



# The Wisconsin Chiropractor

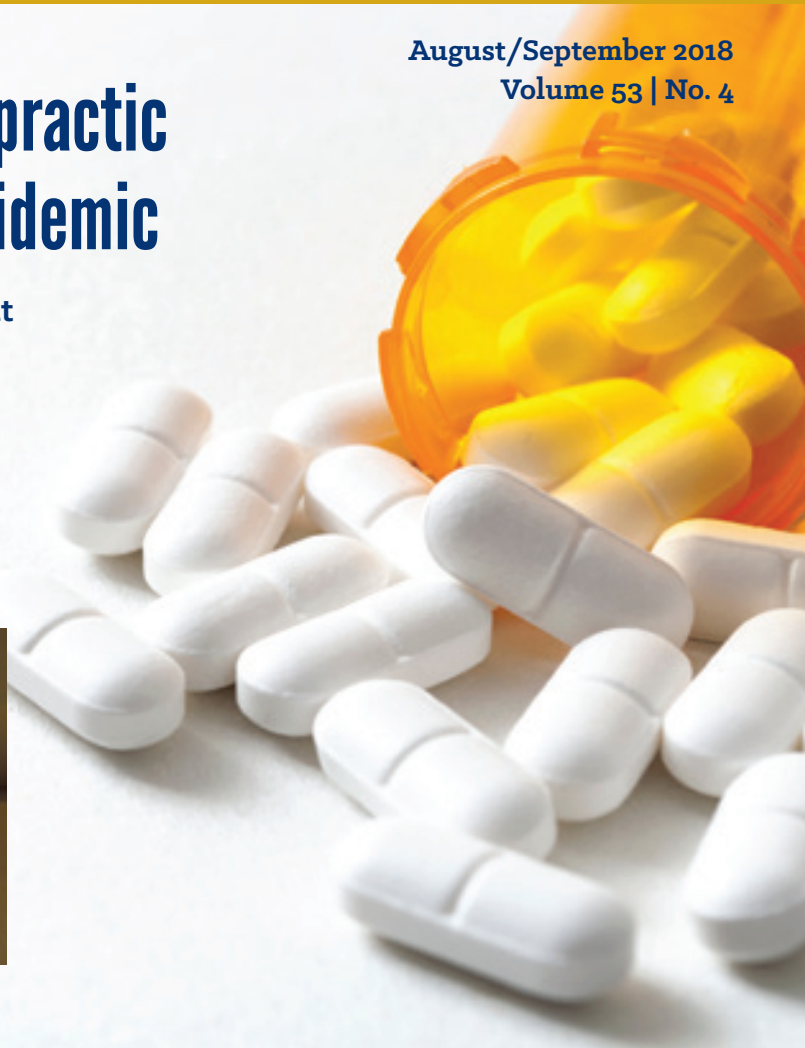
The Official Publication of the Wisconsin Chiropractic Association

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## Promoting the Value of Chiropractic to Help Combat the Opioid Epidemic

Dr. Jeff King Speaks at Opioid Epidemic Summit  
Presented by The Alliance



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# Promoting the Value of Chiropractic to Help Combat the Opioid Epidemic



Panel Members, from L-R, Janet Poppe, Dr. Jeff King, Dr. Julie Lombardo, and Dr. Kevin Wait

**On Tuesday, July 24, 2018, Dr. Jeff King presented to attendees of “The Opioid Epidemic Summit: Its Impact in the Workplace.”** Dr. King was part of an alternative pain relief panel discussion, which also included Dr. Julie Lombardo and Dr. Kevin Wait of Capitol Physical Therapy as well as Janet Poppe of Pacira Pharmaceuticals. This all-day summit featured presentations by and panels comprised of high-level medical professionals, treatment specialists, pharmaceutical company representatives, former government officials, and more. **The Wisconsin Chiropractic Association (WCA) was proud to have Dr. Jeff King provide valuable information regarding the urgent issue of opioid addiction and abuse.**

During his presentation, Dr. King targeted the topic of opioid use and reduction through chiropractic, discussing research on spinal pain, opioids, and their effectiveness for chronic pain. *Notably, he emphasized the fact that patients who begin their care by seeing a Doctor of Chiropractic have the lowest rates of opioid prescriptions.* His presentation garnered significant support from Dr. Wait, supporting positive relations between chiropractic and PT.

This was not Dr. King’s first occasion speaking on the opioid issue. He previously gave an excellent presentation at the **Governor’s Task Force Meeting on Opioid Abuse**, lecturing on



WCA President Dr. Gene Yellen-Shiring (left) and Dr. Jeff King



Dr. Jeff King Speaks to Attendees at the Opioid Summit

how chiropractic care can help patients avoid prescription and opioid abuse. In attendance at that meeting were WCA President Dr. Gene Yellen-Shiring and WCA Executive Director John Murray.

The Opioid Epidemic Summit was orchestrated by The Alliance, [www.the-alliance.org](http://www.the-alliance.org), a health care network consisting of hospitals, medical doctors/ professional service providers, clinics, and home care agencies. Dr. Yellen-Shiring, John Murray, and WCA Communications and Marketing Manager David Bobka attended on behalf of the Wisconsin Chiropractic Association.

*WCA intends to be a resource for opioid research and information, both now and in the future. Chiropractic provides patients with drug-free pain management and relief, which is so essential during the current era fraught with opioid addiction and abuse.*

For additional questions regarding this summit, please contact WCA Executive Director John Murray, at [jmurray@wichiro.org](mailto:jmurray@wichiro.org) or 608-256-7023.

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### *Thank You to Our 2017 CHIEF Supporters!*

The Chiropractic Health Information & Education Fund (CHIEF) is a state political conduit fund administered by the WCA on the behalf of members who elect to contribute. Through CHIEF, WCA members can support elected officials and candidates who are true advocates of the chiropractic profession in Wisconsin.

### *Thank you to all of our generous members below who made CHIEF pledges in 2017.*

Our 2018 CHIEF pledge drive is now in full swing. Please consider making a pledge to CHIEF and an investment in your profession today! The more doctors who support CHIEF, the greater the influence the WCA can exert in the political process. We look forward to engaging with our elected officials in 2018 to put forth pro-chiropractic policies that will benefit all chiropractors, their staff, and the patients they serve.

