



# The Wisconsin Chiropractor

The Official Publication of the Wisconsin Chiropractic Association

Summer 2021 | Volume 56 | No.2



## The Future of Chiropractic is Bright

F4CP launches chiropractic television commercial to air during the 2021 Summer Olympics. Learn more on page 18.



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# INSIDE

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The *Wisconsin Chiropractor* is the official publication of the Wisconsin Chiropractic Association, located at:

**2401 American Lane | Madison, WI 53704**

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# A Historic Time in the Chiropractic Profession

Executive Director's Message | John Murray, WCA Executive Director and CEO

Historians, philosophers and political pundits make a living trying to predict if an event or series of events are (or will someday be deemed) historic. This thought occurred to me while I was putting together the content for the June 2021 edition of *The Wisconsin Chiropractor* magazine. The confluence of three stories - the progress of the ChiroCongress national strategic plan for the chiropractic profession (see page 7) and the Foundation for Chiropractic Progress (FC4P) television ad campaign during the summer olympics (see page 18) which promotes chiropractic and the actions of the Wisconsin Legislature to significantly increase Medicaid reimbursement for chiropractic care (for the first time in over 20 years) - should give all of us pause to think. Throw on top of that the fact that we are coming out of the COVID-19 pandemic and one could be lead to believe that this might be a historic time for the chiropractic profession.

Now to be realistic, there is much work left to be done to implement the national strategic plan for the chiropractic

profession. But the plan and the people working on it deserve credit and support from the profession for this monumental achievement. The FC4P advertising efforts are noteworthy because this campaign puts chiropractic in front of a national audience - which is critical to educating people about the value of chiropractic care and bringing more patients to your clinics.

Finally, the actions of the Wisconsin Legislature to increase reimbursement for manipulation services within Medicaid is meaningful but will not be a silver bullet. But every win matters - today a reimbursement increase, tomorrow payment for all chiropractic services within Medicaid and Medicare; and eventually, full patient access to chiropractic care throughout Wisconsin and the country.

We can dare to dream big but it starts with incremental wins. Could these be the seeds of future history? Only the future will tell.



## Elevate Your Career, Health and Future with Chiropractic

Once an Olympic athlete competing in the Sydney 2000 Games, Dr. Erica Witter-Davis found herself with a leg injury questioning her future as a competitive athlete. Thankfully, her team doctor of chiropractic was able to quickly and effectively treat and manage Erica's injury allowing her to compete in the Olympic Games.

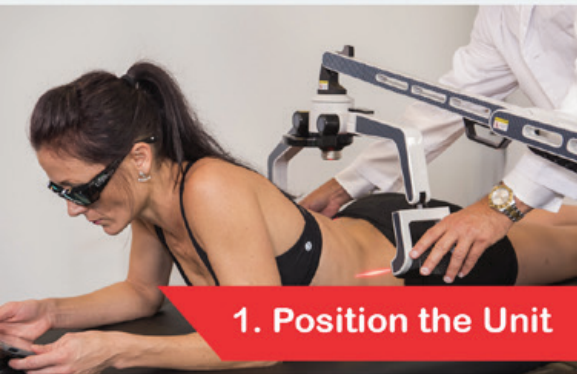
After her experience with chiropractic care, Dr. Witter-Davis recognized her passion to pursue a healthcare career in chiropractic herself. Twenty years later, she is now a doctor of chiropractic, treating patients, optimizing health and saving athletic careers.

Find a doctor of chiropractic near you or learn what it takes to become one.

Visit: [www.beyondthepain.org](http://www.beyondthepain.org)



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Featured at the  
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# THE FUTURE OF CHIROPRACTIC STRATEGIC PLAN

Transparency • Inclusion • Collaboration

# INTRODUCTION

In November of 2019, a visionary idea was born: Build a strategic plan, which will lead the entire chiropractic profession into an essential and thriving future.

- Implement an inclusive, transparent, grassroots, and data-driven process through which to create the plan.
- Invite the entire profession to participate in identifying commonly desired goals and establishing unifying priorities.
- Utilize volunteer teams representing the full scope of the profession to create an action-oriented, measurable plan.

In August of 2020, that visionary idea became The Future of Chiropractic Visioning and Strategic Planning project. Massive quantitative and qualitative data gathering, from all corners of the profession, successfully identified common goals and priorities. Intensely spirited and collaborative workgroup sessions, representing the breadth of the profession, accomplished the heavy-lift of creating an actionable, measurable plan. Eighteen months after the idea was born, an historic 2021 – 2026 strategic plan has been developed.

The following reflects the voices of nearly four thousand (4,000) chiropractic professionals. Each goal, as well as the language included, has been debated, discussed, and ultimately agreed upon by professionals representing the diverse philosophies, practice styles, and careers, which make up the chiropractic profession. The implementation and follow-through of this plan will be led by a coalition of volunteers, who will continue to represent the full spectrum of chiropractic and are committed to advancing the profession as a whole.

## CHIROPRACTIC VALUES

- Compassionate, patient-centered care.
- Trustworthy, ethical behavior.
- Honest, transparent communication.
- Whole body wellness.
- Hands-on, non-invasive treatment.

## VISIONARY GOALS

- The Chiropractic profession is unified without the need for uniformity.
- Chiropractic is the first choice for health and wellness.
- Compensation for chiropractic services is at parity with other medical professions.
- The Chiropractic profession is validated and enhanced by a coordinated, accessible, evidence-based research environment.

# PROFESSIONAL IDENTITY STATEMENT

The following statement was penned by diverse workgroup members, who collaborated through different philosophical backgrounds, practice styles, and professional interests, to craft a statement that does not exclude any chiropractic professional, rather offers inclusion to all.

“Doctors of Chiropractic are essential health care providers who assist the body's natural ability to heal. They are experts in evaluating, diagnosing, and managing many neurologic, muscular, skeletal, and other conditions. Chiropractors provide safe and effective care, focused on improving function and optimizing the quality of life. Chiropractors are trusted members of health care teams that work with patients to achieve their goals, through every stage of life.”

# FIVE YEAR OBJECTIVE #1

There is one chiropractic profession, with recognized and respected specialties, which are understood and accepted internally and externally. We are “one voice, unified without the need for uniformity.”

## 2022 GOALS:

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- Craft, distribute, pass, and publish a Resolution of Support for the strategic plan.
- Establish a ChiroTech Consortium Committee to determine and track utilization metrics and empower the profession with reliable data, which supports decisions and messaging moving forward.
- Identify budgetary needs: (Ex.: Project Manager, information management platforms.)
- Develop a formal, structured, internal communications plan, which will sustain grassroots efforts, transparent communication, and inclusive outreach for volunteer recruitment.
- Develop the 1.0 version of an evergreen toolkit for graduating and new chiropractors (Ex.: Defined alternative career paths, “how-to” templates).
- Establish a third-party payor troubleshooting task force, with resources and experts by state.
- Work with college administrators to gain support for “unity without uniformity” messaging, through the chiropractic education.

## 2024 GOALS:

---

- Professional unity and respect internally are becoming the norm.
- The pipeline of incoming chiropractic students matches an increased demand for services.
- Intra-profession referral networks are in place, and rates have increased.
- Colleges are supporting and promoting a unified profession, with options and specialty avenues.

# FIVE YEAR OBJECTIVE #2

There is an expanded demand for chiropractic, supported by consistent, congruent, targeted, and effective public-facing messaging campaigns.

## 2022 GOALS:

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- Vet and secure public relations/branding/marketing firm(s) and begin initiatives.
- Gain support for, and promotion of, professional messaging by key internal and outside influencers.

## 2024 GOALS:

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- Utilization rates are measurably on the rise nationwide.
- There is increased value per patient nationwide.
- “Chiro first” is becoming recognized as the first choice for health and wellness.
- Positive media coverage is taking place nationwide.

# FIVE YEAR OBJECTIVE #3

There is strong legislative support for chiropractic priorities and initiatives. State associations and the profession have the political capacity and funds to support the passage of legislation.

## 2022 GOALS:

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### State Association Capacity Building

- Develop a plan to increase the capacity of state associations.
- Develop a plan to raise funds needed to execute the above plan and have a fundraiser engaged to assist.
- Assess current association toolboxes and develop a plan to address gaps, based on state association needs, to include a training plan for year two. (Ex.: ChiroCongress)
- Develop an accessible plan, with speaking points and timelines, to assist state associations in engaging federal legislators..

### Medicare Modernization

- Create a process for establishing one national policy objective, with mutual respect for other objectives.

- Establish hybrid/super PAC for the profession, with a fundraising strategy explicitly developed for Medicare modernization.

#### **Marketing/Communications**

- Develop separate state and national level communication strategies, with benchmarks and talking points, for engaging the public in legislative initiatives.
- Establish a national marketing plan to educate the public on critical issues such as the opioid crisis and fair trade.

#### **2024 GOALS:**

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- A process is in place to help each state association build capacity and resources.
- Brand communication tools are provided for ongoing proactive engagement.
- Leadership training is provided to state associations.
- Policy language is available and accessible.
- Expert speaker's bureau is operating, with training for local and national volunteers.
- Doctors of Chiropractic (DCs) are recruited and supported in their pursuit of being elected to public office positions. Political fellowships and internships are in place.
- Medicare reimbursement expansion has passed.
- The process is in place nationally for all major groups to set one legislative agenda, with mutual respect for other plans.
- A strategy is in place and actively raising capital, to engage in the political process.
- Grassroots training on legislative advocacy is available to DC's.

## **FIVE YEAR OBJECTIVE #4**

**A robust research environment is well funded, with a clear career pipeline for researchers to advance the body of work.**

#### **2022 GOALS:**

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- Identify or create a unified body to take on the leadership role and establish a fundraising strategy.
- Hire a science writer(s) to communicate research topics.
- Identify and create a distribution platform and process for the translated work.
- Establish a funded research scholarship.
- Hire a team to create a practice-based research study plan, with resources needed to execute.

#### **2024 GOALS:**

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- There are sponsored Ph.D. and fellowships positions.
- There is a unified body with an active funding strategy.
- The profession is actively engaged in research.
- The profession better understands what researchers do and their role in the profession.
- Translational research is actively funded and occurring, to meet other priority needs.
- Schools are encouraging dual degree tracks in research.
- There is an established Chiropractic Science Network.

## **FIVE YEAR OBJECTIVE #5**

**There are adequate resources available to fully execute the profession-wide strategic plan.**

#### **2022 GOALS:**

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- Develop an active fundraising committee.
- Create a fundraising plan that can be executed to support the plan.
- Raise funds needed for year one implementation.

