



# The Wisconsin Chiropractor

*The Official Publication of the Wisconsin Chiropractic Association*

Fall 2022 | Volume 57 | No.3



## MEMBER SPOTLIGHT:

*Weighing the Challenges of Opening a Clinic.*

**READ MORE ON PAGE 18**

## WHAT'S INSIDE:

WCA Annual Chiropractic Survey Results - Pg 8

Questions About License Renewal? We have answers. - Pg 23

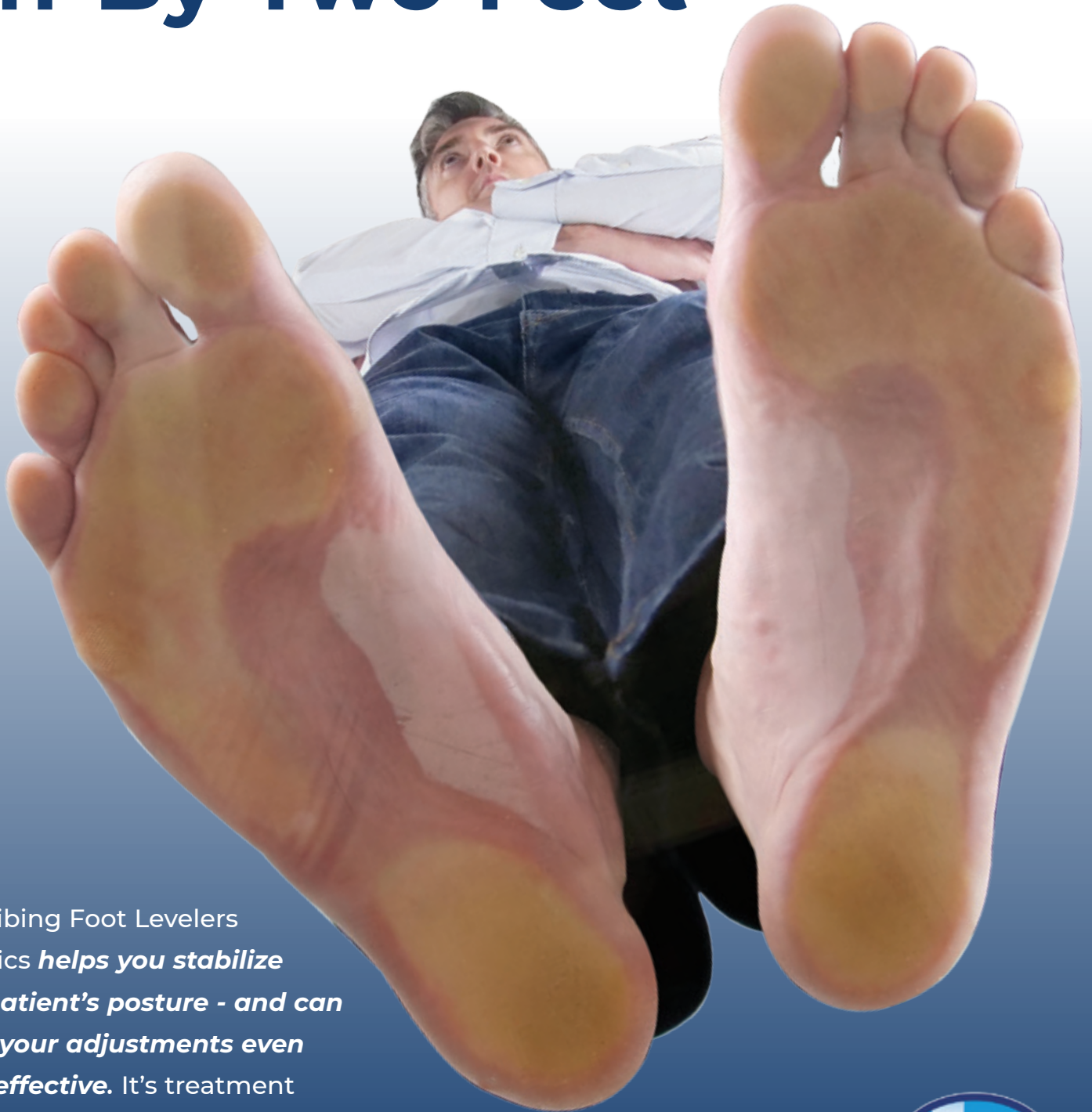
General Election in Wisconsin - Pg 4

WCA Fall Convention Preview - Pg 15



Wisconsin Chiropractic Association | [www.wichiro.org](http://www.wichiro.org)

# Even With The Best Adjustment, Your Patient's Alignment May Still Be Off By Two Feet



Prescribing Foot Levelers orthotics *helps you stabilize your patient's posture - and can make your adjustments even more effective.* It's treatment that helps your patients feel better, every step of the way.

**Call for more information or to get started.**

800.553.4860 | [FootLevelers.com](http://FootLevelers.com) | [f](#) [v](#) [v](#)





# WHAT'S INSIDE

## BOARD OF DIRECTORS

*President*

**CHRIS RESCH, DC**

*Vice President*

**BRENDA HOLLAND, DC**

*Treasurer*

**BARBARA BRADLEY, DC**

*Secretary*

**WILLIAM SPONTAK, DC**

*Directors*

**BRUCE DAVIS, DC**

**TOM EDWARDS, DC**

**ALEX KOCKEN, DC**

**MICHAEL POLITO, DC**

**JENNIFER WAIDELICH, DC**

**JASON MACKEY, DC**

## WCA STAFF

*Executive Director & CEO*

**JOHN MURRAY**

*Education & Convention Director*

**ANDREA MURRAY**

*Corporate Accounts Director*

**LEAH KNOPE**

*Membership Services Director*

**TAMMY MCKEOWN, CT**

*Membership Director*

**ZACH KASUN**

*Member Services*

**CHRISTINE THOMAS-CRAMER**

<b>ALL EYES ARE ON WISCONSIN ELECTIONS THIS FALL</b> John Murray, WCA Executive Director	<b>4</b>
<b>ANNUAL CHIROPRACTIC SURVEY RESULTS</b> WCA Help Desk	<b>8</b>
<b>IMPROVING FRONT DESK COLLECTIONS</b> Dr. Ray Foxworth, ChiroHealthUSA	<b>10</b>
<b>WCA EDUCATION &amp; EVENTS</b>	<b>12</b>
<b>MEMBER SPOTLIGHT</b> An Interview with Dr. Zach Shiels	<b>18</b>
<b>INFOGRAPHIC: LICENSE RENEWAL</b>	<b>23</b>
<b>CORONAVIRUS &amp; A LONG HAUL COVID TREATMENT PROTOCOL</b> Dr. Robert Silverman	<b>29</b>
<b>IS YOUR MATTRESS AFFECTING YOUR SLEEP</b> BioPosture®	<b>32</b>
<b>BEFORE YOU X-RAY FOR LOW BACK PAIN, HEED THE HEDIS MEASUREMENTS</b> Dr. Mario Fucinari	<b>35</b>
<b>NUTRITION'S ROLE IN SUPPORTING CHILDREN'S IMMUNE HEALTH</b> WholisticMatters®	<b>37</b>
<b>THERAPEUTIC LASERS 101: PRACTICAL UNDERSTANDING</b> Dr. Nelson Marquina	<b>39</b>
<b>CLASSIFIED ADS</b>	<b>45</b>

The *Wisconsin Chiropractor* is the official publication of the Wisconsin Chiropractic Association, located at:

**2401 American Lane | Madison, WI 53704**

Educational programs, products or services advertised in this publication do not imply approval or endorsement by the WCA. Material may not be reprinted without the expressed written consent of the Wisconsin Chiropractic Association.

**608-256-7023 | Fax 608-256-7123 | [www.wichiro.org](http://www.wichiro.org)**

# ALL EYES ARE ON WISCONSIN ELECTIONS THIS FALL



## From The Executive Director

John Murray, WCA Executive Director and CEO | [jmurray@wichiro.org](mailto:jmurray@wichiro.org)

We are less than two months away from the November 8, 2022 general election and the political eyes of the nation will be on two closely contested statewide elections right here in Wisconsin.

### The Race for Governor

The Governor's race features Democrat incumbent Governor Tony Evers seeking reelection to a second term against Republican challenger businessman Tim Michels. **Statewide polling has this race as a dead heat.**



**TONY EVERS** - The outcome of this election will have political ramifications into the 2024 presidential race. Former President Donald Trump has endorsed Tim Michels. Governor Evers' political fate is largely tied to President Joe Biden and current economic conditions. Non-presidential

election years are never good for the party that controls the presidency and with inflation, gas prices and a post-Covid economic hangover. President Biden's unfavorable ratings are underwater in the mid to high 50s. Despite these political headwinds, the Democrat voting base is motivated to turn out and vote due to a continued anti-Trump sentiment and the fallout over the repeal of Roe v Wade. Evers has also proven to be a feisty campaigner who is not to be underestimated in debates and on the campaign stump. Look for him to come out swinging against Michels on a number of issues.

[tonyevers.com](http://tonyevers.com)



**TIM MICHELS** - Businessman Tim Michels is running as an outsider and touting his military and construction business experience. He has invested large sums of his personal money in his race which allowed him to win a contested Republican primary against former Lt. Governor Rebecca Kleefisch

and he will likely double down with another sizable infusion of personal cash in the general election against Evers. In an election year when the sitting President and Congress (all controlled by Democrats) face high disapproval ratings, running as an outsider appears to be an effective strategy. Some will remember that Michels ran for US Senate a number of years ago and lost to then incumbent Russ Feingold. With the Trump endorsement, Michels is doing well with the Republican base. The question is are Republican voters as motivated to turn out in November and can Michels peel away enough independent voters from Evers to put him over the top?

[michelsforgovernor.com](http://michelsforgovernor.com)

continued on page 5

## The US Senate Race

The US Senate race features incumbent Republican Ron Johnson facing Democrat Mandela Barnes who is the current Lt. Governor. **The polling on this race is very similar with Barnes showing a slight edge over Johnson.**



**MANDELA BARNES** - Mandela Barnes is a former State Representative and is the first African American elected as Lt. Governor in Wisconsin. He enjoys strong support with the Democrat voting base and has shown early appeal with independent voters. His political base is the

Milwaukee area and he will certainly perform well there and in the Democrat leaning Madison area. His appeal with independent and rural voters will be the determining factor in the election. The outcome of this race may very well determine which party has majority control of the US Senate.

[mandelabarnes.com](http://mandelabarnes.com)



**RON JOHNSON** - Johnson is running for a third term despite pledging to only serve two terms in the US Senate. He is not the first candidate to break a self imposed term limit pledge and others who have broken that pledge have been able to win. Johnson is also endorsed by former

President Trump so support from the GOP base will be strong. As with the Governor's race, the question will be how will independent voters break? Early polling shows that Johnson has lost ground with independent voters but the race is tightening as voters learn more about both candidates.

[ronjohnsonforsenate.com](http://ronjohnsonforsenate.com)

## Political Endorsements

The WCA is not making a formal endorsement in either of these races at this point in time. We have asked our conduit contributors to authorize funds for their candidate of choice. In the end, the WCA will work with whomever occupies the East Wing of the State Capitol and members of the Wisconsin congressional delegation to protect and expand access to chiropractic. We urge our members to do their homework and make an informed choice for both Governor and US Senate based on their policy positions and voting records and get out and vote on Tuesday, November 8.

**ChiroStrong** { ARE YOU UP FOR THE CHALLENGE?



Protect your profession.  
Pledge your sustaining support.  
**Join the movement.**

# WHAT WE ARE UP AGAINST

## WISCONSIN LOBBYING DATA 2021-22

in Health Care, Insurance, Medicaid, Pharmaceutical, and Worker's Compensation categories\*.

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 637 lobbyists to protect and advance their interests. These lobbying groups spent \$15.9 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.

**\$15.9 Million**  
TOTAL LOBBYING EFFORTS\*

**637** REGISTERED  
WI LOBBYISTS\*

**\$6.57**  
MILLION

**\$5.76**  
MILLION

**\$1.89**  
MILLION

**\$997**  
THOUSAND

**\$746**  
THOUSAND

**261** REGISTERED HEALTH CARE  
lobbyists representing 95 organizations

**194** REGISTERED INSURANCE  
lobbyists representing 69 organizations

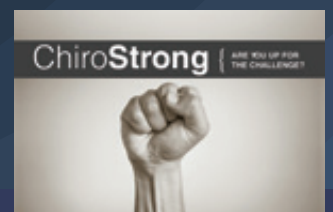
**84** REGISTERED MEDICAID  
lobbyists representing 35 organizations

**65** REGISTERED PHARMACEUTICAL  
lobbyists representing 21 organizations

**33** REGISTERED WORKER'S COMP  
lobbyists representing 13 organizations



**Protecting Access to Chiropractic Care in Wisconsin Requires Resources**  
Become a sustaining ChiroStrong contributor today! [donorbox.org/chirostrong](https://donorbox.org/chirostrong)



# ELECTION SEASON

## ON THE ROAD IN WISCONSIN



**Fmr. State Senator Joe Strohl, Assembly Minority Leader Greta Neubauer, & John Murray in Madison**



**Dr. Gene Yellen Shiring, Senator Tammy Baldwin, Dr. Ben Mikla in Madison**



**John Murray, Rep. Dave Murphy, and Dr. Clint Dorn in Appleton**



**Dr. Taylor Poehls, Greg Sinner, Congressman Scott Fitzgerald, Greg Schneider, Dr. Ben Mikla, Dr. Tom Edwards, Dr. Gene Yellen Shiring in Brookfield.**



**Dr. Chris Resch, Gail Cimoski, Congressman Glenn Grothman, Dr. Gene Yellen Shiring and Gene Gunderson in Fond du Lac**



**Dr. Chris Resch, Kari Resch, Senator Dan Feyen, John Murray, Dr. Kay Miller in Fond du Lac**



**Dr. Ben Mikla, Congressman Mark Pocan, Dr. Gene Yellen Shiring in Madison**

**Dr. Gene Yellen Shiring, WI ACA Delegate and ACA Alternate Delegate, Dr. Ben Mikla, have been meeting with members of the Wisconsin congressional delegation during the August recess to ask them to co-sponsor Medicare modernization legislation (S. 4042/H.R. 2654).**