Visit the WCA website at [www.wichiro.org](http://www.wichiro.org) to learn more about CHIEF and pro-chiropractic advocacy efforts.

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## WCA OPPOSES POLICY DENYING OPTION TO TREAT HEADACHE PAIN USING SMT



WCA is joining the American Chiropractic Association (ACA) in strongly opposing a new policy by

UnitedHealthcare that denies headache sufferers the option to treat their pain without drugs using spinal manipulative therapy (SMT).

Under this new policy, UnitedHealthcare (UHC) denies coverage of SMT for headache treatment because it states that such treatment is “unproven and/or not medically necessary.”

In a letter to UHC’s President and CEO, ACA calls the policy flawed because UHC failed to include key studies in an analysis conducted in advance of its determination.

*“We urge UHC to withdraw its policy based on the most recent research, systematic reviews, and practice guidelines (including AHRQ), which support the use of spinal manipulation for the treatment of headache,” writes ACA President N. Ray Tuck, Jr., DC.*

**WCA was proud to cosign this letter along with the Congress of Chiropractic State Associations and 24 other state/regional chiropractic associations.**

Offering additional justification for the policy’s withdrawal, ACA points to the “insufficient and inadequate” management of migraine and cervicogenic headache using drugs along with the relative safety of SMT compared to other treatments covered by UHC for headache. “Providing headache sufferers with viable alternatives for managing their condition is an important aspect of patient-centered care,” the letter states.

This is not the first time that UHC has tried to deny coverage of SMT for headache. In 2008, the company made a similar determination, but later reversed its decision after reviewing evidence provided by ACA and others.

**WCA joins the ACA and its partners in opposing the current policy.**

Visit *“Latest News”* on the WCA website homepage ([wichiro.org](http://wichiro.org)), to view this article’s content alongside ACA’s letter to UHC (cosigned by WCA President Dr. Gene Yellen-Shiring) and UHC’s Policy regarding use of SMT.

## WCA MEMBERS MAKE A DIFFERENCE AT NORTHERN WISCONSIN CLINIC



NorthLakes Community Clinic is a group of interdisciplinary providers, professionals, and individuals based in rural Ashland, WI, located in the northwest part of our state. The clinic’s mission is to “respond to the health care needs of [their] communities with an integrated array of quality services and actively remove barriers to care.”

In practice, this means that chiropractors, dentists, occupational therapists, speech therapists, medical providers, pharmacists, behavior health professionals, recovery specialists, and others work closely together in order

help patients. In northern Wisconsin, this often includes individuals without adequate financial or other supportive means.

Two WCA members making a difference are Drs. Erick Anderson and Christopher Gilbaugh. Doctor Anderson (*pictured on right*) was the first chiropractor to integrate with NorthLakes Community Clinic six years ago, after 10 years of private practice in Duluth, MN. He is a graduate of the University of Minnesota and Palmer College of Chiropractic in Davenport. Dr. Gilbaugh (*pictured on left*) is a second generation Doctor of Chiropractic who spent eight years in private practice prior to joining NorthLakes Community Clinic. He is a Certified Chiropractic Extremity Practitioner and Certified Posture Exercise Professional, and like Dr. Anderson, graduated from Palmer College of Chiropractic.

“As doctors within this organization, we get to experience a great sense of pride in knowing we are serving those in need of help. The concept and implementation of the community health clinic has been an excellent opportunity for our families, our profession, and our community at large!”  
– Dr. Erick Anderson & Dr. Chris Gilbaugh

## WCA MEMBER DOCTOR EARNS CCSP CERTIFICATION



WCA Member **Dr. Jason Ballweg** recently obtained the postgraduate designation of Certified Chiropractic Sports Physician® (CCSP®) by the American Chiropractic Board of Sports Physicians™ (ACBSP™). The CCSP® certification requires the doctor to attend a minimum of 100 hours of a 120-hour postgraduate program. This instruction is specific to physical fitness and the evaluation and treatment of injuries encountered in sports. Following the completion of these hours, the doctor must then take and successfully pass a comprehensive written examination.

This training will aid the doctor in the prevention and treatment of athletic injuries by enhancing his diagnostic skills and patient care. The CCSP® certification exists to provide a uniform standard of education that assures teams and athletes that the doctor has met a minimum level of competency in chiropractic sports medicine. Dr. Jason Ballweg joins over 5,500 others internationally who hold this designation. **Congratulations to Dr. Ballweg, who also proudly serves on the WCA Membership Committee.**

