



# The Wisconsin Chiropractor

*The Official Publication of the Wisconsin Chiropractic Association*

June 2019  
Volume 54 | No. 2

Are you  
ready to be  
Chiro**Strong**?



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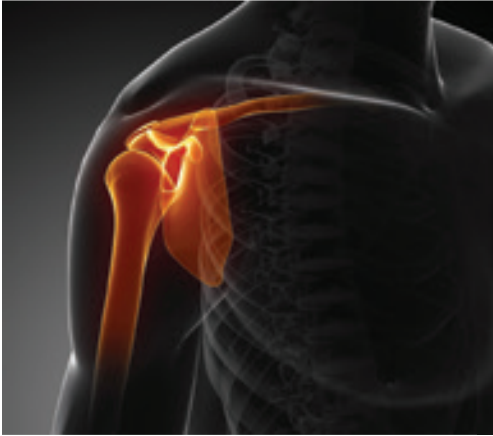
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# Are you ready to be **ChiroStrong**?



Think about your chiropractic practice for a minute. Do you think about the opportunities for growth and success? Of course you do. Do you also think about the threats? Certainly. It is the same for the Wisconsin Chiropractic Association when it comes to the future of the chiropractic profession. With the opioid crisis and major changes in healthcare, the opportunities and threats facing the profession are real. Having a strong state association that has the political muscle to protect the profession and take advantage of opportunities matters now more than ever.

## ***But building political muscle does not happen overnight.***

To help increase our political influence, the WCA political conduit is making several important changes. First, we are changing the name from the Chiropractic Health Information and Education Fund (CHIEF) to **ChiroStrong**. This change is being made to better reflect the fact that chiropractors and chiropractic patients are a strong, powerful force when we get organized and motivated.

Secondly, we are shifting our fundraising focus from an annual pledge drive to a sustaining investor program. Instead of putting a time limit on your **ChiroStrong** contribution, we are asking you to make a sustaining investment that will remain in effect until you decide to change it. We need to know that we have the political resources to protect the profession over the long term and not have our conduit funds dependent on the success of an annual fundraising campaign. The WCA political conduit has been developing allies and advocates for decades with the help of generous doctors like you. Because we develop these allies over the long term, the WCA conduit needs to plan for sustained political contributions over the long term as well.

Wisconsin chiropractors and the Wisconsin Chiropractic Association were successful at getting chiropractors included in workers' compensation, Medicaid, and commercial insurance plans because we had political allies in the Wisconsin Legislature and the governor's office. ***We rallied our members and patients and flexed our political muscle – with the single-minded goal of ensuring that Wisconsin laws provide equal access to chiropractic.*** The WCA has been and always will be in the fight for the long haul. That is how chiropractic has made progress in the past and how we will have success in the future.

***There is no other way to put it – the only way we are going to expand chiropractic in Wisconsin, increase your compensation and protect the profession, is through political muscle!***

Please go to the ChiroStrong - DonorBox site at <https://donorbox.org/chirostrong> and set up your sustaining investment today.

Now is the time for the chiropractic profession and for WCA members to be **ChiroStrong!**

Kindest Regards,

John Murray  
Executive Director and CEO

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Genetic Potential Through Nutrition



# Health Services Company Metagenics a Natural Fit as New WCA Corporate Sponsor

WCA chiropractors have a shared goal of optimal health and wellness for ourselves and our patients, not just in our joints, but in all aspects of our lives. It's a philosophy shared not just among our members, but with our newest corporate sponsor, Metagenics, Inc.

For over 30 years, Metagenics has supported chiropractors in their efforts to help patients lead healthier, happier lives. Through nutritional supplementation, medical education, and wellness programs, Metagenics is dedicated to leading the movement to make personalized nutritional intervention the standard of care in the promotion of optimal health.

"Chiropractors are our largest, most important customer group," said Brent Eck, Metagenics CEO. "The chiropractic community was the first to embrace Metagenics in our shared mission to offer nutritional intervention as a first-line approach in healthcare. We have a similar outlook on making lifestyle adjustments to improve health, addressing the source of the issue, not the symptoms. Our roots trace back to deep, long-lasting partnerships within the chiropractic community, and our future will continue on this same path. We are so excited to be a sponsor of the WCA and work directly with its members to help them help their patients achieve their health goals."

## WCA Members Reap the Benefits

Previously, Wisconsin chiropractors were only able to access Metagenics products through a third party, but they can now purchase Metagenics products directly. Plus, only Metagenics customers have access to the entire company product line, including 12 products that have launched over the last nine months. (See the full-page ad on page 6 for special savings for new accounts.)

## Standing Out Among a Crowd

What's different about Metagenics supplements, and why is Metagenics one of the top three practitioner-channel brands? Unlike many companies, Metagenics has its own R&D team researching ingredients and products, and its on-site Quality Assurance and Quality Control teams of 33 people.

"We've tested several of our competitors' similar products and found that not all met their label claims," said Steve Sheppard, Senior Manager of QA/QC. "We go above and beyond when we vet our suppliers. We require full documentation on raw materials concerning safety, composition, as well as the processes used in

manufacturing. We also conduct extensive testing both internally and with third parties on multiple samples before we'll even consider buying an ingredient."

In addition to its own in-house testing, Metagenics has its finished products independently tested by third-party labs. Plus, Metagenics meets or exceeds standards set by the NSF, the US Pharmacopeia, and Australia's notoriously stringent Therapeutic Goods Association.

## TruQuality: Now *That's* Transparency

Transparency is a hot topic these days, with many suppliers promising you can trust that what's on the label is what's in the bottle. But that wasn't good enough for the Metagenics folks.

"We stand by our products, and we want to be completely up front about the results of our tests," said Eck. "That's why we developed the TruQuality program." This total transparency program provides full access to the data from all analytical tests performed on each lot of Metagenics products going back for two years.

For each of the company's approximately 300 formulas, the TruQuality website ([Metagenics.com/TruQuality](http://Metagenics.com/TruQuality)) lists results for every quality assurance measurement, along with reference standards for each test to share how Metagenics results compare to validated standards. Tests include a thorough microbial analysis, tests for various heavy metals, pesticides, solvent residues, environmental contaminants, and common allergens, including gluten.

Eck pointed out: "Our goal is to make TruQuality the industry standard, for all supplement companies to be open about their processes with the ultimate goal of giving practitioners confidence in recommending these products to their patients."

The Metagenics team will be on hand at our 2019 WCA Fall Convention & Expo this September to share their latest product news, to answer any of your questions, and to offer WCA members special pricing. Be sure to stop by their booth to say hello!



Genetic Potential Through Nutrition



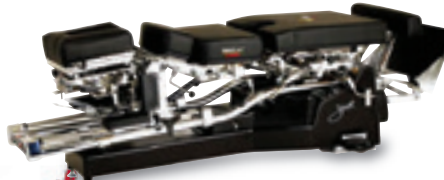
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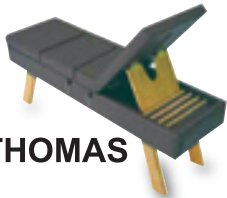
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## STATE BUDGET COMMITTEE APPROVES FUNDING TO INCREASE MEDICAID REIMBURSEMENT FOR CHIROPRACTORS



The Joint Finance Committee (JFC) – the legislative committee that drafts the state

budget for the Wisconsin Legislature – approved a provision that increases Medicaid reimbursement for chiropractors. The Wisconsin Chiropractic Association lobbying team has been working with JFC members for the past several months on this important funding increase. As a result, the increase was included in the final budget being considered by both houses of the Wisconsin Legislature as of the printing of this edition.

