



The Wisconsin Chiropractor

The Official Publication of the Wisconsin Chiropractic Association

December 2019 | Volume 54 | No. 4

WCA is Proud to Recognize the Accomplishments of Our Valued Members



Dr. Steven Yeomans
Lifetime
Achievement Award



Dr. Jeff King
Chiropractor
of the Year



Dr. Michael Blodgett
Nels Bakke Award



Heidi Gafkjen
Chiropractic
Technician
of the Year



Amanda Mathwig
WCA/LSM Dr. Ken
Luedtke Memorial
Scholarship Recipient

Congratulations!

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Tony Evers**
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VALUE?

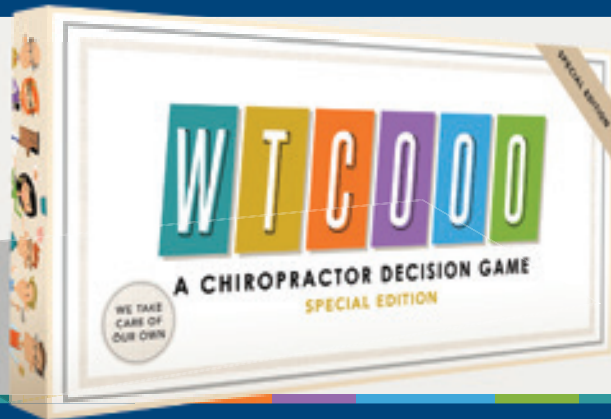


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WCA Leadership Hosts Governor Tony Evers

John Murray - Executive Director and CEO



Pictured above from left to right are: WCA Board President Dr. Gene Yellen-Shiring, WCA Executive Director John Murray, Governor Tony Evers, and WCA Board Members Dr. Brenda Holland, Dr. Chris Resch, Dr. Jenny Waidelich, Dr. Barbara Bradley, Dr. Michael Polito, Dr. Bruce Davis, Dr. William Spontak and Dr. Tom Edwards.

In line with WCA's longstanding history of hosting top-level elected officials, Wisconsin Governor Tony Evers was our special guest at the October Board of Directors meeting. We were honored that the governor took time out of his busy schedule to spend some time getting to know our board members and WCA staff. Talking to some longtime WCA members, it appears that the WCA has hosted governors at our office or convention settings going back before Governor Tommy Thompson.

Having a sitting governor come to the office or convention of a statewide healthcare association is significant for a number of reasons. Extending an invitation to a new governor is the professional and polite thing to do. Top-level elected officials go through a bruising political process to get elected. After the dust settles and they get seated in office, an invitation from the

WCA offers the opportunity for them to learn more about our profession, meet our leaders and gain a better understanding of the issues we care about. Is there a political objective to this meeting? You bet! But the process of building a sustaining and effective relationship with a top-level political leader is not accomplished in one meeting. Remember the WCA met with candidate Evers one month before the general election in 2018. This is the political process – gradually building the relationship and educating elected officials on the issues that are important to WCA members. There is no instant gratification, no aha! Moment where they magically agree to support policy changes to expand access to chiropractic care. It is a slow burn and a slow churn involving constant outreach to the governor and members of the Wisconsin Legislature. This is what effective trade associations like the WCA do and it takes time, effort and resources.



WCA Board President Dr. Gene Yellen-Shiring shows Governor Tony Evers some of the historical items on display at the WCA Office in Madison.

So what did we talk about with Governor Evers? Without getting too specific, we had a very valuable discussion about the role that chiropractic care can play in preventing opioid addiction and contributing to better overall patient health and satisfaction. We talked about reimbursement and compensation. Yes, we talked about COMPENSATION. We talked about how it is becoming increasingly difficult for chiropractors to provide their patients with a quality health care experience when our compensation continues to remain flat or decline. We dispensed with the false narrative that by talking about compensation, we were going to look like greedy doctors. We properly framed the issue as one of better patient care, better health outcomes and a better patient experience through expanded access to chiropractic care involving doctors (and staff) being paid for the value they provide. Doesn't it feel good to say that?

We specifically asked the governor if he would consider increasing Medicaid reimbursement for chiropractors and pay us on par with physicians for same or similar services (payment parity). The governor indicated he was interested in working with us and directed us to work with his policy staff and the State Medicaid Director to develop a proposal. This was a very positive response and indicates we are making progress in the relationship with Governor Evers. Is it a guarantee that Medicaid payment

parity is a done deal? Far from it. It is now up to the WCA government affairs team to build on this positive momentum, develop a specific policy proposal that will garner the support of the Legislature, the State Medicaid Director and ultimately receive Governor Evers' signature.

We have a lot of work to do but the foundation is set. If you read the WCA news on page 5 of this edition, you will see that we have Medicaid payment parity legislation being drafted by State Rep. Chuck Wichgers and are in discussions with Rep. Nygren, the Assembly Chair of the Joint Committee on Finance to fund it. Again, the foundation is set but we have a lot of work to do to get this done yet this Legislative session.

All of the pieces are there for Wisconsin chiropractors to increase their compensation from Medicaid through payment parity and deliver a higher quality health care experience to those patients. The WCA government affairs team is doing its part, but we will need members to continue to step up by investing in our ChiroStrong political conduit (see page 17 to see which of your colleagues have already made an investment).

As I said earlier, expanding access to chiropractic care and increasing compensation takes TIME, EFFORT and RESOURCES. We can get this done if we ALL step up.

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ANIMAL CHIROPRACTIC ADMINISTRATIVE RULE MOVES TO FINAL STAGES OF APPROVAL

After years of work by a Veterinary Examining Board (VEB) appointed rules advisory task force (that included WCA member Dr. Jamie Mabeus), clearinghouse rule 17-084 is in the final stages of approval. This rule, which has the support of the WCA, would allow a veterinarian to make a referral of a veterinary client to another licensed professional in the provision of complementary, alternative, or integrative therapies (CAIT). This rule would clarify that a licensed chiropractor with proper training in animal chiropractic could treat animals without having a veterinarian on premise during treatment. The rule also says that once the referral from the veterinarian is made, the veterinarian-client-patient-relationship (VCPR) does not extend to the other licensed provider. The rule is currently in the Agriculture Committees of the State Senate and State Assembly for final review. Until the rule is finalized and published some time in 2020, chiropractors who treat animals are advised to continue treating them with a written referral and with on-premise supervision from that veterinarian.