*continued on page 9*



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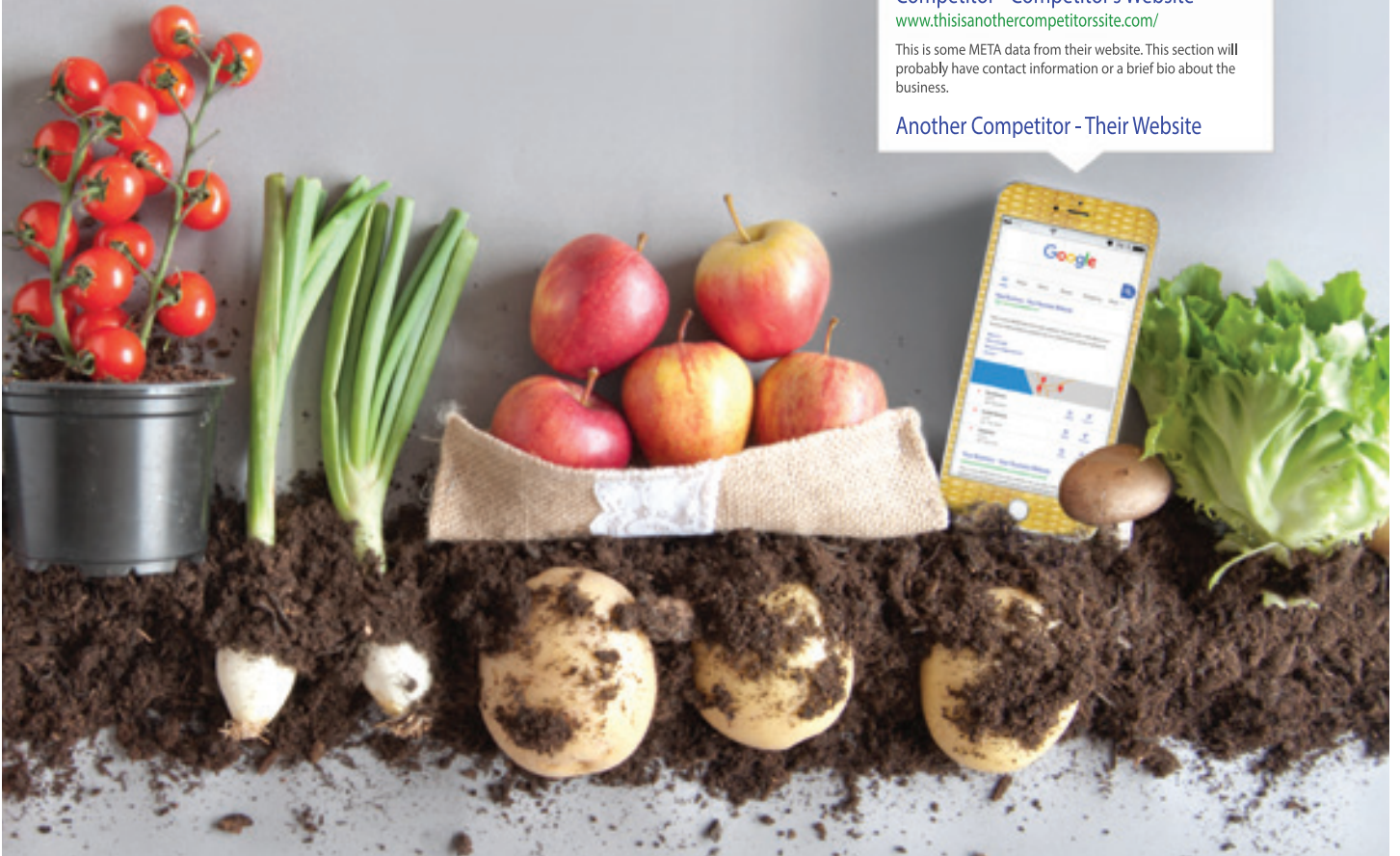
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# WCA NEWS

## FORMER WCA BOARD MEMBER RUNNING FOR U.S. CONGRESS

The WCA office received a surprise visitor on Tuesday, May 29. Former WCA Board of Directors member Dr. Ken Yorgan stopped by submitting his nomination papers at the Wisconsin Election Commission office, which is located just a few blocks from the WCA office. **Dr. Yorgan will be running for Wisconsin's 1st Congressional District seat to replace retiring Speaker of The House Paul Ryan.**

Many WCA members will remember Ken for his *service on the Board of Directors* as well as the *Government Affairs and Peer Review Committees*. He also self-represented in a legal action against a personal injury attorney who failed to honor a patient's lien, a case that went all the way to the Wisconsin Supreme Court. The WCA provided legal assistance once Dr. Yorgan's case reached the high court, and despite a 4-3 loss, the proceedings resulted in rule changes that now enable chiropractors to collect in such cases.

In 1981, while Student Government President at Logan College of Chiropractic, he was the **prime force behind the formation of the World Congress of Chiropractic Students (WCCS)**, an organization that has grown and exists to this day. The WCCS established its permanent world headquarters in Toronto, in 2016.

Ken is a strong believer in chiropractic having a seat at the table when Congress considers changes in health care laws at the national level. "We've always had to rely on lobbying Congress for fair marketplace inclusion; I think it's past time when we should have a seat at the table," said Dr. Yorgan.

In his parting homage to WCA Board members who had served during his tenure, former WCA Executive Director Russ Leonard referred to Ken as the "funniest member of the team."

"I appreciated that assessment, but I want to assure everyone that this is a serious campaign," said Dr. Yorgan. For more information about Dr. Yorgan's campaign, visit [www.yorganforcongress.com](http://www.yorganforcongress.com).

## MEDICAL RECORDS FEES UPDATED JULY 1, 2018



On July 1, 2018, the Wisconsin Department of Health Services (DHS) updated the amounts for medical records fees.

View the new amounts and answers to common questions within the "Health Care Provider Records Fees" insert in this issue. This updated fees document is also available on the WCA website via the Member Records page, which is located under the Help Desk tab (your [www.wichiro.org](http://www.wichiro.org) member login is required). *If you are unaware of your member login information for the website, please contact WCA Membership & Program Director Brenda Toler, [btoler@wichiro.org](mailto:btoler@wichiro.org) or 608-256-7023.*

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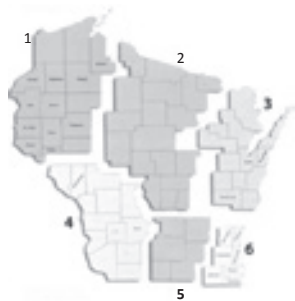
The Wisconsin Chiropractic Association syndicates communications, updates, and news in *The Wisconsin Chiropractor* bi-monthly magazine, by email, on our website, via fax alerts and mailings, and by posting on our Facebook page. In recent months, we have added a new venue for social media communications using LinkedIn.

Follow WCA on LinkedIn: <https://www.linkedin.com/company/wisconsin-chiropractic-association1>

- If you already use LinkedIn for professional and work-related connections, it's convenient to connect with WCA to receive your chiropractic news.
- If you already "Like" WCA on Facebook, expand your social media engagement by following us on LinkedIn as well.
- If you don't use Facebook, but find LinkedIn beneficial, we're happy to have you follow us on LinkedIn to receive your WCA social media communications.

Association Members receive more communications from your WCA (*The Wisconsin Chiropractor* magazine, etc.), as a member benefit. LinkedIn allows us to provide you with one more valuable method of communication.

## Welcome to WCA's Newest Members



- Dr. Camille Berger
- Dr. Emily Bowman
- Dr. Andrew Eliszewski
- Dr. Brandon Fletcher
- Dr. Kim Fletcher
- Dr. Derek Grenfell
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# PosturePractice II: The Posture Specialist Elevator Speech

## *The Chiropractic Communications Framework for MD Referrals*



Chiropractors are enjoying unprecedented attention, as new care guidelines now advise physicians against commonly prescribed pain management drugs including opioids and NSAIDS. Especially with regard to chronic pain management, this is an opportunity to shift our MD colleagues to becoming strong referral partners.

