



The Wisconsin Chiropractor

The Official Publication of the Wisconsin Chiropractic Association

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MEMBER SPOTLIGHT:
How this DC focuses on spinal care - and getting patients moving.
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ALL YOU NEED TO KNOW ABOUT

Orthopedics & Sports Medicine

BayCare Clinic®

The orthopedic surgeons and sports medicine specialists with Orthopedics & Sports Medicine BayCare Clinic® address a range of bone, joint, and muscle problems through surgical and non-surgical treatment options with the goal of minimizing pain, improving mobility and function, and getting patients back to their normal activities.

"I kept denying it was a problem because I didn't want to have surgery. I feel so much better ... I feel like there's life in me again."

- Patient testimonial

Our team of orthopedic surgeons, sports medicine experts, and subspecialists have practices in Green Bay and Manitowoc and at outreach locations in communities across northeastern Wisconsin.

Patients who suffer from chronic or acute issues with bone, joint, muscle, ligament, or tendon conditions are in capable hands when treated by Orthopedics & Sports Medicine BayCare Clinic providers. That's because our orthopedic surgeons are experts in treating a wide array of bone, joint and muscle conditions.

In addition, we offer non-operative treatment of some orthopedic conditions through:

- Regenerative medicine
- Ultrasound-guided exams
- Ultrasound-guided injections

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.

Patients needing orthopedic care also can work directly with an orthopedic surgeon from initial evaluation through any post-surgical follow-up and rehabilitation.

"I've had no pain since we did it. I can walk, and I can do things that 10 years ago I couldn't." - Patient testimonial

Patients receive care from a collaborative team of surgeons and specialists supported by nurse practitioners, physician assistants, registered nurses,

and physical therapists, many with specialized orthopedics and sports medicine training.

Our orthopedic surgeons and sports medicine specialists often are on the cutting-edge of treatment options and technologies. Orthopedics & Sports Medicine BayCare Clinic was the first to offer these procedures in northeastern Wisconsin:

- ACL-preserving total knee replacement
- Anterior hip replacement
- Arthroscopic labral repair in the hip
- Cell-based cartilage transplantation for symptomatic cartilage damage in the knee
- Minimally invasive outpatient total knee replacement
- Reverse total shoulder replacement

Patients who require specialized orthopedic care can trust the expertise of our orthopedic surgeons and sports medicine specialists.

"I have been able to return to my chosen way of life, fully functional ... using the arm just like I would have before." - Patient testimonial

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. Ryan Woods: Non-operative sports medicine and regenerative medicine provider



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IN HEALTH



The specialists at Orthopedics & Sports Medicine BayCare Clinic® treat a wide range of bone, joint, and muscle problems with the latest in advanced technology and techniques.



Our goal is to minimize pain, improve function, and get your patients back to their normal activities.

Learn more about how we can help.



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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.



From The Executive Director

John Murray, WCA Executive Director and CEO | jmurray@wichiro.org

A Good Legislative Session

The WCA had a good session at the State Capitol. Any time you get to the end of the Legislative session without any major damage to the chiropractic profession, it is a win. But this session, the WCA had some wins that protected the profession and put money into your pockets. That is a pretty good session by any measure.

Here is what the WCA did for the chiropractic profession:

▶ **Secured the most significant increase in Medicaid reimbursement for chiropractors in over 13 years.** The budget provision that the WCA made happen puts more than \$2 million dollars annually into the pockets of chiropractors who treat Medicaid patients through increased reimbursement for chiropractic manipulation. We started working on this provision over two years ago and with some help from our allies in the Legislature our work paid dividends for the profession.

▶ **Stopped the state business lobby and the Worker's Compensation Advisory Council from imposing a Medicare style fee schedule on worker's compensation cases.** Also stopped their efforts to eliminate the ability of an injured worker to chose a chiropractor for their care. This effort protects chiropractors from losing millions in revenue and protects their ability to care for patients who are injured in the workplace.

▶ **Supported the new law (2021 WI Act 253)** that gives the Wisconsin Chiropractic Examining Board the ability to approve continuing education programs sponsored by member-based chiropractic organizations.

▶ **Lobbied members of the Wisconsin congressional delegation to sponsor Medicare modernization that pays chiropractors for all services provided to Medicare patients.** Working with the ACA, the WCA successfully lobbied Wisconsin US Senator Tammy Baldwin to be one of three original co-sponsors of SB 4042 - the Senate companion bill to HR 2654.

[See WCA letter to Senator Baldwin](#)

▶ **Successfully lobbied the Wisconsin Department of Transportation (WIS DOT) to reverse their decision to exclude chiropractors from being able to perform bus driver physicals.** WIS DOT relied on the law supported by the WCA several years ago that states in Wisconsin statute that Wisconsin chiropractors who are certified through the FMCSA registry can perform truck driver physicals.

▶ **Successfully lobbied to get strong language protecting chiropractic** included in the new Naturopathic licensed law 2021 WI Act 130.

▶ **Successfully lobbied the Chiropractic Examining Board to expedite the rule** allowing Wisconsin chiropractors and their staff to take a portion of their continuing education programs online. This rule is scheduled to go into effect in summer of 2022.

The WCA Policy Steering Committee, Chaired by WCA President Dr. Chris Resch, is already working on legislation for the 2023-2024 legislative session that will:

- Allow chiropractors to use all of the clinical tools within their scope of practice to treat Medicaid patients and get paid for those services.
- Pay chiropractors the same as medical doctors for examinations, lab tests and other common procedures.
- Increase reimbursement for spinal manipulation codes to 100% of Medicare.

We are already gearing up for the next legislative session by talking to potential co-sponsors about our full access to Medicaid proposal. Look for more updates as we get closer to the start of the 2023-2024 legislative session.

Your patients will thank you!



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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



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Studying Worker's Compensation Cases

by Jeffrey M. Wilder, DC, DABCO, CCSP, FICC

Wisconsin chiropractors are proven to be cost-effective with superior outcomes for low back pain in Worker's Compensation cases

A new study by the Workers Compensation Research Institute¹ reviewed chiropractic care in comparison to other physical medicine treatments for Workers Compensation cases with lower back pain [LBP] in 28 states, including Wisconsin.

A total of 231,617 non-surgical LBP cases in the 28 states, including 6,949 in Wisconsin, were followed over a two-year period ending in September 2017. This study attempted to control for variables such as injury severity and complexity.

The study used the following data points to measure outcomes: the frequency of MRI, opioid prescriptions and pain management injections; the utilization and costs of overall physical medicine services, the average medical and indemnity benefit payments per claim, and the average number of days of temporary disability benefits.

Temporary disability payments for LBP claims treated exclusively by chiropractors were 26% lower when compared to other, non-chiropractic providers.

Patients who were treated only with chiropractic:

- 9.4 times less likely to receive opioid prescriptions;
- 4.4 times less likely to receive MRI imaging;
- 17 times less likely to receive pain management injections
- had shorter disabilities [-26%] and less frequent recurrence of disability after lower back injuries.

Patients who consulted a chiropractor first were less likely to have spinal surgery, less likely to have early MRI, and had reduced use of over-the-counter medications.

There was substantial interstate variation in the prevalence of chiropractic services across the 28 studied states. Wisconsin had the second highest use of chiropractic in these cases, with chiropractors treating 28% of non-surgical LBP cases. The range across the 28 studied states was from 1% of non-surgical LBP cases [South Carolina] to 34% of non-surgical LBP cases [Minnesota].

In the States in which employers have control over selection of providers, the prevalence of chiropractic care was lowest. In States with employee choice of providers, such as Wisconsin, the prevalence of chiropractic care was highest.

Figure A Interstate Variation in the Prevalence of Chiropractic Care, Provider Choice Regulations, and Supply of Chiropractors



Notes: Included are nonsurgical LBP claims with injuries occurring from October 1, 2015, to September 30, 2017, with medical treatments received during the first 18 months after the date of injury, up through March 31, 2018. These are medical-only and indemnity claims. The prevalence of chiropractic care is measured as the percentage of nonsurgical LBP claims that received services by chiropractors. There are 28 states included in the analysis.

*The data for chiropractor supply per 100,000 population are based on the number of licensed chiropractors and the U.S. Census data that were merged into our study sample.

Key: LBP: low back pain.

Figure B.2 State Provider-Choice Policies and Impact on Use of Chiropractic Care



Notes: Included are nonsurgical LBP claims with injuries occurring from October 1, 2015, to September 30, 2017, with medical treatments received during the first 18 months after the date of injury, up through March 31, 2018. These are medical-only and indemnity claims. The prevalence of chiropractic care is measured as the percentage of nonsurgical LBP claims that received services by chiropractors. There are 28 states included in the analysis.

