The Wisconsin Chiropractor

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WCA FALL CONVENTION:
Coming Together to Build a Stronger Profession

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Have You Addressed the Financial Impact of the Pandemic On Your Practice?

by ChiroHealthUSA, a WCA Corporate Partner

While many of our colleagues saw increases in patient volume in the wake of the pandemic, many saw reductions. One thing that has become consistent is that the cost of doing business has increased. If you have been putting off evaluating your fees or haven't addressed them in years, it is time to stop procrastinating. Regardless of your patient volume, if your fees don't reflect the impact of increased costs to your practice, it is going to have a negative effect on your practice revenue.

Steps to Knowing the Cost of Doing Business

All practice owners need to know the cost of doing business. According to a national survey a few years back, overhead in a typical chiropractic practice can average 50%. I would be surprised if that average hasn't increased, considering the increased cost of addressing a pandemic, compliance mandates, rising overhead, and lower reimbursement models.

1. **Calculate your average cost** of providing an office visit and the percentage of overhead, **using this simple calculator**. This number is key to knowing your bottom dollar for maintaining profitability in your practice. While this is not as exact as a formal Profit and Loss Statement, it will give you an excellent ballpark idea of your costs.
2. **Determine the average charges for services offered in your area.** Unfortunately, the Sherman Anti-Trust act prevents you from reaching out to colleagues in your community and asking what they charge, as this can be seen as price-fixing. There are multiple ways you can gather this information, however. You can hire a consultant to collect this information for you or utilize websites such as **ChiroCode.com** or **fairhealthconsumer.org**, which calculate fees in your zip code.
3. **Start a spreadsheet and list every code that you use in your practice.** Then list the reimbursement rates for each code from Medicare, in-network, and out-of-network insurance companies. Next, add the information you gathered on average fees based on your zip code. Start by comparing the averages in your area to the current fees in your practice. Are you above or below the average? Then, using your actual fees, determine what you are currently charging per visit, on average. Are you falling above or below your cost per visit?
4. **Lastly, you will want to compare your cost per visit to your reimbursement rates with provider agreements.** Do you have any contracts that pay you less than your cost per visit? If you are in a state where there is a state mandated fee schedule for Workers Compensation or Personal Injury, be sure and review these numbers as well. In working with thousands of clinics, we have found many are charging BELOW what is allowed. This leaves substantial revenue on the table.

Making Adjustments to Your Fees

Now that you have this information in front of you, what's next? Now is a great time to determine if you need to make any adjustments to your current fees. Even a slight change of $5 per visit for the average practice can have a significant financial impact on your bottom line. Just $5 more per visit is the equivalent of getting paid for 13 months while only working 12. If you have any provider contracts that are not meeting your desired cost per visit, reach out to negotiate your agreement. If they are unwilling to negotiate, it may be time to cancel.

Using a Discount Medical Plan Organization

If raising your fees gives you heartburn, and you have concerns that doing so will run off your patients with limited benefits, high deductibles, or no insurance at all, then consider using a Discount Medical Plan Organization, like ChiroHealthUSA. Providers who offer these types of memberships to their patients give their patients the same kinds of discounts that insurance carriers have negotiated for those same services. As a result, the discounts to patients are often the same or lower than the co-pays they are accustomed to paying for their treatment with robust insurance plans. In addition, having a contractual network agreement with a DMPO makes the discounts you offer legal and compliant.

This fee analysis may take a little time, but I challenge you to sit down and evaluate your fees. It will allow you to see where you could be losing money and correct those areas of concern to become more profitable in 2021 and beyond.

Editor's Note: WCA completes an annual Wisconsin pricing survey, which is posted on our website and published in the magazine.

ChiroHealthUSA

The little things are not so little.

The big, critical things turned out to be not that important. The little ones? We ended up missing those the most; seeing smiles on peoples' faces, feeling a pat on the back, holding a hand...

We all experienced the absence of tiny gestures.

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Delivering an Outstanding Convention Experience

Dr. Chris Resch | WCA President

The 2021 WCA fall convention at the Kalahari Resort by every measure was an overwhelming success by every measure. Completing my full first year as WCA President, I have a deeper appreciation for everything that goes into putting on a successful convention. Furthermore, I believe that in-person conventions still matter.

Sarah Krahn

I want to start out by thanking WCA staff, particularly our new Education and Convention Manager, **Sarah Krahn**. Sarah is new to the WCA team within the past two months and has stepped in to take over management of education programs in a way that delivered an outstanding convention experience. It's about providing great continuing education, great vendors at a great venue - the Kalahari Resort - which all of our members enjoy. We used a seamless registration and check in process with an electronic scanning system to check people in and out of classes. This system is very easy and allows us to keep track of CE credits for attendees.

