



The Wisconsin Chiropractor

The Official Publication of the Wisconsin Chiropractic Association

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GOING GLOBAL

Promoting Chiropractic Care Around the World

Pictured: Dr. Gene Yellen Shiring provides chiropractic care to three generations during trip to Guatemala.

[Read more on page 35](#)

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GOVERNMENT AFFAIRS



Pictured (L-R): WCA Past President Dr. Gene Yellen Shiring, WCA member Dr. Heather Miley, Rep. Clint Moses, WCA Executive Director John Murray.

Proposed Legislation Threatens Use of Chiropractic Titles

WCA members testify against Senate Bill 143 which would prohibit WI chiropractors from using certain professional titles.

The Senate Committee on Health held a public hearing on Senate Bill 143 relating to the use of certain words and terms that refer to a physician. This bill would restrict chiropractors (and any other WI health care professional) from using certain words, terms, letter or abbreviations that represent a person as a physician.

As written, the bill would only allow a licensed physician to use a long list of words including neurologist, radiologist or orthopedist in their title and description of services. This bill is being supported by the Wisconsin Medical Society and a number of other medically-based organizations.

"This legislation unfairly deprives chiropractors from using the professional titles they have earned through their education and training. We respect the titles earned by physicians but denying chiropractors the right to use their hard-earned professional titles is discrimination in its purest form." ~ WCA Executive Director John Murray.

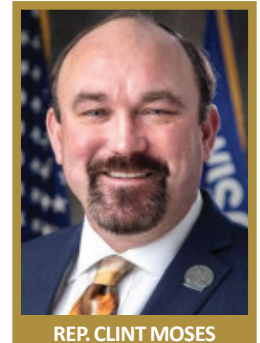
A number of other professional health care organizations including the Wisconsin Veterinary Medical Association, the Wisconsin Optometric Association, the Wisconsin Nurse Anesthetists, and the Chiropractic Society of Wisconsin also oppose SB 143.

The WCA will be working with members of the Senate Health Committee, the author of the bill, and other provider groups to amend the bill in a way that allows all health care providers to use their professional titles in advertising and description of services. We will continue to share information with you as available.

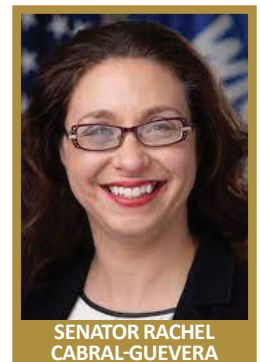
WCA Medicaid Budget Proposal

The WCA has been working with Rep. Clint Moses (Chair of the Assembly Health Committee) and Senator Rachel Cabral Guevera (Chair of the Senate Health Committee) on a Medicaid budget proposal that will:

- Increase reimbursement for spinal manipulation to 100% of Medicare;
- Require payment parity by paying chiropractors the same as other providers who enjoy higher reimbursement rates for examinations, X rays and laboratory test; and
- Allow chiropractors to use their full clinical toolbox when treating Medicaid patients and get paid the same rates as other providers for those same or similar services.



REP. CLINT MOSES



SENATOR RACHEL CABRAL-GUEVERA

WCA President Dr. Chris Resch and Executive Director John Murray have been meeting with Legislative leadership and JFC members for the past few months to build support for the Medicaid proposal.

"Getting chiropractors paid fairly for all of the services they provide to Medicaid patients is our top legislative priority this session," said WCA Executive Director John Murray. "We have a bit more work to do before we push this across the finish line but we are optimistic that we can get this done."

Boundaries & Ethics Training Approved

The Wisconsin Chiropractic Examining Board (CEB) approved a final draft administrative rule that would reinstate the requirement that chiropractors complete training in boundaries and ethics.

CR22-066 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.

The WCA was successful in lobbying the CEB to make changes before they approved it in its final draft form last month. The final draft rule has been approved by Governor Evers and it now goes to the Wisconsin Legislature for their final review. If no changes are made by the Legislature, the rule would go into effect during the 2025-2026 license renewal period.

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WCA Help Desk Updates

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

Medicare Reduction Returns

Participating physicians in Medicare care will be experiencing the Medicare sequestration reduction again. This is the pre-COVID reduction that reduced all Medicare payments by 2 percent. However, due to COVID, this Medicare reduction was suspended for the public health emergency.

Now that the government has lifted the public health emergency, the reduction is back on.

Things to know:

- ▶ Your EOB will have remittance code CO-253
- ▶ You cannot collect this from the patient
- ▶ You must write it off

Evaluation Management - Billing Modifier 25 Policy

Most recently The American Chiropractic Association (ACA) has joined more than one hundred healthcare organizations to oppose a new policy by Cigna Healthcare. WCA members, who are Cigna providers could have received a letter surrounding this change in policy.

The WCA Insurance Advocacy Committee is keeping watch on the -25-modifier policy in this case, to use it as an approach with other payors that are using this policy or that are denying claims.

Please contact the WCA Help Desk if you see these denials or if you would like to join the WCA Insurance Advocacy Committee.



Hawks Quindel is a Wisconsin law firm with offices located throughout the state, including in Milwaukee, Madison, Kenosha, and Appleton. **Many individuals that seek chiropractic care for significant medical issues also have a claim for one or more of these benefits.** Hawks Quindel is an excellent place to refer such patients for exceptional representation and advocacy. To refer a client to Hawks Quindel please have them contact our [intake line at 608-257-0040](tel:6082570040) option #2.

What is Workers compensation?

When an employee suffers an injury on the job, this insurance should help them recover from their injury by paying for medical treatment and compensating for time off work. Sometimes, however, insurance companies deny workers compensation claims and workers must resort to the courts to get their benefits. **Judges, former clients, and even the attorneys who represent the workers compensation insurance companies refer injured workers to our firm. Why? Quite simply, we achieve outstanding results for employees across Wisconsin.**

What makes Hawks Quindel's Wisconsin Personal Injury different from our competitors?

Madison personal injury attorneys [Danielle Schroder](#) and [Marisol González Castillo](#) do this work because they care. Their job is to work on your behalf to optimize your results. Hawks Quindel's personal injury attorneys serve their clients in the following ways:

- 1. No-charge initial consultations:** You will have the opportunity to speak directly with an attorney to discuss your situation free of charge.
- 2. Contingent fee representation:** For most cases, our attorneys are able to offer representation without initial upfront fees.
- 3. Personalized, professional legal attention:** We are not a 'big box' legal shop like other PI firms in Wisconsin! Our personal injury attorneys communicate with clients to understand their objectives and work to meet the clients' goals. Every case is unique; they will treat yours with the special attention it deserves.
- 4. Results through settlement or trial:** Our attorneys are results-orientated. Hawks Quindel's personal injury attorneys are not afraid to take your case to trial if that what it requires to get you a fair and just result.

Understanding Short & Long-Term Disability Insurance Claims

Most employees are eligible for short term disability insurance benefits; if your disability lasts more than a few weeks, you may also be eligible for long term disability insurance benefits. You may be able to receive short term disability benefits and long term disability benefits even if you are receiving workers compensation and/or Social Security disability benefits. Hawks Quindel's disability insurance attorneys can help you apply for disability benefits. Our attorneys can also help you navigate the process following a disability denial and convince a court to award disability benefits to you.

Social Security Disability Claims

Whether due to an injury-causing accident or the onset and progression of a serious illness, it may become necessary to apply for Social Security Disability benefits to obtain modest income in this difficult time. Hawks Quindel can help you navigate the social security disability application and appeals process to see your claim through to approval.