*The data for chiropractor supply per 100,000 population are based on the number of licensed chiropractors and the U.S. Census data that were merged into our study sample.

Key: LBP: low back pain.

The major findings of the study included:

Average Medical Cost Per Claim: The average medical cost per claim for low back pain patients who were treated exclusively by a chiropractor for both physical medicine and evaluation and management services was \$1,491. This is 47 percent less than the \$2,794 treatment cost for low back pain cases that received no chiropractic treatment.

Indemnity payments for LBP claims treated exclusively by chiropractors were 35% lower when compared to other, non-chiropractic providers.

There is a lower likelihood of insurance reimbursement for evaluation and management [E & M] services when provided by chiropractors.

Studies were reported that chiropractic care for spine-related disorders is at least as effective as other treatments, or more so.

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Worker's Comp - Cont. from page 8

Of the services provided by chiropractors,

- 90.3% were physical medicine,
- 6.2% were evaluation and management,
- and 1.2% x-ray.

The Study Was Unable To Answer Some Questions

However, the data and analysis of this report were unable to answer questions such as:

1. *If chiropractic care may help reduce costs and improve the outcomes for certain types of workers, how can one identify who would likely benefit from chiropractic care?*
2. *What are the reasons for patients to seek chiropractic care as opposed to other forms of care?*
3. *Does chiropractic care help patients avoid surgery?*
4. *Is chiropractic care a cost effective alternative to opioid therapy?*
5. *Can chiropractic care lead to savings on pharmaceutical costs?*

Implications

WCRI states that it “ does not take positions on the issues it researches.” However, in a final section of the report titled, “Implications”, it is repeated that:

6. The utilization of chiropractic in Workers Compensation is significantly limited in states that have “employer control” of providers.
7. Injured workers who chose chiropractic care had less use of prescription or over the counter medications, surgery or physical therapy.
8. Chiropractic care may be associated with lower costs and shorter temporary disability duration.
9. Policy makers in “employer control” states may be interested in reevaluating the role of chiropractors, especially those who have been adopting evidence-based practices and contributing to cost-effective care.

This WCRI study “ will be helpful for policymakers and stakeholders who are interested in re-evaluating the role of chiropractors, especially those who have been adopting evidence-based practices and contributing to cost-effective care,” stated WCRI President and Chief Executive Officer John Ruser in a press release.

Summary

In summary, the data shows that chiropractors are exclusively treating 28% of Workers Compensation low back pain cases in Wisconsin. These treatments have been shown to produce superior clinical outcomes, and are significantly less costly. Whether the patient was seen exclusively by a chiropractor, or in conjunction with other health care providers, the chiropractic phase of the care was always more cost-effective.



Wisconsin is one of only six states in the nation that allows injured workers full freedom to select their health care provider. Chiropractic utilization is significantly limited in states that have “employer control” of providers in Workers Compensation.

The Wisconsin Chiropractic Association has worked tirelessly for many years against repeated attacks to install “employer control” of providers in Workers Compensation, and will continue to do so.

Chiropractors are involved in only a small fraction of workers’ compensation claims for low back pain in states where insurers or employers control the choice of medical provider, but a report released Tuesday suggests that skepticism about runaway costs may be unfounded.

A study by the Workers’ Compensation Research Institute found that medical care costs less and claimants return to work more quickly when low back pain treatment is provided solely by chiropractors. Costs were also lower when chiropractors provided physical medicine services but other types of clinicians were in charge of evaluation and management, but the difference was not as dramatic.

MEDICAL COSTS

WCRI researchers examined more than 2 million claims from 28 states with injuries dating from Oct. 1, 2015 through Sept. 30, 2017 to compare costs and claim duration for workers who were treated exclusively by chiropractors to workers who received no chiropractic care and workers who received services from both chiropractors and other types of providers. Claims that involved serious conditions needing immediate care, such as tumors and fractures, were excluded.

The average medical cost per claim for low back pain patients who were treated exclusively by a chiropractor for both physical medicine and evaluation and management was

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\$1,366, 61 percent less than the \$3,522 treatment cost for low back pain cases that received no chiropractic treatment.

INDEMNITY COSTS

Indemnity costs were also lower for workers whose low back pain was treated exclusively by a chiropractor: \$492 compared to \$3,604 for workers who received no chiropractic treatment.

For workers who received physical medicine services by a chiropractor and evaluation and management services by other types of clinicians, medical costs averaged \$3001, 15% less than workers who did not receive chiropractic care. Indemnity costs averaged \$2,502, 31% less.

CHIROPRACTIC CARE OF INJURED WORKERS

Injured workers treated exclusively by chiropractors also used fewer drugs and diagnostic imaging scans, the report says. Comparing a subset of claims with similar characteristics, the researchers found only 1% of claimants treated by chiropractors were prescribed opioids, compared to 10.3% of claimants who were not treated by chiropractors. In the chiropractic group, 4.3% of claimants received a magnetic-resonance imaging scan, compared to 18.9% for the non-chiropractic claimants.

The report cautions readers that the data provides evidence of an association between chiropractic care and the outcomes that were noted, but not a causal relationship. Researchers cannot fully account for unobserved individual and system characteristics that likely influence the choice of chiropractic care and outcomes, the report says.

The use of chiropractic care varied widely among the states. In Minnesota, 34% of low back pain cases had chiropractic care, 28% in Wisconsin, 25% in California and 20% in New York. On the other end of the spectrum, only 1% of low back claims in South Carolina, Georgia, Arkansas, New Jersey and North Carolina had chiropractic care.

WCRI said those states were among 16 in the study group that allow employers or insurers to control the selection of the treating clinician. None of those employer-choice states saw more than an average of 11% of low back cases with chiropractic care. By contrast, Wisconsin allows employees to choose their medical provider while California, New York and Minnesota allow limited employee control.

The report says that fast-rising medical costs in the early 1990s caused employers to become concerned about the cost-effectiveness of chiropractic care. As a result, states began imposing new rules to control costs. Colorado, for example, adopted low back guidelines that required demonstrable functional progress after five visits and capped total visits at 36. California allows no more than 24 chiropractic visits. In Oregon the cap is 12.

Patients outside of workers' compensation are much more likely to seek chiropractic care for low back pain. WCRI said a 2017 study found that in non-occupational settings, 31% of patients with back pain sought care by a chiropractor within 12 months of injury. Only a few of the 28 state workers' compensation systems studied had a similar prevalence of chiropractic care for low-back pain cases.

"Without updated information on chiropractic care and the associated costs and outcomes, it is conceivable that some employers and insurers were still concerned about the cost-effectiveness of chiropractic care," the report says. "The negative perception of chiropractic care on the part of employers and insurers may also be in part because some chiropractors may still provide prolonged maintenance care without measurable benefits regarding function and disability."

SOURCES

¹ Wang D, et al. *Chiropractic care for workers with low back pain*
Workers Compensation Research Institute, Cambridge, MA May 2022

SPECIAL PRICING FOR WCA MEMBERS



XLR8® Handheld Cold Laser

The revolutionary XLR8 handheld laser device. This dual-diode laser features an easy to operate graphical user interface (GUI), with a sleek new cord-free design. With user definable channels and preset protocols, cold laser has become more flexible than ever before.

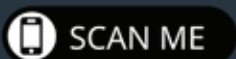
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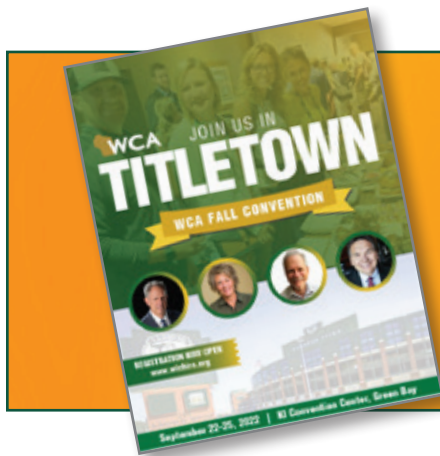
**Interested?
Contact Us!**





WCA CE & Convention Updates

Sarah Krahn | registration@wichiro.org | 608-292-1805



SAVE THE DATE!

The WCA Fall Convention will take place at the KI Convention Center in Green Bay from September 22-25, 2022!

Watch your email later this June as we release the Fall Convention Guide and open registration!

Health & Endurance: A Strategic Roadmap to Longevity & Wellness

featuring Dr. Dan Murphy and Dr. Andre Camelli

In this 12-hour CE accredited course, university professor & research expert Dr. Dan Murphy DC, DABCO collaborates with Dr. Andre Camelli to provide you with a roadmap to maximizing longevity & improving health. These two experts will show you how to optimize structure & function through poly-therapeutic intervention programs that develop superior clinical outcomes.