The budget provision provides an additional \$2.47 million over the next two years for increased reimbursement for “physical health service providers” within Medicaid, which includes chiropractors. This increase would be on top of the \$14 million plus currently spent on chiropractic services under Medicaid. The provision was drafted in a way that will require the State Medicaid program under the Wisconsin Department of Health Services to develop a plan for the allocation of the additional funding and submit it to the JFC as a supplemental funding request. The WCA government affairs team is already working with the Medicaid Director on allocating the funding toward chiropractors in a manner that provides for payment parity with other healthcare providers.

“We are appreciative that the JFC was able to increase reimbursement for chiropractors within Medicaid. The WCA will continue to push for payment parity within Medicaid so that chiropractors are paid the same as their medical counterparts for the same services,” said John Murray, WCA Executive Director and CEO.

The Wisconsin Legislature is expected to complete its work on the 2019-2021 biennial state budget by the end of June. Governor Evers will have final say over the budget and could use his veto pen to make changes.

## FDA HOLDS HEARING MAY 31 ON CBD OIL

On May 31, 2019 the FDA held a public hearing to gather information about cannabis compounds such as CBD. Regulators will eventually decide if the FDA ban on adding CBD to food, drinks, and supplements will be reversed or loosened given the difficulty in enforcing it. CBD oil is already widely available in food, drink, and supplements, but regulations surrounding it are confusing. No decisions are expected immediately, but the hearing is seen as an important step toward clarifying regulations around the ingredient. “There is mass confusion in the marketplace,” said Peter Matz of the Food Marketing Institute, one of dozens of speakers who addressed the FDA panel. Other speakers including academic researchers,



businesses, and consumer advocates, urged the FDA to move quickly, noting that the industry is growing rapidly with little oversight. That is raising concerns about the accuracy of product labels and people not realizing how much they may be consuming through various products.

SOURCE: <https://www.usatoday.com/story/news/2019/05/31/cbd-legal-fda-holds-hearing-fans-sellers-await-legal-clarity/1301537001/>

## ONLINE CE RULE ON THE CEB AGENDA FOR JUNE 27 MEETING

The Chiropractic Examining Board is scheduled to continue its consideration of a draft administrative rule allowing Wisconsin chiropractors and their staff to take a portion of their continuing education requirements via online courses. The WCA has been working with CEB members and staff to draft a rule that allows for online CE programs to be offered in Wisconsin while maintaining quality and integrity standards required under law. “It is long-past time to allow Wisconsin chiropractors to take advantage of the variety and convenience of online CE programs,” said John Murray, WCA Executive Director and CEO. “The current draft rule allowing a portion of credits to be taken online is a step in the right direction, but the rule has to protect the quality of CE programs and must contain consumer protections and prevent academic fraud.” The rule as currently drafted would allow online CE starting in the 2021-2022 license renewal cycle.

## WCA HAS MOVED

After 50 years in downtown Madison, the WCA has moved to a new location near the Dane County airport. The new office address is 2401 American Lane, Madison, WI 53704. Our new



*continued on page 10*

# WCA NEWS

office has plenty of parking and space for professional development programs hosted in the WCA Education Center (pictured on page 9). Feel free to stop by if you are in the Madison area and look for more information on future open houses.

## WCA JOINS OTHER HEALTHCARE LIAISONS IN OPPOSING WORKERS' COMPENSATION CHANGES



The Wisconsin Workers Compensation Advisory Council (WCAC) has started their annual process of drafting changes to the

Wisconsin Workers' Compensation laws. The Wisconsin Chiropractic Association is one of the named healthcare liaisons to the WCAC and while not a voting member, has the opportunity to provide input into the process. The WCA joined the other liaisons in a letter

written in May 2019, raising a number of concerns with proposed changes to the WC system that would adversely affect chiropractors and their patients. **The most egregious proposal is the elimination of the injured worker's right to choose their doctor. Instead, the employer would have the right to dictate to the employee where to receive medical treatment.** In addition, there are proposals to impose a rigid fee schedule for providers with immediate fee cuts, as well as significant, regressive modifications to the current Workers Compensation Treatment Guidelines. Read the full letter on page 24.

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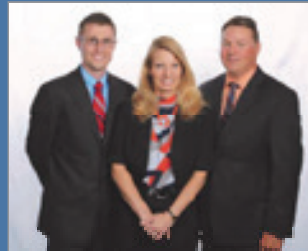
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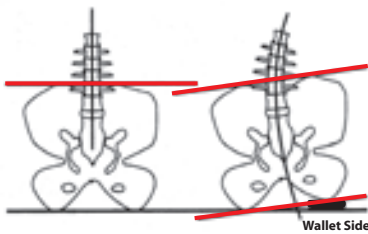


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## UPDATED WCA MEMBER SURVEYS AVAILABLE ON OUR WEBSITE

Our annual pricing survey, staff salary survey and Economic & Business Trends survey are now available on our website, [wichiro.org](http://wichiro.org). You must be logged in with your WCA User Name and Password to access the survey results. Once you're logged in to our website, click on the Practices Resources option under the Help Desk menu drop down. Thank you to all WCA members who participated in these annual surveys!

## UPCOMING OPTUM/UHC CODING CHANGE FOR THERAPY CODES

If you missed the recent communications from UnitedHealthcare and Optum, effective with dates of service on or after September 1, 2019, UHC Commercial plans (including Medicare Replacements) will require the GP, GO, or GN modifiers on "Always Therapy" codes to align with the Centers for Medicare and Medicaid Services (CMS). According to CMS, certain codes are "Always Therapy" services regardless of who performs them, and always require a therapy modifier (GP, GO, or GN) to indicate that they are provided under a physical therapy, occupational therapy, or speech-language pathology plan of care, respectively.

We have heard from Optum that for a short period of time in the month of May, some claims with therapy codes may have denied in error due to the policy accidentally being implemented early. This has since been corrected and claims should reprocess automatically. Beginning with September 1 dates of service and later, ensure you have the GP modifier appended to therapy codes contained in the list.

# Optum Coding Change

## effective September 1, 2019

**These codes would be required to be reported with either GN, GO or GP:**

97165	92608	97024	97036	97139	97537	97799
97166	92609	97026	97039	97140	97542	G0281
97167	96125	97028	97110	97150	97750	G0283
97168	97012	97032	97112	97530	97755	G0329
92507	97016	97033	97113	97532	97760	
92508	97018	97034	97116	97533	97761	
92526	97022	97035	97124	97535	97762	



WISCONSIN CHIROPRACTIC ASSOCIATION



# Achievement Awards

What better way to acknowledge a mentor, colleague or staff member than by recognizing their leadership. The WCA has four distinguished awards for outstanding service and dedication for which nominations are being accepted.

## **Lifetime Achievement Award**

The Lifetime Achievement Award was created to recognize chiropractors that have made continuous contributions to the chiropractic profession throughout their careers. Because the award reflects a lifetime of involvement, it is meant to honor a chiropractor with at least 25 years of professional experience.

## **Chiropractor of the Year**

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

## **Nels Bakke Award**

The Nels Bakke Award honors chiropractors that have been in practice for less than five years. It recognizes the contributions of younger practitioners who have equally dedicated themselves to serving the profession and their community.

## **Chiropractic Technician of the Year**

The Chiropractic Technician of the Year award is given to an individual whose dedication to chiropractic patients is reflected in the quality of their professional work, as well as volunteer work in their community.

