



# The Wisconsin Chiropractor

The Official Publication of the Wisconsin Chiropractic Association

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## CHIROPRACTIC SUCCESS STORIES DURING COVID-19



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Ames BN. Low micronutrient intake may accelerate the degenerative diseases of aging through allocation of scarce micronutrients by triage. Proc Natl Acad Sci. 2006; 103(47):17589-94.

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# Every Reason To Be Proud

John Murray - WCA Executive Director and CEO

## Highlighting the GREAT work done by Wisconsin Chiropractors.

Wisconsin Chiropractors should be proud of the work they did during the Covid-19 outbreak and the Safer at Home emergency order that was in place earlier this spring. This edition of the Wisconsin Chiropractor magazine is dedicated to all of the chiropractors in Wisconsin who survived and thrived during this historic public health crisis. The Wisconsin Chiropractic Association is proud of the work that ALL Wisconsin chiropractors did during these very challenging times. As with any crisis, there will inevitably be some who will attempt to use the situation to stir up controversy and sow divisiveness. As always, the Wisconsin Chiropractic Association will take the high road and be a POSITIVE force for the profession by continuing to provide the resources and support Wisconsin chiropractors need to help them safely reopen and ramp up their patient care to normal levels.

**During Wisconsin's Safer at Home order, the WCA mobilized its resources to support the WHOLE profession as follows:**

### Essential Health Care Providers

Successfully lobbied Governor Tony Evers to classify Wisconsin chiropractors as Essential Health Care Providers, thus allowing them the choice of staying open to serve their patients. WCA made the case that chiropractors were an essential part of the health care infrastructure and could play a critical role in keeping their patients away from emergency rooms and urgent care centers. We also communicated to elected decision makers the value of chiropractic care in supporting overall patient wellness, which is a critical factor in keeping people healthy during a public health crisis.

### Provided Resources to ALL Chiropractors

WCA made ALL of our Covid 19 related resources available to ALL Wisconsin chiropractors - through our website, social media channels and via email communications. These timely and valuable resources were made available to chiropractors regardless of whether they were a member of the WCA or not. All of our webinars, website resources, FAQ's, guidance documents and the valuable member benefit - the WCA Help Desk — were made available to ALL Wisconsin chiropractors during and after the Safer at Home emergency order. **The WCA felt strongly that as the leading chiropractic association in Wisconsin, it was our responsibility to positively serve ALL members during a very challenging public health crisis.**

[READ the WCA Letter to Governor Evers](#)

### We Leveraged Relationships

We leveraged our relationships with our association partners and subject matter experts from across the country to offer countless webinars and other guidance documents to help clinics access government grants and loans and implement best practices in terms of safety and sanitation. **The WCA provided the highest level of customer service possible to clinics who chose to stay open during the Safer at Home emergency order.**

[View the COVID-19 Resource Center](#)

### We Provided Positive Guidance

We provided positive guidance to chiropractors on the relationship between the chiropractic adjustment and Covid 19. **The WCA issued a very specific statement** advising chiropractors in Wisconsin to *"exercise an abundance of caution and closely follow all relevant safety, sanitizing, privacy, advertising and evidence-based guidelines."*

These guidelines included following the evidence-based guidance of the World Federation of Chiropractic (WFC) on the specific topic of the chiropractic adjustment and prevention and treatment of Covid 19. **The WFC has reiterated its evidence-based guidelines as recently as June 15th, 2020.** The WCA continues to support the work of the WFC as informed by the WFC Research Committee and the WFC Health Committee. The American Chiropractic Association also issued positive guidance on this topic and reiterated its position of positive support for the profession ([see page 6](#)).

*continued on page 5*

## Executive Director - Cont. from page 4

Finally, on May 6th, 2020, the Clinical Compass released a research summary titled **Chiropractic in the COVID-19 Pandemic Era**. Included in this summary was the following quote:

*Both the American Chiropractic Association (ACA) and the International Chiropractic Association (ICA) have issued statements indicating there is no evidence that chiropractic adjustments/manipulation can affect COVID-19 immunity.*

*Because it has not been established that spinal adjustment/manipulation has a clinical effect on the immune system, there is no basis to support a claim of clinical effectiveness. It is also short-sighted to further claim that chiropractors have no positive impact on patients' overall health and well-being, and no role to play in this pandemic.*


### Response to Spinal Adjustment & Immunity to Covid 19

The WCA's statement was very specific to the WFC review of the research on the topic of the spinal adjustment and immunity to Covid 19 and was consistent with the guidance of the American Chiropractic Association, the International Chiropractic Association and the Clinical Compass. Our statement in no way discouraged Wisconsin chiropractors from counseling their patients on the value of proper rest, sleep, hydration, exercise and nutrition as they relate to overall health and general immunity. Any allegation that the WCA discouraged Wisconsin chiropractors from counseling their patients on the benefits of chiropractic care and general health or attempted to create a "controversy" on this issue is ridiculous and patently false.

As a final note, indirect assertions have been made that the WCA encouraged Wisconsin chiropractors to "police" other chiropractors on the issue of immunity and report them to the Wisconsin Chiropractic Examination Board for investigation and prosecution. Nothing could be further from the truth.

**“The WCA does not, as a matter of association policy, encourage chiropractors to file complaints against other chiropractors. Any assertions that the WCA encouraged chiropractors to file complaints against other chiropractors are equally ridiculous and patently false.”**

As Wisconsin chiropractors move into the next phase of reopening or fully opening their clinics, the WCA will continue to provide them with access to guidance and information from CREDIBLE sources. The WCA is committed to helping all Wisconsin chiropractors build chiropractic success. We are PROUD of how chiropractors stepped up during a historic public health crisis and encourage them to share their stories of success so everyone in Wisconsin can understand the benefits of chiropractic care.



**We are dedicating this issue  
to all of the Wisconsin  
Chiropractors who survived  
and thrived during this historic  
public health crisis.**

~ Wisconsin Chiropractic Association

## Navigating Difficult Times

### A message from the ACA Board of Governors

As we work to live life on adjusted terms during the ongoing coronavirus (COVID-19) outbreak, the American Chiropractic Association (ACA) continues to act as a trusted source of information and a force for change on behalf of our members, the chiropractic profession as a whole, and the public. We deeply value the support and encouragement we have received as we navigate these difficult times.

Recently, a few organizations have made false claims about our work in support of the profession. These claims include, strangely, that ACA does not support chiropractors. As the voice of the chiropractic profession, we pushed strongly to establish doctors of chiropractors as essential workers during this healthcare crisis. It was clear that the profession had a key role to play in helping to keep frontline workers on the job and to keep people in pain out of emergency rooms so that ER physicians could focus on COVID-19.

In April, ACA contacted the Cybersecurity and Infrastructure Agency (CISA) of the Department of Homeland Security requesting the addition of chiropractors to the federal list of essential healthcare providers. Shortly following pressure from ACA, CISA amended their list to include DCs as part of the essential critical infrastructure workforce. Examples of chiropractors who support the “front lines” are evident across the country, including a member in Hawaii (see [acatoday.org](http://acatoday.org)).

Providing the profession with credible information as well as timely, detailed analyses of federal legislation and relief efforts has been a major focus of our efforts since the pandemic began. In the early weeks of the outbreak, we connected doctors with guidelines and recommendations, including advice from the World Federation of Chiropractic, to help them adapt, stay safe and, where possible, continue to serve their patients.

ACA is equally committed to protecting the interests of patients. In late March, we released a statement reiterating the association’s commitment to providing reliable information about chiropractic care ([acatoday.org/COVID19](http://acatoday.org/COVID19)). It directly addressed claims that spinal adjustments can boost immunity and decrease the risk of contracting COVID-19, stating, “While spinal adjustments are effective for a number of conditions, there is no quality evidence to support that they can improve immunity to COVID-19.”

At the same time, ACA has consistently and effectively established the fact that chiropractors across the country play a vital role in helping patients improve their health through their physician-level clinical practices, which includes guidance on preventing obesity, metabolic diseases like diabetes and heart disease, and tips on preventing injuries. ACA has worked with major media groups such as the Wall Street Journal and the Washington Post during the pandemic to provide the public with strategies to prevent injuries while working from home. Readership and media coverage of our work on our consumer website, [HandsDownBetter.org](http://HandsDownBetter.org), grows every month.

While pivoting to address the serious issues at hand, ACA continued to build support for the Chiropractic Medicare Coverage Modernization Act, or H.R. 3654. Congressional cosponsors continue to sign on to support the bill, which would allow beneficiaries to access all Medicare-covered benefits allowable under a chiropractor’s state licensure. Visit [HR3654.org](http://HR3654.org) for more information and to learn how you can contact your Members of Congress in support of this important legislation.

Together, we can keep the profession moving forward.

*Reprinted with permission from the American Chiropractic Association, [acatoday.org/blog](http://acatoday.org/blog).*



# 20 20



CHIROPRACTIC IN THE  
COVID-19 PANDEMIC ERA

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# CHIROPRACTIC IN THE COVID-19 PANDEMIC ERA

Wayne M. Whalen, D.C., Emeritus Chair, Clinical Compass

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Louis Crivelli, DC, Chair, Clinical Compass

Jay Greenstein, DC, Immediate Past Chair, Clinical Compass

Kris Anderson, DC, Secretary, Clinical Compass

Tom Wetzen, DC, ChiroCongress Representative, Clinical Compass

Ronald Farabaugh, DC, Past Chair, Clinical Compass

Coronavirus disease 19 (COVID-19) has had dramatic effects on many aspects of life, as the world struggles to deal with its many ramifications. As of late-April 2020, nearly 3.2 million around the world have been infected, and 226,000 have died. In the U.S., more than one million people are confirmed to be infected according to the Johns Hopkins Coronavirus Resource Center. [1]

Doctors of Chiropractic want to help, but the role of D.C.'s has been the subject of controversy both within and outside of the profession. This is a consequence of claims made by some D.C.'s about the capacity for manipulation to prevent or treat COVID-19, as well as a lack of understanding of the role D.C.'s can play in this crisis. As of this writing (late-April 2020), though there are some promising approaches, there are no reliably confirmed treatments or preventive strategies of any kind for Coronavirus -19 infection except social (physical) distancing and practices such as wearing masks, hand washing, and other hygiene measures. There are no medical treatments or chiropractic treatments shown to have any reliable efficacy.

The purpose of this commentary is to help define what role, if any, the chiropractic profession can play in this global pandemic. It is not intended to be an exhaustive literature synthesis and to the extent feasible will attempt to avoid classic internal political disagreements among factions of the profession. Rather the goal is to outline what we know, what we don't know, and how we can best help in this critical moment.

# WHAT WE KNOW

Many in the profession argue that some basic science research shows manipulation has an effect on the immune system, and some then make the logical leaps that if manipulation can influence immune function, it can improve immune function, and therefore help COVID-19 either as a treatment or as a preventative strategy, or perhaps both.