ONLINE CONTINUING EDUCATION RULE PROGRESSING AT CEB



The Chiropractic Examining Board (CEB) has been working on a rule to allow online CE in Wisconsin for almost two years now. At their November 2019 meeting, the board decided to hold off on approving the draft rule out of concerns that it failed to provide the Department of Safety and Professional Services (DSPS) with the staff resources needed to adequately review the anticipated influx of online CE programs to the state. The CEB and department staff are exploring a number of potential solutions that would give online CE programs the level of review required by state law as well as protect chiropractors and their staff from fraudulent programs. “The WCA fully supports allowing Wisconsin chiropractors the opportunity to take online continuing education programs provided they meet the standards of state law,” said John Murray, WCA Executive Director.

“We continue to have concerns about the ability of the CEB to provide the anticipated volume of online education programs the level of review required to meet state standards but we stand ready to work with them to find a viable solution.”

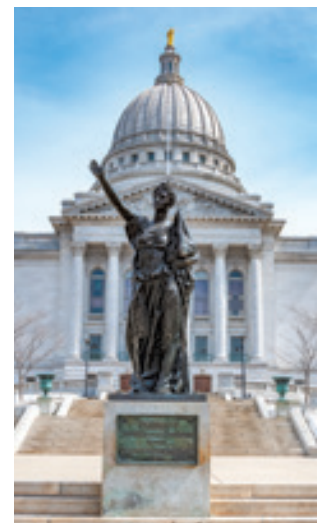
UPDATE ON ACA H.R. 3654, THE CHIROPRACTIC MEDICARE COVERAGE MODERNIZATION ACT OF 2019



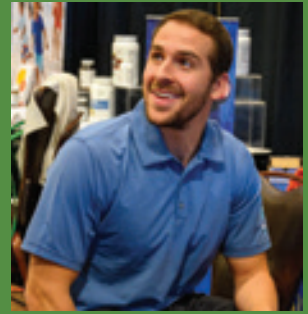
According to a mid-November update from the American Chiropractic Association, more than 10,000 letters have been sent to the U.S. House of Representatives, urging them to co-sponsor H.R. 3654, the Chiropractic Medicare Coverage Modernization Act of 2019. This bipartisan legislation would provide patient access to all Medicare-covered benefits allowable under a chiropractor’s state licensure. H.R. 3654 currently has 35 co-sponsors. To date, Wisconsin Congressional Representatives are still on the fence. Please encourage your colleagues, patients, friends and family to reach out to their member of Congress. Visit HR3654.org for more information on the bill. Once there, click on the “Take Action” button to locate your member of Congress and send him or her a personalized message asking for their support of this legislation. In addition, please consider displaying in your offices the Take Action poster and tear off sheet included within this magazine to help your patients contact their Congressional representatives. Source: <https://www.acatoday.org/>

MEDICAID PARITY LEGISLATION UPDATE

The WCA Government Affairs team continues to work with Rep. Chuck Wighers (R-Muskego) on legislation that would require the State Medicaid program to reimburse chiropractors the same amount as MDs for same or similar services. According to data gathered by the Wisconsin Legislative Fiscal Bureau (LFB), the Wisconsin Medicaid program spends around \$14 million per year on chiropractic reimbursement. “We are working closely with Rep. Wighers and the LFB to determine the fiscal impact of Medicaid payment parity for Wisconsin chiropractors,” said John Murray, WCA Executive Director. “We expect to have a draft circulating in the Wisconsin Legislature in early 2020 and aim to get it on the governor’s desk before the end of the legislative session.”



WCA Wisconsin Chiropractic Association 2019 FALL CONVENTION Highlights



We hosted 341 attendees, 49 vendor representatives and 15 speakers at the 2019 WCA Fall Convention, held at Kahlahari Resort and Convention Center in late September.

We send a heartfelt thank you to everyone who attended. Over thirty WCA members from around the state of Wisconsin volunteered their time to stamp people in and out, give introductions, loan their portable adjusting tables, and more. We are grateful for your time and your support.

Convention Evaluations

The average evaluation score for this year's convention seminars was a staggering 4.84 out of 5. Not too bad, given that Saturday morning classes were taught without any power for about an hour due to a brief electricity outage that impacted much of the city that day. Had the meeting rooms not been so darn cold, that number would be even higher. As one attendee said, "Temperature is always trouble." Here are a few more comments that we received:

"The courses offered at this year's convention were great. Very nice range of nutrition, treatment protocol, documentation."

"I was very pleased with this year's option of courses, room prices, overall organization and efficiency. Looking forward to the next convention!"

"This was a great location & the speaker (Dr. Brenda Holland) was awesome!"

"This guy (Dr. Mark Charrette) is worth the seminar cost! Keeps us entertained & engaged with info. Excellent ability to take what he's teaching and apply it to Monday's visits and patients..."

Thank you to our Corporate Partners who generously support WCA programming throughout the year, and to our CE sponsors for providing world-class speakers. Palmer, Northwestern and National Colleges hosted Alumni lunches on Friday. All 3 plan to host lunches at the next Fall Convention. We have reached out to Logan College to see if they might join the fun in 2020!





On behalf of the WCA, thank you to all who attended the Fall Convention and congratulations to the following Awards Gala award recipients:



Dr. Steven Yeomans
Lifetime Achievement Award



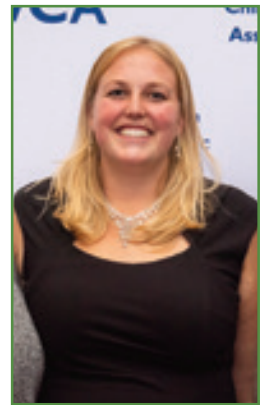
Dr. Jeff King
Chiropractor of the Year



Dr. Michael Blodgett
Nels Bakke Award



Heidi Gafkjen
Chiropractic Technician of the Year



Amanda Mathwig
WCA/LSM Dr. Ken Luedtke Memorial Scholarship Recipient

To learn more about the award recipients above, visit our website: www.wichiro.org/awards



We look forward to seeing you at the next WCA Convention! 02.20.20 GREEN BAY

Hello WCA!

Penny Henriksen, Genius Solutions, Inc.

We're still the new kids on the block around here, but we are bursting with pride at being a WCA Premium Sponsor. The WCA asked us to tell you a little about ourselves, what we do, why we work with chiropractors, and to let you know what kind of special offer we have for the members of the WCA.

Who is Genius Solutions, Inc.?