[REFER HERE >](#)



Think Twice Before Installing Security Cameras at the Office

By Mario Fucinari DC, CPCO, CPPM



We are all horrified when watching another mass shooting on the news. Maybe you have thought about installing security cameras in your office. That is quite understandable but know the rules before proceeding. It would be best to balance security concerns and safeguarding your patients' privacy rights.

When considering a surveillance system in your office and on the premises, you will want to search Federal and state guidelines. Many states have restrictions to allow audio recordings, but the lines are blurry when considering video surveillance. You may wish to contact your chiropractic state association, the Chiropractic Board of Examiners, consultants, and your professional liability carrier.

Here are some general guidelines when installing surveillance cameras:

Locations

Security cameras should be visible – not concealed – and are only allowed in the “public” or common areas (such as the waiting room) and cannot be placed in exam rooms, bathrooms, employee break rooms, or other areas where people have a reasonable expectation of privacy. Hallways may be more problematic because of the possibility of the camera's view extending into an exam room. Cameras should be positioned to avoid the viewing of protected health information (PHI), such as charts or computer monitors.

- ▶ Inform all employees, in writing, that surveillance cameras are being used in the office. Your employees should also sign an acknowledgment form about the cameras, which should be placed in their employee files.
- ▶ Postings, notification — Signage stating that a nearby security camera is in use should be placed where readily visible. Signage discourages claims that someone reasonably expected the area to be private and supports the legitimate purpose — safety. If more than five percent of your patients speak another language, consider placing the signage in English and that language.

Privacy Notice

Your policies on the use of cameras may be placed in your HIPAA Privacy policy and consent forms that indicate video security is in place. Include on this form how long you intend to store video data that could include recordings of patients.

Archiving

To be consistent with the safety purpose of video surveillance, you will likely not need to keep video files for very long. Indeed, surveillance videos are frequently recorded over or regularly purged. You'll need to plan how footage showing an incident will be maintained. Do you need the footage over 30 days if no incident occurred? Determine who will be responsible for managing the system, password protection of the images, who will have access to the files, and under what circumstances. The system should also be locked in a cabinet.

- ▶ The system is worthless if staff is poorly trained when considering video surveillance. Everyone who enters your office expects a certain level of privacy and security. Every member of your team must be aware of their surroundings. People tend to focus on their cell phones or reading a magazine and lose their awareness of their surroundings. A safety-conscious person is an asset to the organization. A trained staff is more effective than any camera.

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, or compliance manuals, you may email him at Doc@Askmario.com or check his website at www.Askmario.com.

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Be the Solution to Address Back Pain in Your Community

A How to Guide for Doctors of Chiropractic

With the publication of “*Impact of Back Pain in the Workplace*,” exclusive to *The Journal of Compensation and Benefits*, Foot Levelers has created a helpful “How to Guide” on getting the important information from this article.

The goal of your outreach is to not only conduct screenings at the employer site which demonstrate your ability to contribute to improved patient outcomes for back pain issues, but to also get new patients into your practice.

In this How to Guide you will find:

1. Background on back pain (pg. 2)
2. Opportunities to contact and spread the word among employers and employer organizations in your community about how you can be a solution to improving back pain (pg. 3)
3. Sample press release to generate media exposure for your practice (and how you care for patients with back pain) (pg. 7)
4. How to initiate opportunities for providing education and scanning sessions (pg. 9)
5. Helpful verbiage for speaking with patients (pg. 10)

If you have any questions regarding this How to Guide please do not hesitate to contact Nicole Dufour, CPR Communications, ndufour@cpronline.com on behalf of Foot Levelers.

INTRODUCTION

This Employer Back Pain “How To” Guide is designed to support Doctors of Chiropractic in their local and regional initiatives to serve employers in an ongoing struggle to introduce safer, more cost-effective approaches to back pain in the workplace.

In this step-by-step guide, DCs can learn some of the ways to prepare themselves with relevant information, approach a company’s benefits decision-makers and provide programs that will be of great value to both the employer and the DC.

What DCs need to know:

As you may be aware, U.S. employers nationwide are struggling with grim projections that the average costs they pay for their employees’ healthcare will increase 6.5% to more than \$13,800 per employee in 2023.

As companies seek greater value options under budgetary constraints, they are targeting back pain as one of the most common medical problems in the U.S. It is a frequent complaint to doctors and too often the reason people seek medical help or miss work.

Here’s some of the data:

- Back pain is a widespread problem among working adults, with more than one in four working adults reporting current back pain: some 83 million days of work are lost per year due to back pain, making it a leading cause of lost productivity and increased healthcare, disability and workers’ compensation costs.
- Back pain is the sixth most costly condition in the U.S. with health care costs and indirect costs due to back pain reaching over \$12 billion per year. Several sources report that the utilization of healthcare services for chronic LBP has increased significantly. Recent studies document that over approximately a decade: 629% increase in Medicare expenditures for epidural steroid injections (ESIs); a 423% increase in expenditures for opioids for back pain; a 307% increase in the number of lumbar MRIs among Medicare beneficiaries; and a 220% increase in spinal fusion surgery rates.
- Based on reliable data, the target fair price for most types of spinal surgery is \$14,250, whether or not the individual has health insurance. The average cost for spinal decompression surgery in the United States can be as high as \$23,500 and vertebral augmentation surgery can cost \$23,500 – \$67,900+.
- Long-term complications of the surgery, either avoidable or inevitable, may also lead to the development of failed back surgery syndrome in some patients. Surgery may exacerbate existing symptoms or cause new symptoms by inducing spinal stenosis, spinal instability, epidural fibrosis or disruption of adjacent discs.

ESIs and lumbar nerve root block/steroid injection are commonly performed interventional treatments for spine-related pain. An ESI will not solve the cause of the pain but can provide relief to the area while the patient engages with collaborative or alternative treatments. This type of chronic pain is called lumbar radiculopathy (radicular pain), which can radiate down from the low back to the hips, legs and/or feet.

- ⦿ According to the Centers for Disease Control and Prevention (CDC), opioids continue to be prescribed for LBP, despite an overall lack of evidence to support its efficacy. More than half of regular opioid users report back pain, and researchers report that opioids do not seem to expedite return to work in injured workers or improve functional outcomes of acute back pain in primary care. Insurance data show that more than half of patients who continue to take opioids for at least three months are still taking them years later and approximately 20% of individuals receiving long-term opioid therapy develop an opioid use disorder.

Here's what DCs and employers can do:

In response to these issues, and the need for employers to adopt safer, less costly non-invasive options to address back pain, Kent S. Greenawalt, Chairman and CEO, Foot Levelers, authored a scholarly article "*Impact of Back Pain in the Workplace*," exclusive to *The Journal of Compensation and Benefits*.

Please review the article. We would like to share with you opportunities to leverage this credible work among employers in your state or region and generate collaborative relationships for your practice among businesses and benefits decision-makers.

Importance of Sharing this Article

- ⦿ Demonstrate knowledge of issues related to back pain in the workplace as outlined above and in the article.
- ⦿ Share credible guidance with employers on opportunities to address the issues effectively and safely.
- ⦿ Generate new patients and build ongoing relationships in the employer community.

TAKE THE STEPS TO CONNECTING WITH EMPLOYERS

Step One:

Identify and Find Employers / Employer Organizations in Your Community

- Identify what industry you will be targeting -- retailers, manufacturing, warehousing, technology onsite clinics and other.
- Conduct a web search (identify employers / firefighter organizations, etc.) in your community.
- Obtain contact info for CEO or HR department: email, phone.

