



The Wisconsin Chiropractor

The Official Publication of the Wisconsin Chiropractic Association

WCA Board Elects Dr. Gene Yellen-Shiring President, Welcomes Members of Executive Leadership



Welcome

Dr. Gene Yellen-Shiring - WCA President

Dr. Brenda Holland - WCA Vice President

Dr. Chris Resch - WCA Secretary

Dr. Robert Anderson - WCA Treasurer

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October/November 2017

Volume 52 | No. 5





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Difficult Issues Require Thoughtful Leadership

Dr. Gene Yellen-Shiring, WCA President

I want to express just how proud I am of you, our members, for the way you have conducted yourselves over the past five years, while your Wisconsin Chiropractic Association has engaged in conversations and debates related to developing our legislative priorities and agenda. Admittedly, some of these issues have been controversial. They have struck a nerve, forcing many of us to evaluate how we see both our profession and ourselves as chiropractors.

Perhaps the most controversial issue is that of prescription authority for chiropractors. In spite of this being a deeply personal and emotional issue, you have conducted yourselves in a manner that has been both professional and dignified. For that, I am extremely grateful and forever indebted.

Your WCA Board of Directors listened carefully to your feelings about this issue, demonstrating courage in asking difficult questions that arose out of a SWOT analysis, which evaluated the strengths, weaknesses, opportunities, and threats to our profession. This process identified a number of significant concerns about our long-term viability as a profession.

We looked at the actions other professions are taking to better position themselves to compete in the healthcare marketplace. Specifically, we looked at PT's in the United States moving to a clinical doctorate, PT's in Britain obtaining prescription rights, and PT's in Australia proposing legislation for prescription rights. We also looked at Nurse Practitioners moving to a clinical doctorate degree and obtaining practice autonomy in over 20 states. We reviewed the US Department of Labor statistics on the income of DC's and how this lags behind all other doctoral level healthcare providers as well as PT's, OT's, and RNs. We considered student loan default rates and how DC's are #1, a dubious distinction. Finally, we discussed the fact that there is both a gap and opportunity for one profession to become the default Primary Spine (and musculoskeletal) provider in the eyes of the public, and asked the question concerning who that will be: DC's or PT's.

One proposed solution included better positioning the chiropractic profession as **THE** go-to provider for spine and musculoskeletal disorders. A survey from a few years ago revealed that of the 21 percent of the population who consulted with a healthcare professional for spinal pain in a given year, only 1/3 of those individuals consulted with a chiropractor, while another third consulted with a primary care physician, and another third consulted with a medical specialist.

The Board posed the following questions:

1. What would make a significant majority of the public regard chiropractors as the **FIRST** choice for those experiencing spinal and musculoskeletal pain?
2. What if people understood that chiropractors could **FULLY** manage musculoskeletal problems, short of surgery? This includes

our go-to treatments of spinal manipulation, ancillary therapies, soft tissue mobilization techniques, and exercise prescription as well as the ability to counsel on over-the-counter medications and even prescription medications in the small percentage of cases where appropriate.

3. Would not this understanding help us better position ourselves and brand the chiropractic profession as **THE** go-to profession for all things musculoskeletal?
4. Would not this perception increase, over time, the percentage of the public who consult with a chiropractor every year from 7 percent to 10 percent, 12 percent, or even 15 percent?

These questions required us to engage all of you in a conversation and debate as to whether or not the profession should move into the realm of prescription medication. I have published three articles in *The Wisconsin Chiropractor* over the past several years on the issue. WCA included comments from members and other parties, both in favor of the concept and opposed. We engaged membership in district meetings and at a WCA Fall Convention. Finally, we sought input from other stakeholders as well as healthcare professions.

More recently, WCA surveyed both the public and members on where you currently stand on the question of chiropractors with appropriate training using these tools. This issue of the *The Wisconsin Chiropractor* features the published results of our member survey.

After careful consideration of your feedback, input from the public and other stakeholders, and analysis of the viability of legislative success at the Capitol, in August 2017, your Board of Directors voted **NOT to introduce legislation to create a Primary Spine Care Practitioner (PSCP) license for chiropractors who complete a master's degree.**

As your president, I am enunciating two principles that will guide your WCA in determining whether to pursue an issue, especially if the issue is controversial, and especially if the issue requires legislative action:

1. **There must be strong, if not overwhelming, member support.**
2. **There must be a clear path to legislative success.**

Specifically, there is overwhelming member support for over-the-counter counseling (*our most recent member survey shows that 87 percent of you either strongly agree or agree on this issue*), but no reasonably clear path to legislative success. With regard to prescription medication, there is majority (*55 percent either strongly agree or agree*) but not overwhelming member support, and there is no clear path to legislative success. Unless these two criteria are met, I pledge that I will oppose the WCA seeking the introduction of any legislation on prescription medication in the future.

Your WCA is in the hands of an excellent leadership team and staff. As your president, I look forward to leading this great association in building chiropractic success.

WCA Legislative Policy Issue Survey Results*



Chiropractors should be able to counsel patients on the appropriate use of over-the-counter medications such as aspirin or ibuprofen to treat neck, back, joint, or muscle pain.

Strongly Agree..... 68.49%
Somewhat Agree 18.49%
Somewhat Disagree..... 3.77%
Strongly Disagree 8.90%
Not Sure 0.34%

Chiropractors with the proper training should be allowed to use nonopioid prescription medications (i.e., anti-inflammatories and muscle relaxers) to treat neck, back, joint, or muscle pain in addition to other treatment options.

Strongly Agree..... 40.07%
Somewhat Agree 15.41%
Somewhat Disagree..... 10.62%
Strongly Disagree 32.19%
Not Sure 1.71%

Chiropractors with the proper training should be allowed to perform non-surgical in-office procedures such as simple injections to treat neck, back, joint, or muscle pain.

Strongly Agree..... 31.85%
Somewhat Agree 17.12%
Somewhat Disagree..... 6.85%
Strongly Disagree 41.44%
Not Sure 2.74%

Chiropractors should have the opportunity to be educated to the highest level they choose in their field and practice at the top of their training to best serve their patients.

Strongly Agree..... 81.51%
Somewhat Agree 10.62%
Somewhat Disagree..... 1.37%
Strongly Disagree 3.77%
Not Sure 2.74%

WCA Legislative Policy Issue Survey Results*

A chiropractor properly trained in best practices of both prescription and non-prescription treatment options would be of value to my patients.

Strongly Agree..... 51.71%
Somewhat Agree 14.38%
Somewhat Disagree..... 8.22%
Strongly Disagree 22.60%
Not Sure 3.08%

What is your opinion on how chiropractors who wish to obtain limited prescription rights be licensed (does not mean you would take the education or obtain the license)?

Obtain a Separate License from the Medical Examining Board..... 42.12%
Obtain a Specialty License from the Chiropractic Examining Board 28.42%
Obtain a Separate License from a New, Stand-Alone Examining Board 8.90%
Not Sure 20.55%

This WCA Legislative Policy Issue Survey was conducted between July 21 and August 2, 2017. Survey results are based upon responses from 292 participating Doctors of Chiropractic.



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Clinic Director

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WCA BOARD ELECTS DR. GENE YELLEN-SHIRING PRESIDENT, WELCOMES EXECUTIVE COMMITTEE MEMBERS

The Wisconsin Chiropractic Association Board of Directors was proud to elect Madison Chiropractor Gene Yellen-Shiring, DC, CCSP, CCE, to the office of WCA President at our 2017 Fall Convention held at the Kalahari Resort in Wisconsin Dells. Dr. Yellen-Shiring is a 25-year veteran of the chiropractic profession who is dedicated to his colleagues and your WCA. He believes in strength in membership, attending WCA CE events, and supporting WCA to ensure your association remains a strong, effective advocate not only for the profession, but also for the millions of Wisconsin citizens who have received care from a Doctor of Chiropractic. We are fortunate to have Dr. Yellen-Shiring lead the WCA into a new era of growth.



