he was a high school senior. As a student athlete he suffered a knee injury, and after going to three orthopedic surgeons without success, was sent to the chiropractor by his father. This chiropractor become a mentor and inspired Dr. Resch's love for the profession as well as his belief in the value of mentorship. He encourages new DCs and WCA members to connect with other chiropractors to utilize knowledge from experienced doctors.

For new Board members, Dr. Resch advises building a *"foundation of learning"* when it comes to WCA and the chiropractic profession, including knowledge of important legislation, the Chiropractic Examining Board (CEB), Chiropractic Congress, and the functionality of the ACA and ICA, in order to make good decisions on behalf of both the profession and the WCA. He recommends that DCs connect with the medical community and get involved in their local community through youth associations, athletic organizations, chambers of commerce, etc.

When asked about his professional chiropractic career, Dr. Resch says that "It has been a lifelong passion; I've met so many great people and established excellent relationships."

A Unique and Successful Practice Model

Schubbe Resch has a practice model which employs 4 DCs, 4 PTs, and 2 PT assistants. Dr. Resch's wife Kari serves as Director of Physical Therapy at Schubbe Resch. The practice sees chiropractic patients, physical therapy patients, and patients who benefit from both. Schubbe Resch is a primarily musculoskeletal practice with a diverse patient base, and 99% of their patients are referral-based.

Schubbe Resch's Neenah location is also excited to welcome Dr. Resch's daughter Madi to their practice in 2021. She will preceptor at the practice beginning in February and will graduate from her father's chiropractic alma mater, Palmer College, in June 2021. Madi will bring a sports medicine background

from her undergraduate education at UW-Madison, where she was also a student athletic trainer for UW's football and basketball teams. With his daughter joining the family profession, Dr. Resch acknowledges that he has a vested interest in where chiropractic is heading within the next 10-20 years. He attests to the fact that there is a well-established tradition of generations of professional chiropractic families in Wisconsin and is proud that Madi will join this tradition. He feels that family members can successfully work together if clear professional expectations are set. Dr. Resch is pleased to see that there has been a much greater acceptance of chiropractic by both the public and the medical community, the latter of which is now more willing to collaborate with DCs on patient care.

Service to WCA and His Local Community

This is not Dr. Resch's first time serving as a member of WCA leadership; he previously served as Director for WCA's Northeast Wisconsin District from 1996-97 and was a member of the WCA Board from 1998-2001. As he will celebrate 30 years of membership in Feb. 2021, WCA staff

continued on page 16

asked Dr. Resch why Wisconsin chiropractors should be association members. He responded that it is essential to support what the WCA is doing for Wisconsin chiropractors; from member communications, to top-notch continuing education programs, to providing Help Desk services for answers to daily practice challenges as well as advocacy on legislative issues, and more. There is value in belonging to your state association.

Dr. Resch also serves as Director of Schubbe Resch's Workplace Wellness and Safety initiative, which provides occupational health care services for 25 companies in his community. In this role, he has given over 1,100 health and wellness presentations to local companies. He is also a frequent guest speaker on the integration of chiropractic, physical therapy, and athletic training, having spoken at UW-Madison, UW-Oshkosh, the Wisconsin Athletic Training Association State Convention, Palmer College of Chiropractic, Fox Valley Technical College, the Wisconsin Back Society, and the Wisconsin Sports Medicine Conference. Dr. Resch served as the team doctor for Kimberly High School's varsity football and basketball teams (in Kimberly, WI) from 1991-2004 and is Past President of the Neenah Girls Basketball Booster Club.

He and his wife Kari Resch have three adult children. Outside of chiropractic, Dr. Resch enjoys bicycling, strength training, playing guitar, golfing, staying involved with his local community in Neenah, and spending quality time with his family.

WCA members are fortunate to have a leader like Dr. Chris Resch as your new WCA President. Dr. Resch believes in "treating others how you would want to be treated," whether you are caring for patients, working with colleagues and staff, or enjoying time with family and friends. We look forward to many successful years under his leadership and wish to thank him for his dedication and service to your Wisconsin Chiropractic Association.

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*as published in the Archives of Physical Medicine and Rehabilitation

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-Asset Protection: Essential tools to ensure that your practice and family's assets are protected from the threat of lawsuits.
-Tax Strategies: Learn tax strategies that will work for you and put money back in your practice and family's pocket.
-License Protection: Proven strategies to protect your Medical License.

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WCA Continuing Education

2021 Staff Classes
For CTs, CRTs and BIlling Staff

WCA's CT and CRT Courses are approved for Continuing Education hours as well as for initial certification, so current CTs and CRTs may attend any course for renewal hours.

Please note: Although venue availability and speaker travel continues to be challenging in our ever-changing world, we are moving ahead with scheduling so that you can plan your CE. Please be sure to check our website **www.wichiro.org/events** and watch your inbox for updates, added classes, cancellations and other changes.

CT Certification & Modalities Training
23-26 CE CT

- Jan 29-31, Holiday Inn, Pewaukee
- April 16-18, Osthoff Resort, Elkhart Lake (Spring Convention)
- May 21-22, Fairfield Inn, Weston
- July 23-25, Aurora Grafton or Oshkosh (Venue tentative, depending on Aurora policies regarding outside groups)
- September 17-18, Kalahari Resort, Wisconsin Dells (Fall Convention)
- November 19-20, WCA Education Center, Madison

CRT Radiology Course
48 CE CRT

Location to be announced

- April 24-25 CRT 1
- May 1-2 CRT 2
- May 15-16 CRT 3

Fundamentals of Exercise Rehab I & II

Location to be announced

- May 1-2 Session I
- May 15-16 Session II

CRT Radiology Course
48 CE CRT

WCA Education Center, Madison

- Oct 2-3 CRT 1
- Oct 9-10 CRT 2
- Oct 16-17 CRT 3

Fundamentals of Exercise Rehab I & II

Tentatively scheduled at Aurora - check the CE Calendar for final venue

- Nov 11, 13 & 14 (Thurs/Sat/Sun - No class on Friday)

Advanced CT/CRT Courses

- January Saturdays: E&M Coding (6 hours)
- April 15, WCA Spring Convention: E&M Coding (8 hours)
- April 16, WCA Spring Convention: Cold Laser & Light Therapy (6 hours)
- April 17-18, WCA Spring Convention: Advanced Radiology for CRTs (10 hours)
- November 6, Women's Health and Wellness Forum, Wilderness Resort: CT Renewal (6 hours)

For More 2021 Staff Classes, Visit our website: www.wichiro.org/events

WCA Education & Events

WCA Spring Convention

April 15-28, 2021

The Osthoff Resort, Elkhart Lake

Treat yourself at the Osthoff Resort, a premier AAA Four Diamond resort located on 500 ft of recreational lakefront. With a casual atmosphere within its elegant surroundings, The Osthoff Resort can provide a romantic getaway for couples, or a memorable experience with year-round activities for families. The appeal of Elkhart Lake is timeless.

More information will be provided in January, 2021.

WCA Fall Convention

September 16-19, 2021

Kalahari Resort & Convention Center, Wisconsin Dells

Fall Convention will bring you quality educational programming, great speakers, top notch exhibitors with the latest products and services, and everything the Kalahari has to offer!

Women's Health & Wellness Forum

November 6 & 7, 2021

The Wilderness Resort, Wisconsin Dells

This forum is designed to promote the health and wellness of female patients through chiropractic care and nutrition. It is appropriate for BOTH male and female DCs, clinic staff, and healthcare professionals; anyone with a special interest in improving women's health and wellness.