Leah Knope & Chris Pisani, Erchonia

I want to thank **Leah Knope**, our Corporate Accounts Director, who does a great job of taking care of our corporate partners and our vendors. The corporate exhibitor areas were an outstanding experience for our attendees. Leah has done a great job of recruiting top notch companies to work with our members to improve their businesses. Along the same lines, I want to thank our corporate partners. These are great companies who have been supportive of the WCA and we were proud to feature them at convention.

Tammy McKeown, Rhonda Hodge, Chris Anderson & David Bakke

I want to thank our WCA Help Desk team **Tammy McKeown, Rhonda Hodge and Dr. Chris Anderson**. These dedicated people are subject matter experts who help our members navigate complex issues like Medicare, Medicaid, worker's compensation, HIPAA, billing and coding, etc. You name it, the WCA help desk has someone who can help you get the right answer for your clinic.

Andrea Murray & Leah Knope

I want to thank **Andrea Murray,** our former Education and Convention Manager who is now back as Director of Membership Experiences, for her hard work at the convention. Andrea was at the Fall Convention this year in a different role, as she focused on member experience, troubleshooting issues, and supporting Sarah Krahn during her first convention.

John Murray talks with WCA members

I want to thank **John Murray**, WCA Executive Director for assembling and leading the team who makes it all happen. John spends his time during convention backing up his staff, raising dollars for our political conduit, and talking to members about our legislative activities.

Barbara Bradley

I want to thank the members of the **WCA Education and Convention Committee** which is the group of people who work with our Education and Convention Manager to identify engaging speakers and curriculum. This process starts years in advance of the convention events. For those who may not know, we source convention speakers years in advance because of their busy schedules. The goal is to find a variety of new speakers and curriculum while also bringing back popular speakers with new topics to present.

I want to thank all of the members of the WCA Education and Convention Committee, including:

Chair Dr. Jason Mackey	Dr. Ellie Ryan
Dr. Barb Bradley	Dr. Jeffrey Sergent
Dr. Alex Kocken	Dr. Jacob Stoffel
Dr. Julie Qualle	Dr. Steve Yeomans

This committee is already busy planning spring and fall conventions for 2022 and 2023 as this is a multi-year process that they have to manage. Thank you for all you do for the WCA.

continued on page 7

Why Conventions Still Matter

Before I thank all of the attendees, I want to back up and discuss why conventions still matter. In the modern day with technology and the impacts of Covid, why not just host conventions via Zoom? Well, those are viable options and online education is coming to chiropractors in Wisconsin as early as next year. But why is it important for people to get together in person? I think it comes down to the basic nature of human beings. We like to socialize. We like to come together, see each other in person and communicate face to face. You lose something in Zoom calls. Being able to get together and see an old classmate, colleague or a new practitioner who you might have known as a student who is now in practice is important. You can't replicate that interaction online. This is why conventions still matter.

There is nothing more motivating than listening to an excellent speaker when they are in the zone, bringing relevant and engaging curriculum that you can use in your clinic on Monday morning to provide even better patient care.

Being able to socialize with friends, family and colleagues; being able to catch up with a colleague who is getting ready to retire and talk about their career experience; or talking with someone who is getting ready to hire a new associate or welcome a family member into their clinic like I recently did; these all can be very meaningful interactions. These are very personal conversations that can only be experienced face to face. Add to it that members love bringing their families and staff to the Kalahari with all of its entertainment options.

John Murray, Chris Resch, & Maddie Hopfensperger

They are not only getting a great convention experience, but they are getting a great family experience.

This is my second time on the WCA Board of Directors and my first time as WCA President. I am really seeing up close all of the challenges of running a successful state association. I have seen first hand the incredible amount of hard work put in by the whole team - staff and volunteers - to deliver a 4-day convention for over 300 people. It takes teamwork, leadership, organization and dedication to pull this off. As President, I could not be prouder of the team we have assembled at the board, committee and staff level.

The WCA is stronger because of the team we have working for our members. Ultimately, we are stronger because of the members and non members who attended our convention. When you attend a WCA convention, you are not just investing in a great experience for yourself professionally and for your family, you are investing in stronger state association. Continuing education revenues are a big part of the WCA budget and that revenue goes right back into providing our members with the resources they need to be a successful chiropractor. Things like the WCA Help Desk, which provides compliance and legal support, lobbying to protect your interests at the State Capital, as well as lending their support to federal issues that protect and expand the chiropractic profession in Wisconsin and across the country. All of this requires resources. When you take an education program through the WCA, you are investing in yourself through a strong state association.

