



The Wisconsin Chiropractor

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GOVERNOR TONY EVERS



SPEAKER ROBIN VOS



MORE PARTISAN GRIDLOCK IN MADISON?

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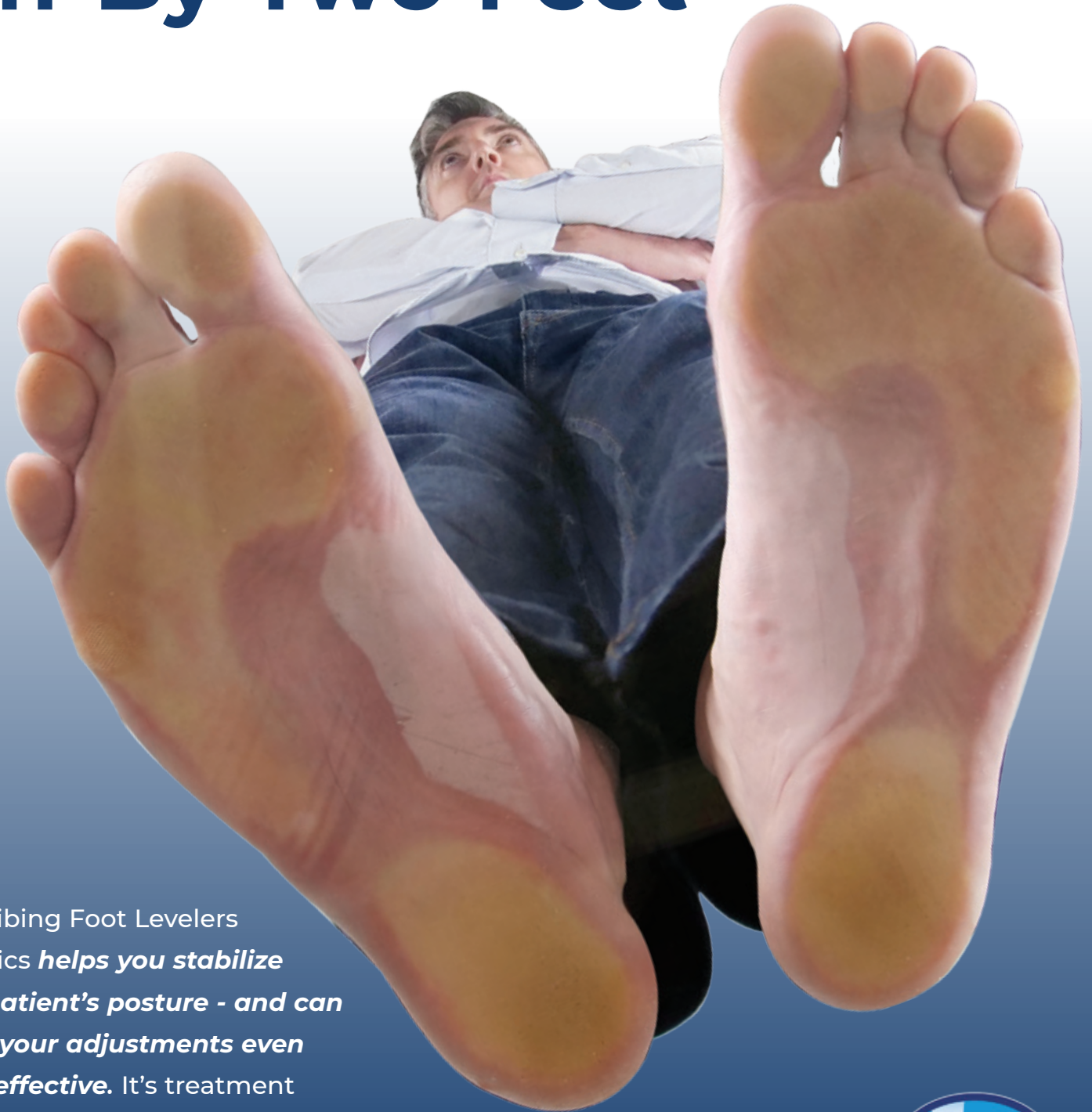
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The *Wisconsin Chiropractor* is the official publication of the Wisconsin Chiropractic Association, located at:

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ALL YOU NEED TO KNOW

The specialists at BayCare Clinic Neurological Surgeons work collaboratively to offer comprehensive care for conditions affecting the brain, spine and nerves.

We are the longest-practicing neurological surgery team in the region, with a combined 120 years of experience.

In addition, we were the first neurosurgery team in the region to offer minimally-invasive spinal fusions and artificial disc replacements.

"It's awesome. It's beyond words – amazing – when you don't have to wake up in extreme pain every single day."

- Patient testimonial

Our team consistently seeks new and innovative solutions to better serve patients. That means we employ the most effective, evidence-based strategies to deliver increasingly positive clinical outcomes and overall patient satisfaction. We work to ensure that our processes remain easy for referrers to access us for top-notch, specialized patient care.

The providers at BayCare Clinic Neurological Surgeons treat these and many other conditions:

- Back pain
- Neck pain
- Trauma, stroke or aneurysm
- Disc herniations, spinal stenosis and spinal instability
- Spinal injuries and fractures

"I feel like I got my life back. There's nothing that stops me from living life at all now ... It was an excellent experience for both surgeries and I just feel like I'm good to go for any kind of activity."

- Patient testimonial

We also encourage and offer second opinions for a variety of conditions. As a result, patients can determine the best course of action by obtaining an additional opinion regarding a diagnosis and treatment plan.

Patients seeing BayCare Clinic Neurological Surgeons for the first time must have a referral. The primary care physician, chiropractor or other medical provider will send that referral to

our office. To guarantee that the patient receives the best care possible, our team fosters a collaborative relationship with the referrer. Our staff will contact each patient to schedule his or her first appointment.

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 who require specialized care for their chronic or acute back, neck, or spinal conditions can trust the expertise of our neurological surgeons.

"When I got out of recovery and they got me up to walk, I looked at my husband and was like 'I'm pain free,' It was just amazing that the pain was gone."

- 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. Jack Leschke, neurological surgeon, works collaboratively to treat a variety of back and neck conditions.



YOUR PARTNER

IN HEALTH

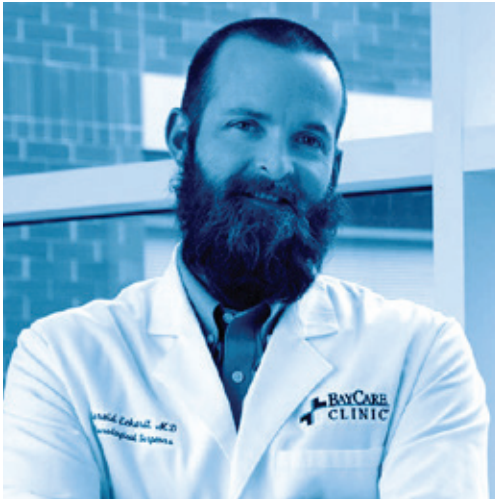
The specialists at **BayCare Clinic® Neurological Surgeons** work collaboratively to offer comprehensive care for conditions affecting the brain, spine and nerves.