“I am honored to have been elected by my colleagues on the WCA Board of Directors to lead this great organization,” said Dr. Gene Yellen-Shiring. “I want to especially thank outgoing WCA President **Dr. Rod Lefler (pictured left)** for his many years of service on the WCA Board and specifically for his work as president over the past five years.”

WCA was also pleased to welcome three members to the Board of Directors’ Executive Committee at Convention: **Dr. Brenda Holland** (Germantown) will serve as WCA Vice-President, **Dr. Chris Resch** (Neenah) will serve as WCA Secretary, and **Dr. Robert Anderson** (Reedsburg) will serve as WCA Treasurer. To learn more about your WCA Board of Directors, please visit <https://wisconsinchiropractic.site-ym.com/page/BOD>.

YOUR WCA IS FIGHTING BACK AGAINST PROPOSED MEDICAL FEE SCHEDULES IN WORKERS’ COMPENSATION



WCA members recently met with State Sen. Steve Nass (R-Whitewater) to express opposition to WCAC-proposed fee schedules in Workers’ Comp. L-R – Dr. Todd Tesch, Sen. Nass, Dr. Yellen-Shiring, Executive Director John Murray.

The Workers’ Compensation Advisory Council (WCAC) has once again proposed a bill that would institute government rate setting for medical providers who treat injured workers under Workers’ Compensation. Wisconsin Manufacturers & Commerce (WMC) instigated this push to impose a fee schedule in Workers’ Comp, ignoring the superior, cost-effective healthcare injured workers in Wisconsin receive.

WCA is part of a coalition serving as liaisons to WCAC. Our coalition stands against proposed medical fee schedules in Workers’ Comp and has issued a joint letter to Wisconsin Senate Labor and Regulatory Reform Chair Sen. Stephen Nass and Assembly Labor Chair Rep. Bob Kulp, specifically requesting that these committee chairs not introduce or hold hearings on WCAC’s proposed bill.

Wisconsin is currently the top-ranked state in the nation, in terms of healthcare quality. The Department of Workforce Development (DWD) announced that in 2017, the state’s workers’ compensation program will see an 8.5 percent rate decrease in premiums that is expected to save employers \$170 million in payments. All of this was accomplished without government fee schedules and, as you are well aware, Wisconsin chiropractors have proudly contributed to these successful outcomes. **Please be prepared to contact your state legislators and voice your opposition to this proposed bill.**

CONTACT THE SENATE HEALTH COMMITTEE CHAIR IN SUPPORT OF WCA’S CHIROPRACTIC CLINICAL TOOLS PACKAGE

Assembly Bill 260 would give families across Wisconsin the **choice** to select a Doctor of Chiropractic to perform sports physicals for student athletes. WCA is currently fighting for your ability to perform pre-participation sports physicals as part of our Chiropractic Clinical Tools Package. This bill allows for parental choice by requiring Wisconsin schools to accept a physical examination completed by a Doctor of Chiropractic who holds a certificate in health or physical examinations, in the same manner that the school accepts a physical exam completed by a licensed physician.

The Wisconsin State Assembly passed AB 260 in June 2017; however, our bill has stalled in the State Senate. It falls on Wisconsin Senate Health and Human Services Committee Chair Sen. Leah Vukmir (R-Brookfield) to schedule a hearing on AB260.



CALL AND EMAIL SEN. VUKMIR TODAY
608-266-2512
Sen.Vukmir@legis.wisconsin.gov

Ask Sen. Vukmir to schedule a committee hearing on AB 260, the bill which ensures that Wisconsin chiropractors can perform sports physicals.

WCA NEWS

WCA BOARD ELECTS NEW MEMBER



L-R - Dr. Chris Resch, Dr. Yellen-Shiring, Dr. Kocken, and Dr. Rod Lefler.

Dr. Alex Kocken grew up in Appleton, WI, and is a graduate of Northwestern Health Sciences University in Bloomington, MN. He has a strong passion for promoting health in the De Pere community, has an affinity for youth sports, and is an advocate for local De Pere sports teams. He is currently in practice at Kocken Chiropractic in De Pere and will serve as WCA Director for the Association's Northeast District.



DOCTOR BRYAN GERONDALE APPOINTED TO THE CHIROPRACTIC EXAMINING BOARD

Gov. Scott Walker has appointed longtime WCA member Dr. Bryan Gerondale to replace outgoing member Dr. Jeff Mackey as a professional member of the Chiropractic Examining Board (CEB). The WCA congratulates Dr. Gerondale on his appointment and thanks Dr. Mackey for his service to the state and the profession.

MEDICAID STUDY OF CHIROPRACTIC AS AN ALTERNATIVE TO OPIOIDS INCLUDED IN STATE BUDGET



WCA Executive Director John Murray released the following statement regarding Governor Walker's approval of the 2017-2019 state budget that included a provision directing the Wisconsin Department of Health Services (DHS) to study the use of chiropractic care as an alternative to prescription and over-the-counter medications.

"The Wisconsin Chiropractic Association appreciates Governor Walker's support for this pro-chiropractic provision. This study will be used to show state and federal policy makers, government and private payers, and the general public the effectiveness of chiropractic care as an alternative to addictive medications. We look forward to working with the State Medicaid Director to evaluate best practices from around the country and creating a pilot study that will demonstrate how chiropractic care can reduce opioid use, prevent costly surgeries, and deliver better overall health for Wisconsin residents."

WCA leadership met with Governor Walker to discuss this provision and other emerging healthcare issues. As a follow-up to that meeting, WCA Executive Director John Murray sent Gov. Walker a letter urging his approval of the chiropractic study as part of the state budget.



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WCA HELP DESK

WCA Help Desk Resources



Tammy McKeown, CT | wcahelp@wichiro.org | 608-256-8023

WCA Defends Chiropractors' Right to Treat Lower Extremities...and Wins



WCA issued a letter to the Wisconsin Department of Workforce Development (DWD) addressing improper denials of reimbursement for care received by

chiropractors who have treated a patient's lower extremities under Workers' Compensation. This letter was in response to several insurers that are intentionally misinterpreting and misusing Chapter 81 of the Department of Workforce Development Treatment Guidelines in a manner that is inconsistent with the Wisconsin Workers' Compensation Act.

DWD then responded to WCA in a letter that affirms WCA's stance on this issue. According to DWD, "There is no statutory authority allowing the use of the Treatment Guidelines for Utilization of Treatment Reviews to deny payment." Therefore, "Any action by an insurance carrier or self-insured employer to deny payment solely based on ch. DWD 81 of the Wisconsin Administrative Code, cannot be enforced or upheld under the Wisconsin Workers' Compensation Act." *These major insurers cannot cite and/or misuse this statute in order to dictate care provided by licensed Doctors of Chiropractic.*

Not only has DWD affirmed WCA's stance on this issue, but it has also taken positive action to deter such future misuses of WI statutes by insurance companies:

- The Department has updated the language on its website regarding the purpose and statutory use of ch. DWD 81.
- In addition, DWD has issued a memo for medical providers to use to remind interested parties about the appropriate use of ch. DWD 81.

If You Have Been Inappropriately Denied Reimbursement under Chapter DWD 81

WCA encourages you to thoroughly review case denials related to treating lower extremities that you've received based on the Treatment Guidelines. If you feel you are being denied payment because an insurer or self-insured employer inappropriately used the Treatment



Guidelines to refuse to pay for treatment, WCA recommends the following actions:

Dispute/resolve this inappropriate denial directly with the insurance company.

If you are unable to resolve the issue with the insurance company, file a dispute with the Wisconsin Department of Workforce Development.

Visit the WCA website at <https://wisconsinchiropractic.site-ym.com/page/issues> for multiple resources including:

- Template letter for use with insurance companies,
- Form to file a dispute with DWD,
- DWD memo on appropriate use of Chapter 81,
- DWD's letter of response to WCA on this issue, and
- WCA's initial letter to DWD.