Dr. Murphy, DC will discuss key physiological concepts. Seminar topics will include Chiropractic care, laser therapy, increasing ATP & mitochondrial function, diet, exercise, brain health and state-of-the-art technologies tailored for improving health & managing common clinical syndromes.



Dr. Andre Camelli furthers this knowledge by bringing low-level laser cellular effects into your practice. By integrating high-intensity interval training, strength training & other proven modalities,

cellular ATP & lactic acid thresholds are positively affected to establish health & endurance for peak longevity.

Dr. Murphy & Dr. Camelli will expand your treatment options by showing you practical & easily repeatable hands-on techniques. The knowledge & skills you acquire during this action-packed 2-day course will change your life, your practice, and the lives of your patients & loved ones!

July 16-17, 2022 Saturday, 8am-5:30 pm & Sunday, 8 am-12:15 pm
12 CE DC/CT/CRT

Hilton Garden Inn Sun Prairie
Sponsored by: Erchonia



Register Now

Chiropractic Nutrition Series

This 48-hour course fulfills the requirements for DCs to receive their Nutrition Counseling Certification in Wisconsin. Chiropractors who complete this course may not only sell supplements, vitamins, and herbs, but they may also provide counsel, direction, guidance, advice or recommendations to their patients regarding the health effects of these substances. Please remember: You can take one (or more) of these classes towards your yearly required CE hours-withOUT working towards the nutrition certification.

All Modules Sponsored by: Standard Process



Module 2: Herbal Approach To Nutrition - 12 CE DC/ 12 Nutrition

August 19-20, 2022

Instructor: Dr. Daina Parent
Sheraton Brookfield

Module 3: Practice Management, Supplementation & More - 12 CE DC/ 12 Nutrition

Fall Convention - September Date TBD

Instructor: Dr. Kimberly Besuden
KI Center, Green Bay

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

November 18-19, 2022

Instructor: Dr. Derek Strong
Location TBD

Register Now

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Take Dirt Seriously

Standard Process believes that there is a direct connection between the earth, what you consume, and your overall well-being. Without vitality in the soil, there is no vitality in the bottle. Join us to Take Dirt Seriously, an exclusive WCA event

Friday, June 24th, 2022

9am-4pm (includes a healthy organic lunch!)

2 CE DC/CT/CRT

Member Rate: \$25 | Nonmember Rate: \$50

Standard Process, Palmyra

[Register Now](#)



Evolution of Chiropractic & Evidence-Based Rehab for the Busy Clinical Practice

This 6-hour course is intended for DCs, CTs trained in Exercise Rehab, Physical Therapists, PTAs, and Athletic Trainers!

This condensed course will offer hands-on techniques and efficient Rehab Protocols that can easily be adopted into a busy practice. The concept of upstream neurological inhibition and its effect on downstream function will be discussed along with cervical and lumbopelvic manipulation in an offloaded position. The concept of the “influencing muscles” of core stabilizers and their important role in the prevention of lower back pain beyond simply working the “core” will also be addressed.

Thursday, July 21st

9:00 am - 4:00 pm

6 CE DC/CT

DoubleTree by Hilton Madison East

Instructor: Dr. Wendy Varish

Sponsored by: ProtecSpine

[Register Now](#)



Chiropractic Radiology (CRT) Certification

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 four weekends and pass a final exam in order to receive this certification. A previously certified CRT may take a single weekend session of the CRT Radiology program to obtain the 12 hours required for certification renewal.

The course includes instruction in the following:

- Basic Principles of X-rays
- Film Handling & Processing
- Radiography & Chiropractic
- Introductory Anatomy
- Patient Positioning
- Radiation Protection
- X-ray Exposure Factors

Class Schedule: Saturdays 8am-6pm, Sundays 8am-2pm

Weekend 1: October 1-2, 2022

Weekend 2: October 15-16, 2022

Weekend 3: October 29-30, 2022 (Please note the exam is from 2pm-4pm)

Radisson Hotel and Conference Center- Fond Du Lac
48 CE CRT

[Register Now](#)

HIPAA Compliance & Cybersecurity: Surviving New & Ongoing Regulations

In this course, Dr. Ty Talcott provides critical information that 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 | 12:30pm-6:30pm

DoubleTree by Hilton Appleton

6 CE DC/CT

Pewaukee Session:

Saturday, October 29 | 8:30am-2:30pm

Ingleside Hotel, Pewaukee

6 CE DC/CT

[Register Now](#)

Exclusive
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now open to WI staff!



Healthy **Soil.** Healthy **Plants.** Healthy **Lives.**

An exclusive event for WCA

Friday, June 24 | 9 a.m. – 4 p.m.

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SE District Re-elects Holland and Edwards



Dr. Holland

During a district meeting held in May 2022 at the Machine Shed restaurant in Pewaukee, Dr. Brenda Holland and Dr. Tom Edwards were reelected to the WCA Board representing the SE district.



Dr. Edwards

“Doctors Holland and Edwards have done an excellent job representing the SE district on the WCA Board. I look forward to working with them as we work to protect and expand access to chiropractic care in Wisconsin,” said John Murray, WCA Executive Director and CEO.



Chiropractic Future Strategic Plan Launches Website

The effort to drive a national strategic plan for the chiropractic profession has launched a website to showcase the progress on this ambitious but critically necessary initiative. The website - chiropracticfuture.org showcases the mission, history, structure and progress of the strategic plan including the newest workgroup - creation of the Better Access to Chiropractic (BAC Pac) committee - chaired by WCA Executive Director and CEO John Murray.

chiropracticfuture.org

WCA asks CEB for clarification on a number of practice issues

The WCA has asked the Chiropractic Examining Board (CEB) for clarification on three practice issues - the use of laser for weight loss, CBD delta 8 variant and multi-level marketing.

[Read the CEB Letter](#)

Governor Evers Signs Compromise on Chiropractic Continuing Education

Last month, Governor Evers signed **SB 115** into law as **2021 WI Act 253** which allows the Chiropractic Examining Board to approve additional sponsors of chiropractic continuing education programs.

This bill signing was a historical day for both the WCA and the CSW as it creates a path for additional chiropractic groups to sponsor CE in Wisconsin. [Read more about how this legislative compromise was reached here.](#)



Governor Evers signs WI Act 253 into law

The Path to Online CE in Wisconsin



Online CE Rule Set to Go into Effect July 1, 2022

The long-awaited administrative rule that will allow Wisconsin chiropractors and their staff to take a portion of their required continuing education credits via online courses is set to go into effect July 1, 2022.

The rule will:

- Allow chiropractors to take 8 of their required 40 continuing education credits via online courses.
- Allow chiropractic technicians and chiropractic radiological technicians to take 2 of their respective 6 required credits (CTs) and 12 required credits (CRTs) via online courses.
- Require that for an online program to be approved in Wisconsin, it must be at least 50% synchronous (live and interactive).

[Read more about Online CE](#)



ARE YOU UP TO THE CHALLENGE?

The ChiroStrong \$100 Challenge

by John Murray, WCA Executive Director & CEO

Growing up in Wisconsin, I thought \$100 was a lot of money. I still do. Maybe it is the image of the \$100 bill. The Benjamin. The C note. I'll bet that as small business people, \$100 is a lot of money to you as well. That is why asking you to join the WCA's \$100 challenge is no small matter. Let me tell you more about it...

IT'S ELECTION SEASON IN WISCONSIN

You know what that means? I start spending more time attending political fundraising events around the state. I certainly attend my fair share of big events known as "cattle calls." These are large events where dozens of association leaders and lobbyists contribute PAC or conduit dollars (\$500 - \$1,500 per person) to network with legislative leaders or meet the candidates being supported by a particular political party. I personally prefer going to local events around the state because they generally cost less (\$100-\$250 per person), you get more face time with the candidate, and you get a better sense of their support level by talking to local voters. I am able to attend these events representing the WCA because members give generously to the WCA political conduit known as ChiroStrong.

ENHANCING OUR POLITICAL PRESENCE

From now until late October I will attend dozens of events throughout the state to enhance our political presence with candidates of both political parties. Every time I walk into one of these events and hand them a conduit check, I am keen to remember that the check was made possible by the generosity of our hard-working members.

The WCA has roughly 1,000 members. About a third of those members are students, retired/semi-retired doctors, and new doctors in their first three years of practice. While some of those members give to ChiroStrong, they do not make up a large portion of our current contributors. Of the remaining 750 members, only about 200 give to our conduit

on a consistent basis. That means around 550 of our current members are not giving anything to support the political efforts of the profession.

THE CHIROSTRONG \$100 CHALLENGE

So here is my challenge - if 500 of those members gave \$100 per year — that's \$25 per quarter (roughly the cost of an adjustment), we could add another \$50,000 to our political fund.