## **Award Nominations due August 16, 2019**

To nominate an individual for a WCA Achievement Award, simply email [jmurray@wichiro.org](mailto:jmurray@wichiro.org) and tell us who you would like to nominate and the award for which you would like them considered. Please provide as much detail as you can about why you think they are deserving of the award.

The WCA Board of Directors selects the winner in each category. If you have nominated someone in the past and they have not been honored, you may nominate them again. Nominations are due by August 16, 2019 (deadline extended). Awards are announced at the Awards Gala on September 28, 2019 at the WCA Fall Convention held at the Kalahari Resort & Convention Center.

**Email WCA Executive Director, John Murray, at [jmurray@wichiro.org](mailto:jmurray@wichiro.org) with your nomination.**



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# 2019 WCA FALL CONVENTION

SEPTEMBER 26 - SEPTEMBER 29  
Kalahari Resort, Wisconsin Dells

[www.wichiro.org/conv\\_fall](http://www.wichiro.org/conv_fall)



## Fall Convention Lodging

A block of rooms is available at Kalahari Resort & Convention Center until August 26.

Call Kalahari at 877-253-5466 to book your room and be sure to mention Wisconsin Chiropractic Association.

Kalahari	Wed/ Thurs	Fri / Sat
Standard Room	\$109 .....	\$149
Lodge Suite	\$139 .....	\$179
2 Room Family Suite	\$179 .....	\$219
Royal African Queen	\$199 .....	\$239

\*Rates include waterpark passes



## Fall Convention Seminars Thu Sept 26

### The ABCs of PI – 12 CE DC

Every chiropractor will eventually have to deal with a patient who has been injured in a motor vehicle collision. Even for those who choose not to have a personal injury practice it is important to have a better understanding of the basic requirements for a Personal Injury case.

This 12 hour module will review all the steps to be followed for PI cases, and teach providers the tools and processes to properly document motor vehicle injuries, to communicate with other providers, and meet the needs of attorneys and insurance companies.

**Thu Sept 26, 8:00 am - 5:00 pm** (1-hour lunch break)  
**Friday Sept 27, 1:30 pm – 5:30 pm**

Instructor: William P. Gallagher, Jr., DC, CMVI, CME, PLC

Sponsored by American Academy of Motor Vehicle Injuries

### Revolutionary Wellness: A Functional Approach To Health – 8 CE DC/4 Nutrition

Dr. Robert Silverman leads you through an innovative demonstration showcasing the power of performance nutrition and conservative therapies on health and movement patterns. Utilizing interactive how-to's, he demonstrates a functional approach to improved performance and recovery that includes diet, nutrition supplementation, laser therapy, functional movement assessment, corrective exercises and more. Understand how to apply neurodynamic tests and corrective laser protocols. Discover effective assessment, rehabilitation and nutritional strategies for the management of musculoskeletal injuries and disorders. Assess and understand traumatic brain injuries (concussion, neurodegenerative diseases), review the pathogenesis of cumulative trauma disorders. Expect to leave with hands-on reproducible, implementable protocols for your practice success.

**Thu Sept 26, 8:00 am - 5:00 pm** (1-hour lunch break)

Instructor: Robert G. Silverman, DC, DACBN, DCBCN, MS, CCN, CNS, CSCS, CIISN, CKTP, CES, HKC, FAKTR

Sponsored by Erchonia

## **Hacking the Chiropractic Profession: The Technology Adjustment – 2 CE DC/CT**

### **NEW AT FALL CONVENTION:**

**Join us for an opening general session!**

Dr. Jay Greenstein will engage us with his energetic, dynamic style as he shares information on rapidly evolving technologies and their potential impact on Chiropractic - both positive and negative.

We are living in an unprecedented time of massive change. Rapidly evolving technologies – artificial intelligence, deep machine learning, blockchain, cloud computing, the Internet of Things (IoT), 3-D printing, genomics, mobile health technologies, wearables, telehealth, big data and more, are coming together synchronously creating a perfect storm of massive disruption. We must be part of the conversation, and more importantly, part of the technological advancement through application and innovation.

This session will present an overview of technologies, their implication to the chiropractic profession and the patients we serve, and lay out a recommended action plan for our future.

**Fri Sept 27, 1 8:00 am - 10:00 am**  
**Opening General Session**

JAY GREENSTEIN, DC, CKTP, CGFI received his DC degree from the National College of Chiropractic and earned his post-graduate degree in Sports Chiropractic at Logan College of Chiropractic. Dr. Greenstein has published extensively and presented numerous original research papers at scientific symposiums throughout the world. In addition to maintaining his private practice as CEO of Sport and Spine Rehab and Sport and Spine Athletics, he is the founder and President of the Sport and Spine Rehab Clinical Research Foundation. Dr. Greenstein represents chiropractic at numerous state and national-level policy advisory committees. He has worked diligently throughout his career as an influencer to ensure chiropractic access with healthcare reform taking place at the state and national level. He is the recipient of many awards, serves on multiple community and business advisory boards in healthcare, banking and information technology, and lectures worldwide on topics of sports chiropractic, rehabilitation, business development, and personal and professional growth. He believes strongly in empowering patients to improve the quality of their lives.



**ChiroHealthUSA**  
The Network That Works for Chiropractic

## **HIPAA Compliance – 6 CE DC/CT**

Be certain that you and your staff understand the required written security policies that must be in place to ensure your clinic is HIPAA Compliant. Understand the very real threat of Ransom Ware attacks, cyber-attacks and other forms of patient information breaches. Take away concrete steps to establish a HIPAA program and develop an ongoing program to keep everything current.

**Fri Sept 27, 10:30 am - 5:30 pm** (1-hour lunch break)

Instructor: Ty Talcott, DC

Sponsored by ChiroHealthUSA

## **Addressing the Underlying Causes of Fatigue: Digging Deeper for Clinical Solutions**

**Part I: Finding & Addressing the Fundamental Causes  
of Fatigue – 12 CE DC/4 Nutrition**

Fatigue, a common symptom seen by clinicians every day, presents a clinical dilemma because there are so many possible underlying causes.

This seminar will provide the clinician with a step-by-step guide to determine and address the most common underlying causes of fatigue, including nutritional imbalance, adrenal fatigue, mitochondrial dysfunction, inflammation, gastrointestinal imbalances, insulin resistance, thyroid imbalances and medications.

Specific protocols, including testing and test interpretation; dietary and supplemental recommendations; and lifestyle therapies to address each underlying imbalance will be explained so that each provider has the tools they need to design and implement a plan of action that can help their patients correct and eliminate their underlying causes of fatigue.

Many case studies will be presented to help the practitioner understand how to implement these strategies in practice so that providers are ready to go when they get back to the office. In addition, we will review techniques on how to structure office visits and manage patient flow to maximize results and income.

**Fri Sept 27, 10:30 am - 5:30 pm** (1-hour lunch break)

**Sat Sept 28, 8:00 am - 3:00 pm** (1-hour lunch break)

Instructor: Chad Oler, ND

Sponsored by NutriDyn

## **Today's Chiropractor: Expert Clinician and CEO – 2 CE DC**

In today's healthcare environment, there is more data and research than ever that supports chiropractic care. This course will teach you how to use the latest research evidence to educate your patients, communicate medical necessity to payers, ensure coordinated care with healthcare providers, and improve safety and patient compliance. If you want to create an even greater impact for your community, this is a go-to course.