For questions regarding this issue, please contact WCA Executive Director John Murray at jmurray@wichiro.org or 608-256-7023.

2017 FALL/WINTER CE

October 28-29	CRT Radiology Session 1 - 12 CE CRT	Dr. Wendy Varish • Holiday Inn Green Bay
October 28-29	Exercise Rehab Session 3 - 12 CE DC/CT	Dr. Steve Yeomans • Hilton Garden Inn Oconomowoc
November 4-5	CRT Radiology Session 2 - 12 CE CRT	Dr. Wendy Varish • Holiday Inn Green Bay
November 11-12	CRT Radiology Session 3 - 12 CE CRT	Dr. Wendy Varish • Holiday Inn Fond du Lac
November 16	Cold Laser & Light Therapy - 6 CE DC/CT	Dr. Wendy Varish • Delafield Brewhaus Waukesha
November 18-19	CRT Radiology Session 4 - 12 CE CRT	Dr. Wendy Varish • Holiday Inn Fond du Lac
December 7	Workers' Comp Basics & Beyond - 4 CE DC	Dr. Jeff Wilder Holiday Inn American Center Madison
December 9	Advanced CT – Recertification - 6 CE CT	Dr. Brenda Holland • Grand Lodge Wausau
December 9	Strategies for Managing HPA AXIS Dysfunction - 4 CE DC - 4 Nutrition Hours	Dr. Nicole Fenske • Grand Lodge Wausau

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Welcome to WCA's Ambassadors and Newest Members!



WCA Ambassadors

Dr. Ken Kerwin - District #6
Dr. Kay Miller - District #3

WCA Newest Members

Dr. Kyle Hanford
Dr. John Kopp
Dr. Brad Wehking
Dr. Erika Mennerick

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New WCA member Dr. Kyle Collins was kind enough to send us this photo with his WCA membership plaque. Dr. Collins graduated from Palmer College of Chiropractic in 2017. He is currently in practice at Black Earth Chiropractic in Black Earth, WI. WCA is proud to welcome Dr. Collins and each of our newest members!

BUYING OR SELLING A PRACTICE?

Wisconsin Practices For Sale

SW of Eau Claire near Lake Pepin on the Mississippi. \$258,944 gross. Very low overhead. 1,800 sq. ft. only \$750/mo. rent. Referral practice. Established 36 years, doctor retiring.

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Oshkosh. Priced to sell or initially associate to own. Diversified./Gonstead. Prime location. Good mix of cash/insurance.

Vibrant small town west of Madison. Dr. retiring. Div./Gon./Tho. also therapies. Sale includes attractive free-standing building on main street. Only \$150,000 including practice, equipment, land, and building. Excellent financing terms available.

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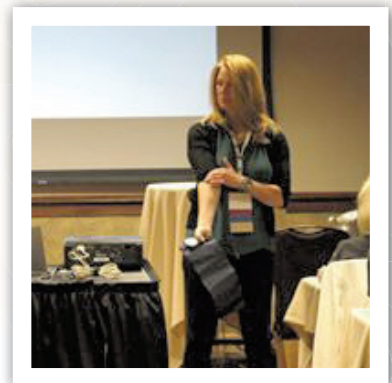


Thank you to all doctors in attendance **September 14-17** at the **Kalahari Resort in Wisconsin Dells**. By attending WCA Continuing Education events, you support all Doctors of Chiropractic throughout Wisconsin. Thank you for helping your WCA remain a strong, effective advocate for the great profession of chiropractic. We appreciate everyone who contributed to the success of our 2017 Fall Convention.

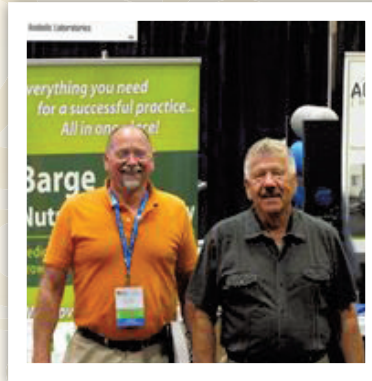
WCA was especially pleased to welcome over 30 chiropractic students at the event. Students had the opportunity to introduce themselves to doctors looking for new associates as part of a Doctor-Student Networking Reception, on Saturday of the convention. ***They handled the pressure like true professionals!***



Thank You Speakers for Providing Top-Notch Continuing Education!



**Special Thanks to Our Vendors and Sponsors -
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View Convention Photos on Facebook! With so much going on at the convention, capturing every moment is like catching “lightning in a bottle.” View event photos and highlights at <https://www.facebook.com/wichiropractic/>.

WCA Receives Excellent Feedback from Doctors and Vendors

We had several poster boards on display, and those in attendance were able to “Share Their Thoughts” about the convention while the event was taking place. WCA was pleased to receive comments from both doctors and vendors. While we cannot share every comment, here is some of your excellent feedback:

“The Kalahari was a great venue with excellent rates, food, and Wi-Fi. The show schedule was flexible, and I liked that the food and the social was in the same main suite with the vendor hall. Thank you Team WCA!”

“Amazing! Thanks for all your help over the years!”

“I always have a great time when I come here!”

“Do you have a question for support? Call Tammy at WCA!”

“Most fun I’ve had at a convention as a vendor! WCA is friendly and easy to work with.”

“This is a partnership [with WCA] that aligns with our vision and purpose!”

Here's why I'm part of the Network that Works for Chiropractic...



"Here's the interesting part. When patients renew their ChiroHealthUSA memberships, they're really making a commitment to our practice. They understand the importance of regular maintenance care."

*Dr. Raj Gupta
Garden State Spine & Pain Institute
Eatontown, NJ*

Most doctors would love to see patients schedule regular maintenance appointments in their clinics. One of the easiest ways to schedule more visits with your patients is by keeping their care affordable. When you encourage those patients to join ChiroHealthUSA and then renew those memberships each year, you ensure that cost is not an issue since fees can be the same or less than their co-pays.

Patients won't wait until they're hurting to come see you when cost is no longer a factor. **Join over 3,800 of your colleagues in ChiroHealthUSA and become part of the network that works for chiropractic.**