Genius Solutions, Inc. was founded in 1986 by a small team of healthcare software developers. Computers were becoming mainstream office equipment but were still mostly being used for word processing and spreadsheets. The first Genius geniuses knew that computers would change healthcare offices for the good - forever - and they started to make it happen. THOMAS (Total Health Office Management Automation System) was the result. It's over 30 years later and not only do we have a feature-crammed practice management system, but we now have a fully jam-packed and certified touchscreen EHR system.

Why Do We Do It?

It's tough to be a doctor. Do you feel like you spend more time with computers than patients? You are not alone. Today, most doctors feel like paper pushers rather than physicians. Then there are the continual government-mandated changes, including meaningfully using EHR (electronic health records) for documentation and data sharing, HIPAA (patient privacy), coding (ICD-10 and beyond), and making sure you properly document and justify the necessity of everything you do. Next, are all of the normal office functions: patient care and appointments, posting and billing, follow-up with insurance companies to get paid or find out why you are not getting paid and then re-submit claims. It's a wonder you have the time to "just be doctors" or to "just help people." How can any healthcare provider possibly know all of the rules, all of the options, what the differences are, accomplish everything, AND get paid, not get negatively audited, and stay sane?

As one of my favorite doctors would say - "I'm a doctor, not a technician, a computer programmer, a network specialist, an auditing

guru, a biller, an office manager, a postmaster, an answering machine, a secretary, an assistant, an accountant, your mother, your insurance company, a business magnate, a G-man, etc...."

This Is Where We Step in to Help

We saw that chiropractors were having a harder time getting paid than other doctors. We found that other software sometimes had some flashy distracting features, but just couldn't get the basics done - like get you paid. It got even worse with "meaningful use" and the government mandate for EHR reporting. Many companies threw a hat in the ring or bought other "company"-pieces they thought would pull together an office system quickly. A PM would add on an EHR or an EHR would tack on a PM. The results were offices that weren't getting paid, but they were getting heavily audited. This drove us nuts!

We chose to step up and develop the best tools to help chiropractors and their offices help their patients get better with less stress. We give you the best tools to help you run your office smoothly and efficiently. We make sure you have new updates and mandates under control. Our number one priority is to help you get paid. We have always developed, maintained, and supported our own software. THOMAS is built from the ground up to make sure you have a marked path to follow.

When we say, "We care!" we mean it. With over 30 years of experience in practice management and a three-time government-certified complete EHR, we've got your back! All of our development, training, and support are based here in the USA.

We are pleased to offer all WCA members a 20% discount on all new THOMAS software purchases and subscriptions.

Let us show you how we can help make your office life easier and more efficient by helping you document and bill out easily and completely to current healthcare and government standards. We'll help you get the money you've earned without leaving money behind and we'll be here to support you every step of the way.



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ehrTHOMAS is a fully loaded & certified EHR and eTHOMAS is our Practice Management system. They are full of templates, helpful features, reports, training, and support. Together they aim to help you avoid missed billing elements, document for audit issues, and meet ever-changing government standards. The results? Higher reimbursements and less stress for your practice.



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WCA SPRING CONVENTION 2020



Join us in Green Bay!
February 20-23, 2020

Please Join Us at the WCA Spring Convention 2020!

2020 is the second year of the biennium for license renewal. Get an early start on completing your required continuing education hours. Earn up to 30 DC CE hours, 12 CRT CE hours and 6+ CT CE hours at Spring Convention.

Once again, the Spring Convention will have fantastic speakers and seminar/CE opportunities, including: CE hours for license renewal for DCs, CTs and CRTs; Chiropractic Nutrition Certification (Modules 1 and 2); CT Certification & Therapeutic Modalities Training; CPR/AED; and Orthopedic Diplomate Series Kick-off. Similar to the Fall Convention, we will have an Opening General Session on Friday morning featuring keynote speaker, Dr. Dennis Marchiori, Chancellor of Palmer College of Chiropractic. Come see us and experience for yourself the WCA's commitment to building chiropractic success for all Wisconsin DCs.

Online Registration Now Open! www.wichiro.org/conv_spring

Convention Speakers



Chris Anderson, DC,
MCS-P



Tim Bertelsman DC,
CCSP, DACO



John Campione, DC,
CSCS, CFSC, CAFS



Manuel Duarte, MS,
DC, DABCO, DACBSP,
MSAC, DABCA



Steven J. Gould, DC,
DACBR, FICC



Brenda Holland, DC,
DICCP



Jordan Knowlton-Key,
DC, MS, EMT, CCSP,
ICSC



Dennis Marchiori, DC,
PhD



Chad Oler, ND



Jeffrey Sergent, DC



Wendy Varish, DC,
DACO, MCS-P, CCSP

Welcome to
Titletown
in the winter!



KI CONVENTION CENTER, GREEN BAY

The KI Convention Center offers beautiful views and cutting-edge technology throughout the facility. Located in Downtown Green Bay and within walking distance of the entertainment district and the new CityDeck, event attendees will enjoy a truly authentic Green Bay experience. Most visitors to Green Bay make sure to stop at Lambeau Field, which is located just five minutes from downtown. In the Green Bay Packers' Titletown District, is Ariens Hill, a 46 foot high hill featuring tubing and is guaranteed to thrill you and the kids. Three snow-making machines and grooming equipment ensure optimal tubing conditions throughout the tubing season. Come have a blast with us in Green Bay!



Join us at our Convention Hotel: **HYATT REGENCY GREEN BAY**

333 Main St, Green Bay, WI 54301

Hyatt Regency Green Bay is attached to KI Convention Center which enables you to move from hotel to convention and back without having to step outside! Located in Downtown Green Bay, the Hyatt Regency is an all-suite hotel with beautifully appointed guest rooms. Enjoy onsite amenities such as a large indoor pool, splash pad, hot tub, steam room and sauna.

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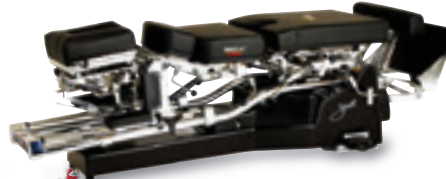
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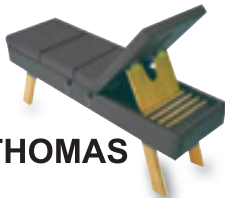
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Membership - Community Involvement



In my four years with Wisconsin Chiropractic Association, there have been wonderful transformations.