[Read Full Article Here](#)



WCA Membership Update

Zach Kasun, Membership Director | zkasun@wichiro.org | 608-292-1805

Join the Member Engagement Committee

- ▶ Are you interested in directly influencing the WCA member experience?
- ▶ Have you ever thought about a specific member benefit, but it wasn't offered at the time?
- ▶ Are there programs or incentives that you think are currently missing from the existing playbook?

Please consider joining the WCA Member Engagement Committee and make a positive difference today!

The committee is looking for new members eager to take the initiative when developing and promoting new & existing WCA benefits and programs. Especially to those who are forward thinkers, this is a great opportunity to directly influence the WCA membership experience of the future. Your direct involvement will maximize the power of WCA membership, further promoting the profession, and increase the odds in your favor for chiropractic success.

To get involved, please contact Zach Kasun, WCA Membership Director, at 608-292-1805 or email membership@wichiro.org.



- | | |
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| Patrick Murphy, DC | Angellia Yang, DC |
| Allison New (Rahn), DC | Alexander Young, DC |
| Bailey Redfearn, DC | Mohamad Zraik, DC |



IT'S TIME to update your contact information

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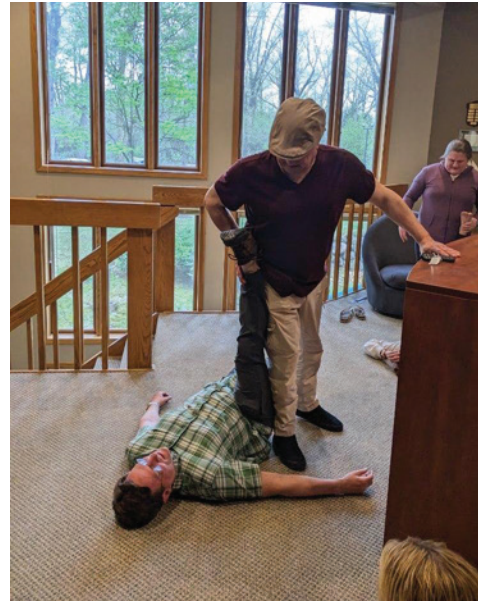
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WCA NEWS



WCA Education Center Hosts CE Course

This May, the WCA Education Center welcomed Wisconsin DCs and CTs for the “Fundamentals of Exercise Rehabilitation” continuing education course taught by Dr Steve Yeomans! We were thrilled to welcome members, Dr. Steve Yeomans and Dr. Douglas Cox (pictured above middle), with their many years of experience and brain power!



Strategic Plan Meeting

WCA Executive Director John Murray (4th person on the right in back) recently traveled to Roanoke, VA to join his colleagues on the leadership committee of the National Strategic Plan for the future of chiropractic - also known as Chiropractic Future, LLC. Learn more about the great work being done by this dedicated group of volunteers from around at the country at www.chirocongress.org.



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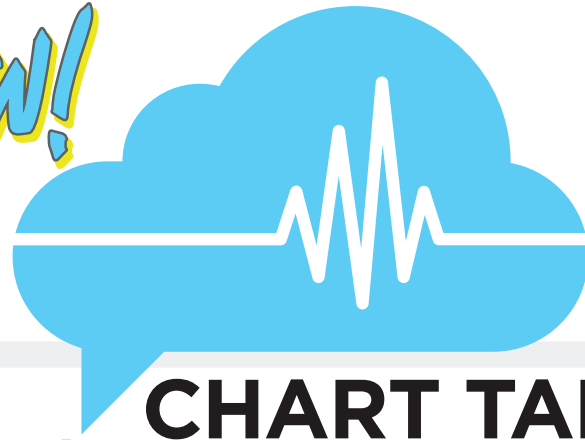


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WCA Continuing Education Opportunities

Andrea Murray, WCA Education & Convention Director | awmurray@wichiro.org | 608-292-1802

[View WCA CE Calendar](#)



Trauma & Toxins: Addressing the Child's Immune System

Wednesday, June 28 | 12-2 PM
2 CE DC/CT/CRT
Online via Zoom
Instructor: Dr. LaKendra Fulbright
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Preparing for the Silver Tsunami: Chiropractic's Golden Opportunity

Wednesday, July 12 | 12-1 PM
1 CE DC/CT/CRT
Online via Zoom
Instructor: Dr. Marcia Maiers



CT Certification & Modality Training

Saturday & Sunday, July 22-23
23 CE CT
Brookfield Conference Center, Brookfield
Instructor: Dr. Wendy Varish
Equipment provided by: Turowski's



Suicide Prevention, Mental Health, and the Chiropractic Profession

Tuesday, August 15 | 12-1 PM
1 CE DC/CT/CRT
Online via Zoom
Instructor: Dr. Mario Fucinari
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Chiropractic Nutrition Module 1

Saturday & Sunday, August 26-27
12 CE DC/12 Nutrition
Location: Madison
Instructor: Dr. Rob Silverman
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CRT 1

Saturday & Sunday, September 30-Oct 1
16 CE CRT
Location: Madison
Instructor: Dr. Wendy Varish



CT Certification & Modality Training

Friday & Saturday, September 22-23
23 CE CT
Location: WCA Fall Convention, Kalahari
Instructor: Dr. Brenda Holland
Equipment provided by: Turowski



Chiropractic Nutrition Module 2

Thursday & Friday, September 21-22
12 CE DC/12 Nutrition
Location: WCA Fall Convention, Kalahari
Instructor: Dr. Rob Silverman
Sponsored by:



Chiropractic Nutrition Module 3

Saturday & Sunday, September 23- 24
12 CE DC/12 Nutrition
Location: WCA Fall Convention, Kalahari
Instructor: Dr. Rob Silverman
Sponsored by:



CRT 2

Saturday & Sunday, October 21-22
16 CE CRT
Location: Madison
Instructor: Dr. Wendy Varish



continued on page 22



New DCs & Students

Students and DCs (in their first three years of practice) can access **COMPLIMENTARY CE SEMINARS and CONVENTIONS** included in their membership benefits.

Continuing Education - Cont. from page 21



Autism: Overview of GI & Immune Dysfunction

Saturday, October 28

8 CE DC/CT/CRT

Location: Waukesha

Instructor: Dr. Janet Lintala

Sponsored by:  NCMIC




Evidence-Based Use of Rehab for the Everyday Practice

Saturday, November 11

6 CE DC/CT/CRT

Location: Pewaukee

Instructor: Dr. Wendy Varish

Sponsored by:  proteospine
FLOATING MANIPULATIVE THERAPY



CRT 3

Saturday & Sunday, November 4-5

16 CE CRT

Location: Madison

Instructor: Dr. Wendy Varish



Light Therapy & Cold Laser for CTs

Saturday, November 11

3 CE CT

Location: Pewaukee

Instructor: Dr. Wendy Varish



Functional Neurology 12: Advanced Applications in Chiropractic Neurology

Saturday, November 4

8 CE DC

Location: Madison

Instructor: Dr. Mike Powell

Sponsored by:  NCMIC



CT Certification & Modalities

Friday & Saturday, December 1-2

23 CE CT

Location: Neenah

Instructor: Dr. Brenda Holland

Equipment provided by Turowski's




Chiropractic Nutrition Module 4

Saturday & Sunday, December 2-3

12 CE DC/12 Nutrition

Location: To be determined

Instructor: Dr. Rob Silverman

Sponsored by:  NutriDyn



Watch Webinars at Your Convenience! A WCA Member Benefit.

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Human Trafficking
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SEPTEMBER 21-24, 2023

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Catch the Wave

at the WCA Fall Convention 2023!