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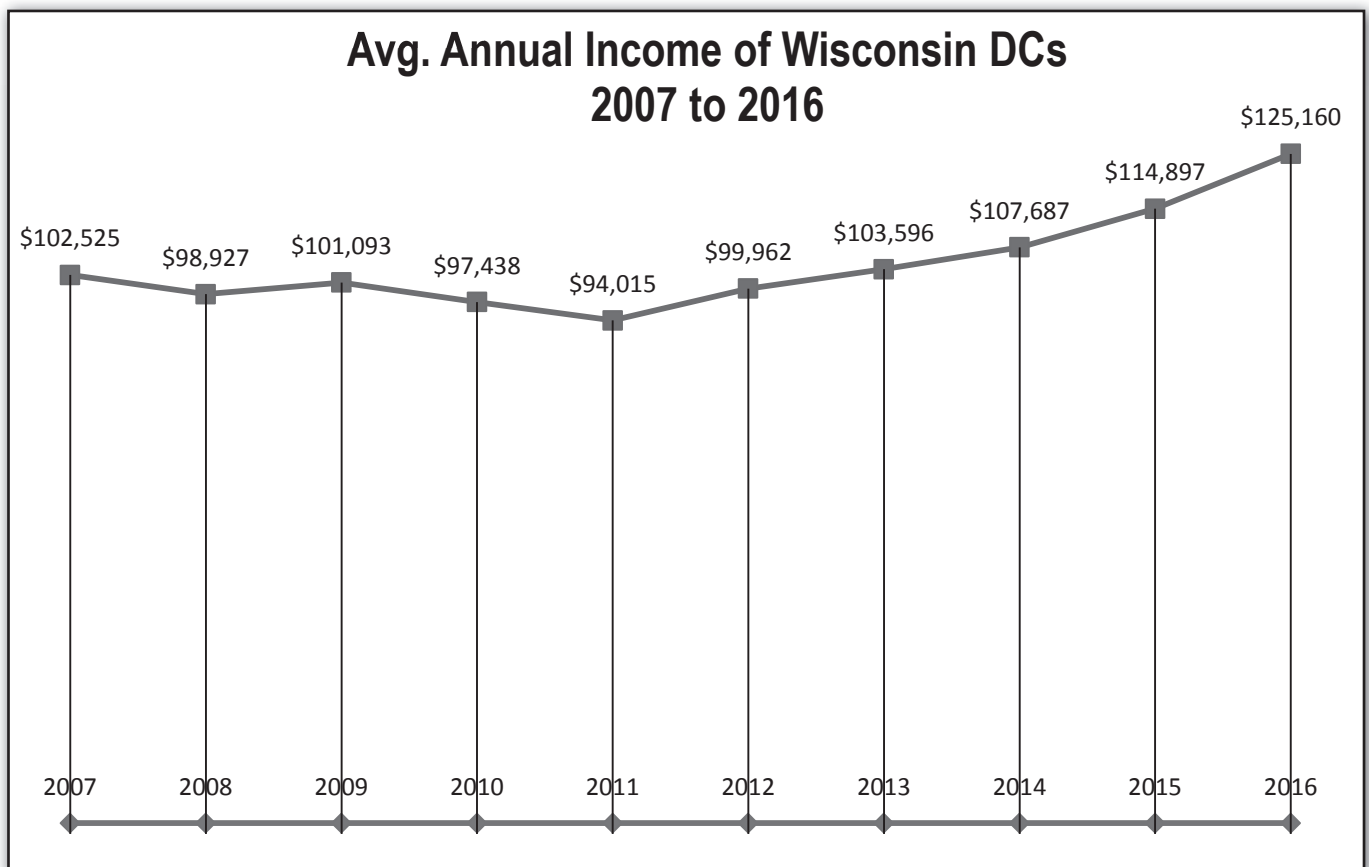
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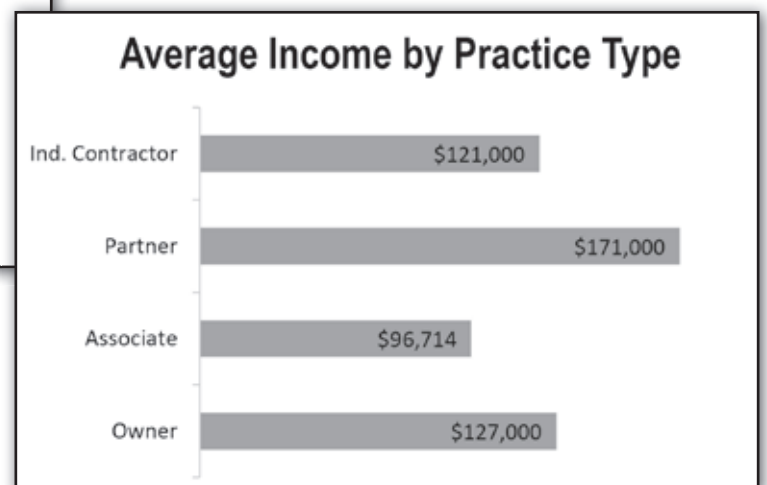
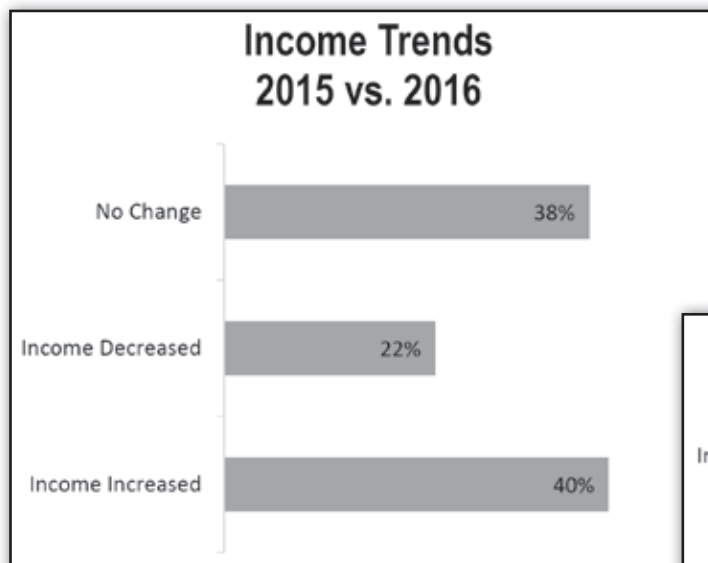
2016* WCA Economic Survey Results



*In our August edition of *The Wisconsin Chiropractor* we included a two-page survey asking members about the economic status of their practice in 2016, along with some simple demographic questions to help us identify larger trends. Thank you to everyone who took the time to respond, we hope this information is helpful.

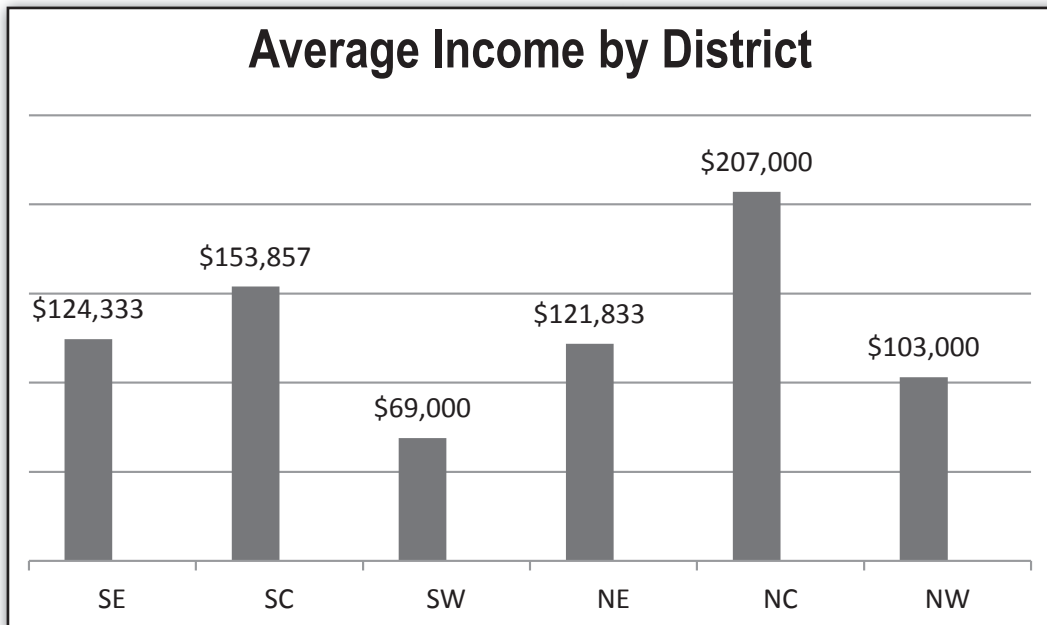
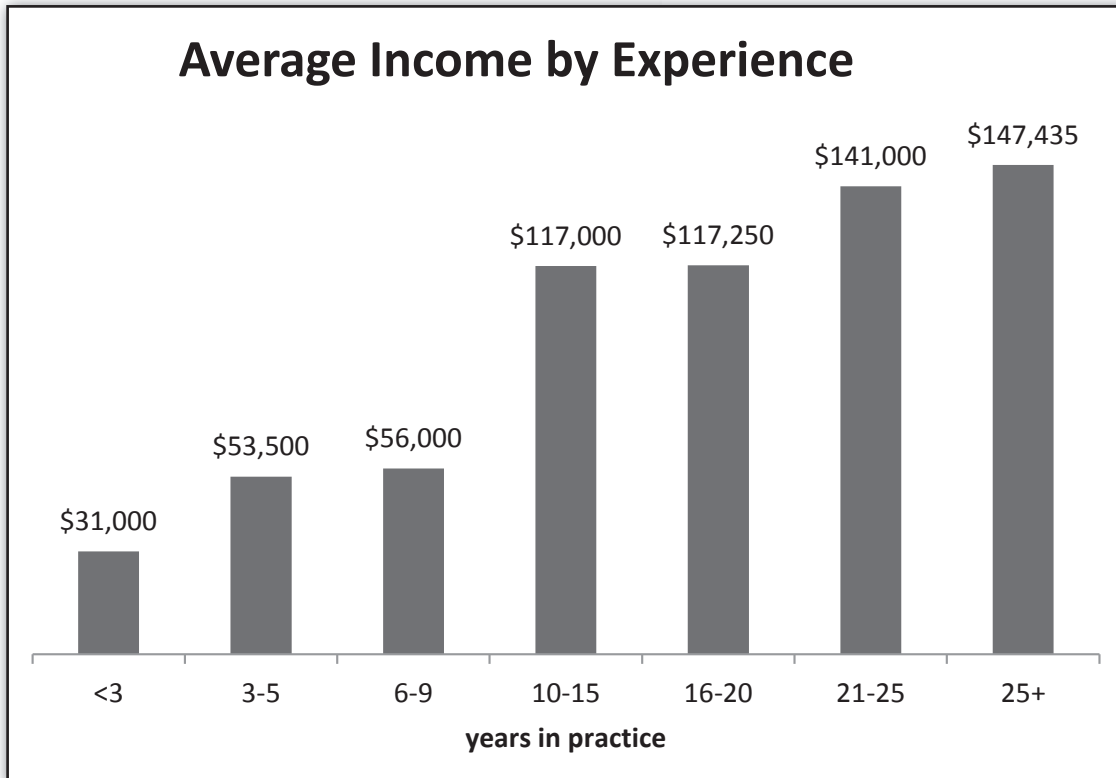
2016 WCA Economic Survey Results