There is a small body of literature that appears to support spinal manipulation as having an effect on immune function. For example, Columbi recently reported that high velocity low amplitude manipulation of the spine had a measurable effect on the neuroendocrine system, but a biologically plausible mechanism was mixed and conflicting.[2] Wirth et al. conducted a recent systematic review that found evidence of an effect for HVLA manipulation on autonomic nervous system activity, specifically heart rate variability and skin resistance. However, the clinical utility of these findings has not been demonstrated and the authors recommend additional studies. [3]

Another systematic review found evidence that spinal manipulation has an effect on cortisol, interleukin, substance P, oxytocin, and neurotensin, but could not make any reliable conclusions about the clinical applicability of these changes.[4] Another widely cited study demonstrated an effect of manipulation on antibody synthesis following manipulation, but again noted the clinical significance was “unclear.”[5]

Similarly, a study from 2012 looked at the effects of repeated massage and light touch on hypothalamic-pituitary-adrenal axis and immune function and found evidence of changes in circulating markers. There were methodologic problems with the study, including a small sample size and use of only normal volunteers. [6] Other studies have also demonstrated metabolic and physiologic effects of spinal manipulation.[7] [8] [9]

Nevertheless, we can reasonably conclude that there is limited basic science evidence of an effect of spinal manipulation on immune-function related changes, and the clinical utility of these observations is not clear. The World Federation of Chiropractic (WFC) Research Committee recently illustrated why the effect is not yet established.[10] In a rapid review of seven oft-cited such studies immediately after the onset of the pandemic, the WFC Research Committee concluded:

*“No credible, scientific evidence that spinal adjustment / manipulation has any clinically relevant effect on the immune system was found. Available studies have small sample sizes and a lack of symptomatic subjects. At the time of writing, there exists no credible, scientific evidence that would permit claims of effectiveness for conferring or enhancing immunity through spinal adjustment / manipulation to be made in communications by chiropractors. In the event that new scientific evidence emerges, it will be critically appraised using scientific methods of analysis.”*

Both the American Chiropractic Association (ACA) and the International Chiropractic Association (ICA) have issued statements indicating there is no evidence that chiropractic adjustments/manipulation can affect COVID-19 immunity.[11] [12]

Because it has not been established that spinal adjustment/manipulation has a *clinical* effect on the immune system, there is no basis to support a claim of clinical effectiveness. It is also short-sighted to further claim that chiropractors have no positive impact on patients' overall health and well-being, and no role to play in this pandemic.

## WHAT CAN WE DO?

Doctors of Chiropractic are recognized as primary portal of entry providers. We know that Chiropractic, as a profession, is much more than simply spinal manipulation.

Manipulation/adjustments are one tool in the D.C.'s clinical tool bag, but by no means defines their entire clinical role. Depending upon the state scope of practice, the D.C.'s may provide a host of services to patients, and by extension to the communities in which they serve. These could include, but are not limited to:

- Broad diagnostic training, including cardiac and pulmonary assessment, but focusing primarily on musculoskeletal conditions by training and practice emphasis. (CCE)
- Multiple manual therapy techniques to address neuromusculoskeletal issues.
- Ability to order laboratory and imaging studies
- Nutritional and dietary advice
- Exercise advice
- Lifestyle and ergonomic advice
- Stress reduction techniques
- Provide accurate information about avoiding exposure

In addition to advice about avoiding exposure, D.C.'s can recommend a common-sense approach to improving health and implementing the recommendations put forth by leading authorities, including the Centers for Disease Control and Prevention (CDC). These include: eat nutritious food, get plenty of rest, remain well-hydrated, stay active, and manage your stress.[13] Indeed, Hawk et al demonstrated that a number of "Wellness" best practices are routinely provided by most Doctors of Chiropractic, including:

- Screening for risk factors for disease and disability such as
  - Obesity/dietary issues
  - Physical inactivity/sedentary lifestyle
  - Tobacco use
  - Hypertension
  - Skin cancer screening
  - Depression screening
- Counseling on what to do to maintain optimal health and wellness
- Empower patients to be active partners in their care [14]

The U.S. Preventive Services Task Force (USPSTF) has enumerated recommendations for screening and counseling for a wide variety of conditions, and many of these services Doctors of Chiropractic address, although there are some barriers, including payment limitations. [15] [16] Recently the chiropractic profession, through the Council on Chiropractic Education (CCE) has added wellness-related core competencies to chiropractic college curricula.[17] Importantly, there is published evidence that many patients seek out chiropractors for help with a variety of conditions aside from musculoskeletal issues. (Clarke)

Pain, headache, and loss of functional ability to perform activities of daily living (ADLs) have become more prevalent during the past two months due to stress, lack of normal routine, deconditioning, and poor ergonomics within home offices. Doctors of Chiropractic can address these issues with their patients and provide an alternative to overworked hospitals, urgent care centers, and PCP offices.

## CONCLUSION

While there is some preliminary basic science evidence linking spinal manipulation and improved immune function, there is no reliable evidence of clinical efficacy. As a consequence, there is no basis to support D.C.'s claims to the public or their patients that there is any benefit to spinal manipulation/adjustments in the prevention or treatment of COVID-19. Clinical Compass strongly advises D.C.'s refrain from making such claims. D.C.'s are encouraged to counsel their patients on appropriate avoidance behavior (sheltering at home, hand washing, social distancing, use of masks) as well as general strategies for improving health including proper diet, adequate rest and sleep, and exercise.

### Editor's Note:

The Wisconsin Chiropractic Association received permission from Clinical Compass to reproduce this resource in the summer 2020 issue of *The Wisconsin Chiropractor*.

[1] <https://coronavirus.jhu.edu/>

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[11] <https://www.acatoday.org/News-Publications/Publications/ACA-Blogs/ArtMID/6925/ArticleID/1551/Let%E2%80%99s-Work-Together-to-Protect-and-Serve-Our-Patients-Staff-Families-and-Communities>

[12] Immune Function and Chiropractic – What Does the Evidence Provide? *International Chiropractic Association*. <http://www.chiropractic.org/covid/>

[13] <https://www.cdc.gov/flu/prevent/actions-prevent-flu.htm>

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[15] [https://www.uspreventiveservicestaskforce.org/uspstf/topic\\_search\\_results?PAGE=4&SORT=T&topic\\_status=P](https://www.uspreventiveservicestaskforce.org/uspstf/topic_search_results?PAGE=4&SORT=T&topic_status=P)

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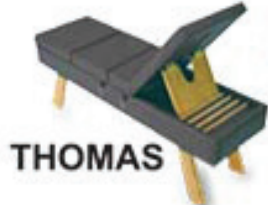
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# Covid Success Story: NCMIC (A WCA Corporate Partner)

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And we’re doing little things that have a big impact. Employees like Emily Wood was delighted to hear a knock on her door and see team members delivering May baskets and offering a smile and a wave from a safe distance.

“We Take Care of Our Own” also means taking care of their community. We’re doing this by supporting the local food bank with a company-wide food drive. These are unusual times for all of us. But some things remain the same. NCMIC is committed to its doctors, employees and community when we say “We Take Care of Our Own.”



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## Covid Success Story: Dr. Shiels

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**Dr. Zach Shiels provided top quality care to a patient experiencing pain while working from home. The following story is from Dr. Shiels' patient Susan W:**

*“When I began working from home in March of 2020 because of COVID-19, my home work environment was much less ergonomically friendly than at my office. I started experiencing neck, shoulder, and back pain as a result. I began seeing Dr. Shiels at the end of April began to feel much better within the first week of receiving care. I like his approach. Dr. Shiels advises the use of soft tissue work, exercises and adjustments, ensuring that I am able to continue to work on the issues between appointments. After a few weeks of weekly appointments, I began to see Dr. Shiels every two weeks, and now I see him only as needed!”*



*Pictured above is a patient of Dr. Shiels.*

## Covid Success Story: Dr. Davies

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Dr. Jill Davies' home office focuses on nutrition, with an online dispensary where supplements are mailed directly. Patients call, email or text Dr. Davies, then pickup their order at her home office without coming inside. She was happy to deliver to those who didn't want to leave home. Dr. Davies' "co-workers" are her kids and grandkids who all grew up in the office; patients are Grandma Baldwin, Aunt Dorothy, Grandpa John, etc. to them. They waited for a dry, sunny day to make the deliveries, then used chalk to decorate the sidewalk and driveway. In a few cases, we had to bring shovels and clear snow first. They also brought homemade cookies and brownies. Since February, Dr. Davies has stayed in touch with each of her older patients by phone. In turn, Dr. Davies and her "co-workers" received many calls about the chalk messages! While she wasn't thrilled that her six-year old grandson drew clouds and wrote "fart" in the messages, the older folks loved it!

## Covid Success Story: Dr. Mackey

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Dr. Jeffrey Mackey informed WCA that the LSM Chiropractic Clinics in the Madison area closed all but six of its 16 clinics in the initial phase of Safer At Home. LSM's Managing Partners manned these facilities by themselves with just one CA at each site; they graciously pledged all of the revenue back to the Clinic to minimize the loss of income and jobs for doctors and staff. All 16 LSM Clinics are once again open, and those who have chosen to return to work have done so. The offices were all busy with patient care, even during the most uncertain of times, demonstrating that Chiropractic care is indeed "Essential" to the patients DCs serve. Chiropractic care facilitates a functioning immune system and is needed now more than ever!



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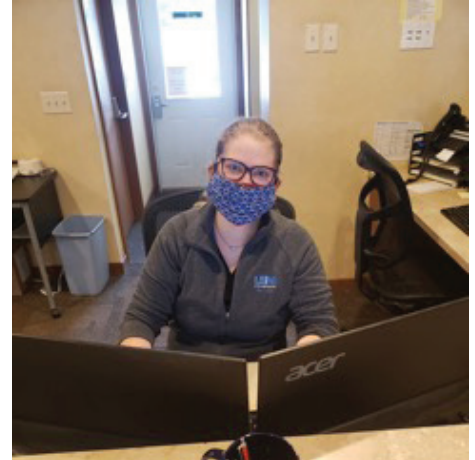
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# Covid Success Story: Dr. Ballweg

## Grandma Protects Doctors & Staff

Dr. Jason Ballweg's grandmother, Alice Ballweg, handmade 40 masks for LSM Chiropractic near the beginning of the COVID-19 pandemic. She initially made masks for some of her other grandchildren who work in health care, another of whom (besides Dr. Jason Ballweg) is also a Madison Chiropractor. Additionally, she has made masks for other physicians at the VA Hospital and Clinics, Mueller Sports Medicine, and her card-playing friends. Alice managed to make and distribute masks while also making quilts for her ten great-grandchildren (three more will be arriving this year!).



*Pictured are Dr. Ballweg (left) and his grandmother Alice Ballweg holding one of her masks. Also pictured is a CRT/CT with LSM proudly wearing a Grandma Ballweg mask.*

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# PROTECTING ACCESS TO CHIROPRACTIC AT THE STATE CAPITOL

## HERE'S WHAT WE'RE UP AGAINST

Every legislative session, countless decisions are made that affect access to chiropractic care in Wisconsin. Beyond the Wisconsin Legislature, numerous state agencies make policy and budget decisions that impact patient access to the chiropractic care via the Worker's Compensation, Medicaid and other taxpayer funded health programs. These decisions affect your ability to provide a quality health care experience for your patients and your compensation as a health care professional. The Wisconsin

chiropractic association has been protecting your interests since 1911.