Dr. Gene Yellen Shiring has brought a fresh perspective to the WCA and we are all grateful for his steady leadership. His focus on the profession - and our doctors - is guiding everything we do at WCA.

You may have heard him say "The WCA is strong because of our members," and "WCA is great, because our members are great."

These statements helped spark a new excitement for membership in 2019. I spent quite a bit of time on the road this year and had the opportunity to meet so many of you. It was truly a highlight of my year. (Google maps provided some interesting adventures for me as I traveled around our beautiful state to visit you.)

I appreciate the conversations that I had with member and nonmember doctors and staff. I loved touring clinics and learning more about your practices.

While chiropractors may have differences in the way they practice, there is one common theme I learned from each of you...

you are passionate about your patients and your profession. You entered the profession eager to help people feel better.

Your passion is why I love what I do at WCA. Our profession is stronger together.

Together, we have a louder voice at the capitol.

Together, we can help our profession become stronger. Together, we can help our new doctors, fresh out of school, become leaders in our state.

I cannot wait to spend more time on the road in 2020 to meet more of you. Thank you to those who are reaching out to me and asking me to visit your clinics. I want to hear from all of you, so please do not hesitate to call or email me.

Have a wonderful holiday season as 2019 comes to a close, and a joyous New Year!

Together, we make Wisconsin Chiropractic Stronger.

BRENDA TOLER
Membership & Program Director, WCA
btoler@wichiro.org

Community Involvement

Standard Process

SHOW US HOW YOU SUPPORT YOUR COMMUNITY!

WCA and Standard Process are proud to support WCA members and recognize those who are supporting their local communities. Congratulations to the three Community Involvement winners for 2019.



Dr. William Groskopp, Groskopp Chiropractic Quarter 1 Community Involvement winner



Dr. Stephen DeWitt, LSM Chiropractic Quarter 2 Community Involvement winner



Dr. Tom Terbilcox, Sauk Prairie Chiropractic Quarter 3 Community Involvement winner

Additionally, we recognize the following doctors and practices for their contributions to their communities: Excel Family Chiropractic & Wellness, Lake Geneva; Dr Jill Davies, Green Bay; Dr. Robert Blue, Appleton; Dr Victor Schueller, Kiel; Dr. Tera Pfarr, Racine; and Dr Jim Boots, Boots Chiropractic & Wellness Center.

Nominate a doctor for the 2020 Community Involvement Campaign and they could win an All Convention Pass for the 2020 Fall Convention!
www.wichiro.org/communityinvolvement



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Diane Hartman
Chief Operating Officer

ChiroStrong

Thank You to Our 2019 ChiroStrong Supporters!

In case you missed it, the Chiropractic Health Information & Education Fund (CHIEF) is now ChiroStrong! We feel this new name better aligns with our vision to position Wisconsin chiropractors as the preferred provider of neuromuscular skeletal patient care and educate the public, policymakers and payers on the clinical, economic and public health value of chiropractic care. Chiropractic has a rich history of flexing its political muscle to advance the profession and expand patient access to chiropractic care.

Thank you to all our generous members who made ChiroStrong pledges in 2019.

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

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

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CHIROPRACTIC CHAMPION

\$1,000 or more annually

Longtime givers who make significant annual commitments in support of WCA's pro-chiropractic political advocacy efforts. Chiropractic Champions will be recognized at the WCA Fall Convention and will receive complimentary invitations to every exclusive WCA-ChiroStrong event.

CHIROPRACTIC DEFENDER

\$500 to \$999 annually

Consistent ChiroStrong supporters who are committed to WCA pro-chiropractic advocacy efforts and are considering an increase in their investment. Chiropractic Defenders will be recognized at the WCA Fall Convention and receive complimentary invitations to select WCA political special events throughout the year.

CHIROPRACTIC ADVOCATE

\$251 to \$499 annually

New ChiroStrong givers, or members interested in making a more modest investment in pro-chiropractic political advocacy efforts. Chiropractic Advocates will be recognized at the WCA Fall Convention and will receive invitations to select WCA political events throughout the year.

CHIROPRACTIC ENTHUSIAST

Up to \$250 annually

Those just getting started in the profession who wish to have their voices heard in the political process. Enthusiasts will be recognized at WCA Fall Convention.

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OBJECTIVE

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- Provide Monthly Statistics
- Consistent Aging Reports
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- Client Care Calls as Needed
- Cost Far Less than an Employee and, we don't take vacations or unexpected time off

BENEFITS

- 100% ready to start on day one
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- No more worries about "Am I getting paid everything I'm owed?"
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- We cost less than an employee
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- We only get paid after you get paid
- We guarantee that if a claim goes unpaid due to our error, we will credit you the amount you would have been paid

Our specialized departments uniquely handle each step of the claim process and never settle for the "low hanging fruit." We are relentlessly uncompromising in following our recipe for your success: Consistency – Follow-Up – Results.

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WCA Continuing Education Survey Results

Providing High-Quality CE Courses in Wisconsin

Andrea Murray,
WCA Education & Convention Manager

Thank you to those who participated in the Continuing Education survey this fall! We appreciate your responses and suggestions. Our goal is to provide relevant, high-quality CE to Wisconsin DCs and staff in each region of the state.

Of the 197 surveys received, "online CE" was the most requested CE feedback. Good news – online CE is coming! The Chiropractic Examining Board has been discussing this for a while. We anticipate it will be coming to Wisconsin, at least for a portion of the required 40 hours.

We are always sourcing speakers with cutting-edge topics that are research-based and fall within the scope of practice in Wisconsin.

Since early 2017, we have brought
50+ new speakers to our state.

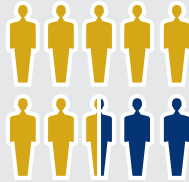
We will continue to do our best to meet demand, to be responsive to your requests, and to offer the highest quality CE for the best value possible.

Andrea Murray has been at WCA since February 2017. She lives on the west side of Madison with her husband, who is a Video Producer at a local media outlet, and two teenage sons.