More information will be provided in 2021.

WholisticMatters™
POWERED BY: STANDARD PROCESS INC.

Nutrition for the Immune System

There are many ways to reduce the risk for common infections, as well as strategies to shorten the duration and lessen the severity of any infection that does take hold. Time-honored lifestyle strategies that help keep the immune system robust and resilient include:

- Eating a diet that includes a wide variety of colorful fruits, vegetables, herbs, and spices
- Getting adequate sleep
- Exercising daily
- Managing stress
- Supplementing with appropriate vitamins, herbs, and other medicinal plants

Herbs, specific vitamins, and other medicinal plants offer an opportunity to fortify one's health and bounce back quickly if exposed to pathogens:

Andrographis

Andrographis paniculata is among the most popular medicinal plants, and it is central to traditional medicine traditions throughout Asia. Andrographis has anti-bacterial properties, and its many bioactive phytonutrients have been shown to have significant antiviral activity against influenza A virus, among other viruses.

Astragalus

Traditionally, astralagus is used in cases of frequent colds and shortness of breath. Studies have shown that astragalus has anti-viral and anti-bacterial properties and may modulate the immune system in a number of ways. It has been found to help to activate immune cells from their "resting" state into a more active state to more effectively address infection.

Echinacea

Echinacea is among the most commonly used herbs in the prevention and acute treatment of colds. The immune supportive effects of echinacea are well documented, and many clinical studies have found that echinacea shortens the duration and severity of colds and upper respiratory infections. Herbs often combined with echinacea include thuja and goldenseal.

Elderberry

Black elderberry *(Sambucus nigra)* is well known as supportive against the common cold and symptoms of flu. Elderberry extract has been found to be effective against bacteria that typically cause upper respiratory infections, as well as inhibition of human influenza virus.

Fermentation Metabolites (Whole Food Fermentate)

Whole food fermentate derived from yeast is among the newest compounds being investigated for benefits against cold and flu symptoms, with promising results. This compound is a powder composed of heat-inactivated *Saccharomyces cerevisae* along with its fermentation broth. It contains a high concentration of metabolites and free radical-scavenging compounds that support healthy immune function.

Garlic

Garlic has long been a remedy for many maladies, including minor viral infections. Garlic compounds may help enhance immune cell function and have been found to influence innate immune cell activity, which may account for its potential to reduce the severity of colds and flu.

Medicinal Mushrooms

Medicinal mushrooms offer important immune-modulating benefits that have been attributed to beta-glucans and polysaccharide-protein complexes. These compounds act as "biological response modifiers" that can modulate cytokines and cytokine receptors and stimulate both the innate and adaptive immune systems. Two important mushrooms that may help the body better deal with cold and flu season include maitake and turkey tail mushrooms.

Oregano

The popular herb oregano *(Origanum vulgare)*, has traditionally been used as medicine for symptoms as varied as cold, cough, and digestive disorders. Oregano is also known for its powerful antioxidant and antiviral activities. This herb may offer many activities that make it a potent herb for immune support during cold and flu season.

Vitamin C

Vitamin C has been shown to effectively support the immune system in a number of ways. Its role as a free radical scavenger also helps to balance the inflammatory effects of immune system activation and protects against oxidative stress.

Vitamin D

In the last decade, **vitamin D** has been established as a critical nutrient related to immune health. Taking vitamin D supplements and maintaining adequate levels may reduce the risk for contracting seasonal colds, flu, and upper respiratory infections.

Zinc

Zinc supports the physical barriers that make up the body's first line of defense against viruses that cause colds and flu, including mucus secretions and mucosal membrane integrity. Unbound zinc ions interfere with rhinovirus replication, offering another line of defense. Zinc supplementation increases aspects of the innate immune system, increasing the activity of macrophages, neutrophils, and NK cells.

There are many opportunities to for everyone to take control of their own health, especially during the months where cold and flu are prevalent. Find out what works best for you, and make healthy habits part of your regular routine!

Support Your Immune System*
with Epimune Complex

Epimune Complex is a vegetarian supplement designed to balance immune system response function.*

Why use Epimune Complex?

- Contains research-supported ingredients such as EpiCor® and Maitake Gold 404®
- Helps support respiratory health year-round, especially during seasonal challenges
- Helps activate and balance a healthy immune system response function*

Learn more at **standardprocess.com/wca-epimune-complex**

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

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WHOLE FOOD NUTRIENT SOLUTIONS

2021 E/M Guidelines Take Effect

by Mario Fucinari DC, CIC, CPCO, CPPM

Since the initial evaluation and management (E/M) guidelines were released in 1995 and again in 1997, there has been controversy. The American Medical Association and the Centers for Medicare and Medicaid Services have joined together to arrive at a consensus that will reshape evaluation and management (E/M) guidelines for years to come.

In the outpatient evaluation and management codes' reorganization, the framers had a common goal; to reduce documentation and coding burden. The committees hope that the necessity for audits will be reduced by adding more detail to the CPT codes. The E/M coding will be consistent, thus decreasing ambiguity, errors, and needless future revisions.

The changes in evaluation and management guidelines for 2021 only apply to office or outpatient codes 99202 – 99215.

The extent of the history and physical examination still needs to be medically appropriate. However, the amount of history or the number of elements examined and documented will not be a factor in determining the overall E/M level of service. The guidelines have left the clinical decision of the appropriate content of the history and examination in the physician or other qualified healthcare provider's hands. The service level's determination is now based on medical decision-making or the time involved in the evaluation elements.

The basis for code selection in the 2021 E/M guidelines is medical decision-making ***or*** the total time spent performing the service **on the day of the encounter.** The medical decision -making and table of risk have been revised. The provider also can use MDM as the basis for the code selection or if time is a more relevant factor.

No matter if you decide to use time as a determining element or medical decision making, the medical necessity for what you do must be substantiated. It would be inappropriate if the patient reports a seemingly minor self-limiting problem, and you submit a level four examination (99204/99214). Likewise, it would be wrong to submit a detailed examination or spend 45 minutes on the consultation and examination and arrive at a diagnosis of cervicalgia or lumbalgia. A diagnosis of cervicalgia or lumbalgia is quite simply neck or back pain. There is no reasoning for the existence of the condition or its true etiology.

You may be asking yourself, *when would it be preferable to use time as the key element, rather than the medical decision making?* Time may be used in the instance when you wish to counsel or answer questions for the patient, parent, or authorized representative. The level of medical decision-making may not rise to a detailed examination level, but the time you took with the parent would justify the higher code. Use the time method of documentation judiciously because audits of the rationale for time and itemization may be required.

Say Goodbye to 99201

As of January 1, 2021, CPT code 99201, office or other outpatient visits for the evaluation and management of a new patient, was deleted. The deletion of 99201 is an official code deletion, which means it is no longer listed in the CPT Professional Code Book. There may be some situations in which you may still want to report 99201, such as those entities that will not immediately adopt the 2021 CPT code changes, such as worker's compensation insurance.

Changes in the "Face-to-Face" Requirement

Reimbursement by insurance carriers has diminished, causing us to take a new look at how efficiently we run the office. Medical doctors have increased the use of physician assistants and nurse practitioners. Physical therapists have increased the use of physical therapy assistants and rehabilitation technicians. In my opinion, chiropractic must also adapt. There is no getting around that we must do what we must to increase efficiency in the office. If professionally trained, the chiropractic assistants can be used very effectively to gather information for a consultation and as a scribe to aid the doctor in the documentation.