However, effective inter-professional communication with MDs is key, which is why many Doctors of Chiropractic are positioning themselves as posture specialists. Medical physicians view themselves as healers, trained to rely upon an interdependent network of other professionals to help patients. Integration into an MD's referral network requires his/her understanding of what the DC does, and why, and for whom. Chiropractors need to be able to communicate that framework readily to patients as well as other physicians.

Building a relationship and trust means addressing often unspoken questions, such as:

- What do you do, and why?
- Who should I refer to you?
- How effective, and how safe, is your treatment?
- What will it cost?
- Do patients have to keep coming back forever?

An elevator speech answers the question, "What do you do?"

### **The DC-MD Bridge: Biomechanics and Posture**

*Over 89% of physicians consider biomechanical risk factors such as posture to be the most important short-term trigger for sudden onset LBP, and over half also think biomechanics is a long-term trigger for sudden episodes of acute LBP" – European Spine Journal.*

Bio-mechanics is a framework to connect what "everyone knows" with the unique values of spinal manipulation and build a bridge to other health professionals. So initially, my elevator answer is simply "I'm a posture specialist."

My goal is to begin dialogue, to spark further discussion such as "So, what do you DO?", or "Not sure what that means." I want to open the door to explaining 1. The value of posture therapy to people, and 2. Why the physician wants to refer people to me.

Later, I might explain about how posture is about mechanics and nerves, a specific condition, the interactions between structure AND function, or habits and training. I may cover how posture can be (somewhat) conscious, but how most of the time, we

are amazingly unconscious and unaware of the actual physical arrangement of our physicality.

I could even explain another facet of posture that is absolutely essential: breathing. After all, the diaphragm is our primary respiratory muscle, and it's also one of the deep inner core muscles. Posture depends on the core, and structural core weakness and patterns affects breathing in ways both mechanical and neurological. When the torso folds onto the pelvis and the head juts forward, there is less room for the diaphragm to descend on inspiration, restricting the ability to take a deep breath.

Posture isn't simply one of these things...it is all of them.

### **My Elevator Speech**

Here's my extended elevator speech answer to "What do I do?", or to the follow-up question, "What's a chiropractor?"


*"I'm a posture specialist, and I help people strengthen posture to move well. Chiropractors target weak links in the body's chain of motion with spinal manipulation (also called SMT, or a chiropractic adjustment) to unlock spinal joints and normalize neurologic function.*

*After restoring a joint's potential motion, we retrain how you move habitually with StrongPosture® motor control exercises (or MCEs). Research shows MCEs and SMT help improve back pain, which is why they're both recommended by the American College of Physicians.*

*As I said... I'm a Posture Specialist."*

If you are speaking with someone who asks more questions about his/her own health, I might add: "With technology today, you'd be amazed how some people's posture looks when you take their posture picture."

- Dr. Steven Weiniger

Sponsored By  *Dr. Weiniger will present "Clinical Posture Assessment – Rehabilitation & Motor Control Exercise" at the 2018 WCA Fall Convention & Expo at the Kalahari Resort in Wisconsin Dells. He focuses on posture rehab, biomechanics, and the importance of integrating exercise into every lifestyle. Dr. Weiniger is the lead instructor for the posture specialist certification, CPEP (Certified Posture Exercise Professional), setting the clinical standard for posture improvement protocols with clinicians worldwide. Dr. Weiniger literally wrote the book on improving posture, Stand Taller, Live Longer: An Anti-Aging Strategy, used by doctors of various medical backgrounds worldwide.*



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# Are You in Trouble if You Get a Medical Records Request?



The short answer is that it depends on who is asking. In many instances, audits for medical necessity are required by law. There is no doubt that all carriers are performing data analysis on your claims. Even if the patient files a claim for the services, the profile of the provider is still affected. Once you receive the request, what you do next will determine the outcome.

Carriers are analyzing your claims and using the information for their profile on you. Meanwhile, other entities will pick the claim information from the national database and ask for the notes randomly. Either way, you still must respond.

The Comprehensive Error Rate Testing (CERT) program calculates the Medicare fee-for-service (FFS) program improper payment rate based on random samples of Medicare claims. These requests are generated randomly, so relax. You must send in the required documentation by the required date, but it doesn't mean the SWAT team is assembling.

Personal injury and workers' compensation will almost always ask for the notes. Make sure that you send in all information and have the legal right to do so. Although an insurance company may ask for records, lawyers have to have special permission from the patient signed. Copying fees may be assessed, if it is legal in your state.

Other entities do not typically ask for the notes, unless there is a problem. Data analysis of PPO contracts may require you to send in notes, but this is not just a random audit. Commercial carriers, such as Blue Cross and Aetna, are usually looking for medical necessity of care. Keep in mind that the first line of communication with any carrier is your claim form. If you are still living in the last century with your diagnoses, then you will be under the spotlight. ICD-10 has become so specific, that if you still use cervicalgia and lumbago as diagnoses, then you need to get to class. Always ask yourself, lumbago (low back pain) due to what? The answer is typically the diagnosis you should be using.

If they ask for records, certain entities should immediately stimulate the sympathetic nervous system into flight or fight mode. This would include the Office of Inspector General (OIG), the Federal Bureau of Investigations (FBI), the Zone Program Investigator Contractors (ZPICs), and the Board of Examiners. If these entities come snooping around, there is a reason.

Even if you run a "cash" practice, the above entities have the right to ask for your notes. When asked for your notes, consult the entity requesting the notes, or a certified compliance consultant to see why they are asking for the records and what steps to take next. You may also wish to contact your malpractice carrier to explore your options. It is important to look at the big picture? Have you been asked for notes before? What was the outcome? Did you fight any denials?

The one option you should never take is to do nothing! The canine response of not looking at it and it will go away, will not work. If you do not send in the required records by the appointed time, it will lead to automatic denial and recoupment, and will probably trigger a deeper audit.

If you sent in the notes and your claims are denied, then ask yourself these questions: First, did you send in ALL records pertaining to the care they are questioning? Do you know what the red flags are pertaining to the type of case in question? Did you address the entire "Episode of Care"? Did you get the records there in time? Did you use a tracking number? If all this meets your check list, then the next step is to get help from someone who is certified in Compliance and FIGHT IT!

We all want to spend our time delivering quality care to our patients, but when the requests come in the mail, knowing who the players are and why they are looking at you will go a long way to peace and prosperity. Check out the resources available to you through your Wisconsin Chiropractic Association, including classes. I always say, "It's worth the drive, to keep your practice alive!"