# How Much Does the IRS Owe You, Doc?

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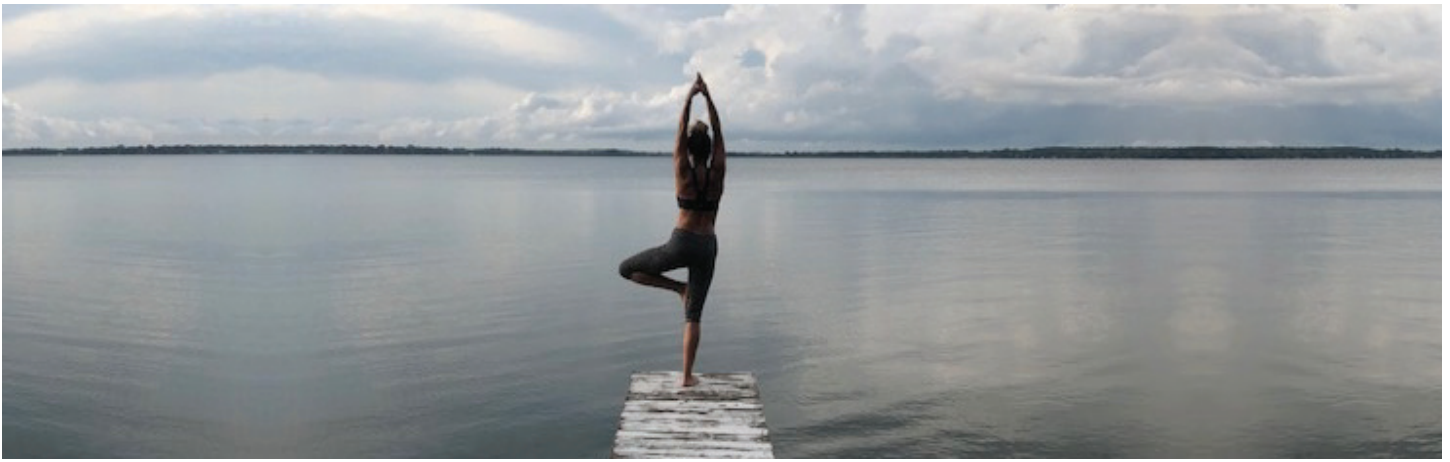
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*- Jeff Cook, DC*

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## Member Spotlight: Meet Dr. Sarah Nelson

by Stella Christenson, WCA Summer Intern

Members of the WCA staff, Tammy McKeown and Stella Christenson, had the opportunity to talk with Dr. Sarah Nelson at her office, Quickfix Chiropractic in McFarland. Quickfix offers cold laser treatment with the help of Mike Margetis, CT. Dr. Nelson is also certified in chiropractic nutrition. Walking through the door you immediately feel at ease. The office feels inviting with a casual atmosphere, along with the visible smiles and laughter that can be heard upon entry.

### How Mentorship Played a Pivotal Role

Dr. Nelson had originally been interested in going into practice as an orthodontist. As she explained, “I knew I wanted to do all-natural healing... but I knew I wanted to have a family so I didn’t want to be on-call. I voiced these concerns to my mentor... who said that my objectives really lined up with chiropractic. I had visited a chiropractor, Dr. Freesmeier, before to help with a volleyball injury so we were able to get along well when we met again because we had that past connection and then I fell in love with it.” She also believed that when people leave a dentist office, they leave with numb mouths, crying or upset in pain; but felt when they left a chiropractor, they are often smiling and happy. The mentoring program played a pivotal role in leading Dr. Nelson to chiropractic.



*Pictured above: Dr. Sarah Nelson and Mike Margetis, CT at Quickfix Chiropractic in McFarland.*

### Recognizing the Need for Acute Care Chiropractic

Dr. Nelson grew up and attended high school in Mattoon Illinois and attended Eastern Illinois University with a major in environmental biology. At the time, her father had suggested she minor in business, and she wishes she had followed that advice. As Dr. Nelson explained, she realizes now that business plays a huge role in running her own practice. (One of the reasons she really appreciates her WCA membership is because of the assistance provided by the Help Desk.)

After Graduating from Eastern Illinois, Dr. Nelson attended Logan Chiropractic College and went to work at a small practice in Deerfield, which allowed her time with her growing family. She explained that another reason she enjoys being a chiropractor is that it allows for a good work-life balance. As her children grew older, Dr. Nelson was able to add more clinic hours and she worked in an HMO center for over a decade. “Within that clinical setting I recognized the need for acute care chiropractic because patients had to wait so long to get in, so my former employer, colleague, and friend Ann Metzler, collaborated to open an after-hours and weekend clinic to accommodate our patients in acute need.”

In 2013, her awareness of the need for acute care led her to start Quickfix after hours chiropractic care. (The name is not at all indicative of the quality of care received, because Dr. Nelson adheres to the principles of wellness prevention. The quirky name was derived from patients saying that they just need a ‘quick fix’.) The business filled a niche, and grew and evolved into her own, full-time practice, specializing in acute care patients’ needs, as well as vacation relief for colleagues. Her clinic’s walk-in availability is a tremendous benefit to their patients and community.

### Practicing What She Preaches

Dr. Nelson is an active member of her community. Her belief in the importance of all-natural treatment stretches beyond her work to her personal life. She is a yoga instructor at LevelUp in Stoughton, where she practices what she preaches. Dr. Nelson recently hosted a Rock Steady Boxing event at her home and in her free time, she enjoys snowboarding, volleyball, and aerobic/strength training.

Sports play a large role in both her home and work life. Quickfix is conveniently located across the street from the high school so she regularly treats student athletes, including those in her own family. Dr. Nelson has four sons, including two Badger football players, and she is glad to be able to keep them injury-free. Her oldest son, Jack, is a starting right guard for the Wisconsin Badgers, and Barrett is a recently committed offensive lineman who will start at the UW in January of 2022.

Dr. Nelson is grateful to be able to use natural principles of healing to help new patients seeking immediate relief at the onset of injury, thereby enabling them to return to work/sports promptly. It is also very fulfilling for her to continue wellness care for her decades-long patients who have become like family. Her mission statement has always been to honor the Latin root of "Doctor", which is "teacher". She feels that patients who understand true healthcare and learn how to achieve it for themselves is the ultimate mission. Her goal is that every clinical encounter results in a patient who leaves better than the way they walked in.



*Dr. Nelson is glad to be able to keep her four sons, including two Wisconsin Badger football players, injury-free.*

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A photograph of a person in a black tank top using a piece of equipment on a treadmill. The equipment has a screen and various sensors.

# Guidance for Good Gut Health

The Standard Process®  
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Powered by BIOHM®

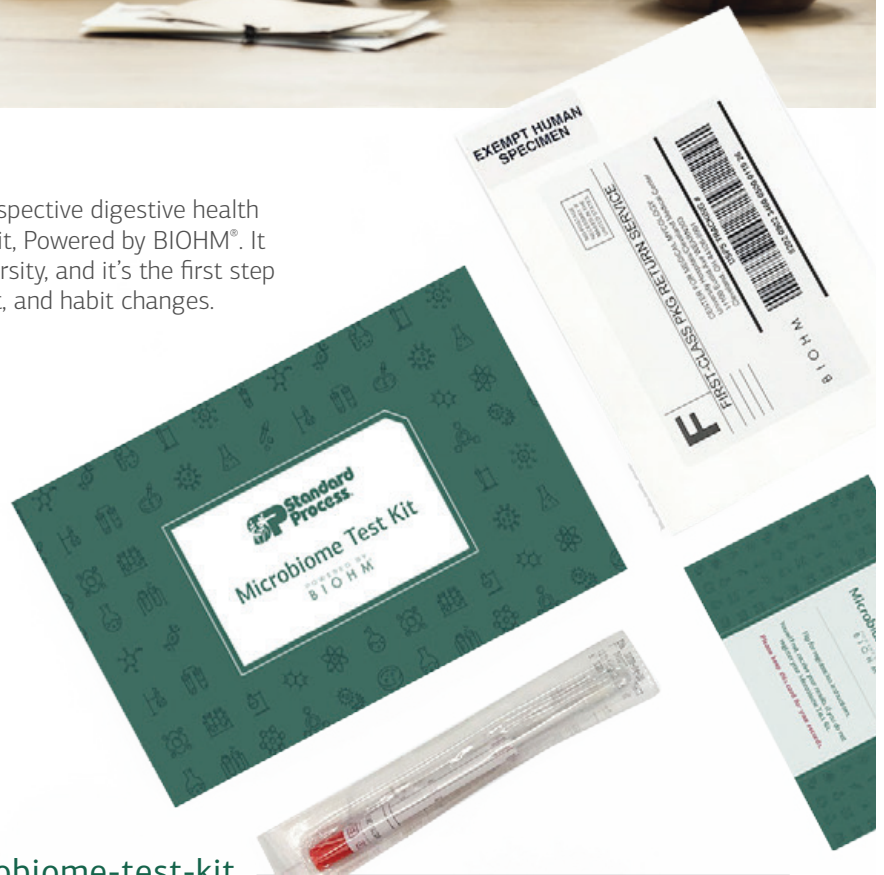


Help your patients get the proper support for their respective digestive health needs with The Standard Process Microbiome Test Kit, Powered by BIOHM®. It provides an assessment of the gut microbiome's diversity, and it's the first step towards a healthier lifestyle through diet, supplement, and habit changes.

## Why has Standard Process partnered with BIOHM?

- BIOHM has completed thousands of consumer gut microbiome tests
- Recognized expertise in bacterial and fungal interactions
- Uses the 16S and ITS rRNA sequencing for microbiome analysis — the gold standard for bacterial and fungal sequencing
- Validated and standardized testing methods used in 100+ research studies
- Easy-to-understand reports based on well-established research

Find out more at  
[standardprocess.com/products/microbiome-test-kit](https://standardprocess.com/products/microbiome-test-kit)



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**Standard Process**  
WHOLE FOOD NUTRIENT SOLUTIONS

# Standard Process® Partners with BIOHM® Health to Offer a Microbiome Test Kit

by Standard Process, a WCA Corporate Partner

In order to provide health care practitioners and patients with guidance for good gut health, Standard Process has partnered with BIOHM® Health to offer a Microbiome Test Kit. By partnering with BIOHM® — which has completed thousands of consumer gut microbiome tests — Standard Process is better able to deliver insights that help support the microbiome, inform dietary choices, and promote a healthy lifestyle.

Along with a healthy diet, quality supplements can play an important role in supporting digestive health. However, if not aligned with patient needs, the potential health benefit(s) of these supplements may not be fully realized. The results of the comprehensive Standard Process Microbiome Test Kit, together with the patient's self-reported answers to a Lifestyle Questionnaire, provide patients and practitioners with an assessment of their gut microbiome's diversity. It identifies the amount of beneficial (good), pathogenic (bad), and neutral bacterial and fungal strains. It's the first step towards suggesting purposeful changes.

