



# The Wisconsin Chiropractor

The Official Publication of the Wisconsin Chiropractic Association

## Making Women's Health a Priority



Spring 2020 | Volume 55 | No. 1

### Inside This Issue

**Your WCA President  
Takes the Fight to  
Capitol Hill**  
– Page 2

**Now is Our  
Time to Shine**  
– Page 5

**Who is Protecting  
Chiropractic?**  
– Page 7, 24

**WCA's First Annual  
Women's Health &  
Wellness Forum**  
– Page 8



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# INSIDE

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<b>YOUR WCA PRESIDENT TAKES THE FIGHT TO CAPITOL HILL</b>	<b>2</b>
<b>EXECUTIVE DIRECTOR'S MESSAGE - NOW IS OUR TIME TO SHINE</b> John Murray, WCA Executive Director and CEO	<b>5</b>
<b>WCA NEWS</b>	<b>7</b>
<b>WOMEN'S HEALTH &amp; WELLNESS FORUM</b>	<b>8</b>
<b>DR. PARAS PROFILE</b>	<b>10</b>
<b>DID YOU POOP TODAY? DID YOU LOOK AT IT?</b> Tricia Paulson, ND	<b>12</b>
<b>HEALTHY MOTHERS FOR HEALTHY CHILDREN</b> Dr. Kristine Tohtz, DC, LAc	<b>13</b>
<b>THE IMPORTANCE OF SLEEP</b> Dr. Wendy M. Henrichs	<b>14</b>
<b>HELP DESK UPDATES</b>	<b>16</b>
<b>LETTER TO GOVERNOR EVERS</b>	<b>21</b>
<b>WHO IS PROTECTING CHIROPRACTIC?</b> John Murray - Executive Director and CEO	<b>24</b>
<b>WELCOME NEW MEMBERS</b>	<b>27</b>
<b>CLASSIFIEDS</b>	<b>32</b>

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# Your WCA President Takes the Fight to Capitol Hill



(L-R) Dr. Gene Yellen-Shiring, Ron Kind (D-WI 3rd District), WCA member & ACA Board Member Dr. Leo Bronston & Northwestern student Ben Degenhardt.

## Tell Congress to Support Full Access to Chiropractic Coverage for Medicare Recipients

Since its introduction in Congress, WCA has been communicating with members regarding the crucial need to support H.R. 3654, The

Chiropractic Medicare Coverage Modernization Act of 2019. This American Chiropractic Association-backed (ACA) legislation was introduced in Congress on July 9, 2019, with bipartisan sponsorship.

### The Chiropractic Medicare Coverage Modernization Act of 2019 would achieve the following:

Provide patient access to all Medicare-covered benefits under a chiropractor's state licensure without adding any new services to Medicare.

Doctors of Chiropractic would be fully defined as "physicians" in Medicare.

WCA has fought on behalf of the great profession of chiropractic for over 100 years. With every generation arrive doctors who selflessly "carry the torch" for all Wisconsin DCs through commitment to advocacy for the profession. WCA President and ACA Delegate Dr. Gene Yellen-Shiring is more than just part of your WCA leadership. He is a volunteer who for 16 years has dedicated a tremendous amount of time away

from his practice, patients, and family, not for accolades, but out of a passion to see the profession thrive now and in the future.

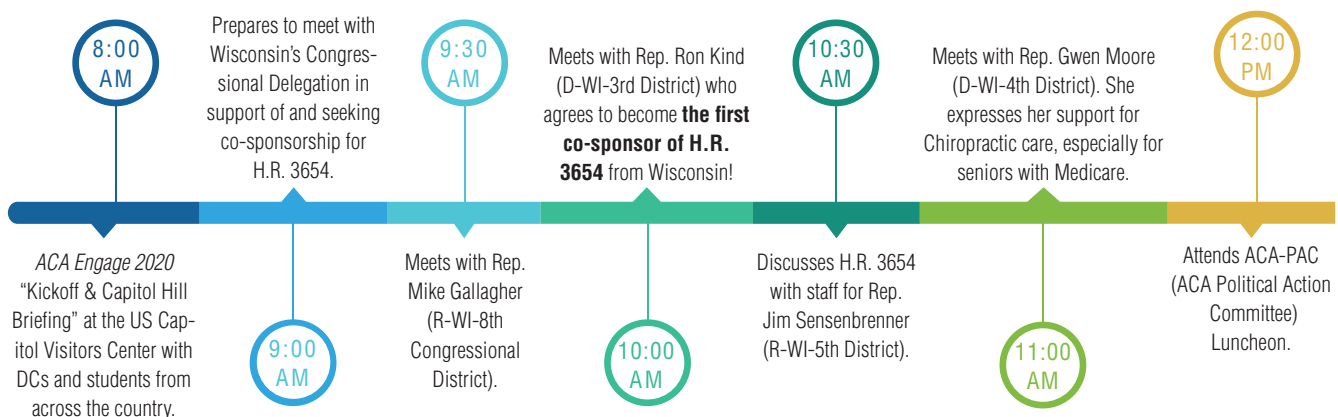
## A Chronology of Commitment: Dr. Gene's Advocacy Efforts on Capitol Hill

ACA held its annual conference and advocacy day, ACA Engage 2020, from Wed, Jan. 29 to Sat, Feb. 1, 2020. As ACA delegate, Dr. Yellen-Shiring's priority this year was to meet with the office of each member of Wisconsin's U.S. Congressional Delegation to advocate for support of H.R. 3654. Each year, thousands of bills are introduced into Congress, identified by a given number. H.R. "3654" means that The Chiropractic Medicare Coverage Modernization Act was the 3,654th bill introduced in Congress in 2019. Therefore, ACA and WCA must convince members of Congress to support our chiropractic bill amidst thousands of other pieces of currently proposed legislation!

Dr. Gene's work began a month before ACA Engage 2020, contacting the offices and staff of Wisconsin's Congressional Delegation to arrange his participation in nine meetings set to take place within one day on Thurs, Jan. 30, 2020. His goal: work to gain co-sponsors for H.R. 3654. Wisconsin's current federal delegation includes Senators Ron Johnson and Tammy Baldwin as well as Representatives Bryan Steil, Mark Pocan, Ron Kind, Gwen Moore, Jim Sensenbrenner, Glenn Grothman and Mike Gallagher. The need for a polished presentation in these meetings is essential. "You generally get about 10 minutes to pitch your bill," says Dr. Gene.

After arriving in Washington, D.C. on Wed, Jan. 29, Dr. Yellen-Shiring attended an evening reception alongside WCA Vice President Dr. Brenda Holland and Executive Director John Murray. It's his timeline of work on Thurs, Jan. 30, however, that deserves its own chronology, which you can see in the graphic below.

TIMELINE: DR. GENE YELLEN-SHIRING AT ACA ENGAGE 2020



continued on page 3



L-R: Ben Degenhardt, Dr. Bronston, Bryan Steil (R-WI-1st District) and Dr. Gene.

Progress was made in seeking support for H.R. 3654 as a result of the meetings in which Dr. Gene Yellen-Shiring and Dr. Leo Bronston participated on Jan. 30. Rep. Ron Kind (D-WI-3rd District) is a member of the Congressional Ways & Means Committee,

the Committee responsible for the purview of H.R. 3654, as well as the Congressional Health Care Sub-Committee. He is seen as a Moderate Democrat and would be a significant sponsor. After meeting with Dr. Yellen-Shiring and Dr. Bronston, Rep. Kind agreed to become the first co-sponsor of H.R. 3654 from Wisconsin! Additionally, Rep. Mark Pocan (D-WI-2nd District) agreed to become the second co-sponsor of H.R. 3654. In 16 years, Rep. Gwen Moore (D-WI-4th District) is the only Wisconsin Representative with whom Dr. Gene has been unable to meet directly (despite his continued efforts). Seeing her sitting in the lobby, Dr. Gene approached Rep. Moore, asking how chiropractic care has helped with treatment of her double knee replacements. Rep. Moore expressed her support for chiropractic care, especially for seniors with Medicare. Dr. Gene asked Rep. Moore to co-sponsor H.R. 3654. Following the Congressional meetings referred to below, Dr. Yellen-Shiring sent follow-up communications to the legislative offices to thank them for their time and reiterate the vital need for Wisconsin co-sponsors of the Chiropractic Medicare Coverage Modernization Act (H.R. 3654).

On Friday, Jan. 31, Dr. Gene attended ACA's Annual Business Meeting, which included small group workshops where DCs focused on the essential need for chiropractic to engage payers for parity in reimbursement for services. Affirmed by Dr. Gene, this is an essential issue to ensure the long-term health of the chiropractic profession.

The McAndrews Leadership Lecture was the main event on Sat, Feb. 1. Dr. Yellen-Shiring reports that the important takeaways/pearls from presenter Dr. Richard Brown were centered on the #BeEPIC movement:

**E** = Evidence-based care (use of research to help care for patients).

**P** = People-centered care (a person has care needs which the DC must meet; a person is not a patient with a problem or condition).