-Dr. Mario Fucinari

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*Dr. Fucinari will be appearing at the 2018 WCA Fall Convention & Expo at the Kalahari Resort in Wisconsin Dells in order to present the "Medicare and OIG Compliance Series." Dr. Fucinari is a Certified Professional Compliance Officer (CPCO) and a member of the Carrier Advisory Committee for Medicare. He is a frequent national speaker on compliance, Medicare, and ICD-10 coding. He is also on the speaker's bureau for NCMIC, Foot Levelers, and ChiroHealthUSA. For further information on chart audits, compliance audits, manuals, or consulting, please contact Dr. Fucinari at Doc@Askmario.com.*

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# Weight Loss Secrets for Spinal Health, Pain Reduction, and Disease Prevention



This article will outline how to deal more effectively with the obese population in your practice. This is a relevant issue because in recent years, research has revealed that obesity promotes most chronic diseases, including musculoskeletal pain. Overweight and obese individuals are more likely to have back pain, disc herniation, osteoarthritis, tendinosis, widespread pain, and headaches.

In the clinical setting, it is readily obvious that many obese patients respond successfully to the various treatments utilized by chiropractors. However, when the obesity state of chronic inflammation is present and is the primary cause of musculoskeletal pain, chiropractic care is less effective. These patients need to lose weight and maintain a healthy weight, in order to be responsive to chiropractic care and have a chance of becoming pain-free.

Consider another scenario. Not all obese patients are depressed; however, obesity increases a patient's risk for developing depression, which is known to be a promoter and perpetuator of chronic pain. Perhaps up to 10 percent or more of your patients are obese, and their obesity is the underlying cause of both their musculoskeletal pain and depression.

If you examine the patient population in your practice, you will identify that the more needy and non-responding patients tend to be obese. A challenge in clinical practice, whether it be in chiropractic, medical, or physical therapy, is dealing with obese patients. This is because lifestyle management can be time-consuming and complicated, which is why weight management is typically not part of the average practice.

The primary mistake made in the clinical setting is promoting the notion that certain foods promote weight loss. It is much more accurate and far easier to help patients lose weight if they do not feel the pressure to eat a specific diet, which contains foods that they do not like, or with which they are unfamiliar. In fact, weight loss and proper weight management is more of a mental battle, rather than a food issue.

The first fact to understand is that we now live in what is called the "obesogenic environment," which is endlessly promoted by print, radio, television, and internet advertisers. The obesogenic environment is quite problematic because we have a natural and very exploitable drive to eat for survival, augmented by stress, a lack of sleep, and sedentary living.

As we overeat refined sugar, flour, and oils, the composition of our gut flora changes. For example, the firmicutes bacterial population overgrows, and these bacteria are most efficient at harvesting calories from the food we eat.

As body fat accumulates and body weight increases, the bodyweight set point is reset to a higher and higher level. The brain actually undergoes pro-inflammatory physiologic changes that resist weight loss. If someone does lose weight, the brain promotes weight gain back to the original or an even higher body weight.

Most people who lose weight end up regaining it within a year. It appears that the reason for this involves the many non-food related factors listed above. My new book, *Weight Loss Secrets You Need To Know*, outlines these factors for patients in detail, along with how to manage these weight gain factors in several steps for successful weight management.

**Step 1** involves a simple clinical measurement. The easiest way to engage weight management is to involve a simple goal that is not related to weight itself. Virtually no one is overfat if they have a normal waist/hip ratio, which should be less than .8 for women and .95 for men. You can track ratio changes in the patient file, and patients can measure it on their own as part of their weight management goal.

**Step 2** requires that patients eat fewer calories, which should not be a surprise. The easiest way to do this is to reduce, or completely eliminate, the consumption of refined sugar, flour, and oil to create a caloric deficit. Virtually no one in America would be overweight or obese if these calories were not consumed, so they really represent the caloric enemy that must be resisted. As obesity promotes pain expression, the consumption of refined sugar, flour, and oils should be likened to "eating pain."

**Step 3** involves the conscious effort to use our brain more effectively. Having patients focus on normalizing their waste/hip ratios and conceptualizing that they are actually "eating pain" will help patients to engage their prefrontal cortex, which is responsible for decision-making and resisting temptation. The prefrontal cortex is also the part of the brain that can force us to stay physically active. Moreover, it is only through increased physical activity that we can actually reset the bodyweight set point to a lower level and make it easier to maintain a normal body weight and waist/hip ratio.

- Dr. David Seaman



Sponsored By *Dr. Seaman will present several courses at the 2018 WCA Fall Convention & Expo at the Kalahari Resort in Wisconsin Dells, including "Metabolic Conditions," "Autism: Maternal Inflammation and Infant Neuroinflammation," and "Neurology and Spine Pain." Dr. Seaman is the author of Weight Loss Secrets You Need to Know, a book on clinical nutrition for pain and inflammation. He is a Professor of Clinical Sciences at National University of Health Sciences in Pinellas Park, FL, and focuses on how pain and symptom/disease expression can be modulated with lifestyle choices and manual/rehabilitative interventions.*

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## WCA Help Desk Resources

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### NEW RULE FOR NEWLY LICENSED CHIROPRACTIC TECHNICIANS

Starting August 1, 2018, Wisconsin requires a minimum 12-hour core course for INITIAL certification as a Chiropractic Technician.

#### What if I'm already a CT?

All CTs licensed prior to August 1, 2018, are grandfathered in and do NOT need to do any additional coursework to remain a CT.

#### New Certification Course

WCA has created a new 12-hour course called Chiropractic Technician Certification that includes topics that used to be covered in the "Patient History," "Preliminary Exams," and "Physiological Therapeutics Overview" classes.

#### When is the next Certification class?

The next Chiropractic Technician Certification class is scheduled for September 28-29 at the Kalahari Resort during WCA Fall Convention.

#### What about additional therapeutic training beyond the minimum?

In addition, WCA continues to offer training for CTs in Therapeutic Modalities. Please note that the CE hours have changed for some of the topics.

#### When is the next Therapeutics class?

The following Therapeutic Modality classes are also taking place at Fall Convention. Ultrasound (3 hours), Thermotherapy & Cryotherapy (1 hour), Electrotherapy (3 hours), and Mechanical Therapy (4 hours), September 29-30 at Fall Convention. Note: Cold Laser & Light Therapy and Exercise Rehab (reduced from 36 to 24 hours) are scheduled for later this fall. See [www.wichiro.org](http://www.wichiro.org) for more information and to register.