# CHIROPRACTIC SURVEYS

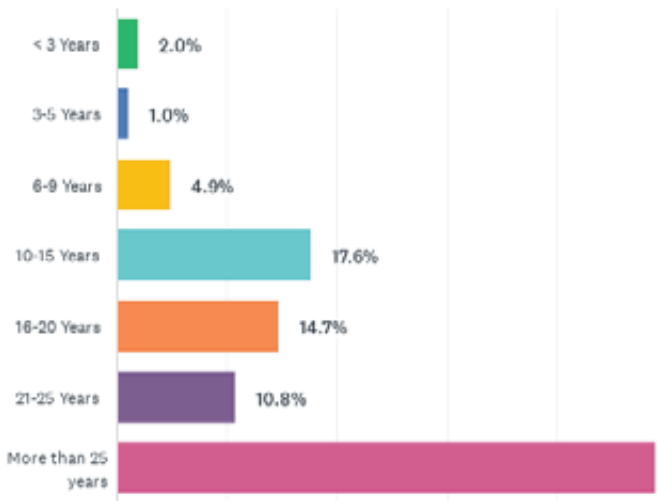


## WCA Annual Chiropractic Survey Results

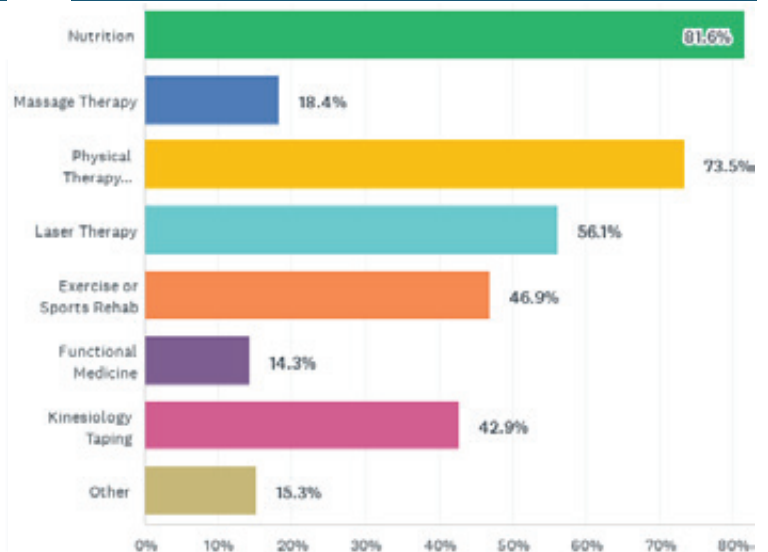
For many years, WCA has asked all practicing chiropractors in Wisconsin to complete three surveys each year. These surveys allow us to provide important data to the chiropractic community. Survey results are provided to WCA members as part of their member benefit. In this issue, we will share some of the results; however, the full results are [available on our website](#) using your member login.

*\*The results of these surveys are aggregated in a manner that complies with all anti-trust laws.*

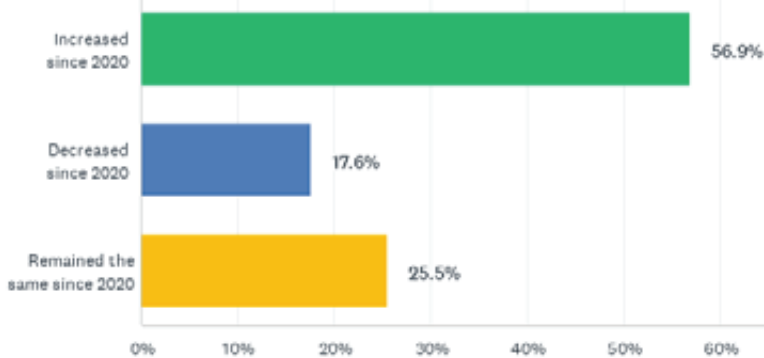
### Q: Number of Years in Practice



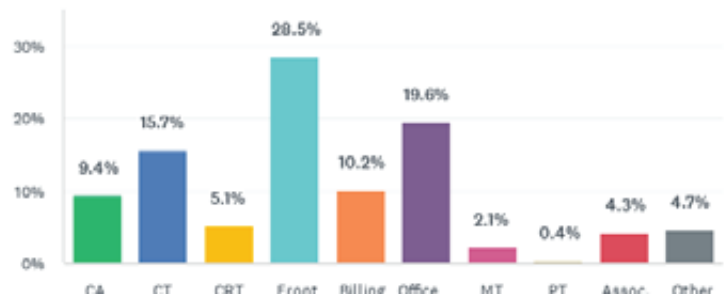
### Q: Clinic Services Provided



### Q: My overall income has...



### Distribution of Most Common Roles



## Members: Access Full Results

Not a member? This is just one of the many benefits of your WCA membership. [Sign up now!](#)

Pricing Survey Results

Staff Salary Survey Results

Chiropractic Business & Economic Trends Survey Results

SOME DISCOUNTS ARE GOOD.  
SOME DISCOUNTS ARE BAD.  
SOME DISCOUNTS ARE...

**ILLEGAL!!**

"WE TOOK THE CHALLENGE...  
AND WE'RE GOOD!"

TEST YOUR KNOWLEDGE.  
HAVE SOME FUN.

DISCOUNT  
CHALLENGE  
2.0

**CHUSADC.COM**



One lucky person  
**WILL WIN**  
**\$15,024**

Why that amount?  
Accept the challenge  
to find out!

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

NO PURCHASE NECESSARY. Open to licensed chiropractors or those employed by a licensed chiropractor who are US residents; 18+. Ends 10/31/22. Void where prohibited. For Official Rules and complete details visit [www.CHUSADC.com](http://www.CHUSADC.com). Sponsor: ChiroHealthUSA.

# Improving Front Desk Collections

Dr. Ray Foxworth, DC, FICC, Founder and CEO of ChiroHealthUSA

Being involved in chiropractic means you want to help people live healthier, happier lives. For many compassionate practitioners and their staffs, the tricky subject of payments can seem like adding more stress to the patient rather than taking it away. Here are three key areas that, when mastered, will do a lot to improve your front desk collections.

## 1. Clarity and Best Practices with Insurance and Care Plans

Have your front desk team clearly communicate to your patients from the first inquiry how much treatment will cost. This is your first and most valuable tool. Being a good communicator improves collections by helping to avoid confusion or conflict when payments are due.

Asking the right questions from the outset also makes it easier to examine how the patient's insurance plan (if they have one) will affect how much they'll owe and if their current status makes them eligible for any benefits. Never schedule an appointment without first speaking to patients about their coverage, then give your practice at least a few days leeway to verify the information the patient supplied by speaking to their plan provider.

Communicate to the patient how important it is for everyone involved that their insurance and health plan details are accurate and up to date, with any changes being immediately reported. Having your front desk team ask patients on every visit if any aspect of their on-file payment details have changed helps here. Gathering this knowledge before you move forward (and at regular intervals thereafter) clarifies how much will be due and how that sum will be paid.

Looking deeply into coverage and benefits early carries another potential front desk bonus. It emphasizes your practice's devotion to making care as affordable as possible rather than prioritizing the bottom line. It can go a long way in making future payment more tolerable for patients when they know they've saved every possible dollar

## 2. Diverse & Flexible Payment Options

The more ways you utilize to accept revenue, the easier front desk collections will be. Offering as many of the following payment options as are possible under law and compliance regulations can make collections simpler:

- Cash
- Personal Checks
- Credit Cards – (Here's a good guide on [adding the credit card payment model](#) to your business if you haven't already)
- Health Insurance
- Hardship Discounts – Take caution to verify a patient's claim of hardship. Be sure to clearly state in writing what qualifies as hardship under your practice's policy and what documentation you'll require from the patient to prove it.

Becoming a member of the [ChiroHealthUSA provider network](#) is also an excellent way to deliver simpler payment options and discounts and help member patients better handle the burden of increasing health care costs.

It's crucial to remember that your practice must stay compliant when offering any kind of discount to patients and to avoid any conflict with existing payment options or plans.

## 3. Competent & Caring Collections Staff

There are three things the best chiropractors keep in mind when a patient is ready to pay: that parting with money is rarely fun, that payment models can be confusing for many people even after they've been explained, and that payees may already be in physical discomfort and don't need any more stress.

Your patients will be expecting the same level of knowledgeable care and consideration they received at the chiropractor's hands when they go to pay at the front desk. Collections staff should be competent in handling every payment model you offer while answering any financial questions with confidence, sensitivity, and patience.

It's also a bonus if your front desk staff aren't squeamish about asking patients to pay then and there rather than be billed (for co-pays, at the very least) and at addressing any outstanding account balances. This is a delicate skill, so train your team to handle payment policies and people. Striking the right balance between friendship and forthrightness can help make the front desk an efficient part of revenue collection. **Be mindful that if your front desk staff are having financial problems, or don't pay their bills, you may not have the right person in the right seat, so consider a credit check when you hire.**

Following these three steps can provide a boost to flagging front desk collections. [Contact us today to discover how we can help your practice.](#)

---

*Dr. Ray Foxworth, DC, FICC, is founder and CEO of ChiroHealthUSA. For over 35 years, he worked "in the trenches" facing challenges with billing, coding, documentation, and compliance, in his practice. He is a former Medical Compliance Specialist and currently serves as chairman of The Chiropractic Summit, an at-large board member of the Chiropractic Future Strategic Plan Committee, a board member of the Cleveland College Foundation, and an executive board member of the Foundation for Chiropractic Progress. He is a former Staff Chiropractor at the G.V. Sonny Montgomery VA Medical Center and past chairman of the Mississippi Department of Health.*

# SCHOOL IS BACK COMPLIANCE CLASS JUST GOT EASIER!



With Abyde's simple software, ongoing training, and *teacher's pet level* customer support, we are your perfect compliance study buddy.

Schedule a demo at [abyde.com/demo](https://abyde.com/demo)



abyde.com  
info@abyde.com  
800.594.0883



FOR MORE  
INFORMATION  
AND TO APPLY

TEXT: FELLOWSHIP  
TO: 63566

WE ARE  
**HIRING**  
DCS IN WISCONSIN

PLEASANT PRAIRIE • LA CROSSE  
MOUNT PLEASANT • SUN PRAIRIE

**OVER 100 LOCATIONS & GROWING**  
IMMEDIATE OPPORTUNITIES AVAILABLE  
OFFERING A \$30,000 BONUS

[joinourteam.chiroone.com/DCAPPLY](https://joinourteam.chiroone.com/DCAPPLY)





# WCA Education & Events

Andrea Murray, WCA Education & Convention Director | awmurray@wichiro.org

## Chiropractic Radiology (CRT) Certification - 48 CE CRT

This 48-hour course is approved by the Wisconsin Chiropractic Examining Board and satisfies the legal requirements for chiropractic assistants to take X-rays. CRTs must attend all 48 Hours and pass a final exam in order to receive this certification. A previously certified CRT may take part of the CRT Radiology program to obtain the 12 hours required for certification renewal.

**October 1-2, 15-16, and 29-30** | Sat. 8am-6pm, Sun. 8am-2pm  
Radisson Hotel and Conference Center, Fond Du Lac  
Instructor: Dr. Wendy Varish

## Dry Needling: Part 1 - 21 DC CE

DN Foundations 1 is a 25 Hour Program Presented by Midwest Rehabilitation Institute - 21 hours in-person, 4 hours online. This course will prepare the chiropractor to practice Trigger Point Needling (TrPtDN) for Neuromusculoskeletal conditions. A variety of TrPtDN techniques will be taught in the 25 hours, enabling you to diagnose and safely treat NMS conditions with confidence

**October 15 & 16** | Saturday 8am-8pm, Sunday 8am-6pm  
LSM Stoughton Clinic, Stoughton  
Instructor: Dr. Alex Earl

## Fundamentals of Exercise Rehabilitation I & II - 24 CE DC/CT

This 24-hour education course is taught over one weekend in 2 12-hour modules and is designed to allow delegation of exercise to chiropractic assistants in compliance with Wisconsin's Administrative Code. THIS COURSE IS A MUST for following the guidelines adopted for worker's compensation in WI, and in general, as all guidelines are requiring aggressive active care implementation.

**October 22 & 23** | 8 am - 8 pm  
Yeomans-Edinger Chiropractic Clinic, Ripon  
Instructor: Dr. Steven G. Yeomans

## HIPAA Compliance & Cybersecurity: Surviving New & Ongoing Regulations - 6 CE DC/CT

Critical information EVERY clinic needs to know about how to stay in compliance, manage risk, and avoid expensive fines. Designed for DCs, CTs, Front Desk and Billing Staff, working together to implement sound policies in this extra-challenging time!

**APPLETON SESSION: Thursday, October 27** | 12:30- 6:30 pm  
DoubleTree by Hilton Appleton  
Instructor: Dr. Ty Talcott | Sponsored by: HIPAA Compliance Services

**PEWAUKEE SESSION: Saturday, October 29** | 8:30 am- 2:30 pm  
Ingleside Hotel, Pewaukee  
Instructor: Dr. Ty Talcott | Sponsored by: HIPAA Compliance Services

## Cold Laser & Light Therapy - 6 CE DC/CT

Photochemical and photo biological effects of light will be discussed as well as the therapeutic window of light as applied within the clinical setting. Dosage, treatment protocols, conditions and indications, contraindications, and safety will also be reviewed. A hands-on session will be offered at the conclusion of the class.

**Thursday, November 3** | 1:00 pm - 7:00 pm  
Lismore Hotel, Eau Claire  
Instructor: Dr. Wendy Varish

## Red Flags in Radiology & Examination for the Chiropractic Office - 12 CE DC/CT/CRT

This 12 hour course will offer the participant an "inside" view of challenges and anomalies that are often discovered during radiographic evaluation. Designed for Doctors of Chiropractic, Chiropractic X-ray Technicians and Chiropractic Technicians.

**Friday, November 4** | 8 am - 8 pm  
Lismore Hotel, Eau Claire  
Instructor: Dr. Wendy Varish

## Nutrition Module 4: Nutrition and Herbs for Specific Systems - 12 CE DC/ 12 Nutrition

This 48-hour course fulfills requirements for DCs to receive their Nutrition Counseling Certification in Wisconsin. Chiropractors who complete this course may not only sell supplements, vitamins, and herbs, they may also provide counsel, direction, guidance, advice or recommendations to their patients regarding the health effects of these substances.