**I** = Integration of the chiropractic profession into the health care delivery system. "I'm driven by the goal of chiropractic's full integration into the health care system and witnessing the day when the profession is fully embraced as a member of an individual's health care team without any discrimination or prejudice," expresses Dr. Yellen-Shiring.

**C** = Collaborative care with other health care professions and the larger community.

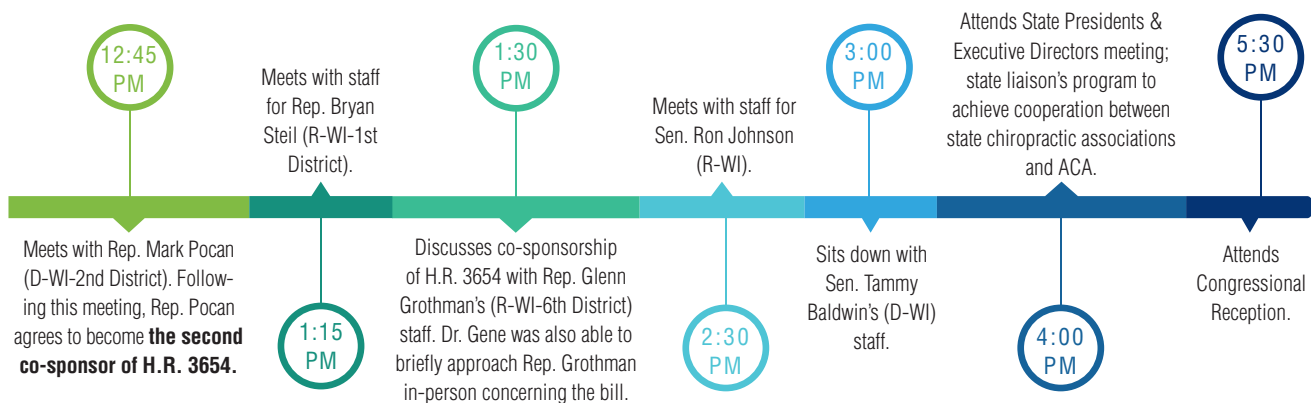
### Advocating for the Chiropractic Profession

As WCA President and ACA Delegate, Dr. Yellen-Shiring works throughout the year to advocate for the Chiropractic profession and its valued practitioners. He expresses his support for each WCA member AND the services provided by every DC in Wisconsin:

*"WCA members are the backbone of this Association. We need strong membership to stand up to those who would oppose the Chiropractic profession. We are only as strong as all our members united. WCA is not just its leadership; each individual member makes a difference, and it's necessary for us to fight together for the profession. With strength in membership, we can stop bad things from happening. Every Wisconsin Chiropractor should be a WCA member because together, we are truly stronger."*

**-Dr. Gene Yellen-Shiring**

#### TIMELINE (continued): DR. GENE YELLEN-SHIRING AT ACA ENGAGE 2020



# Helping people to **A BETTER LIFE**



## **Boost the body's innate ability to heal itself – *with laser therapy:***

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- Osteoarthritis – *knees, shoulders, hips*
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# Now is Our Time to Shine

John Murray - Executive Director and CEO

*“With great power comes great responsibility” - Voltaire*

When I started putting together this edition of the *Wisconsin Chiropractor* magazine several weeks ago, the coronavirus was something that was happening in other parts of the world. How quickly things change. Our country is facing a generational pandemic that is stretching the capacity of our state and country’s health care and political infrastructure.

As I write this message, Wisconsin is under a Safer at Home order from Wisconsin Governor Tony Evers. This order was made to stem the community spread of the coronavirus and “flatten the curve” of infection to keep it within the capacity of the health care system. Whether you agree that this order was too late or too much is up to you to decide. During a time of great uncertainty and confusion in state government (the State Capitol was shut down), the WCA stayed focussed on making sure that chiropractors would be recognized in Wisconsin as essential health care providers who have the choice of whether to continue to treat their patients during the Safer at Home order or make the difficult decision to close their clinics. There is no question that allowing chiropractors to remain open to continue to treat patients with acute musculoskeletal conditions serves a public health need. Keeping those patients away from urgent care and emergency room situations during a pandemic is a no brainer – it protects those patients and keeps those providers free to focus on fighting coronavirus. The WCA made this case, successfully, to Governor Evers as he considered who to define as essential and non-essential during the Safer at Home order (see our letter to Governor Evers on page 21). Chiropractors in some states were not so lucky and were forced to shut down leaving their patients to other treatment options.

This is where the WCA was able to make a compelling public health argument using evidence at a critical time when important decisions about statewide health care delivery were being made in Madison. I am proud of the work that our government affairs team did during a time when the state capital was in chaos and things were moving very fast.

There is no right or wrong decision in terms of keeping your clinic open or closing it. This is where the words of Voltaire ring true. You have to make the best decision for yourself, your staff and your patients. There is no question that the decisions you make during these challenging times will be closely watched by your patients, the public, the media, elected officials, other health care providers and the Chiropractic Examining Board. Now is the time to exercise an abundance of caution when it comes to following all relevant safety, sanitizing, privacy, advertising and evidence-based guidelines. Any missteps will be fodder for critics and regulators. **Wisconsin chiropractors have a historic opportunity to play an important role in this public health crisis as a part of the health care delivery system.**

Regardless of how long it takes to defeat coronavirus, the WCA will continue to advocate for chiropractic clinics to continue to serve patients and protect access to chiropractic in Wisconsin. The governor considers chiropractors to be essential health care providers during a public health emergency. Let’s show him and everyone else that we can shine during this time of crisis.

Be well and stay safe.

John Murray, Executive Director

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**Diane Hartman**  
Chief Operating Officer



## MEDICAID PAYMENT PARITY FOR CHIROPRACTORS STALLS IN STATE SENATE

WCA-backed legislation that would have increased reimbursement for chiropractors under the State Medicaid program and required them to be paid the same rates as other health care providers (payment parity) stalled in the Wisconsin State Senate and died with the end of the Legislative session. Assembly Bill 648 passed the Wisconsin State Assembly in late January 2020, but stalled in the Wisconsin State Senate due to concerns over state spending. The WCA will work with the governor and Legislature again next session on Medicaid payment parity legislation for chiropractors.



## ONLINE CONTINUING EDUCATION DISCUSSED BY CEB

At its April 2, 2020 regularly scheduled board meeting (conducted via teleconference because of the COVID-19 related Safer at Home emergency order), the Chiropractic Examining Board continued its discussion on a permanent administrative rule that would allow chiropractors in Wisconsin to complete a portion of their required 40 hours of continuing education credits online. The CEB has been working on the issue of online CE for over two years now, but they needed a new scope statement approved by the governor to continue their work. The board is looking at revising the online CE rule to allow for faster approval of both online and in-person CE courses. The CEB also discussed the issue of allowing Wisconsin chiropractors to complete some of their CE requirements for the current 2018-2020 renewal period either online or have them partially waived because the Safer at Home emergency order prohibits groups of 10 or more from gathering during the pandemic. The board directed the CEB legal counsel to explore the options available either through an emergency administrative rule or through an executive order by the governor and report back at their next meeting in June.

## CEB TO LOOK AT ALLOWING DRY NEEDLING FOR CHIROPRACTORS



The Chiropractic Examining Board has begun work on an administrative rule that would allow Wisconsin chiropractors to perform dry needling on their patients. The rule is in its very early stages having just received an approved scope statement from the governor. “The WCA will work with the CEB to draft a rule that outlines the types of dry needling procedures and the training standards needed to safely add this clinical tool to the toolbox of Wisconsin chiropractors,” said WCA Executive Director John Murray.

## ANIMAL CHIROPRACTIC RULE GOES INTO EFFECT APRIL 1, 2020



A Veterinary Examining Board (VEB) rule allowing chiropractors to treat animals with a referral from a veterinarian goes into effect April 1, 2020. Clearinghouse rule 17-084, which has the support of the WCA, allows a veterinarian to refer a client to a chiropractor who has proper training without having the veterinarian on premise during the treatment. The rule further says that once the referral is made, the veterinarian-client-patient-relationship (VCPR) does NOT extend to the other licensed professional. “This rule provides much needed clarity to the rules governing animal chiropractic in Wisconsin,” said WCA Executive Director John Murray. “WCA member Dr. Jamie Mabeus did a great job as a member of the advisory board that drafted the rule.”

# WOMEN'S HEALTH & WELLNESS FORUM

*promoting chiropractic care*



06.06.2020  
06.07.2020

WILDERNESS HOTEL & GOLF RESORT  
WISCONSIN DELLS, WI

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

## WHY ATTEND THIS FORUM?



### YOUR WELLNESS

Over these 2 days, we'll offer attendees physical activity, healthy "brain breaks," nutritious food and select resources in an environment that will restore, refresh and renew.

Attendees will have access to research-based topics from fantastic speakers!



### FAMILY GETAWAY!

The Wilderness Resort is a destination resort in Wisconsin Dells. It boasts indoor and outdoor water parks, zip lining, mini golf, and so much more!