Respondent Profile: 28% of those who responded to the survey are female, while 72% are male. Twenty-four percent of survey respondents have been in practice for less than 15 years. Seventy-six percent of survey respondents have been in practice for more than 15 years. For practice type, 76% are owners, 14% are associates, 6% are partners, and 4% are independent contractors. Eighteen percent of those who completed the survey have a diplomate.



For 2016, overall income increased for 40% of Wisconsin DCs compared to 2015. This represents a positive change over the results from 2014 vs. 2015, in which only 34% of survey respondents reported an increase to income over the prior year. For 22% of survey respondents, income decreased in 2016 as compared with 2015. This number was 35% in 2015. **For the entire group who completed the survey, the average 2016 income was \$125,160, which represents an 8.93% increase over the average 2015 income in the state.**

2016 WCA Economic Survey Results

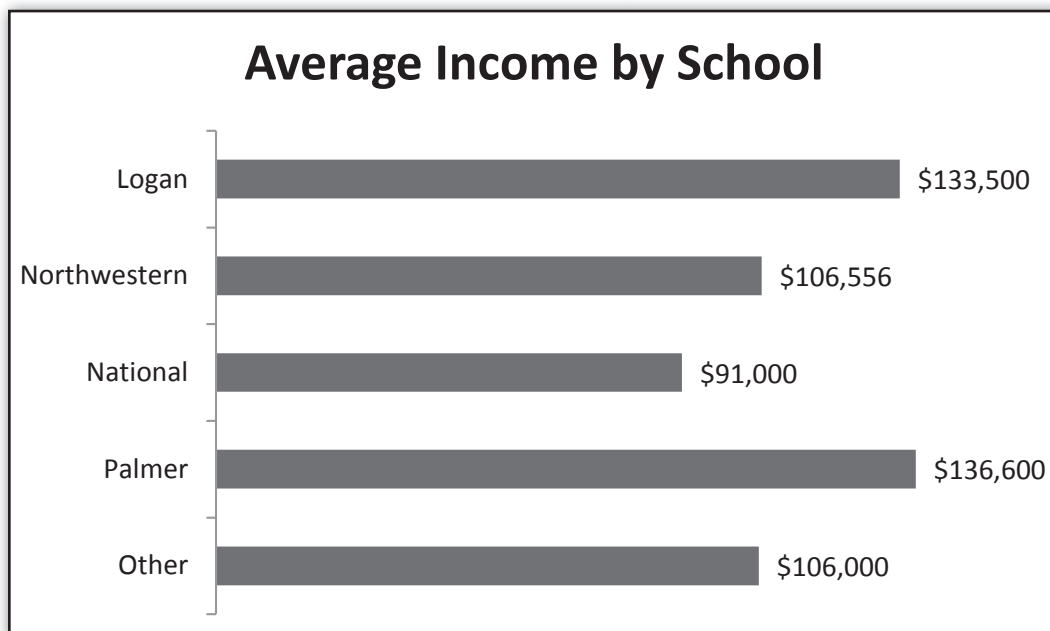


Geographic Distribution

Southeast district: 36% of survey responses
Southcentral district: 14% of survey responses
Southwest district: 10% of survey responses

Northeast district: 24% of survey responses
Northcentral district: 6% of survey responses
Northwest district: 10% of survey responses

2016 WCA Economic Survey Results



*Other schools represented included Life University and The University of Western States.

Multidisciplinary Practices: 32% of chiropractors who completed the survey have a specialist on staff, such as a Licensed Massage Therapist. Those chiropractors working as part of a team that employs a complementary specialist such as an LMT reported a higher average income of \$129,125 versus the average income of DCs who employ no specialists, which was \$123,294. The most common specialists employed were LMTs (75%), acupuncturists (13%), and MDs (6%).

Modalities Offered:

Nutrition: 70% of respondents offer
 PT services: 50% of respondents offer
 Laser: 38% of respondents offer
 Massage Therapy: 30% of respondents offer
 Exercise Rehab: 54% of respondents offer
 Functional Medicine: 10% of respondents offer
 Kinesiology Taping: 44% of respondents offer

Adjusting Techniques:

Thompson: 68%	Gonstead: 48%
Flexion-Distraction: 46%	Soft Tissue: 56%
Diversified: 90%	Graston: 18%
Activator: 70%	CranialSacral/SOT: 24%

Wisconsin Workers' Compensation Course

Thursday, December 7, 2017, 1:00-5:00 PM

Holiday Inn American Center, Madison



Dr. Jeffrey Wilder

Chiropractors in Wisconsin are full participants in our state's Workers' Compensation system, which is one of the best in the U.S. However, it is a proprietary system, and has little-known rules and conventions to navigate. In this course, you will learn: referral protocol and an understanding of the Wisconsin Treatment Guidelines, including how to effectively and properly dispute unpaid claims, fill out required WC paperwork

properly, communicate work restrictions to employers, petition for a fee review, file a necessity of treatment dispute resolution, assess and communicate temporary partial disability, and assess and assign permanent partial disability.

The course offers 4 credits of CE presented by Jeffrey M. Wilder, DC, FACO, CCSP, FICA. Early registration (until November 30) is \$105 members/\$185 non-members, and the standard rate (after

November 30) is \$125 members/\$205 non-members. Registration fees include Workers' Comp resource book and all materials.

Pre-registration is highly recommended; you may register on-site only if space is available. Refunds will be provided, less a \$15 administrative fee, until 7 days before the event. You are eligible for a 50 percent refund for cancellations 2-6 days before the event. No refunds will be given the day before or on the day of the event. For those receiving free CE or using CE credits, there is no fee to cancel 7 or more days before the event, a \$25 fee to cancel 2-6 days before the event, and a \$50 fee to cancel the day before, on the day of the event, and for no-shows.

The Holiday Inn at American Center is located at 5109 W. Terrace Drive, Madison, Wisconsin 53718. Register online at www.wichiro.org, submit your registration form by mail or fax (608-256-7123), or call 608-256-7023. Contact your WCA at 608-256-7023 or awmurray@wichiro.org with questions.