And finally, I want to thank everyone who attended the convention. For those of you who are WCA members, thank you for your membership. For those of you who attended who are not WCA members, thank you for coming and for supporting the WCA. I would ask you to consider becoming a member because we think there is great value not, just for you and your clinic, but also in supporting a strong state association that strengthens the profession.

Thank you for allowing me the privilege of being your WCA President.

Dr. Chris Resch, WCA President

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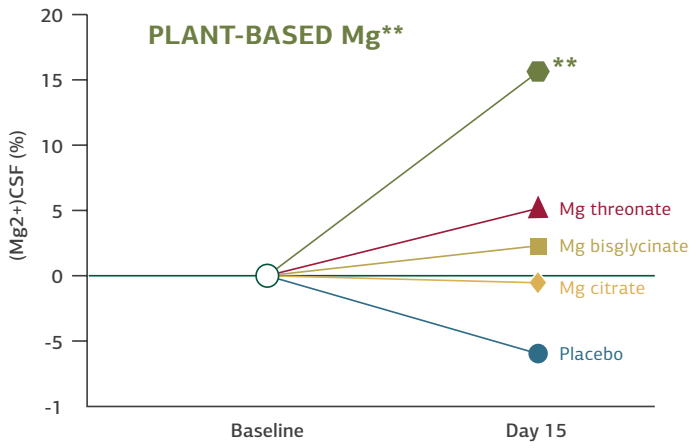

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Magnesium 101: Learn More About the Essential Mineral

by Standard Process, a WCA Corporate Partner

As an essential mineral, magnesium provides numerous functions in human physiology that are significant for regular, daily function. However, despite its importance, most American adults fail to consume sufficient amounts of magnesium in their diets.

A body attempting to function without magnesium would be like trying to bake a cake without butter or baking soda. Magnesium is the body's second most abundant intracellular cation, playing indispensable roles as a co-enzyme in more than 300 reactions involving ATP stabilization, including:

- Energy metabolism
- Muscle contraction
- Protein synthesis
- DNA and RNA synthesis
- Calcium metabolism: bone structure and mineralization
- Nerve transmission
- Heart and smooth muscle contraction
- Glucose and insulin metabolism

What are dietary minerals? Why are they important?

Just 16 out of nearly 4,000 recognized minerals are considered to be nutrients – important components of the human diet that impact health and well-being. Minerals, like vitamins, are considered to be essential because the body doesn't produce them on its own, yet it relies on these substances for everyday physiological processes.

Around 30 to 40% of dietary magnesium is absorbed in the gastrointestinal (GI) tract during digestion. However, the rate of absorption may increase to as much as 80% if intake is low, as the body attempts to maximize the amount of magnesium obtained from food. About half of stored magnesium is found in bone tissue, with the remainder stored in other body tissues, including muscle.

Regarding dietary magnesium intake, adding insult to injury is the declining trend of magnesium content of the soil where plant sources of magnesium are grown. Combined with varied absorption rates of magnesium in the body, getting enough magnesium into the bloodstream and circulated to body tissues in need of this essential mineral can be extremely difficult. Supporting a diet abundant with plants, vegetables, whole grains, and lean proteins with whole food supplement sources of magnesium may improve magnesium status.

Which foods contain magnesium?

Magnesium is found in a dark green pigment called chlorophyll, making plant foods the non-surprising primary source of dietary magnesium. Plant foods high in magnesium include:

GREEN LEAFY VEGETABLES
BROCCOLI
BEANS, NUTS, AND SEEDS
WHOLE GRAINS
CHOCOLATE
COFFEE AND TEA

Spinach is a particularly good source of magnesium from leafy-greens, providing **19% of the Daily Value** (DV; 420 mg) in just one-half cup (boiled). Additionally, pumpkin seeds are an excellent source of magnesium, providing **37% of the DV** in just one ounce (roasted). Highly processed foods are **not good sources of magnesium**, as the refining processes remove a large percentage of a food's magnesium content.

What are magnesium supplements? How can they be beneficial?

Magnesium is found in nature bound to various compounds in the body that help deliver it to the body's tissues for use. Supplemental magnesium mimics this natural occurrence, and magnesium supplements are found on the market in various combinations for different uses. Some supplemental magnesium forms include:

- Magnesium oxide
- Magnesium citrate
- Magnesium chloride
- Magnesium lactate
- Magnesium malate
- Magnesium aspartate
- Magnesium L-threonate
- Magnesium sulfate
- Magnesium glycinate
- Magnesium orotate

Other supplements, like E-Z Mg™ from Standard Process, contain magnesium from natural, plant-based sources found in multiple forms. Multiform magnesium is absorbed in the body the way nature intended, and it may also avoid digestive side effects that can occur with other supplemental forms of magnesium. Such supplementation may then optimize all of the important physiological processes that rely on magnesium every day.