**Fri Sept 27, 10:30 am - 12:30 pm**

Instructor: Jay Greenstein, DC, CKTP, CGFI  
Sponsored by ChiroHealthUSA

## **Evaluation and Management Coding – 2 CE DC/CT**

While it seems simple, there are three different rule systems that govern evaluation and management codes, and of course, your documentation must reflect the codes. Increase your compliance and income by coding correctly. This course is intended for both DCs and Staff.

**Fri Sept 27, 10:30 am - 12:30 pm**

Instructor: Jeff Wilder, DC, FACO, CCSP, FICC

## **Revolutionary Wellness: Gut-To-Brain Axis in Health – 2 CE DC/2 Nutrition**

The brain is the most nutrient-dependent, energy-dependent and stress-vulnerable organ in the body. Research surrounding the connections between Gut and Brain has experienced significant growth recently in the areas of incidence, assessment and recovery. Attendees will gain valuable strategies to assess and understand traumatic brain injuries, initiate the positive impact of gut health on the musculoskeletal system, review the pathogenesis of cumulative trauma disorders and expertly assess intestinal and blood-brain dysfunctions. Plan to leave with implementable gut-to-brain protocols for Monday morning.

**Fri Sept 27, 10:30 am - 12:30 pm**

Instructor: Robert G. Silverman, DC, DACBN, DCBCN, MS, CCN, CNS, CSCS, CIISN, CKTP, CES, HKC, FAKTR

Sponsored by Erchonia

## **Biomechanics, Imaging and Care of the Active Patient – 4 CE DC**

Learn step-by-step how to perform a biomechanical exam. Understand cause vs. symptom relief and biomechanical model vs. medical model. Discover the importance of biomechanical x-rays and how to interpret them.

**Fri Sept 27, 1:30 pm - 5:30 pm**

Instructor: Mark N. Charrette, DC  
Sponsored by Foot Levelers

## **The ABCs of PI (continued)**

see page 18 for description.

**Fri Sept 27, 1:30 pm - 5:30 pm**

## **Stroke: The Truth Shall Set You Free – 2 CE DC**

Attendees will come away with a better understanding of this malady, the truth behind the real numbers of incidence, how chiropractors can minimize the occurrence, and how to address this issue with patients and other healthcare providers.

**Fri Sept 27, 1:30 pm - 3:30 pm**

Instructor: Jeff Mackey, DC, FACO, FICC  
Sponsored by Bioposture Mattress Company

## **High Velocity Low Amplitude (HVLA) Manipulation: Current Research and Information – 2 CE DC**

Join Dr. Jeff Mackey to gain a better understanding of the science behind what we do, explore key strategies in risk management and malpractice avoidance and develop ways to promote the chiropractic profession.

**Fri Sept 27, 3:30 pm - 5:30 pm**

Instructor: Jeff Mackey, DC, FACO, FICC  
Sponsored by Bioposture Mattress Company

# WCA 2019 FALL CONVENTION

THURSDAY, SEPTEMBER 26  
*through*  
SUNDAY, SEPTEMBER 29



[www.wichiro.org/conv\\_fall](http://www.wichiro.org/conv_fall)

Join us for 4 days of Seminars, CE courses, Vendors, and Special Events!

### Special Events & Awards

New! Join us on Friday morning for an opening general session. Dr. Jay Greenstein will engage us with an energetic presentation on the impact of technology on our profession.

On Saturday night, mingle and celebrate with complimentary refreshments and hors d'oeuvres at the annual Awards Gala.

### Fun for the Whole Family

Make the short drive and join us for the ultimate family vacation!

From toddlers to teens to moms and dads, everyone will have a blast at the Kalahari! Family will be more than entertained while you are in sessions, and join them at the world famous indoor pool once seminars are done!

### Discounted Room Rates

Save money by reserving your hotel room under the "Wisconsin Chiropractic Association" block by August 26.

Room rates start at \$109 per night for week nights and \$149 per night for weekends (including Friday). Please make sure to use the reservation link on our website: [www.wichiro.org/conv\\_fall](http://www.wichiro.org/conv_fall).

Registration is Now Open for the 2019 WCA Fall Convention!

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# Getting Naked – A New Approach to Customer Service?



I have no doubt that the title of this article caught your attention. It certainly caught the attention of our team last month when they were assigned to read the book *Getting Naked* by Patrick Lencioni as part of their monthly personal and professional development. As one of our team members shared, “things are about to get uncomfortable.” She meant it as a joke, but as the team discussed the book, they learned that she wasn’t far off the mark.

In this book, Patrick Lencioni describes an unconventional approach to improving customer loyalty: vulnerability. The book, a business fable, illustrates the three fears that truly sabotage our success and prevent us from developing customer (or patient) loyalty. Although we can all relate to each of the three fears, each person on our team could quickly identify which fear resonated the most in their own life.

## The Fear of Losing Business

This is a fear that we can all relate to. What I hadn’t realized was that my fear of losing business was getting in the way of new opportunities. Ultimately, it enabled me to continue avoiding difficult issues or problems within my practice. One of the best lessons from the book teaches that we need to be focused on *helping* our patients, versus looking at them as a revenue source. Whether we want to admit it or not (and we don’t), we can find ourselves making recommendations based on what insurance covers and not necessarily what our patients need.

One example of this is not recommending therapy to Medicare patients because it is a non-covered service. I’ve heard it said before that the moment you want the care for the patient more than they do, you’ve lost your credibility and they may sense desperation. Recommend the best care, all the care you truly feel they need from a clinical perspective, and let them choose to move forward, or be willing to dismiss them. That takes guts, especially when you need to pay the bills, but it will make you more confident in your recommendations and send a clear message that you won’t play “Let’s Make a Deal” with their care plan.

## Fear of Being Embarrassed

One of our long-time team members surprised us when she stated this was her biggest fear. She is often asked her opinion inside and outside of our organization and is terrified that she will say something wrong or have a terrible idea and look bad in front of

others. This fear is about wanting to be viewed as intelligent and not wanting to appear ignorant. Patrick Lencioni says that “naked” service providers admit when they don’t know something. They celebrate errors because protecting their egos is not as important as helping others.

While discussing this fear, this same team member finally acknowledged that some of the best ideas we have implemented as a company have come from some of the craziest ideas and suggestions from our team. These ideas created invaluable solutions when re-evaluated in the right light. Not every idea is necessarily a good one, but there is always something to be learned from them. As recently as last week, I offered up an idea and our team shot it down. They were right, of course, so to save face I simply said, “I said it was an idea, not a GOOD idea!” That’s hard to do, but I’ve learned it’s healthy to have your team members not fear retribution from the “Boss.”

## Fear of Feeling Inferior

This fear is one that, for some reason, our profession appears to struggle with. I have been involved with the medical community for years, and my practice is on the campus of a spine center. I’ve served as the Staff Chiropractor at the VA Medical Center. I’ve had the opportunity to lecture to pain management residents and neurosurgery residents at the University Medical Center. I have come face to face with feeling inferior many times, and here is what I learned. WE underestimate ourselves. Our training and knowledge are on par or above many specialties when it comes to neuromusculoskeletal diagnosis and treatment. To combat feeling inferior, we shouldn’t project superior intellectual pride, but we should project confidence and competence to our patients and other healthcare providers.

Each fear discussed in Lencioni’s book is accompanied by lessons on how to overcome that fear. These lessons can show you how to help your patients and grow your practice. Although this book was not written for healthcare professionals, it can easily be adapted to your practice with a little thought and effort. For example, referring to the fear of losing business, one of the principals says to “give away the business.” Don’t literally donate your practice, but be willing to share your knowledge and expertise.