“The Microbiome Test Kit will add another level of confidence for health care professionals when recommending adjustments to a patient's lifestyle,” said Ken Misher, product marketing manager at Standard Process. “This includes fine-tuning supplement, diet, and lifestyle recommendations.”

## The Standard Process Microbiome Test Kit is a two-part assessment of a patient's gut microbiome, which is derived from:

- 1. Patient's Answers to Lifestyle Questionnaire.** When registering the at-home test, the patient completes a questionnaire to provide information on his/her diet, lifestyle, supplement consumption, and overall health.
- 2. Gut Microbiome Analysis from Patient's Stool Sample.** The patient's personalized microbiome profile is generated from BIOHM Health's next-generation 16S and ITS sequencing of bacterial and fungal populations in the stool. It provides an evaluation of the diversity and relative abundance of both bacterial and fungal strains within your patient's gut microbiome.

Using bioinformatic analysis, The Microbiome Test Kit results are compared to the profile of a normal/healthy individual to provide insight as to whether the patient's individual gut microbiome is balanced or imbalanced (“Gut Report”). This Gut Report includes a proprietary gut profile score index (Gut Score™) between 1 and



10 for each patient. This Gut Score™ is a calculation of BIOHM Health that may help provide certain insights into the overall condition of a patient's gut microbiome. It is based on four criteria from the patient's microbiome data:

- Microbiome diversity
- Phyla balance
- The beneficial species
- The pathogenic species

“We're thrilled to partner with Standard Process,” said Afif Ghannoum, CEO of BIOHM Health. “Combining our world-renowned expertise in microbiome testing with their unparalleled history in whole food nutrition, allows us to collectively bring something very special to the practitioner channel.”

The Standard Process Microbiome Test Kit was developed by BIOHM Health, which is one of the world's leading microbiome companies. They have completed thousands of consumer gut microbiome tests, are recognized for their expertise in bacterial and fungal interactions, and use the 16S and ITS rRNA sequencing for microbiome analysis — the gold standard for bacterial and fungal sequencing. The company was co-founded by Dr. Mahmoud Ghannoum, PhD. He is the company's Chief Scientific Officer and one of the world's key opinion leaders on the microbiome and the interaction between bacterial and fungal communities, with over 480 peer-reviewed publications, and over 25,000 citations of his work in the scientific literature.

The Standard Process Microbiome Test Kit is available for purchase by health care professionals at [standardprocess.com](https://www.standardprocess.com)

# WCA Launches Member Group Health Benefit Plan

## NEW! WCA Health Benefit Program



### You asked. We listened.

#### WCA now offers member-based Group Health Benefit Program

WCA has partnered with Alera Group and Trinity Alternative Risk Management to provide WCA Members with a Group Health Benefit option.

“WCA is proud to enhance existing member benefits by providing a Group Health Plan,” said John Murray, WCA Executive Director and CEO. “Our member feedback regularly shows the need for a Group Health Benefit program, and we were able to make this happen by partnering with Alera Group and Trinity Alternative Risk Management.”

Trinity Alternative Risk Management offers self- and level-funded solutions, allowing companies to better manage their health benefit plans and insurance risks. Their customized solutions are tailored to each client's unique needs, providing greater flexibility and value than standard commercial policies.

#### A Group Plan for WCA members

The plan available to WCA members is a group plan and has to be offered to all eligible employees in your organization. A minimum of three eligible employees is required for the group to offer the plan. Program features include:

- Comprehensive network options
- Cost-effective pharmacy solutions
- First-class wellness program
- \$0 copay for telemedicine
- Concierge-level customer service
- Long-term rate stability

There are 5 health benefit plans to choose from: Trinity 1000, Trinity 2500, Trinity 5000, Trinity 3500 HSA or Trinity 5000 HSA. Each group has the option of choosing which plan they want to offer. Contribution rates are determined on a group by group basis. Age, gender, location and the overall health of your group are all factored into the final rate that is provided.

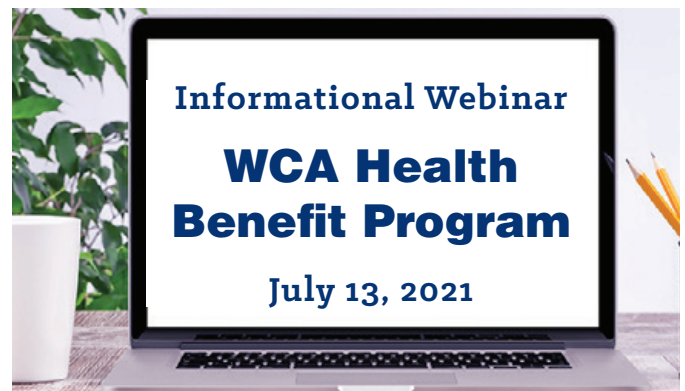
[View Group Plan](#)

### Eligibility Requirements

The Group Health Benefit is available to members of the **Wisconsin Chiropractic Association**. For a clinic to offer a plan, over 50% of Chiropractors within the clinic must be members of WCA. If a Chiropractor wants to be on the plan, they must join WCA as a member. An eligible employee is a full-time, W-2 employee. Full-time employees work a minimum of 20 hours per week.

### Choose the Benefits that are Right for You

In addition to the Group Health Benefit, WCA has partnered with Colonial Life to provide voluntary benefits including Accident Insurance, Dental Insurance, Life Insurance, and more.



### Learn More at July Informational Webinar

Learn more about deductibles, out-of-pocket maximums, preventative services, specialty care, chiropractic services and more during an informational webinar provided by WCA and the Alera Group on Tuesday, July 13 at 12:00 p.m.

This webinar is open to ALL Wisconsin Chiropractic staff regardless of WCA membership. [Register here to attend.](#)

[Register for July Webinar](#)



Wisconsin Chiropractic Association

Trinity Alternative Risk Management offers self and level-funded solutions, allowing companies to better manage their health benefit plans and insurance risks. Our solutions are customized to each client's unique needs, providing greater flexibility and value than standard commercial policies.

## PROGRAM FEATURES



Comprehensive network options



\$0 copay for telemedicine



Cost-effective pharmacy solutions



Concierge member advocacy



Chronic care management & lifestyle coaching



Cost transparency & Long-term rate stability



ALTERNATIVE  
RISK  
MANAGEMENT



[wcasupport@aleragroup.com](mailto:wcasupport@aleragroup.com)



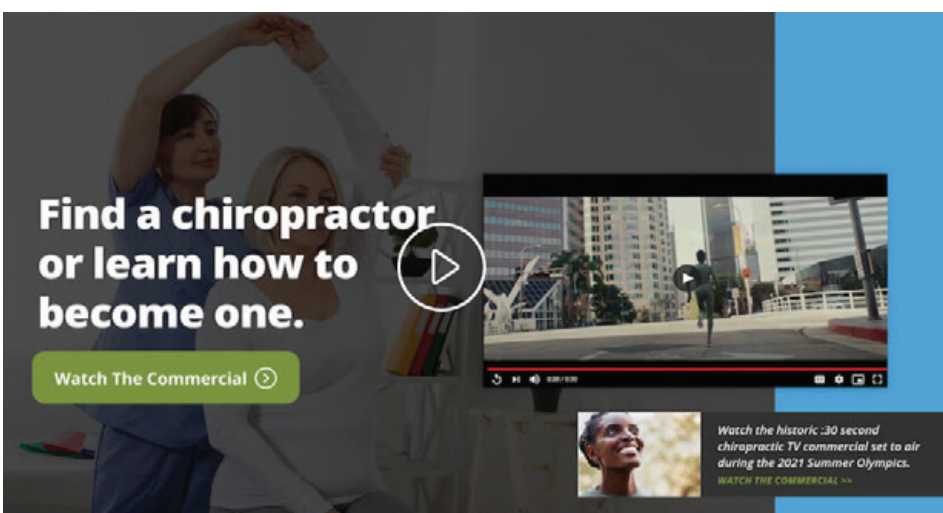
(800) 334-9252 / (715) 246-3811

# F4CP Airs Chiropractic Commercial During Summer Olympics

**A**fter nearly two years of planning, the Foundation for Chiropractic Progress (F4CP) has launched an award-winning, 30 second chiropractic television commercial. The commercial is set to air five times on NBC networks during the 2021 Summer Olympics and is expected to reach over 204 million individuals.

## How WCA Members Can Access the Commercial

WCA members who have created their F4CP account can access and download the commercial which they can share in their own chiropractic marketing and promotional efforts. In addition to this download capability, members also receive a top-spot placement in the F4CP's National Find-A-Doctor Directory -- which is included as part of the call to action for the commercial placements.



Not a member? WCA will be sharing the commercial via Facebook on July 27!

**With 204M+ individuals watching the commercial, we need to ensure your listing is up-to-date for consumers searching for a DC near them.**

## Update your F4CP Find-A-Doctor Directory Listing:

Login to your account using the email address you provided to WCA and the password you set up,

- Click on Update Profile
- Complete/edit your profile
- Click Save

Now you are on the right path to inspiring more patients, growing your practice and advancing the chiropractic profession!

To view your F4CP Find-A-Doctor Directory listing, visit:  
[www.f4cp.org/package/doctorssearch](http://www.f4cp.org/package/doctorssearch)

## WCA Members: Take Advantage of Your Complimentary F4CP Group Membership

Members of the Wisconsin Chiropractic Association have access to a complimentary Foundation for Chiropractic Progress (F4CP) membership which provides access to a wide variety of Chiropractic marketing materials including: Digital Campaigns, Brochures, Newsletters, Press Releases, Webinars, Radio Clips, and much more!

To activate your F4CP account and update your F4CP Find-A-Doctor Directory listing, please follow the steps below.

### Activate your F4CP account:

1. Go to [www.f4cp.org/package/member/forgotpassword](http://www.f4cp.org/package/member/forgotpassword) and enter the email address you provided to your State Association and click SUBMIT
2. Go to your email account to retrieve the temporary password. Go back to the F4CP website and LOGIN on the top right with your email address and temporary password. If it does not work, type in manually. Do not copy the temporary password.
3. Scroll down to PASSWORD – Click CHANGE and input temporary password and new password then click SUBMIT

[www.f4cp.org/package](http://www.f4cp.org/package)

# WCA News: Government Affairs

## State Budget Plan Increases Medicaid Payments for Chiropractic Spinal Manipulation

As of the publication of this edition of *The Wisconsin Chiropractor*, the 2021-2023 budget approved by the Joint Committee on Finance was set to be voted on by the full State Assembly and State Senate in the last week in June. If approved by both houses of the legislature, it is then sent to Governor Evers for his signature, partial veto or complete veto.