The WCA had three lobbyists registered to lobby for it during the most recent legislative session. By comparison, lobbying principals with interests in policy matters affecting general health, insurance, Medicaid, pharmaceuticals and worker's compensation registered 659 lobbyists to protect and advance their interests. These lobbying groups spent \$17.6 million in lobbying effort during the

session compared to the WCA's lobbying effort of approximately \$150,000.

This is why your membership in the WCA matters. This is why your financial support for the WCA's political conduit matters. We are greatly outgunned at the State Capitol, but through our direct lobbying efforts, grassroots member outreach and financial support for pro chiropractic candidates, the WCA is able to fight hard every session to protect access to chiropractic care.

### Lobbying Principals Data for the following policy areas: {2019-2020 WI Legislative Session}



#### HEALTH CARE

 **109**  
Lobbying Organizations

 **325**  
Registered Lobbyists

**\$ 8.6 million**  
In Lobbying Effort



#### INSURANCE

 **64**  
Lobbying Organizations

 **174**  
Registered Lobbyists

**\$ 5.5 million**  
In Lobbying Effort



#### MEDICAID

 **31**  
Lobbying Organizations

 **77**  
Registered Lobbyists

**\$ 1.79 million**  
In Lobbying Effort



#### PHARMA

 **23**  
Lobbying Organizations

 **63**  
Registered Lobbyists

**\$ 1.2 million**  
In Lobbying Effort



#### WORKER'S COMP

 **8**  
Lobbying Organizations

 **20**  
Registered Lobbyists

**\$ 455,000**  
In Lobbying Effort



**659**

Total number of Registered Lobbyists in Wisconsin for the above policy areas.



**\$17.6 MILLION**

Total lobbying efforts for the above policy areas.

Data has been compiled by the Wisconsin Chiropractic Association for the purpose of educating Wisconsin Chiropractors. We did not include data for companies that spent less than \$10,000 during session. Source: Wisconsin Eye on Lobbying, lobbying.wi.gov/

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ChiroStrong is a state political conduit fund administered by the Wisconsin Chiropractic Association on the behalf of WCA members who elect to contribute to it.

Through ChiroStrong, WCA members can support elected officials and candidates who are true advocates of the chiropractic profession in Wisconsin. Every dollar you contribute goes to your personal ChiroStrong account, which you control. While the WCA will recommend specific candidates to support, no money leaves your account without your authorization. When the WCA identifies a candidate or committee to support, we will fax or email a ChiroStrong Authorization Request form with the name of the candidate/committee, and the amount to consider authorizing from your personal ChiroStrong account. Please return this form promptly, as we cannot act without your authorization. ChiroStrong is not a Political Action Committee (PAC) and contributions are not tax deductible for income tax purposes.

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# A Lifetime of Learning in Chiropractic

## Dr. Mick Polito's 40+ Year Career in Medical & Private Practice



“Education is power; the more educated you are and the greater the number of skills you possess, the more marketable you are as a Chiropractor,” explains WCA member and Gundersen Health System DC Dr. Michael “Mick” Polito. Dr. Polito is first to describe just how much he has learned throughout the course of a distinguished career spanning four-plus decades. WCA recently conducted an interview to learn more about him and his work. Find out why we have been so grateful to have Dr. Polito help lead your Association.

### Medical System vs. Private Practice Setting

Dr. Polito's experience in Chiropractic includes working in both a medical system setting as well as private practice. He joined Gundersen's Department of Physical Medicine and Rehabilitation in La Crosse, WI in 2012. Prior to this, he was co-owner of Coulee Chiropractic Clinic from 1993-2012 and was employed by Barge Chiropractic Clinic in La Crosse and nearby Arcadia, WI from 1978-1993. Dr. Polito describes the patient population at Gundersen as being more complex than he'd seen in private practice, having chronic conditions, greater comorbidity rates and more serious conditions such as cancer diagnoses. Some patients have had surgery, injection intervention and spinal cord stimulators. They come to him after already seeing multiple providers and with additional conditions necessitating more advanced treatments.

### Current Patient Base, Increased Collaboration and Opportunities to Educate

The good news in treating more complex patient cases, according to Dr. Polito, is the *unquestionable increase in collaboration* among DCs and other health care professionals today. He acknowledges that the only way to get into Gundersen 40 years ago was to be a patient, not a DC. Chiropractors at that time worked hard to pave the way for the DCs that have followed, and a gradual increase in the level of collaboration occurred. This opened doors for Chiropractors like Dr. Polito, who

took advantage of opportunities to educate; Dr. Polito presented talks to Physical Therapists, senior citizen groups and medical professionals. He was a member of the Chiropractic Advisory Committee at Gundersen, where he worked alongside medical and other health care professionals interested in becoming more educated about both medical and Chiropractic care. When he began practicing at Gundersen, he made sure to open dialogue with other departments to inform colleagues. “Physicians that wouldn't utilize Chiropractic before make frequent use of Chiropractic care today, utilizing a team approach,” says Dr. Polito.

The majority of Dr. Polito's current patients are spine-related cases; his care focus being completely musculoskeletal. He frequently cares for older patients, who've kept him as their Chiropractor as he transitioned from private practice to a medical system setting. Dr. Polito is a direct access Chiropractor; patients do not need a referral (although he often receives referrals from other medical providers). He advises patients to be proactive in maintaining an active lifestyle, consulting them on smoking cessation, weight loss, healthy choices and needed lifestyle changes for managing chronic pain. While many of his cases involve treating the spine, Dr. Polito feels that *DCs as a whole have become better* by becoming more versatile clinicians, moving beyond the spine to a full-body focus. This results in greater levels of collaboration and DCs' increased knowledge of which cases should be treated by Chiropractic and when. He makes referrals to medical professionals, uses Advanced Imaging

## Dr. Polito - Cont. from page 22

and involves PT. He appreciates that Gundersen has always treated him as an equal to Medical Doctors and other health care providers. They've exceeded his expectations. Dr. Polito supports Gundersen's "triple aim" mission to "enrich every life" by: improving the health of its community, easing the financial burden on healthcare (Chiropractic is high value, low cost), and offering an outstanding patient experience. He believes this mission is a 'perfect fit for Chiropractic' and says that DCs in his community achieve the same.

### Being a Part of WCA Leadership & The Value of Being a WCA Member

Dr. Mick Polito is a 40-year member of your WCA. **He currently serves on the Board as WCA's District 4 Director, representing Southwest Wisconsin.** Despite paying dues and attending meetings, he acknowledges being less active at the state level earlier in his career. However, he professes having learned a great deal from his WCA leadership role, especially in how much more educated DCs can become by becoming more involved with your Association. He believes it's critical to have a strong WCA advocacy presence and a pulse on activities in Madison. WCA keeps Chiropractic from being vulnerable to attacks on the profession, whether from the insurance industry, Worker's Compensation, etc. *WCA protects DCs' right to practice.*

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**“As healthcare evolves, Chiropractic has to evolve,” believes Dr. Polito. “It’s difficult for the average Wisconsin DC to be aware of WCA’s level of involvement in issues; the Board works hard to educate members and doctors in our state.”**

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Dr. Polito echoes WCA President Dr. Gene Yellen-Shiring's motto of being "Stronger Together"; WCA members and Wisconsin Chiropractors have such greater influence as a group than as individuals. He also encourages doctors to utilize educational opportunities provided by WCA; it's helped Dr. Polito in his practice and in working with physicians: "Early on in practice, I realized that I didn't have all the tools or answers; I needed MDs, PT, advanced imaging...and became Board-Certified in Chiropractic Orthopedics to communicate better medically."

### Becoming a DC, A Humbling Experience, and Advice for Achieving Success

When asked about his path to becoming a DC, Dr. Polito credits a friend who was attending college for Chiropractic and showed him information on the program. He earned his undergraduate degree from Black Hawk College (Moline, IL) as a Biology major.



He also participated in athletics. After hurting his back, he went to a Chiropractor. Between his friend's influence and his own positive experiences, he knew Chiropractic was exactly what he wanted to study. He subsequently graduated from Palmer College of Chiropractic (Davenport, IA) and made the profession his life's work. "If you're going to be a Chiropractor, just be a good one."

That was advice from his mother, who was a RN back in 1977 when relations were quite different between DCs and medical professionals.

Today, Dr. Polito is a highly respected provider at Gundersen Health System and has served so many patients in his La Crosse community. He recalls witnessing a paraplegic patient whose wheelchair also served as life support, upon first arriving at Gundersen. While he wasn't sure of everything to expect when entering the medical care system setting, he had already worked for 30 years with physicians of all types. This encounter, however, revealed just how many providers were involved in this person's care and how both complex, but brilliant, medical care can truly be. Dr. Polito had a new appreciation of patient needs and the care that both he and other health care providers contribute. He wasn't exposed to such patients in private practice and was truly humbled by the experience.

WCA appreciates Dr. Mick Polito and all he has done for the profession. Outside of Chiropractic, he and his wife enjoy playing golf and tennis, bike riding, plenty of hiking, travel, and spending time with their children. Dr. Polito thanks the DCs who came before him for helping to pave the way for his success. We know his work and leadership have and will do the same for current and future DCs in Wisconsin. "Do what's best for the patient, without gimmicks; they will realize and appreciate your care, and you'll be successful. Be always straightforward, honest, and have realistic expectations about what you can do," he advises. Thank you, Dr. Polito!

# Are Your Patients Getting Enough Omega-3s?

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# The Power of Omegas

Omega-3 fatty acids include alpha-linolenic acid (ALA), eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA). Omega-3 fatty acids are associated with reducing the risk of coronary heart disease, mental abnormalities, and developmental disorders.[1-3]

## Various functions of omega-3s include:

- Signal transduction[4, 5]
- Energy source[4, 5]
- Regulation of cardiovascular, pulmonary, immune, and endocrine systems[2, 5-8]

ALA is an essential fatty acid and is the precursor for both EPA and DHA. ALA must be obtained from the diet, as the body cannot make ALA on its own. ALA is associated with neuroprotection, vasodilation of arteries, and neuroplasticity. [9] Dietary sources of ALA include fish/seafood and plant oils like flaxseed, soybean, and canola oils.[10]

EPA is associated with a positive effect on emotional balance.[3, 11] Just fifteen percent of ALA turns into EPA, and even a smaller amount is eventually converted to DHA.[10] DHA is the most abundant omega-3 in the brain. It is a major component of the neuronal membrane and plays an important role in normal brain structure.

Both EPA and DHA are precursors for resolvins, molecules named for their role in resolving the inflammatory response.[12] Specifically, some studies have shown that supplementation with EPA and DHA is associated with:

## Decreased markers of inflammation[1, 2]

- Reduced risk of new blood vessel formation in the retina[13]
- Healthy cognitive function in elderly patients[14]
- Reduced risk of heart disease[15, 16]

EPA and DHA are delivered in two different forms: triglycerides (TGs) or ethyl esters (EE). TGs contain fatty acids bound to a glycerol backbone, while EE fatty acids are bound to an ethanol backbone. The ethylation process removes the glycerol backbone from TGs, leaving DHA and EPA free to form EEs.