The kids will be entertained for hours! Add to that attractions such as Wild Rock Golf Club and Sundara Spa, and you'll find something for everyone in the family.



### SPA DISCOUNTS

Attendees will receive a 20% discount on spa services at Sundara Inn & Spa from June 5 - 7. Sundara Inn & Spa will waive their "2 service minimum" and their \$35 usage fee for attendees.

Spa services are not included in registration fees. Please mention WCA when making your reservations. Book early!



### ROOM DISCOUNTS

Rooms are available at the Wilderness Hotel & Golf Resort Glacier Canyon Lodge on June 5 and 6. Rooms include waterpark passes.

Standard Room:  
\$119 Friday / \$139 Saturday

2 Bedroom Deluxe Room:  
\$159 Friday / \$179 Saturday

An additional nightly resort fee of \$25.95 will be applied to your room rate.

**LODGING & SPA RESERVATIONS:** To reserve your room, call 1.800.867.9453 and mention the Wisconsin Chiropractic Association block at Glacier Canyon Lodge #790806. For spa services, call Sundara at 888.735.8181 and mention WCA.

# PLEASE JOIN US JUNE 6 & 7, 2020 AT THE WCA WOMEN'S HEALTH & WELLNESS FORUM

PROMOTING WOMEN'S HEALTH & WELLNESS THROUGH CHIROPRACTIC CARE

## Yoga at Sundara Inn & Spa (Each day)

7-7:45 a.m. Taught to all abilities. Bring a yoga mat.  
Shuttle available. Advanced registration; limit 25 people.

## Meals (Each day)

Breakfast and Lunch are included.

## SATURDAY AGENDA

### Opening General Session

Dr. Kristine Tohtz, DC, DABCA, LAc, Cert.MDT, CACCP

### DC Seminar Topics:

Women in Pain: There are Differences

Fit & Functional: Postpartum Chiropractic Care

Restoring Peace & Calm: Nutritional Solutions for  
Female Patients with Anxiety & Depression

### CT Seminar Topic:

Exercise & Wellness for CTs

### Evening Networking Reception

Families are Welcome

## SUNDAY AGENDA

### DC Seminar Topics:

Urinary Incontinence, Pelvic Pain, Pelvic Floor Rehab

Doctor/Patient Communication in the Chiropractic  
Office

The Spine of Your Life: Supporting the Female Body  
with Nutrition & Exercise

Kinesiology Taping for Pregnancy & Postpartum

Cardiovascular Disease and Women

### Closing Panel Discussion

Discussion Women's Health topics and research

## REGISTRATION FEES:



### DC TRACK

(SATURDAY & SUNDAY)

**WCA Members: \$249    Nonmembers: \$299**

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and lunch, networking reception, and spa discounts.

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### CT TRACK

(SATURDAY ONLY)

**WCA Members:  
\$155**

**Nonmembers:  
\$185**

Earn 6 CE CT  
Lunch Included.

REGISTER NOW: [WWW.WICHIRO.ORG/WOMEN](http://WWW.WICHIRO.ORG/WOMEN)

# Dr. Kaaren Paras Brings Innovation & Invention to Women's Health



*“I truly felt I should be an active part of my state association.”*

These words from 25-year member Dr. Kaaren Paras expressed a desire to be involved in and help lead the culture of your WCA.

Dr. Paras is now a member of the task force charged with developing the curriculum for the upcoming WCA Women's Health & Wellness Forum. This event is intended for all chiropractors, clinic staff and other health care professionals to promote women's health through chiropractic care and wellness services. We're proud to have Dr. Paras and her fellow members on the task force leading the way to promote chiropractic through the Women's Health Forum.

However, it wasn't too long ago that Dr. Paras found herself aligned with many other dissatisfied female member DCs. A longstanding male-dominated culture characterized by a perceived chauvinistic attitude had led many women in the Association to the conclusion that their needs were not being met by WCA. Dr. Paras had been a member since being a student at Palmer College of Chiropractic, and she felt her concerns were falling on deaf ears. After meeting with then new (and current) WCA Executive Director John Murray, she saw a changing culture within the Association, one that was – and is – willing to listen to our female member DCs. This is the current culture of which Dr. Paras is part, and which she helps to lead today.

## **A Culture of Innovation at Paras Chiropractic**

Dr. Paras sees a balance of 60 percent women to 40 percent men at Paras Chiropractic, the clinic she owns and operates in Middleton, Wisconsin. As women tend to have increased health issues in their 40s and beyond, her goal is to help these patients stay as healthy and active as possible by providing services and addressing needs.

Regardless of patient gender, Dr. Paras focuses on providing natural methods of chiropractic care. She noticed many underlying health care problems in her patients over the years were attributed not only to misalignments of the spine, but also to illnesses and issues caused by a lack of proper hydration. Seeing that a regular, healthy intake of water significantly improved patient response to chiropractic care, she invented the MiniMinder®, a hydration reminder device comprised of a water bottle, straw and digital sip counter that reminds users to sip at regular intervals and tallies total sips taken to guarantee patients are getting needed hydration levels. This convenient device has now helped individuals ranging from everyday clients to cancer patients! Committed to her belief that proper hydration leads to better health, increased vitality, greater independence and better quality of life, Dr. Paras authored *Every Sip Counts*, a book which educates and inspires readers to drink more water to improve their health and overall well-being.

Chiropractors provide care without prescriptions, and Dr. Paras exemplifies this natural chiropractic care focus in her daily practice. After learning about a “comfort patch” produced in Taiwan which proved successful in increasing circulation and reducing inflammation, Dr. Paras reformulated its use for chiropractic

*continued on page 11*

patients. She had all unnatural ingredients, artificial colors, lidocaine and adhesives (to prevent adhesive burns from applying chemical patches) eliminated from the patches to help create the reformulated Pure White™ Essential Oil Patch. This product contains evidence-based herbal extracts and organic essential oils combined into a convenient patch; it has provided patients with a terrific option to reduce discomfort while also providing chiropractors with another stream of income. She provides this patch to enhance, rather than take away from the chiropractic adjustment. Dr. Paras finds that people often purchase the patches repeatedly, or even purchase them for friends and family members as gifts; she's happy to have helped provide this tool for her patients and fellow doctors.

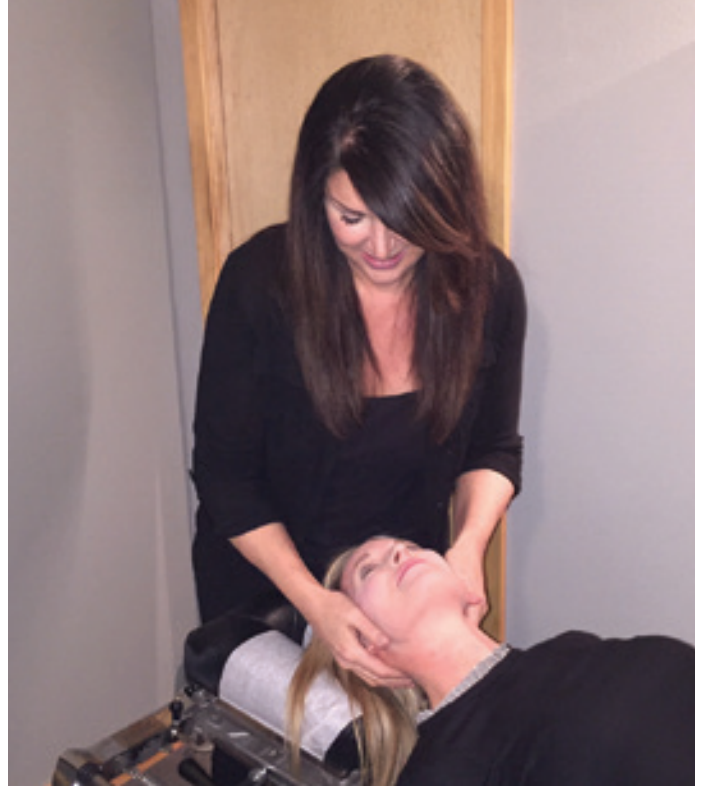
### A Lifelong Connection to Chiropractic

Dr. Kaaren Paras is a Madison native with a lifelong connection to chiropractic. She grew up on the city's east side, attended Madison La Follette High School and was even adjusted by the legendary Dr. Ken Luedtke at what was then Luedtke-Storm clinic (still located on Monroe St. in Madison as LSM Chiropractic). She worked in banking prior to earning her Doctor of Chiropractic degree, handling mortgage loan documents for various organizations in the Madison area. Dr. Paras attended Palmer College of Chiropractic in Davenport, where she precepted with and was mentored by Dr. Joseph Teff. Upon her graduation from Palmer in 1998, she spent the first seven years of her professional chiropractic career at Teff Chiropractic in Middleton.

In 2005, she opened Paras Chiropractic clinic in Middleton, serving family practice needs while also treating competitive athletes. Today, she has a balance of patients, including couples and families. Dr. Paras doesn't advertise; individuals and families have remained patients over many years, and she prefers to generate her patient base through word-of-mouth and referrals. She is also a certified nutritional counselor and offers a variety of health care products available in her clinic to patients. When not at Paras Chiropractic, you can find her providing chiropractic services at Attic Angel in the Madison area, helping elderly patients in assisted living facilities.