Our team consistently seeks new and innovative solutions to better serve patients. We employ the most effective, evidence-based strategies to deliver increasingly positive clinical outcomes and overall patient satisfaction. We treat back pain, neck pain, disc herniations, spinal stenosis, spinal instability, spinal injuries, fractures and more.

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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

Being a Member of the Incumbent Party

When you've been working in partisan politics as long as I have, you pick up a few sayings along the way. Years ago, I was having lunch with a long-time friend who was at the time a member of the Wisconsin Legislature. During lunch, he introduced me to a prominent local businessman who was politically active in state politics. After this businessman left, I said "he seems like he would lean to the right politically." My friend said, with a sly grin, "he is a member of the incumbent party." That saying has always stuck with me. When you get involved in politics at any level, invariably you find yourself in situations where your personal political leanings don't always align with your professional or business interests.

Wisconsin just got done with highly contested races for Governor and US Senate. There was only one contested Congressional race (CD 3 where it flipped to GOP) and there were few close legislative races. The overall outcome of legislative races was never really in doubt. Republicans were going to retain partisan control of both the State Assembly and the State Senate, it was just a matter of by how many seats.

- ▶ The Wisconsin State Senate now has a "veto proof" majority, meaning they have enough votes to override the veto of Governor Evers.
- ▶ The Wisconsin State Assembly, despite coming very close, will not have a large enough majority to override Ever's veto but it will make for interesting political theater as they will still be able to force Assembly Democrats to vote on some key vetoes that may not sit well with voters in their respective districts.



WCA lobbyist Nathan Halbach, WCA Membership Director Zach Kasun, Governor Tony Evers and WCA Executive Director and CEO John Murray at a fundraising event in Milwaukee.

Governor Evers won a second term by a wider margin than in his first race against then incumbent Governor Scott Walker. During his first term in office, Governor Tony Evers was fair to the chiropractic profession and the WCA has a good relationship with his administration at all levels.

- ▶ We leaned on this relationship when it came to his decision to keep chiropractic offices open during Covid (many Governors shut down chiropractic clinics during the pandemic).
- ▶ We were successful in lobbying him to approve increased Medicaid reimbursement for chiropractors in the recent state budget. He and his agency leaders have been receptive to our input on legislative and regulatory issues that affect your bottom line as chiropractors.

We congratulate Governor Evers on his reelection and look forward to working him for the next four years.

On the other side of the State Capitol (literally) are the Wisconsin State Assembly and State Senate with historically high Republican majorities. With Governor Evers in the East Wing of the state capitol for the next four years and Republicans controlling both houses of the Wisconsin Legislature (for at least the next two years), how will the WCA protect the chiropractic profession and do business in divided state government?

The answer is very carefully.

Assembly Speaker Robin Vos is one of the the longest serving legislative leaders in the country. When you spend that long being a top legislative leader, you invariably make some people unhappy. Assembly Republicans go into the 2023-2024 session with 64 seats (two shy of a veto proof majority).

- ▶ Speaker Vos has also been favorable to the chiropractic profession and the WCA has a strong relationship with him and his caucus.

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Incumbent - Cont. from page 6

► Increases in Medicaid reimbursement for spinal manipulation that the WCA was able to achieve in the last state budget were made possible by the high level support of Speaker Vos.

For the WCA to achieve our legislative goals in the 2023-2024 session — i.e. full payment for chiropractic care within Medicaid, protecting patient access to chiropractic within worker's compensation, greater delegation to other health care providers and progress on insurance equality, we are going to have the "thread the needle" politically, work within divided state government and steer clear of the political battles between Governor Evers and the Republican controlled Legislature. This will be no small task. But the WCA government affairs team will draw on its years of experience and its relationships with allies including Speaker Vos and emerging leaders like State Representative Clint Moses (the first licensed chiropractor in the Wisconsin Legislature and the first to be Chair of the Assembly Health Committee).

The WCA tries to take a practical approach to political races. While we make every effort to support candidates who will support pro chiropractic policies, in the end we still have to do business with those in power.

We end up, by default, being members of the incumbent party despite our personal political leanings.

During the 2022 election cycle, many of our members authorized ChiroStrong contributions to candidates of both parties, despite their personal political leanings. Some of our members made it clear that they had a political preference in their political giving. We did and will always respect those preferences. I want to personally thank everyone who contributed to and authorized contributions from ChiroStrong this election cycle. We recognize those who gave generously to ChiroStrong on [page 24.](#)"

Grab your popcorn and get comfortable in your seat, because the 2023-2024 session of the Wisconsin Legislature is going to be great political theater.

"...we are going to have the 'thread the needle' politically, work within divided state government and steer clear of the political battles between Governor Evers and the Republican controlled Legislature."

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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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WCA NEWS

Full Coverage for Chiropractic under Medicaid will be WCA's Top Legislative Priority

Building on the success of last legislative session where the WCA was able to secure the largest increase in Medicaid reimbursement for chiropractors in over 13 years, WCA President Dr. Chris Resch, Chair of the WCA Policy Steering Committee, announced that WCA's top legislative initiative in the 2023-24 session will be expanding Medicaid coverage to pay for all services within a chiropractors' scope of practice and increasing reimbursement for spinal manipulation to 100% of Medicare.

"Allowing chiropractors to use their full clinical toolbox and get paid for that care within Medicaid is the right thing for patients and the taxpayers,"

said WCA President Dr. Chris Resch. "We are going to build on the momentum of last session where we made progress getting chiropractors paid more for spinal manipulation."

WCA's lead lobbyist - Executive Director and CEO John Murray — has already been working with Senator-Elect Rachel Cabral Guevara (Chair of the Senate Health Committee), Rep. Clint Moses (chiropractor and Chair of the Assembly Health Committee) and other key members of the Joint Committee on Finance to position the Medicaid proposal as a state budget initiative. "We have laid the groundwork and feel confident we can move it forward in the 2023 state budget process," said WCA Executive Director and CEO John Murray. "Full coverage for chiropractic care within Medicaid is achievable if we stay focused and work together to get it done."



Special guest State Senator Elect Rachel Cabral Guevara with WCA President Chris Resch at the WCA NE district meeting in Appleton earlier this year



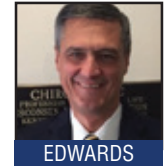
RESCH



HOLLAND



SPONTAK



EDWARDS

WCA Board Elects 2023 Leaders

The WCA Board of Directors reelected Dr. Chris Resch to another two-year term as WCA President. Reelected to one year leadership terms were Dr. Brenda Holland as Board Vice President and Dr. William Spontak as Secretary. Dr. Tom Edwards was elected as treasurer replacing Dr. Barb Bradley.