Studies of the relationship between omega-3 EEs and cardiovascular health benefits largely show a beneficial

relationship between the EE form and cardiovascular health.[17] While TG form is the natural form and the form to use for long-term health maintenance, it is common to use the EE form when high doses of EPA and DHA are needed for condition-specific intervention. In fact, almost all clinical studies demonstrating beneficial effects of omega-3s used DHA and EPA in the EE form.

## Omegas in the Diet

A balanced dietary intake ratio of omega-6s and omega-3s reduces inflammatory activity and is associated with reduced risk of chronic conditions like cardiovascular disease and cancer. [10] Although there is no clear consensus on the proper ratio of omega-6 to omega-3, the dietary intake of omega-6 to omega-3 ratio not exceed 4:1. Unfortunately, the intake ratio in the United States is estimated to be as high as 20:1.[18] A balanced consumption ratio is important because omega-3 and omega-6 fatty acids compete for the same metabolic resources such as conversion enzymes in the body.

While the average Western diet tends to favor saturated, monounsaturated, and omega-6 polyunsaturated fatty acids, a lifestyle change with increased fish and seafood consumption, and supplementation with omega-3 fatty acids when needed can address suboptimal intake.[19] These lifestyle changes could tip the balance in favor of omega-3s, welcoming in the plethora of health benefits that accompany fatty acids.

## Omega Index

The omega index is a dried blood spot test that measures the amount of EPA and DHA in the red blood cell membrane phospholipids. The omega index is expressed as a percent of total fatty acids. The omega index not only accounts for dietary intake of omegas, but also for genetics, gender, weight, age and lifestyle through blood analysis. The total percentage is an indicator of acute coronary syndrome, with the higher percentage indicating a lower probability of acute coronary syndrome.[20] An omega index below 4% is considered at risk of a coronary event and an omega index above 8% is considered desirable. Based on an individual's results, there are different fatty acid protocols, including dietary and supplementation, that may be followed to improve quality of life.

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# Return To Victory

Dr. Laney Nelson

Dear fellow Chiropractors,

I hope this letter finds you healthy and prosperous during the COVID pandemic. We are facing challenging times as a Nation and as a Profession, but they are also the best of times. COVID-19 has challenged us to find purpose in our actions and commit to serving what matters most. This virus has canceled our vacation plans, changed the way we socialized, and changed our ability to retire. But there is a victory in this virus.

The victory lies in managing the fear of the unknown. Fear makes one focus inward and become mindful of our position and duty to those we serve. Fear also activates our sympathetic nervous system to safeguard and protect that, which matters most. So in these unpredictable times, when most Americans do not know what to do, I want all of you to understand that Chiropractors have the answers to help us get through these tough times. All Chiropractors, since the beginning of the profession, are taught the "4 fundamental rights." I am amazed that every health profession that has graced our TV scenes in the last few weeks has consistently taught us that proper nutrition, proper hygiene, proper rest and proper movement or exercise is the best way to beat the COVID-19 pandemic. I take victory knowing that my profession has always advocated these "4 rights". The older you get, the less you move, and the absence of movement is death. Movement and the

restoration of segmental, regional, or global movement patterns will always be right. So regardless of how the public or medical establishment perceives us, we have always been right.

It is critical Chiropractors realize that the correction of dysfunctional movement patterns is in our DNA, that is who we are what we do. "Remember the team with the fewest mechanical defects wins."

I was recently involved in securing the authorization for a new surgical procedure that could be the answer to chronic dysfunctional low back pain without radicular symptoms. This procedure corrects the pain associated with Modic changes found in the vertebral bodies associated with degenerative disc disease. The basal vertebral ablation procedure could be one answer for patients who suffer from this pain generator. However, Chiropractors, remain the "kingpins" for the restoration of movement and assessment of function before and after this procedure. The same holds for both cervical and lumbar artificial disc replacement. These new procedures are getting refined and improved, but their success will depend upon correcting the faulty movement patterns above and below the hardware site. Gifted surgeons correcting posterior column load pain will need our understanding and skills to restore non-painful and symbiotic movement patterns. Data shows that any spinal decompression surgical intervention will create the same condition in another part of the spine with

*continued on page 30*



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## Victory - Cont. from page 28

time. Chiropractic involvement can slow down this transference syndrome. The transference phenomenon is the pandemic that plagues the restoration of normal spinal movement and function. Our profession has to take the lead on this new frontier.

We need to update manipulative and mobilization skills to enhance surgical preparation and degenerative cascade transference syndrome. We have to make sure that our manipulative skills can embrace the many co-morbidities that have placed our manipulative skills at a higher risk. As an "Old Dog," it is hard to embrace change. But we must understand that our past victories will not all apply to the demands of American health care going forward. Americans are demanding more regenerative orthobiologics, and holistic solutions combined in their health care plans. At the same time, medical forecasters predict that 80-90% of Americans over the age of 70 will have either an artificial hip or knee. We need to prepare and develop strategies for the movement dysfunctions associated with these procedures. Advances in robotic spinal surgery have diminished post-surgical risk advocating their use in our senior population. More seniors are seeking these procedures to enhance the performance of their golden years. But each procedure affects functional movement patterns and performance in a personal specific way. Chiropractors need to embrace new strategies that correct spinal dysfunction without fear or increased risk to the patients changing landscape. Ask yourself this question. Have you updates your manipulative skills to keep pace with the age of your patient population? As I have gotten older, my knowledge and management of spinal dysfunction have

increased, but the speed of my manipulative thrust has diminished. My fingers are stiff and not as strong as they use to be. They cannot withstand the rotational torque they did when I first started practicing 37 years ago. I am a better Chiropractic physician but becoming a more ineffective manipulator.

I first experienced the ProTec Spine in my sports and rehabilitation clinic while I served as the department head at Logan University. At Logan, I developed several strategies for advanced cervical and lumbar movement pattern dysfunctions that diminished my risk as a clinic director.

The device does not replace any manipulative technique or strategy that you currently use. This device addresses the correction of advanced or severe spinal dysfunction in a 3D offloaded position without having to lay your patient's supine or recumbent. It allows Chiropractors to manage advanced spinal conditions that have or would be helped by surgical intervention without fear of increased risk. Older patients who suffer from the degenerative cascade of life will appreciate your efforts. Those patients trying to regain function from spinal surgical procedures will have a place to help them in their quest. This device has allowed me to stay in the "economic health care game"; as my manual skills are diminishing, and my medical knowledge is peeking. I hope you will attend my lecture and allow me to review the data and layout a pathway for all of us to celebrate our "Victorious" decision to become who we are and to embrace the facts, that in any challenging time we have always been right.

## LOOKING TO SELL OR GROW YOUR CHIROPRACTIC PRACTICE



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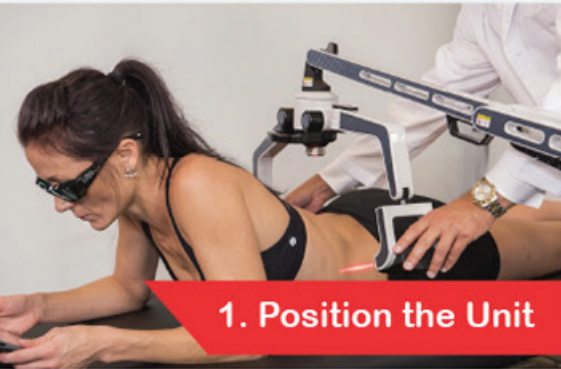
DETERMINE THE VALUE  
OF YOUR PRACTICE

FOR MORE INFORMATION  
[partners.chiroone.com](https://partners.chiroone.com)

**ANGELA WARMAN**

Director of Development  
[angela.warman@medullallc.com](mailto:angela.warman@medullallc.com)

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WISCONSIN CHIROPRACTIC ASSOCIATION

# Fall Convention 2020

Sept. 24-27  
Kalahari, Wisconsin Dells

Registration is Now Open! [www.wichiro.org/conv\\_fall](http://www.wichiro.org/conv_fall)

## Committed to Providing You Quality Events & Education

What an interesting and unexpected year it has been. Little did we know that COVID-19 would land in the United States and our standard business model and practice would change drastically! The Wisconsin Chiropractic Association is committed to offering quality education programs in the safest manner possible. We're very excited to see everyone at the Fall Convention, albeit with some modifications to ensure the safety of our participants.

### What's New at the Fall Convention

As we plan the 2020 Fall Convention, we have had many conversations with the Kalahari Resort and Convention Center and your health and safety is our priority. In the Fall Convention Guide below, you will find several new changes this year that will allow us to provide high quality, safe educational programming.

This year, attendees will have the opportunity to select a "One Day," "Two Day," or "Full Convention" pass which will grant you access to General Session, all seminars for the day/s you've selected, access to Exhibits, and lunch on Friday & Saturday.

### Please Register Early this Year!

Pre-registration and Early Bird deadlines are noticeably earlier this year. By registering early, you are helping us assign meeting rooms and determine meals based on registration counts. By waiting to register until the last minute, you risk some sessions being at capacity, or the convention may be sold out.

To encourage early registration, we have revised our Cancellation policy for the Fall Convention. As an incentive for registering early, we will allow you to make changes to your registration without penalty until September 1st.

As always, watch our website for the most current information: [wichiro.org/conv\\_fall](http://wichiro.org/conv_fall)



### Download the 2020 Fall Convention Guide

Please download the 2020 Fall Convention Guide to view our course offerings, agenda, speakers, registration policies, and Kalahari lodging information. We encourage you to register early!