Dr. Paras encourages her colleagues to think outside of the box and to be inventive and innovative, as there are many health care options from which patients can choose these days. After the implementation of the Affordable Care Act, she experienced a decrease in patient visits, but an increase in supplementary sales from the MiniMinder®, the Pure White™ patch, cold laser therapy and infrared sauna. She now has seen a stream of patient referrals and is poised to make 2020 a highly successful year for Paras Chiropractic. She reports that patients love the new and different products being offered, encouraging DCs and staff to come up with ideas for products that are both helpful to patients while generating revenue for clinics.

Her message for chiropractic isn't focused on promoting products but providing the best possible patient care so that others are able to live their best lives being happy, healthy and active. When patients walk through her clinic door, she remembers her philosophy, "Treat everyone like they were your family." Well said.



### Engage with Your Association – Your WCA Wants You Involved!

Dr. Kaaren Paras is an active WCA member who also happens to be quite inventive and innovative in her work on behalf of patient health. She is an outstanding example of the work women are doing in chiropractic and within your WCA, representing the current WCA culture which values the contributions and accomplishments of every member.

She invites all chiropractors, clinic staff and health care professionals to attend the **WCA Women's Health and Wellness Forum** ([www.wichiro.org/women](http://www.wichiro.org/women)) **taking place June 6-7, 2020** at the Wilderness Hotel & Golf Resort in Wisconsin Dells. WCA is thankful for Dr. Paras' accomplishments and contributions, and we're proud to count her as a 25-year member of your Association. Thank you, Dr. Paras!

WCA members and staff are always welcome to engage with your Wisconsin Chiropractic Association. Call the WCA office, email the Executive Director or staff, attend a WCA CE event or even join a task force/committee/WCA Board of Directors!

We are only as strong as each of our members united, working for the benefit of the chiropractic profession and the patients we serve. Be a part of the organization that brings chiropractors together and engage with your WCA.



# Did You Poop Today? Did You Look at It?

Tricia Paulson, ND

You should have. Your poop can tell you a lot about the state of your digestive system. Oily and floats? Gallbladder. Loose? Your good bacteria and bad bacteria might be out of balance. Hard and rocky? Could be low stomach acid. Is there food in there? Show off. But not in a good way. What should your stool look like? A brown banana. About that diameter and length, should be soft yet formed, medium brown with a natural banana like curve to it. So how are you doing? Time for a gut overhaul? I call this my 4 “R” gut restoration program and it takes about 4 weeks to complete.

1. **Remove** things that may be causing gut distress. For many of us this is sugar, caffeine, alcohol, dairy, gluten. For some it’s raw vegetables (although cooked should be fine). Eggs are a culprit in some cases. Certainly, any food you commonly see in your stool you’ll want to take out too. You’ll also want to remove any excessive bad bacteria/yeast that may have overgrown. I recommend Grapefruit Seed extract to help with this – an anti-microbial that can help eliminate some of the excess. My go-to product is called GSE Pro from NutriDyn and I recommend starting with small doses – just 2 in the morning and 2 at night. After 3 days, increase to 4 in the morning and 4 at night. Three days after that, increase again to 6 in the morning 6 at night. Don’t worry – they are very small capsules and you’ll be able to gulp them down all at once. Continue on this for the full 4 weeks.
2. **Replace** is making sure you have the good stuff in. Foods with lots of fiber like cooked (raw if you can) vegetables and fruit. If you’re not big on those types of foods, you’ll want to consider a fiber supplement. Replace digestive enzymes which may include enzymes to break

down carbohydrates, fats and/or proteins, Betaine to help stimulate stomach acid, or ox bile to help support gallbladder function. A comprehensive digestive enzyme combination that covers them all is called Digestive Complete from NutriDyn. Take 2 just before each meal. Just one if it’s a smaller meal or snack.

3. **Re-inoculate** with good bacteria like Lactobacillus Acidophilus and Bifidobacterium (probiotics) which help break down fiber and provide short chain fatty acids to maintain healthy intestinal cells. My favorite probiotic that I use myself is called UltraBiotic Daily with 15 billion good bacteria in every capsule. I take one a day – those with loose stool, I recommend 2 per day.
4. **Repair** your gut with the most abundant amino acid in the intestinal cells – glutamine. I most often prescribe the product Dynamic GI Integrity and recommend 1 scoop per day until the container is empty.

My husband Craig and I participate in a “gut overhaul” at least once a year. I do believe the gut is the cornerstone of health, and that “death begins in the colon.” So, if you haven’t seen many brown bananas lately, perhaps it’s time for YOU to do a gut restoration program!

Tricia Paulson, ND

Don’t miss Dr. Paulson’s seminar *Restoring Peace and Calm: Nutrition Solutions for Your Female Patients With Anxiety and Depression*, which takes place Saturday, June 6, at the WCA Women’s Health and Wellness Forum. Sponsored by Nutri Dyn.

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# Healthy Mothers for Healthy Children

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**Dr. Kristine Tohtz, DC, LAc**

There seems to be an epidemic of infertility in the world; I personally have seen this problem increase within the last 15 years in my own clinical practice located near Chicago, Illinois. Whether it be male or female factor fertility, one in every four couples in developed nations struggles to get pregnant. Infertility is defined as not being able to conceive during unprotected sex after one year (or longer) in women 35 years or younger or if the woman is older than 35, that time frame decreases to six months thanks to the well-known scientific evidence that fertility rates decline with every five years a woman ages. According to the World Health Organization (WHO), the difficulty to address the prevalence of infertility lies within the lack of consistent use of definitions as well as the lack of common tools to diagnose, manage and report infertile individuals and couples worldwide. The United States Centers for Disease Control (CDC) houses both statistics regarding infertility as well as statistics for persons using assisted reproductive technology in the SART National Summary Report, statistics published by the Society for Assisted Reproductive Technology.

While examining the SART and CDC data, one may note that the practice of IVF is getting both more popular as well as more successful. In 2016 there were close to 197,706 assisted reproductive technology (ART) cycles which include the patient's eggs, donor eggs, surrogate carriers and embryos from both fresh and frozen transfers. This contributed to 1.8% of all babies born in the U.S. being assisted using some type of ART. The success rate of both achieving as well as maintaining a pregnancy using ART is also now about 35% – a large increase from the 5% success rate when ART began in 1985. However, in the last 15 years, there has only been an increase in success rates of 5% – from 30% to 35%. Shouldn't pregnancy and live birth success rates be better than 35%?

This is where a multi-disciplined approach comes into play for the patient. As chiropractic physicians, we are for

many of our patients an educator, a caregiver and a first line confidant in their health care needs. Fertility and perinatal care are no different. We should step into this realm to help them navigate the highly complex minefield that for many is infertility. This of course requires specialized training – to know when something is in our wheelhouse of knowledge or not. Our major job is to restore a state of health and homeostasis to the body, whether it is as a straight chiropractor utilizing manipulation or as a mixer chiropractic physician including education on improvements in diet, lifestyle, assessment of bloodwork/laboratory tests, nutritional analysis and supplements. We have many recognized diplomates within our field – rehab, radiology, sports medicine, pediatrics, internal medicine and nutrition to name a few. We should come together to network and refer to our specialists within our field to best promote the health of our patients. Regardless, in the realm of fertility – for both men and women – it can take a village.

The WCA is hosting a women's health symposium with a wonderful group of dynamic female speakers focusing on the care of women through the lifecycles of fertility, pregnancy and post-partum. If you would like to get an amazing education, as well as network with other intelligent practitioners within our field as well as those who support chiropractic care and quality education, please feel free to come. I look forward to seeing you there and enriching your knowledge on how to look at fertility in a holistic way to help newly healthy women achieve their goal of motherhood.

Don't Miss Dr. Kristine Tohtz at the First Annual WCA Women's Health and Wellness Forum! She will kick off the event Saturday, June 6, with a general session presentation "Healthy Mothers for Healthy Children."



# The Importance of Sleep

**Dr. Wendy M. Henrichs, Board Certified Chiropractic Pediatrician and Nutrition Counselor-Timber Land Chiropractic**

A good night's sleep is just as important to your overall health as exercising and eating right. It is a key pillar in your overall health and well-being. Studies show that 7-8 hours of sleep is what is needed. Sleep is when you repair, regenerate and when your tissues heal.

A decrease in duration of sleep is one of the strongest risk factors for obesity. Lack of sleep can affect hormone balance, especially the hormones that stimulate and suppress your appetite. Ghrelin, the hormone that stimulates appetite, increases when you are deprived of sleep. On the flipside, leptin, the hormone that suppresses appetite, decreases when you are sleep deprived. You are likely to eat less when you get adequate and good quality sleep.