NE District Elects Dr. Martin Jacobson; Reelects Dr. Chris Resch to WCA Board



JACOBSON

During a NE District meeting held in Appleton, WCA members from the NorthEast district elected Dr. Martin Jacobson to the WCA Board replacing Dr. Alex Kocken who stepped down earlier this year.

Dr. Jacobson is a 1991 graduate of Palmer College of Chiropractic. Since 2005, he has been practicing at Advocate Aurora Health Care in Green Bay and had previously operated a private practice in Luxemburg. His post-graduate education has focused on the rehabilitation, diagnosis, and treatment of musculoskeletal conditions. Dr.

Jacobson has been the team chiropractor for the Green Bay Gamblers hockey team since 2008 and has been a member of the WCA for 31 years.



RESCH

Dr. Chris Resch was reelected to another term representing the NE district on the WCA Board of Directors.

continued on page 11



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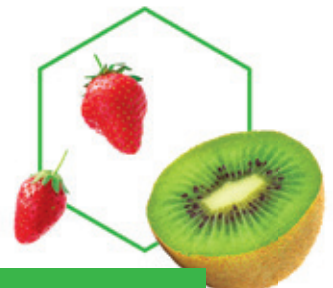
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News - Cont. from page 9

Medicare Modernization Legislation Falls Short

Efforts by the American Chiropractic Association and state chiropractic associations including the WCA and ChiroCongress to modernize Medicare to cover all services provided by chiropractors will have to wait until next congressional session as the Chiropractic Medicare Coverage Modernization Act (S. 4042/HR 2054) was not included in the end of session omnibus spending package approved by Congress recently. According to John Falardeau, ACA Senior VP of Public Policy and Advocacy:

"With the release of the congressional omnibus spending bill and tax extenders Monday, our bill to expand chiropractic access in Medicare was unfortunately not included. We had great member engagement and House, and Senate committee staff were hearing us, but given the dynamics of this end of the year package, it was very hard to get policies included that made permanent changes to the Medicare program.

We will start the 118th Congress with strong bipartisan support in the House and Senate, and our Republican champion in the House, Rep. Jason Smith (Mo.), maybe chair of the Ways and Means committee and will be in a great position to push for this policy.

We will need to continue to work with our cosponsors to reintroduce this legislation and will ask for a follow up with the Congressional Budget Office early next year to get a concrete cost estimate so we can be in the mix for any vehicle in 2023. We expect several opportunities throughout next year and we will be ready to hit the ground running in January. The road to passage is arduous, but the ability of our Medicare legislation to generate a high cosponsor count from one congressional session to the next signals to House and Senate leadership that this is an issue meriting action."

Wisconsin ACA delegate Dr. Gene Yellen Shiring said "We deeply appreciate the support of Wisconsin US Senator Tammy Baldwin and Representatives Pocan, Kind and Tiffany



YELLEN SHIRING

for co-sponsoring this important piece of legislation and pushing to the very end to have it included in the omnibus spending package. With over 150 bi-partisan co-sponsors, the Chiropractic Medicare Modernization Act will start with a strong base of support next congressional session."

Rep. Clint Moses Appointed Chair of the Assembly Committee on Health, Aging & Long Term Care

Fresh off his reelection to the 29th Assembly District, State Representative Clint Moses (R-Menomonie) was appointed by Assembly Speaker Robin Vos to Chair the Assembly Committee on Health, Aging and Long Term Care. Moses is the first chiropractor elected to the Wisconsin Legislature and also the first to chair the Assembly Committee on Health.

According to a press release dated December 16th, 2022 Moses said "I am excited for this new role as Chair of the Health, Aging and Long Term Care committee. I have spent my whole professional career in health care helping patients improve their lives. My professional and personal experiences will be put to good use for the people of Wisconsin. I look forward to stepping into this role and tackling the state's challenges in the upcoming session."



MOSES

CEB to Hold Hearing on Rule Bringing Back Required Boundaries Training

The Wisconsin Chiropractic Examining Board (CEB) will hold a public hearing during their February 2nd, 2023 meeting on an proposed administrative rule that would reinstate the requirement that chiropractors complete training in boundaries and ethics. **CR 22-066** would reinstate the requirement that chiropractors in Wisconsin complete two hours of training "on the topic of professional boundaries and ethics" as part of their required 40 hours of continuing education.

"WCA supports the intent of this rule which is to better educate chiropractors on best practices in doctor-patient boundaries but we have concerns that the rule as drafted in overly broad," said John Murray, WCA Executive Director and CEO. "We will be working with the CEB to refine the rule draft to better reflect its original intent."



Make your **LIST** **CHECK IT** twice

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WCA Help Desk Updates

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Congress Passes Proposed Bill to Reduce Medicare Fee Cuts

Congress struck a mostly bi-partisan \$1.66 trillion budget deal for 2023 that partially addresses the looming Medicare fee schedule cuts.

The Consolidated Appropriations Act was introduced on December 19, 2022, and should pass the House and the Senate by tomorrow.

President Biden is expected to sign it into law before the Friday funding deadline.

Here are the omnibus inclusions that impact the profession:

- A 2% fee reduction in 2023 instead of the 4.5% fee schedule cuts that were previously scheduled as a part of budget neutrality.
- An additional 1.5% reduction in Medicare fees is scheduled for 2024 as a continuing part of budget neutrality.
- A two-year postponement of the 4% in Medicare fee cuts from the pay-as-you-go sequester (PAYGO) triggered by the passage of the American Rescue Plan Act.
- An extension of the 2% sequestration for the next ten years.

As a result, the currently published fee schedule for 2023 will change, and we are recommending the following:

▶ PARTICIPATING PROVIDERS

If you are a participating provider with Medicare, we encourage you to continue to bill Medicare at your regular fees. Your bills will be processed based on the appropriate fee schedule once released.

▶ NON-PARTICIPATING PROVIDERS

If you are NOT a participating provider for Medicare, we recommend that you wait to submit your bills until the correct schedule is released. However, based on our information, you may be able to process your claims using the currently published 2022 rates and inform your patients that additional amounts may be owed or require refunding.

Chiropractors seeing a Medicare-eligible patient may not opt-out of Medicare.

Medicare Announces Resumed Revalidation Activities

Medicare announced that they are resuming revalidation activities on January 31.

- ▶ Don't wait to revalidate if CMS assigned a 2022 due date.
- ▶ To maintain Medicare billing privileges, you must revalidate your enrollment record every five years. DMEPOS suppliers revalidate every three years.
- ▶ Keep in mind that a chiropractor cannot opt out of Medicare. Note that opting out and being non-participating are not the same thing. Chiropractors may decide to be participating or non-participating in Medicare, but they may not opt out. (MedLearn Matters SE0479).