[Download Convention Guide](#)

[Register Now!](#)

# Fall Convention 2020

**Sept. 24-27**  
Kalahari, Wisconsin Dells

## Schedule At-A-Glance

Thursday, September 24				
<b>Superhighway to Health: 7 Steps to Optimizing the Gut-Brain Connection</b> Dr. Robert G. Silverman 8 CE DC / 4 Nutrition Sponsored by Nutri Dyn				
Friday, September 25				
<b>Welcome / Opening General Session</b> 8:00 am - 9:45 am				
<b>Applying Clinical Reasoning in Spine Pain (CRISP): Evidence-Based Care, Communication Within the Healthcare System and Being Thorough in a Busy Practice</b> Dr. Don Murphy 2 CE DC				
Friday Morning Breakout Sessions				
<b>Chiropractic Nutrition Module 2, Day 1</b> Dr. David Seaman 2 CE DC/2 Nutrition Sponsored by NCMIC	<b>Game Changers: Evidence-Based Best Practices for 8 Common Sports Injuries</b> Dr. Brandon Steele 2 CE DC Sponsored by ChiroUp	<b>Whiplash Associated Disorders: Applying CRISP® Protocols</b> Dr. Don Murphy 2 CE DC	<b>Documentation and Patient Management Post-COVID 19</b> Dr. Mario Fucinari 2 CE DC/CT Sponsored by ChiroHealthUSA	<b>FMT Movement Specialist Course: Conscious Movement Assessment</b> Dr. Caroline Seidel 2 CE DC/CT Sponsored by Rocktape
Lunch Break				
Friday Afternoon Breakout Sessions				
<b>Chiropractic Nutrition Module 2, (continued)</b> Dr. David Seaman 4 CE DC/4 Nutrition Sponsored by NCMIC	<b>Game Changers: Evidence-Based Best Practices for 8 Common Sports Injuries (continued)</b> Dr. Brandon Steele 4 CE DC Sponsored by ChiroUp	<b>Applying CRISP® in Patients With Cervical and Lumbar Radiculop- athy and Other Complex Cases (continued)</b> Dr. Don Murphy 4 CE DC	<b>2021 Evaluation and Management Guidelines</b> Dr. Mario Fucinari 2 CE DC/CT Sponsored by ChiroHealthUSA  <b>Meeting the Functional Improvement Requirements of Treatment</b> Dr. Mario Fucinari 2 CE DC/CT Sponsored by ChiroHealthUSA	

# Fall Convention 2020

**Sept. 24-27**

Kalahari, Wisconsin Dells

## Schedule At-A-Glance

Saturday, September 26				
Saturday Morning Breakout Sessions				
<b>Chiropractic Nutrition Module 2, (continued)</b> Dr. David Seaman 4 CE DC/4 Nutrition Sponsored by NCMIC	<b>Addressing the Underlying Causes of Fatigue Part II: Beyond the Basics - Finding &amp; Addressing Secondary Causes of Fatigue</b> Dr. Chad Oler 4 CE DC / 4 Nutrition Sponsored by Nutri Dyn	<b>Lower Extremity Biomechanics and the Management of Common Lower Extremity Injuries</b> Dr. Kurt A. Juergens 4 CE DC Sponsored by Foot Levelers	<b>Advance Pediatric Practice: Neurology, Immunology &amp; Implementing New Modalities Into Chiropractic Practice</b> Dr. Marc E. Funderlich Jr 4 CE DC Sponsored by Erchonia	<b>The Role of Herbs and Nutrients in the Inflammatory Cascade</b> Dr. Marisa Marciano 4 CE DC/4 Nutrition Sponsored by Standard Process
Lunch Break				
Saturday Afternoon Breakout Sessions				
<b>Chiropractic Nutrition Module 2, Continued &amp; Exam</b> Dr. David Seaman 2 CE DC/2 Nutrition Sponsored by NCMIC	<b>Addressing the Underlying Causes of Fatigue Part 2 (continued)</b> Dr. Chad Oler 4 CE DC / 4 Nutrition Sponsored by Nutri Dyn	<b>Lower Extremity Biomechanics (continued)</b> Dr. Kurt A. Juergens 4 CE DC Sponsored by Foot Levelers	<b>Advance Pediatric Practice (continued)</b> Dr. Marc E. Funderlich Jr 4 CE DC Sponsored by Erchonia	<b>Differential Diagnosis of Neuromusculoskeletal Conditions (Orthopedic Diplomate)</b> Dr. James Demetrious FACO 5 CE DC Sponsored by NCMIC
Sunday, September 27				
Sunday Morning Breakout Sessions				
<b>Addressing the Underlying Causes of Fatigue Part 2 (continued)</b> 8:00 am - 12:00 pm Dr. Chad Oler 4 CE DC/4 Nutrition Sponsored by Nutri Dyn			<b>Differential Diagnosis of NMS Conditions (continued)</b> 8:15 am - 1:00 pm Dr. James Demetrious 5 CE DC Sponsored by NCMIC	

### CT CERTIFICATION & MODALITY TRAINING - 23 CE CT (Approved for initial certification and renewal hours)

Dr. Wendy Varish

Friday, Sept 25	Saturday, Sept 26	Sunday, Sept 27
1:00 pm - 7:00 pm CT Certification	8:00 am - 2:00 pm CT Certification continued (Lunch included) 2:00 pm - 5:00 pm CT Electrotherapy* (3 CE CT) 5:00 pm - 8:00 pm CT Ultrasound* (3 CE CT)	8:00 am - 9:00 am Thermo-Cryotherapy* (1 CE CT) 9:00 am - 1:00 pm Mechanical Therapy* 4 CE CT

\*Prerequisite: Current CT license or registered for 12 hour CT Certification class.

SOME DISCOUNTS ARE GOOD. ✓

SOME DISCOUNTS ARE BAD. ✗

SOME DISCOUNTS ARE

ILLEGAL!

Discounts are tricky.  
Helping patients shouldn't put  
your practice at risk.

Test your knowledge.  
Have some fun.

TAKE THE

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Why that amount?  
Accept the challenge to find out.

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# Are You Up to the Challenge?



Earlier this year, the Office of Inspector General (OIG) took two critical steps that could impact your practice. First, they have asked for an additional \$20 million to fight Medicare fraud, waste, and abuse. More money equals more audits. Second, they have introduced new and easier ways for patients to report concerns about pricing and discounts in provider offices ANONYMOUSLY. We reported earlier this year that the OIG is utilizing the impact of social media to educate patients on how to report pricing and discount concerns. With regular videos posted to social media and FB live events during which patients can #AskAnInvestigator, the OIG is using every available channel to educate patients on identifying and reporting even their smallest concerns.

## The Discount Challenge

Often the rules and regulations are conflicting and confusing, making it difficult for doctors and their teams to know which discounts to patients are good, which are bad, and which are illegal. As part of our commitment to protect and educate the profession, ChiroHealthUSA has launched the Discount Challenge. You have 5 minutes to review ten scenarios and identify which discount practices are good, bad, or illegal. The Discount Challenge will last from now through August 30, 2020. In September, one lucky person will be the recipient of \$11,181. Why \$11,181? The average "per-occurrence" fine for Medicare inducements is \$11,181. That is not a per patient, or per provider, but per-occurrence, which can add up to hundreds of thousands of dollars in fines very quickly.

## What is the difference?

A "Good" discount is one that is compliant and may be applied to any patient no matter who is paying the bill. (Legally Defensible)  
A "Bad" discount is one that your state may allow, but not the feds or insurance carriers. (Subject to Interpretation) An "Illegal" discount is one that will likely land you in hot water if your office is audited. (Not Legally Defensible)

Whether you are an expert on discounting in your practice or not, test your knowledge in just 5 minutes and ten questions. Every correct answer gets you an entry in the challenge to win \$11,181! Once you've answered a challenge question correctly, you will receive one prize entry for that question. You can receive a maximum of 10 entries meaning you have answered all ten questions correctly. If you miss one of two, you'll see information on what the correct answer should have been with links to sources where you can learn more. You may take the challenge as many times as you like until you answer all ten questions correctly.

[For full official rules and prize disclosures, click here.](#)

[Take the Discount Challenge](#)

# Covid Success Story: Abyde (A WCA Corporate Partner)

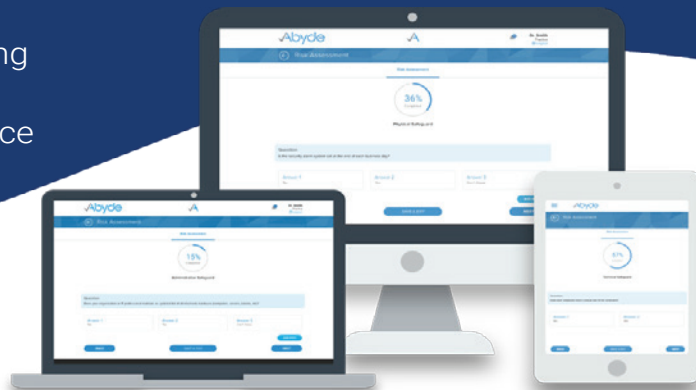
Whether we're working from home or the office, Abyde has stayed true to our mission of education during COVID-19. We've educated over 1,000 providers via webinar on HIPAA regulations and changes during COVID-19, provided up to the minute information on changes to HIPAA waivers and regulations, and even hopped on demos with practices while making breakfast. Even our pets have learned a thing or two about HIPAA requirements! Best of all, our educators have gone above and beyond to offer two months free of Abyde to practices who need relief from COVID-19 stressors in order to help them get off on the right foot when it comes to HIPAA and reopening their practice.



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# WCA Help Desk Updates

wcahelp@wichiro.org | 608-256-7023

## Wisconsin Chiropractic Examining Board Extends Deadline for CE Credit Requirements Due to Covid

The Wisconsin Chiropractic Examining Board, during their meeting on June 25th, 2020, approved a motion to give chiropractors, CT's and CRT's until the end of the 2021-2022 biennium to complete their continuing education for the current license period (2019-2020). Chiropractors, CT's and CRT's will still be required to renew their license on or before December 14th, 2020 but will have another two years to complete any remaining credits from the current biennium. The WCA will advise as further guidance is expected from the Department of Safety and Professional Services. Please contact WCA Executive Director John Murray at [jmurray@wichiro.org](mailto:jmurray@wichiro.org) with any questions. The CEB also began working on an administrative rule that would allow chiropractors to perform dry needling. CEB staff was directed to find out the training requirements in other states that allow chiropractors to perform dry needling under their chiropractic license without having to obtain a license to perform acupuncture.

## WCA Successfully Challenges Improper Payment Denials By West Bend Insurance/Optom

The WCA has successfully challenged improper payment denials by West Bend Insurance and their utilization management company Optum for Neuromuscular Reeducation - CPT 97112 claims by chiropractors. The WCA sent a letter to West Bend Insurance in early June 2020 pointing out "...we see no support for your interpretation that the 97122 service should be "bundled" or is included in the manipulation code." Optum replied to the WCA (see letter on page 41) on June 26th, 2020 and agreed with the WCA saying "The denials associated with CPT 97122 when billed during the same session and in the same region as the CMT service were in response to a long-standing NCCI edit. Only recently did NCCI provide notification that this edit has been deleted. The notification date was 4/1/20 with the end date for the code pair made retroactive to 1/1/20. **In response to the deletion of this edit, Optum will no longer issue denials, sourced to NCCI, when CPT code 97122 is billed with a CMT code.**" The letter goes on to direct providers to submit a request for reconsideration of the denied service through the insurance carrier. A sample request for reconsideration letter can be found in the link below. "We appreciate being able to collaboratively resolve this issue with West Bend and Optum and assist our members in being paid properly for the services they provide," said John Murray, WCA Executive Director and CEO. For more information on this topic, go to the [www.wichiro.org/helpdesk](http://www.wichiro.org/helpdesk).

[SAMPLE RECONSIDERATION LETTER](#)

## Reminder: Medicare 2% Payment Adjustment (sequestration) Temporarily Suspended

As a reminder, Section 3709 of the Coronavirus Aid, Relief, and Economic Security (CARES) Act temporarily suspended the 2% payment adjustment currently applied to all Medicare Fee-For-Service (FFS) claims due to sequestration. The suspension is effective for claims with dates of service from May 1 through December 31, 2020. As a result, Medicare Fee-For-Service claims with dates of service on or after May 1, 2020, will not incur a two percent sequestration reduction in Medicare payment

## UnitedHealthcare Waiving Cost Share for Medicare Advantage Members for Both Primary and Specialty Care Office Visits

For dates of service starting May 11, 2020 through at least Sept. 30, 2020, UHC is waiving cost share (copays, coinsurance and deductibles) for their Medicare Advantage plan members for all office-based professional services performed by both primary care physicians and specialists. Eligible services include Medicare-covered chiropractic services ([just active treatment 98940-98942](#)), primary care physician office visits, specialist physician office visits, physician assistant or nurse practitioner office visits and more. For more information and a complete list of eligible services, please click [here](#).