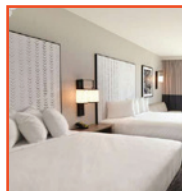
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September 21-24 in Wisconsin Dells!

We are thrilled to be back at the Kalahari Resort & Convention Center for the 2023 WCA Fall Convention. The Kalahari is a favorite for our attendees and their families. There are so many activities including waterparks, arcade games, theme park, mini golf, bowling, ropes courses, laser tag...you name it, Kalahari has it!



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WCA FALL CONVENTION

SEPTEMBER 21-24, 2023



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CONVENTION WEBSITE

Surf Through the CE Line Up

We are excited to welcome (and welcome BACK) some excellent speakers to the 2023 Fall Convention in Wisconsin Dells. Here's a sneak peek into what you can expect this year...

Thursday, September 21

Chiropractic Nutrition Module 2: GI Conditions/Gut-Brain Axis
12 CE DC/12 Nutrition
Dr. Robert Silverman
Sponsored by NutriDyn



Improving Clinical Effectiveness with Photonic & Electromagnetic Therapies
8 CE DC
Dr. Nelson Marquina
Sponsored by Laser Biotech International



Advanced Upper and Lower Extremity Adjusting
8 CE DC
Dr. Mark Charrette
Sponsored by Foot Levelers



Men's and Women's Sexual Health: The Vital Factor
4 CE DC/CT/CRT
Dr. N.D. Victor Carsrud
Sponsored by Numedica



Immunity: Your Seventh Sense: Nutritional and Lifestyle Support for a Healthy Immune System
2 CE DC/CT/CRT

Dr. Christopher Bump
Sponsored by Standard Process



FRIDAY, SEPTEMBER 22

Chiropractic Nutrition Module 2: GI Conditions/Gut-Brain Axis (continued)

Pediatric Wellness: A Review of Childhood Development & Technology
8 CE DC/CT/CRT
Dr. Marc E. Funderlich Jr.
Sponsored by Erchonia



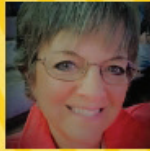
CT Certification Course
12 CE CT
Dr. Brenda Holland

Endocannabinoid System and Hemp: A Focus on the Brain and Immune Function
2 CE DC/CT/CRT
Dr. Slavko Komarnytsky
Sponsored by Standard Process



continued on page 27

Meet our Speakers



Fall Convention CE Line Up - Cont. from page 26

SATURDAY SEPTEMBER 23

OPENING CELEBRATION & BREAKFAST:

"Maximizing Momentum through Mobilization" featuring Dr. Sherry McAllister

Dr. Sherry McAllister, DC, M.S. (Ed) CCSP
Sponsored by F4CP



Chiropractic Nutrition Module 3: Immunity, Inflammation/ Autoimmunity

7 CE DC/7 Nutrition
Dr. Robert Silverman
Sponsored by NutriDyn



Essentials of Risk Management and Office Procedures

7 CE DC/CT/CRT
Dr. Mario Fucinari
Sponsored by Gold Star Medical Business Services



Functional Neurology 11: Brain-Based Care for Pain

7 CE DC/CT/CRT
Dr. Mike Powell
Sponsored by NCMIC



Optimizing Patient Care using the Latest Research-Based Outcomes

3 CE DC/CT/CRT
Dr. Sherry McAllister
Sponsored by Foundation for Chiropractic Progress



CT Electrotherapy, Ultrasound, Thermo-Cryotherapy, Mechanical Therapy

11 CE CT
Dr. Brenda Holland
Equipment provided by Turowski's Health Care

SUNDAY SEPTEMBER 24

Chiropractic Nutrition Module 3: Immunity, Inflammation/ Autoimmunity (continued)

5 CE DC/5 Nutrition
Dr. Robert Silverman
Sponsored by NutriDyn



Pregnancy and Chiropractic 101 Part 2

4 CE DC/CT/CRT/2 Nutrition
Dr. Brenda Holland

Radiology: Who thinks that radiology is a dry subject to learn? Not me!

4 CE DC/CT/CRT
Dr. Michelle Mick (Wessely)
Sponsored by Rayus



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Practitioner Perspective: Exploring How Immunity Impacts Healthspan

by Avery St. Onge | Published in *Integrative Practitioner* | April 7, 2023 | integrativepractitioner.com

Longevity is the epicenter of health, and at the crux of that is the immune system, according to Robert Silverman, DC, DACBN, DCBCN, MS, CCN, CNS, CSCS, CIISN, CKTP, CES, HKC, FAKTR.

“Without the three barriers of our immune system—our skin and digestive system, innate immune system, and adaptive immune system—we are never going to get the kind of longevity that we hope to have,” said Silverman.

According to Silverman, in recent years, the longevity concept has taken integrative medicine by storm. A measurement of both health and lifespan, longevity is what just about every patient yearns for and every practitioner hopes to facilitate, he said. And while the quest for longevity may seem like a modern-day phenomenon, it prompts an age-old question, “why do some people live longer than others?”

To Silverman, who practices integrative medicine in Westchester, New York, and recently authored the book, *Immune Reboot*, the “secret sauce” to longevity is a robust, optimally functioning immune system. The immune system, Silverman said, has a direct correlation to mitochondrial function. Consequently, a decline in immune health can lead to mitochondrial dysfunction, which then results in accelerated aging.

“The bottom line is that if you get a chink, a break, a breach in your immune system, you will categorically age, extremely quickly,” said Silverman.

The Immune System as it Ages

Over time, immune system functioning naturally declines, Silverman said. When a person ages, senescent cells, which would usually be cleared out and replaced by the immune system, begin to accumulate in local tissues, turning into what are referred to as “zombie cells.” This buildup of zombie cells then contributes to tissue dysfunction, and chronic inflammation due to age associated decline in immune function, according to Silverman.

“Inflammation is the byproduct of our immune system functioning properly,” said Silverman. “When inflammation



goes too high, or lasts too long, that's when we start burning up and we start damaging structures which leads us down a slippery slope to localize systemic inflammatory response.”

This inflammation, he said, ultimately leads to autoimmunity, which “obviously is not going to lead into some strong longevity.”

Biomarkers for Longevity

According to Silverman, there are several methods of testing a patient's biological age. The first tests Silverman suggested were inflammatory markers including interleukin 1 beta, interleukin 6, interleukin 8, tumor necrosis factor (TNF) alpha, and C reactive protein.

► **URIC ACID:** Additionally, Silverman stressed the importance of testing a patient's uric acid levels. When elevated, uric acid can contribute to a host of health problems such as gout, diabetes, and cardiovascular disease. A patient's Omega-3 to Omega-6 ratio is also helpful in determining biological age, Silverman said.

“Studies have shown that increased Omega-3 polyunsaturated fatty acid levels are associated with increased large artery elasticity,” said Silverman. “And you want arteries and cell membranes to be fluffy and elastic.”

continued on page 31



Don't miss it! Watch for Dr. Silverman's 48-Hour Nutrition series this Fall, August 26-27, September 21-22, September 23-24, and December 2-3. Sessions are sponsored by WCA Corporate Partner, NutriDyn.

How Immunity Impacts Healthspan - Cont. from page 30

► **THE GUT:** When it comes to immune health, Silverman explained that he's a big believer in testing the gut, where 80 percent of the body's immune cells are located. Silverman often tests patients for zonulin and occludin, which are tight junction markers that when elevated over a duration of time can cause a breach in epithelial cells in the gut.

► **BLOOD PRESSURE,** Silverman said, is also important when determining a patient's biological age. "It's a basic test," he said, "but man if a patient's blood pressure is high, they've got a problem."