▶ If you see Medicare-eligible patients, you must be accredited as a provider with Medicare. To avoid a hold on your Medicare payments and deactivation of your Medicare billing privileges, revalidate before your due date.

There are multiple ways to find your revalidation due date:

[Revalidate using PECOS](#)

[Medicare Revalidation List](#)

CMS posts revalidation due dates seven months in advance.

- ▶ Revalidate if you are within three months of your revalidation due date, even if you haven't received a notification.
- ▶ DO NOT Revalidate if your due date is more than seven months away unless you've received a revalidation notice. These unsolicited revalidations will be returned.

[Download Tips to Facilitate the Medicare Enrollment Process](#)

If you have any additional questions, contact Tammy McKeown at 608-292-1804 or wcahelp@wichiro.org



Meet Our **ChiroHealthUSA 2022 Scholar**

Dustin Biggerstaff is the oldest recipient of ChiroHealthUSA's Foxworth Family Scholarship, at almost 35 years old. A student at Life University, he is a nine-year Amphibious Reconnaissance veteran medically retired from the United States Marine Corps. *"My military career was cut short due to multiple traumatic injuries and being medically retired, but I continued to have the burning desire to be of service,"* he shared with us.

Dustin has a strong interest in pediatric and sports chiropractic and a strong desire to provide chiropractic services to active and reserve service members, veterans, and their families. *"I have seen fellow service members and veterans who have been able to stop taking pain medications because that is the only option they had before chiropractic was introduced into their lives. I am grateful for my first adjustment while on active duty. It started me on this path and has helped shape the goals of my future practice."* Dustin was one of 12 applicants with a perfect score. The selection process involves over 20 leaders within the chiropractic profession, with the final decision made by a member of the Foxworth family.

He lights up when talking about his wife and children. Our favorite quote from his application is, *"I want nothing more in my life than to set the right example for my children and be someone they want to emulate."*

Congratulations, Dustin, on becoming 2022's CHUSA scholar; we are excited to watch your career unfold and see your impact on the profession's future.



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Apply now for the 2023 scholarship at www.chusascholar.com



The Impact of a Cybersecurity Incident on a Practice

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

The cybercriminals are out there, and healthcare practices are foremost in their sights. A mid-year article in Forbes spotlighted some striking cybersecurity statistics. 93% of company networks are vulnerable to cybercriminals while only half of U.S. businesses have a cybersecurity plan. Healthcare practices are the top victims for cybercriminals for two reasons.

First, they're often lucrative targets based solely on their business models. Second, they possess protected health information (PHI), a data-rich snapshot consisting of patients' financial and medical details. Let's examine the dire consequences that can result from a cybersecurity incident in your practice.

Cyber Breaches: Their Costs and Consequences

Further statistics reveal that the healthcare sector is losing more to data breaches on average than any other with **\$10.1 million per incident** in 2022. Those are the kind of numbers that can close a practice for good. How does this huge loss manifest in real terms?

HIPAA Violations

Practices taking all possible cybersecurity precautions have some recourse to defend themselves if records are breached. Those who don't will pay twice over for non-adherence to HIPAA **data protection regulations** and possibly ignoring **post-cyber incident protocol**. This could mean steep fines or jail time under HIPAA's **multi-tiered penalty structure**.

Reputational Damage

Practices that survive a cybersecurity incident's internal losses and regulatory fees may wither in the court of public opinion. Breached clinics can suffer significant, sometimes business-ending, blows to community relationships.

In the worst cases, breached practices make headlines and become bywords for digital disaster, yet things needn't be so public to cause reputational harm. Patients compromised by a breach may spread the word of how they suffered by association with a particular chiropractor.

Legal Action

One or more individuals may choose to sue, further increasing negative exposure and compounding financial loss. The healthcare sector **is hit hardest** by patient lawsuits, not just by cybercriminals. Data privacy attorneys exist to assist patients with grounds for action, and the government's Office

of Civil Rights investigates any cybersecurity incident that impacts more than 500 people.

The threat is extensive, and the consequences are potentially devastating. This doesn't mean practices are helpless. Here's how to construct stronger cyber defenses.

Position Chiropractic Data in the Cloud

The cloud provides a buffer against physical hardware and paper records being compromised or damaged. Plus, cloud security is automatically updated. Practices, therefore, continually benefit from the latest in online cyber protection, earning the platform its "future proof" reputation.

This benefit doesn't apply to onsite storage because a practice's devices (both in-house and remote) must be manually updated with new patches and versions. Unfortunately, users don't always take the time to do that. The Washington Post highlighted **the high cost** of not applying software updates despite tech experts considering them as possibly the best way to prevent cyberattacks.

Unite Staff and Patients as a Cybersecurity Team

A practice's role in cybersecurity is critical. Staff members must be **trained in prevention and response**. Onsite electronic storage must have strong passwords, anti-malware and anti-virus software, and a firewall. Multi-step authentication should be implemented to access all patient files, and all five of these precautions should be present on every device with onsite or remote access to your practice.

Educate your patients on the risks of cybercrime and encourage them to adopt home cybersecurity measures and best practices. These include never opening links they don't trust, contacting your practice for confirmation even if communications appear legitimate, and recommending that they regularly check their finances and medical details for any sign of unusual activity.

Go the Extra Mile and Protect Your Practice with CHUSAdefense

Cyber incidents can happen to anyone. **CHUSAdefense** can provide between \$100,000 and \$1,000,000 in coverage against regulatory action proceedings. **Contact us** for more information.


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.





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WCA Education & Events

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



"With 897 attendees in 8 webinars from August to December, the WCA Education Team was busy!"

Notes from the WCA Education Team

WCA staff are working hard to pull the CE schedule together by January 15. Thanks so much for your patience! With license renewal, we had a very busy fall, as you can imagine. Check out the Convention schedule below and note the January - February classes that are open for registration.

Online Continuing Education

It's been a whirlwind fall with many CE hours, including our first ever online CE courses!

With 897 attendees in 8 webinars from August to December, the Education Team was busy!

Feedback has been overwhelmingly positive for all of our online courses. We hear that people are glad to finally have the option to attend courses from the comfort of home or clinic. Thank you to everyone who joined us to dive into online CE. It was a blast, and we hope to see you again next year!

[WCA CE CALENDAR](#)

Why choose WCA CE?

Our Education Committee works hard to identify topics of interest, find top-notch speakers, and deliver relevant and timely content to support your clinical skills.

When you take a course through the WCA, you support our advocacy, outreach, and legislative initiatives throughout the year. You are also keeping resources here at home, in Wisconsin.

The courses you attend through the WCA are tracked in our registration system, making it easy for you or your staff to check on your progress throughout the biennium. This is true for anyone who takes a course through the WCA – both members and nonmembers. Simply sign in to your WCA profile to check your event registration and attendance records.

It Is a Great Time to Get Involved!

If you are interested in guiding WCA Continuing Education programming, please reach out to Executive Director and CEO, John Murray to express your interest. You can reach John at 608-292-1803 or jmurray@wichiro.org.