**November 18 & 19** | Fri. 8 am - 5 pm, Sat. 8 am - 12 pm  
Wintergreen Resort & Conference Center, Wisconsin Dells  
Instructor: Dr. Derek Strong  
Sponsored by: Standard Process

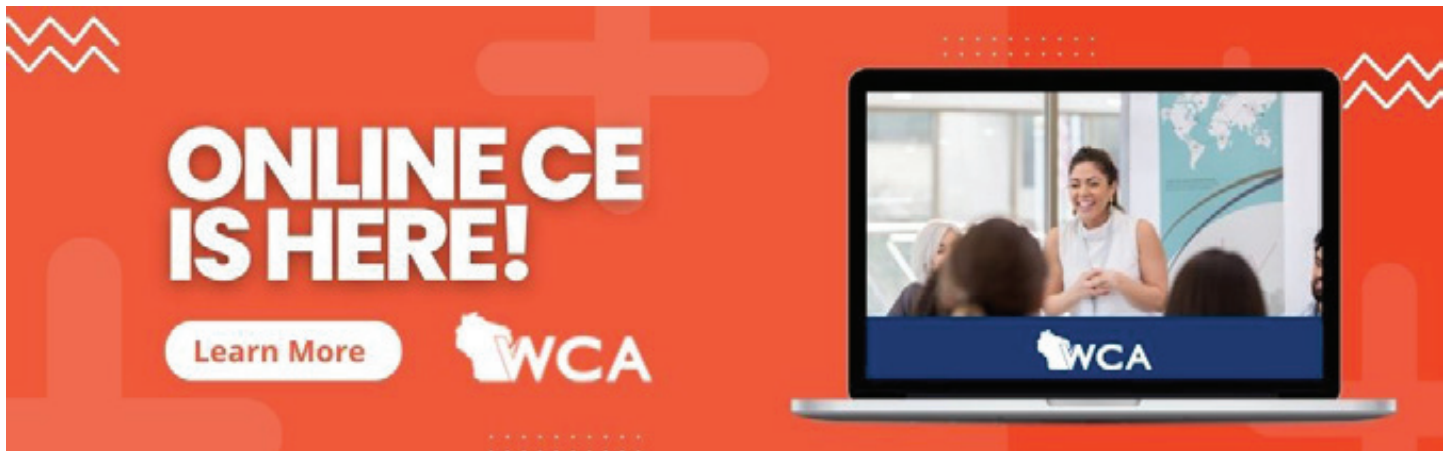


## Evaluation & Management of Lower Extremity Sports Injuries & MSK Disorders - 8 CE DC

This workshop will review current "best practices" for evaluating, treating, and directing simple in-office or home-based rehab. Attendees will leave this class with greater understanding and confidence about how to manage the most common lower extremity problems.

**Saturday, December 3** | 8 am - 5 pm  
Holiday Inn Stevens Point  
Instructor: Dr. Tim Bertelsman | Sponsored by ChiroUp


Register for CE Sessions



## Headaches and Hormones Part 1: The Puberty and Preteen Years

This is the first module of a class that explores the common complaint of people of all ages – headaches – and the causal relationship specifically between hormones and the musculoskeletal system. We will review the most common causes of headaches, broken down into age groups, and evaluation techniques for proper diagnosis. Clinical treatment options focused on hormonally related headaches, including nutritional intervention and support as well as adjustment techniques, will be emphasized. Patient education tips will also be provided. Each module can be taken separately.

**Tuesday October 11** | 12:00 pm - 2:00 pm  
2 CE DC/CT/CRT, 2 Nutr.

Instructor: Dr. Wendy Varish | Sponsored by 

## Headaches and Hormones Part 2: The Child-Bearing Age

We will review the most common causes of headaches in women, broken down into age groups, and evaluation techniques for proper diagnosis. Clinical treatment options focused on hormonally related headaches, including nutritional intervention and support as well as adjustment techniques, will be emphasized. Patient education tips will also be provided.

**Tuesday October 18** | 12:00 pm - 2:00 pm  
2 CE DC/CT/CRT, 2 Nutr.

Instructor: Dr. Wendy Varish | Sponsored by 

## Headaches and Hormones Part 3: Perimenopause and Menopause Eras

We will review the most common causes of headaches in women, broken down into age groups, and evaluation techniques for proper diagnosis. Clinical treatment options focused on hormonally related headaches, including nutritional intervention and support as well as adjustment techniques, will be emphasized. Patient education tips will also be provided. Each module can be taken separately.

**Wednesday October 26** | 12:00 pm - 2:00 pm  
2 CE DC/CT/CRT, 2 Nutr.

Instructor: Dr. Wendy Varish | Sponsored by 

## Headaches and Hormones Part 4: The Male Factor

This fourth module will relate specifically to males and the hormonal imbalances that are unique to them. Clinical treatment options focused on hormonally related headaches, including nutritional intervention and support as well as adjustment techniques, will be emphasized. Patient education tips will also be provided. Each module can be taken separately.

**Wednesday November 2** | 12:00 pm - 2:00 pm  
2 CE DC/CT/CRT, 2 Nutr.

Instructor: Dr. Wendy Varish | Sponsored by 

## Low-Tech Rehabilitation Protocols

The COVID pandemic has resulted in a growing population of individuals recovering from the effects of infection and lifestyle alterations. The pandemic has compounded spinal and extremity problems, injuries, and deconditioning.

Learn a systematic approach to the functional consultation, examination, and rehabilitation protocols of your patients. Learn how to treat your patients from the Ground Up! Low-Tech Treatment and Rehabilitation protocols will be taught to doctors and staff, including considerations in exercise, joint mobility, proprioception, and sensory-motor training progressions.

**Saturday, November 12** | 9:00 am - 1:00 pm  
4 CE DC/CT/CRT

Instructor: Dr. Mario Fucinari | Sponsored by 

[View WCA CE Calendar](#)



## Looking for Healthy Skin, Nails, Bones, and Joints?\*

Dynamic Collagen Renew is made from patented bioactive collagen peptides optimized to stimulate collagen metabolism in the body, making it one of the most innovative collagen products on the market.\* This easy-to-mix unflavored powdered formula is a rich source of collagen peptides to support healthy skin, nails, joints, bones, ligaments, and tendons.\*

## What Makes Dynamic Collagen Renew Unique?\*

Dynamic Collagen Renew consists of multiple patented and clinically proven forms of collagen peptides, including:

- Fortigel® promotes joint health.\*
- Fortibone® promotes bone health.\*
- Tendoforte® promotes healthy ligaments and tendons.\*
- Verisol® supports skin and nail health.\*

Contact your NutriDyn representative to learn more:

**nutridyn.com 1.800.444.9998**

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

ND933 ©2022 NutriDyn



## DISINFECTING THAT'S GENTLE ON SURFACES AND SKIN

Say good bye to cracked tables & hands! Introducing **NEW** Force of Nature Pro, the appliance that uses electricity to turn salt, water & vinegar into a multi-surface cleaner and EPA registered disinfectant that kills 99.9% of germs.

- + No harmful chemicals, residues or fumes
- + Kills 99.9% of bacteria & viruses
- + No rinsing, safe on all surfaces
- + Save money - only \$7 a gallon



Proud member of **WCA**

Learn more & shop at [ForceofNaturePro.com](http://ForceofNaturePro.com)

# 2022

WCA FALL CONVENTION

# MEET OUR SPEAKERS!



## WCA Fall Convention 2022

We are excited to host the Fall Convention at the KI Convention Center in Green Bay this year! We are honored to provide this educational opportunity for doctors and staff to earn continuing education credits, network with colleagues and friends, experience new products and services from our exhibitors and partners, and have a little fun!

Complete some - or ALL - of your required continuing education hours at the Fall Convention. This year you can earn up to 28 DC/CT/CRT CE hours! While you're at it, why not update your CPR/AED certification while you're there? WCA has you covered!



[Convention Agenda](#)

[Speaker Bios](#)

[CE Line Up](#)

## Thank you to our Corporate Partners and Exhibitors

Abyde  
 Anabolic Laboratories  
 BayCare Clinic  
 Chiro One Wellness Centers  
 Cutting Edge Laser Tech.  
 Cvikota  
 Erchonja Corporation  
 Foot Levelers  
 Force of Nature  
 Gold Star Medical Business Services  
 Hope Acres, LLC  
 International Orthopedics  
 JA Counter/Alera Group

LSM Chiropractic  
 NCMIC  
 NuMedica  
 NutriDyn, Inc.  
 Online Chiro  
 PowerMedic US Inc.  
 Protec Spine  
 Quartermaster Tax Mgt.  
 RAYUS Radiology  
 Sleep BioLogics, Inc./BioPosture  
 Standard Process Inc.  
 Superior X-Ray Co.  
 Vibrant  
 Turowski Health Care Products

Aspen Laser  
 Health Secrets USA  
 Laser Biotech/Berman Medical  
 National Univ. of Health Sciences  
 Nordic Naturals, Inc.  
 Northwestern Health Sciences University  
 Ortho Molecular Products  
 Palmer College of Chiropractic  
 Summus Medical Laser  
 TABS Billing

# YOUR PARTNER IN HEALTH

## WELCOMES YOU!



### Friday night social mixer!

Please join us and others attending the 2022 WCA Fall Convention for a social mixer on Friday night. Casual attire!

#### WHERE:

Hagemeister Park (a restaurant),  
325 N. Washington St., downtown Green Bay

#### WHEN:

Friday, September 23, 2022  
5-7:30 p.m.

#### RSVP:

To register, select BayCare Clinic Social on your WCA convention registration and include number of registrants.

### Directions from the KI Center to Hagemeister Park:

Just a few steps away!

From the 2022 WCA Fall Convention at the KI Convention Center, go one block west toward the river to North Washington Street.

Then go 1½ blocks south on Washington to Hagemeister Park. It's on the right, just past City Deck Court.



**While you're visiting Green Bay, please  
enjoy some of our other favorite places!**

- ★ Lambeau Field, Packers Hall of Fame. 1265 Lombardi Ave. near I-41.
- ★ Packers Heritage Trail Plaza, Washington and Cherry streets, downtown.
- ★ Broadway District, west side of Fox River, downtown. Shops, coffee, food.
- ★ CityDeck, east side of Fox River, downtown. Stroll along the water.
- ★ Fox River State Trail, east side of Fox River, starting downtown. Stroll farther along the water.
- ★ Bay Beach Amusement Park, 1313 Bay Beach Road. Last weekend for 2022!

# Your patients will thank you!



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



## PowerMedic

Made in Denmark by PowerMedic ApS

**Get started today!**

Learn more about laser therapy at [www.powermedic.com](http://www.powermedic.com)

Contact us at 608-406-2020 or [info@powermedic.com](mailto:info@powermedic.com)

Typical examples

- **Sprains:** Fully heal in 6-8 days
- **Cold sore:** Disappears in 2-3 days
- **Tennis elbow:** Heals up in 4-10 treatments
- **Leg ulcer:** Heals up in 2-3 weeks
- **Arthritis pain:** Is reduced, often significantly



GigaLaser™



PowerLaser™ Pro1500



PowerLaser™ Pro500



Pictured Dr. Zach Shiels and Clinic Strength & Conditioning Coach, Tyler Koehler

# MEMBER SPOTLIGHT: Weighing the Challenges When Opening a Clinic

an Interview with Dr. Zach Shiels, Elite Sport & Spine

For many chiropractors who have just earned their degrees, starting a business is the last thing on their minds. Not Dr. Zach Shiels, however. He couldn't wait.

Six months after graduating from Palmer College of Chiropractic, Shiels opened his own clinic, Elite Sport & Spine in Brookfield. He and his wife were the only employees. Now, eight years later, his clinic has expanded and relocated to Waukesha. In addition to Shiels and another chiropractor, Elite Sport and Spine's staff includes a physical therapist, a full-time nutritionist, a massage therapist and a strength and conditioning coach.

Despite his success, Shiels is not ready to recommend new chiropractors follow his lead and start their own clinics right away.

"I would say it very much depends on how confident you are in your treatment skills," Shiels said. "I did about 300 hours of continuing education seminars while I was still in school, so I felt pretty confident."

---

**"If you feel like you need to hone your treatment skills more, then I would be an associate first and build up that experience. If you feel pretty confident where you're at as a clinician then go for it!"**

*~ Shiels on whether new chiropractors should open their own clinics.*

## Starting a clinic has plenty of challenges.

"The biggest challenge was getting patients in the door," Shiels explained. "The thing I really found that worked well for me was community events. Whether that was a 5k or something else, just get involved in the community chamber of commerce, that type of thing, meet people one on one and build relationships and go from there."

For example, Shiels got involved with a local athletic goods store and the fun runs it held. He also became a sponsor of 5K races and marathons.

Other key components were developing a strong social media presence and hiring someone to develop an appealing website.

Learning to navigate patient insurance claims and reimbursement was also a challenge. About half of patients at Shiels' clinic are private pay, while the rest use medical insurance.

Shiels grew up in Johnson Creek and graduated from Wisconsin Lutheran College in Milwaukee where he participated in cross country and track.

He got married and had a child while he was still in college then took a year off after graduation before attending Palmer. He and his family moved back to Wisconsin as soon as he finished school because they had many connections there.

**continued on page 19**



“  
I want someone who is personable, can relate to patients easily, and has compassion.”



*Pictured: John Murray, Dr. Zach Shiels, Administrative Assistant Megan, and Dr. Jake Lipski*

## Shiels- Cont. from page 18

### Finding and Training Personable Staff

Shiels has worked with preceptors at his clinic. He said their level of education is less important to him than their rapport with patients.

“The biggest thing that I’m looking for is someone who is just a good person, to put it as a blanket statement,” he said. “I feel like a lot of the clinic things we can train, but I want someone who is personable, can relate to patients easily and has compassion.”

Looking ahead, Shiels said the biggest challenge for his clinic is finding staff.

“We would love to add a couple more massage therapists and add another strength coach,” he explained.

He runs 'help wanted' ads and asks for leads from patients and others but still finds it hard to hire the staff he needs. He also expects there to be changes in the chiropractic field as a whole during the next few years.

“I think it’s really going to go in the direction of being kind of a multi-modal treatment,” Shiels said. “I think incorporating some of the soft tissue stuff, incorporating some of the rehab stuff – whether that’s the chiropractors themselves doing it or having other people on staff in the clinic who are doing it – I really think that’s going to be the direction of chiropractic in the next 10 years.”



## MEMBER SPOTLIGHT

**DR. ZACH SHIELS**

CLINIC LOCATION  
**WAUKESHA, WI**

WCA MEMBER SINCE  
**2014**

GRADUATE OF  
**PALMER COLLEGE OF CHIROPRACTIC**



NORTHWESTERN  
HEALTH SCIENCES  
UNIVERSITY

## Thank You Doctors

for Making  
a healthy  
difference.



Northwestern Health Sciences University honors our active alumni who are leading and making a difference in partnership with the Wisconsin Chiropractic Association.

Please stop by our booth to hear university updates. We can't wait to see you!

[nwhealth.edu](http://nwhealth.edu)



# Preserving HEALTHCARE CHOICE BY HELPING CHIROPRACTORS THRIVE



- We love Chiropractic Billing!
- 53+ years of RCM success
- We know your business

[www.cvikotamb.com](http://www.cvikotamb.com) | 800-657-5175

JOIN SUPERIOR X-RAY CO AT THE

# WCA Fall convention

STOP AND SEE THE NEW  
DIGITAL X-RAY SYSTEMS



### Let US Help You

To create the highest quality digital images for your patients.