#### Other FAQs

**Q:** If I earned my Chiropractic Technician Certificate prior to these changes, but didn't take the Patient History or Patient Vitals because my DC didn't want to delegate those to me, do I now have to take the 12-hour core course to remain a licensed CT?

**A:** No. All CTs licensed prior to August 1, 2018, are grandfathered in. However, if you want to begin taking patient histories and/or performing preliminary exams/patients vitals, you will need to complete the 12-hour core course.

**Q:** I am currently a certified CT. Under this new law, do I need to take additional courses other than CE to remain certified?

**A:** No, as a CT you still take 6 CE per biennium to renew.

**Q:** I'm not a CT yet and my DC only wants me to take patient histories, nothing else. Can I just take that part of the course?

**A:** No. There's a minimum of 12 hours; then you can choose from an additional 17 hours of instruction for separate adjunctive modalities.

**Q:** I am a DC, and I lost my employee's credential verification. Where can I access this information, in order to remain compliant to this new law?

**A:** DSPS license lookup. If you would like a copy of a certificate or attendance voucher, you may contact WCA.

**Q:** I am already a licensed CT. What do I need to do to become certified in another adjunctive modality?

**A:** Find classes on the WCA CE Calendar at [www.wichiro.org](http://www.wichiro.org). Look for the Chiropractic Certification Course, and find the Therapeutic Modality session(s) you would like to take.

**Q:** I am a DC. The law states I can delegate adjunctive services to "health care professionals" as long as they are trained in the service. Who is included in that list?

**A:** "Health care professional" means anyone who is licensed, registered, or certified by any of these boards: Nursing, Dentistry, Medical, Physical Therapy, Podiatry, Dietitian, Athletic Trainers, Occupational Therapy, Optometry, Pharmacy, DSPS, Psychology, Marriage and Family Therapy, Counseling, Social Work, Hearing & Speech, Massage Therapy, and Bodywork.

**Q:** Why is the Exercise Rehab course now 24 instead of 36 hours?

**A:** The Chiropractic Examining Board (CEB) determined that 24 hours is sufficient for basic certification. WCA will also be offering more advance Exercise Rehab courses for CTs and DCs who wish to have more information.

**Q:** If I have taken my credits and received my certificate of completion before the new rule, but am submitting my application after the effective date, do I have to still have to take the 12-credit core course?

**A:** No, because your certificate of completion should be dated before August 1, 2018.

# WCA Leadership & Staff Visit Palmer College of Chiropractic

On Thursday, July 26, members of the WCA Board of Directors visited Palmer College of Chiropractic in Davenport in order to reach out to and connect with chiropractic students. Joining them on the six-hour drive to Palmer were WCA Executive Director John Murray and Membership & Program Director Brenda Toler.

WCA received 23 student member applications in what was a tremendously successful visit to Palmer. WCA leaders presented to students and were impressed by both students' questions and their level of engagement. The future of chiropractic looks bright!

Thank to you WCA President Dr. Gene Yellen-Shiring, Vice President Dr. Brenda Holland, Secretary Dr. Chris Resch, Membership Chair Dr. William Spontak, and Board Member Dr. Mick Polito for making this valuable trip to Palmer.



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Bakke Chiropractic Clinic, with four locations in the Dane County area, has immediate openings for associate doctors. We believe this is an exciting and unique opportunity for lifelong personal, professional, and financial reward.

Bakke Clinic is a practice of over 65 years with a strong reputation of quality care and patient focus and an excellent relationship with insurance and healthcare entities. Within our four clinics, we are staffed with 11 doctors, massage therapists, and supportive staff consisting of Front Desk/Chiropractic Technicians/Chiropractic Radiologic Technicians, and a professional Business and Billing Office on-site.

We are on the search for qualified doctors who are interested in establishing a long-term relationship and are motivated to build a strong patient-centered practice.

Please contact us to offer your letter of interest and your resume. Applications will be reviewed, and an interview will be scheduled with those individuals who meet our criteria.

Contact information: Dr. Gregg Bakke, E: bakkeclinicdc@gmail.com, PH: 608-846-3337.

# CLASSIFIEDS

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## ASSOCIATE WANTED-MADISON AREA

Cross Plains Family Chiropractic, located in Cross Plains, Wisconsin (Madison suburb), has an immediate opening for a doctor to join our team. We are a busy, successful, referral-based practice with an excellent opportunity waiting for the right doctor. Enjoy working 4 days/week, Monday-Thursday, leaving you three-day weekends! We will train you on how to be a successful, caring chiropractor. Must be willing to learn. This position will also be taking over the existing doctor's patient base while she is on maternity leave. Must be able to start before Oct 1, 2018. Very competitive base salary plus bonuses based on performance. Will cover malpractice insurance and continuing education costs. Please email resume to juliefeitdc@gmail.com.

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## ASSOCIATE DOCTOR WANTED - GREEN BAY

Immediate opening for an associate at Massart Chiropractic. We are a busy and successful clinic with multiple chiropractors in Green Bay. Take over an existing patient base and continue to build your dream practice in a beautiful, state-of-the-art building with a full support staff. We are looking for a dependable, passionate, hard-working individual who is willing to embrace our systems to be part of our team. The successful candidate will receive all the education/training and support necessary to guarantee success. Very competitive sales and paid time off. Email CV to drmassart@massartchiropractic.com.

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## MULTI-DOCTOR CLINIC LOOKING FOR DOCTOR IN SOUTHWEST WISCONSIN

Excellent opportunity in southwest Wisconsin for the right doctor. We are a well-established, multi-doctor clinic. We have a need for a motivated and team-minded doctor looking for a long-time position. A new hire can look forward to a busy schedule as we have a waiting list practice. Our doctors find our clinic to be a rewarding, busy, and stable environment, and ultimately retire from our office. Excellent pay, benefits, and 401K offered. Serious inquires only. Please email CV and include professional references to Chirohealth@gmail.com.

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## MADISON OFFICE FOR SALE

Madison area practice located 15 minutes from downtown for sale - doctor is relocating out of state. Current doctor works 3.5 days a week, seeing 60-70 patients per week. Office is in a great location, X-ray on-site, has very low overhead, and has rental income. Doctor willing to help with transition, if desired. Email madisonchiro4sale@gmail.com for more details.