Spring 2023 CE Courses

CHIROPRACTIC NUTRITION CERTIFICATION COURSE

March 3-4, March 16-19, April 29-30
Madison/Middleton



See Dr. Robert Silverman's "Immune Reboot" [press release here](#).

EIM DRY NEEDLING LEVEL 2

January 28-29, 2023, Appleton



CHIROPRACTIC TECHNICIAN CERTIFICATION & MODALITY TRAINING

Includes 12-Hour CT Certification Course plus Electrotherapy, Ultrasound, Thermo-Cryo & Mechanical Therapy

January 20-21

Doubletree by Hilton, Appleton

March 17-19

Madison Marriott West, Middleton (plus CT Light Therapy/Cold Laser)

Spring Convention

March 16-19, Madison Marriott West, Middleton



WCA Continuing Education REGISTRATION FORM

To Register: Fax 608-256-7123 | Phone 608-256-7023 | www.wichiro.org | 2401 American Lane, Madison, WI 53704
 Questions: registration@wichiro.org | 608-256-7023

CT Certification and Modality Training Course - Up to 23 CE CT

About this Course:

This series of classes is for staff seeking initial certification as a Chiropractic Technician (CT) and for CTs adding modalities to their current license or seeking continuing education hours. Take the full 23 Hour course or select individual sessions. Classes can be taken for initial certification and are also approved for CT Renewal Hours

CHIROPRACTIC TECHNICIAN CERTIFICATION - 12 CE CT - This Course will provide students with an overall understanding of chiropractic and basic anatomy, while providing the necessary training to satisfy the State of Wisconsin licensing requirements for certification as a Chiropractic Technician. Topics covered include - Chiropractic scope of practice - Basic musculoskeletal anatomy - The basis of current physiological therapeutics utilized within an office setting including indications and contraindications - Skills associated with obtaining patient history and baseline data regarding a patient - Skills associated with obtaining vital signs. A final assessment is given at the end of the course.

CT MODALITIES TRAINING - 11 CE CT - Chiropractic Technicians are required to take the specific modalities they plan to perform in the office but are encouraged to complete all modules in order to better understand the full scope of CT Delegation. Modules will consist of a review of each of the modalities/therapies, followed by complete instruction in the performance of the given therapy along with hands-on practice. Each module includes a final exam.

A Certificate of Completion is provided within 2 weeks of completing the course.

Course Details:

January 20-21, 2023
 Friday 8:00 am - 8:00 pm
 Saturday 8:00 am - 7:00 pm
 Doubletree by Hilton Appleton

Instructor: Dr. Brenda Holland
 Sponsored by: Foot Levelers

| Check one | Course Options | Date/Time | Early Bird Rate <i>Register 10 days in advance</i> | | Regular Rate <i>Register less than 10 days in advance</i> | | Amount Due |
|--------------------------|--|---------------------------------|---|------------|--|------------|------------|
| | | | Member | Non-member | Member | Non-member | |
| <input type="checkbox"/> | Complete 23 Hour Series (includes lunch) | January 20 & 21, 2023 | \$319.50 | \$387 | \$355 | \$430 | |
| <input type="checkbox"/> | 12-Hour CT Certification | January 20, 2023 (8 am – 8 pm) | \$202.50 | \$265.50 | \$225 | \$295 | |
| <input type="checkbox"/> | 6 Hour CT Renewal | January 20, 2023 (8 am – 2 pm) | \$193.50 | \$256.50 | \$215 | \$285 | |
| <input type="checkbox"/> | Electrotherapy Module | January 21, 2023 (8 – 11 am) | \$72 | \$85.50 | \$80 | \$95 | |
| <input type="checkbox"/> | Ultrasound Module (includes lunch) | January 21, 2023 (11 am – 2 pm) | \$85.50 | \$103.50 | \$95 | \$115 | |
| <input type="checkbox"/> | Thermo-Cryotherapy Module | January 21, 2023 (2-3 pm) | \$22.50 | \$27 | \$25 | \$30 | |
| <input type="checkbox"/> | Mechanical Therapy Module | January 21, 2023 (3-7 pm) | \$85.50 | \$117 | \$95 | \$130 | |

ATTENDEE INFORMATION

Please Print Clearly | One Attendee Per Form

First & Last Name _____ WCA Member? Y / N

Clinic Name _____ Phone (with area code) _____

Address _____ City _____ Zip _____

Email (required) _____

For Staff: Supervising DCs Name: _____ Course for:
 Initial Certification Renewal

The special joy of the holidays is being able to tell those we work throughout the year how much we value their relationship.



To our wonderful Corporate Partners,
here's to a joyful holiday season
with lasting memories of our year together.

Happy New Year!





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Spring Convention 2023

March 16-19, 2023

Madison Marriott West, Middleton

Join us in Madison!



Fall Convention 2023

September 21-24

Kalahari Resort, Wisconsin Dells

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The advertisement features a blue and white background with a faint anatomical illustration of a human spine. On the left, there is a detailed image of the Floating Manipulative Therapy (FMT) System, which consists of a blue and white mechanical device with a central column and two side arms, each ending in a blue handle. The device is mounted on a base and has various adjustment points and straps.

Reset Wellness with Whole Food-Based Detoxification



It's not an exaggeration to say that toxins are virtually everywhere.

Even though we cannot necessarily see them, toxins are in the air, in the water, and even in our food.¹ The body can manage some level of detox on its own, but sometimes it may need some extra help and support. Some toxins are even produced from normal metabolic processes in our body, making it difficult to avoid a build-up of toxic compounds.¹

Excessive toxin exposure can surpass the body's natural metabolic detoxification abilities, and improper clearance of toxins may play a role in the development of serious conditions. They include obesity, neurocognitive conditions, immune dysfunction, and reproductive and developmental issues.^{1,2}

Accumulation of toxins can also manifest as symptoms that include:

- Fatigue or difficulty sleeping
- Indigestion and other temporary gastrointestinal upset
- Food cravings and weight gain
- Reduced mental clarity
- Low libido
- Skin issues
- Joint discomfort

Metabolic detoxification, also called detox, is an opportunity to intentionally reset the body by ridding it of dangerous toxins and clearing bad chemicals. The detox process consists of three phases. First, toxins are tagged with chemical structures to identify them as toxins. Next, they are converted to non-toxic compounds. This allows them to proceed to phase three — excretion.²

When undergoing a metabolic detox program, it is important

to provide the right nutrients from whole food ingredients. Whole food nutrition can help ensure that the steps of detoxification are properly activated and working together to clear dangerous toxins.² It can also support the systems in the body and their processes to keep it balanced and efficient. Whole food ingredients to keep an eye out for in a metabolic detox program include cruciferous vegetables, fiber, and Spanish black radish.