- Wired and wireless DR units
- Chiropractic specific drawing tools
- PACS
- Cloud based PACS or backup systems
- Integrated x-ray control and DR packages

See are all new web site at [www.superiorrad.com](http://www.superiorrad.com)

Proud Corporate Partner





# WCA HELP DESK UPDATES

Tammy McKeown, C.T. | wcahelp@wichiro.org | 608-292-1804

## What You Should Know About ICD-10 for 2022-23

Tuesday October 4 | 12:00 pm-1:00 pm

WCA members are invited to join the WCA Help Desk and Lisa Maciejewski-West, CMC, CMCA-EM, CMOM, CMIS, CPCO for Important ICD-10 Updates 2022-2023

This webinar will provide WCA members with an update on chiropractic relevant ICD10 code changes that will take effect October 1, 2022. Members will also receive tips and instruction for proper Diagnosis coding, pointing and other coding issues that cause claim denials and place providers at risk for audits and recoupments.

[Register for the Webinar](#)

## Save the Date for These Future Member Webinars

### "Bulletproofing Your Documentation with Outcome Assessment Tools"

▶ Tuesday November 1 | 12-1 pm

Speaker: Dr. Jim McDaniel, Sponsored by Quartermaster  
*This webinar includes one complimentary online CE for members pending approval by the Wisconsin Chiropractic Examining Board*

### "HIPPA Compliance"

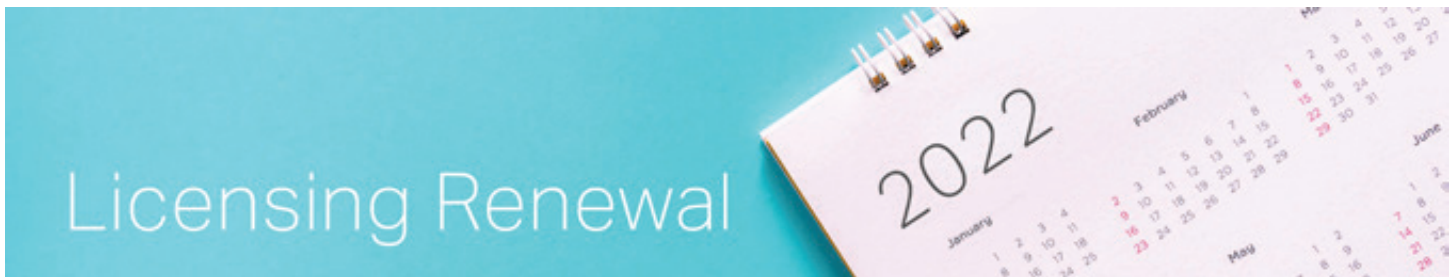
▶ Wednesday November 16 | 12-1 pm

Speaker: Mike Rizzo, Sponsored by Abyde  
*This webinar includes one complimentary online CE for members pending approval by the Wisconsin Chiropractic Examining Board*

### "Top Five Tax Mistakes for Chiropractors & How to Adjust Them"

▶ Tuesday December 13 | 12-1 pm

Speaker: Don Rasmussen, Sponsored by Quartermaster



## The 2021-2022 Biennium For Licensing Renewal

**December 15, 2020 and ends December 14, 2022**

The Department of Safety and Professional Services of the State of Wisconsin has indicated that license renewal this fall will be conducted through its new licensing portal, called LicenseE. Unfortunately, WCA has not received any information about the process or timeline for renewals. Specifically, we are asking the Department to answer the following questions:

1. When will LicenseE be available for renewals?
2. How will the Department notify license holders about the process?
3. Will the Department provide training videos on renewing licenses?
4. What will the renewal screens look like?

If license holders encounter difficulties while renewing through LicenseE, please contact the WCA Help Desk as we may be able to assist you. If WCA obtains more information, it will be sent out in a Need to Know email, so keep watching your email inbox!

[See Next Page for Licensing Flow Chart](#)

**YOUR HEALTH IS OUR PRIORITY**

*Vibrant Wellness is a leading science and technology company delivering life-transforming laboratory services, providing solutions to Functional Medicine providers and their Patients.*

-  Clinically Published Proprietary Technology
-  Clinical Resources, Peer Partnerships
-  Automated, Affordable
-  Trusted Results, Confident Treatments



**NEW PROVIDER SPECIAL  
OFFER \$400 OFF ONE  
TIME ORDER**

**CLICK HERE TO  
SIGN UP NOW!**

CORPORATE SPONSOR OF THE  WCA

SHARE YOUR  
**DRIVE**

Eight out of 10 alumni agree that having a Palmer degree gives them an edge on their competitors.

**REFER A STUDENT TO  
PALMER COLLEGE.**



**PALMER**  
College of Chiropractic

*The Trusted Leader in Chiropractic Education\**

**POWER  
THROUGH  
THE DAY**



**GET FOUR  
ESSENTIAL  
SUPPLEMENTS**

In Convenient On-The-Go Packs

Each **ESSENTIAL NUTRITION PACK** contains:

- (1) Daily Multivitamin
- (2) Vitamin D3
- (2) Omega-3 Fish Oil
- (2) Magnesium Caps

**30 PACKS  
FOR UNDER  
\$2 PER  
DAY**

**To order please contact your  
Professional Sales Representative  
or call Customer Service at  
1-800-445-6849**

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

# CHIROPRACTORS: When Were You Licensed?

**BEFORE**  
Dec. 15, 2018

Did you defer  
your CEs  
when you  
renewed in  
December  
2020?

**YES**

**80**  
CE

Required by  
12.14.22

**2**  
CE

Credits  
received when  
you attest  
to CPR/AED  
proficiency

**16**  
CE

of the 80  
credits can be  
taken online

**NO**

**40**  
CE

Required by  
12.14.22

**2**  
CE

Credits  
received when  
you attest  
to CPR/AED  
proficiency

**8**  
CE

of the 40  
credits can be  
taken online

**DID I DEFER?**

Visit: [LicenseSearch.wi.gov](http://LicenseSearch.wi.gov)

Enter your name and select "chiropractor"  
Click on "requirements" and look for code "HRS."

“Requirement was met” = You did NOT defer.  
“Requirement was waived” = You DID defer.

**BETWEEN**  
Dec. 15, 2018  
- Dec. 15, 2020

**REQUIRED**

**40**  
CE

Required by  
12.14.22

**2**  
CE

Credits  
received when  
you attest  
to CPR/AED  
proficiency

**8**  
CE

of the 40  
credits can be  
taken online

**AFTER**  
Dec. 15, 2020

**REQUIRED**

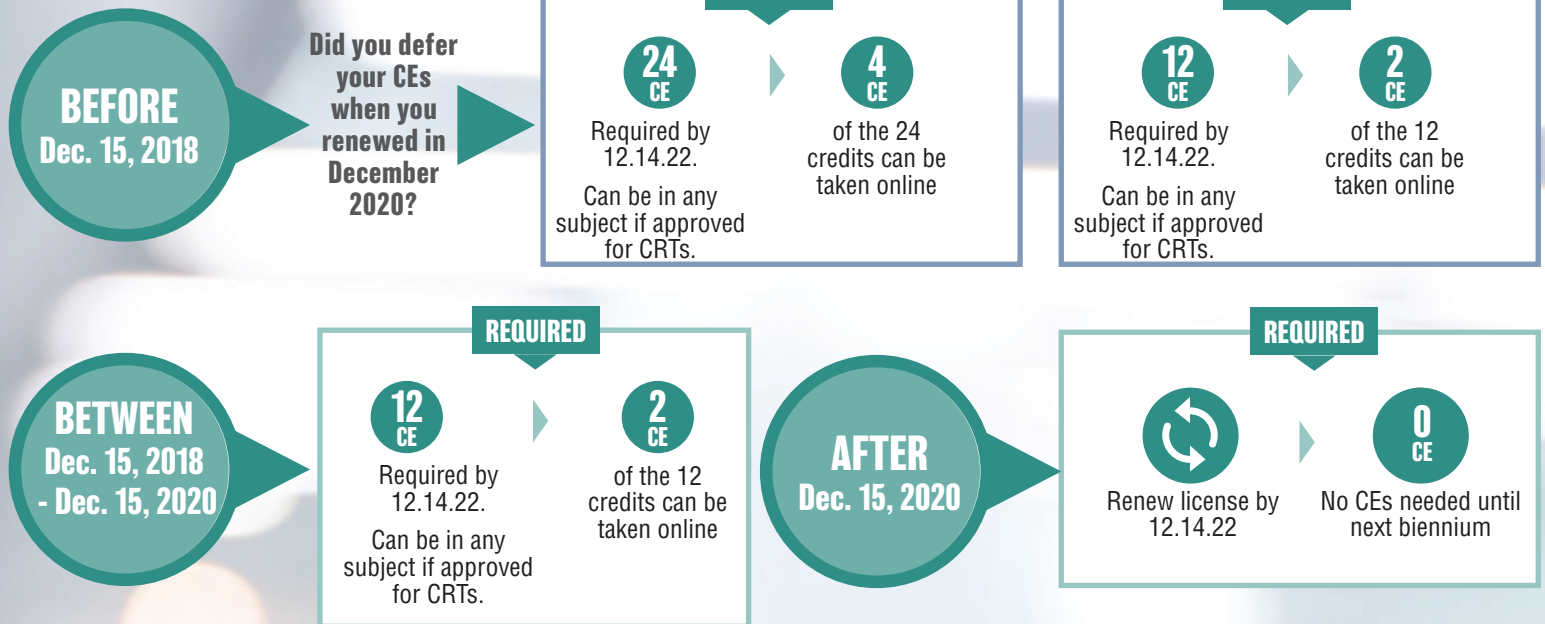


Renew license by  
12.14.22

**0**  
CE

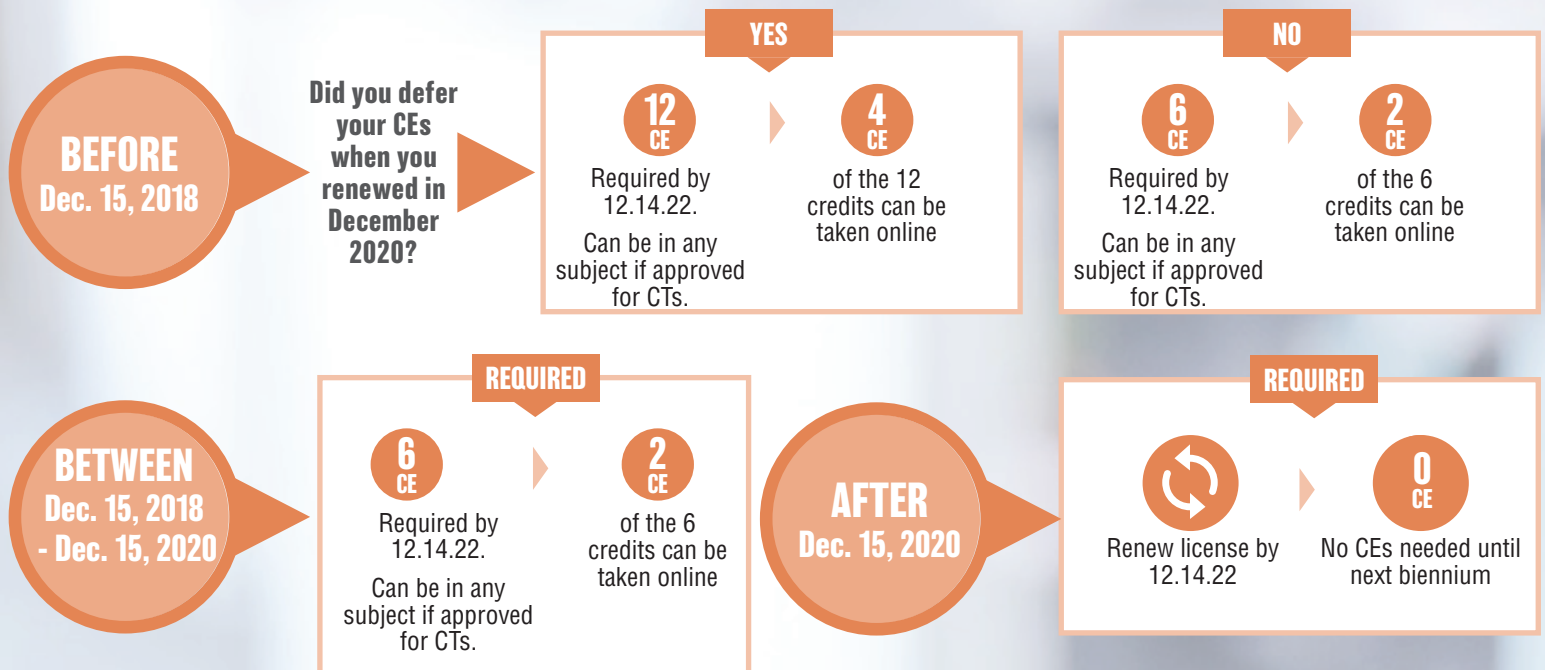
No CEs needed until  
next biennium

## Chiropractic Radiological Technician (CRTs): When Were You Licensed?



**Are you also a CT?** As long as a class has been approved for both CTs and CRTs, you can apply the same class to both licenses! Note: CPR certification is NOT a licensing requirement for CRTs or CTs.

## Chiropractic Technicians (CTs): When Were You Licensed?



**Are you also a CRT?** As long as a class has been approved for both CTs and CRTs, you can apply the same class to both licenses! Note: CPR certification is NOT a licensing requirement for CRTs or CTs.



QUARTERMASTER

We've recovered over  
**\$15,000,000**  
in tax overpayments

How much does the IRS owe you?



Dr. Frank Lombardozzi  
**Recovered \$85,257**

LOVEAMERICAHATETAXES.COM

## Upcoming WCA District Meetings & Elections

### WCA Northeast District #3

THURSDAY, OCTOBER 6TH AT 6:30 PM

Resch Chiropractic and Physical Therapy

This meeting is open to all WCA members and future members from the Northeast District. Light refreshments will be provided.

#### Board of Directors Election

At this meeting, there will be an election for the Northeast District Directors to the WCA Board of Directors.

- Dr. Chris Resch is running for another term
- Dr. Alex Kocken is stepping down from his role, leaving a vacant board seat

If you are interested in running for a seat on the Board of Directors, email John Murray, [jmurray@wichiro.org](mailto:jmurray@wichiro.org).

#### Special Guest: Rep. Rachael Cabral-Guevara

Joining us will be a special guest State Representative Rachael Cabral-Guevara (R - Appleton). She was elected to the 55th Assembly district in 2021 and is currently running for the 19th State Senate district.