You have probably noticed that your ability to concentrate and remember things is not as good after a sleepless night. In fact, poor quality and decreased quantity of sleep, decreases your ability to learn and make memories by at least 40 percent. Lack of sleep can change the physical structure of your brain, impairing brain function. Getting a good night's sleep will enhance memory and maximize your ability to problem solve. Cognitive decline associated with aging can also be improved with better quality sleep.

Sleep deprivation increases the inflammatory response in your tissues and increases cell damage. There is an increased incidence of inflammatory bowel disease in those who are sleep deprived. Inflammation also increases your risk for stroke and cardiovascular disease.

Sleep deprivation has a significant effect on your immune system and ability to fight infections and disease. T killer cells, your first line of defense, are reduced by 70 percent after one night of poor sleep (four hours or less). That is a significant deficiency in immune function which is being linked to certain forms of cancer such as bowel, prostate and breast cancers. If you want to stay healthy during cold and flu season, along with decreasing your risk for some cancers, then sleep is paramount.

Sleep is extremely important for recovery from exercise and athletics. There is tissue breakdown with exercise, training,

and sports activities. The tissue damage when healed will make you stronger and faster. If you do not get adequate rest, then you will not recover fully from the physical activity.

These are just some of the effects of sleep on your body. Here are some ways to improve the quality and quantity of your sleep.

**Keep it Regular:** Have you ever felt groggy after "sleeping in"? Your biorhythms do not discern as to whether it is Friday night or Sunday night. If you want to improve the quantity and quality of your sleep, then go to bed and get up at the same time every day. This is true for weekends as well.

**Cool is King:** Have you ever noticed it is easier to fall asleep when it is cool versus hot? (The dog days of summer come into my mind.) That is because your core body temperature needs to drop a few degrees to fall asleep and stay asleep. The optimal temperature to fall asleep and stay asleep is 65° F. Turn your furnace down or program it to cool down a few hours before you turn in.

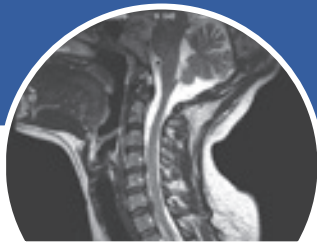
**Mood Lighting:** Watching TV, playing games on your device or surfing through social media right before bedtime can make it more challenging to fall asleep. The light from television and devices is stimulating to your brain, making it more difficult to shut down for sleep. Turn off all electronics and dim the lights at least 30 minutes before bedtime. Reading a good book, the traditional kind, is still okay.

**Eliminate Post Supper Snacking:** Eating less than 2 hours before bedtime can create sleep challenges. Digestion is a labor-intensive activity making it a challenge for you to get into a deep sleep. Brushing your teeth after supper can help eliminate evening snacking. Not only will your sleep improve, but your waistline will as well.

**Get Some Exercise:** Exercise has several positive effects including the release of endorphins, your happy chemicals. Endorphins make you feel more relaxed which can aid in falling asleep. Exercise after supper, but at least 2 hours before bed, will raise your body temperature. The drop in body temperature after you stop exercising will aid in falling asleep.

*continued on page 25*

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# WCA Help Desk Updates

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## **FOLLOWING DELAYED IMPLEMENTATION, OPTUM/UHC CODING CHANGE FOR THERAPY CODES TAKES EFFECT APRIL 1, 2020**

Although Optum & UHC have been communicating about a modifier change impacting therapy codes since mid-2019, it appears the modifier requirement will be fully implemented for dates of service April 1, 2020, and beyond. We are hearing that Optum/UHC pushed back the policy from September 2019 to April 2020 in order to give providers time to prepare.

Effective for April 1, 2020, dates of service and later, UHC Commercial plans (including Medicare Replacements) will

require the GP, GO, or GN modifiers on “Always Therapy” codes to align with the Centers for Medicare and Medicaid Services (CMS). According to CMS, certain codes are “Always Therapy” services regardless of who performs them, and always require a therapy modifier (GP, GO, or GN) to indicate that they are provided under a physical therapy, occupational therapy, or speech-language pathology plan of care, respectively.

If you have not already been doing so, beginning with April 1 dates of service and later, ensure you have the -GP modifier appended to therapy codes contained in the list above. Failure to append the -GP modifier will result in claim denials. Continue using any other modifier(s) which may be applicable to therapy codes (potentially the -59 modifier or -GY for Medicare Replacement plans). We suggest listing the -GP modifier first in a sequence where more than one modifier applies to a particular code.

## **YOUR HELP NEEDED! SUBMIT UHC MEDICARE ADVANTAGE CLAIM EXAMPLES WITH EOBs TO OUR HELP DESK**

The WCA is currently working with UHC and AARP to clarify the process for collecting on non-covered services from Medicare Advantage patients. In late January, a conference call took place between a UHC Senior Claims Representative, WCA Help Desk Manager Zach Kasun and the office manager of a chiropractic clinic which has been experiencing incorrectly processed claims.

Specifically, UHC/AARP Medicare Replacement plans are not consistently showing patient responsibility on patient EOBs for non-covered services such as exams and X-rays. This has led to patient confusion and difficulties collecting on balances owed. The problem does not appear to be impacting all chiropractic clinics but the Help Desk has received an isolated number of complaints from members.

## **Optum Coding Change** effective April 1, 2020

**These codes would be required to be reported with either GN, GO or GP:**

97165	92608	97024	97036	97139	97537	97799
97166	92609	97026	97039	97140	97542	G0281
97167	96125	97028	97110	97150	97750	G0283
97168	97012	97032	97112	97530	97755	G0329
92507	97016	97033	97113	97532	97760	
92508	97018	97034	97116	97533	97761	
92526	97022	97035	97124	97535	97762	

Following the January conference call, WCA Executive Director John Murray wrote a letter to UHC explaining the problem that WCA members are experiencing. To view a copy of the letter, please visit our website at [www.wichiro.org/enews](http://www.wichiro.org/enews)

To better understand what is going on, UHC is requesting claim examples, EOBs, and any correspondence that UHC has sent you in regards to billing their Medicare Advantage members for non-covered services such as exams and X-rays. Please send claims examples to the WCA (blacking out patient identifiers such as names) via email or fax so we can continue working with UHC on a fix to the situation.

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

Fax (attn: Help Desk): 608-256-7123

# WCA Help Desk Updates

## INFORMATION FOR HEALTHCARE PROFESSIONALS ON COVID-19 IN WISCONSIN

COVID-19 is a disease caused by a new respiratory coronavirus strain which began spreading among humans in December 2019. First identified in China, the novel virus has since spread across the globe and shows no signs of disappearing. As our country comes to grips with the fact that COVID-19 will soon become a public health crisis, it is important that healthcare professionals in Wisconsin and the United States keep up to date with current information on the virus.

### Symptoms

Symptoms are extremely individualized. The severity of symptoms has been shown to be impacted by age, gender and underlying health conditions present in an individual. Some individuals infected with the novel coronavirus may display little to no symptoms while other similarly infected people can become extremely ill and require immediate hospitalization. Symptoms can include:

- Fever
- Cough
- Shortness of breath

According to the Centers for Disease Control and Prevention (CDC), individuals at higher risk of getting very sick from COVID-19 include older adults as well as people who have serious chronic medical conditions like heart disease, diabetes or lung disease. The CDC currently believes that symptoms of

COVID-19 may appear in as few as two days or as long as 14 days after contact with someone who has COVID-19.

### Transmission

According to the CDC spread of the novel coronavirus is thought to occur mostly from person-to-person via respiratory droplets among close contacts. Close contact can occur while caring for a patient, including:

- being within approximately 6 feet (2 meters) of a patient with COVID-19 for a prolonged period of time.
- having direct contact with infectious secretions from a patient with COVID-19. Infectious secretions may include sputum, serum, blood, and respiratory droplets.

Both the CDC website (<https://www.cdc.gov/coronavirus/2019-ncov/index.html>) and the Wisconsin Department of Health Services (DHS) website (<https://www.dhs.wisconsin.gov/disease/covid-19.htm>) contain accurate and up-to-date information on COVID-19, both for the general public as well as geared towards healthcare providers.

In addition, the DHS website maintains a webpage which is updated each weekday by 2:00 p.m. specific to COVID-19 cases in Wisconsin. The webpage can be found at <https://www.dhs.wisconsin.gov/outbreaks/index.htm>

**Please visit our website at: [www.wichiro.org](http://www.wichiro.org) for updated information, including webinars on COVID-19.**

## HELP DESK TIP: WHAT TO CHARGE ORIGINAL MEDICARE MAINTENANCE PATIENTS

Many chiropractic clinics in Wisconsin grapple with billing and coding differences whether it be regarding commercial insurance plans or federally funded programs such as Original Medicare. Many proceed with an abundance of caution in order to attain and maintain best practice standards. One topic that is often questioned at the WCA is whether a DC can bill an Original Medicare maintenance patient their full, regular fee rather than adhering to the Medicare fee schedule.

The answer to this question is yes – Wisconsin chiropractic clinics are permitted to charge and collect the usual and customary fee for maintenance treatment provided a valid ABN is obtained prior to the treatment being rendered. Wisconsin chiropractors are free to bill their full, regular fee to their Original Medicare maintenance patients as soon as the ABN is on file. It is paramount that your “full regular fee” is consistent across all patient types.