This fall, all 99 members of the Wisconsin State Assembly and half of the State Senate (odd-numbered districts) are up for election. We have a contested Governor's race. A large number of legislative seats are open races meaning there is no incumbent running. Raising an additional \$50,000 for our political efforts could support a large number of pro-chiropractic candidates for public office. This is how we continue to grow our political influence at the capitol.

I am asking you to please take me up on this challenge and give \$100 dollars per year to ChiroStrong and help build a stronger profession in Wisconsin.

Achieving our legislative priorities like full access to chiropractic care within Medicaid, Medicare and Worker's Compensation and pushing for equal reimbursement will only happen if we expand our political presence during the election season.

HOW TO GIVE TO CHIROSTRONG

Giving to ChiroStrong has never been easier - go to the Donorbox link and set up a contribution today. The group of 200 members who are currently supporting our political efforts cannot do it alone.

[Make a \\$100 Donation](#)

[Learn About ChiroStrong](#)

From the WCA Staff

Ella Lauten Joins WCA as Summer Research Assistant

Joining the Wisconsin Chiropractic Association as a summer research assistant is Ella Lauten. Originally from Waunakee, Wisconsin, Ella just completed her sophomore year at the University of Mississippi. Ella is studying Nutrition and Dietetics to pursue a career as a dietitian with the aspiration of promoting health and physical wellness.

This past school year Ella enjoyed working as a residential assistant in the freshmen dormitory continuing her involvement in the Student Housing Association. Ella is also involved in the Anti-Diet Dietetics Club, Kappa Kappa Gamma and the National Society for Leadership and Success. On campus, Ella fills her time staying active playing intramural basketball and volleyball along with leading the Kappa Workout Club. Ella will be working on cataloguing historical documents in WCA archives as part of the History of the Profession project. As the summer progresses, Ella is overjoyed to be working with WCA. Chiropractic care and nutrition is an important part of physical healing and wellness. Specifically she is looking to expand her own understanding of chiropractic knowledge and its relationship to nutrition. Ella is enthusiastic to have the opportunity to work with the team at WCA while learning more about the field related so closely to her personal interest.



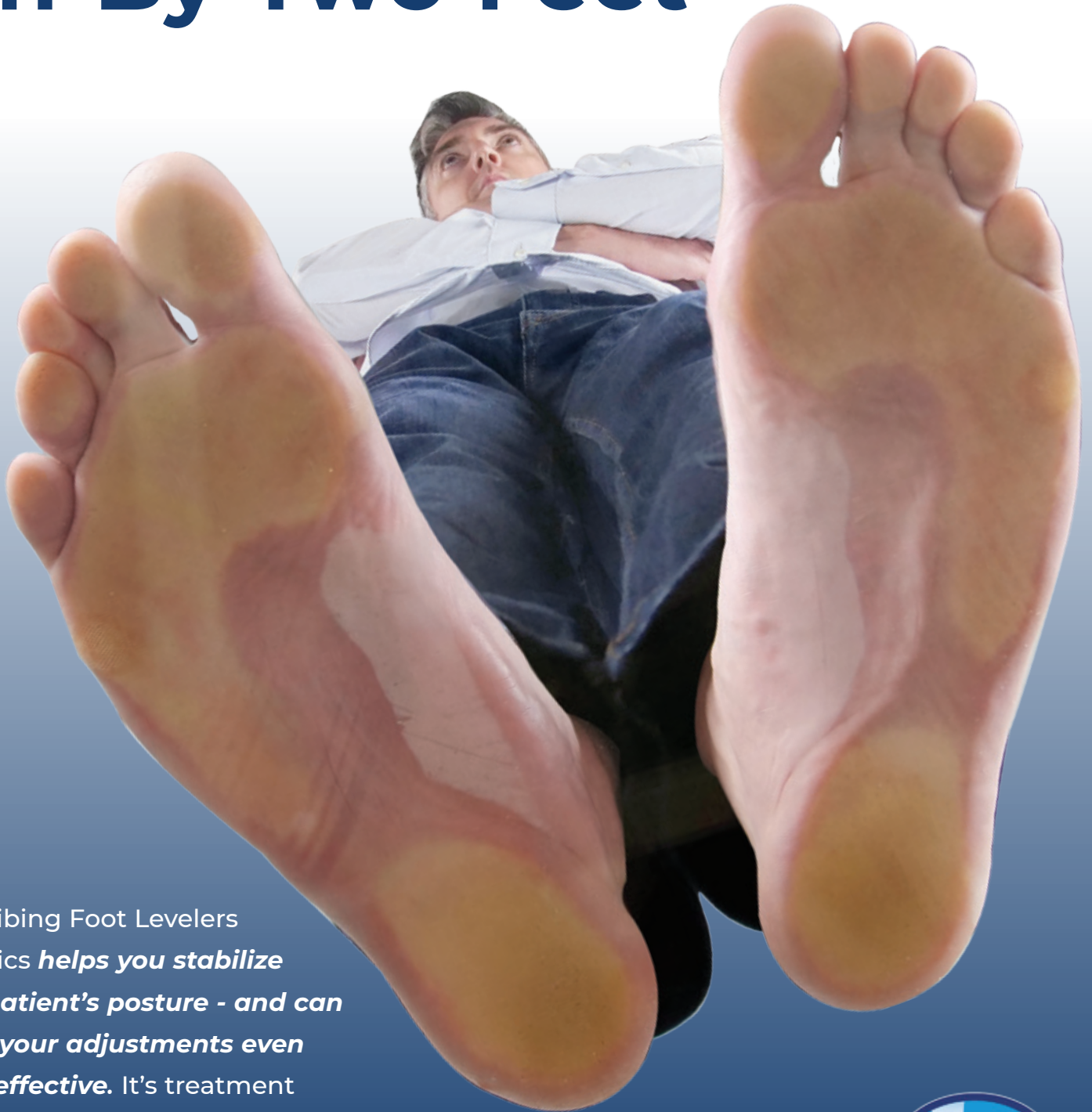
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ADJUSTMENTS WOMEN IN CHIROPRACTIC

WOMEN AT THE HELM

Q&A with Brenda Holland, D.C., on the importance of women taking a seat on all national chiropractic associations



BRENDA HOLLAND, D.C. (Main, '03), is the vice president of the Wisconsin Chiropractic Association (WCA) and president of ChiroCongress. She spoke with *Palmer Proud* about her roles and the importance of women leaders in the profession.

Tell us about your chiropractic journey.

I grew up on a farm and always thought the only thing I would ever do would be “farm stuff.” Then my dad passed away when I was 13, and it changed the trajectory of my life. My mom always supported and encouraged me to think big and not sit on the sidelines, so, I took on leadership roles in high school and during my undergraduate education.

When I got to Palmer, I noticed a stark difference in the ratio of males to females. We were one of the biggest classes with the most females, and there still weren't very many of us. I craved the camaraderie of women going through the same things I was, so I pledged Sigma Phi Chi. Having the support of a group of strong women allowed me to pursue leadership positions at Palmer, which prepared me for life after Palmer.

How did you become involved in chiropractic associations?

After graduation, I didn't have as strong of a support network as I had at Palmer. Brian Gerondale, D.C. (Main, '82), head doctor at Chiropractic Company, said, “Why don't you participate in our state association? You're fortunate enough to do what you love to do. You have to give back to the people that come after you.” That really resonated with me.

I ran for the WCA Board of Directors representing the South East District and was elected. That started my journey in the WCA. I filled multiple roles and chair positions and was eventually nominated vice president. From there, the WCA decided to become more active in ChiroCongress, and I was nominated by our board to run for the District 2 position that represents the eight Midwestern states.

“If you don't have a seat at the table, you're probably on the menu. If you want to make changes and strengthen the profession, you need to roll up your sleeves and get involved.”

—Brenda Holland, D.C.

Through hard work, dependability and remaining approachable, I was able to rise to the leadership positions I currently hold.

Why is it important for women in the profession to get involved in associations?

If you don't have a seat at the table, you're probably on the menu. If you want to make changes and strengthen the profession, you need to roll up your sleeves and get involved.

Female chiropractors are entering the workforce, and they're looking for opportunities to have a real work-life balance — that means having a family and still having a fulfilling practice. State associations fight for you every day to get you better payer reimbursement and provide resources to help make your office run smoothly.

State associations also provide you with an opportunity to connect with your peers and renew the connections with other women who are going through the same life experiences you are. Who doesn't need a support network of like-minded people who want to see everyone well adjusted?

What does it mean to you to see the growth of women leaders in chiropractic?

This is the first time in the history of the profession that women are at the helm of all the national associations — the ACA, ICA, ABCA, FCLB and ChiroCongress. I'm ecstatic. The women who came before us blazed

the trail, and now we're laying the foundation and the next group of women leaders will be driving forward into the next 125 years! As we see the enrollment of females in chiropractic colleges surpass 50 percent in the U.S., this group of females represents the next chapter in chiropractic.