Given the differences between the Republican controlled legislature and Democrat Governor Evers on a number of policy and budget issues, a complete veto is not out of the question. At a minimum, expect the Governor to vigorously use his partial veto power to make changes to the budget plan passed by the Legislature.

### WCA Government Affairs Team

The WCA government affairs team, lead by WCA Executive Director and CEO John Murray, WCA President Dr. Chris Resch and Chair of the WCA Policy Steering Committee Dr. Alex Kocken, has been working for *months* on a budget initiative that would give Medicaid patients full access to chiropractic care and compensate chiropractors fairly for the services they provide.



*Working with State Senator Andre Jacque (R-De Pere, pictured left) and State Representative Clint Moses (R-Menomonie, pictured right), a provision was included in the budget passed by the Joint Committee on Finance (JFC) that increased reimbursement for chiropractic spinal manipulation procedures.*



### Background:

The original Medicaid budget motion (that is what they are called in the JFC process) proposed to:

- (1) Change Medicaid policy to allow chiropractors to perform (and get paid for) any services within their current scope of practice;
- (2) Increase reimbursement for the three spinal manipulation codes for chiropractors within Medicaid to 100% of Medicare rates, and;
- (3) Require payment parity between chiropractors and physicians for exams, X rays and lab tests within Medicaid.

The overall fiscal estimate on all three provisions would have increased annual spending within Medicaid on chiropractic from just over \$14 million per year to over \$33 million per year all funds (state and federal). Wisconsin chiropractors have not seen an increase within Medicaid since 2008 when they got a paltry 1%. We worked with Senator Andre Jacque to draft and insert our budget motion into the JFC process and made an aggressive ask knowing we would likely get scaled back in the final package.

The payment parity and full scope provisions were not considered by the JFC for budget reasons. ***The good news is that the committee voted to increase reimbursement for the three spinal manipulation codes by \$4,246,700 over the biennium (\$1.45 million in FY 2021-2022 and \$2.83 million in FY 2022-2023).***

“This is the most significant increase in Medicaid reimbursement for chiropractors in over 13 years,” said John Murray, WCA Executive Director. “We greatly appreciate the work of Senator Jacque and Representative Moses in giving chiropractors the resources they need to provide great patient care and achieve better outcomes.”

**“This is the most significant increase in Medicaid reimbursement for chiropractors in over 13 years,”**

said John Murray, WCA Executive Director.

## Online CE Rule Inches Closer to Approval

*Editors Note - the March edition of the Wisconsin Chiropractor reported that the draft rule being considered by the Wisconsin Chiropractic Examining Board (CEB) to allow for online CE was CR 20-085. This is incorrect. The draft rule on online CE at this point does not have a clearinghouse rule number assigned to it and the board is working under a rule scope statement SS 006-20.*

The draft rule allowing chiropractors to do online continuing education programs has been posted for EIA (economic impact assessment) and submitted to the rules clearinghouse (review by the staff at the Wisconsin Legislative Council).

Once these two steps are completed, the draft will be assigned a clearinghouse rule number. After this, the draft rule will return to the Wisconsin Chiropractic Examining Board (possibly in August, but more likely in October) for a public hearing. Then it heads to the Governor's office for a final review and spends two months being reviewed by the Wisconsin Legislature. Assuming no objections are made to



the rule, it is then published in the Wisconsin Administrative Code and goes into effect (likely in early 2022).

**“The administrative rules process can be slow but the WCA will continue to monitor the progress of the online CE rule and push for its approval as soon as practicable,”**

said WCA Executive Director and CEO John Murray.

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WCA

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Charles Hausman  
Eric Hoffman  
James Jenkins

Samantha Johnson  
Xavier Lopez  
Shane Martin  
Zachary Murphy  
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# WCA HELP DESK UPDATES

wcahelp@wichiro.org | 608.256.7023

The WCA Help Desk has a team of experts dedicated to providing support and resources for WCA members. Please read the important information below. Contact the WCA Help Desk with your questions, 608.256.7023 or wcahelp@wichiro.org.



## MACs including NGS Resume Medical Review/AUDITS on a Post-payment Basis.

Beginning August 2020, Medicare Administrative Contractors (MACs) resumed post-payment reviews of items and services with dates of service before March 2020. Audits were placed on hold, due to the COVID Pandemic Emergency. Last week, CMS and the MACs including NGS have announced that they will begin conducting post-payment medical reviews for dates of service after March 2020. The Targeted Probe and Educate program (intensive education to assess provider compliance through up to 3 rounds of review) will restart. The MACs including NGS will continue to offer detailed review decisions and education as appropriate.

## Network Health Rescinds Prior Authorization Policy:

On June 1, 2021, Network Health instituted a chiropractic prior authorization requirement for beneficiaries of their two Medicare Advantage programs. Prior authorization was implemented through a third party called eViCore. In response to the outcry from the chiropractic community as well as the confusion generated by the requirement, Network Health recently released the following statement:

*Thank you for contacting us in the past few weeks to discuss the eViCore chiropractic prior authorization program. We value your partnership and your collaboration. Based on your feedback, we will be ending the prior authorization program effective immediately.*

This is welcome news for both providers and beneficiaries of Network Health.

## SecurityHealthPlan

### Security Health Plan Update

The WCA wants you to be aware of new policy changes to Security Health Plans when they are secondary to Medicare. **Effective July 1, 2021, Security Health Plan will only pay for Medically Necessary chiropractic services, when the claims are forwarded to Security Health Plan from Medicare. Security Health Plan will pay the remaining 20% on these services.** This means that for every manipulation code (98940, 98941 or 98942) that is billed to Medicare with the AT modifier, you can expect Medicare to pay and therefore you could expect a supplemental payment from Security Health Plan for the remaining 20%. When a patient transitions from Active Care to Maintenance, and you use the GA modifier and the ABN is signed – with option 1 chosen, you would expect Medicare to NOT pay for these services, and Security Health Plan would NOT pay for the service as well.

Also effected, the code 98943, will no longer be covered within the supplemental policy. However, Security Health Plan will continue to cover services such as exams, x-rays and office visits when performed by a chiropractor. This is in accordance to the Wisconsin Mandate regarding the coverage and payment of these services as they would be covered when performed by a physician.

**At this time, Security Health Plan has stated that they will not be seeking recoupment for services that were paid for these service types prior to July 1, 2021.**

Please make sure that your Security Health Plan patients are aware of how they will be financially affected by this change, as they will be responsible for payment of these non-covered services after the July 1, 2021 date. If you have questions, you can reach their Customer Service Department at 1.844.622.0805 or 715.221.9425, Monday – Friday 7:00 a.m. to 5:30 p.m.

## MEET THE WCA HELP DESK CONSULTANTS



Barbara Zabawa, JD, MPH



Chris Anderson, DC



Jeff Wilder, DC



Rhonda Hodge, MCS-P

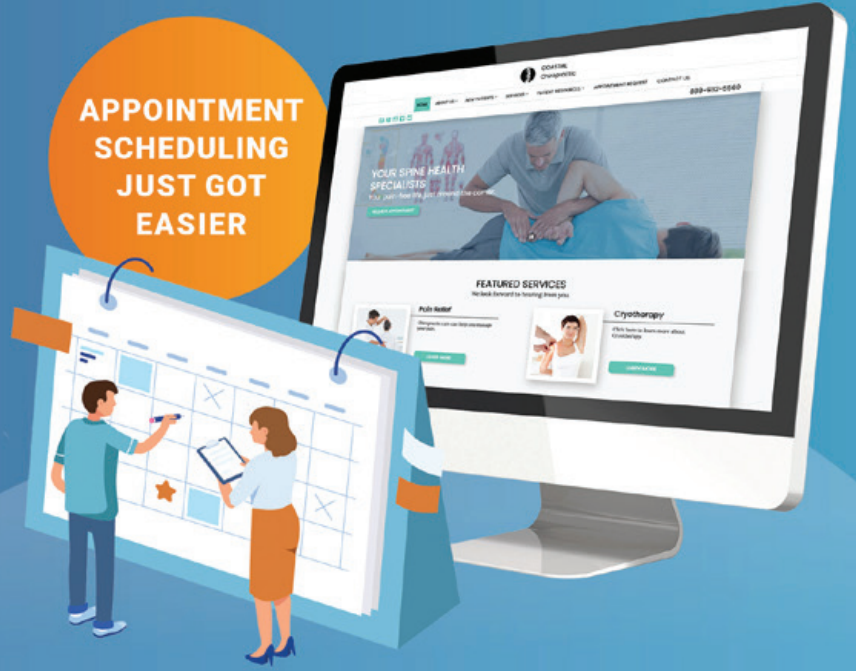


Kay Miller, DC

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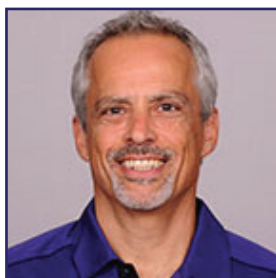
# WCA FALL CONVENTION 2021

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## Coming to the 2021 WCA Fall Convention



**Alan K. Sokoloff, DC,  
DACBSP**

Team Chiropractor for the Baltimore Ravens and current president of the Professional Football Chiropractic Association



**Brett Winchester, DC**

St. Louis Cardinals Team Chiropractor, Advanced Biomechanics Instructor at Logan College of Chiropractic, and Instructor and Board Member for the Motion Palpation Institute.

### OPENING GENERAL SESSION

#### Taking Chiropractic Care to the Next Level: Lessons Learned in the Professional and College Training Room

Breakout session: Concussions-When in Doubt, Hold Them Out...But Why? Dr. Alan K. Sokoloff, or "Dr. Sok", as his patients refer to him, is the owner/clinic director of the Yalich Clinic Performance and Rehabilitation in Glen Burnie, MD, where he has practiced for over 34 years. Dr. Sok has been the team chiropractor for 2-time Super Bowl Champion Baltimore Ravens of the NFL since 1999. He has been a member of the University of Maryland Sports Medicine Team since 1991, working with the UMBC Retrievers and Maryland Terps, and a medical team member for the Bowie Baysox (Baltimore Orioles AA team Major League Baseball) since 2009.



[Learn More About Dr. Sok](#)

### Low Back Pain: A Multi-Modal Approach

Dr. Brett Winchester lectures throughout the world, teaching his functional approach to patient care. Combining manual therapy, including joint manipulation and neuromuscular stabilization, with therapeutic exercise, Dr. Winchester effectively treats functional pathologies and acts as a catalyst for patients working to enhance their performance. Currently, Dr. Winchester is in private practice outside St. Louis, Missouri. His clinic, Winchester Spine and Sport, has established its reputation on evidence-based care for professional and amateur athletes, pediatrics, and geriatrics. Dr. Winchester also teaches modules for the chiropractic rehabilitation diplomate. He has been trained to instruct Dynamic Neuromuscular Stabilization according to Dr. Pavel Kolar.