The source of this information is the Medicare Claims Manual, Section 50.13 “Collection of Funds and Refunds” which states, “A beneficiary’s agreement to be responsible for payment on an ABN means that the beneficiary agrees to pay for expenses out-of-pocket or through any insurance other than Medicare that the beneficiary may have. The notifier may bill and collect funds from the beneficiary for noncovered items or services immediately after an ABN is signed, unless prohibited from collecting in advance of the Medicare payment determination by other applicable Medicare policy, State or local law. **Regardless of whether they accept assignment or not, providers and suppliers are permitted to charge and collect the usual and customary fees; therefore, funds collected are not limited to the Medicare allowed amounts.”**

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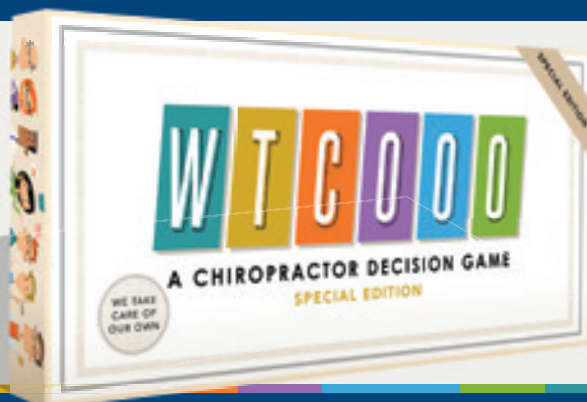
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March 20, 2020

Governor Tony Evers  
115 East, State Capitol  
Madison, WI 53702

Dear Governor Evers,

As frontline health care providers in Wisconsin, we are deeply appreciative of your leadership in mobilizing the state's emergency response to fight the advance of the Covid-19 virus.

The Wisconsin Chiropractic Association has been proactively sharing information from credible sources with all chiropractors in Wisconsin in an effort to ensure they are closely following all relevant state and local emergency orders impacting them as health care providers, small businesses and citizens. While some clinics have chosen to close for the time being, many clinics remain open but are operating under strict sanitation and personal proximity standards so as to meet the standards of all emergency orders. These clinics are proactively reaching out to their older and higher risk patients to reschedule their appointments while still treating patients with acute conditions in the safest manner possible.

We feel strongly that the ability of Wisconsin chiropractors to continue to safely treat their patients in need of care for acute musculoskeletal conditions will serve a very important public health goal of keeping those patients from seeking care at urgent care clinics and emergency rooms where they could potentially be exposed to (or unknowingly spread) the Covid-19 virus, take up a hospital or clinic bed that could be needed should the health care infrastructure become stretched beyond capacity and divert valuable medical resources and personnel who would be better deployed elsewhere.

Chiropractors are essential to the optimal function of Wisconsin's health care delivery system especially during a public health crisis. We stand ready to play an appropriate role in winning the public health battle against Covid-19 and once again thank you for your leadership during these challenging times.

Kindest regards,

A handwritten signature in blue ink that reads "John Murray".

John Murray  
Executive Director and CEO

A handwritten signature in blue ink that reads "Eugene Yellen Shiring".

Dr. Gene Yellen Shiring  
President

# Advocating for Chiropractic in Washington, D.C.



WCA Board Vice President Dr. Brenda Holland (left) with Sergeant First Class Leroy A. Petry, 2011 Medal of Honor Recipient and WCA Executive Director John Murray (right) advocated for expanded access to chiropractic care in Washington, D.C. recently.

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# Who is Protecting Access to Chiropractic Care in Wisconsin? When it Comes to Workers' Compensation, the WCA Stands Alone.

John Murray - Executive Director and CEO

(editors note - the March 2019 edition of *The Wisconsin Chiropractor* magazine featured a Q/A with WCA lobbyist Tom Moore, titled, "Can we expect another workers' compensation fee schedule this legislative session." To access this article, go to [wichiro.org](http://wichiro.org) and look under the member benefits tab/communications/magazine archives.)

What a difference a year makes. One year ago, the Wisconsin business lobby led by Wisconsin Manufacturers and Commerce (WMC) was ramping up its efforts to convince the Workers Compensation Advisory Council (WCAC), members of the Legislature and the media that the workers' compensation system in Wisconsin was in need of fixing. They pointed to selective data showing excessive medical spending in certain areas, ignored the fact that workers' compensation premiums were going down and totally ignored the fact that Wisconsin enjoys one of the most fair and effective workers' compensation systems in the country. The discussion at the WCAC for most of last year was inclusion of a medical fee schedule based on group health rates plus 10% and the elimination of patient choice for injured workers. The Wisconsin Chiropractic Association through its lobbying team made this issue a top priority and worked closely with the other health care liaisons to the WCAC to strongly oppose these anti-patient and anti-chiropractic provisions.

This lobbying effort has once again paid off. When the WCAC made its final recommendations to the legislature (through what is called the "agreed upon bill"), it did NOT contain any language eliminating patient choice or proposing a medical fee schedule. Score round 1 for patients and health care providers. The bill was sent to the respective labor committees of the Wisconsin State Senate and State Assembly. This is where things have gotten interesting in the past, as the business lobby has tried to use its political influence with the Legislature to impose a medical fee schedule and eliminate patient choice through the legislative process. Once again, the WCA lobbying team ramped up its efforts with other health care providers and met with members of the labor committees and legislative leadership to educate them on the adverse consequences of their proposals. These efforts were successful as the WCAC supported bill did not even get a hearing in either labor

committee and the only provision from the original WCAC bill related to PTSD claims for police and firefighters was incorporated into and passed as part of another separate bill. With the legislative session now concluded, it appears that at least for another session, the business lobby has failed in its efforts to further tilt the scales of workers' comp laws in their favor and against injured workers and health care providers. Score round 2 for patients and health care providers.

***"If employers are ever allowed to direct WC cases to their preferred providers, the WC system in Wisconsin as we know it is dead. The patient's current statutory right to choose their doctor is the only reason for ethical balance in the system. When that right is taken away, the employer/insurer can direct the injured worker to the company doctor, who answers only to the company. Most chiropractors will never see another WC patient."***

**- Dr. Jeff Wilder, workers' compensation expert**

It would be easy to claim victory and rest on our laurels thinking that for the third legislative session in a row we beat back the business lobby and going forward the current system will remain in place. Some might say the WCA and the other health care providers should take a victory lap and toot their own horns for winning (again) on such an important issue. OK – toot, toot. As I write this, I am taking a victory lap around my office. Now, I am sitting back down to finish this article and begin mapping out our political strategy for the 2020 fall legislative elections which will ramp up next month.

Next session, invariably, the business lobby will propose eliminating patient choice and a medical fee schedule. The WCA has a longstanding commitment to opposing any

*continued on page 25*

## Who is Protecting Access - Cont. from page 24

changes to the state workers' compensation laws that impact chiropractors and we devote significant lobbying resources to protecting the current system that has at its foundation patient choice. We are the ONLY chiropractic association in the state of Wisconsin that spends lobbying resources to fight against the efforts of the business lobby to take away patient choice and pay chiropractors managed care rates for caring for injured

workers. We do not waste our limited political capital on issues peripheral to chiropractic, however sensational they may be. We are the ONLY state chiropractic association that is one of the four named health care liaisons to the WCAC. We earned this seat at the table by serving the profession since 1911 and keeping our eye on the ball of protecting and expanding access to chiropractic care in Wisconsin.

## The Importance of Sleep - Cont. from page 14

Improving the quantity and quality of your sleep will aid in decreasing inflammation and pain and make it easier to manage your weight. Getting adequate sleep will increase your ability to remember and learn new things. Better sleep will increase your ability to fight infection, chronic disease and some forms of cancer. Sleep will help you recover from physical activity and athletics. Getting enough sleep can not only aid in longevity, but a better quality of life along the way.

Dr. Wendy Henrichs of Timber Land Chiropractic provides comprehensive chiropractic care among other services including pregnancy care, pediatric care, FX 636 Laser, Zerona laser, nutrition counseling and wellness services. Dr. Henrichs is a board-certified Chiropractic Pediatrician and Nutrition Counselor. Timber Land Chiropractic is located at 1 E. Courtney Street in Rhinelander. For more information, call 715-362-4852 or visit [www.timberlandchiropractic.com](http://www.timberlandchiropractic.com) Instagram @drwendyhenrichs, LinkedIn, and Facebook

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# WCA New Member SPOTLIGHT



## DR. LEVI CURRAN, LSM Chiropractic

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WCA is proud to recognize new member, Dr. Levi Curran. Dr. Curran is originally from Shullsburg, WI and currently resides in Sun Prairie, WI where he is a DC with LSM Chiropractic. Dr. Curran joined WCA in October 2019 as a recent graduate from Palmer College of Chiropractic. We took a few moments to talk with Dr. Curran about his experiences as a new DC and WCA member.