To this end, CMS and the AMA have changed the face-to-face requirement to include non-face-to-face time. Since the history and physical examination is not an element in selecting the office or other outpatient services code, the physician can use staff to collect information from the patient or authorized representative. The patient, parent, or their representative may also supply information directly through a portal or questionnaires. These documents would then be reviewed by the physician or other health care professional. If so, the provider must document that he or she reviewed the information.

Medical Decision making is based on the following factors:

- The number and complexity of problems addressed at the encounter.
- The amount and/or complexity of data to be reviewed and analyzed
- The risk of complications and/or morbidity and mortality of patient management

continued on page 23

Social Determinants of Health (SDOH) and MDM

As health care providers, we know that there are factors that affect patient care, such as poverty, insurance coverage, family pressures, and work pressures. The AMA has created a whole new documentation and coding area that acknowledges the "diagnosis or treatment significantly limited by social determinants of health" is an example of a "moderate risk of morbidity from additional diagnostic testing or treatment." Finally, there is a mechanism to record these barriers to quality health care. More information is available in my publication, "E/M Guidelines 2021 For the Chiropractic Office," available at **www.askmario.com**

Documentation When TIME is the Key Element

The 2021 evaluation and management guidelines have changed, making time ***or*** medical decision making an element to determine the CPT code level. The AMA guidelines no longer refer to "typical time spent." The time calculations are for the ***actual*** time spent.

When utilizing time as the factor for E/M code selection, non-face-to-face time may be combined with the face-to-face time with a physician if applicable. The time spent with the patient is never to include clerical staff time, only ***qualified*** clinical staff, such as a physician's assistant or nurse practitioner.

For example, the time the physician spends reading over the documentation provided by the staff, patient, or caregiver may be combined with other services performed by the physician such as in the examination, ordering tests, or conferring with other practitioners.

Whenever time is utilized as the factor in evaluation and management code selection, you will use the total time for the encounter **on the day of the encounter**. For example, if you are performing consultation, examination, and x-rays of a patient on the same day, the face-to-face time and non-face-to-face time would be summed together to arrive at the total time. The time utilized to take the x-ray by the physician or qualified personnel and the time it takes to interpret and analyze the radiograph would not be counted in the total time since the radiology CPT code separately reports it.

Total time spent on the day of the encounter may include:

- **Reviewing tests** in preparation of a patient visit.
- **Obtaining and/or reviewing** a separately obtained history.
- **Performing a medically appropriate** examination and/or evaluation.
- **Counseling and educating the patient**, family, and/or caregiver.
- **Ordering medications**, nutritional therapy, tests, and/or procedures.
- **Referring and communicating** with other healthcare professionals, when not separately reported.
- **Documenting in the health record**. (look for clarification in the future on this subject)
- **Independently interpreting tests** not separately reported with other CPT codes.
- **Communicating results of tests** not separately reported with other CPT codes.
- **Coordination of care** not separately reported with other CPT codes.

Code Level	Time Range (Minutes)
99201	Code Deleted
99202	15 – 29
99203	30 – 44
99204	45 – 59
99205	60 - 74
99211	Time Removed
99212	10 – 19
99213	20 – 29
99214	30 – 39
99215	40 - 54

A Work In Process

I hope this will guide you in an overview of integrating the 2021 E/M guidelines in your office. It will be a work in progress. Just merely learning the guidelines will not thoroughly prepare you for the application of the guidelines in real life. There are several resources to help you through this process, including the manual "E/M 2021 Guidelines For the Chiropractic Office, "available at **www.askmario.com**.

Dr. Mario Fucinari is a Certified Insurance Consultant, Certified Professional Compliance Officer, and a member of the Medicare Carrier Advisory Committee. Dr. Fucinari is also on the speaker's bureau for ChiroHealthUSA, NCMIC, and Foot Levelers. Contact Dr. Fucinari for classes on Medicare, E/M documentation, examination, or rehabilitation training. If you wish to have him speak for your group, you can contact him or one of the speaker's bureau for availability and class content. For further information, you may email him at Doc@Askmario.com or check his website at www.Askmario.com

2021 Medicare Physician Fee Schedule

WCA Help Desk, wcahelp@wichiro.org

PROCEDURE CODE	PARTICIPATING AMOUNT	NON-PARTICIPATING AMOUNT	LIMITING CHARGE*
98940	$25.09	$23.84	$27.42
98941	$36.08	$34.28	$39.42
98942	$46.86	$44.52	$51.20

**By law, the limiting charge only applies to Medicare Non-Participating providers who do not accept assignment on a claim.*

In December 2020, CMS released its Final Rule for the 2021 Medicare Physician Fee Schedule (MPFS). The amounts above were verified on our Medicare contractor's website (ngsmedicare.com) and are effective January 1, 2021.

The annual deductible for all Medicare Part B beneficiaries is $203 in 2021, an increase of $5 from the annual deductible of $198 in 2020.

Sequestration [2% reduction on covered charges] remains in effect until at least 2025 and takes place once the beneficiary has satisfied his/her deductible. This reduction was temporarily suspended during the period from May 1 to December 31, 2020 by the CARES Act. The sequestration will begin again on January 1, 2021, unless Congress votes to extend the suspension.

Background Information:

Participating "Par" Fee Allowance
When you choose to participate with Medicare, the par fee allowance is the maximum amount you can charge a Medicare patient for the given service. If the deductible has not been met, the patient will pay you the full amount. If the deductible has been met, then Medicare should pay you 80% of this allowable, and you will collect 20% from the patient (or a secondary). Any difference between your normal full fee and the par fee allowance will be "written off." However, one advantage of participation is that you can still bill your regular fee to Medicare, alleviating the need for different amounts in a billing computer. Medicare automatically pays the par fee allowance, knowing you have agreed to accept this amount, and there is no penalty to you.

Non-Participating "Non-Par" Fee Allowance
This is 95% of the par fee allowance, and since you choose not to participate with Medicare, this is the fee Medicare will use to calculate reimbursement. If you do not accept assignment on the claim, Medicare will reimburse the patient 80% of the non-par fee allowance. If a non-participating provider accepts assignment, s/he must accept the non-par fee allowance as payment in full.

Limiting Charge
This charge is the amount that non-participating providers are "limited" to charge for that service. The amount is 115% of the non-par fee allowance. This applies only to non-participating providers. You may never charge a Medicare patient more than this amount for any reimbursable Medicare service. If you send higher amounts into Medicare, they will appear on a Medicare Limiting Charge Exception Report (LCER) and reflect negatively on you. One exception to this rule: You are allowed to round the limiting charge to the nearest dollar without penalty, as long as you round consistently.

Meeting the Needs of Your Tech-Savvy Patients

Dr. Ray Foxworth, President of ChiroHealthUSA (WCA Corporate Partner)

Born between 1981 and 1996, the tech-savvy Millennial generation of 75 million is about to overtake baby boomers as America's largest age demographic (*Evans, 2018*). As business owners, it is important to know what they think when it comes to making health care decisions. Are we making an effort to encourage them to choose chiropractic, or are we inadvertently pushing them away?

Seeking A Provider

It's important to remember that 54% of millennials will typically check online ratings before seeing a new provider (*PNC Healthcare, 2015*). Having patients post reviews on sites like Google, Facebook, and Yelp, is a must to attract millennial patients. If you don't have a social strategy in place, you're missing out on an opportunity to help shape your online reputation.