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WCA Offering Doctor and CT Courses in Wausau Area

Saturday, December 9, 2017, 9:00 AM – 1:00 PM

Grand Lodge, Rothschild, Wisconsin



Dr. Nicole Fenske

WCA will present “Strategies for Managing HPA Axis Dysfunction” from 9:00 AM – 1:00 PM. This course will discuss ways to approach patients’ health challenges from a functional medicine perspective, including addressing causes vs repressing symptoms, applying lifestyle-based therapy including nutritional recommendations, and managing stress and its implications. The course will review the

Hypothalamic Pituitary Adrenal (HPA) Axis (the stress response system), help doctors understand Hans Selye’s General Adaptation Syndrome (a model of stress), and learn four key modifiable HPA axis stressors. Participants will leave with a number of nutritional supplement protocols and lifestyle measures to support health HPA axis function to implement in practice immediately. The course offers four credits of CE presented by Nicole Fenske, DC, CCN. Early registration (until December 2) is \$85 members/ \$125 non-members, and the standard rate (after December 2) is \$105 members/\$145 non-members.

“CT Certification” will take place from 9 AM – 3 PM. Are you a licensed CT with some experience under your belt? Designed for the CT who is already working in a practice, this course will feature

a look at the various stages of healing and how using therapeutic modalities influences the healing process of your patients. We will review preliminary physical exams, electrotherapy, therapeutic ultrasound, thermotherapy, and cryotherapy within this six-hour course presented by Dr. Brenda Holland. This course meets the six hours of credit needed for CT renewal. Early registration (until December 2) is \$105 members/\$165 non-members, and the standard rate (after December 2) is \$125 members/\$185 non-members.

Pre-registration is highly recommended for each course; you may register on-site only if space is available. Refunds will be provided, less a \$15 administrative fee, until 7 days before the event. You are eligible for a 50 percent refund for cancellations 2-6 days before the event. No refunds will be given the day before or on the day of the event. For those receiving free CE or using CE credits, there is no fee to cancel 7 or more days before the event, a \$25 fee to cancel 2-6 days before the event, and a \$50 fee to cancel the day before, on the day of the event, and for no-shows.

The Grand Lodge is located at 805 Creske Avenue, Rothschild, Wisconsin 54474. Register online at www.wichiro.org, submit your registration form by mail or fax (608-256-7123), or call 608-256-7023. Contact your WCA at 608-256-7023 or awmurray@wichiro.org with questions.

In Memoriam



DOUGLAS GEORGE BATTY, DC (1947-2017)

WCA member and Evansville, Wisconsin, chiropractor Dr. Douglas George Batty, 70, passed away in comfort on Wednesday, September 27, 2017, after spending several months battling cancer. He was preceded in death by his parents, Morton George Batty and June Porter Batty; and by his wife, Cara Orben Hoffert. He is survived by his sister Morgan Barbara Miller and her son Bradley; his sister Aleta “Lou” Johnson and her husband Joe; his son David Hoffert and his wife Aleeza; his son Beau Batty and his wife Jackie; many beloved aunts, cousins, nieces, nephews, other relatives, and friends; and the countless patients whose lives he changed through his multi-decade chiropractic practice in Evansville.

WANDA J. ERDMAN-CHENEY, DC (1961-2017)

WCA member Dr. Wanda J. Erdman-Cheney passed away September 12, 2017, at the young age of 56. After graduating from Palmer College of Chiropractic, Dr. Erdman began her practice in Crandon, Wisconsin, where she cared for many patients and met her husband JC. Dr. Erdman volunteered with the Lions Club, helped at the various Crandon Brush runs, and enjoyed visiting neighbors and friends. She especially loved being outdoors, growing vegetables, herbs, and flowers around her home in Crandon. Dr. Erdman had a special love for her family and friends and will be missed by her husband JC Cheney, her mother Carol Erdman, her sisters Deidre (Glen) Freimuth, Valerie (Kirk) Schupbach, and Brenda (Jake) Wolter. Surviving nieces and nephews include Michael (Sara) Freimuth, Samantha (Carlos) Avila, Joe and Katie Freimuth, William and Holly Schupbach, Breanna, Janelle, and Brock Wolter. She was preceded in death by her father John W. Erdman.

A Healthier Tomorrow

PALMER COLLEGE OF CHIROPRACTIC

Homecoming

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FLORIDA CAMPUS-FEB. 23-25, 2018

SAVE THE DATE

DAVENPORT CAMPUS

AUG. 9-11, 2018



PALMER

College of Chiropractic

Governor Walker Proclaims October 2017 Chiropractic Health Month in Wisconsin

WCA's Efforts Lead to Governor's Proclamation

WCA has worked with the governor's office, and Governor Scott Walker has issued an official proclamation declaring **October 2017 as Chiropractic Health Month**. WCA and the American Chiropractic Association recognize that so many patients who are prescribed opioids long term for pain in primary care settings then struggle with an opioid addiction.

Your work as a licensed Wisconsin Doctor of Chiropractic is both recognized and appreciated.

Thank you.





Compliance is an Expedition, Not an Endpoint

Dr. Chris Anderson, Certified Speaker for the ChiroCode Institute,
Contributing Author to the ChiroCode Deskbook, and Advisor to the WCA Help Desk

Board complaints can be a terrifying ordeal, especially if you do not keep up on compliance in your clinic. While complaints can and will happen, view them as opportunities to evaluate how your clinic operates with regard to compliance and implement changes right away to improve your practice.

One of many aspects of compliance is to make sure you, your staff, and associate doctors **are NOT** on the OIG's (Office of the Inspector General) List of Excluded Individuals and Entities (LEIE).

OIG has the authority to exclude individuals and entities from federally funded healthcare programs and maintains the LEIE to denote all currently excluded individuals and entities. Anyone who hires an individual or entity on the LEIE may be subject to monetary penalties. Getting on this list is a simple three-step process:

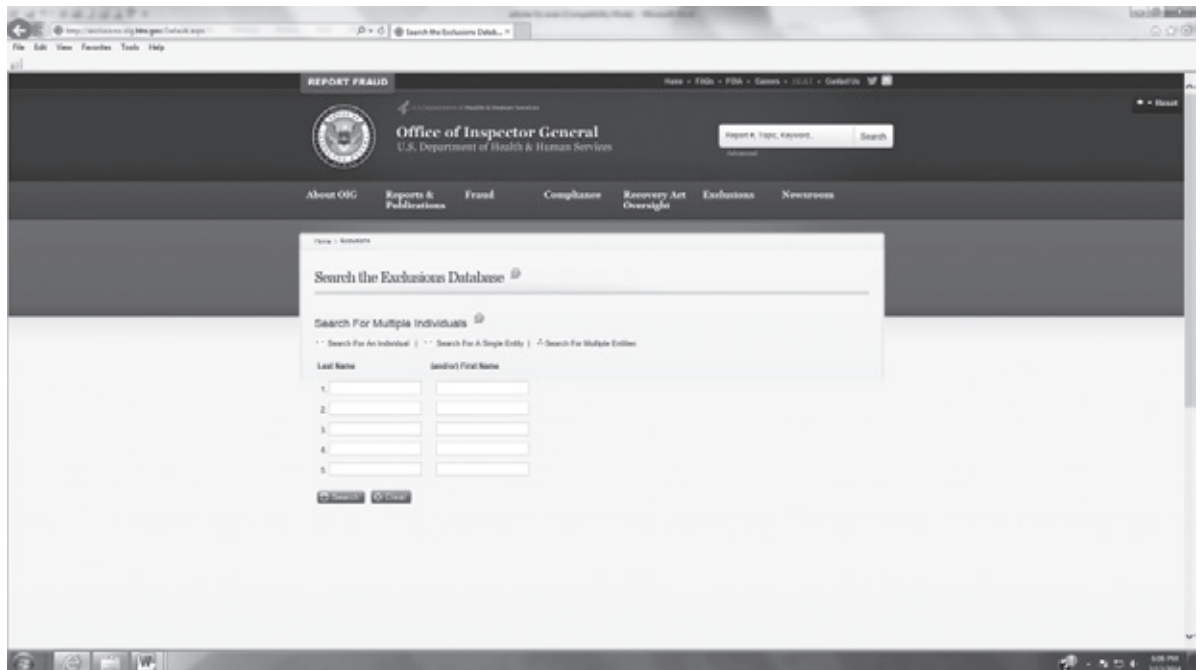
1. Go to <http://exclusions.oig.hhs.gov> (see picture #1).
2. Click on "Search For Multiple Individuals" (picture #2).
3. Type in *staff names, print off the results sheet, and place this document in your compliance manual (picture #3).