The waiving of cost share for Medicare Advantage members applies no matter the diagnosis or reason for the visit. **Patient cost share is waived for covered services from a network provider or covered out-of-network services.**

### WHAT DOES THIS MEAN FOR YOU?

Effective for dates of service 5/11/2020 until 9/30/2020 or beyond, you may not collect copays, coinsurance or deductibles for UHC Medicare Advantage members for active treatment 98940-98942, even if you do not have a Participating Provider contract with UHC. Commercial group plans and Medicare supplement plans are not included at this point in time. **UHC will be paying what would have been the member cost-sharing to Providers. For any specific questions, please contact UHC directly at 800-523-5800.**

Original-Medicare non-covered services such as exams and therapy modalities will continue to have member cost sharing. Ensure you append the -GY modifier to these items to communicate to UHC that they are non-covered services.

*continued on page 38*

# WCA Help Desk Updates

wcahelp@wichiro.org | 608-256-7023

## Humana Medicare Advantage Cost Share Waiver Does Not Apply to Chiropractic Services

Humana has joined the list of Medicare Advantage plans who are waiving member cost sharing. In the case of Humana, the member cost share waiver does not apply to chiropractic services.

### A Humana Provider update states,

" Member cost share for all **in-network primary care visits** is waived for the remainder of the calendar year to encourage members to seek needed care from their **primary care provider**. This applies to Humana individual or group Medicare Advantage members. We want to encourage our members to reconnect with their PCP, particularly for preventive care and chronic condition management. Cost share waivers are retroactively effective as of May 1, 2020. **These cost share waivers apply to office visits for all participating/in-network providers as well as any labs performed in the primary care physician's office during the visit**. Labs drawn in the PCP office and sent to a hospital or reference lab are excluded from the primary care cost share waiver, as are radiology, supplies and Part B drugs administered as part of the visit. In support of this waiver, please do not collect a copay from any Humana individual or group Medicare Advantage patients for any of the primary care visits outlined above."

Since Medicare Advantage plans only cover active treatment manipulations, a DC cannot be a PCP for Medicare Advantage plans. According to Humana, the cost share waiver only applies to PCP visits and labs performed in the PCP office as part of that visit. Chiropractic clinics should keep collecting member copays.

## COVID-19 Informed Consent Template Available on WCA Website

WCA has developed a template COVID-19 Informed Consent document which is available to our members on our [website here](#). This was developed with input from NCMIC and WCA subject matter experts on informed consent and healthcare law.



— WISCONSIN CHIROPRACTIC ASSOCIATION —

# Help Desk



**wcahelp@wichiro.org**



**608.256.7023**

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7480 Halcyon Point Drive  
Suite 300  
Montgomery, AL 36117  
P 1-334-290-4773

June 26, 2020

John Murray, Executive Director and CEO  
Wisconsin Chiropractic Association  
2401 American Lane  
Madison, WI 53704  
Ph:608-256-7023  
Fax:608-256-7123

Dear Mr. Murray,

Optum (formerly Equian LLC), on behalf of West Bend Insurance has received your correspondence regarding the denial of CPT 97112 when billed with a chiropractic manipulation treatment (CMT).

Optum/Equian reviews physical therapy, occupational therapy, and chiropractic manipulation treatment (CMT) in accordance with the AMA CPT® Manual, AMA CPT® Assistant, National Correct Coding Initiative (NCCI) edits and/or other clinical and coding references, unless otherwise specified by the applicable state rules and regulations for workers' compensation or automobile medical.

All CMT is reviewed according to the compensable injury, documentation of progressive improvement, and documentation of the region(s) and joint(s) adjusted. The denials associated with CPT 97112 when billed during the same session and in the same region as the CMT service were in response to a long-standing NCCI edit. Only recently did NCCI provide notification this edit had been deleted. The notification date was 4/1/2020 with the end date for the code pair edit made retroactive to 1/1/2020. In response to the deletion of this edit, Optum will no longer issue denials, sourced to NCCI, when CPT code 97112 is billed with a CMT service.

In accordance with Wisconsin's Department of Workforce Development Dispute Resolution process, providers should submit a request for reconsideration of the denied service through the insurance carrier. Upon receipt of the dispute, Optum will reconsider the charges.

Optum appreciates the opportunity to collaborate with provider associations, such as the WCA, to ensure prompt and accurate payment for medical services provided to the injured workers.

Sincerely,

*Katrina Girard RN, CPC*

Katrina Girard RN, CPC  
Audit Operations Manager  
Clinical and Coding Logic Division

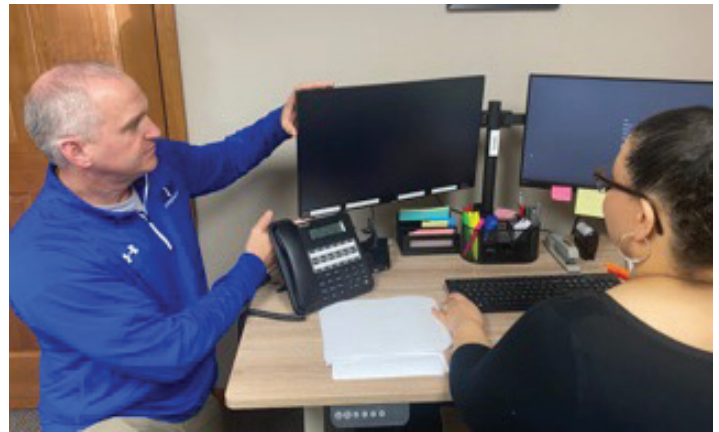
CC: West Bend Insurance

# Office Ergonomics at Home

## Dr. Nathan Considine Provides Tips to Assist Your Patients

Home has become the new workplace for scores of professionals as we continue to make our way through the COVID-19 pandemic. While formal office design uses ergonomics to minimize worker discomfort and improve efficiency, many people are now spending hours of time sitting in front of a laptop on their couch or at a dining room table. Home ergonomics are a current priority, and Wisconsin DCs can help patients avoid chronic pain and discomfort by providing tips for an ergonomic working environment in the home. As essential health care providers, chiropractors can help patients adopt these recommendations as part of their new normal process.

WCA member Nathan Considine, DC, has been regularly conducting ergonomic assessments for patients as part of his practice at LSM Chiropractic. "I must mention ergonomics about 40 times daily to patients," says Dr. Considine. Because he was unable to perform assessments on-site or in the home under Wisconsin's Safer at Home policy, he decided to get creative by having patients take photographs of themselves sitting in their home working environment. Dr. Considine finds patients report problems such as discomfort, pain and even lack of sleep while working from home. He bases his home ergonomic assessments on the body's geometry in order to hold the chiropractic adjustment and empower patients to feel comfortable while working.



Consider the these tips from Dr. Considine's assessments to assist your patients in creating an ergonomic working environment at home:

### CREATING AN ERGONOMIC SITTING POSITION

*Information provided by: Nathan Considine, DC*

#### SITTING POSITION

Alter sitting position to the most immovable object in front of you while working, which is the height of your work desk or table.

#### CHAIR ARMS

Position the arms at 90 degrees. Elbow height should be 1.5 to 2 inches from the desk surface.

#### ELBOW HEIGHT

Hold your wrist just slightly below the elbow. If your elbow lowers to a position below the work surface, the shoulders will shrug and slump, leading to greater risk for back pain.

#### SEAT HEIGHT

Adjust seat height; often a more raised position is needed to accomplish the ergonomics listed above. Dr. Considine suggests sitting on folded towels.

If the feet are maintaining only light contact with the solid surface of the floor (often occurs in shorter patients), place a solid object such as yoga equipment, wood blocks or even a wastebasket under the feet.

Raise the knees to the same level as the hips. Keeping the knees positioned below the hips causes the spine to arch.



### Adapting to Longer-Term Laptop Use

Dr. Considine attests that in most cases, laptops are not the type of computers being used extensively by professionals working in an office setting. Many are currently working from home on their laptops; this longer-term use creates an ergonomic problem. The keyboard is attached to the monitor on a laptop computer, and people are continuously looking down while working as opposed to maintaining a more level neck position. This results in problems affecting the lower portion of the neck.



#### LAPTOP PLACEMENT

Place YOUR laptop directly in front of you while working.

#### EYE LEVEL

Eye level should be one-third down from the top of the laptop monitor screen. This ensures your line of vision is more level, perhaps slightly downward at most.

If using more than one monitor, position the nose halfway (50/50) between the screens.

#### KEYBOARD PLACEMENT

When reaching for the keyboard, extend the arm and fist to determine the natural point of convergence without straining. The laptop monitor should be at arm's length with your fist, the elbows positioned directly underneath the shoulders, and the hands/fingers extended out. Dr. Considine recommends purchasing an inexpensive wireless keyboard (\$20-30) to use separately while working on the laptop monitor, to reduce the ergonomic challenges posed by utilizing the laptop keyboard.

#### STAY OFF THE COUCH!

It's easy to fall into the position of sitting on the couch while working on your laptop.

Couches and softer surfaces lack the firmness and support needed for hours of work. While the softer surface may feel comfortable at first, the long-term result could be discomfort or pain.

### Structural Problems That May Occur

While he doesn't see traumatic musculoskeletal injuries from a lack of ergonomics in the home working environment, Dr. Considine does see patients having issues related to structural problems. People often think they've pulled or strained a muscle after sitting in their work position. "It's never just a muscle problem, but rather a muscular reaction to structural problems," explains Dr. Considine. The body can produce a protective spasm resulting from a lack of ergonomics in the sitting position. A chiropractic adjustment supplemented by tips for home ergonomics will help working professionals perform efficiently and productively while avoiding pain and discomfort.

### About Dr. Considine

Dr. Considine conducts home ergonomics assessments at no cost to patients, considering them an important part of the services he provides as a Doctor of Chiropractic. He graduated from Portage High School and attended UW-Madison on a full rotary scholarship (Dr. Considine remains a rotary club member today) before graduating from Palmer College of Chiropractic in Davenport. He is a 27-year member of your WCA and served as a District Representative in the late 1990s. He began his career in chiropractic 25 years ago with a preceptorship at LSM Chiropractic. Dr. Considine has remained with LSM since that time and currently practices at LSM's Middleton clinic. He and his wife have four children, the second eldest of which is currently in his 7th trimester at Palmer. He truly enjoys his work in Chiropractic and appreciates the groundbreaking efforts of those doctors who came before him in the profession.

As you are hopefully aware, Chiropractors are considered essential health care providers by both the State and Federal government in the current climate. This policy was upheld by Wisconsin Governor Tony Evers under the extended Safer at Home order. Dr. Considine is passionate about Wisconsin chiropractors being able to continue to practice and keep their clinic doors open. He emphasizes that this freedom of choice is not due to individual efforts, but rather those of your WCA.