Service Expectations

Once they've decided to visit your office, they expect prompt service and want to see that you are using modern technology to avoid delays. 74% of millennials prefer booking appointments and paying their medical bills online (*Salesforce Research, 2017*). Millennials show a preference for interactive online portals similar to the consumer-grade interfaces they utilize in other areas of their lives. However, they are less likely to engage with mobile health unless it's easy, personal, and secure. They want reminder text messages, personalized healthcare offers, and notifications that are customized to their wants and needs. Millennials are also big fans of telehealth. They constitute a driving force in the growing number of new users each year due to a combination of time and costs savings.

Shorter wait times and WIFI are additional ways to keep them happy. 92% of millennials will switch healthcare providers if they're not completely satisfied, and more than 60% will share their experience with friends and family when you have failed to meet their expectations. It should come as no surprise that one of their biggest complaints about healthcare is waiting (*West, 2017*).

Cost Concerns

Naturally, their biggest concern about healthcare is cost. Millennials are very cost-conscious. They believe what they spend their money on matters. According to Northwestern Mutual, millennials carry an average of $42,000 worth of

debt, mainly from credit cards and high-interest student loans (*Northwestern Mutual, 2018*). A study from ManpowerGroup found that millennials are working harder than other generations, putting in more than 45 hours per week, with 21 percent taking on another job to make ends meet (*Manpower Group, 2016*). The combination of rising debt, and more hours at work, means that more millennials are skipping or delaying own care due to the cost.

One survey published in early 2018, stated that 44% of patients skipped care because of costs, while another study showed that number as high as 64% (*West Health Institute, 2018*). Of those that do seek care, 41% are willing to ask for cost estimates before agreeing to treatment, and 57% check their health plans to ensure coverage. Affordable payment options are a must for this generation. Using a discount medical plan organization (*DMPO*) is one of the simplest ways to keep care affordable for your patients, remain compliant with state and federal guidelines, and remain profitable as a business owner.

Stop Waiting for the Perfect Time

Patients will continue to drive trends in healthcare. To stay competitive, we need to be aware of all of the resources available to provide convenient and affordable care options for our patients. So stop waiting for the perfect time -- Hint… it's now -- and jump on social media to let your patients know what you're doing to make care easier and more budget-friendly in your community!

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

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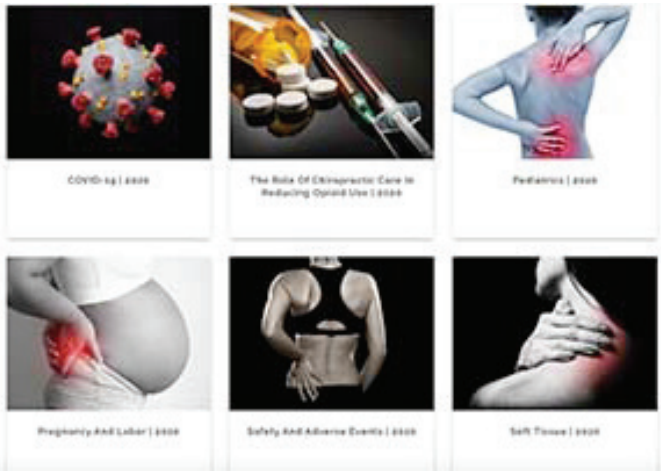
NEW MEMBER BENEFIT: Clinical Compass Evidence Center

by John Murray, **WCA Executive Director and CEO**

WCA Member Benefits Just Got Better.

Great news if you are a member of the Wisconsin Chiropractic Association! The WCA is now a state association member of the Clinical Compass, whose mission is to improve patient outcomes by advancing evidence – based care in an effort to transform healthcare through knowledge translation.

If you are a member of the WCA, you are now a member of the Clinical Compass and have access to ALL of the excellent content on our site. The Evidence Center is a member-only library of research summaries of relevant and current peer-reviewed journal articles either as abstracts or full-text with an annotated bibliography for each topic. The Evidence Center was the primary source of information that caused UnitedHealthcare to reverse their headache policy. A policy that would have cost our profession millions of dollars in lost income. In addition to curating the online repository that is the Evidence Center, Clinical Compass recently published a Best Practices Document for the Chiropractic Management of Neck Pain, a commentary on Chiropractic in the COVID Era, and an upcoming CPG for the Chiropractic Management of Chronic Pain.



WCA Members: Activate Your Complimentary 12 Month Subscription Now

Before you can access the Clinical Compass Evidence Center, you must first create your complimentary account. Generally, there is a $60 annual fee; however, all WCA members will have access to a complimentary subscription. This is just one more example of how the Wisconsin Chiropractic Association is delivering more value to our members.

Activate Your Evidence Center Subscription >>

NEW MEMBER BENEFIT: Group Membership to F4CP

by John Murray, **WCA Executive Director and CEO**

WCA Members Are Now Enrolled in F4CP Group Membership

The Wisconsin Chiropractic Association is committed to providing valuable resources for its members. **WCA membership benefits just got better!**

WCA is now enrolled as a member of the Foundation for Chiropractic Progress, and with that enrollment comes a Group Membership for ALL WCA members!

Beginning October 1, 2020 all WCA members in good standing will have access to a F4CP Group Membership.

This membership will give you access to the latest in Chiropractic promotional materials, research, national campaigns, educational webinars, monthly marketing road maps, and more. Additionally, you will have a listing in the F4CP National DC Directory, which could result in more patient referrals for your clinic! The benefits of this membership are endless.

In early October, WCA members will receive an email from our team with instructions on how to access your online membership account.

You will also receive periodic emails and newsletters directly from F4CP. We are thrilled to partner with the Foundation for Chiropractic Progress so that we can continue to offer you high impact, big value member benefits.

Patients Are Searching for You – Learn How to Help Them Find You Easily with F4CP

As a new Foundation for Chiropractic Progress member through WCA's enrollment in Group Membership, you now receive a listing in the Foundation's National Find-A-Doctor Directory. This means that when patients search for a doctor of chiropractic in their local area, they will find your profile.

- To create an account and optimize your National Directory listing, please visit www.f4cp.org.
- Please enter the email associated with your membership, or your State Association membership, and click "I Forgot My Password."
- A link will then be emailed to you with detailed instructions on how to proceed.

If you have already created an account, please log in and click on "My Account/ Edit Profile." From there, you can update your information to ensure patients have accurate contact information. Keep in mind, in order for your Directory listing to appear, your account information must be completed.

As an added perk, you also receive complimentary Find-A-Doctor Directory Listings with WebMD, Vitals.com and the American Academy of Spine Physicians.

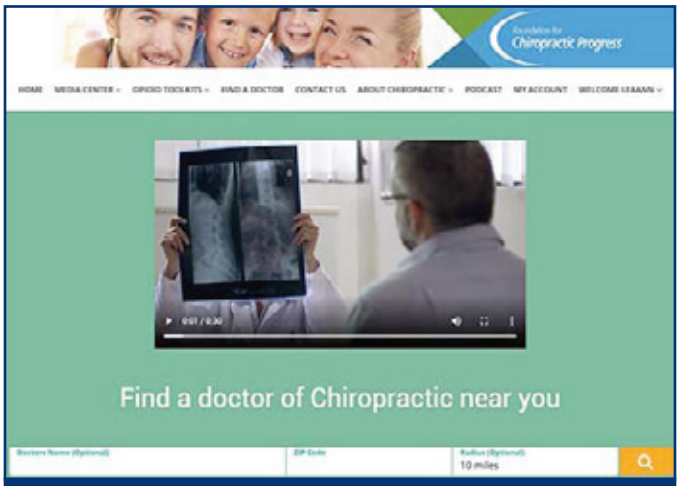
In addition, as a member of the Foundation, you have access to a newly designed membership button for your website, social platforms and eSignatures.