**If a name contains punctuation, you must include this in your search text. For example, if you are searching for the name "O'Connor," you must include the apostrophe. In addition, when searching results for individuals with hyphenated names, check under each of the last names within and including the hyphenated name (e.g., check Jane Smith-Jones, Jane Smith, and Jane Jones).*

To avoid liability, routinely check (every three months) the LEIE to ensure new hires and current employees are not on the excluded list.

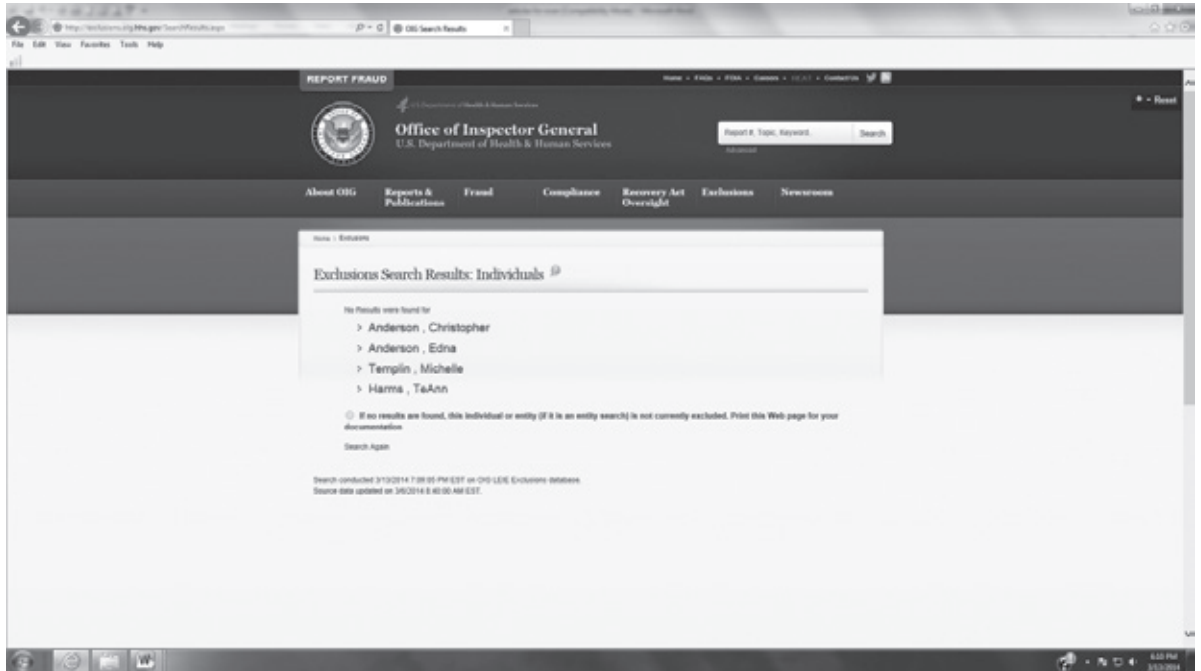
Locate additional information in the 2018 ChiroCode Deskbook.

Picture 1

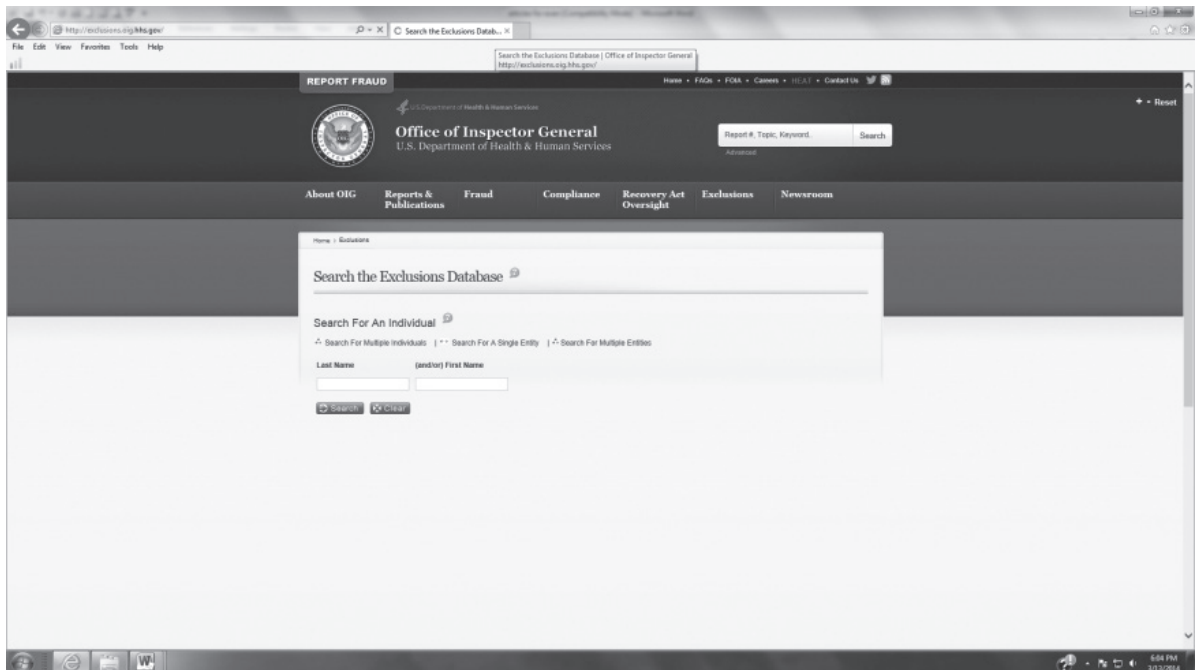


Compliance is an Expedition, Not an Endpoint

Picture 2



Picture 3



CLASSIFIEDS

MIX5 CLASS 4 DUAL PHASE LASER FOR SALE

Cutting edge laser technologies, includes both the large and handheld units! Two separate class 4 laser units, one large and one handheld combined in one unit! Both units can be operated simultaneously. Complete set of protocols are preloaded into unit. Dual Phase [905Hz and 808Hz] allows for acute and chronic pain relief. This unit is about five years old, light use, works flawlessly. Link to company and description: <http://www.celasers.com/medical/products/mls-therapy-lasers/mphi5>

Over \$40K NEW! Current assessed value is \$20,000. Price: \$9,500/OBO.
Contact Dr. Tom at 608-370-3625

SEEKING AN ASSOCIATE DOCTOR OF CHIROPRACTIC

B'wel Chiropractic & Health Associates, Inc. has a passion for helping communities create a wellness-centered lifestyle. Our Algoma location is currently seeking a full-time associate doctor who has excellent people skills and is willing to be coached in order to be as successful as possible. The ideal candidate would specialize in providing the "Palmer Package." The office comes fully staffed, including a personal marketing assistant, and offers all the necessary chiropractic equipment including decompression table, rehabilitation area, etc. Our clientele is varied and caters to all ages and athletic abilities from the weekend warrior to Olympic medalists and professional football players.