What is one piece of advice you'd offer young women entering the profession?

Join your state association. It's about creating your network, that tribe of people who are going through the same experiences you are. But I have a second one, too: find a mentor (and your state association can help with that!). Multiple resources are available, from setting up your practice to working with insurance, from finding a mentor to posting job openings.

What do you hope for the next 125 years of women in the profession?

In the next 125 years, women will represent the majority of providers nationally. That will translate into more women being represented on the boards of our state and our national associations. It's our diversity that will help our profession grow and create unity without uniformity. I hope the women who read this 125 years from now will be part of a profession that's diverse and inclusive and represents the patients we serve. This is possible. The next group of women is more resilient than any of us because they are Palmer and by nature are driven forward. ■



A Call to Action from ACA

Eugene Yellen-Shiring, DC, FICC, ACA Delegate | 608-577-0130 | ggys@sbcglobal.net

Wisconsin ACA Friends and Colleagues,

I am urgently writing to ask for your help. As you know, ACA has introduced both HR 2654 and SB 4042, The Chiropractic Medicare Modernization Bill in Congress. As of today we have 139 cosponsors in the House, including Rep. Mark Pocan and Rep. Ron Kind, and 5 cosponsors in the Senate, including Senator Tammy Baldwin. However, there are now only seven months remaining to pass this legislation or we have to start all over again, and we still have 6 Representatives and Senator Ron Johnson in Wisconsin who have not cosponsored these bills. That is why there is now such great urgency to our efforts.

You can help generate cosponsors by contacting your Senators and Representative through the ACA Legislative Action Center and by asking your colleagues, patients, family, and friends to do the same!

It's simple. Here's how:

Go to the first two links below and print copies. Post these around your clinic and ask your patients to scan the QR code with their camera. It will take them to ACA's legislative action center. Once there, simply ask them to send the letters both to their Representative and Senators.

[Take Action Sign](#)

[ACA Printable Flyer](#)

Engage your patients with a simple statement such as:

"Mr. Smith or Ms. Jones, would you help us to modernize chiropractic coverage for our seniors on Medicare by scanning this QR code with your camera or going to handsdownbetter.org and sending letters to your Senators and Representative? It only takes two minutes so you can be done even before you leave the office."

The easiest thing to tell patients who want to know more is to say: *"Patients who have had coverage for their chiropractic care throughout their working careers now find they lose most of that coverage when they retire and go onto Medicare. If you want to learn more, go to handsdownbetter.org."*

Make sure you and your staff do it first so you'll be comfortable answering any questions they may have. You may want to use a code or icon on your chart to remind yourself which patients you have already engaged on this issue. I would also ask you to post this on your social media outlets encouraging friends and family to do the same. If you want additional resources and information or to learn more, go to handsdownbetter.org.

Our goal in Wisconsin is to get all 8 Representatives and both Senators to sign on as cosponsors. We will likely need over 200 cosponsors nationally to get a hearing for our bill and get it out of committee. While you and your patients are sending messages, our key contacts and I will continue working to parlay those messages into personal meetings with these Representatives and Senator Johnson while they are at home over the summer urging their cosponsorship of our bill. We have been working hard and have been close to getting some other cosponsors in Wisconsin, but we haven't succeeded, so that is why we need your help.

Your action is needed now more than ever. Let's all roll up our sleeves and do our part!

Thank you!

Eugene Yellen-Shiring, DC, FICC
ACA Delegate
Madison, WI



Take Action
Contact Your Senators and Representative



- Scan the QR code here and urge your senators and representative to co-sponsor the "Chiropractic Medicare Coverage Modernization Act."
- Thank them for their support of Medicare patients.

 AMERICAN CHIROPRACTIC ASSOCIATION acetoday.org

The Chiropractic Medicare Coverage Modernization Act



Support Medicare Benefits for Chiropractic Patients

The Chiropractic Medicare Coverage Modernization Act (S. 4042/H.R. 2654) is a bill introduced in the U.S. Senate and House of Representatives that will allow Medicare beneficiaries to fully access the chiropractic profession's broad-based, non-drug approach to pain management. Non-drug approaches to pain management have become an important strategy in national efforts to stem the epidemic of prescription opioid overuse and abuse.

Lack of Medicare coverage means seniors and other Medicare patients who require services are forced to either pay their chiropractors out of pocket or visit a provider whose standard procedures may involve drugs, or other treatment options that are often unnecessary.

While the bill increases access and coverage for Medicare beneficiaries, it does not add any new services or remove services currently covered under Medicare. It simply allows patients to choose chiropractic care for services already covered.

It is vital that your federal representative hears from patients about the importance of increased access to chiropractic care. Urge your representative to co-sponsor S. 4042/H.R. 2654 and thank them for their support of Medicare patients.

Both bills are bipartisan legislation addressing a nationwide issue. Access to chiropractic care will benefit more than 55 million Americans.



Using the camera on your phone, scan the QR code or visit [acatoday.org/takeaction](https://www.acatoday.org/takeaction) to contact your senator and representative.

Learn more at [HandsDownBetter.org](https://www.HandsDownBetter.org)



AMERICAN
CHIROPRACTIC
ASSOCIATION



WCA Membership

Andrea Murray | membership@wichiro.org | 608-292-1802

WCA Visits NUHS in Lombard, IL

Several members of the WCA Membership Committee visited National University of Health Sciences on May 19. Students joined us for pizza and beverages combined with a panel presentation on current practice options and opportunities in Wisconsin.

It is always a treat to meet with the next generation of Chiropractors, and to hear about their concerns and dreams for the future.

The WCA offers a complimentary membership for Students and newly licensed DCs. Be sure to spread the word if you know of a current student!



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ONLINE CHIRO

Meet Student Member, Brycen Valiga, NUHS

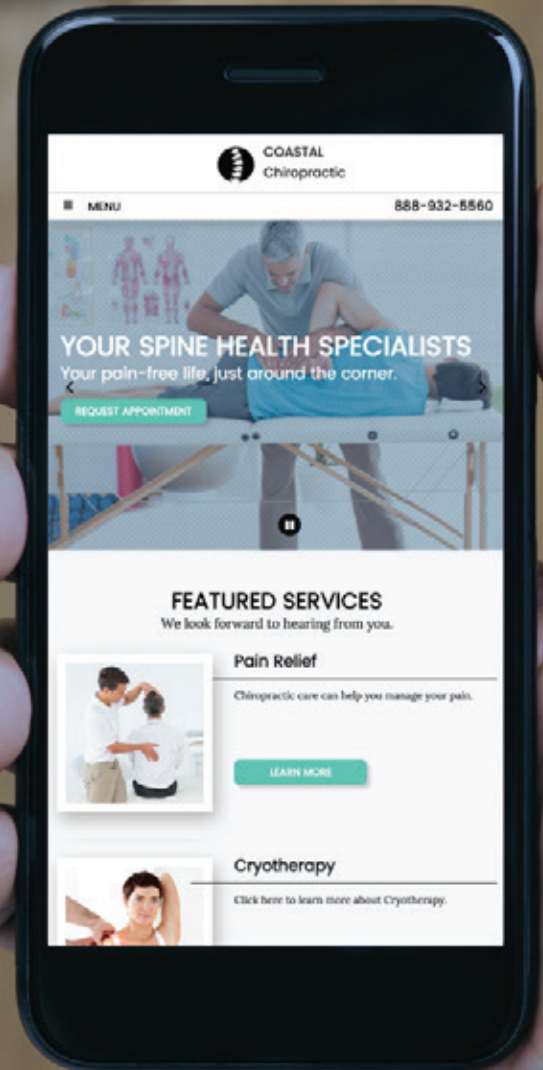
WCA staff and representatives recently met with students at National University of Health Sciences to discuss practice opportunities in Wisconsin.

Pictured below are members of the WCA Membership committee and new WCA Student Member, Brycen Valiga.

Brycen is from Phillips, Wisconsin and received degrees in Sports Medicine and Athletic Training from Concordia University. He is currently a 2nd trimester student at NUHS. His favorite subjects are motor learning, anatomy, and biochemistry, and he loves snowboarding, building computers, and playing video games.



(L to R) Dr. Bill Spontak, Dr. Tom Edwards, NUHS Student Brycen Valiga, Dr. Jason Mackey, WCA Staff Andrea Murray.