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## ASSOCIATE DOCTOR WANTED W/PURCHASE OPPORTUNITY

Northcentral Wisconsin offers great fishing, hunting, and golfing. We are looking for a full-time doctor starting immediately with a goal to have his/her own well-established practice in Antigo, Wisconsin. We are seeking someone professional and trustworthy, with a current Wisconsin Chiropractic license. We are preferred providers for insurance companies in our community, which includes Aspirus and Security Health Networks. We use ChiroTouch software. This is a great opportunity for a doctor to work toward the purchase of their own practice, including the chiropractic building. Please email your resume to BGoldsworthy1@cf.rr.com or call 715-573-3224 / 715-573-3222.

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## ASSOCIATE DOCTOR WANTED - ONALASKA

Bronston Chiropractic is currently searching for an independently motivated Associate Doctor of Chiropractic. We are a growing office with a big emphasis on collaborative care for our patients. This full-time position would be a one-year commitment to work on a team mainly located in a standalone facility. There would be some work with our other providers to learn our style of care. The

contract may be extended with the opportunity to purchase practice. Experience is encouraged, but we are willing to train the correct candidate. Benefits include simple retirement plan, malpractice insurance, vacation, paid holidays, and continuing education. Please email drbronston@bronstonchiro.com, or call 608-781-2225.

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## ASSOCIATE DOCTOR WANTED - CRANDON

Connor Human Restoration is hiring an associate chiropractor to practice in its heavily nutrition-based practice in Crandon, WI. Our clinic offers therapies from metabolic to electromagnetic, cranio-sacral, spinal adjusting, and deep tissue therapies. We educate patients about their biochemical makeup, find the cause of illness, and create personalized solutions for a full recovery.

### Qualifications:

- Professional, trustworthy, punctual, honest, and reliable
- Integrity
- Team player
- Committed to ongoing education
- Excellent communication skills. Must love people
- Current Wisconsin Chiropractic License

### Schedule, Hours & Compensation:

- 4-Day work week, Tuesday - Friday, 8:30 am - 5:30 pm
- Start immediately
- Salary commensurate with experience

Email cover letter & resume to harmony@connorrestoration.com.

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## OWN YOUR OWN SUCCESSFUL, ESTABLISHED PRACTICE

42 years in practice. Located in Stevens Point since 1979 in an award-winning building (both architecture and beautification), on one of the busiest roadways in Portage County with easy ingress and exits. The building is owned and occupies 3,200 sq. ft. on the 1st floor with rental space in the finished lower level. Recent updates include new furnaces, air conditioners, computers, copiers, and laser therapy, interior and exterior decorations. Residual income is generated from three medical rentals. Sizable revenue is generated from this existing practice and I will entertain multiple options for purchase, rent, or land contract with or without building. I'm willing to stay for a smooth transition or remain on board according to the new doctor's intentions. This is a must-see operation, and I look forward to discussing viable options with interested parties. Cell: 715-340-7122.

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## CLINIC WANTED FOR PURCHASE

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

Visit chiropracticbuyers.com for additional information

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## ASSOCIATE DOCTOR WANTED W/PURCHASE OPPORTUNITY

Northwestern Wisconsin offers great fishing, hunting, golf, and is a great place to raise a family. We are looking for a full-time doctor with a goal to have his/her own well-established practice in a couple of years. Don't miss this great opportunity! Email your contact information and resume to WCA Membership & Program Director Brenda Toler, btoler@wichiro.org.



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## NEW EXCLUSIVE WCA BENEFITS

The Wisconsin Chiropractic Association, in partnership with Benefit Advisors & The BenefitWorks, is excited to introduce *NEW* Association benefits to WCA members.

**The exclusive comprehensive offerings include:**



### **Long-Term Disability**

#### Individual – Mutual of Omaha

- ❖ Your choice of elimination period, benefit duration, and monthly benefit amount

#### Group Employer Paid (2-9 Employees) - Companion Life

- ❖ Employer choice of elimination period
- ❖ 2-5 employees: \$3,000 maximum monthly benefit
- ❖ 6-9 employees: \$6,000 maximum monthly benefit - GUARANTEED ISSUE

### DEFINED CONTRIBUTION PLAN

*This innovative defined contribution approach through Companion Life allows employees to select:*

- ❖ Specific benefits with premium dollars provided to them by their employer.
  - ❖ \$25 PEPM minimum employer contribution.
- ❖ Eligible employees - those who work 20 or more hours per week.
  - ❖ **ALL BENEFITS ARE GUARANTEED ISSUE**



*Employer may choose any combination of the following benefits*

#### Base Life/AD&D

- ❖ Requires 100% employee participation
- ❖ Employer choice of an employee amount up to \$50,000
- ❖ There is automatic coverage for spouses & children

#### Short Term Disability

- ❖ Employer choice of elimination period and benefit duration
- ❖ Employer choice of up to 2 of the 3 weekly benefit amounts (Flat \$100, Flat \$200, or 60% of earnings up to \$1,250)

#### Dental

- ❖ 4 Plan options available
- ❖ 3 out of the 4 plans include orthodontia coverage for children
- ❖ 100% coverage for preventative
- ❖ NO NETWORK RESTRICTIONS

#### Voluntary Life/ AD&D

- ❖ Employee choice of up to \$100,000.
- ❖ Coverage options for spouses and children also available

#### Vision

- ❖ 2 Plan options available
- ❖ \$10 copay for annual eye exams

#### Critical Illness

- ❖ \$5,000 payout amount
- ❖ Covers heart attack, stroke, cancer, paralysis, etc.



Jerry Den Boer  
608-779-0633

[jerry.denboer@baia.us](mailto:jerry.denboer@baia.us)



Julie Allord  
608-729-1000

[jallord@thebenefitworks.com](mailto:jallord@thebenefitworks.com)

# 2018 WCA FALL CE CALENDAR

You will find more information and registration forms on the WCA CE Calendar at [www.wichiro.org](http://www.wichiro.org)  
Additional classes will be added post-Convention. Watch the website for updates, or call us at 608-256-7023!