As one of the most regulated systems in our country, we cannot give free or discounted services to our patients. That would be an

*continued on page 35*



May 29, 2019

Worker's Compensation Advisory Council, Steve Peters, Chair  
201 E. Washington Avenue, Madison, WI 53702

Dear Administrator Peters:

The Health Care Liaisons to the Worker's Compensation Advisory Committee (WCAC) support an effective WCAC that helps reinforce our state's first-in-the-nation program. Studies regularly show injured workers' satisfaction with the healthcare services they receive and how readily available that care can be obtained. Wisconsin healthcare requires fewer visits per claim and fewer services per visit, helping to make the healthcare portion of the state's WC system both high quality and high value. Maintaining that record of success is a priority of all four liaison organizations.

Because healthcare's opinions on previous sessions' agreed-to bills have been instrumental in those proposals' advancement, we wanted to share our initial thoughts on some of the proposed items up for negotiations.

### **Management Proposals**

#### #1 – Employer directed care

- The liaisons believe that patient freedom of choice in getting care for their workplace injury is a fundamental reason why patient satisfaction is so high in Wisconsin's WC program. A return to the days of employer-designated "physician panels" would likely result in negative impacts.

#### #2 – Electronic billing/payments

#### #3 – Electronic medical records

- The liaisons believe these proposals are focused in only one direction: on healthcare providing information to payors. At the very least those providing payment should be required to reimburse providers electronically and be able to accept electronically-provided healthcare records to allow for more timely processing and payment.

#### #4 – Treatment guidelines

- Best practices in healthcare are constantly evolving, which is why it is inappropriate to dictate healthcare procedures and/or treatments in statute or administrative code. Prior authorization requirements are already a great interference in patients acquiring the healthcare services they need.
  - Establishing prior authorization as a mandated step in the WC healthcare process by turning guidelines into parameters is unwise.

#### #5 – Fee dispute resolution process

- The liaisons have a long-established opposition to establishing an arbitrary fee schedule for WC care. The data don't support the need for such a system, and assessing group health negotiated rates against the workers' compensation healthcare system is a false comparison. The fundamental change to the fee dispute process is essentially establishing management's long-sought-after desire to get the benefit of bargained rates – lower fees – without making any guarantees for the typical benefits associated with group health bargaining: guaranteed volume, prompt payment, and greater administrative efficiency throughout the process.

#### #16 – Disability determinations

- We include this in our list as we are unsure what is being proposed. More information would be helpful.

### **Labor Proposals**

#### # 15 – Opioids

- We understand that in the definitions of "alternative treatments" the word "may" is used before the list of potential services/drugs; we are concerned that listing certain services/drugs that have not yet been shown to be effective alternatives to opioid use could end up requiring payments for unproven therapies. For example, lidocaine and ketamine infusions are very expensive and often provide only limited benefit for some conditions.
- We believe that including "medical" marijuana in the bill would be extremely complex and could harm the bill's chances of advancing. As there is no "medical" marijuana law in Wisconsin, the bill would need to establish a wide variety of statutes related to the growing, cultivation, and distribution of marijuana. A paucity of "high quality" or even "moderate quality" medical research on therapeutic marijuana product use means that a proposal in this area is premature, as physicians and other prescribers do not yet have the ability to prescribe safe and effective marijuana drugs. (Epidiolex is one exception for certain severe seizure disorders, and that drug has gained FDA approval following research and clinical trials.)

Thank you for this opportunity to share healthcare's thoughts on the current process. Please feel free to contact any of us at any time with your questions.

Sincerely,

Thomas Moore, Wisconsin Chiropractic Association; Lisa Ellinger, Wisconsin Hospital Association; Mark Grapentine, JD, Wisconsin Medical Society; Annie Early, Wisconsin Physical Therapy Association

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Bryan T. Hanypsiak MD  
Editor-in-Chief:  
The American Journal of Orthopedics

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[sbroadley@legallymineusa.com](mailto:sbroadley@legallymineusa.com)

or call **801-477-1750**



## WCA Members Supporting Their Communities

### Congratulations to Dr. Stephen DeWitt!

WCA and Standard Process are proud to congratulate Dr. Stephen DeWitt from LSM Chiropractic, as our quarter two Community Involvement winner!

Dr. DeWitt was nominated by LSM Chiropractic Business Manager, Sarah Pavlik, and she describes him as a staple in his communities. *“Dr DeWitt is the person who will continue to service his community years after he is through serving patients. I am so proud to be on a team with him. He has found a balance between work, family and supporting his community.”*

Dr. Dewitt is heavily involved in the Boys Scouts, the Knights of Columbus, Sound of Sun Prairie marching band, and Touched Twice Clinic, which provides free dental services to the Madison community. He is said to have a “heart of gold” and his involvement includes volunteer, teacher, fundraiser, and mentor. He’s been known to dress up as Santa over the years and always has the best Halloween costumes. He spreads joy during the holidays with his magical light display at his home, which has been featured as a “must see” house during the holidays for several years.

WCA and Standard Process are honored to highlight Dr. DeWitt’s dedication to the greater Madison community!



#### Thank you to the following DCs who shared their community involvement:

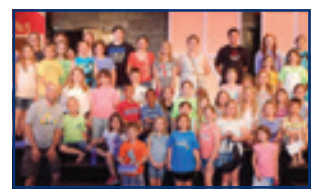
##### Dr. Robert Blue, Appleton

Dr. Blue has raised funds for the Appleton area Make-A-Wish Foundation for ten years. By installing a computerized holiday light show during the holiday season, he has raised over \$40,000 which assisted in fulfilling 13 wishes for children with life threatening diseases. To view his light show, visit: [www.youtube.com/rblue59](http://www.youtube.com/rblue59)



##### Dr. Victor Schueller, Kiel

Dr. Schueller is the co-founder of the Kiel Area Youth Theatre, a non-profit organization that provides area youth the opportunity to participate in theatrical experiences and share their creative talents. The organization gives back to the community a percentage of the ticket sales, funds scholarships and supports the community library.



Submit your community involvement stories for quarter 3. Visit us at [www.wichiro.org/CommunityInvolvement](http://www.wichiro.org/CommunityInvolvement)

#### Thank you to our Community Involvement Campaign Corporate Sponsor:



Standard Process, headquartered in Palmyra Wisconsin, has been dedicated to the field of nutritional supplements and the whole food philosophy since 1929. We admire their dedication to ensuring high quality products, promoting healthy lifestyles, and their commitment to strengthening the chiropractic profession.



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- Antigo. Excellent family referral practice in 8,000 population community offering low cost of living in beautiful recreation area. Attractive professional building. Prime location. Fully furnished and equipped, including digital x-ray, ChiroTouch transferrable insurance plans. Doctor retiring. Creative seller financing.

Thinking of buying or selling a practice? We welcome your inquiry. All inquiries and discussions will be kept strictly confidential. Give us a call today, 952.953.9444.

## Addressing the Underlying Causes of Fatigue (continued)

see page 19 for description.

**Sat Sept 28, 8:00 am - 3:00 pm** (1-hour lunch break)

## Impairment Rating: Updates and Recertification – 12 CE DC

The AMA Guides to the Evaluation of Permanent Impairment 6th edition defines an innovative new international standard for impairment assessment.