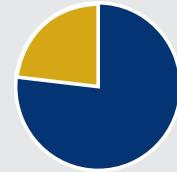
For a Complete Report of the Survey Results:
www.wichiro.org/edu

**Congratulations to
Dr. Melissa A. Stangl
of Eau Claire for winning the
Survey Participation Prize of a
\$100 Amazon Gift Card!**

SURVEY PARTICIPANTS' ROLE



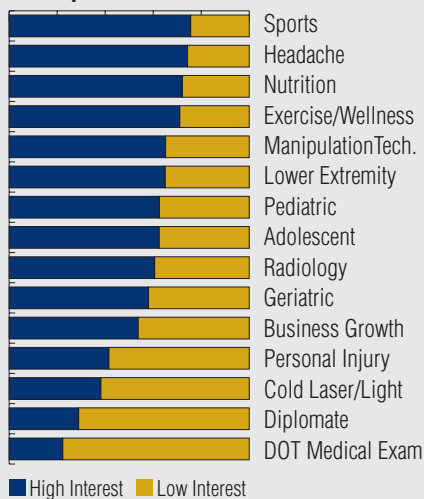
Participant's Profession:
75% DC | 18% CT/CRT | 7% Other



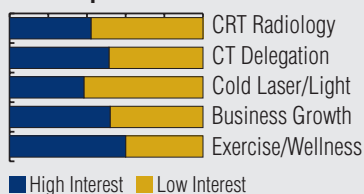
WCA Membership Status
77% Member | 23% Nonmember

COURSE INTEREST LEVELS

DC Topic Interest



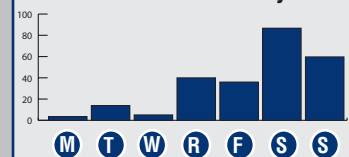
Staff Topic Interest



COURSE DETAILS



Preferred Course Days



Preferred Session Length



60%
Prefer Coffee or Snacks
are provided in class.

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The Top Five Causes of Unnecessary Tax Loss

Don Rasmussen, Certified Tax Strategist, Managing Partner, Quartermaster Tax Management Services

After reviewing hundreds of chiropractors' tax returns this year, I have identified the following top five causes of unnecessary tax losses.

1. **Incorrect Entity:** Not knowing whether a Schedule C- sole proprietor, Partnership, Sub S corporation, or C-Corporation is the best "primary entity" to have for their chiropractic practice. The wrong choice can cost a chiropractor as much as \$5,000-\$10,000 in unnecessary annual taxes.
2. **QBI:** Not understanding how the NEW **Qualified Business Income** deduction can save chiropractors as much as 20 percent off their tax liability.
3. **RC:** Not knowing what the IRS considers **Reasonable Compensation**. This was a crucial component to overpaying unnecessary taxes in 2018 and/or increasing the risk of a red flag for IRS audit. It is important to know the IRS and Department of Labor guidelines and identify exactly how much a Wisconsin chiropractor, in his or her respective county, should claim as W-2 wages.
4. **Cost Segregation:** 80 percent of Wisconsin chiropractors who have owned their buildings for 20 years or less, are losing tens of thousands of dollars in hidden deductions by not having a certified engineer's cost segregation review.

5. **No Written Tax Plan:** Sir Winston Churchill stated, "He who fails to plan is planning to fail!" Since most CPAs and accountants are very busy with compliance tasks such as tax preparation, bookkeeping and payroll for various businesses, they are often prevented from providing their clients with a personalized tax reduction strategy.

Bottom line... many chiropractors are overpaying on their taxes by the THOUSANDS. The good news is that knowledge can turn this around. There are experienced, ethical companies out there that can help them "repair the leaks." Conduct your due diligence and find a tax savings consultant that has demonstrated success and fits your needs.

*Don Rasmussen is a Certified Tax Strategist and a managing partner of Quartermaster Tax Management Services, a tax planning firm that specializes in chiropractic tax reduction planning. Quartermaster is a proud WCA sponsor and is dedicated to helping DCs around the state to increase their tax savings. For a **Free personalized Chiropractic Tax X-Ray**, **QM Reasonable Compensation Report** or **Cost Segregation Analysis**; or to schedule a complimentary tax reduction discovery call, visit www.chirotaxpro.com or call 704-490-4111.*



Doctor's CORNER

WCA is proud to spotlight member DC's and their successes, celebrations and life accomplishments!



Dr. Reineking

Dr. Benjamin Reineking recently purchased and acquired 100% full ownership of Aascend Chiropractic Institute SC which he operates with 3 staff Doctors, Judy Ellefson, John Jenkins and Landra (Lapka) Pierce. His staff and community would like to congratulate him!



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WELCOME

new WCA members!

Alexander J. Buechter	Landra Lapka
Jamie Cortese	Stephanie Martell
Joe Dirker	Zachary Nguyen
Neil Donohue	Ben Shier
Jenafer M. Donohue	Shannon Stadler
Amy Endru	Derek Strong
Jerome Fagerstrom	Jessica Tulachka
Grace Hameister	Jon T. Wall
Jennifer Humphrey	Lindsay M. Whaley
Jason Kaster	Stephanie Wilson
Tom Krieger-Fritsch	Zachary Wilson



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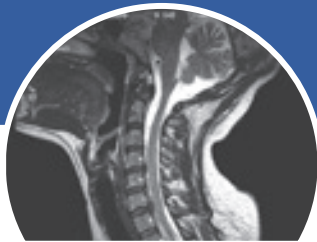
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Greetings

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HOLLAND, RESCH AND YELLEN-SHIRING RE-ELECTED TO THE WCA BOARD OF DIRECTORS

WCA members re-elected three district directors to the WCA Board of Directors at their respective district meetings held in October 2019. Dr. Brenda Holland was re-elected to represent the Southeast District. Dr. Gene Yellen-Shiring was re-elected to represent the South Central District and Dr. Chris Resch was re-elected to represent the Northeast District.

DR. ALEX KOCKEN APPOINTED CHAIR OF THE WCA EDUCATION AND CONVENTION COMMITTEE

Northeast WCA District Director Dr. Alex Kocken has been appointed chair of the WCA Education and Convention Committee by WCA President Dr. Gene Yellen-Shiring. Dr. Kocken assumes the chair of the Committee with the retirement of former chair and WCA Board member Dr. Robert Anderson. "We deeply appreciate Dr. Anderson's service to the WCA Board and look forward to working with Dr. Kocken as the new Chair of the Education and Convention Committee," said WCA Executive Director John Murray.

DR. BARBARA BRADLEY JOINS THE WCA EXECUTIVE COMMITTEE AS WCA TREASURER

During its October 2019 meeting, the WCA Board of Directors elected Dr. Barbara Bradley as the treasurer. Dr. Bradley represents the North Central District on the WCA Board, and as treasurer will join the WCA Executive Committee which provides strategic and operational leadership to the association.