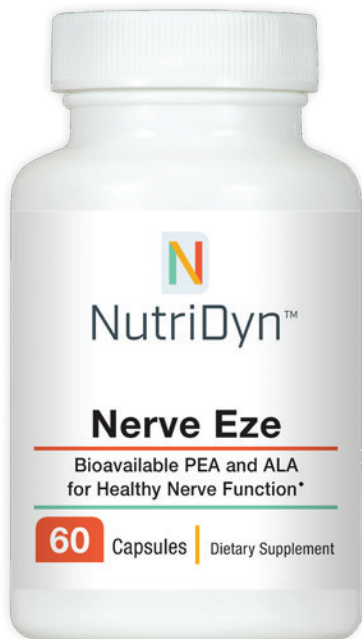
**"Our (chiropractors') recent freedom to remain open is because of the work of your state trade association,"** affirms Dr. Considine.

WCA lobbied to have chiropractors considered essential during the Safer at Home order, communicating with the Governor's office so that chiropractic clinics could have the choice to remain open during this time. We greatly appreciate Dr. Considine's gratitude in this regard. Most importantly, we thank him for his contributions to the Chiropractic profession and are proud to have Dr. Nathan Considine as a long-time WCA member.



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- Wounds – *leg ulcers, post-surgery wounds*





Summer / Fall 2020

# CE COURSE OPPORTUNITIES

The schedule is subject to change until posted to our CE Calendar [www.wichiro.org/events](http://www.wichiro.org/events).

Revised 7-14-2020

**EVENTS** Note: CE Requirements for 2018-2020 Biennium extended to December 2022 by Examining Board.

July 23	Functional Fitness	Dr. Jeff Sergent	Cedarburg	8 CE DC
July 23	Chiropalooza at Madison Mallards Drive In		Madison	8 CE DC/4 Nutr.
July 24-26	CT Certification & Modalities	Dr. Wendy Varish	Delafield (new venue)	23 CE CT
Aug 6	Advanced Exercise Rehab, Lwr Extremity	Dr. Eric Kirk	Oshkosh (new venue)	8 CE DC/CT
Aug 6 & 8	Evolution of Chiropractic / Focused Nutr	Dr. Nelson & Dr. Varish	Brookfield & Green Bay	8 CE DC / 4 Nutr
Aug 13	Chiropalooza at Madison Mallards Drive In	Dr. Talcott & Dr. Anderson	Madison	8 DC DC/CT
Aug 15	HIPAA (previously Nov 5 & 7)	Dr. Talcott	To Be Determined	8 CE DC/CT
Aug 22-23	Nutrition Module 1	Dr. David Seaman	Brookfield (new venue)	12 CE DC/12 Nutr.
Sept 24-27	WCA Fall Convention, Kalahari Resort	Various	Wisconsin Dells	30 CE DC, 23 CE CT
Sept 25-26	Chiropractic Nutrition Module 2	Dr. David Seaman	Wisconsin Dells	12 CE DC/12 Nutr.
To Be Determined	Exercise Rehab I & II	Dr. Steve Yeomans	Ripon (new venue)	24 CE DC/CT
To Be Determined	Cold Laser & Light Therapy	Dr. Wendy Varish	Howards Grove (new venue)	6 CE DC/CT
Sept 26-27	Differential Diagnosis (Orthopedic Diplomate)	Dr. James Demetrious	Wisconsin Dells	10 CE DC
Oct 3-4 (new date)	CRT Radiology 1 of 3	Dr. Wendy Varish	Howards Grove (new venue)	Up to 16 CE CRT
Oct 10/11 (new date)	CRT Radiology 2 of 3	Dr. Wendy Varish	Howards Grove (new venue)	Up to 16 CE CRT
Oct 17	Red Flags: Clinical Implications in Chiro.	Dr. Wendy Varish	Metropolis, Eau Claire	6 CE DC/CT
Oct 17-18	Chiropractic Nutrition Module 3	Dr. David Seaman	Aurora Oconomowoc	12 CE DC/12 Nutr.
Oct 17-18	Cox® Technic Lumbar Spine Course, Pt 1	Dr. Kurt Olding	WCA, Madison	14 CE DC
Oct 24-25	Back in Balance	Dr. Trevor Berry	Brookfield	12 CE DC/4 Nutr.
Oct 24-25	CRT Radiology 3 of 3	Dr. Wendy Varish	Howards Grove (new venue)	Up to 16 CE CRT
Nov 7-8	Chiropractic Nutrition 4	Dr. David Seaman	Aurora Oconomowoc	12 CE DC/12 Nutr.
Nov 13-15	The McKenzie Method of MDT Part A: Lumbar Spine	McKenzie Institute	MMT, Cedarburg	26 CE DC
Dec 5-6	Diff. Diag. Lwr Extremity (Orthopedic Diplomate)	Dr. Lehman & Dr. Glaser	Sheraton, Brookfield	10 CE DC
<b>The following classes are tentative:</b>				
Nov 7	DOT Medical Exams	Dr. Chris Murray	Lacrosse	8 CE DC
Nov 14-15	Biomechanics and Adjusting Techniques	Dr. David Charette	Waukesha	12 CE DC
Dec 5	Compliance: End of Year Wrap Up	Dr. Chris Anderson	Madison	8 CE DC/CT
Dec 5	Intro to Receptor Tonus (Nimmo) Technique	Dr. Cindy Puent	Lacrosse	8 CE DC
Dec 10	Advanced Exercise Rehab, Upper Extremity	Dr. Eric Kirk	WCA, Madison	8 CE DC/CT
Dec 12-13	Tentative	Dr. Erik Reis	Eau Claire	TBD DC CE
Dec 11-13	CT Certification & Modality Training	Dr. Brenda Holland	WCA, Madison	23 CE CT

The current biennium began Dec 15, 2018 and ends Dec 14, 2022 (extended due to COVID)

Required CE hours for license renewal each biennium: **CT Certification** - 6 hours CE • **CRT Certification** - 12 hours CE DC

**Licensure** - 40 hours approved Continuing Education, 4 Nutrition hours for Nutrition Certification, CPR/AED every 2 years.

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# Recent Changes by the Wisconsin Chiropractic Examining Board to the Chiropractic Rules

WCA Legal Counsel Barbara J. Zabawa, JD, MPH

On June 1, 2020, new rules took effect for Wisconsin chiropractors. Many of the changes are cosmetic or grammatical and likely have no practical significance on the practice of chiropractic in Wisconsin.

For example, the provision regarding unprofessional conduct in advertising expands the types of advertising that fall under the provision by stating misleading advertising communications in “any medium” can be unprofessional. Before the change, specific modes of advertising were listed. Two changes are more significant, however.

## 1. Certification Restriction

The new rules add the word “certification” to the provision prohibiting chiropractors from advertising that they have specialization or advanced training unless that specialization is recognized by the American Chiropractic Association (ACA), the International Chiropractors Association (ICA), or the Council on Chiropractic Education (CCE). This is a simplified summary of the provision, but what it does is removes any possibility that a chiropractor could earn a certificate that is not recognized by the ACA, ICA or CCE and use that certificate as part of his or her chiropractic practice. There are a lot of different certificate programs in the marketplace, many of which could supplement or complement a chiropractor’s practice. Some examples of such certificate programs may be wellness or occupational certificates, health coach certificates, among others. Unless the certificate program is sponsored, accredited or approved by the ACA, ICA or CCE and meets the other requirements in the rule, such as 100-300 hours of training and a written exam, it is unprofessional conduct for the chiropractor to market themselves as having that certification.

**Because of this change, chiropractors looking to expand their practice into areas that offer specialization or certification not meeting the new requirements should be careful to separate their chiropractic practice from these other types of specialized skills. Chiropractors should seek legal counsel before embarking on offering specialized services that do not fit within the new rule.**

## 2. Delegating X-Ray or Adjunctive Services to a Health Care Professional

The new rules also expand the types of persons to which chiropractors can delegate x-ray and adjunctive services. Before the rule, chiropractors were limited in delegating x-ray services only to a chiropractic radiological technician, and adjunctive services to only a chiropractic technician. See Wis. Admin. Code s. Chir. Ch. 4. Now, in addition to chiropractic radiological technicians and chiropractic technicians, Wisconsin chiropractors can delegate x-ray and adjunctive services to “health care professionals.” Wis. Admin. Code s. Chir. 4.04(3) and 10.023. “Health care professionals” include any of the following:

- Nurses
- Dentists
- Physicians
- Physical therapists
- Podiatrists
- Dietitians
- Athletic trainers
- Occupational therapists
- Optometrists
- Pharmacists
- Psychologists, counselors, therapists, social workers
- Massage therapists
- Speech pathologists

Wis. Stat. s. 446.01(1v).

Of course, delegating adjunctive services to any of the health care professionals listed above must still be within that health care professional’s scope of practice. Wis. Admin. Code s. Chir. 10.023. In addition, the chiropractor who delegates adjunctive services to one of the health care professionals listed above, or to a chiropractic technician, must provide direct, on premises supervision of the delegated service. Wis. Admin. Code ss. Chir. 10.02 and 10.023. The new rules specified that the direct supervision must be “on premises,” meaning that the chiropractor must be in the building when the delegated services are being performed, but not necessarily in the same room as the chiropractic technician or health care professional performing the delegated services.

# Here are three Frequently Asked Questions to help further clarify the **new rules**:

**1.**

**As a Wisconsin licensed chiropractor, can I obtain a certification that is not approved, accredited or sponsored by the ACA, ICA or CCE?**

Yes, but you may not be able to use or market that certification as part of your chiropractic practice. You should consult legal counsel to discuss the risks and options when seeking such certifications.

**2.**

**As a Wisconsin licensed chiropractor, may I delegate x-ray or adjunctive services to other health care professionals?**

Yes, as long as those services are within the scope of that health care professional's license, certificate or registration.

**3.**

**As a Wisconsin licensed chiropractor, must I be in the same room as the health care professional to whom I have delegated an adjunctive service?**

No, but you should be in the same building as the health care professional when the delegated services are being rendered.

## **BUYING OR SELLING A CHIROPRACTIC PRACTICE?**

Many doctors who are considering buying or selling a practice are taking a cautious approach amid the current COVID-19 environment. While it would normally take 6-14 months to sell a practice in pre-pandemic times, now is the time to plan for a 2021 sale. Having a solid practice appraisal is the first step.

### Current Wisconsin Practices for Sale

- Elkhorn/Lake Geneva area. Solid practice. Doctor retiring. 2019 gross \$203,594. 50% overhead.
- Watertown. Established 1976. Tho./Act./PP. Includes well located real property with ample parking.
- Eau Claire-Wausau. Prosperous city on Hwy 29. Secure, high income. Includes building. Priced to sell.
- Highly desirable city west of Sheboygan. \$550,000+ gross. Div./Act./Drop/FD. Family referral practice.
- North of Green Bay. Gross \$91,348. Only \$20,697 expenses. \$70,651 doctor take home net. All for only \$64,000.