Spanish black radish contains high levels of compounds called glucosinolates, which can increase levels of enzymes involved in detox.³⁻⁵ It can also protect the liver from toxins and help the body eliminate toxins more efficiently.^{5,6} Cruciferous vegetables — such as broccoli, kale, and Brussels sprouts — also contain glucosinolates and other related metabolites that help support the body's natural detoxification processes.²

Many other whole food vegetables contain beneficial compounds that support the body's natural detoxification abilities. For example, antioxidants from vegetables can help decrease oxidative stress that may occur during a detox and provide nutritional support for enzymes involved in detox pathways. Whole food fiber also helps in the excretion phase of detox by removing the converted toxic substances from the body.

Metabolic detoxification processes require a lot of energy, and it is important to provide energy to the body from healthy sources that include whole food ingredients. Whether this is the first time choosing a metabolic detox program or you prefer an annual reset, it's a great way to turn the page for a new year and new you!

References

- Liska, D., et al. (2006). *Explore*, 2(2):122.
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Ahn, M., et al. (2019). *Food Sci Nutr*, 7(10):3327.

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*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.





WCA Membership Update

Zach Kasun, Membership Director | zkasun@wichiro.org

Thank You 2022 ChiroStrong Supporters!

ChiroStrong is a state political conduit fund administered by the Wisconsin Chiropractic Association on the behalf of WCA members who elect to contribute to it. We believe that ChiroStrong aligns with our vision to position Wisconsin chiropractors as the preferred provider of neuromuscular skeletal patient care and educate the public, policymakers and payers on the clinical, economic and public health value of chiropractic care. Chiropractic has a rich history of flexing its political muscle to advance the profession and expand patient access to chiropractic care.

Thank you to all our generous members who made ChiroStrong pledges in 2022. If you haven't done so already, please consider making a pledge to ChiroStrong and an investment in your profession today! The more doctors who support ChiroStrong, the greater the influence the WCA can exert on the political process.

Visit www.wichiro.org/ChiroStrong to learn more and make a pledge today!

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Michael Szatalowicz
Leonard Tomcek
Tami Wall-Feyen
Thomas Zastrow
Christian Zebrasky
Victoria Zueger

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Timothy Baron
James Beck
Steven Bircher
Donald Brown
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Brett Hoeft
Randall Kein
Ronald Linzmeier
Jason Mackey
Daniel Maiman
Brad Nelson
Thomas Scherer
James Spennetta
Patrick Stoiber
Eugene Yellen-Shiring
Bradley Zinkel

Chiropractic Defender

(\$500-\$999 annually)

John Anderson
Nathan Considine
BettyLou Delich
Jenafer Donohue
Neil Donohue
Thomas Donohue
Clint Dorn
Jeffrey Durski
Russ Hauser
Matthew Johns
Denise Jones
Eric Kirk
Darrel Klemp
Dave Langholff
Anne Maedke
Matthew McNally
Kay Miller
Bridget Owens
Irene Parent
Jonathan Saigh
Cynthia Scherer
Zach Shiels
Jon Stowe
Todd Tesch
Kelly Von-Schilling
Worth
Jennifer Waidelich

Chiropractic Champion

(\$1000+ annually)

Phillip Bakke
Shayne Bauer
James Boots
Matthew Boots
William Boots
Barbara Bradley
John Corsi
Michael Court
Bruce Davis
William Droessler
Steven Felicijan
Brad Freitag
Bryan Gerondale
David Gruszka
Sean Halpin
Brenda Holland
Alex Kocken
James Koshick
Kent McLeod
Brent McNabb
Taylor Poehls
Michael Polito
Christopher Resch
John Schoenenberger
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Joel Sperling
William Spontak
Wendy Varish
Jody Wagner
Michael Wagner
Jeffrey Wilder
Steven Yeomans

WELCOME

new WCA members!

DC MEMBERS:

Orville Antonio, DC

Robert Blue, DC

Mark Drewicz, DC

Michael Markowski, DC

Jonathan Stevenson, DC

Bethany Van Rooy, DC

Jeffrey Verenski, DC

Jacob Werner, DC

STUDENT MEMBERS:

Zachary Heipel

Mandi Welk

Abe Skaw

Alexandria Rowe

Jill Zaleski

Hannah Synon

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WCA Fall Convention

In September, we were thrilled to welcome over 500 attendees, exhibitors, speakers, and sponsors to the WCA Fall Convention, held at the KI Convention Center in Green Bay! We were also honored to recognize our Achievement Award recipients, as well as socialize at a special attendee event hosted by BayCare Clinic at Hagemeister Park! We always enjoy this opportunity to learn from excellent speakers, network with colleagues and socialize with chiropractic staff from around the state.

We are looking forward to seeing everyone at the Spring Convention in Middleton from March 16-19, 2023!



WCA Achievement Awards 2022

Award recipients were recognized at the Fall Convention Awards Luncheon. Congratulations!



Lifetime Achievement Award

DR. MICK POLITO

Gundersen Health System, La Crosse, WI

Dr. Mick Polito is a Chiropractor who has been in practice for over 40 years. He currently practices in La Crosse, WI where he has established himself as an evidence-based health care provider for his patients.

Dr. Polito is a proud graduate of the Palmer College of Chiropractic. His service to the chiropractic profession in Wisconsin is a gold standard that other Wisconsin chiropractors are sure to follow



Chiropractor of the Year

DR. BRENDA HOLLAND

Chiropractic Company, Germantown, WI

Dr. Brenda Holland is a chiropractor in Germantown, Wisconsin who attended the Palmer College of Chiropractic. Dr. Holland is involved in Chiropractic at both the State and National level, truly serving to advance the profession and to ensure patient access to chiropractic care.

She believes strongly that it is essential to maintain proper movement and function for every age group but has specifically focused on pediatric care. In 2008 she earned her Diplomate in Clinical Chiropractic Pediatrics (DICCP) allowing Dr. Holland to specialize in pregnancy, pediatrics, adolescence, and family and wellness care.



Nels Bakke Award for Young Practitioner

DR. ELLIE RYAN

LSM Chiropractic of Madison East

Doctor Ellie Ryan earned her undergraduate degree from the University of Minnesota-Rochester before going on to graduate from National University of Health Sciences with her Doctor of Chiropractic.

She specializes in prenatal care and pediatrics, and especially loves working with expecting moms and children. She grew up in Portage and is happy to be back in Wisconsin. She and her husband, Tony, live in Madison with their young son and a dog named Mya. In her free time, she enjoys cooking, yoga, and spending time with family.



Chiropractic Technician of the Year

JOSE ESPINO, CT, CMT

Goodyear Chiropractic Health Center, Southeastern WI

Jose is both a Chiropractic Technician and a licensed Massage Therapist. He has been working as a CT for over 5 years and has established himself as a reliable and positive professional at Goodyear Chiropractic Health Center in Southeastern WI.

He especially enjoys working at the clinic because of the wide variety of treatments they offer and the impact they have on the patients they see every day. In his free time, he enjoys working out, long walks at the lakefront, and woodworking.