MEDICARE BENEFICIARY IDENTIFIERS (MBIs) REQUIRED ON MEDICARE CLAIMS AS OF JANUARY 1, 2020

Regardless of date of service, as of January 1, 2020, all Medicare claims must contain the updated Medicare Beneficiary Identifier (MBI), rather than the old identifier based on Social Security number. Any claims submitted with the old identifiers will be denied. If you're not currently using NGS Connex, the provider portal available on ngsmedicare.com, consider signing up as a User to access their MBI Lookup Tool.

WCA WELCOMES LEAH KNOPE AS CORPORATE ACCOUNTS MANAGER

Leah Knope, a Madison native, joined the Wisconsin Chiropractic Association in November 2019 as Corporate Accounts Manager. She has a bachelor's degree in marketing and over 20 years of association management experience working in information technology, vendor management, accounting, member services, publications and event planning. Leah's business focus is meeting and exceeding the needs of her internal and external customers. As the Corporate Accounts Manager, she is responsible for ensuring the success of WCA's current corporate accounts as well as growing sponsorships. Outside the office, Leah enjoys playing the piano, spending time on the family farm, and enjoying time with her husband and two teenage children.



Pictured above from left to right are: WCA staff members Alicia, Brenda, Leah, Executive Director John, Andrea, Zach and Jackie.

WCA Bringing Renowned Speaker Dr. Dan Murphy to Wisconsin in March

Dr. Dan Murphy is one of the most frequently requested speakers on CE evaluations. And now, through a partnership with long-time Corporate Partner Erchonia, we are thrilled to present this 12-hour seminar with Dr. Murphy in March 2020.



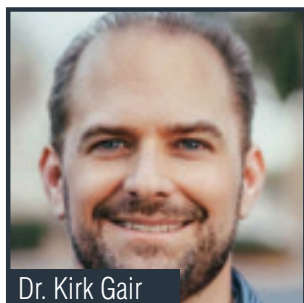
Dr. Dan Murphy

VITALITY: Management of Common Clinical Syndromes

- ▶ SATURDAY, MARCH 21 8:00 am - 5:00 pm (1-hour break for lunch)
- ▶ SUNDAY, MARCH 22 8:00 am - 12:15 pm

Madison Marriott West, 1313 John Q. Hammons Drive, Middleton, WI
Presented by Dr. Dan Murphy, DC, DABCO with Dr. Kirk Gair, DC
Sponsored by Erchonia

The knowledge and skills you acquire during this action-packed 2-day course will change your life, your practice and your patient's lives! Gain practical knowledge through hands-on practice of diversified adjusting techniques!



Dr. Kirk Gair

Dr. Dan Murphy travels the world to share the expertise he has garnered over 40 years with physicians who desire to take their skills to the next level. In this NEW 12-hour course, Dr. Murphy will educate on structure and function revealed through a poly-therapeutic intervention that will improve clinical outcomes. Dr. Murphy will explain topics ranging from Chiropractic care, laser therapy, ATP, mitochondrial function, diet, exercise, brain health, low back pain and state-of-the art technologies that are tailor-made for expert chiropractic care by managing common clinical syndromes. Dr. Kirk Gair will also demonstrate many hands-on clinical applications through workshops to maximize laser implementation.

Saturday Morning - Lecture

Essential Eight factors/habits that improve health
Clinical Physiology
Integrating infection, evolution, immunity, inflammation, fibrosis, blood flow, mitochondria, ATP, oxidative stress, and DNA
Healthy Diet for All, Supplements and Gut Protocols
Current Laser Research and Laser Physiology
Sports and Auto Accident Concussions and Neurodegeneration

Saturday Afternoon - Workshop

A focus on Cervical Spine, Upper Extremity, Lumbar Spine and Lower Extremity.
Orthopedic tests and imaging
Functional evaluations, and how to use those for outcomes assessments
Diversified adjusting techniques and instrument adjusting techniques
Soft tissue techniques
Low Level Laser techniques
Examination Procedures / Diagnosis

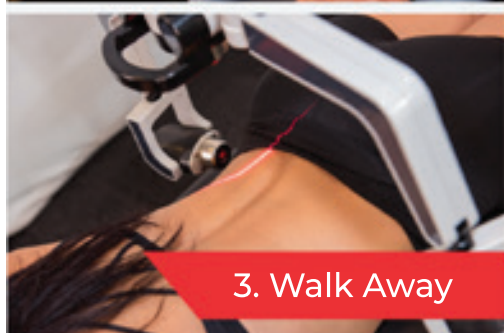
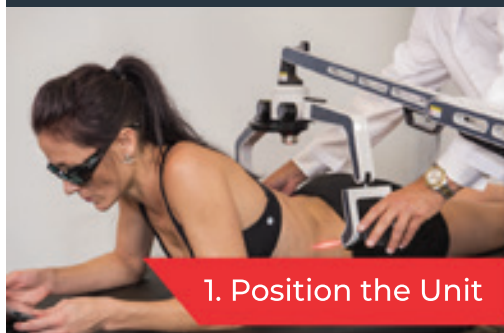
Sunday - Protocols

Brain: Protocol for brain function; integrating trauma, degenerative and vascular compromise.
Low Back Pain: Protocol for chronic low back pain; integrating the disc, posture, adjustment and exercise.
Whiplash: Protocol for acute whiplash; integrating controlled motion and anti-inflammation.
Fibrosis/Scar: Protocol for remodeling scar tissue and the fibrosis of repair.

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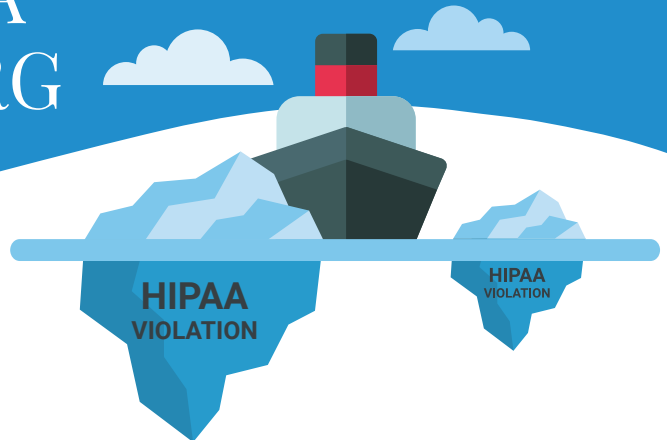
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THE HIDDEN HIPAA VIOLATION ICEBERG



Thanks to Leonardo DiCaprio and Kate Winslet, we all know how the story goes. On April 14, 1912, under a moonless night with calm seas, the unthinkable happened. The Titanic collided with an iceberg creating a gaping 300 foot hole in the bottom of the boat and dooming its maiden voyage. The 2,000+ passengers would have easily been saved had the ship carried the proper number of lifeboats onboard, but their overconfidence in their 'unsinkable' ship meant only half of the required lifeboats were loaded. **Don't let this happen to your practice!**

"Easy," you say. "I'm a Chiropractor and I most certainly haven't built a steamliner."