To add the membership button to your website, click here and copy and paste the embed code onto your site. You can also download the image to insert into your email eSignatures, and/or share to your social media platforms.

This button serves to strengthen your commitment to the profession, build comradery among your peers and help to inspire others in the chiropractic community. You should be PROUD to showcase your support of the profession in which you are a part of.

Not to mention, this button will motivate your patients to learn more about the valuable role chiropractic plays in their overall health journey.

To view a complete list of membership benefits, please visit www.f4cp.org/package.



F4CP Find A Doctor Website >>

Wisconsin Chiropractic Association
Serving Wisconsin's healthcare needs since 1911

Please fax to (608-256-7123) or email (dbobka@wichiro.org) this survey to the WCA by Friday, January 22, 2021.

2020 Business & Economic Trends Survey

1. Please provide your office Zip Code: _____

2. I identify as a: ____Female ____Male

3. I am: ____An Owner ____An Associate ____A Partner ____An Independent Contractor

4. Do you have a Diplomate? ____Yes ____No

Diplomate area_____

5. Number of years in practice:

____Less than 3 ____3-5 years ____6-9 years ____10-15 years

____16-20 years ____21-25 years ____More than 25 years

6. School attended:

____Palmer ____National ____Northwestern ____Logan

____Other:_____

7. I see patients:

____2 days per week or less (part-time) ____3 days per week or more (full-time)

8. Do you have a specialist (such as a licensed massage therapist, physical therapist, acupuncturist, sports rehab specialist, etc.) on staff?

____Yes ____No

If yes, what type of specialist(s) do you employ?_____

9. I provide the following services (check all that apply):

____Nutrition ____PT ____Laser ____Massage Therapy

____Exercise Rehab ____Functional Medicine ____Kinesiology Taping

____Other (please specify)_____

10. I utilize the following techniques in addition to manual adjustment techniques (check all that apply):

____Thompson ____Gonstead ____Flexion-Distraction ____Soft tissue
____Diversified ____Graston ____Activator ____CranialSacral/SOT

____Other_____

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2020 Pricing Survey

1) What is your office's ZIP CODE? _____

2) For how many DCs in your office do these prices apply? _____
****Please write an actual number – **please do not write "all"******

3) Please fill in your list price for each service that was in effect as of December 2020. Your list price is the undiscounted price that would usually be charged to a worker's compensation or insurance carrier with whom you do not have a managed care agreement. If you do not utilize a listed code, please indicate "N/A."

Professional Care

98940 $ _____
98941 $ _____
98942 $ _____
98943 $ _____

New Patient Exam

99202 $ _____
99203 $ _____
99204 $ _____
99205 $ _____

Re-Exams

99212 $ _____
99213 $ _____
99214 $ _____
99215 $ _____

Procedures and Modalities

97012 (Traction/Mechanical) $ _____
97014/G0283 (Electrical Stimulation) $ _____
97035 (Ultrasound) $ _____
97110 (Therapeutic Exercises) $ _____
97112 (Neuromuscular Re-education) $ _____
97124 (Massage) $ _____
97140 (Manual Therapy Techniques) $ _____
S8948 (Cold Laser) $ _____
S9090 (Spinal Decompression) $ _____

Radiology

72020 $ _____
72040 $ _____
72050 $ _____
72070 $ _____
72100 $ _____

4) Optional: What billing software do you use in your office (ex. Money Tree Billing, SIDECAR, etc.)?_____

*****Please fax (608-256-7123) or email (dbobka@wichiro.org) this survey to the WCA by Friday, January 22, 2021. *****

This price survey is being conducted under Federal Trade Commission (FTC) guidelines. All responses are completely confidential and will be aggregated. The results will be published in *The Wisconsin Chiropractor.*

Wisconsin Chiropractic Association
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2020 Chiropractic Staff Salary Survey

******Please complete one survey for each employee at your office******

1) What is your office ZIP CODE? _____

2) In What COUNTY is your office located? _____

3) We understand that each employee may have multiple duties. Please check the one title that best describes the work of this employee. Please check only one.

___ CA ___ CT ___ CRT ___ Front Desk/Receptionist ___ Insurance/Billing

___ Office Manager ___ Massage Therapist ___ Physical Therapist ___ ***Associate DC

4) ***If you employ an Associate DC who is paid on a commission basis, what percentage of collections does s/he receive? _____%

5) How many years of experience does the employee have working in a chiropractic office?

___ < 1 year ___ 1 – 2 years ___ 3 – 5 years ___ > 5 years

6) This employee works: ___ full time (*30 hrs or more per week*) ___ part time

7) What is the employee's gross hourly pay? _____ / hr ***If salaried, please convert to hourly rate***

8) How long has it been since the employee received an increase in his or her pay?

___ < 1 year ___ 1 – 2 years ___ > 2 years

9) What benefits does the employee receive?

___ Paid Vacation ___ Paid Sick Time ___ Paid Personal Days ___ Health Insurance

___ Life Insurance ___ 401K/Retirement Plan ___ Annual Bonus ___Profit Sharing

10) If the employee receives health insurance, does s/he pay for a portion of his or her premium? ___Yes ___ No

Please fax (608-256-7123) or email (dbobka@wichiro.org) this survey to the WCA by Friday, January 22, 2021.

Thank You!

***All data is confidential. The results will be posted in *The Wisconsin Chiropractor*.**

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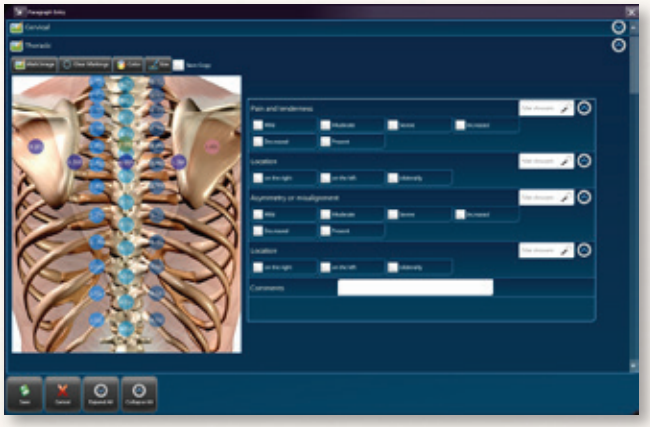

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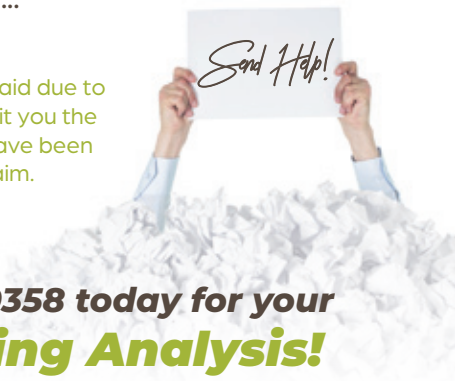

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Thank You Dr. Gene For Your Service To The Profession

Dr. Gene Yellen Shiring recently stepped down as President of the WCA Board of Directors as part of his planned retirement from practice. Dr. Gene, as many refer to him, was recently appointed by Governor Evers to serve on the Wisconsin Chiropractic Examining Board.

The WCA thanks Dr. Gene for his years of service to his patients, his community, his colleagues, his profession and the Wisconsin Chiropractic Association.

As part of our appreciation, we thought we would share a few cherished photos of him in action.

In Memoriam

Zelm Gerry Hovde, D.C., 55, Birchwood passed away peacefully on Tuesday, October 20, 2020 at his home in the company of his loving family. He was born along with his twin brother on June 10, 1965 in Rice Lake, Wisconsin to Theodore and Jeanne (Wright) Hovde.