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New DC Members:

Tershelle Burrows, DC

Sierra Caldwell, DC

Gerald Hendrickson, DC

Chris Hubbard, DC

Madeline Mayer, DC

Bradley Nutting, DC

Kevin Servi, DC

Tia Torres, DC

Lin Yang, DC

New Student Members:

Karl Bailey, NUHS

Rachael Fix, NWHSU

Maria Kreye, NWHSU

Kameryn Kuester, NWHSU

Mackenzie Larsen, NWHSU

Mikaela Lengwin, NWHSU

Rachael Lindsey, Logan

Melanie Nuthals, NWHSU

Bycen Valiga, NUHS

Meghan Weber, NWHSU

Katie Willers, NWHSU

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WCA HELP DESK UPDATES

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



Got a Minute?

WCA Annual Chiropractic Surveys Now Available

For many years, WCA has asked all practicing DCs in Wisconsin to complete these surveys each year. These surveys allow us to provide important data to the chiropractic community. Survey results are completely anonymous. The results are provided to WCA members. Please respond to all three surveys by the end of the day on Friday, July 15.



PLEASE COMPLETE ALL 3 SURVEYS BY JULY 15

PRICING | STAFF SALARY | CHIROPRACTIC BUSINESS & ECONOMIC TRENDS

Results will be shared in the fall issue of *The Wisconsin Chiropractor*.

Pricing Survey

Staff Salary Survey

Chiropractic Business & Economic Trends Survey



WEBINARS ON DEMAND

COMPLIMENTARY FOR WCA MEMBERS

In Case You Missed It

The May webinar is now available on demand. View "Proper Use of Coding Modifiers" with Dr. Mario Fucinari

continued on page 30



Evaluating the E/M Modifier

By Mario Fucinari DC, CPCO, CPPM, CIC

Billing procedures have historically been left to the staff. However, since the doctor often determines the treatment services and circumstances, doctors are increasingly drawn into the ball of confusion. The evaluation and management (E/M) modifier bears increased scrutiny. If misused, the result may be denials, lost time filing rebuttals, and a loss of income.

Modifier 25: Significant, separately identifiable evaluation and management service by the same physician or other qualified health care professional on the same day of procedure.

Modifier 25 has been a prominent modifier that has come under the scrutiny of insurance carriers. Keep in mind that many of the modifiers we use in chiropractic are the same modifiers used by the allopathic profession. We have to mold those modifiers into the services we provide.

Chiropractic manipulation consists of three components: the pre-assessment, the actual manipulation, and the post-assessment. Since the services 98940-98943 are expected to consist of a minimal examination, it is often inappropriate to unbundle the manipulation's evaluation and management (E/M) service. This is evident because we do not routinely bill an E/M code with the manipulation, except for an initial evaluation and a re-evaluation. Anytime the 25 modifier is appended to the E/M codes (99202-99215), the chart notes must indicate that the procedure was separately identifiable.

► I do not recommend adding the modifier 25 if the E/M would be considered minimal or done to establish the presence of a segmental and somatic dysfunction (subluxation). A P.A.R.T. examination in Medicare would not typically warrant a charge for an examination. If you are billing for an assessment of the patient, the documentation must satisfy specific criteria for the E/M service to be reported. The medical necessity and rationale of the service should be documented. Document facts such as was this a new injury or an exacerbation? Did the symptoms change or significantly worsen? The diagnosis does not have to change, but did you change the treatment plan or treatment goals due to the examination procedure?

► Your documentation is always required to establish the separately identifiable examination rationale. If it was not written, it never happened. You may wish to include certain

words in your documentation and make a macro to be included in your electronic health records. The phrase "the patient's condition required" helps explain the circumstances. By presenting the change in circumstances, what prompted you to perform the service can be understood.

► When describing what you did, I recommend stating, "the patient's condition required a significant, separately identifiable E/M service above and beyond the usual manipulation services". This statement will leave no doubt in the carrier's mind that you felt you were justified in unbundling the manipulation and examination.

► A self-test to establish if you are justified in using the modifier 25 would be to ask yourself if you documented the extra work performed, the medical necessity of the work, and what the extra work was compared to the usual work performed in the manipulation service.

Modifiers bridge the gap between documentation and coding. Knowing the rules of modifier use is a complex issue that must be addressed frequently. Using the modifiers correctly will lead to less confusion and increased success in your office.

About the author: Dr. Mario Fucinari is a Certified Professional Compliance Officer, Certified Physician Practice Manager, Certified Insurance Consultant, and a Medicare Carrier Advisory Committee member. Dr. Fucinari is also on the Speaker's Bureau for Foot Levelers, NCMIC, and ChiroHealthUSA. Look for Dr. Fucinari in upcoming classes such as Medicare, documentation, coding, examination, or rehabilitation training. For further information, you may email him at Doc@Askmario.com or check his website at www.Askmario.com.



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A Strong Legacy of Protecting the Profession

By Dr. William Spontak, Chair - WCA History of the Profession Committee

It was only 2 years ago that our profession celebrated our 125th anniversary. Have we, as a profession, matured enough to be comfortable with our identity and wise enough to nurture our continued growth for the sake of all chiropractors?

The chiropractic profession struggled with survival and identity in our early years. There were struggles between chiropractic leaders and colleges while our profession was being persecuted and our chiropractors arrested. In our early years, many thought that our profession would never last. There are many brave and heroic chiropractors who endured hardships and fought bravely for our profession in order for us to achieve our milestones. But it seems that once the milestones are achieved, we tend to forget about the work and efforts of those who came before us. Plus, as a profession, we tend to forget that we need to continue these efforts.

Given that we understand the original struggles of our profession and the continued difficulties we face today, we need to decide how we move forward. On one hand, we need to embrace our roots to remain grounded, yet also let go of our past growing pains that may hinder us now. As a profession, we need to remain proud of our past and at the same time learn from our past difficulties. We have the maturity and wisdom to do both, we need to assure we have the courage to do so.

"Our Diversities Can Be Our Strength"

The common denominator we all share is the understanding that this form of health care is vital, essential and unique. While recognizing and respecting our historic origins, we need to allow for current concepts in chiropractic science and

rational thought. Our differences and diversities can be our strength and not necessarily a dividing factor.

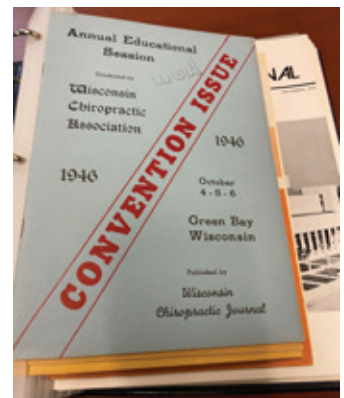
In 1911, seventeen chiropractors met in Ashland, Wisconsin for the purpose of associating under a common cause of bringing Chiropractic into the state of legal recognition. They were considered prime targets for arrest for practicing medicine without a license. At great personal risks, these seventeen chiropractors founded the Wisconsin Chiropractic Association.

To this day, the WCA continues to stand for better recognition of the chiropractor, better acceptance, better treatment, better reimbursement, greater accessibility, improved legislation, public education, chiropractic successes and much more.

The WCA has the maturity and wisdom to appreciate our origins and values while accepting the diversity of our members who are unified for the sake of our profession at large. The growth, stability and future of our profession will be stunted if our profession cannot be unified in common ideals and goals.

"The challenge becomes, do we as a profession, have the courage to put aside individual agendas and directions for the sake of a unified and strong future of our profession? After all, as chiropractors, it is our responsibility to perpetuate chiropractic and assure it's future. "

If you are a WCA member, we thank you and are grateful that you care enough for your livelihood to belong to the organization that cares. If you are not a member, why aren't you? Join the legacy of the WCA not just for the membership benefits, but because you care about the future of our profession.



Pictured above - the WCA historical archives contain a number of fascinating publications and documents.

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MEMBER SPOTLIGHT: How this DC Gets People Moving

an Interview with Dr. Jeff Sergent, Muscle & Movement Therapy, Cedarburg

Talk about your perfect match. Dr. Jeff Sergent's clinic, Muscle and Movement Therapy in Cedarburg, offers a range of chiropractic services to treat sore muscles as well as a place to stretch them – two pickleball courts.

A Growing Private Pickleball Club

The courts, which are home to a private pickleball club, were put in when Sergent took over the space in 2021. The common denominator is physical activity, he says.

"I've always wanted to get people moving," Sergent explains. "That's the long term, if you want to get quality out of life, you have to stay active. What you do now is going to have an impact 20 years later. So, if you can get people active in their 30s, 40s, and 50s, they can just stay active throughout. Pickleball is great because it's just fun."

Originally, Sergent had planned to focus his practice on sports performance and rehabilitation for high school athletes so an athletic facility at the clinic made sense. He had first considered a Crossfit gym but abandoned that idea. A patient who was a professional pickleball player then suggested that the space would be perfect for a pickleball court. The club has 45 members and is growing so fast that a second court was added this spring.

Pickleball is an inter generational sport with players ranging in age from pre-teens to senior citizens. There is crossover between the club and the clinic. Sergent estimates that 10-15 club members are also patients.