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Orthopedic/NMSM Diplomate Course, Dr. Brandon Steele

CT Certification Friday & Saturday, Dr. Brenda Holland

CRT Renewal, Saturday & Sunday, Dr. Wendy Varish

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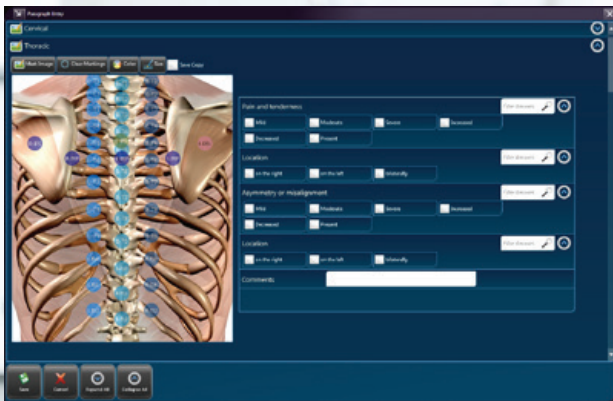
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# Meet the NEW WCA Staff

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**Tammy  
McKeown, C.T.**

Membership Services  
Director



**Sarah  
Krahn**

Education and  
Convention Manager



**Dawn  
Bradley**

Office Manager



**Stella  
Christenson**

Summer Intern

## Meet Our Team: New Staff Bios

### **Tammy McKeown, C.T., Membership Services Director**

Tammy McKeown, C.T. joined the WCA as Member Services Coordinator from 2014-2018. After a brief hiatus, Tammy returned to WCA in 2021 as Membership Services Director where she will focus on member experience, member benefits and Help Desk. She will assist members with a wide variety of questions on topics such as billing and coding, insurance questions, Medicare, Worker's Compensation & Personal Injury cases, and more. Additionally, she looks forward to visiting the chiropractic colleges to meet with students and to advocate how important state associations are to the profession.

Tammy has worked within the Chiropractic profession for over 20 years as a CT and Clinic Coordinator for both LSM and Zelm Chiropractic, as well as in billing and admissions for Meriter Hospital and Meriter Medical group located in Madison. She most recently worked for Agrace Hospice in Enrollment and Care Connections. Tammy became interested in Chiropractic after having an injury playing basketball in high school, where she then saw Dr. Mark Zelm for her first visit. She has always treasured her relationships within the profession, especially Dr. Ken Luedtke, Dr. Alan Zelm, Dr. Ann Metzler and Dr. Jeff Lyne.

In her free time, Tammy enjoys spending time with her son, especially attending his sporting events, and spending time with her dad who is 96 years young! She resides in her hometown of McFarland. Tammy has her Associates Degree from Madison College and has been a C.T. since 1997, when she attended CT courses at Palmer College and the WCA.

### **Sarah Krahn, Education & Convention Manager**

Sarah Krahn joined WCA as the Education and Convention Manager in June. Coming from the world of performing arts, Sarah earned her B.A. from Edgewood College in Theater Arts and most recently worked at Electronic Theater Controls in the Middleton area coordinating technical trainings for their theatrical lighting technicians from all over the world. She has prior career experience in event planning, educational programming, campground management, and marketing.

Sarah is wholeheartedly excited for her new role with WCA. She will assist with continuing education tasks including answering questions, class registration, and coordinating all seminars and conventions. In her free time, Sarah enjoys singing, attending plays and musicals, antiques with her Mom, and camping.

### **Dawn Bradley, Office Manager**

Dawn Bradley is a lifelong resident of Wisconsin. She grew up on her family farm just outside of Beaver Dam where her dad raised cows and pigs. Her first job was working at the local Dairy Queen and she still can do the DQ curl at any ice cream machine (out of habit), which drives her kids crazy! She moved to Sun Prairie about 25 years ago to pursue her associate degree in accounting at

## WCA Staff Bios- Cont. from page 27

MATC in Madison. She has 3 children. Austin is 19 years old and is at MATC in the Auto Technician program. Morgan is 16 years old and will be a Junior this fall at Sun Prairie High School. She is looking towards the future as an architect with a minor in interior design. Paige just turned 11 years old. She will be in 6th grade this fall and will be attending Patrick March Middle School in Sun Prairie. In her spare time, Dawn enjoys spending time outdoors with her family biking trips, playing volleyball, outdoor games and hiking, watching her kids in their activities or just reading a good book. She also likes to travel and visit her friends from high school that live in different states (it is a good excuse for a vacation!). She is looking forward to meeting all of the members at the conventions and putting their faces to their voices/names. She is also looking forward to bringing her accounting and customer service experience to the WCA to support the team and making everything run like a well-oiled machine.

### Stella Christenson, Intern

Stella Christenson is joining the Wisconsin Chiropractic Association as a summer intern, having just completed her junior year at Madison Country Day School in Waunakee. Stella is a three sport varsity athlete and is splitting her time this summer between her internship at the WCA, college visits, and summer practices for volleyball, basketball, and soccer. Her current favorite classes are Chemistry and Japanese; and her least favorite is Physics. As she looks ahead to her senior year and beyond, she plans to attend college and pursue a degree in either biomedical engineering or kinesiology, hopefully with a second major in Japanese language. Her future plans include working in a sports medicine related field, and fitting in as many intramural sports as possible while attending college. Stella also enjoys her study of the Japanese language, with her high school team having participated in the National Japan Bowl this year, placing 13th overall. She'd love to study abroad at some point, given her interest in the language and culture of Japan. Stella is also working with a few of her friends to help coordinate and run multiple Red Cross blood drives that will take place over the coming year. Some of the colleges she is interested in attending are Purdue, Michigan Tech, and Cornell.

Stella is looking forward to her internship with the WCA this summer because it provides an excellent opportunity to learn more about a field related so closely with her own interests. Chiropractic care is an important part of sports medicine and rehabilitation, and she is interested in learning more about how it enhances and supports other types of rehab. She is very grateful for the opportunity to work with the team at the WCA and gain more knowledge about another form of treatment and rehab.



*Editors Note: One of the many projects Stella will be working on this summer is cataloging historical materials on the chiropractic profession in Wisconsin and preparing displays for the WCA office.*

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A teal-colored pocket with a silver pen and a tan name tag. The name tag has a gold border and contains the following text:

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# Money Matters: Overcoming the Fear of Talking about Dollars and Cents

by Dr. Ray Foxworth, ChiroHealthUSA, a WCA Corporate Partner

We all know the importance of sitting down with our patients to discuss the cost of care, yet it is one of the most under-utilized processes followed in offices across the country. Authors of the **InstaMed report** state, “With the focus shifted to the consumer, both payers and providers will be challenged to overhaul their payment processes or face lost revenue and poor customer retention.” Knowing that a Financial Report of Findings (FROF) with our patients is essential to boosting collections and retaining our patients, why are so many offices still not implementing this practice?

For many, it’s considered taboo. Miss Manners (Emily Post) herself was quoted as saying, “A very well-bred man intensely dislikes the mention of money, and never speaks of it if he can avoid it.” This quote is from the 1920s, however, it is still indicative of how most of us were raised on the subject. As a result, we find it difficult to talk about money with our patients. In most cases, these conversations need to happen with new patients, but we hesitate as we strive to make them feel comfortable in our offices. Taking the right steps to implement a proper FROF in your office will help to ensure long-term success.

## Right Person, Right Seat

Years ago, I had an outstanding CA that was involved in direct patient care. I decided to reward her for her exceptional work ethic by promoting her to our office manager position. In two short months, she was one of my least effective team members. Her morale was down, her attitude mirrored that of Eeyore, and her work was shoddy, to say the least. I couldn’t understand how my best employee was now my worst employee, and so I sat down with her to have “the talk.” I dreaded this conversation in my heart and my head; however, it was during this conversation that I learned how much she missed talking to patients, disliked paperwork, and no longer felt like she was making a difference. In my infinite wisdom, I had rewarded her by giving her a job that

made us all miserable. I immediately moved her back to her old position and moved another staff member to the office manager position. Everyone was much happier, and I didn’t end up losing one of the best employees I have ever had the pleasure of working with.

Likewise, when determining who will have the financial conversation with your patients, base it on the person with the right personality, not the right job title. This person should be comfortable talking to your patients about money. They should be kind-hearted, patient, and cheerful. Keep in mind that, although you may not know the financial situation of everyone who works in your office, those who have a good personal relationship with money are going to be more comfortable having these conversations with patients.

## Location, Location, Location

Choose a private location to have this conversation in your office. Although we are not discussing the patients’ finances directly, we are discussing their financial responsibility for the care they need. Restate the doctor’s recommendation for care. Let patients know what insurance will cover. Let them know your actual fees for services that insurance will *not* cover and be prepared to offer affordable payment options. Asking patients to part with \$1,200 of their hard-earned money may scare them away but letting them know that their care is going to take three months and will cost \$400 per month can open the door to affordability.

## Keep it Simple

Give your patients an easy way to pay. Today, most of us, myself included, pay everything online or have it drafted from our accounts. We have moved to a passive way of paying our bills. We don’t give much thought to the price of our gym memberships, utility bills, or car payments, because they just get deducted from our bank accounts. We never feel the sting of

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## Money Matters - Cont. from page 31

parting with our money like our patients do when they pay at the end of each visit. Setting up an auto-debit system in your practice allows you to utilize a payment schedule that works with your patients' budgets and builds a steady stream of revenue for your practice. This allows our patients to get treated and leave feeling positive about their experiences, not feeling the dread of having to part with money on their way out the door.

Be committed to opening up the lines of communication when it comes to talking about money with your patients. You might be pleasantly surprised by the results, but you'll never know if you never try. Tony Robbins said it best, "If you do what you've always done, you'll get what you've always gotten." We often tell ourselves "no" or "I can't" when it comes to trying new and different things. Change is hard. Incorporating a new procedure can be tough, but the gratification of seeing collections and patient retention improve far outweighs the discomfort of trying something new.