RSVP to [membership@wichiro.org](mailto:membership@wichiro.org)

### WCA Northcentral District #2

THURSDAY, OCTOBER 13, 2022

Bradley Chiropractic & Physical Therapy

This meeting is open to all WCA members and future members from the Northcentral District. Light refreshments will be provided.

#### Board of Directors Election

At this meeting, there will be an election for the Northcentral District Directors to the WCA Board of Directors.

- Dr. Bruce Davis is running for another term
- Dr. Barbara Bradley is stepping down from her role, leaving a vacant board seat

If you are interested in running for a seat on the Board of Directors, email John Murray, [jmurray@wichiro.org](mailto:jmurray@wichiro.org).

#### CRP / AED Certification Course

While attending this meeting, you will have the opportunity to earn your annual CPR/AED Certification.

Registration Fees:

- Members - No Cost!
- Nonmembers - \$40 (pay at the door by cash or check)

RSVP to [membership@wichiro.org](mailto:membership@wichiro.org)



## Diagnostic Imaging

Michelle A Mick, DC, DACBR | Chiropractic Radiologist/  
SecondSightRadiology, and IC for RAYUS

### Why should you attend this class?

In the presentation, we will be viewing and learning from cases that come solely from my clinical practice, from colleagues such as yourselves. These cases are full of gems, both in the imaging findings and discussion on ongoing care, and outcomes.

### What might you gain?

The cases that are going to be presented are but a handful of wonderful case studies, on how your patients might present, how the imaging findings might impact your practice, and how this might help your ongoing care of your patient.

### What might be fun?

Learning a little bit about me! Did you know that I was born near a castle, and lived near one during part of my professional life! I know, who cares right? However, being born and brought up in Europe, now living in the Midwest, the shift in perspective is something that might be of interest. I do speak French, having taught in France, at the French Chiropractic school (IFEC) for 12 years, with my students assisting in the language acquisition, but I also can read radiology reports in other languages (which helps when trying to help a colleague from Estonia!)

### What have you got to lose?

An afternoon of fun, interesting, enriching cases, that will be presented in a kind, approachable manner, allowing for questions along the way.

See you there!

Attend Fall Convention

# YOUR PARTNER IN CHIROPRACTIC IMAGING



WHEN YOU NEED IMAGING TO GUIDE A PATIENT'S CARE, YOU WANT A PARTNER YOU CAN TRUST.



### WE OFFER

- Same- and next-day appointments with evening and weekend hours
- Subspecialized and DACBR radiologists who interpret patient exams and are available for consult
- Customized protocols:
  - Weight-bearing imaging
  - Flexion/extension imaging of the spine for a detailed diagnosis
- MRI options:
  - 3T
  - High-field open
  - High-field wide-bore



**i** MORE INFO

ONLINE [RAYUSradiology.com](http://RAYUSradiology.com)

**SHINE ON**

**RAYUS**  
RADIOLOGY™

## The Standard of Care for Relieving Acute and Chronic Pain.

With a patented emission system and enhanced safety profile, the M6 MLS® Therapy Laser is the only robotic therapy laser that offers unattended hands-free delivery to improve practice productivity while providing optimal clinical effectiveness in managing pain and inflammation.

*“ We’ve been utilizing the MLS Laser in our office since 2011 and have seen great results for many conditions for which I did not previously have any other in-house service, such as neuropathy. The Cutting Edge MLS Laser gives us a distinct advantage over others in our area that do not offer this technology.”*

**Steven G. Yeomans, DC, FACO**

Yeomans-Edinger Chiropractic Center, Ripon, Wisconsin

**Visit Our Booth at the  
WCA Fall Convention!**



proud corporate partner of



800.889.4184 x125

www.celasers.com

## Your Daily Dose of Wellness

From Seed to Sale

Education resource for you and  
your patients

CBD products from the Cannabis  
sativa L hemp plant

Third Party Tested for Purity and  
Potency

Organic - All Natural

Full Spectrum - Less than 0.3% THC

Broad Spectrum - THC Free



Hope Acres, LLC

## Organic CBD Products

Our wholesale price is 50%  
off retail for Chiropractors.  
Earn additional income and  
help your patients

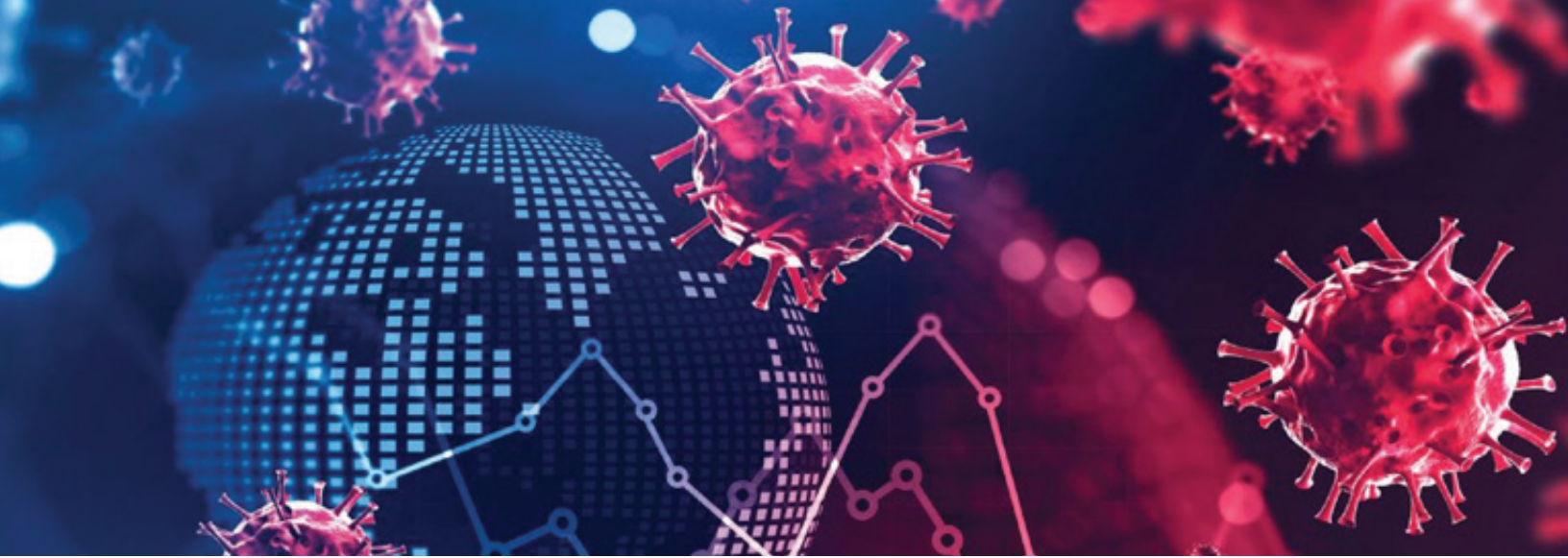
500mg Natural and Mint  
Flavor 1 oz bottles

1000mg Mint and Lavender  
body Balm 2 oz Tins

1000mg Natural and Mint  
Flavor 1 oz bottles

Retail Starter Kit available!





# Coronavirus & A Long Haul COVID Treatment Protocol

Robert Silverman, DC | Reprinted with permission from *Chiropractic Economics*, August 18, 2022

Patients need a carefully designed but flexible long haul COVID treatment protocol tailored to their particular symptoms and needs

As the COVID-19 pandemic wanes, the number of survivors with long-hauler’s syndrome, and patients in need of a long haul COVID treatment protocol, continues to rise at an unexpected rate. The CDC defines **long-hauler’s syndrome** — also known as PASC (post-acute sequelae of SARS-CoV-2) or long COVID — as a wide range of new, returning or ongoing health problems people experience after first being infected with the SARS-CoV-2 virus.<sup>[i]</sup>

As we learn more about post-COVID syndrome, however, the definition has been refined to be more accurate and useful:<sup>[ii]</sup>

- Subacute or ongoing COVID-19 (post-acute COVID-19 syndrome): symptoms continuing beyond four weeks from acute infection, up to 12 weeks.
- Post-acute sequelae of COVID-19 (PASC): symptoms persisting beyond the four weeks after acute infection.
- Post-COVID-19 syndrome (long COVID, long-hauler’s syndrome): chronic ongoing COVID-19 symptoms beyond 12 weeks from acute infection.

## A widespread syndrome

While the CDC tracks the prevalence of 26 common post-COVID conditions affecting a significant body system,<sup>[iii]</sup> more than 50 long-term effects, particularly fatigue, headache, attention disorders, shortness of breath and hair shedding, are now attributed to long-hauler’s syndrome.<sup>[iv]</sup>

Recent studies show how widespread the syndrome is. The global prevalence of post-COVID syndrome four months after the infection is now estimated at 49% of all patients. About 54% of hospitalized patients had long-hauler symptoms; about 34% of non-hospitalized patients had symptoms.

Among those who were hospitalized, only 26% fully recovered after five months,<sup>[v]</sup> and nearly half still had symptoms one year later.<sup>[vi]</sup> Those who needed mechanical ventilation were 58% less likely to heal fully; obese people were half as likely to recover fully.<sup>[vii]</sup> At the two-year mark, 55% of hospitalized patients had at least one COVID-19 symptom, compared to 68% six months after infection. Patients generally had poorer health two years later and still experienced pain, fatigue, problems with sleeping and mental health issues. They went to a doctor more often, had ongoing difficulty exercising, and experienced poor quality of life.<sup>[viii]</sup>

**Clearly, long-hauler’s syndrome is common and likely to be with us for a prolonged period of time.<sup>[ix]</sup>**

## Mild disease, severe consequences

Although those hospitalized for COVID-19 are at greater risk of long-hauler’s syndrome, moderate, mild or even asymptomatic illness can also lead to debilitating post-COVID symptoms.

A recent study using U.S. health insurance records suggests that over 75% of people with long-hauler’s syndrome were

*continued on page 30*

## COVID - Cont. from page 29

never hospitalized for COVID. After the acute illness was over, nearly 25% of these patients had ongoing respiratory symptoms, chiefly shortness of breath and cough; 17% had fatigue, brain fog, and exhaustion that got worse with physical or mental activity. Abnormal heartbeats and sleep disorders were also common.<sup>[x]</sup>

Eighteen months after hospitalization, many patients report feeling fully recovered, yet are still affected — they are sicker than they feel. A recent study showed that among these patients, performance in a six-minute walk test worsened, declining on average from 387 to 310 meters. In the same period, walking distance for outpatients improved from 391 to 500 meters.<sup>[xi]</sup>

An international study showed that fatigue is the most common long-hauler's syndrome, affecting 80% of all patients. Post-exertional malaise affects 73%, cognitive dysfunction affects 58%, sensorimotor symptoms such as loss of smell affect 56%, headache affects 54%, and memory issues affect 51%.<sup>[xii]</sup> A year after infection, common persistent symptoms include fatigue (reported by 82% of patients), brain fog (written by 67%), and headache (reported by 60%).<sup>[xiii]</sup>

Practitioners need to be aware that any patient with one or more of a wide range of new symptoms could be suffering from long-hauler's syndrome, even if they had only mild COVID-19. Asymptomatic COVID-19 should be suspected if a patient reports new symptoms associated with long-hauler's syndrome but wasn't noticeably ill in recent months. All these patients must be taken earnestly, thoroughly evaluated, and given treatment protocols targeted to their symptoms.

See the full article, including treatment protocols for specific symptoms:

[Coronavirus and a long haul COVID treatment protocol \(chiroeco.com\)](https://chiroeco.com/coronavirus-and-a-long-haul-covid-treatment-protocol)



# ONLINE CHIRO

## Start Outranking Local Practices

Free competitive analysis +

**\$300  
OFF SEO**



**RANK HIGHER**

# SLEEP MATTERS!

**bio**posture  
DOCTOR RECOMMENDED

**BioPosture** is the only **CELLIANT®** covered mattress marketed exclusively through Chiropractors.

Available to your patients **without toxic flame retardant chemicals**, with a Letter of Medical Necessity.

## REFER or RESELL BioPosture Products

- **Support** patient outcomes
- Increase **practice earnings**
- **Certified Sleep Specialist** program (get **CE credit** in most states)
- Network membership is **Free**
- Doctor/Staff support and training are **Free**
- Patient information materials are **Free**

**BioPosture** is a proud Sponsor of the **WCA**

🌐 Learn more at:

[www.bioposture.com/wca](http://www.bioposture.com/wca)

**WCA**  
Wisconsin Chiropractic Association



Visit us at the  
**WCA 2022 Fall Convention**

# Is Your Mattress Affecting Your Sleep? Absolutely.

BioPosture®, a WCA Corporate Partner

**T**hirty-five percent (35%) of American adults report that they don't get enough sleep. If you are one of those people, your mattress might be part of the problem.

Let's take a look at some of the common sleep inhibitors.

## Chemicals in You and in Your Mattress

What you put into your body before bed (and what gets into it in bed) will have a dramatic effect on how much and how healthy your sleep is. .

**1. Caffeine:** Even though the effects of caffeine wear off within 1 hour, the chemical itself can linger in your system for up to 5 hours. Consider limiting consumption to morning only.

**2. Tyramine:** Many favorite bedtime snacks like chocolate, red wine, cheese and bananas contain this naturally-occurring chemical. It's perfect for producing adrenaline and dopamine, which is just the burst of energy you don't need right before bed or during the night. Avoid eating anything at least 45 minutes before bed. If the "midnight munchies" strike, choose low-tyramine foods like noodles, peanut butter, or vegetables.

**3. Alcohol:** Your nightcap may initially relax you but it will also disrupt your sleep patterns. Avoid consumption at least 2-3 hours before bed.

**4. Endocrine Disrupting Chemicals (EDCs) in your Mattress:** Every mattress manufactured in the US is required by federal law to be treated with chemical flame retardants, a primary source of EDCs which have been proven to cause problems with your body's natural chemistry. It can be made without flame retardant chemicals with a Letter of Medical Necessity from your Doctor.

## Your Mattress Could Affect Your Melatonin

In a world tethered to the smartphone, it is no surprise that your relationship with light has changed significantly...and not for the better.

The light you receive during the day affects your body's natural circadian rhythms. Several studies show that extra exposure to sunlight during the daytime hours can enhance your sleep efficacy (length and quality) by over 85%. Conversely, the amount of artificial light your body gets in the evening from your personal "screens" has a negative effect on your sleep.

Artificial lighting reduces your body's production of melatonin. This hormone is produced in your endocrine system, so the EDCs in your mattress could alter how your body produces it.

Melatonin relaxes your body most effectively in dim lighting. When you expose yourself to the light from your computer or smartphone, you are tricking your body into believing that it is still daytime. That reduces or stops the production of melatonin.

Get outside for several hours a day to align your circadian rhythms. Then unplug for several hours before bed. Keep screens out of your sleep environment. Then ask your Doctor about eliminating the flame retardant chemicals from your mattress.