"It's been a great referral source," he says, adding that although he specializes in spinal care, he also treats athletic injuries such as hip issues, plantar fasciitis and epicondylitis.



How an Environmental Science Track Led to Chiropractic

Sergent has been in practice for 13 years. A native of Flat Rock, Michigan, he did not originally consider chiropractic as a career - even though his father was a chiropractor. Instead, he graduated from Michigan State University with a degree in environmental science. He worked for a year in construction in the environmental field before deciding to go back to school to study chiropractic at National University of Health Sciences in Lombard, Illinois.

The impetus was his interest in native plants and their medicinal uses, sparked by work restoring wetlands and deciduous areas. Sergent wanted to study naturopathy and NUHS was planning to add a naturopathy program so he enrolled there. During his studies, he fell in love with

continued on page 35



It starts with picking up the phone and getting to know your primary care docs and your orthopedics in your town. Building that relationship at a collegial level is what generates the referrals.

Sergent- Cont. from page 34

the rehabilitation field and ended up graduating with a chiropractic degree.

After practicing with his father’s partner in Michigan for 3 ½ years, Sergent moved to Wisconsin to be closer to his wife’s family. His wife, who was working on becoming a chiropractic internist, was also unhappy about Michigan’s restrictions on the way she could practice.

A Focus on Spinal Care

After working in Glendale, Wisconsin for 6 ½ years, Sergent opened his own practice in Cedarburg in 2016, moving to his current location in August 2021.

Because of his interest in spinal care, he completed the University of Pittsburgh’s Primary Spine Practitioner program. He has tried to focus his services on spinal care as well as other selected areas including massage therapy and dry needling.

“I used to treat everything and now I focus down on just spinal care,” he said. “There are some cases I just don’t treat anymore.”

Sergent says that young people interested in entering the chiropractic field should be aware of some challenges. Because reimbursement by insurance companies tends to be minimal, and salaries for beginning chiropractors tend to be low, he encourages those starting out to invest in other areas or set up a business plan outside their practice to maximize their financial resources. He believes the trend

of having beginning associate chiropractors work very long hours in exchange for low salaries is starting to change. Younger doctors want work life balance and if they do not get it, they will leave.

“They don’t mind working hard, but they also want to see a return on that,” he says.

Sergent also believes that the industry needs to start focusing more on mentoring its young chiropractors.

Looking to the future, Sergent hopes that chiropractors begin assuming more of a central role in spinal care and becoming primary musculoskeletal providers. He suspects patients will help drive that change.

“People are getting sick of high bills. People are finding out the more expensive utilization that they do, it is not working. What ends up working is conservative care, like chiropractic,” he says.

Primary care physicians also have to realize that referring patients to a chiropractor can save patients money and led to a better result. One way to make that happen is more networking between primary care physicians and chiropractors, Sergent says.

“It starts with picking up the phone and getting to know your primary care docs and your orthopedics in your town,” said Sergent. “Building that relationship at a collegial level is what generates the referrals.”



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In Memoriam

Greg Peterson, Co-founder of NutriDyn

It is with a heavy heart that we are sharing the news that Greg Peterson, our dear friend, husband, father, grandfather, brother, uncle, and co-founder of NutriDyn, has passed away after bravely battling cancer for over a year.

Greg was a “family man,” and both he and his brother David started NutriDyn in his parent’s basement before nutritional supplementation was known as Functional Nutrition. Since Greg and Dave came from a very caring family, it seemed natural to them that their parents allowed the business to take over 80% of the house and that their mom, Blanche, would work as office manager for free until they moved to NutriDyn’s current location in 1980.

Looking forward to now, NutriDyn has grown substantially yet continues to be a 4th-generation family-owned business. This “family first” approach to life extended beyond Greg’s biological family and into the workplace.

Greg considered every employee and client associated with NutriDyn to be part of the family. It’s a foundational philosophy of our business and why NutriDyn has been able to create lifelong relationships with our customers and be your partner in health.

As many of you know and have experienced, Greg had the unique ability to make you feel like you were the only person in the room when you were around him. He was extremely generous in many ways, but he was especially generous with his time and attention to everyone. He truly desired to help each and every person he came into contact with, and he loved working in the field of clinical nutrition.

The following quote from a past interview summarizes Greg’s passion for his work and love for his friends and NutriDyn customers:

“When I look at the people we work with, they don’t get any better. These are the people who answer the call to heal other human beings, which is huge. They didn’t take the easy path or the popular path...so just being around these people inspires me, and I just love to be a part of it.”

Greg was one of the founders and pioneers of functional medicine, and he leaves behind a great legacy in the world of nutrition. Our NutriDyn team will continue to honor this legacy as we move forward.

You can trust that we will continue Greg’s tradition of putting customers first, doing things right, and providing the highest quality nutritional supplements and educational services just like he taught us.



Sincerely,

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Current Wisconsin Practices for Sale

Hudson, WI - Practice For Sale

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

F4CP's New Resources

The Foundation for Chiropractic Progress (F4CP) has released a variety of new resources for members to download for FREE on their website. The white papers, eBooks, brochures, infographics and other materials cover a variety of topics for you and your staff to utilize and share with your patients.



Their newest tip sheet, "How to Triumph Over Tech Neck" addresses the physical effects of screen time and how chiropractic care can help.

To view the Tech Neck tip sheet and other marketing materials, log in to your F4CP account!

Follow the steps listed below to access your benefits.

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4. Go shopping! When you shop on Amazon, qualifying purchases will result in a .5% donation to the Foundation.

How to Join Amazon Smile (Desktop):

1. Visit smile.amazon.com on your desktop and click "Get Started" or "Login" to your Amazon account.
2. Type in Foundation for Chiropractic Education in the search bar for your Charity of Choice.
3. Choose the Foundation for Chiropractic Education located in Georgetown, CA.
4. Whenever you make a purchase on Amazon, make sure you begin shopping by visiting smile.amazon.com in order to contribute to the Foundation.

F4CP Launches "Naturally Chiropractic" National Marketing Campaign

The F4CP has launched the 'Naturally, Chiropractic' campaign, highlighting chiropractic care as a natural, safe approach to pain management and overall wellness. As part of the campaign, F4CP is developing 4, :30-second commercials that follow the lives of four individuals at different stages of life to promote chiropractic care at every age.



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SOCIAL MEDIA SPOTLIGHT

We are proud to partner with the Foundation 4 Chiropractic Progress (F4CP) to share pro-chiropractic resources on our Facebook page. These posts include great tips and information that you can share on your business Facebook page and with your patients!



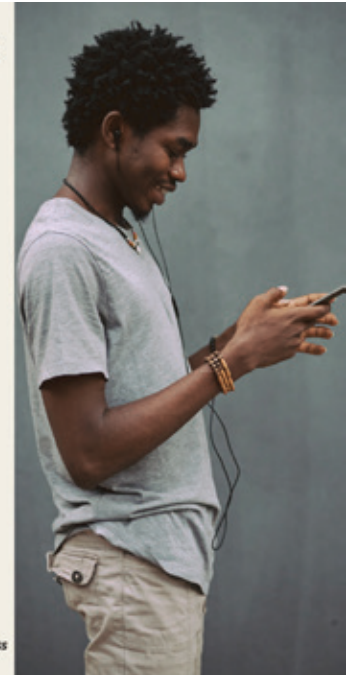
CHIROPRACTIC CARE FOR TECH NECK

IT IS ESTIMATED THAT CHILDREN AND ADOLESCENTS SPEND 5 TO 7 HOURS A DAY ON THEIR SMARTPHONES AND HANDHELD DEVICES WITH THEIR HEADS FLEXED FORWARD TO READ AND TEXT.

The weight of the head on the spine is dramatically increased when it is flexed forward, and it has been reported that the cumulative effects of this exposure reach alarming results of an excess stress on the cervical spine area.

Chiropractic care can help alleviate tech neck-related pain and improve posture.

Source: [NEJ Environ Res Public Health](#)



Are Your Habits Affecting Your Posture?

Experts warn about the following incorrect habits which can affect the shape of the muscles, deform the skeleton and cause abnormal development:

- Excessive use of computers
- Use of desks and chairs without proper height
- Lack of healthcare education
- Lack of exercise
- Carrying heavy school bags
- Inappropriate postures when studying or watching television

Correct posture is essential for maintaining balance of the body, proper arrangement of supporting structures and effective functioning of the body.

It's never too late to change your habits and incorporate chiropractic care into your regime.

Source: [J Phys Ther Sci](#)





The Power of Plant-based Magnesium for Improving Sleep

Feel tired during the day? You're not alone.