### Why was joining WCA important to you?

I joined because of what they represent; their mission, vision and values are aligned with my own. I appreciate that the WCA has Wisconsin chiropractors' best interests in mind.

I joined the WCA membership committee because I want to help advance the chiropractic profession. What better way to do so than to join an organization which has had a positive voice in this profession for over 100 years!

### What are your ambitions as a new DC?

I am determined to use my education and experience to improve the lives of others through chiropractic. I want to increase awareness of our field for those who may not be familiar, so we can help as many patients as possible.

### What challenges do you face as a new DC?

Managing patient expectations and adapting to evolving chiropractic techniques. Our knowledge of the human body continues to grow rapidly, and it's important for us to grow with it so we can ensure we're providing our patients with the best care. Learning never stops!

### How can WCA assist you as a new DC?

I'm most excited to dive into continuing education courses. I look forward to attending conventions to learn about the multitude of CE courses and seminars that are available to help us be successful.

### What member benefits appeal to you as a new member?

I believe we can benefit from all member benefits offered, but I'm most intrigued by the WCA Help Desk. Having live assistance to guide us through daily challenges is a helpful asset for new DCs like myself.

### Why did you sign up for WCA's ChiroU?

As a new DC, I have a lot to learn from the trusted group of experts that WCA has lined up for this program. I am looking forward to learning more about marketing and how it can help fuel a successful practice!

*"I am proud to be part of an organization that is committed to advancing the chiropractic profession and providing quality patient care throughout our state." ~Dr. Levi Curran*



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# WELCOME

new WCA members!

Dr. Matthew Bautch

Dr. Ashley Peplinski

Dr. Brandon Dyr Dahl

Dr. Shannon Peterson

Dr. Jennifer Forstner

Dr. Joshua Potaracke

Dr. Nicole Gebultowicz

Dr. Alexis Schneider-Bautch

Dr. Adam Habeck

Dr. Kevin Schultz

Dr. Laura Harrigan

Dr. Samantha Sisel

Dr. Peter Kish

Dr. Weston Squires

Dr. Steven Kreul

Dr. Derek Thiel

Dr. Troy Ludwig

Dr. Daniel Throm

Dr. Mitch Matthews

Dr. Blake Walters

Dr. Melissa Mitchell

Dr. Megan Walters

Dr. Karl Niedermann

Dr. Mikaila Wesiter

## it pays to be a member!

Business Mastercard  
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Office Depot Discounts  
Free shipping with \$50+ orders

Continuing Education  
Discounts on WCA CE courses

AAA of Wisconsin  
Special member only discounts

[www.wichiro.org/discounts](http://www.wichiro.org/discounts)

**TOGETHER** WCA  
We Build Chiropractic Success

# TOGETHER WE BUILD CHIROPRACTIC SUCCESS

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## LEGALLY MINE Is an Asset Protection and Tax Strategy Group

The mission of Legally Mine is to empower members of the healthcare community with the knowledge and tools to protect their assets from lawsuits, build professional safeguards into their legal structures and implement tax strategies commonly used by the wealthy that will save you thousands of dollars every year.

"While most practicing physicians understand the importance of asset protection, so few take the time to act on it until it's too late. That's why I chose Legally Mine to set up my plan, allowing me to focus on my practice."

—Bryan T. Hanypsiak, MD-Editor-in-Chief: The American Journal of Orthopedics.



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

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Wisconsin Chiropractic Association

# Doctor's CORNER

*WCA is proud to spotlight member DC's and their successes, celebrations and life accomplishments!*

## Dr. Eileen Isom Retires

After 44 years of practicing specific upper cervical chiropractic, Dr. Eileen M. Isom retired from Madison Chiropractic - Monona in August of 2019. Dr. Sara Nelson is now the owner of the practice.

Dr. Isom plans to spend retirement with her husband, Bruce Nordhagen, fishing in northern Wisconsin and with their son and his family in Tucson, Arizona. She says Wisconsin has been a great place to practice chiropractic!

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### The Need to Support H.R. 3654

In 1972, discriminatory language was placed into the Social Security Act whereby Medicare recipients receive reimbursement only for spinal adjustments/manipulations provided by their chiropractor. Since that time, Americans have been restricted from receiving full coverage for their chiropractic services under federal law. H.R. 3654 is the biggest ACA-backed legislation in nearly 50 years! Chiropractors deserve equal treatment in the Social Security statute and full physician status without restriction or discrimination. H.R. 3654 would amend the current language so that DCs are able to practice to the full scope of their licensure, providing all necessary chiropractic services to Medicare beneficiaries with full coverage under Medicare.

Research shows that improving chiropractic benefits for seniors with Medicare would enable significantly more cost-effective care. Those with good chiropractic benefits have positive results, are satisfied with their quality of care and have lesser need for surgeries and prescription drugs. Chiropractic care most certainly reduces the number of opioid prescriptions written in the U.S. each year. Once an individual retires and goes on Medicare, he/she loses access to chiropractic benefits outside of spinal adjustment/manipulation. H.R. 3654 would end this 48-year discriminatory practice affecting Americans receiving Medicare.

### We Need DCs - and Patients - to Contact Legislators to Support H.R. 3654

After *ACA Engage 2020*, the bill gained 25 co-sponsors in Congress for a current total of 63; however, H.R. 3654 needs 150-200 co-sponsors to make it out of the Ways & Means Committee to be voted on to then become law! WCA's goal is to have all members of Wisconsin's Congressional Delegation co-sponsor H.R. 3654. Dr. Yellen-Shiring's efforts alone cannot make this happen; we need all WCA members and Wisconsin DCs to help accomplish our goal. This is advocacy in support of bipartisan legislation that would provide patient access to all Medicare-covered benefits allowable under a chiropractor's state licensure. As Dr. Gene reaffirms: **"If DCs do not fight for access to chiropractic care, then who will?"**

First, consider that many private insurance carriers determine what services they will pay for based on Medicare's coverage of such services. A change in law through the passing of H.R. 3654 could open insurance companies' covered services. Second, should Congress ever pass a Medicare-for-All universal health care law with the current restrictive chiropractic coverage in place, the results would be catastrophic for both Medicare recipients and the entire chiropractic profession.

If you and your patients join in, we can send 50,000 messages to our members of Congress from Wisconsin. Let's work together!

Let's get each Congressional Representative to co-sponsor this bill and help get H.R. 3654 passed into law!

## How YOU Can Help Ensure H.R. 3654 Becomes Law:

1

[www.HR3654.org](http://www.HR3654.org)

Click on the "Take Action" button to locate your member of Congress. Send him or her a personalized message asking for support of this legislation.

Visit [www.acatoday.org](http://www.acatoday.org) and click the "Learn More" button on the homepage article regarding H.R. 3654.

2

### Enlist Your Patients

Over the next 60 days, ask your patients to message and petition their Congressional members to support H.R. 3654.

See the December 2019 issue of *The Wisconsin Chiropractor* for a "Take Action" poster and tear-off sheet to help your patients contact their Congressional representatives. Post this in your lobby to provide information to your patients.

3

**Invest in ChiroStrong**  
[www.donorbox.org/chirostrong](http://www.donorbox.org/chirostrong)

Donate to ChiroStrong, WCA's political conduit, and note you would like a portion of your investment to be made available to support Wisconsin's Congressional Representatives.

Consider supporting ACA-PAC by visiting <https://www.acatoday.org/Advocacy/ACA-PAC>

# CLASSIFIEDS

## 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.

## 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

## 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: slvrnschiro@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 - Licensed WI broker and WCA member.

## PRACTICE FOR SALE – SHEBOYGAN, WI

One hour north of Milwaukee on the beautiful shores of Lake Michigan in Sheboygan, WI is an established (12-year-old) practice priced to sell (\$160,000). Our mission is to provide specific chiropractic neurology adjusting with spinal rehabilitation/fitness along with diet/nutrition and detoxification. The office is a turn-key state-of-the-art facility that is move-in ready. It includes electronic health record certification with chiro touch software, X-ray, MC, MA and major insurances. Collections in 2019 (\$265,000). Space lease is transferable. All chiropractic equipment, computers and great staff stay. Motivated seller. Priced to sell. Please email drendru@yahoo.com and call 920-917-8227.

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## **Wisconsin Practices For Sale**

- West of Sheboygan, desirable and popular city. Fully equipped practice. 2019 gross \$562,121. Very profitable. Div./Drop/FD/Act. Skilled staff.
- Northwest Wisc. 100% cash practice. 2019 gross \$260,000+. Located in prosperous city with excellent school system.
- Watertown. Fully equipped office and attractive building with ample parking. Thompson drop/Act./PP. 1/3 cash, 1/3 insurance, 1/3 Medicare mix. Steady income. Sale includes practice, attractive building, furnishings & equipment, and seller transition assistance.
- Eau Claire-Wausau on Hwy. 29. Prosperous city with excellent school district and parks. \$249,835 gross. Low overhead. Fully equipped and staffed. On insurance plans. Includes prof. building. Attractively priced, or an excellent associate position.

Doctor assistance to ensure a smooth transition with maximum patient retention. Excellent financing connections and loan assistance.