He was one of the salutorians of the graduating class of 1984 at Rice Lake High School in Rice Lake, WI. He attended UW-Barron campus in Rice Lake, WI before attending and graduating summa cum laude on August 18, 1990 from Logan Chiropractic School in St. Louis, MO. Gerry also obtained a diplomate in chiropractic neurology and was an innovative thinker in the field of chiropractic medicine.

He established Chetek Chiropractic Health Clinic in Chetek, WI and practiced there from the early 1990's to 2020. Approximately, three years ago he started working at the Lac Courte Oreilles Community Health Center in Hayward, WI and established their first chiropractic office within the Health Center.

He was married in October of 1999 to Kris Goodwill. Together they had two children and lived on the Hovde family farm in Birchwood, WI.

Gerry was very hard working, had a keen sense of humor and a positive attitude. He touched many people's lives and was dedicated every day to his patients, family and friends. Gerry loved the outdoors and looked forward to hunting with his family and friends every fall.

Gerry was Christ's servant on a daily basis; encouraging, healing, assisting, listening, and loving everyone he met. He was an authentic example of true kindness and compassion for others. He had a wave and an infectious smile for everyone. Some of his favorite sayings were "Best Day Ever" and "Keep Smiling." He will be truly missed by his wife, son, large family, numerous friends, and professional colleagues.

He is survived by his wife, Kris, and son Josef; sisters, Debra (Steve) Sirek of Birchwood, Jeanne Schullo of Rice Lake, Cindy (Steve) Doyen of Birchwood, Peggy (Mike) Eiselt of Stillwater, MN, Penny (David) Doty of Cottage Grove, MN, brothers: Toby (Mary) Hovde of Westboro, Tim (Cheryl) Hovde, and Thad (Billie) Hovde, all of Birchwood, Geff Hovde (twin brother) of Rice Lake, and Trevor (Nancy) Hovde of Colfax; many nieces, nephews, cousins, other relatives, and many friends. Gerry was preceded in death by his parents, his brother, Ted, and son, Ethan.

Visitation was from 1:00 to 5:00 p.m. Sunday, October 25 at the Skinner Funeral Home in Rice Lake. A Memorial Mass was held at 11:00 a.m. on Monday, October 26 at Holy Trinity Catholic Church, Haugen with Father Adam Laski officiating with interment following in Holy Trinity Catholic Cemetery. Serving as honorary pallbearers are Mike Eiselt, Tim Hovde, Steve Doyen, Toby Hovde, Thad Hovde, and Steve Sirek.**1358 Hwy. 51 N. at Jackson St. (608) 873-4590**

STOUGHTON - Dr. Alan E. Zelm passed away on Tuesday, Dec. 15, 2020, at Milestone Senior Living in Stoughton, Wis. He was born on Sept. 21, 1935, to Florence and Edwin Zelm. Dr. Zelm was the oldest of six and took on the role of helping to raise his brothers and sister when his father died at a young age. He graduated from Owen-Withee High School in 1953. From there, Dr. Zelm went to St. Olaf before attending the Palmer School of Chiropractic, where he graduated in 1959. He met the love of his life while at chiropractic school and married Joann Larkin on Aug. 20, 1960.

Dr. Zelm bought Dr. Tvedt's Stoughton practice and began his six-decade career in chiropractic. Shortly after opening his office, he was drafted and served in the U. S. Army during the Berlin Crisis. When Dr. Zelm returned, together, they raised their two children, while building one of the most successful chiropractic offices in Southern Wisconsin. He had been a lifelong member of the Stoughton Rotary Club, a member of Christ Lutheran Church, the Christian Chiropractor's Association, Gideon's International, the Wisconsin Chiropractic Association, the American Chiropractic Association, and a former member of the Chiropractic Knights of the Round Table. If you knew Dr. Zelm, you knew there was nothing more important to him than your physical and spiritual health. He had a healing ministry, caring for the physical health of his patients and he learned to share God's word with his patients as well. Dr. Zelm showed up every day to serve and was a tireless advocate for health choice freedom. He never wanted to retire and finally admitted to being retired in 2019. Dr. Zelm used to say that he would stop working when he stopped enjoying helping people get well. The Zelm's served on numerous short term mission trips where they would bring chiropractic and Christianity to those who had never experienced it before, along with a team of clergy.

Dr. Zelm is survived by his daughter, Dr. Ann Metzler; grandchildren, Caden Metzler, Louisa (Greg) Probst and Kurt Zelm; siblings, Dr. Merlin (Joann) Zelm, Dr. Gerald (Becky) Zelm, Dr. Ken (Mary) Zelm and Carol (Dr. Craig) Brue; sisters-in-law, Dr. Cheryl Mittelstedt and Beverly Larkin; and daughter-in-law, Patty Zelm Emmart. He was preceded in death by his parents; his son Mark; his wife, Joann; and his brother David.

A private graveside burial will be held at Grave's Cemetery. Memorials may be made to the Dr. Alan and Joann Zelm Chiropractic Scholarship Fund at Stoughton High School, 600 Lincoln Ave., Stoughton, WI 53589.Thank you to the caring staff of Milestone Senior Living and Agrace Hospice. A very special thank you to Mariana for her constant presence, care and love that she so selflessly gave to my father. Online condolences may be made to www.gundersonfh.com .

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- Sheboygan area. Solid practice poised for additional growth. $379,936 gross January-Sept.
- Lake Geneva/Elkhorn. Family referral practice. $200,000 gross. Only 45% overhead. Balanced mix of cash/insurance. Skilled staff. Doctor retiring. Financing available.
- Watertown. Steady income includes professional bldg with ample parking. Doctor retiring.
- Northwest WI. 100% cash practice! 2019 gross $260,000+. Located in prosperous city east of Superior with large draw area and excellent school system. Doctor retiring.
- Eau Claire – Wausau. 140 patient visits in 3 ½ days per week. On most insurance plans. Must sell! Includes 2,500 sq ft professional building on main artery. Financing available.

Contact Loren Martin
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CLASSIFIEDS

FULL TIME CHIROPRACTIC TECHNICIAN WANTED

Busy chiropractic clinic in Franklin, WI looking for passionate individual to join our team at McAvoy Chiropractic. Must be detail oriented, able to multi-task and a team player with good communication skills. Full-time hours during the week, and occasional Saturday mornings. Duties include, but are not limited to, chiropractic therapy and rehabilitation, developing x-rays, filing, answering phone calls and scheduling patients. Competitive salary and benefits. Please send resume and cover letter to **michelle@McAvoyChiropractic.com**.

PLYMOUTH, WI PRACTICE FOR SALE

Well Est. 30-yr. Mostly Cash Practice. Collect at the front desk from day one! $162k collected. 4,608 total visits. 110 new patients. Well-equipped and staffed. Family community (1 hr. north of Milwaukee). "Cheese capital of the world." DC retiring. "Turn-key." Plenty of room to double numbers with little effort!! Call Dr. Bush @ (920) 946-4986 or **slbushdc@gmail.com**. Photos: **https://photos.app.goo.gl/u4K17DYAwpdQRA7p9**

SEEKING ENERGETIC CHIROPRACTOR - MAUSTON AND REEDSBURG

Anderson Integrative Clinic's is seeking a chiropractor who is an energetic people person to join our team in Mauston and Reedsburg. We are seeking a Wisconsin licensed chiropractor with excellent communication skills, strong diagnostic evaluation procedures and "best practice" management understanding. Our facilities integrate massage therapy, acupuncture, physical therapy and chiropractic care. We offer base salary, bonus with commission, paid malpractice insurance, paid continuing education and 401K.