Oh, but you have. All healthcare professionals, not just chiropractors, can take away a lesson from that fateful journey 107 years ago. While your practice powers forward, there's a lurking (HIPAA) iceberg right ahead! You better have those lifeboats ready.

You may feel like most providers - that your small craft would hardly cause such a fuss in a marina full of cruise ships - but the Office for Civil Rights has proven all healthcare organizations are treated the same when it comes to HIPAA. OCR's enforcement actions have shown that even a few affected patients can illicit a boat-sinking penalty. In 2017, the OCR announced a settlement agreement of \$400,000 with a health center in Denver due to a breach of only 3,200 patients. Ironically, it wasn't the breach itself that led to the heavy fine. According to OCR's press release, the health center had not conducted an organizational-wide Security Risk Analysis until after the breach occurred.

Sure, your practice is likely doing everything in its power to keep sensitive patient information safe but let's be real for a second - it's not unsinkable. In today's world we can all appreciate there's not an organization

or person out there who is immune to a breach. Which is why, with a 25% increase in healthcare hacking incidents last year, many experts agree the question isn't *if* your practice will be breached, but *when* will your practice be breached.

So what's the best way to surround your practice with lifeboats and avoid potential fines in the case of a breach? Well, you must first document...then document again...and then document some more before a breach occurs.

Like the Titanic, not taking precautionary steps before an incident will most certainly end in doom and gloom. HIPAA compliance programs that adhere with government regulations must include proactive comprehensive Security Risk Analyses, documented policies and procedures, a formal HIPAA training program, and completed Business Associate Agreements among others.

Abyde's partnership with WCA was formed to enlighten practices like yours that even though the seas may seem calm now, without heeding warnings, disaster almost certainly awaits when - not if - a data breach occurs.

If your practice wants to learn more about how to easily implement a HIPAA compliance program and avoid potential HIPAA fines, sign up for a complimentary HIPAA educational webinar exclusively for WCA member practices. Visit abyde.com/webinar to sign up.



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2017 Income - \$1,707,231.00
2018 Income - \$1,788,033.00
2019 Income - \$2 Million Projected

Appraised at \$1,576,468.00
Net Cash Flow (After Ad Backs)
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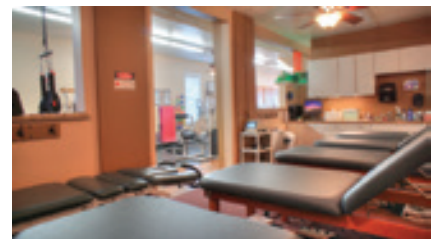
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Display dimensions: 7.5" x 7.5" x 14"



Each display comes with 16 full grain wallets in your choice of colors, a pack of brochures, and poster.

Mid-Size Display Option
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This display package still comes with the free brochures and poster. Plus, it holds 8 wallets in a shallow display.

Compact Version
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WILDERNESS HOTEL & GOLF RESORT
WISCONSIN DELLS, WI

CLASSIFIEDS

CLINIC WANTED FOR PURCHASE

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

CHIROPRACTIC ASSISTANT – NEW BERLIN, WI

Evans Chiropractic & Pain Relief Laser Clinic

Do you like helping people feel better, get better and live better? Are you interested in working in the healthcare field? We are seeking a CHIROPRACTIC ASSISTANT to join our team!

Responsibilities:

- Assist with patient care including laser therapy, traction, and chiropractic
- Assist in the exam room for patient exams
- Keep an organized and efficient workplace that will ensure patients get the care they need in a timely manner

Qualifications:

- Ability to prioritize and multitask
- Strong attention to detail
- Strong organizational skills
- Must be able to handle a very fast-paced environment
- Very energetic and excited to greet patients

We will pay for any and all training required for state certification needed for these jobs

Compensation Range: \$13-\$16/Hour

Benefits: 401k, Medical Insurance, Life Insurance

Please email resumes to: relief@newberlinchiro.com or

Call 262-785-5515 with inquiries, thank you!

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WISCONSIN LICENSED CHIROPRACTOR WANTED

Qualified Wisconsin licensed chiropractor wanted for established practice in Lake Geneva, Wisconsin. Looking for full-time, licensed Wisconsin chiropractor who is self-motivated. Up to \$60,000 guaranteed for the first year with malpractice insurance and continuing education assistance. Moving and housing expenses for the right candidate. No new patient prospecting. Buy-in opportunity for the right candidate, with no capital down. Inquire in confidence.

Please call 815-238-7172 or email: blindbox800@gmail.com for specifics.

Job type: Full time

MISSION STATEMENT

It is our mission to increase the quality of life and expression of health in our community by delivering specific chiropractic adjustments to correct interrupted nerve flow caused by subluxation, utilizing the latest proven methods to restore hope and health to those suffering with diverse neurological maladies, and supporting both of these systems with a strong rehabilitation program.

PRACTICE FOR SALE – SHEBOYGAN, WI

One hour north of Milwaukee on the beautiful shores of Lake Michigan in Sheboygan, WI, is an established (12-year-old) practice priced to sell (\$160,000). Our mission is to provide specific chiropractic neurology adjusting with spinal rehabilitation/fitness along with diet/nutrition and detoxification. The office is a turnkey state-of-the-art facility that is move-in ready. It includes electronic health record certification with chiropractic software, X-ray, MC, MA and major insurances. Collections in 2018 (\$262,600). Space lease is transferable. All chiropractic equipment, computers and great staff stay. Motivated seller. Priced to sell. Please email drendru@yahoo.com and call 920-917-8227.

MILLION DOLLAR PRACTICE FOR SALE!!!