According to the **CDC**, over one-third of Americans report sleeping less than seven hours per night (naps count too!). Unfortunately, challenges associated with lack of sleep don't stop with staying awake at your desk. Adults who fall into this category are more likely to report being obese, physically inactive, and suffer from **chronic health conditions**.

Strategies to **achieve better sleep — measured in both quantity and quality** — include limiting caffeine consumption, increasing physical activity, practicing meditation, and getting enough magnesium.

Magnesium is an essential nutrient that is involved in key metabolic processes as a cofactor for more than 300 enzymes.¹ It is involved in the synthesis of DNA and RNA, and plays a role in energy production pathways.¹ At a cellular level, magnesium may also support pathways involved in sleep.

Magnesium can block the N-methyl-D-aspartate (NMDA) receptor, and NMDA antagonists have been shown to have positive effects on sleep.³ Magnesium can also activate the γ -amino butyric acid (GABA) receptor which improves sleep architecture and reduces anxiety.⁴⁻⁶ As a result, human clinical trials support the role of magnesium in promoting healthy sleep. For instance, magnesium supplementation in elderly adults with insomnia resulted in significantly

increased sleep time, sleep efficiency, and melatonin concentration, and decreased insomnia sleep index score and sleep onset latency.⁸ Oral magnesium has also been found to result in beneficial changes to brain activity during sleep.⁹ Animal studies have further demonstrated a role for magnesium in melatonin production.⁷

Unfortunately, despite all of its benefits, magnesium intake is chronically inadequate in U.S. adults, increasing risk for conditions such as cardiovascular disease and depression.² There is a lot of room for improvement across the population, and many health care professionals are taking notice.

"I recommend magnesium to virtually all of my patients," said Chiropractor Dr. Derek Strong of Strong Chiropractic in Wisconsin. "The number one reason I recommend magnesium to my patients is to help with quality of sleep. Magnesium increases serotonin, which leads to an increase in melatonin. It decreases inflammation, adrenaline, muscle cramps, and improves the rhythm of your heart."

For those looking to improve their magnesium intake, there are a number of advantages to consuming the nutrient as part of the **whole food matrix** — it mimics the way magnesium is found in nature, and may be more bioavailable. In addition, plant-based magnesium was uniquely able to elevate magnesium concentrations in cerebrospinal fluid of rats fed a magnesium-rich blend of Swiss chard and buckwheat extracts, which

potentially indicates an increased ability to cross the blood brain barrier.¹⁰

If improving dietary levels of magnesium through food alone is a challenge, magnesium-based nutritional supplements are an excellent option for many people. They're an easy, effective way to enhance wellness with a number of potential health benefits. When they're part of the daily routine, they can have a wonderful impact on a good night's sleep.

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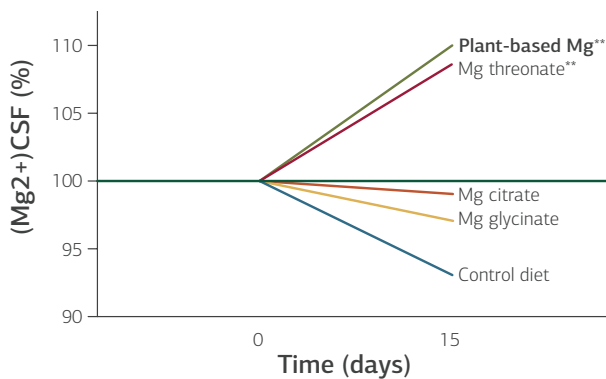
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†Bassem F. El-Khodor, Karma James, Qing Chang, Wei Zhang, Yvette R. Loiselle, Chinmayee Panda & Taleen Hanania (2021) Elevation of brain magnesium with Swiss chard and buckwheat extracts in an animal model of reduced magnesium dietary intake, *Nutritional Neuroscience*, DOI: 10.1080/1028415X.2021.1995119

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ASSOCIATE WANTED TO JOIN OUR THRIVING CLINIC IN WEST BEND, WI

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, garrett.brugger@gmail.com

ESTABLISHED MADISON CLINIC SEEKING DOCTOR - BUY-IN OPPORTUNITY AVAILABLE!

Are you interested in running your own clinic, but hesitate to do it entirely on your own? Would you like to immediately step into a 15-year established family practice? You would be compensated like an owner-doctor and have the opportunity to buy-in as an equity partner in the group. Lifecity Chiropractic is a group of three Madison clinics that was established in 2007. We are in search of a doctor for our lake edge clinic who can help us expand our hours and continue to grow. If this sounds appealing, please email your resume with a cover letter to info@lifecitychiro.com.

CLASSIFIEDS (CONTINUED)



CHIROPRACTOR WANTED IN CENTRAL WISCONSIN

Looking for a Doctor of Chiropractic to add to our fast-growing Wellness Way clinic in Kingston, WI. Base salary plus productivity and quality bonuses, allowances for continuing education and conference attendance, as well as massive opportunities for personal and professional growth.

Already established existing patient base in need of chiropractic care. We are looking for the right person to add to our Wellness Way team.

Job duties:

- Conduct patient consultations by reviewing health and medical histories; questioning, observing & examining patients; and reviewing x-rays, as indicated.
- Evaluate patients' neuromusculoskeletal systems and the spine using chiropractic diagnosis to determine neuromusculoskeletal and spine-related conditions.
- Perform manual adjustments to the spine, or other articulations of the body, to correct the neuromusculoskeletal system.

If interested, please email jfeldner@dynamicdoctors.com

We look forward to hearing from you!

CLINIC WANTED FOR PURCHASE

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

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 w/resume.

WISCONSIN LICENSED CHIROPRACTOR OR SOON-TO-BE WISCONSIN LICENSED CHIROPRACTOR

Did you just graduate from chiropractic college? Have you bounced around from clinic to clinic and are looking for a place to call home and people to grow old with? Are you on the back end of your private practice career, but aren't ready or able to retire? Do you own your own practice, but you're tired of the administrative headaches involved?

If you fit one of the above scenarios, the team at Oak Creek Relief & Wellness has an immediate opening for a Doctor of Chiropractic with strong case management skills and a passion for helping patients achieve Relief & Wellness. Free yourself from all the stresses that a typical DC has in private practice!

You will NOT need to:

- Deal with staffing issues
- Answer phones
- Handle billing & collection issues
- Become a marketing guru
- Spend all your evenings or weekend doing screenings

Oak Creek Relief & Wellness offers:

- Well equipped modern chiropractic facility with unmatched administrative and licensed support staff to help you reach patient goals
- Starting salary of \$52,000 a year
- Salary range \$52,000-92,000
- 100% malpractice coverage
- Continuing Education Credit allowance
- 100% Insurance Credentialing fees covered by clinic
- 401K Retirement Plan
- Short term disability
- Long term disability
- Paid time off (holiday, vacation, personal/sick days)
- Free health club membership

Come tour our clinic and see why:

- Our current team of Associate Chiropractors have been with us since 2008
- Our current team of CT's & Administrative staff have been with us an average of 11.5 years.
- Our clinic was featured in *The American Chiropractor Magazine*

Please email your Curriculum Vitae (CV) to drken@tds.net. All contacts will remain confidential. Previous applicants welcome to re-apply.

Oak Creek Relief & Wellness

1900 W Ryan Rd | Oak Creek, WI 53154
414.761.5777 | www.oakcreekreliefandwellness.com

CLASSIFIEDS (CONTINUED)



ASSOCIATE WANTED - GREATER MILWAUKEE AREA

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

In addition to a salary and bonus structure we also offer health insurance, short term and long term disability insurance, and a matching 401k plan. Continuing education, chiropractic coaching, 50% off a gym membership, license, CPR training, and malpractice insurance are also covered benefits of working with the Chiropractic Company.

For more information go to: www.chiropracticcompany.com
OR Email: drmcleod@chiropracticco.com

EQUIPMENT FOR SALE

The practice is relocating and we will not be able to take all equipment with us. Needing to remove items from the current location (Hales Corners). Contact us for more information.

- Detecto Scale 3P7044 - \$75
 - Health O Meter 400GUF - \$75
 - Ergotron Medical Cart - \$900
 - Chattanooga Decompression Table - \$4000
 - Healthcare MFG Roller Table ATT-300 - \$500
 - Hill Exam Chair HA90P - \$2800
 - Pivotal Health DOC Decompression Table - \$4000
 - Spinealign Roller Table - \$500
 - The Spinalator - \$500
 - Williams Table MFG Advantage 1800 - \$1500
 - ArthroStim, excellent condition - \$995
 - TradeFlex by Pivotal Drop Table - \$2500
 - Dell 21" Monitors - \$50 ea.
 - Brother Fax Machine IntelliFAX 2840 - \$70
 - Dell OptiPlex Computers without Hard Drives - \$45
 - Dell Inspiron Computers without Hard Drives - \$40
- HealthWise Chiropractic
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