Silverman urged practitioners to test for apolipoprotein E (APO E), which he said can predict a patient's chances of developing Alzheimer's, one of the top ten leading causes of death in America today.

Diet and Lifestyle Interventions to Increase Healthspan

To increase a patient's health span, the first thing Silverman focuses on is diet. He said he suggests patients avoid all gluten, processed foods, sugar, dairy, nicotine, and artificial sweeteners, as well as foods they are sensitive to. In addition, he said it's helpful to avoid vegetable oils, which are highly inflammatory, deep-fried food, starch, and fructose, which he said, elevates uric acid levels.

► **DIET:** For a longer, healthier life, Silverman said he often points patients to a Mediterranean diet. Research indicates the

Mediterranean diet results in a 51 percent increase in quality of life, 11 percent decrease in cognitive impairment, and 10 percent higher odds of successful aging, according to Silverman.

► **CLEAN EATING:** Silverman also instructs patients to make clean eating a priority by buying organic, local foods. Even a simple switch to organic coffee, for instance, can make a difference, as coffee is one of the most pesticide sprayed items in America today, he said.

► **INTERMITTENT FASTING** can also increase the resilience of the immune system. According to Silverman, intermittent fasting stimulates autophagy, which allows the body to get rid of immunosenescent cells and dysfunctional mitochondria, replacing them with immune rejuvenated cells. Other lifestyle interventions include long-term resistance training, which Silverman said is beneficial for longevity as it can also elevate autophagy. Sleep, he said, is also crucial for longevity.

► **COMMON SUPPLEMENTS FOR IMMUNITY,** according to Silverman, include zinc, vitamin C, vitamin D3 with K2, turmeric, and palmitoylethanolamide (PEA). Often overlooked supplements include BCP-157, NAD+ (precursors), and resveratrol, Silverman said.

As for when to start talking to patients about their healthspan, Silverman said it's always better to be proactive than reactive.

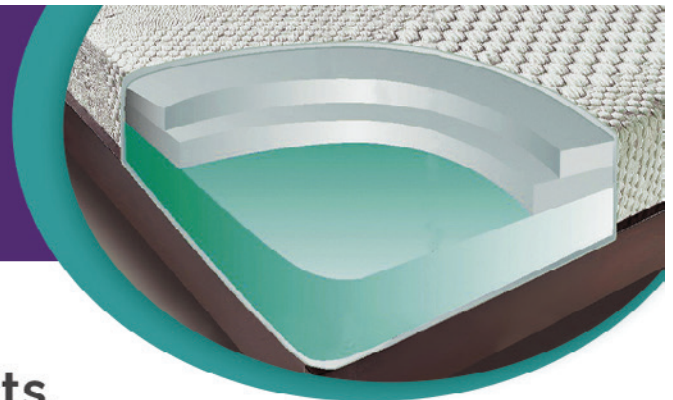
"Healthspan is not just being healthy, but it's also living a fruitful, enriching life," he said. "So, I would start right now. I've talked to 20-year-olds about it. I think even talking to teenagers about getting them out on the right path is a good idea."

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Lifetime Achievement Award

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Chiropractor of the Year

This award recognizes recent contributions to the chiropractic profession on the local, state or national levels, as well as leadership in the community, church and civic functions. The nomination will highlight achievements generally accomplished over the last several years.



Nels Bakke Award

This award honors chiropractors in practice for less than five years. It recognizes the contributions of younger practitioners who have equally dedicated themselves to serving the profession and their community.



Chiropractic Technician of the Year

This award is given to an individual whose dedication to chiropractic patients is reflected in the quality of their professional work as well as volunteer work in their community.

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Liam Shiring (green hat), together with his three team members, ready to move a family into their newly built home.

Whatever You Do to the Least of My Brothers and Sisters

By Dr. Gene Yellen Shiring, DC

WCA Past President Dr. Gene Yellen Shiring recently traveled to Antigua, Guatemala with his son Liam and daughter Therese as part of the Heart to Heart Experiences (H2H) organization to build houses and provide care to the people living there.

Providing Care for Those Without Insurance in Guatemala

A year ago, Gabriela was walking down a flight of stairs when she lost her balance. Falling head over heels she lay there at the bottom, startled, a little dazed but in a lot of pain, mostly in her lower back. The pain persisted over the course of months with fluctuating severity. About a month ago, she began to experience pain and burning down her right leg into her calf with numbness in the foot. That is what prompted her to come in and see us here in the free clinic where we were providing care in January 2023. We were a team: translators, triage and support staff, and clinicians; two physicians, a physical therapist and myself, providing care for those without insurance in Antigua, Guatemala.

Gabriela was in obvious pain and her exam revealed positive nerve root tension tests and neurological deficits in the right lower leg which resulted in a diagnosis of an S1 nerve impingement likely due to a disc protrusion. I was somewhat concerned, because I was only here for a week and she did not have insurance that would cover surgery if that became necessary. All I could do, I thought, was the best that I could with the time that I had. With that, I treated her daily for the last three days I was there.

Remarkably, on her last visit, she stated that she was doing “super well.” She was able to sleep at night for the first time in at least a month. The leg and lower back pain were moderately better. Her leg sensation was almost normal, as was her ankle and toe dorsiflexion. She was extraordinarily grateful and I was extraordinarily humbled. What a gift it was to be able to give this woman a modicum of relief in such a short time, especially considering how long she had been suffering.

continued on page 36





Pictured: Liam, Therese and the Heart to Heart home build team. Together, teams of four volunteers and one mason, each built one of the five homes.

Guatemala - Cont. from page 35

The doctors and physical therapist had similar stories of patients who had received necessary and long overdue care and who were also so very grateful. Tracy, the physical therapist, evaluated a woman whom she suspected had a wrist fracture. With the help of Heart to Heart Experiences support staff, x-rays were secured from a local hospital, which confirmed scaphoid fracture.

Daisy and Ellen, both pediatricians, treated hundreds of individuals including children with respiratory infections, digestive disorders, and skin lesions among many diverse health conditions

Serving over 500 Patients in One Week



Together our team saw over 500 patients in the course of a week. I was humbled and grateful to be part of a group of 30 individuals serving as Good Samaritans to those in need.

Gabriela is just one of dozens of people who responded well and were most grateful.

I would like to thank Executive Director, John Murray, The Wisconsin Chiropractic Association, and Doctors Paul Rubert and Jason Mackey for defraying the cost of the Lloyd portable adjusting table with drops. It made delivering care much more comfortable for patients and much easier on this 65-year-old's joints.

I am also grateful to Melanie Ahern and the leadership team of Heart to Heart Experiences (H2H) for providing this opportunity to be part of a healthcare and home build team who serve those less fortunate, who in my Christian journey are Christ, the hidden face of God, disguised in the poor and needy.

H2H's motto is "be the change." I might offer a slight modification saying: Be changed being the change. You cannot go through an experience like this without

continued on page 37

Liam Shiring's Experience (Dr. Gene's son)

My time in Antigua, Guatemala offered me memories and lessons which I will cherish and learn from for years to come. We spent 5 days in the mountains of Sumpango, constructing five single room 15' x 19' concrete block homes for families not earning any more than \$6 working per day.



It was a level of poverty I had not seen with my own eyes before, evident the minute we stepped foot off the bus. I thought walking the last half-mile up the mountain to the worksite each day was difficult. In reality, it was nothing. These families, including their young children, take that trek countless times every day, collecting water from the nearest well 15 minutes down that mountain. Some of that water was even for us to use on the houses. We saw 10 year old kids, carrying up to six cinder blocks on their back, water on their heads, supplies in their hands, up and down that mountain every day.