Please submit your CV and cover letter to: Anderson Clinics Attention: HR - Dr Chris Anderson, 420 Viking Drive, Reedsburg WI 53959. Or please feel free to call (608) 524-2616 to request further information from Dr Chris Anderson.

PRACTICE FOR SALE - ELLSWORTH, WI

Forty-year chiropractic practice for sale in Ellsworth, Wisconsin. Doctor (Palmer graduate) retiring. Methods used: PST, Diversified, Activator. Additional knowledge of Upledger CranialSacral method and nutrition helpful. Practice uses Rapid Practice Management and RapidDC. Send inquiries to **nyechiro20@gmail.com**.

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X - RAY SPECIAL!!! Great for a NEW doctor starting out! Selling a full Bennett X-ray system with processor. We are not taking x-rays any more....it is digitally upgradeable. It has an Americomp digital technique selector control system. The X-ray generator system model is L550-14 from Summit Industries in Chicago, IL. Paid $12,000 for it used and will sell the whole unit for $5,500. Please contact Dr. Matt Herber at 920.965.1155 with any questions or concerns.

NORTHWEST, WI PRACTICE FOR SALE

Located in prosperous & popular city east of Superior with large draw area. Excellent school system. 100% cash practice! Solid practice with 2019 gross $260,000+. Doctor retiring. Financing available. Contact Loren Martin, Practice Op Inc., 952-953-9444. **martin@practiceop.com**.

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At Northside Chiropractic Center we strive at being a laid back modern office that provides our patients with the best chiropractic care. We utilize a variety of techniques such as Thompson, Gonstead, flexion-distraction, diversified, activator, etc. We are looking for a high-energy, enthusiastic, well-rounded, and innovative Chiropractor to join our team. Our ideal candidate has a minimum of 1 year post-graduate experience treating and managing patients, a quick learner and highly motivated, enjoys meeting and networking with local business' and community. Financial opportunities will be discussed at interview-based on experience/patient clientele. Requirements:

- Doctor of Chiropractic degree from an accredited chiropractic college
- Valid DC license in the state of Wisconsin
- Current Malpractice Insurance in the State of Wisconsin
- Excellent patient care and communication skill with the ability to multitask
- Ability to work closely with all staff and create positive and productive work relationships

Contact: **erin@northsidechiros.com**

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continued on page 41

CHIROPRACTIC DOCTOR NEEDED IN LAKE GENEVA, WISCONSIN

Great opportunity for a motivated doctor who loves adjusting. We are a well-established family practice in business since 2004 here in beautiful Lake Geneva. We have an outstanding team of support professionals - we care for our patients and we care for each other. We have a waiting list for new patients and need another doctor to join our team. If you want to have fun assisting us in achieving our mission of helping as many people as we can through authentic chiropractic, please contact us. Base plus bonus. Please send resumes to: **laura@excelfamilychiro.com.**

ASSOCIATE DC WANTED AT MADISON CHIROPRACTIC - NORTH

Well established Madison Chiropractic clinic is looking for a highly motivated chiropractor with excellent communication and adjusting skills. We are a multiple DC office that has been in practice for over 39 years. We are in network with most area insurances, including Quartz. This is a great opportunity for this right candidate with potential to buy into the business in the future. Contact Information: Please send a Resume and Cover Letter to Office Manager, Deb Ross at **dlr@madisonchironorth.com**

WISCONSIN PRACTICES FOR SALE

Madison practice for sale. 2019 gr. $341,785. Digital x-ray, attractive prof bldg.. Sale or lease.

- West of Sheboygan. $41,000 avg/mo. 2020 collections and growing.
- Watertown. Busy practice, Dr retiring. Asking $180,000 incl prof bldg. w/rental.
- Eau-Claire-Wausau. Steady 140 pv/wk. Includes 2,500 sq ft. prof. bldg..
- NW Wisc. 100% cash. Div/Gon. Straight $267,836 gross. Professionally designed office.
- Green Bay. Sale pending.

Call Loren or Eric Martin 952-953-9444, Practice Opportunities, Inc. **martin@practiceop.com**. **www.practiceop.com**

ASSOCIATE DOCTOR WANTED - CEDARBURG, WI

We are looking for a Doctor of Chiropractic to join our team at Muscle and Movement Therapy. We are a growing practice in need of an outgoing and passionate provider. We have a clinic-gym hybrid model. Our team consists of Chiropractor, massage therapists, Athletic trainer, Physical Therapist and personal trainers. Ideal candidate would have a strong interest in chiropractic rehab model, utilizing DNS, McKenzie, FMS and myofascial techniques. www.mmthealth.com Requirements: License in the state of Wisconsin, DC. Pay: Salary plus bonus, Work hard get paid more. Contact: Jeffrey Sergent, DC at 262-546-4696 or email: **jsergent@mmtmke.com**

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Did you just graduate from chiropractic college? Have you bounced around from clinic to clinic and are looking for a place to call home and people to grow old with? Are you on the back end of your private practice career, but aren't ready or able to retire? Do you own your own practice, but you're tired of the administrative headaches involved? If you fit one of the above scenarios, the team at Oak Creek Relief & Wellness has an immediate opening for a Doctor of Chiropractic with strong case management skills and a passion for helping patients achieve Relief & Wellness. Free yourself from all the stresses that a typical DC has in private practice! You will NOT need to deal with staffing issues!

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LAKE GENEVA/ELKHORN - PRACTICE FOR SALE

Family referral practice with $200,000 average gross. Approx 45% overhead. Act./Div./Straight. Balanced cash/insurance payor mix. Skilled staff. Doctor retiring. Contact Loren Martin, Practice Op Inc., 952-953-9444. **martin@practiceop.com**.

ASSOCIATE WANTED - GREATER MILWAUKEE AREA

Chiropractic company is a rapidly expanding group of clinics in the greater Milwaukee area and we are currently looking for associate doctors. We are unique in the profession in that doctors have the opportunity to advance from associate, to clinic director, to shareholder in the corporation all based on their personal

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performance. In addition to a salary and bonus structure we also offer health insurance, short term and long term disability insurance, and a matching 401k plan. Continuing education, chiropractic coaching, 50% off a gym membership, license, CPR training, and malpractice insurance are also covered benefits of working with the Chiropractic Company. For more information go to: **www.chiropracticcompany.com** OR Email: **drmcleod@chiropracticco.com**

CLINIC WANTED FOR PURCHASE

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

FLETCHER CHIROPRACTIC IS LOOKING FOR A FULL TIME ASSOCIATE DOCTOR.

Fletcher Chiropractic is looking for a full time Associate to join our busy practice in Oshkosh, WI. We have multiple specialties including pediatrics, pre-natal, rehab, and orthopedics. We would welcome our new doctor to join in any of these specialities or pursue one of their own. The right candidate should be ready to dive right into a high energy practice (must be proficient manual adjustor with a strong chiropractic philosophy). We are looking for someone who works well on a team and is interested in collaborating with other doctors. Compensation is based on experience and expertise. Malpractice and CE stipend paid. Oshkosh has a lot to offer as the Event City of Wisconsin. Come and join the fun! Please send curriculum vitae and cover letter to **kimfletcher@gmail.com**.

DOCTOR RETIRING. PRACTICE LOCATED IN SOUTH CENTRAL WISCONSIN.

For sale: Zenith Thompson Drop piece 420 Hi-lo with cast iron base with new compressor. $2,500.