*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](mailto:info@chirohealthusa.com) or visit the ChiroHealthUSA website at [www.chirohealthusa.com](http://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](http://www.chirohealthusa.com) to register today.*

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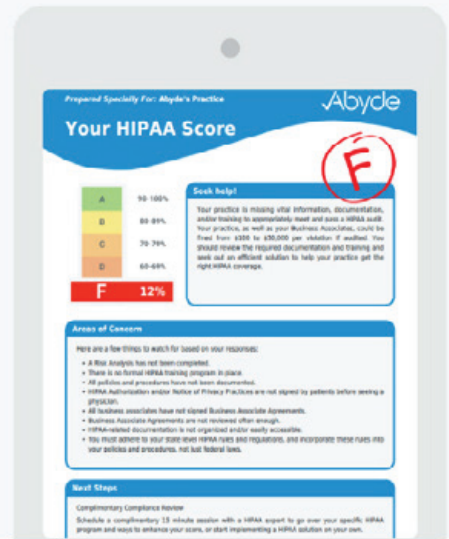
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**Julie Johnson**  
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julie@nut-dyn.com

## Current WI Practices for Sale



**Lake Geneva/Elkhorn.** Well established practice. Act./straight. 507 pv/mo. 2020 gross \$191,526. Low overhead. Asking \$115,000.

**West of Sheboygan.** Long established practice. Located in professional bldg. Attractively furnished. \$515,159 gross. Steady 2021 growth. Asking \$275,000. Financing available.

**Fond du Lac area.** Div. 74% cash. 90 pv/wk. Priced to sell at only \$60,000.

**NW Wisconsin.** 100% cash practice. Div./Gon./Straight. 2020 gross \$238,000. 2021 \$25,130 per month. 439 pv/mo. Avg. Asking \$174,500. Financing available.

Recent Sale: Oconto Falls

Pending Sale: Eau Claire-Wausau (practice and real property)

*Practices also available in Minnesota, Illinois, and Iowa*

**Call or email Loren Martin for more information**

**(952) 953-9444**

**[martin@practiceop.com](mailto:martin@practiceop.com)**

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# CLASSIFIEDS



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## ASSOCIATE NEEDED AT A GONSTEAD PRACTICE IN BERLIN, WI

Immediate opening for an Associate Doctor in established, multi-doctor Gonstead practice in Berlin, WI. Large patient base, multi-room facility, digital X-ray, fully staffed. Contact [atw8544@gmail.com](mailto:atw8544@gmail.com) or call (920) 229-3576.

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## EQUIPMENT FOR SALE - SUMMIT SYNERGY X-RAY SYSTEM

Summit Synergy x-ray complete package with Fuji Prima-T digital processor. Includes everything needed for immediate set up and use including all computer hardware and software for easy acquisition. Low usage and excellent condition. Additional information including pictures available upon request. Will consider a reasonable offer. Email [ready2retirenow59@gmail.com](mailto:ready2retirenow59@gmail.com) for additional information.

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## ASSOCIATE DOCTOR WANTED SOUTHEAST WI

Southeast Wisconsin clinic in Waukesha County established over 30 years seeks motivated individual to join our staff. The right individual will have the opportunity for ownership once his/her practice is established. The current Dr. seeks to retire within 5-7 years. New or recent graduates are encouraged to apply, but we will gladly welcome experienced providers looking for a change. We primarily utilize manual adjusting techniques and offer a wide range of therapeutic modalities, exercise and massage therapy. The clinic has a very friendly and skilled staff to assist you in your practice growth. To arrange a confidential interview, please submit a resume and cover letter to [newberlinchiro@gmail.com](mailto:newberlinchiro@gmail.com).

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## ASSOCIATE NEEDED NEAR GREEN BAY - ESTABLISHED PATIENT BASE!

Van Drisse Chiropractic Center, LLC is looking for an Associate Doctor to join our established group practice in East DePere. Our clinic is patient-centered and we are now looking to add a doctor to treat an already available patient base due to an associate relocating out of state. The facility is 3,500 sq ft with 7 adjusting rooms and a rehab room with flexion distraction, taping and spinal decompression. Soft tissue methods are incorporated with laser and other modalities. Patient base consists of all ages with families, everyday athletes and more. Base pay plus percent of collections. Benefits package. Contact Dr. Van Drisse at [drvands@yahoo.com](mailto:drvands@yahoo.com) or call (920) 562-3691.

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## CHIROPRACTORS NEEDED

Doc For A Day! is hiring part-time contractors to perform office coverage work. Great pay, flexible hours and valuable learning experiences. Must be licensed, have malpractice insurance, transportation and have graduated at least 3 years ago. Call 847-367-9641 or email [daleslachman@gmail.com](mailto:daleslachman@gmail.com) w/resume.

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## INTEGRATIVE DELAFIELD CLINIC SEEKING ENERGETIC ASSOCIATE TO JOIN OUR TEAM

Well-established, high-volume family practice is in immediate need of an energetic, goal driven, and fun-loving associate doctor. Lake Country Health Center is a 25+yr integrative clinic in Delafield, WI. Must have exceptional communication skills and a desire to thrive. Previous experience preferred. We have a staff of 10 ready to create a smooth transition and our facility is equipped with the latest innovative physiotherapies, x-rays, software and marketing budget to assist with all of your needs. Contracted employment with initial competitive salary, tiered unlimited commission, 401k, continuing education, liability insurance, etc. Visit our website at [www.dranielmurray.com](http://www.dranielmurray.com). To schedule a confidential interview, submit resume/cover letter to [drmurray@bizwi.rr.com](mailto:drmurray@bizwi.rr.com)

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## ASSOCIATE CHIROPRACTOR WANTED - LA CROSSE

Looking for an energetic, forward-thinking individual to join our established team. Must be hardworking and motivated. We are located in the heart of the Coulee Region of La Crosse, WI. We are looking for a doctor that would provide diversified technique and be trained in physiotherapy/rehabilitation. Also, must have a desire to learn, have a good work ethic and be passionate about helping patients. Financial opportunities will be discussed at interview. Please send resume to [amybreidenbachwi@gmail.com](mailto:amybreidenbachwi@gmail.com). We look forward to hearing from you!

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## SPINALATOR TABLES FOR SALE IN APPLETON

Two tables for sale, both in very good condition with no existing mechanical issues. **Table 1:** Chattanooga Ergostyle by Spinalator, light blue vinyl-covered flexion distraction elevation table with cervical & pelvic drops! Thoracic section adjustable to accommodate pregnant patients. Table lowers & raises without issue. \$3,000. **Table 2:** Chattanooga Ergostyle by Spinalator, light grey/brown vinyl-covered flexion distraction elevation table with cervical, thoracic, lumbar and pelvic drops that works great! Table lowers & raises without issue. \$3,000. **Tables located at Schubbe Resch Appleton.** Please text 920-202-1586 if interested in one or both tables.

## Classifieds - Cont. from page 39

### JOB OPPORTUNITY FOR A FULL-TIME CHIROPRACTOR IN EDGERTON, WI

Petry Chiropractic & Wellness in Edgerton, WI is seeking a full-time Chiropractor to join our busy office. We've been serving Edgerton and surrounding communities since 2007 and need a dedicated, hardworking clinician to join our team. Salary is base pay/percent of collections, whichever is greater. Our practice is located in the heart of our small town. The preferred candidate will bring a strong skillset in manual adjusting techniques including extremities, be motivated, willing to learn, and interested in a long-term relationship. Future partnership opportunities will be available for the right individual. Please send resume to Dr. John Petry: [drjohn@petrychiropractic.com](mailto:drjohn@petrychiropractic.com).

### MOTIVATED, TEAM PLAYER WANTED FOR AN ASSOCIATE CHIROPRACTOR OPPORTUNITY IN NE WI

Associate DC position available in a progressive, multi award-winning practice with multiple expanding locations based out of Northeast Wisconsin. Amazing opportunity with a supportive team and the ability to work at our main office as an associate or potentially run your own practice someday if you are the right candidate. 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 the potential for benefits. Interested candidates should email C.V. to [buss.skibbachiros@gmail.com](mailto:buss.skibbachiros@gmail.com).

### ASSOCIATE WANTED - GREATER 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 have the opportunity to advance from associate, to clinic director, to shareholder in the corporation all based on their personal performance. In addition to a 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 of working with the Chiropractic Company. For more information go to: [www.chiropracticcompany.com](http://www.chiropracticcompany.com) OR Email: [drmcleod@chiropracticco.com](mailto:drmcleod@chiropracticco.com)

### 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](mailto:drmcleod@chiropracticco.com) or visit [chiropracticbuyers.com](http://chiropracticbuyers.com) for additional information.

### EQUIPMENT FOR SALE - APPLETON, WI

- Zenith 210 Hy-Lo Table, Excellent condition, Child Proof Switches; Recently Serviced
- Set of Gonstead Equipment-Including Pelvic Bench, Knee Chest, Cervical Chair
- Full Spine Analog X-Ray System with Processor in Good Working

Condition-Full Spine Bucky

- Adjustable Massage Table with Adjustable Head Piece and Lambskin Pad with Bolster
- Like New Professional Health-O-Meter Scale
- Office and Reception Room Furniture, Including a Professional Office Desk Unit
- Panasonic – KX-DT343 Phone System with 4 Phones

Make a reasonable offer. Additional information and pictures available upon request. Please email [kuschiro@att.net](mailto:kuschiro@att.net) for further details.

### APPEL CHIROPRACTIC IS LOOKING FOR AN ASSOCIATE CHIROPRACTOR WITH A BUY-OUT OPTION

Dr. Appel has 40 years experience in Chiropractic with a 20 year history in Chippewa Falls. Our office is conveniently located between Chippewa Falls & Eau Claire. Dr. Appel is looking toward retirement and is willing to assist a new or experienced doctor for as long as necessary to learn our techniques and transition into future ownership. Many options are certainly available. Call Dr. Appel at 715-720-9911.

### HEALTHWISE CHIROPRACTIC LOOKING FOR ASSOCIATE CHIROPRACTOR WITH POTENTIAL BUY-OUT OPTION

HealthWise Chiropractic is a multi-doctor practice serving patients in southeastern Wisconsin for over 40 years and is currently looking for a full-time chiropractor. The owner is planning for retirement in the next 5 years and would welcome a sweat equity buy-out option. A signing bonus will be given to any doctor that has, or is in the process of completing the ICA OB/GYN/PEDS certification. There is a patient base you can step into and see immediate solid income. There is also potential for short-term trips to work in the owner's African clinics. Email C.V. to [info@healthwiseinfo.com](mailto:info@healthwiseinfo.com)

### WISCONSIN PRACTICES FOR SALE

- West of Sheboygan: Solid, secure, long establish practice. Fully equipped office, attractively furnished. \$515,159 gross. Steady 2021 growth.
- Fond du Lac area: Diversified. Corner location with high visibility. 74% cash practice. Diversified. Priced to sell at only \$60,000!
- NW Wisconsin: 100% cash practice. 2020 gross \$238,000. Increasing gross in 2021 at \$25,130 per month. 439 pv/mo. Asking \$174,500.
- Lake Geneva area: 507 pv/mo. 2020 gross \$191,526. Low overhead. Asking \$115,000. Financing available.
- New opportunities routinely available.