Most importantly, I noticed that there was not a complaint in sight. No feet dragging, no pouting, nothing of the sort. It really puts things in perspective when you see it first hand. I took it as a sign to show gratitude for what I have, and not dread on what I may not. Being born into nothing, with a corrupt government in control, makes it next to impossible to get out of that life. Yet still, no complaints. Just smiles and hard work. A truly humbling experience that I am eternally grateful to have been a part of.

Guatemala - Cont. from page 36

your heart being fundamentally changed. Our love of God compels us to act, to give to the less fortunate, to help those in need... to love our neighbor.

"The two greatest gifts we were given from this experience were gratitude and generosity."

You cannot return from this work without feeling so much more grateful for all the things we generally take for granted in our lives. This gratitude is to our family, friends, country but is most fundamentally experienced as a gratitude to God. The power of gratitude compels one toward generosity with all the gifts we have been given, to give back our time, our talent, and our treasure to those poor and suffering in our midst.

If you would like more information about Heart to Heart Experiences, would like to donate to help provide healthcare and homes to the people of Guatemala, or if you might be interested in serving as a chiropractor on a future mission trip, go to hearttoheartexperiences.org.



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Therapeutic Lasers 101

by Nelson Marquina, MSc, PhD, DC

This article presents a summary of (1) therapeutic lasers, (2) the mechanisms when laser light encounters tissues, and (3) the 3 key laser factors for optimum therapeutic effects (with examples). A short list of references is included at the end of the article.

Therapeutic Lasers

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

Key technical characteristics of therapeutic lasers:

- ▶ Wavelength (nanometers or nm)
- ▶ Pulse duration (milliseconds ms to nanoseconds ns)
- ▶ Energy density (dose or joules/cm²)
- ▶ Power density (watts/cm²)

Laser-tissue interactions: (1) reflection, (2) absorption, and (3) scattering (Figure 1, Niemz, 2007). Absorption at the target tissues is absolutely the most important laser-tissue interaction (Tuner and Hode 2017; Marquina, Dumoulin-White, Mandel and Lilge 2012; Moskvin and Agubechirovich 2017). Of course, the laser beam must penetrate deep enough to reach the target tissues for absorption and physiological change to occur.

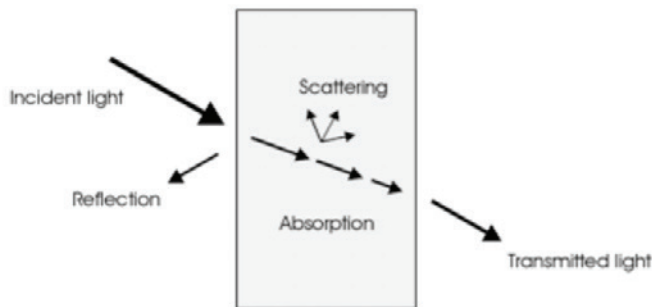


Figure 1. Laser-tissue interactions

Non-surgical laser devices, with highly reduced power density ("intensity") outputs relative to surgical lasers, are labeled therapeutic lasers and, in lasers with low average power

(watts), as cold lasers (Moskvin and Agubechirovich 2017). Therapeutic lasers, as opposed to surgical lasers, are used for tissue healing, pain relief and increased function.

In therapeutic applications of lasers, the physiological effects are obtained by the way in which the different tissues absorb laser radiation. Absorption at the cellular level is absolutely the most important laser-tissue interaction (Niemz 2007; Marquina 2009).

During absorption, the intensity of an incident photon (electromagnetic wave) is attenuated in passing through a medium such as human tissue. This tissue absorption depends on the target tissue composition (electronic constitution of its atoms and molecules), the wavelength of the laser and internal conditions such as tissue temperature or concentration of absorbing agents (chromophores) (Niemz 2007; Hambling and Huang 2022; Marquina 2015).

▶ **KEY POINT:** From the laser emitter's perspective, it must have the technical ability to ensure that the energy density (dose) reaches the target tissue at the necessary depth and level to cause desirable physiological and clinical effects.

The average power is obtained by multiplying the pulse power (W) times the pulse duration (in seconds) and times the pulse rate (Hz) (Figure 2).

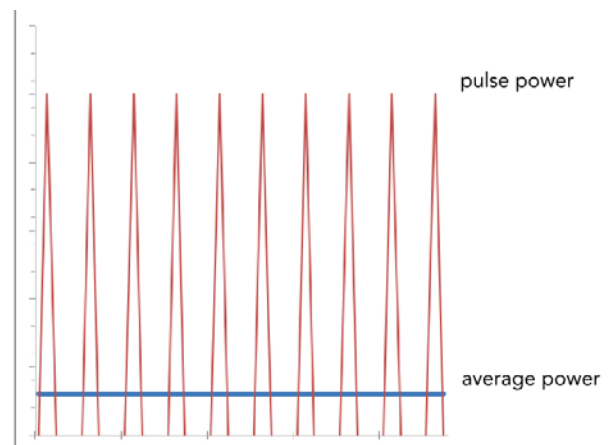


Figure 2. average and pulse power



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Therapeutic Lasers - Cont. from page 39

$$\text{Average Power (W)} = \text{Pulse Power (W)} \times \text{Pulse Duration (sec)} \\ \times \text{Pulse Rate (Hz)}$$

► **EXAMPLE:** If a doctor has a superpulse laser with 300 W pulse power, pulse duration of 200 nanoseconds (ns), and pulse rate of 40,000 pulses per second (40 kHz), then the average power is 2.4 W. Make sure you convert nanoseconds to seconds first.

1 nanosecond = 1 billionth of a second.

The laser in the above example penetrates tissues deeply (300 W pulse power) with low thermal risk (2.4 W average power).

► **EXAMPLE:** If a doctor has a laser with 30 W pulse power and selects a level of 10 W average power, then the laser has lower tissue penetration (30 W) and higher risk of tissue injury due to thermal buildup (10 W).

Regarding power, the average power is the energy (photons) emitted per second, or

$$\text{Energy (joules)} = \text{Average Power (W)} \times \text{Time (sec)}$$

The energy density (dose) is the “concentration” of the energy delivered to tissues,

$$\text{Energy Density (J/cm}^2\text{)} = \text{(Average Power X Time) / Beam Spot Size (cm}^2\text{)}$$

Finally, the power density (PD) is the “intensity” of the laser beam,

$$\text{PD} = \text{Average Power / Beam Spot Size (cm}^2\text{)}$$

Recommended dosages by the World Association for Laser Therapy (WALT) and many other researchers are in the range of 4 J/cm² and 10 J/cm² at the target tissue depth. A practical rule to compensate for the energy loss due to tissue penetration is to double the energy delivered for each centimeter of tissue depth. By the way, formally, the tissue penetration capacity of a laser is defined as the distance at which radiation amplitude (level) is reduced by 50% of the initial radiation (at the skin level).

Laser scatter is a large impediment to tissue penetration. Lasers with shorter wavelengths scatter more than lasers with

longer wavelengths by a factor of 5,000 to 10,000 (Niemz 2007). For example, a laser emitting red light (e.g., 650 nm) would penetrate tissues very poorly by a factor of about 5,000 compared to infrared (e.g., 910) due to scatter. Additionally, research demonstrates that the skin absorbs about 90% of the red wavelength and about 50% of infrared wavelengths, which reduces further the ability of red wavelengths to reach tissues beyond a few millimeters (Niemz 2007; Hode and Tuner 2015; Marquina 2017).