## A Cool Mattress Improves Your Sleep

In addition to light exposure, another common sleep inhibitor is temperature. The optimal temperature for the recommended 7-8 hours of sleep is 60-67 degrees . Using a cooling mattress will help you to get those hours in complete comfort.

Unfortunately, the most comfortable mattresses (like many made with latex or memory foam) tend to sleep hot. If you find yourself waking up "overheated" in the middle of the night, you are losing sleep efficiency and effectiveness.

Consider your mattress and bedding with temperature in mind. Look for thinner, more breathable sheets and blankets. Clean your bedding weekly. Then talk to your Doctor about sleep solutions that will help you "beat the heat".

One solution is to sleep on a BioPosture® Mattress. It is covered in Celliant®, a patented performance fabric that regulates your body temperature while recycling your naturally-emitted energy as infrared light to enhance sleep quality and cellular oxygenation.

## Painful Problems

If you are experiencing joint pain at night, the first thing you should do is consult your Chiropractor or related healthcare professional. They can diagnose the problem and recommend changes in our sleep environment, including your mattress.

In general, mattresses that are too firm or too old (10 years or more) do not conform as well to your body shape and posture. This reduces the amount of support they provide and increases pressure points that result in pain.

Ultimately, getting better sleep is a major health issue. Your mattress definitely contributes (positively or negatively) to the quality and quantity of your sleep. This in turn affects your performance during the following day.

**Take time to improve your sleep...and improve your quality of life. Ask your healthcare professional about Doctor-recommended BioPosture®.**

**22 OF 26** Different FDA indications for use for cold laser therapy are from Erchonia's® clinical data.

## Every Erchonia® Laser

has under-gone a randomized, multi-site, double-blind, placebo controlled Clinical trial. We use **L.E.Ds as the sham device** to prove the effectiveness of true cold lasers

## 26 Years in Business

The first company to ever receive FDA clearance for low level lasers. In fact, Erchonia's first low-level laser market clearance in 2002 prompted the FDA to create a new device category: NHN Biostimulation lasers.

## Over 10,000 Hours

of clinical research & educational courses for laser therapy have been produced by Erchonia®



**SCAN THE QR CODE TO LEARN MORE**  
**(888) 242-0571 | [www.erschonialasersale.com](http://www.erschonialasersale.com)**



**GOLD STAR**

Medical Business Services

"GIVING DOCTORS THE FREEDOM TO BE DOCTORS"

BUILDING CHIROPRACTIC DREAMS SINCE 1982

- OUTSOURCE CHIROPRACTIC BILLING SERVICES
- MULTIDISCIPLINARY PRACTICE SPECIALTY
- STAFF TRAINING SERVICES
- COMPLIANCE EDUCATION
- ON-SITE PRODUCTIVITY ASSESSMENTS

208-818-4995 [www.goldstarmedical.net](http://www.goldstarmedical.net)

Call NOW for a Complimentary Consultation



7.23.22

**IO INTERNATIONAL  
ORTHOPEDICS, INC.**

**WISCONSIN'S CHIROPRACTIC TABLE  
MASTER DISTRIBUTOR & SUPPLIER**  
ALL BRANDS • ALL MODELS • TRADE IN VALUES  
WARRANTY • DELIVERY & SETUP

**STOP BY THE  
BOOTH at the  
WCA FALL SHOW  
in GREEN BAY, WI  
To See the  
Official Table!**



**#1 Wisconsin's  
Chiropractic  
Distributor**

**1.800.321.0104**  
[Zach@InternationalOrthopedics.com](mailto:Zach@InternationalOrthopedics.com)

Showroom Located in Oshkosh, WI



Authorized Chiropractic Table & Supply Distributor & Wholesale Manufacturer of Gowns, Pillows, Cushions & All Chiropractic Supports



## Before You X-ray for Low Back Pain, Heed the HEDIS Measurements

By Mario Fucinari DC, CPCO, CPPM

Many insurance companies utilize the National Committee for Quality Assurance (NCQA) credentialing to ensure high-quality standards for members and network providers. NCQA established the Healthcare Effectiveness Data and Information Set (HEDIS) measures performance tools. Among many subjects, imaging for low back pain has come under scrutiny. The guidelines were revised, and insurance carriers such as Anthem Blue Cross Blue Shield have issued notices about the measures.

The guidelines pertain to the use of imaging for low back pain. Generalized low back pain in individuals 18 to 75 years of age in itself does not pose the medical necessity of imaging, per the guidelines. The guidelines state that imaging of uncomplicated lower back pain is not indicated for the first 28 days of care unless a specific exclusion exists. On the surface, many chiropractors who utilize imaging of the lower back in their examination may disagree. The guidelines further state that certain factors would serve as an exclusion to this rule.

As chiropractors, we often serve our patients as their primary care physicians. If a patient presents with a chief complaint of lower back pain, it is crucial to take a thorough history of the present condition, past history, and a review of systems. The HEDIS measures outline several exclusions to the no low back imaging guidelines for the first 28 days. These measures include a personal history of cancer, signs of neurologic impairment, spinal infection, and recent trauma.

If a patient has a personal history of cancer at anytime through 28 days after the start of the episode of pain, the provider should document the history and code it appropriately on the claim form. Likewise, if a patient reports recent acute trauma during the 90 days prior to the episode start date, it should be documented and coded. If a patient exhibits signs of neurologic impairment such as difficulty walking or bowel or bladder dysfunction, then an exclusion would be present, allowing the use of imaging. Other factors such as spinal infection in the last 12 months,

history of a major organ transplant, or the prolonged use of corticosteroids would also constitute an exclusion.

In addition to the primary ICD-10 code identifying the lower back condition, the exclusion reason would also be coded, and the code placed on the claim form. Companies such as Anthem Blue Cross Blue Shield will evaluate the claim based on the codes submitted. In addition to the diagnostic codes, other codes are considered informational codes. These may include codes such as the following:

**Z85.9** Personal history of malignant neoplasms, unspecified (any cancer)

**R26.2** Difficulty in walking, not elsewhere classified

**G89.11** Acute pain due to trauma

The above codes would be used in addition to the diagnostic code for the lower back condition. Remember that the new ICD-10 codes for the fiscal year 2023 go into effect on October 1, 2022.

Medical decision making will be enhanced with imaging reports and a thorough history. As physicians, we are often faced with the dilemma of taking or referring for low back imaging or not. Knowing the guidelines, using proper documentation, and proper coding will serve as valuable knowledge when reporting the medical decision of imaging the patient.

At the Wisconsin Chiropractic Association's Fall Convention in Green Bay on September 22-25, 2022, Dr. Mario Fucinari will give a more in-depth explanation of the guidelines to determine if an exclusion exists and the proper reporting of the ICD-10 codes. Register TODAY for the upcoming **WCA Fall Convention**. For further information on appropriate coding, you may also visit [www.AskMario.com](http://www.AskMario.com) for additional resources.

## THINKING OF OWNING A PRACTICE OR ADDING ANOTHER?

### Current Wisconsin Practices for Sale

- **La Crosse/Onalaska.** Solid, quality practice established 38 yrs. Div also DOT services. Excellent location on main street, high visibility. Skilled staff. Asking only \$76,000.
- **Hudson.** Integrated practice. 2021 gross \$506,641. 2022 collections \$64,000 per month.
- **Lake Geneva/Elkhorn.** Family referral practice. Div/Act. Excellent ins/cash payor mix. Doctor retiring. Seller assistance for smooth transition.

Contact Loren Martin  
Practice Opportunities, Inc.  
Phone: 952.953.9444  
[www.practiceop.com](http://www.practiceop.com)  
Email: [martin@practiceop.com](mailto:martin@practiceop.com)

Licensed Wisconsin Broker

The advertisement features a blue and white floating manipulative therapy (FMT) system on the left. The device has a central vertical column with two horizontal arms, each ending in a blue handle. A blue and black harness is attached to the central column. In the background, there is a faint illustration of a human spine. The background is a mix of blue and orange circular shapes.

**protecspine**

# A NEW FUTURE FOR SPINAL THERAPY

## The Floating Manipulative Therapy (FMT) System

is the first device to administer  
**3-DIMENSIONAL THERAPY**  
for cervical, lumbar, and shoulder pain.

**Contact us: [info@protecspine.net](mailto:info@protecspine.net)**  
Learn more: [www.protecspine.net](http://www.protecspine.net)



## Nutrition's Role in Supporting Children's Immune Health

Healthy children are constantly growing and developing in ways we can see, and ways in which we can't. While much attention is paid to measurable markers like height and weight, there are a number of milestones that are equally important and invisible to the naked eye. One such area is immune system development — a crucial component for a healthy, happy life.

Inadequate intake of vitamins can suppress the immune system, leading to increased risk of infections.<sup>1</sup> Micronutrients directly contribute to immune health through supporting physical barriers, cellular immunity, and antibody production.<sup>1</sup> Therefore, maintaining adequate levels of key nutrients is critical in supporting the immune system for children. Those nutrients include vitamin C, vitamin D, zinc, and prebiotics.

### Vitamin C

As part of the immune response to an infection, **reactive oxygen species (ROS)** are generated. **Vitamin C** helps scavenge excess ROS, preventing them from causing damage to other cells and tissues via oxidative attack.<sup>1</sup> Vitamin C is also capable of stimulating the immune system and may help relieve symptoms of upper respiratory tract infections - both the duration and severity.<sup>1</sup> Ensuring the body has enough vitamin C available for a potential attack may help the immune system fight off the invader quickly.

### Vitamin D

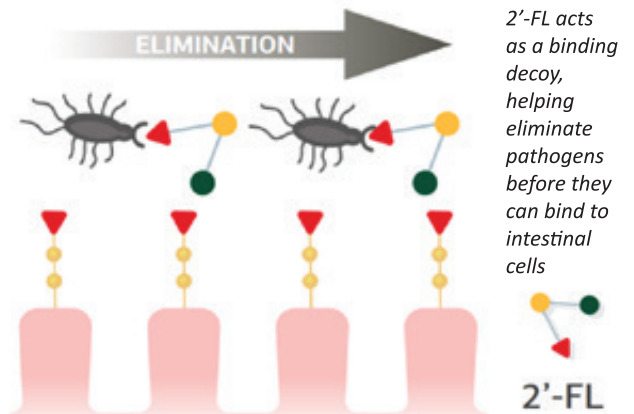
Vitamin D is a powerful immune regulator, primarily due to the vitamin D receptors found on almost every type of immune cell.<sup>1</sup> The biologically active form of vitamin D modulates the immune system, prevents excessive expression of inflammatory cytokines, and stimulates the expression of anti-microbial proteins, especially in the lining of the respiratory tract.<sup>1</sup>

### Zinc

**Zinc** is involved in hundreds of reactions in the body and is especially critical for rapidly dividing cells, such as those in the immune system.<sup>1</sup> Zinc helps defend against oxidative stress, functions as a cofactor for a hormone that regulates cytokine release, increases components of the immune response including natural killer cells and antibodies, and also helps maintain the integrity of skin and mucosal membranes — the first line of defense against many pathogens.<sup>1</sup>

### Prebiotics

**Gut health** is an overlooked but important contributor to immune health. Colostrum, the first milk produced by the mother after birth, is a rich source of many nutrients and immune-regulating compounds. One of those compounds, an oligosaccharide called **2'-fucosyllactose (2'-FL)**, is a prebiotic that resists metabolism and provides benefits to the gut. 2'-FL is uniquely available to Bifidobacteria, a group



of good bacteria in the gut, helping their population flourish and benefiting both gut and immune health.<sup>2</sup> 2'-FL also acts as a **binding decoy** due to its similarity in structure to cells in the GI tract. This allows 2'-FL to bind toxins and pathogens, protecting the body from invasion.<sup>2</sup>

### Elderberry

*Sambucus nigra*, commonly referred to as elderberry, has been used in traditional medicine to relieve symptoms of cold and flu. The beneficial effects on symptoms such as cough, sore throat, and fever may be due to the high concentrations of anthocyanins: a group of phenolic compounds that are potent antioxidants and display many therapeutic effects. Anthocyanins and other components of elderberry can enhance the immune response, inhibit viral replication, protect against oxidative stress, and modulate inflammatory cytokine response to an infection.<sup>3,4</sup> In one study investigating the effects of black elderberry treatment in individuals with influenza, the treatment was able to reduce the time to disappearance of symptoms by about half for most of the participants.<sup>3</sup>

Maintaining adequate levels of nutrients that support the immune system may help reduce the number and duration of common infections. Additionally, using a mixture of micronutrients and bioactive compounds may provide additional benefits compared to single nutrient support.

Reaching for traditional immune-related nutrients like vitamin C and zinc is a great place to start, and including prebiotic support and herbs can further boost immune health in children.

#### References:

1. Maggini, S., et al. (2007). *Br J Nutr*, 98 Suppl 1:S29-S35.
2. Bode, L. (2012). *Glycobiology*, 22(9):1147-1162.
3. Davison, G., et al. (2014). *AJLM*, 10(3):152-169.
4. Torabian, G., et al. (2019). *J Funct Food*, 54:353-360.



# Children Need Your Help To Stay Healthy

Give them everyday support with **SP Children's™ Immune**

As a health care professional, you know the importance of the immune system when it comes to children. It helps them stand up to seasonal and environmental challenges, which can impact their growing bodies in a number of ways.

**SP Children's™ Immune**, the first children's product from Standard Process®, delivers key nutrients for proper immune system functioning and development.\* It can help protect their wellness to keep them on the path to optimal health.



Contains prebiotic 2'-FL

Is an excellent source of vitamin D, zinc, and antioxidant vitamin C

Includes organic, whole food-based ingredients: beet root, elderberry, and strawberry

Chewable supplement



Learn more at [standardprocess.com/kids-immune](https://standardprocess.com/kids-immune)

 [standardprocess.com](https://standardprocess.com)

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

©2022 Standard Process Inc. All rights reserved. LN02279 07/22





# Therapeutic Lasers 101: Practical Understanding

Nelson Marquina, PhD, DC, Laser Biotech Inc.

## What is a Laser?

For a long time now L.A.S.E.R. (Light Amplification by Stimulated Emission of Radiation) was an acronym and today a word of common use. The word LASER is the name of a device that projects intense radiation of the light spectrum. It produces a beam of light in which high energies can be concentrated.

Surgical lasers with high energy intensity (dose or joules/cm<sup>2</sup>) that are focused and absorbed on small volumes of tissue have the power (watts) to cauterize, coagulate and destroy the tissue, sectioning it with minimum necrosis of the wound edges and with minimum bleeding in the surgical field. These effects occur when the light energy (joules) emitted by the laser exceeds the target tissue's ability to safely absorb the photons and, therefore, the excess energy is converted into a destructive level of heat.