ACA Engage 2023: Registration Now Open!

The Wisconsin Chiropractic Association is excited to announce that registration is open for ACA's annual conference, ACA Engage 2023, which will take place in Washington, D.C., Jan. 25-28, 2023.

Over the past several years, ACA's program has expanded considerably to encompass a wide variety of education offerings for CE credits, presentations from world-class leaders and panel discussions that delve into some of the profession's most fascinating and important topics. There will be 14 CE credits available onsite, plus another 6 available virtually. In addition to education sessions, see what else ACAs program has to offer by checking out this year's ACA Engage schedule below.

As an WCA member you have been granted the opportunity to register with a 25% discount created exclusively for you on your ACA Engage 2023 registration. Receive this discount when you enter code WCA25 at checkout. Don't hesitate! The deadline to use this discount code is Jan. 28 , after Jan. 28 the discount will no longer be available.



REGISTER NOW

ACA Engage Schedule

Conference Details

Act NOW! Use code **WCA25** by Jan. 28 to get 25% off ACA Engage 2023 registration!

Questions? Contact meetings@acatoday.org

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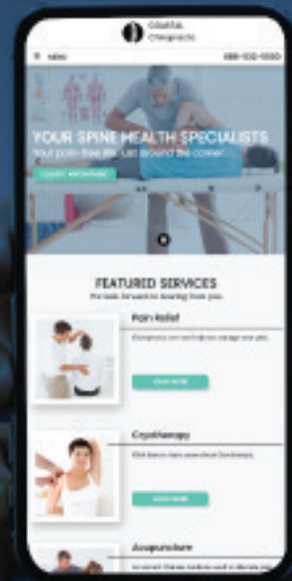
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FINDING VALUE in your Membership.



Listening Session

WITH WCA & DSPS SECRETARY



WCA & DSPS Partner on License Renewal Listening Session

In the months prior to the December 14th license renewal deadline, the WCA Help Desk received hundreds of calls and emails from both members and nonmembers seeking help in getting their licenses renewed. As part of the WCA's effort to assist chiropractors and their staff to resolve issues affecting license renewal, the WCA was able to partner with the Department of Safety and Professional Services (DSPS) to organize a virtual listening session to discuss issues with the new License E online renewal system and efforts DSPS staff were making to resolve those issues.

DSPS Secretary Daniel Hereth and Assistant Deputy Secretary Jennifer Garrett joined WCA Executive Director and CEO John Murray along with WCA staff and close to 75 attendees on the call.



HERETH

“We deeply appreciate the efforts of Secretary Hereth and his staff to work collaboratively with the WCA and our members to resolve license renewal issues in a timely manner,” said WCA Executive Director and CEO John Murray.

If you are still having issues with license renewal or with initial licensing through DSPS, please contact Tammy McKeown with the WCA Help Desk at wcahelp@wichiro.org or call 608-292-1804

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CONGRATULATIONS

to the winners of our WCA Fall Convention raffle
Bradley Nutting, DC (Pewaukee)
Dawn Craft, DC (Wrightstown)

Each has won a **BioPosture 12" Queen Mattress** (a \$2,495 value)

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



WCA Member Achievements



Dr. Brenda Holland Receives ChiroCongress Recognition

In November 2022, WCA Board Vice President Dr. Brenda Holland completed her term as President of ChiroCongress. Pictured left, incoming ChiroCongress President Dr. Tom Wetzen presents Dr. Holland a recognition award at the ChiroCongress fall convention in St. Louis.

Dr. Holland will continue serving in a leadership roll as immediate past President of ChiroCongress.

Congratulations Dr. Holland!



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Membership Options for 2023

We have made some changes to our business practices which include dues payments. Here is what you need to know:

- Members have the option to pay annually or quarterly.
- Members who pay annually have the option to automatically renew their dues via credit card or ACH/E-check, making the renewal process simple and fast!
- WCA is no longer accepting mailed checks for quarterly dues due to the amount of processing time.

| DUES PAYMENT OPTIONS | Renewal | Dues Payment Date | Credit Card | ACH / E-Check | Check / Money Order | Payment Benefit |
|--|---|---|-------------|---------------|---------------------|--|
| AUTO-RENEW All paying members | Annual payment in full | December 31 | ✓ | ✓ | ✗ | \$50 voucher for a WCA 2023 Convention |
| ANNUAL PAYMENT All paying members | Annual payment in full | January 1 | ✓ | ✓ | ✓ | \$50 voucher for a WCA 2023 Convention |
| QUARTERLY PAYMENT All paying members | Renew each January 1 st with first quarter payment | January 1 April 1 July 1 October 1 | ✓ | ✓ | ✗ | ✗ |
| COMPLIMENTARY MEMBERSHIP Students / Less Than 1 Year DCs | Auto-renews until one full year of practice | N/A | N/A | N/A | N/A | N/A |

FALL CONVENTION PHOTOS (continued)



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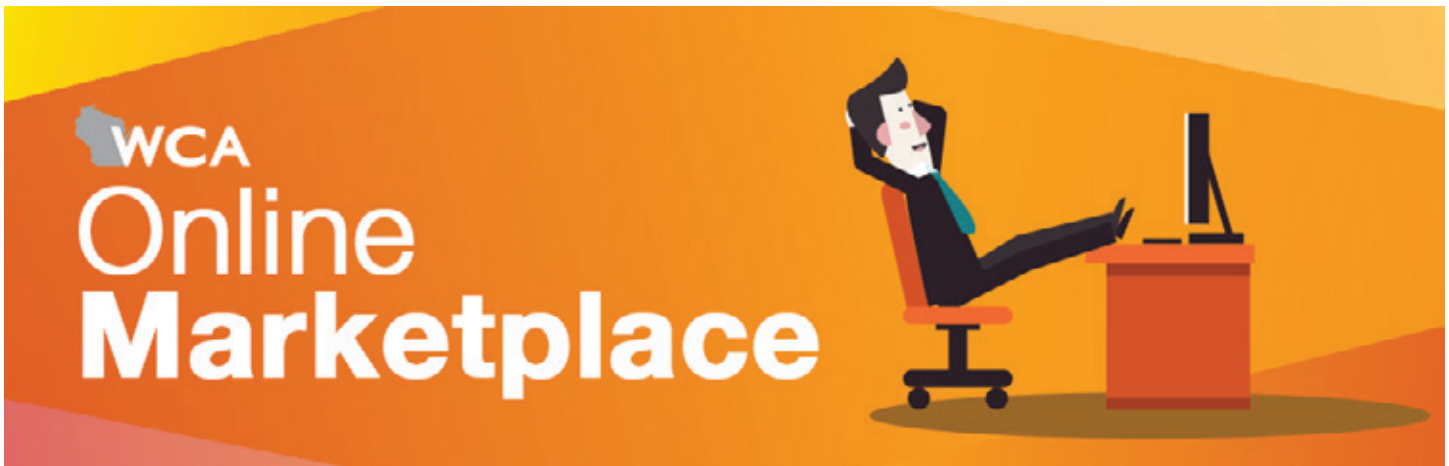


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CLASSIFIEDS



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 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 for more information.