► **EXAMPLE:** If a doctor has a laser with a 2 cm² spot size, 650 nm wavelength (red) and 100 mW of average power, then, according to the World Association for Laser Therapy (WALT), the recommended range of treatment times for tissues at 3 cm deep is calculated between 640 sec (10 minutes) and 1,600 sec (26 minutes). A larger laser applicator (spot size) would require even higher treatment times.

Summary & Take-home Messages

- Most therapeutic lasers in the market today have wavelengths in the therapeutic window between 600 and 1,200 nanometers. The second most important factor to effectively deliver the light energy into the target tissues for absorption is the pulse power (watts). Wavelength is “numero uno”.
- A laser device could have the appropriate wavelength and still be unable to drive the light energy to the target tissue due to inadequate pulse power level. The tissue penetration driving force is given by the pulse power of the device not unlike radiography equipment (Marquina and Stalley 2009).
- Therapeutic lasers need to have the appropriate wavelength (therapeutic window) and deliver the necessary dose (joules/cm²) to the depth of the treated tissue to produce the desired clinical and therapeutic effects.
- 50% of the energy is lost for each centimeter of tissue penetration.

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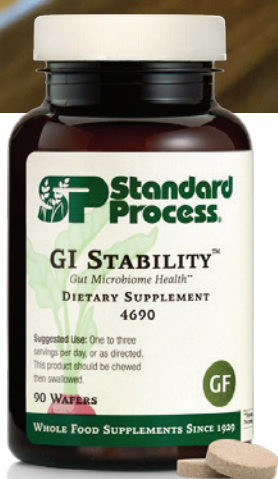
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The Unsung Heroes of Digestion



The nuances of digestion and absorption are often overlooked. But these processes are vital in supplying the body with essential nutrients from food. They rely heavily on the gastrointestinal tract, but several other tissues support these processes, including some that are not commonly associated with digestion.

Digestion and Absorption

Digestion begins in the mouth, with the mechanical and chemical breakdown of food via chewing and salivary enzymes, respectively.¹ Next, the chewed food, called the bolus, moves to the stomach where it is greeted with harshly acidic conditions. The stomach also contains many enzymes that begin to degrade whole food pieces into more basic, simple components that can be absorbed and utilized throughout the body.¹ Proteins are broken down into amino acids, carbohydrates are reduced to simple sugars, or monosaccharides, and fat molecules are broken down into free fatty acids and monoglycerides.^{1,2}

At this point, the partially broken-down food is called chyme, and it leaves the stomach to enter the small intestines. This is where the vast majority of nutrient absorption occurs, including folate, iron, vitamin D3, vitamin B12, monosaccharides amino acids, and fatty acids.¹ Next the large intestines can absorb any remaining nutrients or fluids, including electrolytes such as sodium and potassium, as well as any water available for reabsorption. After passing through the large intestines, any food particles that were not digested and absorbed are eliminated from the body. The highly specialized activity of the digestive tract enables optimal digestion and absorption of both macronutrients and micronutrients through multiple mechanisms. This includes microvilli of the brush border which significantly increase the surface area of the intestines to allow for greater contact with food and therefore enhanced absorption.

Accessory Organs in Digestion

The processes of digestion and absorption require many more organs and systems than just the stomach and intestinal tract. The pancreas produces pancreatic juices containing enzymes that break down macromolecules into smaller components so they can be digested.^{1,2} It also produces hormones, including insulin and glucagon, that act as chemical messengers and help direct other organs in the digestive system and throughout the body.

The liver produces bile, which helps with the digestion of fat.¹ Bile is stored in the gallbladder, which releases bile as necessary during digestion.¹ As such, both the liver and gallbladder are vitally important to digestion and absorption. The liver also is a powerhouse for the coordination of nutrients and whole-body metabolism: it processes and directs nutrients that are absorbed and sends them to various organs as needed.

Finally, the gut microbiome plays a critical role in digestion and absorption. Some bacteria are able to utilize food components that the body cannot digest.³ In this process, they produce beneficial metabolites including short chain fatty acids.³ Short chain fatty acids have been shown to possess anti-inflammatory, anti-tumor, and antimicrobial effects as well as enhance gut integrity and support cellular processes.^{3,4} Beneficial bacteria can also modulate gut barrier integrity and overall gastrointestinal system health, which supports digestive processes.³

Supporting Healthy Digestion

Most people do not think consciously about digestive processes in their body. They eat when they are hungry and only notice aspects of digestion when an issue arises. In order to keep digestion and absorption running smoothly, it is important to incorporate lifestyle practices and dietary choices that can help the organs of digestion, including the accessory organs. Consuming a plant-based diet, full of fruits and vegetables that are rich in polyphenols and fiber, can support the gut microbiome. Engaging in regular physical activity can also help with intestinal motility and keep digestion running smoothly. Finally, herbs can support many elements of digestion:⁵⁻⁷

- **GINGER** targets several elements of digestion including preventing dyspepsia, flatulence, and bloating
- **BITTER HERBS** such as gentian and wormwood can help with digestion problems including loss of appetite, bloating, spasms in the intestines, and heartburn
- **TANGERINE PEEL** possesses soluble fibers, helping to slow digestion

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Common Pitfalls in Your First Year of Practice



A chiropractor’s first 12 months in practice can be a shaky time. “What do I do?” is the big question, but “What don’t I do?” is arguably more important. Review our preventative tips to avoid some rookie mistakes.

Careless Compliance and Documentation

Even the most experienced chiropractors know how these can hurt a practice. Your first year in business must prioritize full compliance and precise documentation so you know – not assume – that you’re getting them right.

One way to stay current with the latest rules and regulations is working with a third party whose job it is to follow these things. This gives you greater peace of mind and liberates your time to fully focus on providing care and building your new practice. Don’t let anxiety or over-confidence lead to claims or billing errors which could cost thousands of dollars.

Lacking a Disaster Recovery Plan

You’re probably excited and optimistic as a new practice but remember: Murphy’s Law is the one legal force no chiropractor can placate. You can only prepare. You’re never more vulnerable than in your first year, so consider the following to protect your interests:

- ✓ **CREATE** a **government-compliant disaster recovery plan**.
- ✓ **REVIEW INSURANCE POLICIES** like malpractice, business interruption, general liability, and workers compensation, all of which can help prevent financial disaster.
- ✓ **INVEST IN CYBERSECURITY** and train yourself and any employees in **safe cyber practices**.
- ✓ **MAKE IT AS EASY** as possible for staff to perform their duties remotely should the clinic be closed by unforeseen circumstances.

Not Maximizing Marketing

This should receive the lion’s share of your time before your service begins. If you’ve already launched into your first year of practice, then now’s the time for vigorous promotion. Here’s a mini marketing masterclass:

- ✓ Network often
- ✓ Follow the **seven steps to selling yourself uniquely**.
- ✓ Have an **optimized website** and social media pages filled with informative, regularly updated visual and written content.
- ✓ Be active in your community.
- ✓ Market specifically to a certain type of patient, not just everyone. This **free tool to build your buyer persona** may help.

Overspending

Practices need many things as they start: premises, equipment, furniture, etc. It’s a delicate balance to separate what you really need from “ideals” you’d merely like.

- ▶ Functional, reliable purchases of essential items should be your focus in Year One
- ▶ More expensive items should wait until you’re established.
- ▶ Some start-ups opt to lease as many aspects of their practice as possible in their first 12 months – an approach that can significantly reduce outlay and overheads.

continued on page 47

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Common Pitfalls - Cont. from page 45

Undervaluing Your Services

Resist the urge to set excessively low fees in your first year, even to ease patients' financial burdens. Inflation annually increases the cost of everything you'll need to operate. Determining fees is fluid when starting out, since you're still discovering some essential factors:

- Your monthly operating expenses;
- Average monthly income;
- Average income per visit;
- Average cost of delivering care.