Non-surgical tissue-modulating laser devices, with reduced energy density (dose) outputs relative to surgical lasers, are labeled therapeutic lasers and, in lasers with very low power (watts), as cold lasers. Therapeutic lasers, as opposed to surgical lasers, are used for tissue healing, repair and increase function. In the therapeutic applications of lasers, the effects are also obtained by the way in which the different tissues absorb laser radiation. This tissue absorption depends on the type of target tissue, the wavelength (nanometers) of the beam itself and the instrument's pulse power (watts) to ensure that enough of the laser energy density (dose) reaches the target tissue at the necessary clinical levels.

## The Importance of Tissue Absorption

Each type of laser emits light at a very specific wavelength which interacts with the irradiated tissue. It also acts with the chromophores present in the tissue, but in a different way. A chromophore, intrinsic or extrinsic, is any substance, colored or clear, which can absorb radiation. Among the endogenous chromophores, water and hemoglobin are the most important plus nucleic acid and proteins. Among the exogenous chromophores we find porphyrins which are injected into the organism. Exogenous chromophores are described as photosensitizers because they fix themselves to the tissue making it photosensitive at specific wavelengths. Exogenous chromophores are used for Photo Dynamic Therapy (PDT) applications.

The level of tissue penetration by the laser beam depends on its optical characteristics, as well as on the concentration and depth of the chromophores, which according to the wavelength are absorbed at different percentages. For instance, water absorbs almost 100 percent of the laser irradiation at the 10,600-nanometer wavelength, the wavelength of the CO<sub>2</sub> gas laser. That is the reason why this type of laser wavelength is used in soft tissue surgical applications.

The proteins and nucleic acids absorb the ultraviolet rays which have wavelength between 200 and 350 nanometers. Lasers which emit at this wavelength (excimer lasers), penetrate less than one millimeter and are therefore ideal for certain interventions on the eye surface.

The radiation in the spectrum between approximately 400 and 600 nanometers is absorbed by melanin. In the infrared spectrum water is the main chromophore. Fortunately, there exists a narrow band in the light spectrum where water is not a highly efficient chromophore, thereby allowing light energy (joules) to penetrate tissue that is rich in water content. This narrow band, which extends approximately from 600 to 1,200 nanometers, is the so-called therapeutic window. That is the reason why many therapeutic lasers in the market today have wavelengths within this therapeutic window. The penetration index is not the same level throughout the therapeutic window. In fact, lasers in the visible spectrum between 600 to 730 nanometers have relatively low tissue penetration and are suitable for superficial applications such as in cosmetic medicine and laser acupuncture.

## The Importance of Tissue Penetration

The tissue penetration capacity of an emitted light is defined as the distance at which radiation amplitude is reduced by 50% of the initial radiation. For example, if we say that radiation with a certain wavelength penetrates the skin by 5 millimeters it is meant that at this depth the intensity has been reduced by 50% of the initial value at the skin.

Penetrating photons produce scattering, which is a deviation in relation to the original path of light. One can conclude that the wider the scattering, the smaller the quantity of light energy (joules) which reaches the target tissue to be treated. This problem is prevented by increasing the size of the wavelength (nanometers), because scattering diminishes when the wavelength is increased. Thus, large scattering

*continued on page 40*

## Lasers - Cont. from page 39

(lower tissue penetration) occurs for red and ultraviolet and relatively lower scattering (higher tissue penetration) for infrared light.

Most therapeutic lasers in the market today have wavelengths in the therapeutic window between 600 and 1,200 nanometers. The second factor to effectively deliver the light energy into the target tissue for absorption is the power (watts) of the laser device. A laser device could have the appropriate wavelength and still be unable to drive the light energy to the tissue that needs treatment due to inadequate power level. The tissue penetration driving force is given by the pulse power of the device not unlike radiography equipment. Therapeutic lasers need to have the appropriate wavelength (therapeutic window) and deliver the necessary dose (joules/cm<sup>2</sup>) to the treated tissue to produce the desired clinical and therapeutic effects.

## Summary

Therapeutic lasers are getting better every year. New lasers have entered the USA markets that provide deeper tissue penetration, multi-wavelengths, larger range of power densities, and reliable technologies to achieve better clinical outcomes. The trend has been to increase power density and dose delivered deep into target tissues, since these have been shown to produce better clinical outcomes. Unfortunately, just like in underpowered radiograph devices, underpowered and/or poor tissue penetrating lasers do not deliver the necessary light energy to the tissues that need it.

*Dr. Nelson Marquina is the Chief Technology Officer of Laser Biotech Inc. and is a former director of research at Logan University. He holds doctoral degrees in systems engineering (University of Houston) and in chiropractic (Logan University) as well as a Master of Science degree in statistics (Worcester Polytechnic Institute). He previously was associate professor of physics and systems engineering at the University of Rhode Island, Virginia State University and the University of Houston. He was also senior scientist at the NASA Johnson Space Center in Houston, Texas. Dr. Marquina can be reached at NMarquina@LaserBiotech.com or through the website www.LaserBiotech.com*

Clinically Proven  
Bone Support Program\*



**OsteoVegan™**



Guaranteed to  
Increase Bone Mineral  
Density by Up to 4.33%†

 MatriCal™ Select PLANT CALCIUM	 PLANT-BASED VEGAN D3	 ALBION CHELATED MAGNESIUM
 Sr <sub>38</sub> STRONTIUM CITRATE	 QUATREFOLIC® 5-MTHF	 K <sub>2</sub> NATURAL K2 AS MK7

To order call **800.869.8100**  
or visit **numedica.com**

†Up to 4.33% per year / Results will vary / Best when combined with OsteoV SC™

**SPECIAL OFFER**

**15% Off** Promo Code: **WCA22**



PROFESSIONAL QUALITY FORMULAS

NUMEDICA  
**OsteoVegan™**  
Advanced Bone Support Program™

GUARANTEED TO  
INCREASE BONE  
MINERAL DENSITY  
BY UP TO 4.33%†

30 DAY PROGRAM  
DIETARY SUPPLEMENT

1 Up to 4.33% per year / Results will vary  
Best when combined with OsteoV SC™

# WELCOME

new WCA members!

## New DC Members:

Taylor Bowker, DC

Scott Glidden, DC

Zachery Jacober, DC

Collin McCulloch, DC

Denise Michel, DC

Alexandra Paul, DC

Jill Potter, DC

Dierdre Rodriguez, DC

Mary Zega, DC

## New Student Members:

Evan Klueger, Palmer

## It Pays to be a WCA Member!

**Business  
Mastercard**  
by WCA | NCMIC

**WCA Help Desk**  
Access our team of experts for  
your daily practice challenges.

**Continuing  
Education**  
Discounts on WCA  
CE courses

[www.wichiro.org/join-now](http://www.wichiro.org/join-now)

## MILESAWAY®: The Business Credit Card for WCA members



With no annual fee and rewards with every purchase, the MilesAway Classic Business Mastercard® is the business credit card designed with DCs in mind. You can use your rewards on WCA fees, CE course enrollment, or any of these options:

- Travel
- Gift cards
- A statement credit
- Cash back
- And more!

**SIGN UP TODAY:**  
[wichiro.org/rewards](http://wichiro.org/rewards)

Earn 10,000  
bonus points  
after your  
first use!





# YOUR PARTNER IN HEALTH

BayCare Clinic® is a physician-owned specialty care clinic headquartered in Green Bay, Wisconsin.

We pride ourselves on our commitment to excellence and our collaborative approach to care for patients throughout the region.

To best serve WCA members, BayCare Clinic offers an **Online Referral Portal** which allows providers to seamlessly send referral or consultation requests to the BayCare Clinic specialists of your choice.

The site is secure, allowing you to add medical information about a specific patient, and send images with confidence.

BayCare Clinic is committed to this dual care process and will maintain strong communication with each WCA member until your patient returns to your care.

[Access online referral portal](#)



# DISCOVER WHAT WE HAVE TO OFFER

## BAYCARE CLINIC® PAIN & REHAB MEDICINE

When a patient's lifestyle is disrupted by pain, injury, or significant illness, BayCare Clinic Pain & Rehab Medicine focuses on helping them regain control and resume their daily activities.

BayCare Clinic Pain & Rehab Medicine providers integrate the most effective, proven medical approaches to address each patient's unique concerns. They don't simply treat pain. They delve further, with a focus on finding and eliminating the cause.

*"Made me feel so much better and it's been a long time. I was even unprepared to feel as good as I did. It made that much of a difference all the way around."*

- Patient testimonial

The pain and rehab specialists with BayCare Clinic manage care as part of an interdisciplinary team. We have a wide range of treatments, including acupuncture, therapy options, conservative non-surgical approaches, ultrasound guided injections, medication management and minimally invasive procedures.

The pain and rehab providers at BayCare Clinic have advanced expertise in many areas including, but not limited to:

- Back/neck pain
- Arthritis pain
- Joint pain
- Musculoskeletal disorders
- Work and sport injuries
- Spinal cord injuries

Our [referral system](#) creates a smooth, seamless pathway for you to connect with our providers on your patient's behalf. A simple registration is required, but the site is secure, allowing you to upload medical information and send images (such as x-rays) without worry. Once registered, you will only need to enter your username and password the next time you visit the site.

*"I can get on a bike now and I can ride 20 miles or more and I can comfortably ride, get off and be comfortable after that. I don't have any after pain."*

- Patient testimonial

Untreated chronic pain can have long-term implications. BayCare

Clinic Pain & Rehab Medicine specialists focus on determining and treating the physical causes of acute, subacute, and chronic pain. They foster a collaborative relationship with patients designed to better identify and treat the issues at hand.

BayCare Clinic Pain & Rehab Medicine providers begin with a comprehensive examination and review of previous treatments and diagnostic tests/images. There is a personal discussion to answer questions and identify any factors contributing to a patient's discomfort and inability to move.

*"My God, what an immense relief from my pain. I had no pain, no pain whatsoever."*

- Patient testimonial

Consider BayCare Clinic Pain & Rehab Medicine the go-to resource for pain management and therapy. We are committed to managing patients' health and treatment options.

BayCare Clinic is proud to partner with the Wisconsin Chiropractic Association and more than 100 chiropractors in northeastern Wisconsin to provide top-level musculoskeletal care to their shared patients.

Dr. Danqing Guo specializes in musculoskeletal ultrasound treatments for pain.



# LSM Chiropractic

The best in chiropractic care with board certified specialists in orthopedics, rehabilitation, and sports injury, as well as nutritional support, class 4 laser light therapy, pregnancy care & pediatric specialists.

PROVIDING AWARD-WINNING CARE WITH OVER 65 YEARS  
EXPERIENCE AND 19 AREA CLINIC LOCATIONS

ARE YOU  
INTERESTED  
IN JOINING  
OUR TEAM?

EMAIL YOUR  
RESUME TO [HR@  
LSMCHIRO.ORG](mailto:HR@LSMCHIRO.ORG)

THE **LSM**  
DIFFERENCE

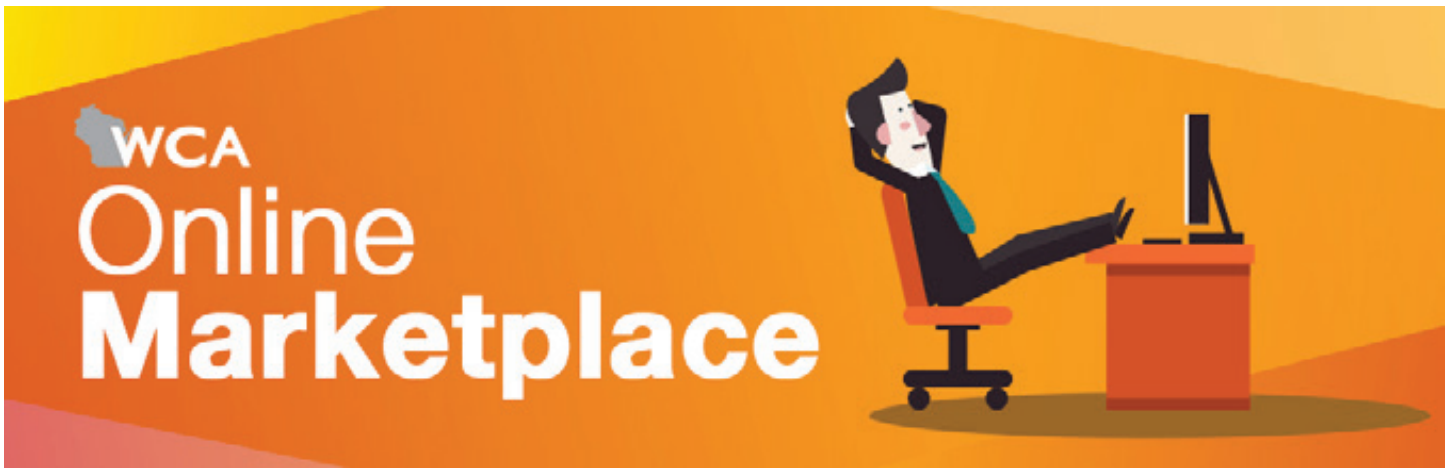


LSM Chiropractic has been awarded both “STAR OF MADISON” for its superior quality of patient care and “TOP WORK PLACES” for its dedication to being an outstanding employer.

BELTLINE WEST • CENTRAL MADISON • DEAN SPINE CENTER  
EAST MADISON • COTTAGE GROVE • FITCHBURG • FOND DU LAC • FORT ATKINSON  
MIDDLETON • NEW GLARUS • OREGON • SAUK CITY • STOUGHTON • SUN PRAIRIE  
VERONA • WATERTOWN EAST • WATERTOWN WEST • WAUNAKEE • WHITEWATER

Visit us online [www.lsmchiro.com](http://www.lsmchiro.com)

# CLASSIFIEDS



---

## WINDING DOWN?

You have spent your entire career developing and growing your practice. Now is the time to look ahead. If you do not have an exit plan, LSM may be your solution. Consider joining this large, patient-centered practice and see how smooth your move to retirement can be. Please contact Sarah Pavlik at 608-316-6972 or [spavlik@lsmchiro.org](mailto:spavlik@lsmchiro.org) for more information.

---

## STUCK OR PLATEAUED?

Running a chiropractic practice is not easy. Now, with Covid, it may be almost impossible. Consider joining with LSM to revitalize your career. With 18 clinics, support staff and the latest technology, LSM can help you flourish. All benefits including healthcare, dues, malpractice and 401K plan. Work as the Chiropractor you were meant to be. Please contact Sarah Pavlik at 608-316-6972 or [spavlik@lsmchiro.org](mailto:spavlik@lsmchiro.org) for more information.