BUYING OR SELLING A CHIROPRACTIC PRACTICE?

Current Wisconsin Practices for Sale:

- Hudson area - Solid, Integrated including functional medicine/rehab. Jan-Oct 2022 gross \$512,181. Fully equipped, cash practice. Highly efficient. Skilled Staff. Asking \$268,000.
- Elkhorn - Dr. retiring. Act./Div./Straight. Asking \$89,000.
- Onalaska/La Crosse area - Diversified, also DOT exams. Established 38 yrs. Asking \$76,000.

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

P: 952.322.1177 | Email: martin@practiceop.com | Website: www.practiceop.com

WCA Member/Licensed Broker

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Send resume to dcrecruiting@medullallc.com

EQUIPMENT FOR SALE – WAUSAU, WI

AmeriCorp Spectra 325e Single Phase X-Ray machine

- Includes: Agfa CR30 Processor
- Asking \$9,000

[Click here to see multiple photos of the X-Ray detailed above.](#)

Email: info@spinalaid.com , jscharer@spinalaid.com OR Call: 715-848-2710 - If interested

EQUIPMENT FOR SALE – ASHLAND, WI

Doctor retiring and everything in clinic is for sale.

[Click here to see all the items listed for sale.](#)

Please Email: dr.hickman01@gmail.com

CLINIC WANTED FOR PURCHASE

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

THINKING OF OWNING A PRACTICE OR ADDING ANOTHER?

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New opportunities routinely available

- Assistance for a smooth transition
- Excellent lender contacts for loan assistance

Contact Loren Martin
Practice Opportunities, Inc.
Phone: 952.322.1177
www.practiceop.com
Email: martin@practiceop.com

Licensed Wisconsin Broker



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- STAFF TRAINING SERVICES
- COMPLIANCE EDUCATION
- ON-SITE PRODUCTIVITY ASSESSMENTS

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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

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.

BARABOO, WI – EQUIPMENT FOR SALE

- ATT 300 Spinalator - \$500
- VertiLift Advantage Table - Has Cervical & Pelvic drop. Like new - \$1500

Please Email: pamthompsonspine@yahoo.com or Call: 608-356-0177 for more 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 daleslachman@gmail.com w/resume.

ASSOCIATED WANTED – NORTH SHORE OF CHICAGO

Energetic doctor with well-rounded skill set wanted to join growing integrative practice with 3 other seasoned Chiropractors in well-established, upscale north shore location. Candidate must have strong work ethic, willingness to learn with a can-do attitude. Must be enthusiastic, motivated, dependable, organized, detail and people oriented, and a team player. Excellent communication skills required. Experience with core rehab, functional medicine, wellness/preventative care a plus but not required.

Great base salary (\$70-90k based on experience) plus competitive bonus structure and full benefits (health, dental, vision, hearing, paid holidays, paid vacation with coverage, paid malpractice, stipend for continuing education), and strong outlook for future professional/financial advancement.

Send CV and cover via email to Dr. Gruby, jgruby@hotmail.com

ASSOCIATED 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

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CLASSIFIEDS (CONTINUED)



ASSOCIATES WANTED – GREENVILLE & APPLETON, WI

The benefit package for new associate doctors is: a starting salary of between \$55,000 - \$75,000. Malpractice is covered. CE allowance to cover continuing ed. Paid vacation/PTO. A fully furnished office and new patients are provided. Our associates focus on diagnosing patients, giving treatment plans, and patient care.

We offer fair compensation, and most clinics have two DC's so there is consistent vacation coverage. We have a great staff and solid business systems, so you can focus on patient care.

Please Email resumes to: DrDornChiro@gmail.com
Respectfully, Dr. Clint Dorn, DC.

OFFICE SPACE AVAILABLE – WEST ALLIS, WI

Chiropractic office building available for rent or purchase. 96th & Greenfield Ave, West Allis. 1,500 sq ft. Cabinets, Reception furniture are available for rent. Office built out for x-ray, two treatment rooms, therapy, front desk, reception, doctor's office. Ample parking and a great location off the interstate. Option to buy a building which includes a 3 - bedroom upper flat.

Please send an Email to youngmikoo@gmail.com for any questions and your phone # if interested.

ASSOCIATE WANTED - JANESVILLE, WI

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 if interested.

PRACTICE FOR SALE – MADISON, WI

Vibrant family practice with an emphasis on pediatric and women's health for sale on the north side of Madison, WI.

Great opportunity for a new grad to continue the dramatic growth the practice has seen over the past, almost 4 years. 97% cash practice and currently practicing 3.5 days a week.

Low overhead and is located in a growing community. Fantastic retention (40 PVA) with a strong emphasis on long term benefits of chiropractic care.

Current owner utilizes Diversified, SOT, MC2, and Webster's techniques as well as the CLA Insight scanning system.

Willing to negotiate potential owners financing. Please reach out via email drjenforstner@gmail.com or text: 920-266-7006.

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.](#)

ASSOCIATE WANTED – OSHKOSH, WI

We are a team of 3 Chiropractors, Massage Therapist and Physical Therapist in a collaborative care setting. We are very proud of our family-like culture and focus on work-life balance. There is an incredible team of support staff to manage all administrative, billing, and scheduling duties so you get to do what you do best!

Benefits include: Paid malpractice, 3 weeks vacation, \$1,000 CE stipend per year, percent bonus paid annually, and a 3% match to our company sponsored IRA plan. We also try to plan a team getaway once a year.

Go to www.fletcher-chiropractic.com to learn more about us!

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The unique **M6 MLS® Therapy Laser** coupled with world-class training and marketing support enable chiropractors to accelerate and optimize laser therapy services while improving profitability.

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Scott and Dr. Dave came to my office and did a fantastic training session with our entire team.”

Dr. Christopher D. Resch
Neenah, Wisconsin



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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!



CLASSIFIEDS (CONTINUED)



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 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 or call (262) 646-5800

EQUIPMENT FOR SALE – WISCONSIN RAPIDS, WI

MT Manual Flexion-Distracton table, newly purchased in 2015 with the following features:

- Electric variable height
- Abdominal breakaway, Elevating head piece with cervical, lumbar, and pelvic drop.
- Flexion assist handle.
 - Pecan brown covering with matching stool, pelvic blocks, and cushion.
 - Table is in great condition - \$2500.

2 Portable Massage tables:

- Earthlite Reike (Very good condition - \$150)
- Norvana (Great condition - \$200)

If interested email pgstoiber@charter.net OR Call 715-424-8000.



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 for three (3) months.

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 |

Place a Classified

continued on page 42



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](#)