This tourist town is located right in the picturesque city of Algoma, WI on the shores of Lake Michigan and has everything to satisfy those with a need for fun and adventure. If you love the outdoors and boating, this is great place to live! There is always something happening! This would be a tremendous experience for anyone considering new opportunities in chiropractic care. **Call us today to schedule an interview with our doctor/owner at 920-738-9997.**

PRACTICE FOR SALE: BUFFALO COUNTY

Seller motivated due to health concerns. Two generation activator/diversified practice. Low overhead. Staff is trained/certified. High percentage cash practice averaging over 800 patients/\$29K per month. Financial assistance available. Includes inventory, professional equipment, furniture for offices, and five treatment/therapy rooms. \$70,000. Dr. willing to stay and mentor or practice part time as buyer wishes. **Please contact Practice Brokers, Inc. for more details at 888-878-0027 or email: heatherconradpbi@gmail.com.** Please reference when inquiring.

DC WANTED

Established practice looking for a Doctor of Chiropractic with at least five years' clinical experience for an immediate, long-term position. Must be versed in STRONG manual adjusting techniques and subluxation-based chiropractic philosophy, have great people skills, be energetic, and focused on helping patients achieve the healing potential of chiropractic. Compensation package includes: competitive salary, insurance, paid vacations, paid holidays, and opportunity to advance. Located just six miles from the white sands of the South's most scenic beaches. Come join us in your dream job and fall in love with where you live! Contact: **Katy Reagan via email at Katyreagan@ymail.com.**

ASSOCIATE WANTED

Energetic Associate Member wanted for practice in Antigo, Wisconsin. We are seeking someone with great communication skills, outgoing personality, motivation, and willingness to work hard; proven system already in place. Base salary and bonuses are offered. **Please email your resume to BGoldsworthy1@cfl.rr.com, or call 715-573-3222, or mail your resume to Dr. Bruce Goldsworthy, 2969 Canyon Avenue, The Villages, FL 32163.**

WISCONSIN PRACTICE FOR SALE

Rosendale Chiropractic Office, LLC. This is a 26+ year part-time business with a solid reputation in Rosendale and the surrounding communities. Included are: all patient files, Zenith Hi-Lo with 4 drops and air compressor, three Hon file cabinets, Hon office desk with right return, beautiful dark cherry reception desk with left return and matching hutch and credenza, exam table, scale, view box, bookcases, reception room chairs, all inventory on hand, art work, etc. Asking \$29,900. **Doctor will work through a successful transition period. 920-872 2969, lerothdc@gmail.com.**

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 three years ago. **Call 847-367-9641 or e-mail daleslachman@gmail.com with resume.**

CT/CRT-FULL-TIME POSITION AVAILABLE

Busy chiropractic office in Mayville looking for enthusiastic individual to join our team at Horicon Street Chiropractic. Must be outgoing, hardworking, detail oriented, able to multi-task, and a team player with good communication skills. Duties include, but are not limited to, chiropractic therapy and rehabilitation, taking and developing X-rays, ordering supplies, answering phone, and scheduling patients. Please send cover letter and resume to **horiconstreetchiro@yahoo.com or mail to Horicon Street Chiropractic, 935 Horicon Street, Mayville, WI 53050.**

BUILDING HOUSING CHIROPRACTIC CLINIC FOR SALE

This beautiful building in the historic Mississippi River town of Prairie du Chien is available. Home of a long-established practice with over 5,000 sq. ft. of space on 2.3 acres with 300 feet of highway frontage. Plenty of room for a practice plus space to rent with plenty of parking and green space. Possibility that the current Dr. /owner will lease space after sale. **Contact Tahra Ferguson with Century 21 Welter Realty at 608-778-5511.**

RELIEF COVERAGE

Concierge level Chiropractic Relief Coverage available. Short- and long-term assignments accepted. Over 25 years of excellence in clinical practice. Trusted, reliable, and responsive service. WI licensed and insured. CV and references available upon request. **Call Dr. Charisse today at 717-329-9434 or 920-383-1036.** The coverage solution is only a phone call away.

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 www.chiropracticbuyers.com** for additional information.

ITEMS FOR SALE

- Power Plate Pro5 Airdaptive \$5,000
- Dynatron 709 Solaris Combo Stim/Ultrasound Unit \$1,300
- 2 massage chairs \$75 each
- 2 FMS screening test kits \$100 each

Pick-up only, Kenosha, WI. **More information and pictures upon request. Serious inquiries contact doctor@dramyfoerster.com.**

ASSOCIATE DC AND CA POSITIONS AVAILABLE

Associate DC and CA positions available in a beautiful, progressive, multiple award-winning practice with expanding locations in Appleton and the surrounding Green Bay and Fox Cities areas. Amazing opportunity with a supportive team and the ability to work just 25 miles from Lambeau Field. We are looking for someone who is motivated and willing to learn and grow with a passion for chiropractic. Onsite rehab, physiotherapy, digital X-ray and a fun team of chiropractors are here to help you do your best. Vacation time is available, along with potential for benefits. **Please forward a resume and cover letter to buss.skibbachiros@gmail.com.**

X-RAY UNIT FOR SALE

For Sale: Summit Nova 325 X-ray unit. The unit is a 300MA/125KVP, and is 24 years old with one owner. Excellent condition, lightly used and fully functional. It includes stainless steel dip tanks, cassettes, lead apron and a gonad shield, and an upright bucky and tube stand. You may have the leaded glass window as well. Price: \$3,000 or best offer.

**Nieuwenhuis Chiropractic, 201 W. Main Street, Hortonville, WI 54944
Phone: 920-779-4704.**

MADISON PRACTICE FOR SALE

Established 14 yrs. Primarily cash practice. Prime location in upscale building, 3 1/2 days per week. Fully equipped. Financing available. **Contact Loren Martin, Practice Op Inc., 952-953-9444, martin@practiceop.com.**

ASSOCIATES WANTED

Ambitious associates wanted for multi-office, family based wellness practices in the beautiful and progressive La Crosse area. Associates must have a desire to learn, solid work ethic, and passion for chiropractic. With these qualities, we will teach you to succeed in chiropractic both professionally and personally. Multiple doctors are needed to help our growing clinic locations. We are looking for long-term relationships with buy-in opportunities for the right candidates. We are looking forward to meeting the right people to join our amazing team. **Resumes to drrenataanderson@mychiropracticplace.com or call 608-385-0522.**

R-E-L-A-X DOC FOR A DAY HAS YOU COVERED.

All our doctors are licensed, insured, and have at least three years' experience with background checks. Free introductory meeting. Full- and half-day rates without any sneaky extras. **Call 847-367-9641, daleslachman@gmail.com, or docforaday.com.**

SPACE FOR LEASE - Intersection of Fitchburg/Madison/Verona

First floor, flex medical related space available. Great visibility from 18/151, medical related strip center have last vacancies of 3,250 sq.ft. The space can be split into 1 or 2 different units. Brandnew, built to suit your business needs, on first floor, handicap access, kitchenette, handicap bathrooms, office with sink, one-story building, visible signage is on the building front and back. Highly populated area with residential and commercial. Average household income is around \$70,000. Asking lease rate \$14.00 NNN. Current Tenants: Orange Shoe Personal Trainer, Fairyland Daycare, Farmers Insurance and general medical doctor. **Contact: Samina Khan (owner), cell: 608-347-8993, email: sjkhan97@gmail.com.**

FULL-TIME DOCTOR NEEDED

Well-established clinic in southwest Wisconsin is looking for an energetic, caring, skilled, and self-motivated doctor to fill a full-time position at one of our multiple clinics. Benefits include malpractice insurance, vacation, holidays, and continuing education. This position offers the opportunity to see patients immediately. Financial opportunities will be discussed at interview. **Please send resumes to: abfchiro@gmail.com.**

INDEPENDENT CONTRACTOR/OFFICE SPACE FOR LEASE

Established Chippewa Falls chiropractic office has an opportunity to lease space as an independent contractor, with an option to professional staff. Possible option of future buy-out. **If interested, please contact Kerry Williams at 715-720-9911 or kwilliams@appelchiropractic.com.**



To submit your classified advertisement, visit www.wichiro.org.



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