The goal of the AMA guidelines was to provide an impairment rating guide that is authoritative, fair, and equitable to all parties. A methodology was adopted and applied to each chapter to enhance the relevancy of impairment ratings, improve internal consistency, promote greater precision, and standardize the rating process. It is hoped that the new edition will prove to be a benefit to chiropractic providers/examiners by minimizing inter-chapter conflict and improving decision-making.

Approved for recertification for those currently certified by the American Board of Forensic Professionals (ABFP) this course is appropriate for anyone wanting more background in Impairment Rating. In these days of struggling reimbursements, the additional revenue stream of an expert witness practice is even more important.

**Sat Sept 28, 8:00 am - 5:00 pm** (1-hour lunch break)

**Sun Sept 29, 8:00 am - 12:00 pm**

Instructor: Steven G. Yeomans, DC, FACO

## Diagnostic Imaging of the Spine and Extremities - 4 CE DC

Attendees will be presented with a wide variety of diagnostic imaging case studies, including radiographs and advanced imaging. The discussion will include information related to clinical imaging correlations, as well as specific imaging findings. There will also be discussion of important factors regarding imaging decision-making, technical factors/quality assurance and related topics.

**Sat Sept 28, 8:00 am - 12:00 pm**

Instructor: Michelle Mick, DC, DACBR, DipMED  
Sponsored by CDI

## Avoiding Expensive Documentation Mistakes – 4 CE DC/CT

Dr. Gwilliam, Clinical Director for PayDC EHR Software, certified coder and auditor, will teach you how to avoid the most expensive documentation mistakes that DCs make, including cloning and creating lousy care plans. He will demystify the confusion around where auditors and reviewers find the rules that they apply when looking at your records. Discover ways to easily satisfy documentation requirements so that you can get back to taking care of patients.

**Sat Sept 28, 8:00 am - 12:00 pm**

Instructor: Evan M. Gwilliam, DC MBA BS CPC CCPC CPC-I  
QCC MCS-P CPMA CMHP AAPC fellow

Sponsored by PayDC and Infinedi

## Hemp: Exploring the Endocannabinoid System in Health & Disease

– 4 CE DC / 4 Nutrition

One of the most important medical achievements in recent history has been the discovery of the Endocannabinoid System (ECS) - an intricate network of receptors and signaling molecules (endocannabinoids) found throughout the body. From a global perspective, the ECS is focused on maintaining overall health, balance and wellbeing (homeostasis) and may be viewed as a master adaptogenic system that is involved in all physiological functioning in the body.

Research has demonstrated the ECS is intimately involved in our metabolism, neurological, cardiovascular, respiratory, gastrointestinal, and musculoskeletal systems as well as modulating communication among organs. While our bodies naturally produce internal cannabinoids (endocannabinoids) that influence various receptors, deficiency states do exist and are linked to numerous conditions influenced by inflammation, stress, anxiety and brain health. The good news is that many of these conditions respond to plant based phytocannabinoids and hemp is the major source.

This lecture provides a glimpse into this critically important and ignored physiological system and the clinical relevance of hemp-based phytocannabinoids.

**Sat Sept 28, 8:00 am - 12:00 pm**

Instructor: Carl Germano, CNS, CDN  
Sponsored by Standard Process

## Chiropractic Treatment Options for TMJ Disorders – 4 CE DC

The National Institute of Dental and Craniofacial Research reports that as many as 10 million people have TMJ disorders, often presenting with other conditions such as headaches, neck pain, chronic fatigue syndrome, fibromyalgia, IBS, and other systemic illnesses.

This 4-hour program will provide the doctor with practical information and techniques specific to TMJ Disorders that can be integrated into even a busy practice the following day. Advanced therapeutic applications, including laser therapy and adjusting techniques, will be highlighted.

**Sat Sept 28, 8:00 am - 12:00 pm**

Instructor: Dr. Wendy Varish, DC, FACO, CCSP, CCOHC, MCS-P  
Sponsored by Power Medic Lasers

## Common Subluxation Patterns and Adjustments for Lower Extremities

– 8 CE DC

Dr. Charrette examines the basic neurology of extremity adjusting and introduces the benefit of utilizing indicators to adjust extremity articulations as opposed to symptomatology.

Using the concept of “The Noisy Joint,” the use of motion x-rays and video demonstrations, the adjustments for the typical pronated foot will be taught, including the navicular, cuboid, cuneiforms, talus, calcaneus and fibular head. Indicators, listings and adjustments for the knee and hip will be presented along with targeted rehab exercise. The wrist extension thrust technique will be covered in detail so participants will be able to duplicate the results.

Expect a workshop/hands-on format utilizing multiple repetitions. You’ll leave with effective adjustments you can implement immediately that will increase positive outcomes for your patients.

**Sat Sept 28, 8:00 am - 5:00 pm** (1-hour lunch break)

Instructor: Mark N. Charrette, DC  
Sponsored by Foot Levelers

## Compression Band Flossing – 2 CE DC

This course introduces the concept of skin/fascial/nerve gliding to help reduce tissue swelling, improve movement and modulate pain with the use of ‘compression band floss.’ This course will cover the anatomy, physiology and neurology of the effects of compression band flossing on connective tissue gliding, tissue traction and tissue compression. Interventions with compression band floss (including direction and pressure concepts) will be reviewed and integrated into current rehabilitative concepts. Intended for practitioners and therapists with a basic understanding of soft tissue techniques. Compression bands will be supplied to each attendee to use during the course. Participants should present with comfortable clothing to allow for a hands-on workshop experience.

**Sat Sept 28, 1:00 pm - 3:00 pm**

Instructor: Beth Rizer, DC  
Sponsored by Rocktape

## Chiropractic Treatment Options for Common Shoulder Conditions – 4 CE DC

You have a busy office. You have learned great techniques for treatments at other seminars, but sometimes the time it takes to implement these techniques is just not practical. From rotator cuff conditions to frozen shoulder, this 4-hour program will provide the doctor with comprehensive treatment options that can be realistically applied within a busy office. Advanced therapeutic applications, including laser therapy and adjusting techniques, will be highlighted.

**Sat Sept 28, 1:00 pm – 5:00 pm**

Instructor: Dr. Wendy Varish, DC, FACO, CCSP, CCOHC, MCS-P  
Sponsored by Power Medic Lasers

## Chiropractic CPT and ICD-10 Coding for Dummies – 4 CE DC/CT

Many of us find coding rules and guidelines a bit daunting. Dr. Gwilliam has already waded through them. Let him help you get them figured out! Leave this presentation with the peace of mind that you are doing things correctly.

**Sat Sept 28, 1:00 pm - 5:00 pm**

Instructor: Evan M. Gwilliam, DC, MBA, BS, CPC, CCPC, CPC-I, QCC, MCS-P, CPMA, CMHP, AAPC, Fellow  
Sponsored by PayDC and ChiroHealthUSA

## Fall Convention Seminars Sat Sept 28

### Informed Consent and Patient Safety

– 2 CE DC

This can be a confusing topic for DCs. What is required? What is best practice? What keeps them out of court? Protect your practice by being informed. Dr. Wilder is an expert in this topic, with many years of experience sharing his expertise in the courtroom, legislature and classroom. Attendees will leave confident they understand the background literature and have mastered the requirements.