2016 INCOME - \$1,031,235.00

2017 INCOME - \$1,707,231.00

2018 INCOME - \$1,788,023.00

2019 INCOME – 2 MILLION PROJECTED!!

Champion Chiropractic/Medical facility, forerunner in the Milwaukee District, now newly renovated and up for sale! Appraised for \$1,576,468.00 (w/o AR). Asking price is \$1,198,000.00 (EXCLUDING AR); "With" AR, \$1,521,500.00!! (AR PRICING MAY CHANGE AS TIME MOVES FORWARD.) NET CASH FLOW - \$1,087,183.00. (Very Low Overhead). Work week M-F, 9-1 and 2-6 with SAT/SUN CLOSED.

If interested, please email MillionDollarPractice4Sale@gmail.com and summarize your intent. This is a very rare opportunity to own a clinic that allows weekends off, low overhead, net cash flow of over \$1 million per year, and in a location that is perfect! To the motivated individual, you could easily take this clinic and double the income. Sale of practice is handled by international broker.

Check out the clinic virtual tour – <http://bit.ly/2MYXKZs>

BELOIT PRACTICE FOR SALE – HISTORIC DISTRICT W/PRIVATE PARKING

I've been semi-retired for three years and still earn a good living. Business will grow with your energy and enthusiasm. It's time for retirement (no chiropractors in the family). I'm the second owner of a successful practice at the same corner location for the past 58 years. Perfect for an entrepreneur who thinks big and/or multidisciplinary. Easy to work layout of 1600 sq./feet. Well-maintained, new windows, door, gutters, and soffits. Walking distance to revitalized downtown.

Great Opportunity. Call/Text: 608-440-4639 or email: drjfdc@gmail.com

EQUIPMENT FOR SALE – CHIPPEWA FALLS, WI

Zenith High Low 220 with a drop cervical head piece - \$6,000

Very good reconditioned chiropractic adjusting table in blue with updated vinyl.

Will need to pick up. Pictures can be sent upon request.

For more information, please call Kelly or Dr. James Appel at 715-720-9911

CLASSIFIEDS

CHIROPRACTOR WANTED – GRAND RAPIDS, MI

Total Health Chiropractic, located in the Official Beer City, USA. Grand Rapids, MI, wants a motivated chiropractor to join our team. Our office is busy, and our patients are waiting for you.

The city offers many outlets for entertainment when you are relaxing on the weekends, after taking care of your patients through the week.

Have a fun personal life and DO WHAT YOU LOVE! It's a win-win, with a trained team and experienced doctor to assist you throughout the day.

We pay a \$65,000 salary, including paid malpractice insurance, PTO, yoga, and BCBS Insurance.

Please email us your C.V. and cover letter to: hiring@thchiro.com

CHIRO ONE WELLNESS CENTERS IS EXPANDING!

We're looking for clinics and chiropractors to join our rapid national expansion. Take this opportunity to grow your business, establish an exit strategy or join our team.

Looking to grow your business? Chiro One will handle all marketing, billing, training and business aspects for you!

Looking to retire? Chiro One will help you determine the best exit strategy for your business and for your retirement.

Looking to join us? Chiro One is actively seeking clinic directors and associates for various practices and regions! We offer a highly competitive benefits package that includes compensation, health and welfare benefits, PTO, malpractice insurance, chiropractic coaching and more.

This is an exciting time to become a member of the Chiro One Wellness team!

For more information, contact Angela Warman at angela.warman@medullallc.com or visit <https://www.medullallc.com/partners>

NOW HIRING PART-TIME CONTRACTORS

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

Call: 847-367-9641 or email: daleslachman@gmail.com

EQUIPMENT FOR SALE – INVISA-RED™ LASER MACHINE

This invisa-RED Laser machine was purchased just one year ago for \$50,000. The asking price is \$35,000 so you know you're getting a steal on this deal! As stated on the invisa-RED website, invisa-RED™ is the only non-invasive device with clinically proven evidence of weight reduction, fat reduction and inch loss. invisa-RED™ is the latest innovation in body slimming technology used to remove fat from areas that are unresponsive to diet.

For any remaining questions, please contact:
office: 563-845-7283 or email: idealchiropracticdbq@gmail.com

EQUIPMENT FOR SALE – WEST ALLIS, WI

1. X-ray machine for sale (Bennett HFQ Hundred Series)

- a. HFQ- 600 SE
 - i. Great Condition
 - ii. Asking \$11,000

2. AlphaTek Film Developer

- a. AX-300 SE
 - i. Great Condition
 - ii. Asking \$1,000

**If purchased together,
\$11,500 for both

Contact Kevin Donnelly at
414-607-0366 or email: drdonnelly@att.net for more information.

PRACTICE & BUILDING FOR SALE – PESHTIGO, WI

Doctor retiring. Single doctor practice established over 30 years. Lovely, stable, rural community with excellent school. As well as great hunting and fishing in beautiful NE Wisconsin.

Fully equipped office in exceptional location. First-level office with second-level apartment. Currently grossing 100+ K/yr on 2 ½ days/week schedule. Large patient base w/excellent growth potential. Sale includes practice, building, furnishings and equipment.

Doctor willing to assist for a smooth transition. Asking \$200,000.
Call: 715-582-9252

In Memoriam

La Vern Robert Heine, DC (February 23, 1936 - October 15, 2019)

Longtime WCA member Dr. Heine, age 83, of Janesville, passed away at his home on October 15, 2019. He was born in Janesville on February 23, 1936, the son of Emory and Viola (Fuerbringer) Heine. He graduated from Janesville High School in 1954. He went on to attend Palmer School of Chiropractic in Davenport, Iowa, and graduated in December of 1957. On December 21, 1957, he married the love of his life, Helen in Davenport, Iowa, and they returned to Janesville to start their life together. Dr. Heine hung up his shingle in 1958 and began his chiropractic practice in Janesville, a practice he continued right up until the time of his death. He was one of the first chiropractors in Janesville and it was his life for 61 years.

Gloria Krumrai, DC (May 5, 1935 – Sep 17, 2019)

Longtime WCA member Dr. Gloria Krumrai of Pulaski, Wisconsin, passed away at her home on September 17, 2019. The daughter of Bruno and Mary (Nowicki) Klein was born May 5, 1935, in Milwaukee and was a 1953 graduate of Pulaski High School and then went on to graduate from National College of Chiropractic.

CHIROPRACTOR'S KEYS TO TAX REDUCTION LICENSE PROTECTION & LAWSUIT PREVENTION



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