## August 16

Red Flags – Clinical Implications in Chiropractic  
*6 CE CT*  
Dr. Wendy Varish  
Aurora Medical Center, Oshkosh

## September 27-28

Chiropractic Nutrition 1  
*12 CE DC (12 Nutrition hours)*  
Dr. Tricia Paulson  
Kalahari Resort, Wisconsin Dells

## September 27-30

WCA 2018 Fall Convention  
Kalahari Resort, Wisconsin Dells

## September 28-29

Chiropractic Technician Certification  
*12 CE CT*  
Dr. Brenda Holland  
Kalahari Resort, Wisconsin Dells

## September 29-30

Chiropractic Nutrition 2  
*12 CE DC (12 Nutrition Hours)*  
Dr. Tricia Paulson  
Kalahari Resort, Wisconsin Dells

## September 29-30

Orthopedic Diplomate: Mastering the  
Assessment & Management of Shoulder &  
Upper Extremity - *10 CE DC*  
Dr. Brandon Steele  
Kalahari Resort, Wisconsin Dells

## October 12

HIPAA Compliance - *6 CE DC/CT*  
Dr. Ty Talcott  
Holiday Inn Pewaukee

## October 13-14

CRT Radiology 1 - *12 CE CRT*  
Dr. Wendy Varish  
Radisson West, Madison

## October 20

Lower Extremity Rehab Parts 1 & 2  
*8 CE DC/CT*  
Dr. Jeffrey Sergent  
Cedarburg

## October 27-28

Exercise Rehab 1 - *12 CE DC/CT*  
Dr. Steven Yeomans  
Hilton Garden Inn Wausau

## October 27-28

CRT Radiology 1 - *12 CE CRT*  
Dr. Wendy Varish  
Radisson West, Madison

## October 27-28

DABCI Kickstart – Chiropractic Internal  
Medicine - *12 CE DC*  
Dr. Christopher Murray  
Milwaukee

## November 3

Informed Consent - *6 CE DC*  
Dr. Jeff Wilder  
Holiday Inn Stevens Point

## November 3-4

CRT Renewal: Skeletal Radiology  
*12 CE CRT*  
Dr. Wendy Varish  
Holiday Inn Stevens Point

## November 3-4

Exercise Rehab 2 - *12 CE DC/CT*  
Dr. Steven Yeomans  
Holiday Inn, Stevens Point

## November 4

Workers' Comp for Chiropractic  
*4 CE DC/CT*  
Dr. Jeff Wilder  
Holiday Inn Stevens Point

## November 6

Acute Low Back Pain - *1 CE DC*  
Dr. Doug Hughes  
Gunderson Lutheran, La Crosse

## November 10 (New Date!)

Compliance - *8 CE DC/CT*  
Dr. Chris Anderson & Tammy McKeown, CT  
Holiday Inn, Marshfield

## November 10-11

Chiropractic Nutrition Module 3  
*12 CE DC (12 Nutrition Hours)*  
Dr. Tricia Paulson  
Radisson West, Madison

## November 10-11

CRT Radiology 3 - *12 CE CRT*  
Dr. Wendy Varish  
Radisson West, Madison

## November 10-11

Orthopedic Diplomate: Assessment of the  
Chiropractic Patient - Orthopedic and  
Neurological Testing - *10 CE DC*  
Dr. Jeffrey Miller  
Aurora Clinic, Grafton

## November 29

Cold Laser - *6 CE DC/CT*  
Dr. Wendy Varish  
Aurora Clinic, Grafton

## December 1

Cardiology for Chiropractic - *4 CE DC*  
Dr. Craig Couillard  
Metropolis Resort, Eau Claire

## December 1

Concussion Protocols - *4 CE DC*  
Dr. Craig Couillard  
Metropolis Resort, Eau Claire

## December 1

CT Renewal: Musculoskeletal Exercise  
*6 CE CT*  
Dr. Kay Miller  
Metropolis Resort, Eau Claire

## December 1-2

Chiropractic Nutrition Module 4  
*12 CE DC (12 Nutrition Hours)*  
Dr. Tricia Paulson  
Radisson West, Madison

## December 1-2

Chiropractic Technician Certification  
*12 CE CT*  
Dr. Brenda Holland  
Radisson West, Madison

## December 1-2

CRT Radiology 4 - *12 CE CRT*  
Dr. Wendy Varish  
Radisson West, Madison

## December 6

Clinical Pearls - *8 CE DC*  
Dr. Wendy Varish  
Aurora Summit, Oconomowoc

## December 8

5th Annual Pain Summit - *8 CE DC*  
Aurora Summit, Oconomowoc

## December 8-9

Orthopedic Diplomate: Differential Diagnosis of  
Neuromusculoskeletal Conditions - *10 CE DC*  
Dr. James Demetrius  
Sheraton Milwaukee, Brookfield

## December 14-15

CT Therapeutic Modalities - *11 CE CT*  
Dr. Brenda Holland  
Radisson West, Madison

Seminar titles are shortened. CE Hours applied for are noted in italics.



# Thank You for Keeping Senior Athletes in the Games

This August and September, 1200 senior athletes are competing in the Wisconsin Senior Olympics. With over 20 sports, there is something for everyone including Archery, Cycling, Horseshoes, Pickleball, Racquetball, Swimming, Table Tennis, Track & Field, Volleyball and more.

For nearly 40 years, the WSO has been helping seniors continue to win at the game of life. Athletes compete in five-year age (starting at age 50) and gender brackets and can win Gold, Silver and Bronze medals. Over 80% report that the games helps them stay motivated to stay active throughout the year.

***For more information, visit [www.wiseniorolympics.com](http://www.wiseniorolympics.com)***



*"As a chiropractor practicing for 20 years, some of my greatest joy comes from treating these older elite athletes! They are truly amazing individuals looking to enhance their lives and obtain maximum performance; not only in their athletic competitions, but in their day to day activities.*

*They inspire me, my staff, and most of their family and friends! They are excellent patients who recognize the importance of chiropractic care and it's impact on their capacities to perform."*

Dr. Bob Gountis  
St. Nicholas Health Institute, S.C.



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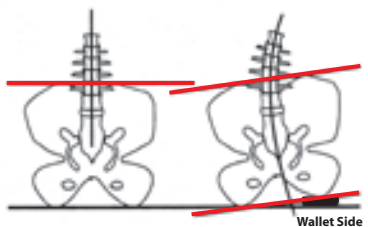


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