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BAKKE CHIROPRACTIC CLINIC, WITH FOUR LOCATIONS IN THE DANE COUNTY AREA, HAS AN IMMEDIATE OPENING FOR AN ASSOCIATE DOCTOR.

Bakke Clinic is a practice of over 65 years with a strong reputation of quality care and patient focus. We are on the search for qualified doctors who 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. David Bakke, E: **bakkeclinicdc@gmail.com**, PH: (608) 846-3337

FILL IN DOCTOR AVAILABLE

I have been a licensed chiropractor since 1998. I am fully insured with NCMIC and I had my own chiropractic office for ten years (1999-2009). I teach part time for MATC and I also work at a chiropractic office on Wednesdays and Fridays. In the past, I've worked at many chiropractic offices with excellent reviews from patients, staff and doctors. As a result, I've been requested back regularly. I'm available to do fill in work Mondays, Tuesdays and Thursdays. Dr. Jeff Hamill. 262-328-4678.

WISCONSIN RAPIDS OFFICE SPACE AVAILABLE

Commercial office space available for lease or purchase in Wisconsin Rapids. High traffic location adjacent to the new YMCA. Excellent site for a chiropractic clinic. Competitive lease arrangements if a user prefers renting. 2,300 and 3.450 sq. ft, space available to lease with a national tenant occupying 2,850sq. ft. Good investment property with extremely fair asking price for someone who prefers to own while also generating additional income. Total building ~ 8,600 sq. ft. Location: 101 W. Riverview Parkway in Wisconsin Rapids. For more information call or text 920-960-2322.

ASSOCIATE NEEDED IN MILWAUKEE, WI.

We are looking for a health oriented Doc with great communication and adjusting skills. We are primarily wellness and sports with an emphasis on Manual Therapies, but all specialties should apply. We are a busy practice needing another doc to share the load with as we grow to multiple locations. We are offering paid malpractice and funds toward CEs with compensation based on experience with the ability to be salaried or commission based. Great hours and NO weekends! Email CV to **bethringwelskidc@gmail.com**

CHIROPRACTIC INSURANCE/BILLING SPECIALIST NEEDED

Bauer Chiropractic in Fond du Lac is hiring for the position of insurance/billing specialist. Chiropractic billing experience needed to fill this position. Chirotouch experience helpful but not necessary. Main job duties include verifying insurance, insurance claim submission, following up with insurance companies & patients, and all other tasks that ensure proper patient claim processing. Other duties include data entry, phone interaction, processing bank deposits, and other general office work. Full time position in the range of 32-40 hours per week. 401k, profit sharing, PTO, no nights, no weekends. Email resumes to: **drbauer@bauerchirofdl.com**

CHIROPRACTOR WANTED FOR ESTABLISHED PRACTICE IN SOUTHEASTERN, WISCONSIN.

Great position for someone who likes to adjust. Must be able to obtain Wisconsin licensed. $72,000 starting salary guaranteed for the first year with malpractice and continuing education assistance. Proven marketing and new patients provided. Trusted collection system. Principle chiropractor will stay for one (1) day per week indefinitely. Moving and housing expenses for the right candidate. Inquire in confidence. May be turn key operation for the right candidate. Please call 815-238-7172 for specifics.

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continued on page 43

ASSOCIATE DOCTOR POSITION AVAILABLE

Seeking a motivated and community-minded Doctor of Chiropractic for an associate position in a busy multi-disciplinary facility with ownership and/or corporate wellness opportunity. Expanding a 20+ year established integrative chiropractic clinic in a beautiful Wisconsin community. Applicant must have exceptional communication skills and desire to thrive with an aspiration to grow while working with a progressive support staff. Please take a look at our website - **www.drdanielmurray.com** -- to become more familiar with all the Lake Country Health Center currently offers. To schedule a confidential interview, please submit your resume and cover letter to **drmurray@bizwi.rr.com** or fax to 262-646-5803.

TURN-KEY PRACTICE FOR SALE IN THE HEART OF MILWAUKEE

Clinic is located on a very high traffic street in a residential area. Close to expressway, Marquette, MSOE and UWM. Practice has a high quality patient base, EHR system, as well as below market value affordable rent with rare parking lot. Practice has been located at this location for over 40 years. The Doctor is moving but able to assist for smooth transition. Priced to sell at $120,000. Contact **chirobeth@gmail.com** for more information.

MEDICAL OFFICE SPACE FOR RENT - EXCELLENT OPPORTUNITY FOR REFERRALS

Established, independent physician-owned medical clinic providing concierge, employee/occupational health, worker's comp and urgent care services, looking to partner with a chiropractor for physical medicine services. Beautiful space, prime location in a high-traffic business corridor. On-site X-ray, lab and pharmacy. Up to 4,000 square fee immediately available for sublease. Popcare+Immediate Care Clinic, 6501 S. 27th Street, Franklin, WI. **popcareplus.com**. Call Dr. Cory Wilson, MD, FACEP, 262-327-4655.

ASSOCIATE WANTED - GREATER MILWAUKEE AREA

Chiropractic company is a rapidly expanding group of clinics in the greater Milwaukee area and we are currently looking for associate doctors. We are unique in the profession in that doctors have the opportunity to advance from associate, to clinic director, to shareholder in the corporation all based on their personal performance. In addition to a salary and bonus structure we also offer health insurance, short term and long term disability insurance, and a matching 401k plan. Continuing education, chiropractic coaching, 50% off a gym membership, license, CPR training, and malpractice insurance are also covered benefits of working with the Chiropractic Company. For more information go to: **www.chiropracticcompany.com** OR Email: **drmcleod@chiropracticco.com**

CLINIC WANTED FOR PURCHASE

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

PRACTICE FOR SALE - CENTRAL WISCONSIN

Practice established since 1976 in a 6400 SF. Building with multiple treatment rooms for Doctors and staff located in central Wisconsin. Exercise, therapies, nutrition, orthotics, etc. are offered for patient management. Substantial rental income is generated by our M.D., acupuncturist, massage therapist, and dance studio tenants. All options for ownership, partnership or associationship can be outlined by contacting Dr. Jerry at 715-496-1204 after 7pm.

AVERAGE SALARY 286K – DOCTOR OF CHIROPRACTIC

Medulla is hiring for our Wisconsin market! With our average clinic director salary in 2019 of 286K, 4 day work- weeks and paid 12 week training, it's the best opportunity in Chiropractic. We are hiring for Milwaukee, Racine, Kenosha, Germantown and Chippewa Falls!

Contact: Dr. Kumar. Email: **narmda.kumar@medullallc.com**. Phone: 630-415-6030

CHIROPRACTIC ASSISTANT – NEW BERLIN, WI

Evans Chiropractic & Pain Relief Laser Clinic. Do you like helping people feel better, get better and live better? Are you interested in working in the healthcare field? We are seeking a CHIROPRACTIC ASSISTANT to join our team!

Responsibilities:

- Assist with patient care including laser therapy, traction, and chiropractic
- Assist in the exam room for patient exams
- Keep an organized and efficient workplace that will ensure patients get the care they need in a timely manner

Qualifications:

- Ability to prioritize and multitask
- Strong attention to detail
- Strong organizational skills
- Must be able to handle a very fast paced environment
- Very energetic and excited to greet patients

We will pay for any and all training required for state certification needed for these jobs

Compensation Range: $13-$16/Hour

Benefits: 401k, Medical Insurance, Life Insurance

Please email resumes to: **relief@newberlinchiro.com** or Call 262-785-5515 with inquiries, thank you!

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