**Sat Sept 28, 3:00 pm - 5:00 pm**

Instructor: Jeff Wilder, DC, FACO, CCSP, FICC

### Myofascial Cupping – 2 CE DC

This course introduces the concept of skin/fascial decompression to help improve tissue mobility, improve movement and modulate pain with the use of myofascial cups. This course will cover the anatomy, physiology and neurology of the effects of myofascial cupping on connective tissue gliding, tissue traction and tissue decompression. Interventions with myofascial cupping will be reviewed based on the literature and integrated into current rehabilitative concepts. Intended for practitioners and therapists with a basic understanding of soft tissue techniques. A myofascial cupping set will be provided for attendees to use during the class. Participants should present with comfortable clothing to allow for a hands-on workshop experience.

**Sat Sept 28, 3:00 pm - 5:00 pm**

Instructor: Beth Rizer, DC

Sponsored by Rocktape

## Fall Convention Seminars Sun Sept 29

### Light Therapy & Cold Laser for CTs

– 4 CE CT

This 4-hour course will introduce chiropractic technicians to the concepts of light and its therapeutic applications.

**Sun Sept 29, 8:00 am - 12:00 pm**

Instructor: Dr. Wendy Varish, DC, FACO, CCSP, CCOHC, MCS-P

Sponsored by Turowski Health Care Products

### Impairment Rating (continued)

see page 28 for description.

**Sun Sept 29 8:00 am - 12:00 pm**

### IASTM Redefined: Basic Gentle Soft Tissue Techniques for Your Patient Care – 4 CE DC

The concept of movement therapy and performance enhancement via Instrument Assisted Soft Tissue Mobilization (IASTM) will be introduced. The tools may be hard-edged, but the techniques don't need to be aggressive to deliver superior patient outcomes.

A review of dysfunctional movement screening patterns and the utilization of soft tissue tools to improve patient outcomes is covered along with a review of anatomy, physiology and neurology of myofascial soft tissue work. IASTM intervention strategies will be combined with kinesiology taping to deliver a comprehensive approach to patient care.

This hands-on workshop environment is intended for practitioners and therapists with all levels of experience with soft tissue techniques.

**Sun Sept 29 8:00 am - 12:00 pm**

Instructor: Beth Rizer, DC

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# CLASSIFIEDS

## ASSOCIATE DOCTOR NEEDED WITH BUYOUT OPPORTUNITY – FOX VALLEY

Busy office needs full-time doctor to assist with patient care. Incoming doctor will be taking over existing patients and have all the tools to be successful including marketing rep to ensure constant new patients along with personal coach. Patients consist of PI, insurance, WC, cash, and Wellness. Enjoy all that the Fox Valley has to offer, from the arts to the beautiful surrounding lakes and state parks, etc. Live the life you dreamed. Potential buy-in and/or buyout available. Email your resume to [bwelhealthassociates@yahoo.com](mailto:bwelhealthassociates@yahoo.com)

## ANTIGO, WI PRACTICE FOR SALE

Hello Doctor, let me introduce myself. I am Bruce C Goldsworthy and I have been practicing in Antigo, WI (54409) since 1982. I am on the verge of retirement and I wish to sell my practice. I am offering a fully equipped modern office for sale. A turn-key operation for someone who is looking for a solo practice or perhaps a satellite clinic. Briefly, the sale includes a 1,500 sq./ft stand-alone building with a full basement, digital X-Ray, ChiroTouch electronic note taking system, insurance contracts, six-figure gross collections, and much more. See website: [www.antigo-chiropractic.com](http://www.antigo-chiropractic.com)

If you are interested or know of someone who might be, please contact me via email at: [BGoldsworth1@cfl.rr.com](mailto:BGoldsworth1@cfl.rr.com) or call/text at 715-573-3224 for further details. Thank you for your consideration, Bruce C. Goldsworthy.

## RELIEF COVERAGE WANTED

Doc For A Day! Is hiring part-time contractors to perform office coverage work. Great pay, flexible hours, and valuable learning experiences are some of the benefits of this type of position. Contractor(s) must be licensed, maintain current malpractice insurance, have personal transportation, and have graduated at least 3 years ago.

Call 847-367-9641 or email: [dalelachman@gmail.com](mailto:dalelachman@gmail.com) with resume or CV.

## ASSOCIATE WANTED – MILWAUKEE AREA

Chiropractic Company is a rapidly expanding group of clinics in the greater Milwaukee area and we are currently looking for associate doctors. We are unique in the profession in that doctors can advance from associate, clinic director, to shareholder in the corporation all based on their personal performance. In addition to this unique salary and bonus structure we also offer health insurance, short-term and long-term disability insurance, and a matching 401k plan. Continuing education, chiropractic coaching, 50% off a gym membership, license, CPR training, and malpractice insurance are also covered benefits when working for the Chiropractic Company. For more information, go to: [chiropracticcompany.com](http://chiropracticcompany.com) or email: [drmcleod@chiropracticco.com](mailto:drmcleod@chiropracticco.com)



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# CLASSIFIEDS

## DC WANTED – HARTLAND, WI AREA

Well-established clinic in the heart of Lake Country is looking to add another doctor. Salaried position comes with a personal coach, marketing, and staff to ensure success! We have a wide patient base ranging from insurance, personal injury, work comp, maternity, pediatric, and wellness care. If you are looking to join an in-network clinic that has a growing wellness practice, apply here!

Please email your resume and cover letter to: hartlandchiro@gmail.com or feel free to visit our website at: hartlandchiro.com

## POSITION WANTED – MANITOWOC, WI

This state-of-the-art clinic is in Manitowoc, WI and has been established for nearly 20 years. This is a high-paced, multidisciplinary rehab clinic with functional medicine nutrition, but also adheres to the strong roots of chiropractic philosophy. This is a dynamic practice setting yet it also cherishes family care. A quality candidate must be a highly self-motivated doctor with strong adjusting skills. The right candidate will receive: a guaranteed above-average salary base pay including bonuses (\$65k-\$100k annually), health insurance, 401k retirement, short- and long-term disability, 3 weeks paid vacation and holiday, malpractice insurance, and paid CE.

Email resume: drheimerl@hotmail.com OR Call: 920-905-2331

## ASSOCIATE DOCTOR WANTED – EAST DE PERE, WI

Looking for an associate doctor to join our busy chiropractic clinic in East De Pere, WI. The right candidate will take part in all aspects of patient care, in a clinical practice setting that treats patients ranging from athletes to families. Starting salary will be \$50,000 to \$65,000 depending on experience, with the opportunity to earn additional bonuses as well. An associate here will be entitled to a 401k with profit sharing, malpractice insurance, and other benefits all included in a robust compensation package.

To apply, please forward your resume to drvands@yahoo.com or Call 920-562-3691.

Thank you for considering this position, Dr. Dave Van Drisse.

## CHIROPRACTIC PRACTICE COVERAGE

Hello. My name is Dr. Charisse Kenny Huston with Concierge Chiropractic and Wellness. I am fully licensed and insured for practice in Wisconsin, Florida and Pennsylvania. As a second-generation DC, I have 28 years of experience. I have founded, owned, and operated a variety of successful practices including pediatric, family, sports, and PI. I am familiar with most software programs, PT decompression and laser, and provide clinical excellence plus unbeatable customer service giving you peace of mind. I accept long- and short-term assignments (Se habla Espanol).

Call: 920-383-1036 or 717-329-9434 or email me at Drcharissehuston@gmail.com today.