**Contact Loren or Eric Martin  
Practice Opportunities, Inc.**

**Phone: 952.953.9444**

**Email: [martin@practiceop.com](mailto:martin@practiceop.com)**

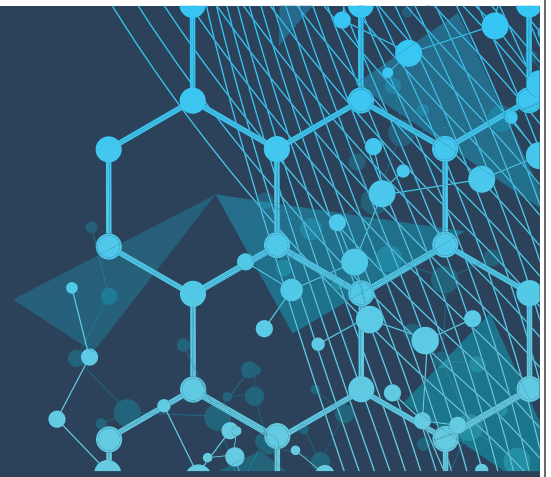
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# Fall Convention and Expo 2020

September 24-27, 2020

Kalahari Resort & Convention Center, Wisconsin Dells, WI



FALL CONVENTION & EXPO 2020

## Featured Speaker: Dr. Donald R. Murphy



*“Chiropractors are faced with the challenge of being thorough in diagnosis and management of spine patients, while maintaining a busy practice. Clinical Reasoning in Spine Pain® (CRISP®) helps us apply the best available evidence, considering all biopsychosocial factors that can affect patients, all in a busy clinical environment.”*

### About Dr. Donald R. Murphy

Donald R. Murphy, DC, FRCC is Clinical Assistant Professor in the Department of Family Medicine at Alpert Medical School of Brown University and Adjunct Assistant Professor, Department of Physical Therapy, University of Pittsburgh. His other faculty appointments include Professor, Part-Time University Faculty at Southern California University of Health Sciences and Adjunct Associate Professor of Research at New York Chiropractic College.

Dr. Murphy has nearly 100 publications in peer-reviewed scientific journals and book chapters. He teaches in the certification course for Primary Spine Practitioners offered by the University of Pittsburgh. His recent books, *Clinical Reasoning in Spine Pain, Volume I and Volume II* serve as the required texts for that course.

### Opening General Session

Friday, September 25

Applying Clinical Reasoning in Spine Pain®: Evidence-Based Care, Communication Within the Healthcare System, and Being Thorough in a Busy Practice – 2 hours

### Breakout Sessions:

“Whiplash Associated Disorders Applying CRISP® Protocols” – 2 Hours

“Applying CRISP® In Patients With Cervical and Lumbar Radiculopathy and Other Complex Cases” – 4 Hours

### In Addition, You Can Look Forward to the Following at the 2020 Fall Convention:

Ultimate Sports Nutrition | Hands-on Techniques for Common Sports Injuries | Billing, Coding & Documentation | ICD-10 | Module 1 of the 48 Hour Nutrition series | Hands-on Techniques for Lower Extremities | Orthopedic/NMSM Diplomate Course | Role of Herbs and Nutrients in the Inflammatory Cascade | CT Certification & Modality Training | Cold Laser & Light Therapy | Awards Gala | Exhibition Hall | Alumni Luncheon



Convention registration information and convention guide will be available in May, 2020.  
[www.wichiro.org/conv\\_fall](http://www.wichiro.org/conv_fall)

# CLASSIFIEDS

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## POSITION WANTED – SOUTHEASTERN WI

Well-established chiropractic office in southeastern WI looking for a Wisconsin licensed chiropractor. We have all the equipment you need! Decompression table, Back on Trac, Knee on Trac, Cold laser, and of course all the essentials you need to run a chiropractic office. We also have a great staff to run the daily operations. This is an opportunity of a lifetime. You will work, run, and manage the office. We will also cover all the major expenses as far as malpractice, continuing education, moving expenses if needed. There is also an opportunity to become an owner if interested.

Please contact by phone or email immediately at 815-238-7172 or rdhdc47@gmail.com

---

## PRACTICE AND BUILDING FOR SALE – NORTHEASTERN WI

Doctor retiring. Single doctor practice established over 30 years. Lovely, stable, rural community with excellent schools. There is great hunting, fishing, and many other outdoor recreation opportunities in this beautiful NE Wisconsin location. Fully equipped office in exceptional location. First level office with second level apartment.

Currently grossing \$120+ k/yr. on 2 1/2 days per 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. Asking \$175,000 - Call (715)-582-9252.

---

## POSITION WANTED – GREEN BAY, WI

The Howard Chiropractic Clinic in Green Bay, WI is currently accepting CVs for a part and full-time chiropractic position. Please submit CVs to drdjk@hccgb.com. If there are questions, please contact Dr. Dennis King at (920) 434-2221.

No experience required. Salary and benefits are negotiable. Wisconsin license required.

---

## DC WANTED – SOUTH CENTRAL WI

Our well-established, high-volume family practice in south central Wisconsin is in immediate need of an energetic, motivated, and fun-loving Wisconsin-licensed chiropractor to join our team.

Our current group already has 3 talented doctors and 4 staff ready to train and help a doctor transition smoothly, while our facility is fully equipped with Chiro-Touch EHR, digital X-ray, and a physiotherapy suite. Numerous opportunities exist for you to build a large following in our popular practice and we can't wait to help your practice dreams come true!

Position is full-time with competitive salary + unlimited commission. Please email your resume to: DrJason@BackInActionBaraboo.com

---

## 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 workweeks and paid 12-week training, it's the best opportunity in chiropractic. We are hiring for Milwaukee, Racine, Kenosha, Germantown and Chippewa Falls! Contact: Dr. Kumar, Email: narmda.kumar@medullallc.com, or Phone: 630-415-6030.

---

## CHIROPRACTIC ASSISTANT AND RECEPTIONIST NEEDED – WAUPUN, WI

We are an established and growing medically integrated office in immediate need of both a topflight chiropractic/medical assistant and a receptionist. Ideal candidates will be self-motivated, accountable, able to perform within a team setting and have a sincere passion to help others. If you are experienced in patient interaction, front desk or insurance and accustomed to multi-tasking in a fast-paced environment, this could be the opportunity you have been waiting for. With hard work and a willingness to learn, you will have the opportunity for growth.

Please email your cover letter and resume to: info@newmedicalctr.com

---

## CHIROPRACTOR NEEDED – WAUPUN, WI

We are an established and growing medically integrated office in immediate need of a chiropractor to take over an existing patient base of 30-40 patients per day. If you are interested in becoming part of a professional health care team (chiropractic, medical, rehabilitation, regenerative medicine) that is poised for growth and are motivated by providing exceptional patient care, this is your opportunity to change health care with us. Please email your cover letter and resume to: info@newmedicalctr.com

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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 Or visit chiropracticbuyers.com for additional information

---

## EQUIPMENT FOR SALE – CHIPPEWA FALLS, WI

Zenith High Low 220 with a drop Cervical Head Piece - \$6,000

-Very Good Reconditioned Chiropractic Adjusting Table in Blue with updated vinyl.

-Will need to Pick up. Pictures can be sent upon request.

For more information, please call Kelly or Dr. James Appel at 715-720-9911.

---

## 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 Fax to: (920)-757-0373.

---

# CLASSIFIEDS

## 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 health care 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 all training required for state certification needed for these jobs**

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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!

## PRACTICE FOR SALE – MILWAUKEE SUBURB

Profitable 30-year-old family referral practice now for sale in Wauwatosa. Located 10 minutes from pristine Lake Michigan and downtown Milwaukee in one of the most desirable suburbs of Milwaukee. Top-ranking schools. Excellent cash/insurance payor mix. Very low overhead. Turn-key facility, move-in ready. Space lease is transferable. All equipment, new computers and great staff stay to help make your transition smooth and successful! Advertised and evaluated by Sam Reader. Please visit [samreader.com](http://samreader.com). (Listing is to upper left under Chiropractic practices for sale, Wisconsin.) - Priced at \$156,000. Email: [timenow614@gmail.com](mailto:timenow614@gmail.com) for any additional questions.

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

## 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 who value lifetime wellness care. Competitive salary plus percentage. Step right in and grow your practice without the stress/overhead of owning a practice. 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. Salary: \$40,000 to \$150,000+/year.



**To submit your classified advertisement, visit [www.wichiro.org](http://www.wichiro.org).**

## Doctor's CORNER

WCA is proud to spotlight member DC's and their successes, celebrations and life accomplishments!



## Steele Chiropractic

After 23 years of ownership, Dr. Marcus Steele transferred ownership of Steele Chiropractic to Dr. Kari Cornelissen-Wied. She has been with Steele Chiropractic for 7 years and her vision for the practice aligns with Dr. Steele's original vision: Quality & Personalized Healthcare. Dr. Steele will remain working at Steele Chiropractic while exploring his passions, which include nutritional planning and equine adjustments.

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