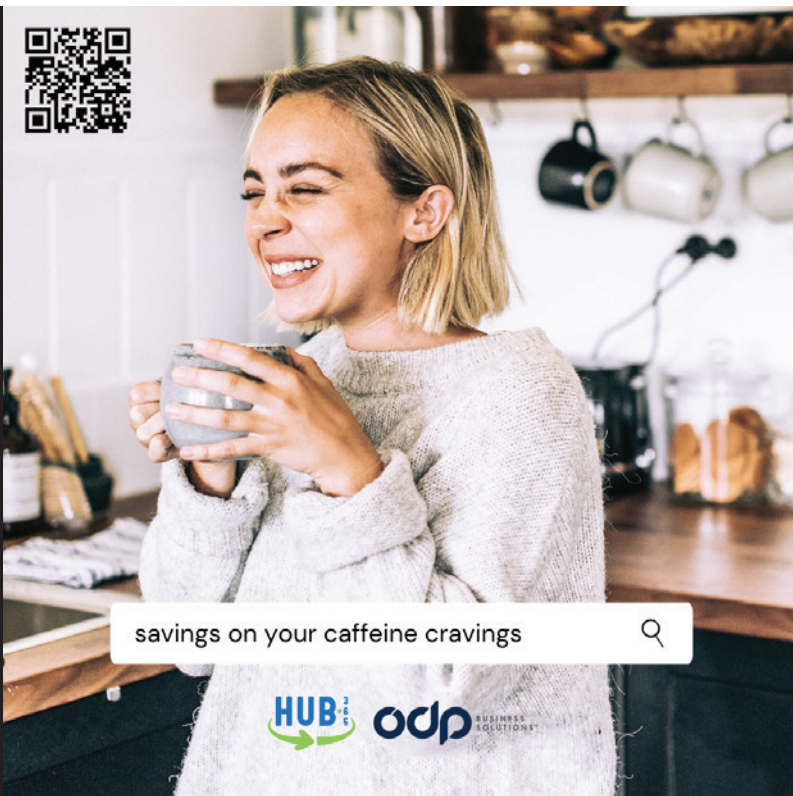
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ABOUT THE AUTHOR

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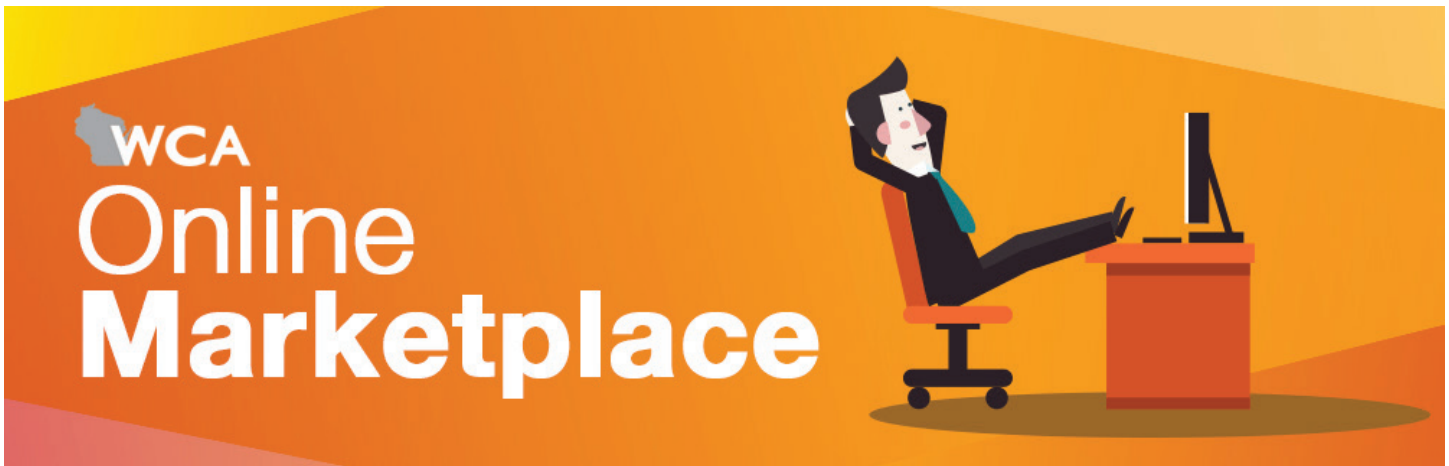
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For more information go to: www.chiropracticcompany.com OR
Email: drmcleod@chiropracticco.com

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.

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POSITION WANTED – BARABOO, WI

Back In Action Chiropractic (BIAC) is looking for a Wisconsin-licensed DC to join our busy family practice. Voted a Top Chiropractic Clinic in Southcentral Wisconsin in 2022, BIAC has been established for over 20 years in beautiful Baraboo, WI. BIAC offers a competitive base salary with unlimited ceiling of performance bonuses, paid vacation, holiday, personal/sick leave, simple IRA, maternity/paternity coverage, and first two years of malpractice insurance paid. This is an excellent opportunity for a new graduate or experienced DC to join a close-knit team with a proven track record of building and supporting successful associates.

Please email us with questions and a current CV with cover letter to: DrJason@BackInActionBaraboo.com

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PRACTICE FOR SALE – WAUKESHA, WI

Waukesha-Brookfield-Pewaukee area Family Practice, serving the community for thirty-six-years is available for purchase, moving patients from present location to yours. Doctor is retiring and would like to set purchaser up with infusion of well educated, informed, and enthusiastic cash paying patients.

If you are looking to augment your existing patient base or looking to strike out on your own with an established patient population, this is the opportunity you are looking for.

Seller is open to discuss transfer of practice in a win-win arrangement suitable to both parties.

Phone: 262-784-3277 or email tjedwardschiro09@gmail.com

EQUIPMENT FOR SALE - RIVER FALLS, WI

Newer Zerona Z6, Non-invasive, cold laser for fat loss. This is the only treatment FDA market cleared for overall body circumference reduction. Very lightly used. Bought to partner with staff member but their plans have changed. FREE DELIVERY anywhere in WI. Safe & effective with very easy set-up.

Asking \$28,000. If Interested, Email: jazsky@aol.com

POSITION WANTED – WESTFIELD, WI

Opportunity for ambitious, up-beat, full-time Doctor to join our clinic in central Wisconsin. Well established family-based wellness practice with opportunity for future partnership potential. Looking for caring, self-motivated, energetic, and ethical doctor. EMR and electronic billing in state-of-art modern staffed facility. Digital x-rays and multiple physiotherapies. Activator certification, diversified and drop piece adjusting skills preferred. Nutrition certification recommended.

Salary based on collections with opportunity to earn a very competitive income. Benefits include retirement, insurance, group practice, and continuing education.

Resumes to: westfieldchiro@hotmail.com for serious inquiries only please.

ASSOCIATE POSITION – MILWAUKEE, WI

Well established and highly respected 20+ year practice in a great community looking for a long-term Associate with ownership opportunity. Pediatric and family friendly practice utilizing Diversified, Thompson, and Activator techniques. Potential for either part-time or full-time hours depending on the right candidate. Base salary plus a competitive-tiered monthly bonus.

Please Email your resume and cover letter to:

shorewoodfamilychiro@gmail.co

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