---

## HIRING MOTIVATED, TALENTED AND DRIVEN DOCTOR OF CHIROPRACTIC - \$30,000 BONUS!

Chiro One Wellness Centers have over 100 locations and are still growing!

Immediate Opportunities Available throughout the Wisconsin Market

- 4 Day workweeks for better work-life balance
- We pay for your Malpractice coverage, CE hours, WCA membership and offer health insurance along with PTO benefits

Send resume to [narmda.kumar@medullallic.com](mailto:narmda.kumar@medullallic.com)

Phone: (630) 415-6030 or Text: FELLOWSHIP To: 63566

---

---

## BUYING OR SELLING A CHIROPRACTIC PRACTICE?

Current Wisconsin Practices for Sale:

- La Crosse - Diversified techniques. DOT services. Skilled staff. Asking \$76,000 for the practice, equipment, and seller transition assistance. Financing available.
- Elkhorn - Act./Div. Established 33 yrs. 440 patient visits per month average. Part-time, full-time demand. Asking \$89,000. Financing available.
- Hudson - Integrated clinic, functional medicine. Collecting over \$60,000 cash per month with steady growth. Asking \$268,000. Financing available.

New opportunities routinely available. Contact Loren Martin :: Practice Opportunities, Inc.

P: 952.953.9444 or 952.322.1177 | Email: [martin@practiceop.com](mailto:martin@practiceop.com) | Website: [www.practiceop.com](http://www.practiceop.com)

WCA Member/Licensed Broker

---

## 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)

---

# CLASSIFIEDS (CONTINUED)



---

## 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.

---

## LONG-TERM ASSOCIATE DOCTOR OF CHIROPRACTIC NEEDED IN JANESVILLE

Van Roo Family Chiropractic is seeking an Associate Doctor to join our family practice which has been serving the Janesville community for 20 years. We are at an ideal stage to begin the search for a long-term Associate Doctor with potential ownership of the clinic in the future. The new Doctor must have a good work ethic and values, like to have fun yet be professional, and would also like to be in our area long-term. We will provide training and competitive compensation. Call Dr. Ryan at 608.751.3124 or email [ryanlaurawyatt@hotmail.com](mailto:ryanlaurawyatt@hotmail.com) if interested.

---

## ASSOCIATE CHIROPRACTOR

Prescott Chiropractic is looking for an Associate Chiropractor to join our amazing team in our high energy, busy chiropractic office! Excellent opportunity to work in one of the largest practices in Western Wisconsin! Prescott Chiropractic is located in beautiful Prescott, Wisconsin. The town sits on the confluence of the St. Croix and Mississippi Rivers. We are located on the southeast edge of the Twin Cities (30 minutes from downtown St. Paul).

New associate will work with our great team on a range of patients from infants to individuals in their golden years. Join an established practice that focuses on corrective adjustments, education and wellness care. New graduates and experienced chiropractors welcome to apply. Competitive compensation that includes a base salary plus bonus, as well as license, malpractice and continuing education reimbursement. Expected first year earnings of \$70,000+.

Email Dr. Carina at [drarina@prescottchiro.com](mailto:drarina@prescottchiro.com) or call 715-262-8555 if you are interested or have any questions.

---

## FULL TIME DC WANTED IN BROOKFIELD

We are seeking to add an experienced full-time DC who is personable, outgoing, and of course great at providing chiropractic care. Our established and successful clinic is located in Brookfield, WI.

Excellent career building opportunity for the chiropractic doctor who doesn't want the added stress and hassle of managing staff or running the business. First-year income of 70-90K, plus the option to buy in and be part owner - if so desired. Here at Brookfield Chiropractic, we pride ourselves on providing a clean, upbeat, and welcoming environment for our staff and patients.

The Brookfield area contains many health-conscious individuals who are willing to invest in their health and wellness. With all of this available at your fingertips we welcome you to expand your chiropractic career and join our team here at Brookfield Chiropractic.

Email Dr. Matt Christiansen at [drmatt@brookfieldchiropractic.net](mailto:drmatt@brookfieldchiropractic.net) or call (262) 754-5500 if you are interested or have any questions.

---

## CENTRAL WISCONSIN CLINIC FOR SALE

Well-established practice in a highly visible, 6,400 SF building located in central Wisconsin. Multiple treatment rooms for doctors and staff within the 2,800 SF clinic space. The remainder of the building produces steady and substantial rental income. The current clinic owner is looking to retire within the next few years and is open to all options for partnership or ownership. Please call 715.496.1204 to learn more about this great business opportunity.

[View more information here.](#)

---

## ESTABLISHED, FAST-PACED, PRODUCTIVE CLINIC EAGER TO ADD ON DOCTOR OF CHIROPRACTIC!

Are you ready for the next level? It is time to get off the associate roller coaster and join a clinic that provides the finest in personalized health care. Lake Country Health Center offers traditional chiropractic care combined with innovative technology and modalities like acoustic pulse therapy, laser

# CLASSIFIEDS (CONTINUED)



therapy, dry needling, decompression, and many more. Not only do we have the technology, but we have a caring and confident staff that manages the front desk, a devoted billing team, a marketing specialist, and a team of certified and well-trained Chiropractic Technicians to be able to apply various therapies while directing the flow of a busy schedule for the doctors.

Salary: \$60,000 - \$100,000 annually

Benefits:

- 401K retirement match
- 100% malpractice coverage, continuing education, Insurance credentialing fees covered by clinic
- Senior doctors to learn from
- Supportive staff and beautiful facility

Who would be the right fit?

- A confident, motivated doctor who gets excited about a full schedule of patients, provides excellent care, and is community centered
- Someone with exceptional communication skills and desire to grow while working with a dynamic staff
- Someone who is looking for a lifelong career together versus a steppingstone

Email Resume with cover letter to [manager@lchcdelafield.com](mailto:manager@lchcdelafield.com) or call (262) 646-5800

---

## EQUIPMENT FOR SALE – FREEDONIA, WI

All items are in excellent condition.

- Jtech Dualer Electronic Inclinometer (Like New with Manual and Video) - \$300
- Super Stim MF Plus Interferential - \$100
- Chattanooga Intellect 230P Ultrasound- \$100
- Dynatronics 525 Interferential - \$400
- Massage Towel Warmers (2) - \$50 each
- Massage Stone Warmer - \$50
- Portable Heavy Duty Massage Tables (2) - \$200 each
- Galaxy Therapy Tables (4) - \$100 each
- Galaxy Roller Therapy Table - \$150
- Small Storage Cabinet - \$25
- Wood-look Armoire - \$50

For information, contact Dr. Dave at [dbrouillette@wi.rr.com](mailto:dbrouillette@wi.rr.com)

---

## EQUIPMENT FOR SALE – BARABOO, WI

- VertiLift Advantage Table  
Has Cervical & Pelvic drop

Like new - \$1500

Please Email: [pamthompsonspine@yahoo.com](mailto:pamthompsonspine@yahoo.com) or Call: 608-356-0177 for more information.

---

## ASSOCIATE WANTED – MADISON, WI (NORTH SIDE)

Well-established Madison Chiropractic - North Clinic is looking for an associate chiropractor who will be stepping into an established patient base. Work with a great team of DCs and staff, who are well-trained and knowledgeable regarding patient insurance and billing.

Techniques used are Diversified, Thompson, Gonstead, and Activator. Additional techniques are welcome! 4-day work week with 2 Saturdays/month, seeing 100-130 visits/week.

Includes 401K, health insurance, continuing education, license renewal, malpractice insurance, and CPR training. Great potential to become a partner!

Send Resume and Cover Letter to: [madisonchiropractic@madisonchironorth.com](mailto:madisonchiropractic@madisonchironorth.com)

---

## CHIROPRACTORS NEEDED

Doc For A Day! is hiring part-time contractors to perform office coverage work. Great pay, flexible hours, and valuable learning experiences. Must be licensed, have malpractice insurance, transportation and have graduated at least 3 years ago.

Call 847-367-9641 or Email: [daleslachman@gmail.com](mailto:daleslachman@gmail.com) w/ resume.

# CLASSIFIEDS (CONTINUED)



---

## PRACTICE FOR SALE – BROOKFIELD, WI

Well-Established, highly successful practice of 20 years in a highly visible building at the busiest intersection in Brookfield, WI. Well-equipped Office. \$494,586 gross collections average last 3 years. Numbers based on 3.5 days of work per week. The next DC can easily step in and double the numbers with little effort. Excellent location. Upscale, desirable (health conscious) active community. Low stress, low overhead, enjoyable practice. Multiple treatment rooms for doctors and staff within the 2,200 sq ft clinic space.

Current clinic owner looking to retire due to health reasons and is open to all options – Sale, Leasing of space and equipment, etc. Only asking \$200,000 Please Call: 414-412-5490 to learn more about this great business opportunity.

---

## PRACTICE FOR SALE – RACINE, WI

Well-Established clinic for over 20 years in a busy area with excellent parking in a great location. Good visibility with signage in a leased building. 1500 sq/ft with equipment, including various adjusting tables, x-ray & processor, etc. Consistent average gross collections in excess of \$200,000.

Please Call: 414-380-9220 for more information about this great opportunity.

---

## EQUIPMENT FOR SALE – ELKHORN, WI

- Gonstead Pelvic Bench
  - o \$200
- Full Spine View Box (2)
  - o \$50
  - o \$25
- 14 x 17 View Box
  - o \$15
- Zenith Hi-Low Model 210 (reupholstered)
  - o \$300
- Framed patient education posters
  - o \$5 each
- Centrifuge
  - o \$5

Please Call: 612-718-2245 If interested.

---

---

## ASSOCIATE WANTED - WEST BEND, WI

Join Our Thriving Clinic!

The previous owner is looking to retire, so this new Associate will be stepping immediately into a fully-established patient base. We have a team of multiple DCs, CTs and a great staff all working together to provide a top-notch experience for both patients and employees. Seeking a confident DC who is proficient at: history taking, physical exams, note taking, adjusting and treatment plan management.

This is a great long-term career opportunity in a well-established clinic with a high reputation for genuine patient care and management. Salary: \$50,000-\$100,000.

Contact: Garrett Brugger DC, Owner of Woodridge Chiropractic Clinic, Email: [garrett.brugger@gmail.com](mailto:garrett.brugger@gmail.com)

---

## EQUIPMENT FOR SALE – ELKHORN, WI

Bennett HFQ-300 X-Ray machine-EVERYTHING included - \$300

Everything INCLUDED works:

--Max ratings MA 150 KVP 125

- Konica QX-70 Processor
- Full Spine Bucky
- 2 - 11x17 cassettes
- 2 - 10x12 cassettes
- 1 - 8x10 cassette

Please Call: 612-718-2245 if Interested

---

## PRACTICE FOR SALE – MADISON, WI

If you are starting out or want to expand, this is an excellent opportunity! I am retiring and am offering a turn-key practice on the west side of Madison. It's a great location with good parking. I am asking a small percentage of the yearly net and will include all the equipment and office furniture. The office produces on 3 days a week and could handle a much higher patient flow.

Please Email me at: [Drjmh@sbcglobal.net](mailto:Drjmh@sbcglobal.net) With your telephone # and I'll enjoy sharing the details.

# CLASSIFIEDS (CONTINUED)



## ASSOCIATE WANTED - GREEN BAY, WI

Multi Doc clinic in Green Bay searching for associate and possible future partnership. New associate will work with our great team on a range of patients from infants to individuals in their golden years. 4 Day work week for better work-life balance with some Saturday mornings (2 hrs) which doctor gets to choose the days. One mile from Packer stadium! Knowledge of Diversified, Activator, and Thompson drop method are preferred. The new Doctor must have a great work ethic and values, likes to have fun yet be professional, and would also like to be in our area long-term. The doc must be self-motivated, willing to learn, and be teachable.

Salary: Competitive salary/negotiable & Potential Buy-In

### Benefits:

- 401K retirement match
  - 100% malpractice coverage, continuing education, Insurance credentialing fees covered by clinic
  - Senior doctors to learn from and work together with on tough cases
  - Well trained staff and CA's to do therapies
- To inquire please send resume to: [swansonjd3@gmail.com](mailto:swansonjd3@gmail.com)



### WCA Classified Advertising

WCA Classifieds is the premier marketplace for the chiropractic profession in Wisconsin. Standard classified orders appear in one (1) issue of The Wisconsin Chiropractor and online at [www.wichiro.org](http://www.wichiro.org) for three (3) months.

[Place a Classified](#)

## Classified Ad Rates

Select classified ad type and rate

Ad Type	WCA Member	Non-Member	Video
Position Wanted	<input type="checkbox"/> \$60	<input type="checkbox"/> \$120	<input type="checkbox"/> \$75
Resume Upload	<input type="checkbox"/> complimentary	- NA -	<input type="checkbox"/> complimentary
Equipment for Sale	<input type="checkbox"/> \$60	<input type="checkbox"/> \$120	<input type="checkbox"/> \$75
Relief Coverage	<input type="checkbox"/> \$75	<input type="checkbox"/> \$150	<input type="checkbox"/> \$75
Office Space	<input type="checkbox"/> \$100	<input type="checkbox"/> \$200	<input type="checkbox"/> \$75
Business Opportunity	<input type="checkbox"/> \$100	<input type="checkbox"/> \$200	<input type="checkbox"/> \$75
Practice for Sale	<input type="checkbox"/> \$250	<input type="checkbox"/> \$500	<input type="checkbox"/> \$75

# YOUR PARTNER

## IN HEALTH



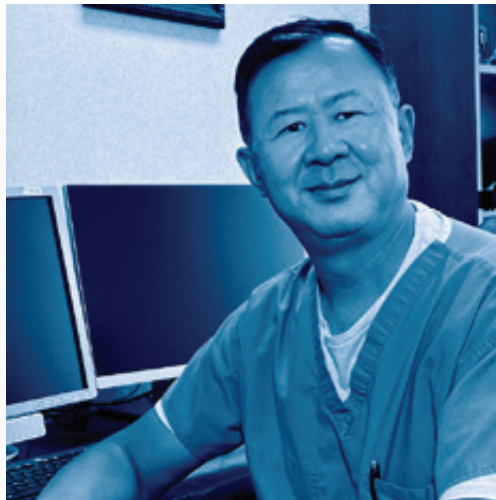
### BayCare Clinic® Pain & Rehab Medicine

specialists provide a wide range of treatments including acupuncture, ultrasound guided injections, medication management, therapy, non-surgical interventions and minimally invasive procedures.



Our goal is to help patients regain control and resume daily activity.

**Learn more about how we can help.**



[baycare.net](http://baycare.net)

BayCare Clinic® is proud to partner with the Wisconsin Chiropractic Association and more than 100 chiropractors in northeastern Wisconsin to provide top-level musculoskeletal care to their shared patients.