## PRACTICE FOR SALE – ALGOMA-STURGEON BAY, WI AREA

A fast-growing chiropractic office is for sale located within the beautiful Algoma-Sturgeon Bay area. Doctor must relocate due to family issues. Office serves a diverse mix of PI, WC, Medicare, regular insurance, and cash patients. There is a steady stream of new patients walking in the door, all with minimal marketing. This space offers a very nice stand-alone office with a lower level rented out by PI attorney. Other lower rooms are also available to be rented out for supplemental income if interested in a future building purchase. The office sale will include a digital X-ray along with multiple adjusting and therapy rooms. This location is complete with ample parking. Priced to move at \$125,000. Email jbinvestmentsgroup@yahoo.com for more information.

## ASSOCIATE DOCTOR WANTED – LA CROSSE, WI

An ambitious, caring, and reliable associate doctor is needed for our multi-office family-based wellness practices in the beautiful and progressive La Crosse area. Doctor must have a desire to learn, a solid work ethic, and a passion for chiropractic. These qualities will help you to succeed in chiropractic both professionally and on a personal level. An amazing doctor is needed to care for patients in a well-established practice. Our benefit package includes retirement investments, health insurance allotment, malpractice insurance coverage, and continuing education allowance.

We are looking forward to meeting the right person to join our amazing team.

Contact drrenataanderson@mychiropracticplace.com or call: 608-385-0522.

## Doctor's CORNER

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



## Dr. Ballweg

WCA is happy to congratulate Dr. Jason Ballweg and his wife, Caitlin, who welcomed a baby girl on April 13, 2019.

Baby Mila and family are all doing great. Congratulations to the Ballweg Family!

# CLASSIFIEDS

## ASSOCIATE DOCTOR WANTED – JANESVILLE, WI

Van Roo Family Chiropractic is seeking an associate doctor to join our family practice. The 2 doctors of VRFC have been serving the Janesville, WI community for 16 years. We recently moved into a newly renovated building with additional treatment rooms and digital X-ray. We have a large family practice with one Pediatric Diplomat Doctor on staff. We have a 50% cash, 50% insurance-based practice, and are fully staffed. We are at an ideal stage to begin the search for a long-term associate doctor with potential ownership of the clinic in the future. This new doctor must have a strong work ethic, strong values, like to have fun in a professional setting, and would also like to be in our area long term. We will provide training and competitive compensation.

Please email inquiries and/or your resume to ryanlaurawatt@hotmail.com or call 608-751-3124.

## FULL-TIME ASSOCIATE POSITION – PORTAGE, WI

Come join our busy practice! Our practice is based on principled chiropractic with a focus on care for the whole family. Doctor must be a strong, diversified/Gonstead adjuster and willing to work with kids. Must be growth-oriented and willing to learn our proven procedures. This opportunity includes a competitive salary with bonus potential, continuing education seminars, health insurance and vacation time. Looking for an energetic and passionate person, willing to help change the culture in our community, by serving numerous families through chiropractic. Send CV and cover letter to Kevin@blauchiropractic.com

## EQUIPMENT FOR SALE – PRAIRIE DU CHIEN, WI

Looking to sell some of my chiropractic equipment. Currently all listed items are on sale:

- 3 - Zenith 440 chiropractic tables with Thompson Drops. One with power front.
- 2 - Aqua massage tables (One Aqua Med 220, One AMI super deluxe)
- 1 - Aqua med chair
- 1 - Examination table
- 6 - 14x36 view boxes
- 4 - Gonstead cervical chairs
- 2 - GK-3 massagers

All equipment has been well maintained and is in great shape. Call Dr. Arnie Steele at: 608-326-8712 or feel free to call his cell at: 608-412-3078.

## ASSOCIATE CHIROPRACTOR WANTED – WAUTOMA/GREEN LAKE, WI

Associate chiropractor wanted for an established central Wisconsin practice with 2 locations. This position would assume an 80% full patient load with opportunity for growth when great patient management skills are applied. It also has a possibility of buy-in after 3 to 5 years as established doctor is phasing into retirement. Practice techniques currently utilized include diversified, various manual muscle techniques, and low-tech rehab. Pay and benefits are competitive, and details will be discussed at first interview.

Email cover letter and resume to chirojob41@gmail.com. We hope to fill the position in the next 4-6 weeks.

## DC WANTED – ANTIGO, WI 54409

Immediate opening for a chiropractor who is starting their career or a chiropractor who is looking for a new start. Look no further. Located in Antigo, WI. Enjoy fishing, hunting, snowboarding, golfing, etc. DOT certification a plus. NO OVERHEAD EXPENSES. Starting salary \$50,000 - \$125,000 + based on experience. If interested, please contact:

- Dr. Bruce Goldsworthy: BGoldsworthy1@cfl.rr.com • Call 715-573-3224
- Dr. Lindsay Jaworski: Drlindsay@antigochiro.com • Call 715-612-3895

## MULTIPLE DCs WANTED – MULTIPLE LOCATIONS NEED FILLING

Chiro One Wellness Centers are seeking chiropractors to support their geographic growth in Wisconsin, Illinois, Indiana, and Missouri! Our average clinic director in 2018 took home over \$186,000 practicing as a Subluxation-Center + Active Rehab Chiropractor. We have immediate openings for Milwaukee, Madison, Eau Claire, Chicago, Springfield, Bloomington, Peoria, Indianapolis, Carmel, St. Louis, Chesterfield, and Kansas City.

Contact: Narmda Kumar. Email: Narmda.Kumar@medullallc.com  
Phone: 224-888-1270

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## Doctor's CORNER

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



## Dr. Ruppel

WCA congratulates new (to WCA) member, Dr. Steve Ruppel on his recognition by the Wausau Region Chamber of Commerce. Ruppel Chiropractic was the recipient of the 2019 Small Business Award for the Business-to-Consumer category. The award recognizes business growth, community involvement and innovative efforts in the Wausau region!

## Getting Naked - Cont. from page 23

inducement violation. However, there are other things that we *can* do. A good friend of mine told me he frequently gives talks around his community about ways to treat common injuries such as sprains and strains at home. He has videos that show stretches, talks about when to use heat and ice, and always lets his audience know to see their healthcare provider if a condition becomes worse or doesn't improve after a few days. By showing his community how to treat themselves at home, he receives tons of referrals to his practice from patients who heard him speak or saw his videos.

*Getting Naked* is about embracing vulnerability, which is far more complicated than one would think. Focusing on the takeaways in this book and adopting a sense of selflessness in every encounter with your friends, family, colleagues, employees, and patients, has the potential to dramatically improve all areas of your life, both personally and professionally. I encourage you to read or download the book today and start your journey to "Getting Naked."

*Dr. Ray Foxworth is a certified Medical Compliance Specialist and President of ChiroHealthUSA. A practicing chiropractor, he remains "in the trenches" facing challenges with billing, coding, documentation, and compliance. He has served as president of the Mississippi Chiropractic Association, former Staff Chiropractor at the G.V. Sonny Montgomery VA Medical Center, and is a Fellow of the International College of Chiropractic. You can contact Dr. Foxworth at 1-888-719-9990, info@chirohealthusa.com, or visit the ChiroHealthUSA website at www.chirohealthusa.com. Join us for a free webinar that will give you all the details about how a DMPO can help you practice with more peace of mind. Go to www.chirohealthusa.com to register today.*

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# WELCOME

new WCA members!

Dr. Katrine Colton	Dr. Katelyn Nielsen
Dr. Adam Cosson	Dr. Jared Rademacher
Dr. Will Curtis	Dr. Chad Rechcygl
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Dr. Heather Escobar	Dr. Steve Ruppel
Dr. Matthew Frahm	Dr. Baley Schubert
Dr. Michael Ganas	Dr. Molly Schulting
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