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# Confused by Billing For Services Rendered by a Fill-In?

By Dale S. Lachman, DC

When submitting a claim on behalf of a patient for services that owner or managing doctor did not render there are often questions whose information is to be placed on the claim. First off, it is important to determine if the rendering doctor is an employee versus a locum tenens (aka independent contractor or fill-in). In general, if a doctor has set hours that they must work on a regular basis, have taxes taken out of their paycheck, and have entered a long-term agreement with the office then it is generally safe to call this person an employee. If a doctor is brought in for a period of time with a definitive end date, pays their own taxes, and is not rendering care on an ongoing basis they are most likely a locum tenens doctor. An example of an employee would be your typical associate relationship. A locum tenens doctor would be someone brought in for vacation, maternity, or other life events on a temporary basis. Your accountant can assist in confirming the legal relationship.

When an employee/associate renders the care, the claim must be submitted using that specific doctor's NPI and other identifying criteria. If the services were rendered by a locum physician then the claim should be submitted using the managing or owner's NPI and tax ID. However, the claim should be submitted utilizing the Q6 modifier which alerts the insurance company that a locum doctor rendered the services. The locum doctor does not need to be credentialed by the insurance company provided the patient is seen by the managing doctor at least once during any 90-day span (plans may vary slightly). The patient would still get to enjoy in-network benefits as if the care were provided by the owning doctor.

Connecting the dots, Doc For A Day is a chiropractic fill-in service for most of Wisconsin since 1998. When we cover an office, our doctors are considered locum tenens. Patient care and claims generated would utilize your information without disruption.

To learn more about Doc for A Day, call 847 367 9641 or email [daleslachman@gmail.com](mailto:daleslachman@gmail.com).



## Doc For A Day !

*R-E-L-A-X we have you covered!*

The advertisement features two black kiosk units on a blue background. The left kiosk has a screen displaying "work again" and the text "everything starts with the feet" and "get scanned" below it. The right kiosk has a screen displaying "improve your performance" and "with custom orthotics" below it. The text "The Foot Levelers Kiosk HAS AN ALL NEW LOOK with multiple designs to choose from" is on the left, and "Call for details 800.553.4860 FootLevelers.com/Kiosk" is at the bottom left.

# CLASSIFIEDS



## 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](http://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](mailto:drmurray@bizwi.rr.com) or fax to 262-646-5803. Doc For a Day is hiring part-time contractors to perform office coverage work. Great pay, flexible hours and valuable learning experience. Must be licensed, have malpractice insurance, transportation and have graduated at least three years ago. Call 847-367-9641 or email [daleslachman@gmail.com](mailto:daleslachman@gmail.com).

## DOC FOR A DAY IS HIRING PART-TIME CONTRACTORS TO PERFORM OFFICE COVERAGE WORK.

Great pay, flexible hours and valuable learning experience. Must be licensed, have malpractice insurance, transportation and have graduated at least three years ago. Call 847-367-9641 or email [daleslachman@gmail.com](mailto:daleslachman@gmail.com).

## 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](mailto: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](http://popcareplus.com). Call Dr. Cory Wilson, MD, FACEP, 262-327-4655.

## OFFICE SPACE FOR RENT WITH BUSINESS OWNERSHIP OPPORTUNITY

Nutritional clinic, one of the top producers in the Midwest! Over 100 clients per week. Looking for a Chiropractor to rent office space and build a chiropractic business. Be your own boss, ownership interest is also an option. 5000 square feet, gorgeous office in upscale busy neighborhood. Plenty of parking and easy freeway access. Call Jeffrey Langlois at 262-364-8091 Langlois' Vital Nutrition Center, 16655 W Wisconsin Ave, Brookfield, WI 53005

## ASSOCIATE CHIROPRACTOR WANTED - CENTRAL WISCONSIN.

Established central Wisconsin practice with 2 locations. This position would assume established doctor's patient load with opportunity for growth when great patient management skills are applied. It also has a possibility of buy in after 3 to 5 years as established doctor is phasing into retirement. Practice techniques currently utilized include diversified, various manual muscle techniques and low tech rehab Pay and benefits are competitive and details will be discussed at first interview. We hope to fill the position in the next 2-4 weeks. Email - [colleen@chiroplushealthcare.com](mailto:colleen@chiroplushealthcare.com)

## ALMOST ALL CASH PRACTICE FOR SALE

Great Price Only \$60,000!!!! 2019 Collections \$162,000+ & "Collect Cash Day One!" 1-hour north of Milwaukee WI near the shores of Lake Michigan. Retiring 29 year + practice w/many referrals. Great city, schools and place to raise a family. Home of Road America Racing (fun to treat racers on site!), Kettle Moraine Trails and Cheese Capital of the World. Large downtown corner building. Seven rooms, bright large reception area. Includes furniture, computers, P.T. machines, 2- Zenith Hi-Low's F/D Table and Drop Table. Email: [slbushdc@gmail.com](mailto:slbushdc@gmail.com) or call 920.946.4986. Please do not contact office. Copy & Paste Link for pictures: <https://photos.app.goo.gl/u4K17DYAwpdQRA7p9>

## 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](http://www.chiropracticcompany.com) OR Email: [drmcleod@chiropracticco.com](mailto:drmcleod@chiropracticco.com)

*continued on page 51*

# CLASSIFIEDS

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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) or visit [chiropracticbuyers.com](http://chiropracticbuyers.com) for additional information

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## PRACTICE & BUILDING FOR SALE - NORTHEASTERN WI

Doctor retiring. Single doctor practice established over 30 years. Lovely, stable, rural community in NE Wisconsin with excellent schools as well as great hunting, fishing and outdoor recreation. Fully equipped office in exceptional location. First level office with second level apartment. Currently grossing \$120+ k/yr on 2 1/2 days/week schedule with low overhead. Large patient base with excellent growth potential. Sale includes practice, building, furnishings, and equipment. Doctor willing to assist for a smooth transition. \$165,000 - Call (715) 582-9252

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## DOCTOR OF CHIROPRACTIC WANTED- RHINELANDER, WI

Advanced Health Functional and Regenerative Medicine of Rhineland, WI is in search of a full time Doctor of Chiropractic. ESTABLISHED PATIENT BASE just waiting for you to walk in and start! The ideal candidate will have an interest in full body wellness including Chiropractic, nutrition, experience with Applied Kinesiology, or at minimum have interest in becoming trained, and have a desire for a long-term career. Enjoy living among the lakes and trees in one of the healthiest places in the world.

To inquire with any questions or to submit your resume, please email: [Jaclyn@advancedhealthmed.com](mailto:Jaclyn@advancedhealthmed.com)

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## SALARIED ASSOCIATE DOCTOR NEEDED - HARTLAND, WI

Well established clinic in the heart of Lake Country is looking to add another doctor. Salaried position comes with a personal coach, marketing personal, and staff to ensure success! We have a wide patient base ranging from insurance, PI/WC to maternity/pediatric and wellness care. If you are looking to join an in-network clinic that has a growing wellness practice within it please email resume and cover letter to [hartlandchiro@gmail.com](mailto:hartlandchiro@gmail.com). Visit our website at [www.hartlandchiro.com](http://www.hartlandchiro.com)

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## CHIROPRACTIC ASSISTANT & PRACTICE ASSISTANT - DEPERE, WI

We are now hiring "fans" for 2 open positions - chiropractic assistant and practice representative. Applicants for the chiropractic assistant position would ideally, but not necessarily, have training in taking x-rays. We are looking for a full-time chiropractic assistant. The practice representative

position entails helping us "impact lives" in our local area. The practice representative position offers consistent hours on either a part-time or full-time basis. We have a wonderful team and a great culture. Please email your cover letter and resume to: [ndelorey@deloreychiropractic.com](mailto:ndelorey@deloreychiropractic.com)

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## 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](mailto:dlr@madisonchironorth.com)

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## ASSOCIATE WANTED - ONALASKA, WI

Growing chiropractic practice in Onalaska, WI is seeking an energetic full-time Associate Doctor/s (DC) to join our team! We are a family-focused practice providing exceptional patient care. We specialize in corrective chiropractic care with patients that value lifetime wellness care. Competitive salary plus percentage. Step right in and grow your practice without the stress/overhead of owning a practice. Salary: \$40,000 to \$150,000+ / year.

Email us at: [onalaskafamilychiropractic@gmail.com](mailto:onalaskafamilychiropractic@gmail.com). If local to the area, apply in person with resume at: Onalaska Family Chiropractic Wellness Center - 925 13th Ave S, STE 100, Onalaska, WI on Monday, Wednesday, or Thursday 8-11am, 3-6 pm.

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## ASSOCIATE WANTED - FOX CITIES AREA, WI

Busy chiropractic team looking for an associate. We have multiple clinics and are looking to expand. The practice is growing, and we need another DC to help with patient flow. You do not have to "go get" your own new patients, we will fill your schedule. Looking for someone who is hardworking, energetic, and has a passion for chiropractic. We have a great team and are looking to help more patients in our community. Paid vacation/sick time. We are integrity Doctor clients and have awesome clinic systems in place. Located in the Fox Cities area.

Email Resume: [DrDorn@Chirohealthandrehab.com](mailto:DrDorn@Chirohealthandrehab.com) Fax to: (920)-757-0373

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## PRACTICE FOR SALE - CENTRAL WISCONSIN

Practice established since 1976 in a 6,400 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 becoming an associate can be outlined by contacting Dr. Jerry at 715-596-1204 after 7pm. - Chiropractically Yours, Jerry Twit DC.

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*continued on page 52*

# CLASSIFIEDS

## ASSOCIATE WANTED – WAUKESHA, WI

Well-established chiropractic office located in Waukesha, Wisconsin looking for a chiropractic associate. Experience preferred. 30-35 hours/week. Salary with bonus structure. Paid vacation, continuing education and malpractice insurance. Send Resume/CV to: [chiropracticpartners@gmail.com](mailto:chiropracticpartners@gmail.com)

## EQUIPMENT FOR SALE - VIROQUA, WI

Older Tri W-G Activator table. Used one month and then stored in the office. Also Bennett Auto-Tech X-Ray machine.

All offers will be considered. Office is being remodeled and need to make room as soon as possible. Please either call 608-637-7656 or Email at: [slvrnsnchiro@mwt.net](mailto:slvrnsnchiro@mwt.net)

## PRACTICES FOR SALE IN WISCONSIN

1) NW Hayward area. \$260,000 gross. 100% cash practice. 2) Eau Claire-Wausau. 3) Sheboygan area. \$562,121 gross. If you are interested in buying or selling a practice, contact Loren or Eric Martin, Practice Op Inc.

Call 952-953-9444. Email: [martin@practiceop.com](mailto:martin@practiceop.com) - Licenced WI broker and WCA member.

## 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@medullallic.com](mailto:narmda.kumar@medullallic.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](mailto:relief@newberlinchiro.com) or Call 262-785-5515 with inquiries, thank you!

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Dr. Heather Sweet

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**Complete Transparency**

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**Offering a complimentary code review and practice analysis to pinpoint areas for improvement**

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