Contact Loren Martin, Practice Opportunities Inc.  
P. 952.953.9444 | Email: [martin@practiceop.com](mailto:martin@practiceop.com) |  
Website: [www.practiceop.com](http://www.practiceop.com)

### PART TIME, EXPERIENCED MASSAGE THERAPIST WANTED IN GREEN BAY

We are looking for an experienced massage therapist for part time work at Advantage Chiropractic Clinic in Green Bay. Our clinic has been offering chiropractic and massage therapy for over 25 years. Massage therapy hours are flexible but would need to coincide with

## Classifieds - Cont. from page 40

chiropractic clinic hours. This means no massage appointments after 6pm weekdays. Saturday mornings would be considered if desired by the massage therapist. Please attach resume by email at [advantagechiropractic123@gmail.com](mailto:advantagechiropractic123@gmail.com) or by fax at 920-432-7784.

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### ASSOCIATE WANTED IN BEAUTIFUL GREEN BAY, WI

We offer an attractive compensation package and bonus, \$4,000/month base salary + percentage + 12-month bonus (student loan re-payment program), opportunity for ownership, great work-life balance with a focus on team enhancement, mentorship & evidence-based clinical training (enhance your skills) with an opportunity to become a certified evidence-based chiropractor (C.E.B.C). Patient-centered systems and procedures that allow you to do what you do best - care for your patients! This position is ideal for a recent graduate chiropractor looking to join a busy and growing clinic. It is any awesome opportunity if you are interested in working in a friendly environment while gaining valuable clinical experience. Our ideal candidate must be proactive and willing to learn, committed to high quality patient care, enthusiastic about evidence-based chiropractic, a great communicator, professional, energetic, kind and caring. Send resume to [backhealth@newbc.rr.com](mailto:backhealth@newbc.rr.com).

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### CHIROPRACTIC CLINIC - GROWING & READY FOR YOU!

Paull Chiropractic is a one doc office looking to add a new member to our family wellness team. We currently serve a diverse patient population, but have been steadily moving towards prenatal/pediatric and family wellness over the past year. Paull Chiropractic is proudly part of the Pediatric Experience and is a fast-paced, high-tech office with a hands-on approach. We are a neuro-tonal, subluxation-based practice that utilizes the Insight Subluxation Station scans as our primary diagnostic tool, but also have digital X-ray onsite when needed. Additionally, as part of our team, you will find 4 massage therapists, 2 reiki therapists, a mental health counselor, yoga, and Pilates all under one roof! We are looking to hire an energetic, open-minded, team player who is ready to learn and grow both professionally and personally as part of our dream team. Proficiency in Webster technique is a plus. We will happily support you with extensive training through the Pediatric Experience on everything from scan interpretation to patient care/adjusting to patient education. Paull Chiropractic is located in downtown Janesville, WI - just 40 mins south of Madison, 1 hour and 15 mins west of Milwaukee, and 1 hour 30 mins north of Chicago Land area. Contact Dr. Andy Paull, [aepaulldc@gmail.com](mailto:aepaulldc@gmail.com). <https://www.janesvillechiro.com>

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### BEAUTIFUL OFFICE SPACE FOR RENT

Mondays, Tuesdays, Wednesdays and Thursdays. Nutritional clinic, one of the top producers in the Midwest. Looking for a chiropractor to rent office space and build a chiropractic business for themselves. FREE RENT. Pay as you scale your business. You will do all of your own billing and collections. Located in an upscale business neighborhood with plenty of parking and easy freeway access. Call Jeffrey Langlois at 262-364-8091. Langlois' Vital Nutrition Center, 16655 W. Wisconsin Ave., Brookfield, WI 53005.

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### CHIROPRACTOR (PARTNER OR ASSOCIATE)

Chiro-Med S.C., a 29-year-old, million-dollar practice is seeking a Full-time or Part-time Chiropractor. The owner is starting to plan for retirement in 1 - 5 years. Candidate must have excellent manual

adjusting skills & ability to treat 10 patients per hour with a fully trained staff. Schedule depends on Chiropractors' future goals. Salary (base \$36 - 48K), bonus (10 - 40%) and benefits based on experience and ability to perform clinic protocols. Must understand physical therapy modalities and rehabilitation procedures to conduct ROF's and form comprehensive SOAP notes, treatment plans & patient goals. Email C.V. to [kaleychiromed@gmail.com](mailto:kaleychiromed@gmail.com) to apply.

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### CHIROPRACTOR AVAILABLE FOR RELIEF COVERAGE

Licensed and fully insured with NCMIC. 23 years of experience treating patients in Wisconsin. I am available Mondays, Tuesdays and Thursdays. Please contact Dr. Jeff Hamill at 262-328-4678 or [hamillchiropractic@yahoo.com](mailto:hamillchiropractic@yahoo.com). I live in Menomonee Falls, WI.

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### WATERTOWN WI PRACTICE FOR SALE

D.C. retiring after 45 years. Large practice with a steady flow of wellness/maintenance patients and a constant referral base has been established. Thompson and Activator techniques utilized. Low overhead. Clinic building, 2 Thompson tables, 2 Hill anatomotors and all other office furnishings available. Priced to sell. Call Dr. Petersen at 920.988.5901 or email [clpete@charter.net](mailto:clpete@charter.net) for more details.

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### VAN ROO FAMILY CHIROPRACTIC SEEKING AN ASSOCIATE DOCTOR TO JOIN OUR FAMILY PRACTICE

We have a large family practice with 2 Docs and 4 staff. We are at an ideal state for a long-term Associate Doctor with potential ownership of the clinic in the future. The new Doctor must have a good work ethic and values, like to have fun, yet be professional, and would also like to be in our area long term. We will provide the training and competitive compensation. Email [ryanlaurawatt@hotmail.com](mailto:ryanlaurawatt@hotmail.com) or call Dr. Ryan at 608.751.3124.

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### OFFICE SHARING ON THE EAST SIDE OF MADISON

After practicing for 43 years, I am looking to cut back on my office hours. As of 04/1/2021 I will be seeing patients one day per week on Wednesdays. I am looking for a doctor, new or experienced, to share my office space. They would have access on all other days of the week. I am Advanced Proficiency Rated in Activator and my office is set up for this approach, but other options are available. My intent is to rent the space and you would bring in your own patients as well as see mine on my off days. Included in the rent is trained office staff to handle phone, scheduling and insurance processing. You walk out the door at 5 o'clock. Don't have to hire or fire. Pay the rent - keep the rest. Please reply by email if interested, [tctdc@hotmail.com](mailto:tctdc@hotmail.com)

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### ASSOCIATE CHIROPRACTOR WANTED: NORTHEAST WI

We are looking for an energetic, patient centered and team player chiropractor to join our team. We have been established in our community for over 27 years and located in Sturgeon Bay, WI. Doctor will provide Diversified, Thompson, Activator Methods techniques and physiotherapy. Financial compensation will be discussed at interview. Please send resume to: [drluke@backtowellness.org](mailto:drluke@backtowellness.org).

## Classifieds - Cont. from page 41

### WANTED - SHORT TERM FILL IN DOCTOR - LIFETIME CHIROPRACTIC CENTER, LLC

Schedule M-W-Thursdays full days. Treatment techniques - Diversified, Activator and Thompson Drop. Full spine adjustments, modalities by certified staff. \$1,200/week Milwaukee area. Must be licensed and have malpractice insurance. Email resume to [bestbonesetter01@gmail.com](mailto:bestbonesetter01@gmail.com).

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### ASSOCIATE CHIROPRACTOR WANTED: SOUTHCENTRAL, WI

Associate chiropractor wanted to join fast-paced, established practice with multiple DC's and a great staff! Our mission is to increase the quality of life of the people in our community by delivering specific chiropractic adjustments along with other modalities, such as laser therapy and spinal decompression. The ideal candidate would be proficient with manual adjusting and enjoy working on a team-based atmosphere. Financial assistance for relocation may be available to the right candidate. Please call (608) 290-1648 for more details.

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### ENJOY THE BEAUTY OF THE WISCONSIN NORTHWOODS

Northcentral WI - 12 year established clinic seeing 800-1100 patients/mo looking for Associate DC who loves the beauty of the Northwoods. Our state of the art clinic is nestled in the middle of 130 thousand acres of county land which has been developed into recreational trails for snowmobiling, atv, cross country skiing, horseback riding and biking. We are known as "The County of Trails." Enjoy a quarter of a million acres reserved for public hunting, go kayaking or fishing in one of the 841 natural lakes, or try whitewater rafting the Wolf River! This Associate opportunity is perfect for someone who enjoys a relaxed lifestyle as well as a safe place to raise children. Please email [rob@antigochiro.com](mailto:rob@antigochiro.com) if you love the outdoors and our clinic is a good fit for your lifestyle

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### WINDING DOWN?

You have spent your entire career developing and growing your practice. Now is the time to look ahead. If you do not have an exit plan, LSM may be your solution. Consider joining this large, patient-centered practice and see how smooth your move to retirement can be. Please contact Sarah Pavlik at 608-316-6972 or [spavlik@lsmchiro.org](mailto:spavlik@lsmchiro.org) for more information.

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### ASSOCIATE DOCTOR WANTED - GREEN BAY, WI.

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

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### STUCK OR PLATEAUED?

Running a chiropractic practice is not easy. Now, with Covid, it may be almost impossible. Consider joining with LSM to revitalize your career. With 18 clinics, support staff and the latest technology, LSM can help you flourish. All benefits including healthcare, dues, malpractice and 401K plan. Work as the Chiropractor you were meant to be. Please contact Sarah Pavlik at 608-316-6972 or [spavlik@lsmchiro.org](mailto:spavlik@lsmchiro.org) for more information.

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### SEEKING ASSOCIATE DOCTOR OF CHIROPRACTIC

Grand Rapids, MI - \$50,000-\$65,000. Patients are ready for you! Great team, in a positive environment. Come be a part of our growing company! Great opportunity for a new graduate or an experienced doctor in need of something new. Send resume and cover letter to [hiring@thchiro.com](mailto:hiring@thchiro.com)

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### PRACTICES FOR SALE

- **Lake Geneva/Elkhorn.** Act./Div. Solid practice poised for additional growth. 507 pv/month. Excellent payor mix. Skilled staff. Doctor retiring.  
- **Sheboygan area.** Located in highly popular city just west of Sheboygan. \$511,975 net income. Voluminous patients. Div./Act./Drop/FD. Established 29 yrs. Asking \$275,000. Financing available.  
- **Northwestern Wisc.** 2020 gross \$238,793. All cash practice, family referral wellness patients. Div./Gon/straight. Located in professional designed attractive bldg with large draw area.  
Contact Loren Martin, Practice Opportunities, Inc. 952-953-9444.  
[martin@practiceop.com](mailto:martin@practiceop.com)

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### ASSOCIATE WANTED - SOUTHEAST WISCONSIN

Ideal position for either a part-time doctor or with concurrent locum tenens. Established family chiropractic clinic entering its 25th year in successful practice seeks a motivated associate doctor to join the team. Schedule: Tuesdays and Fridays every week, and every other Saturday (8AM-11AM). Associate will be the first option for full-time cover periods, pending the schedule of the primary doctor. Career mentorship provided. Medium-volume, fast-paced schedule. Negotiable daily base plus attainable incentives, malpractice insurance, WCA membership & continuing education reimbursement. Please email Dr. Dave at [dbrouillette@wi.rr.com](mailto:dbrouillette@wi.rr.com)

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### WE'RE HIRING - DOCTORS OF CHIROPRACTIC, UP TO A \$30K SIGN-ON BONUS

Chiro One Wellness Centers is looking for talented, motivated and drive Doctors to join our team in Wisconsin! Includes: 12 week paid training program 4 day work-weeks; Paid malpractice insurance, 401K benefits and health insurance; Clinic Director average salary over \$200K We are looking for Doctors in Milwaukee, Racine, Kenosha, Germantown, Hudson and Chippewa Falls. APPLY now: <https://medullallc.com/join-our-team/> Or contact Dr. Kumar, Narmda. [Kumar@medullallc.com](mailto:Kumar@medullallc.com) 630-415-6030.

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### FULL TIME CHIROPRACTIC TECHNICIAN WANTED

Busy chiropractic clinic in Franklin, WI looking for passionate individual to join our team at McAvoy Chiropractic. Must be detail oriented, able to multi-task and a team player with good communication skills. Full-

## Classifieds - Cont. from page 42

time hours during the week, and occasional Saturday mornings. Duties include, but are not limited to, chiropractic therapy and rehabilitation, developing x-rays, filing, answering phone calls and scheduling patients. Competitive salary and benefits. Please send resume and cover letter to [michelle@McAvoyChiropractic.com](mailto:michelle@McAvoyChiropractic.com).

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### PLYMOUTH, WI PRACTICE FOR SALE

Well Est. 30-yr. Mostly Cash Practice. Collect at the front desk from day one! \$162k collected. 4,608 total visits. 110 new patients. Well-equipped and staffed. Family community (1 hr. north of Milwaukee). "Cheese capital of the world." DC retiring. "Turn-key." Plenty of room to double numbers with little effort!! Call Dr. Bush @ (920) 946-4986 or [slbushdc@gmail.com](mailto:slbushdc@gmail.com). Photos: <https://photos.app.goo.gl/u4K17DYAwpdQRA7p9>

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### HIGH ENERGY, ENTHUSIASTIC CHIROPRACTOR TO JOIN OUR TEAM.

At Northside Chiropractic Center we strive at being a laid back modern office that provides our patients with the best chiropractic care. We utilize a variety of techniques such as Thompson, Gonstead, flexion-distraction, diversified, activator, etc. We are looking for a high-energy, enthusiastic, well-rounded, and innovative Chiropractor to join our team. Our ideal candidate has a minimum of 1 year post-graduate experience treating and managing patients, a quick learner and highly motivated, enjoys meeting and networking with local business' and community. Financial opportunities will be discussed at interview-based on experience/patient clientele. Requirements include: Doctor of Chiropractic degree from an accredited chiropractic college; Valid DC license in the state of Wisconsin; Current Malpractice Insurance in the State of Wisconsin; Excellent patient care and communication skill with the ability to multitask; Ability to work closely with all staff and create positive and productive work relationships. Contact: [erin@northsidechiro.com](mailto:erin@northsidechiro.com)

### ASSOCIATE DC WANTED AT MADISON CHIROPRACTIC - NORTH

Well established Madison Chiropractic clinic is looking for a highly motivated chiropractor with excellent communication and adjusting skills. We are a multiple DC office that has been in practice for over 39 years. We are in network with most area insurances, including Quartz. This is a great opportunity for this right candidate with potential to buy into the business in the future. Contact Information: Please send a Resume and Cover Letter to Office Manager, Deb Ross at [dlr@madisonchironorth.com](mailto:dlr@madisonchironorth.com)

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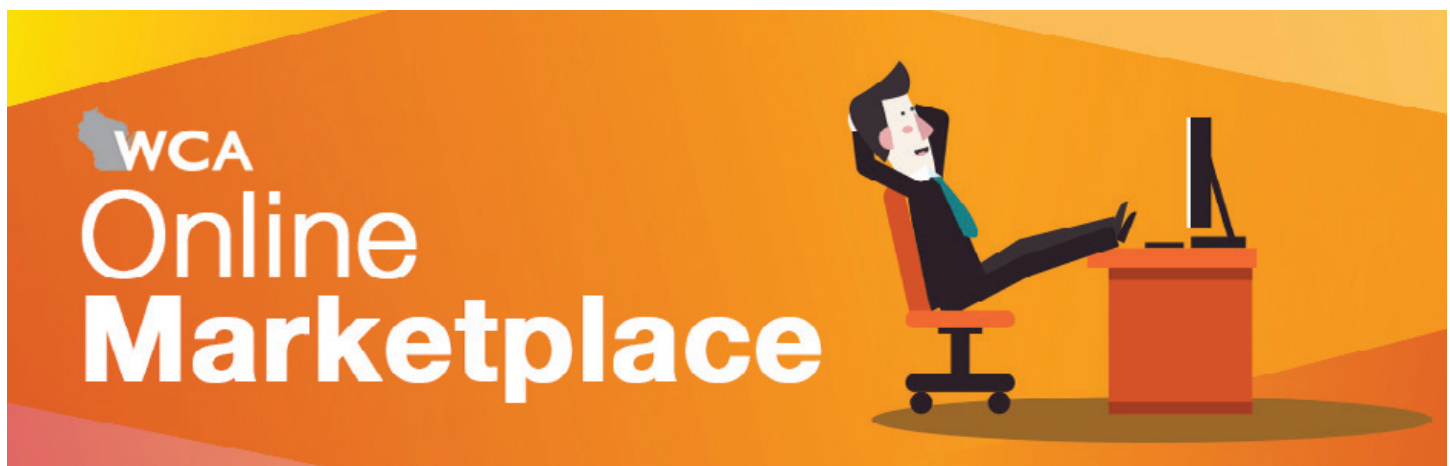
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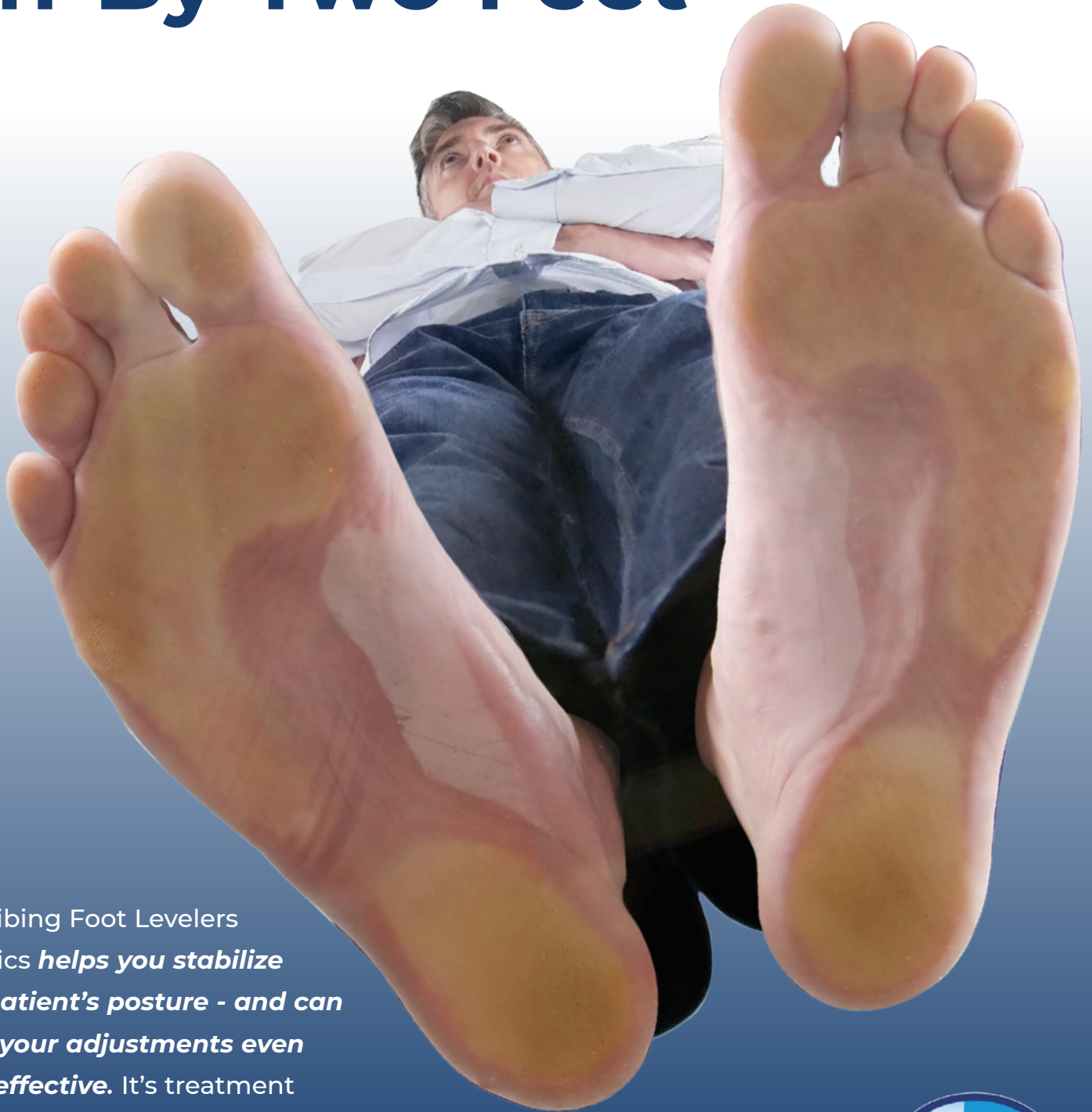
Practice established since 1976 in a 6400 SF. Building with multiple treatment rooms for Doctors and staff located in central Wisconsin. Exercise, therapies, nutrition, orthotics, etc. are offered for patient management. Substantial rental income is generated by our M.D., acupuncturist, massage therapist, and dance studio tenants. All options for ownership, partnership or associationship can be outlined by contacting Dr. Jerry at 715-496-1204 after 7pm.



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