Learn more about magnesium and E-Z Mg at StandardProcess.com

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WCA News

Medicaid Manipulation Reimbursement Increases Slated to Start January 1, 2022

State Medicaid officials updated members of the WCA Policy Steering Committee on the status of the Medicaid reimbursement increases included in the 2021-2023 state budget. According to State Medicaid staff on the call, the reimbursement increases for chiropractic manipulation codes are slated to start January 1, 2022. The exact allocation of the funding increases between the three manipulation codes used by chiropractors treating Medicaid patients is being determined by the Medicaid rate setting team.

"The WCA is urging the State Medicaid office to allocate the lions share of the funding increases to the most commonly used manipulation codes to have the maximum impact on reimbursement," said John Murray, WCA Executive Director and CEO. "We will continue to work with the state Medicaid team to increase access to chiropractic care for Medicaid patients and improve reimbursement for these services."

State Senate Confirms Two New Members of the Chiropractic Examining Board

The Wisconsin State Senate confirmed two appointments by Governor Evers to the Chiropractic Examining Board (CEB). Dr. Kris Erlandson of Westby and Dr. Amy Heffernan of Waukesha were unanimously approved by the State Senate on September 28th, 2021 to replace Dr. Scott Bautch of Wausau and Dr. Bryan Gerondale of Mequon. "We want to thank Dr. Gerondale and Dr. Bautch for their service to the CEB and congratulate the two new members on their appointment and Senate confirmation," said John Murray, WCA Executive Director and CEO.

Online CE Rule Scheduled for CEB hearing October 28th, 2021

The long-awaited administrative rule that will allow chiropractors and staff in Wisconsin to take a portion of their continuing education requirements via online courses is scheduled for a public hearing at the Wisconsin Chiropractic Examining Board (CEB) on October 28th, 2021. Once **Clearinghouse Rule 21-065** is given a public hearing by the CEB, it will be sent to Governor Evers for his final review and if approved by him it will be sent to the Wisconsin Legislature for what is called "passive review period." If no member of the Legislature objects to the rule during the passive review period, it is sent to the Wisconsin Legislative Council - administrative rules clearinghouse for publication in the Wisconsin Administrative Rules Register after which it goes into effect. "We expect this rule to go into effect in early 2022 so chiropractors will be able to complete a portion of their required CE credits online before the December 2022 renewal deadline," said John Murray, WCA Executive Director and CEO. "The WCA will be watching this rule closely and will notify Wisconsin chiropractors as soon as online CE is allowed by the CEB."

Dr. Jason Mackey appointed Chair of the WCA Membership Committee

Jason Mackey

WCA President Dr. Chris Resch has announced the appointment of Dr. Jason Mackey as the chair of the WCA Membership Engagement Committee. Dr. Mackey previous served as the Chair of the WCA Education and Convention Committee. "Dr. Mackey did a great job as Chair of the Education and Convention Committee which is why I am tapping him to lead our membership engagement efforts," said WCA President Dr. Chris Resch. Mackey will be once again working with the WCA Director of Membership Experience Andrea Murray (who was previously WCA Education and Convention Manager).

Bill Spontak

Dr. Jason Mackey replaces former chair, Dr. William Spontak, who has been tapped to Chair the newly created **History of the Chiropractic Profession Task Force**. This task force will collect and showcase historical materials from Wisconsin chiropractors. "Knowing Dr. Spontak's appreciation for chiropractic history, he is the perfect person to lead this important project," said WCA President Dr. Chris Resch.

If you are interested in serving on a WCA committee, please send an email of interest to WCA Executive Director and CEO John Murray at **jmurray@wichiro.org**. Committee appointments are made by the WCA President and are only available to WCA members in good standing per the WCA bylaws.

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WCA Staff Update

Andrea Murray Returns to WCA Focusing on Member Experience

We are pleased to announce that Andrea Murray has returned to WCA as Director of Membership Experience!

In her new role, Andrea is working closely with Wisconsin chiropractors, the WCA Board of Directors, and WCA partners to support and develop value-added membership benefits.

Andrea's efforts will ensure that members have a positive WCA experience and receive the support they need for success.

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Staff POV: Planning the WCA Fall Convention

by Leah Knope, WCA Corporate Accounts Director

If you have ever hosted a party for 50 people or more, you know that planning, communication, and execution are the keys to success. At WCA (Wisconsin Chiropractic Association), I have the honor of working with an outstanding staff that plays an integral role in designing our two conventions. Within the convention outline and design is the space allocated for our corporate partners and exhibitors. This is where my role and responsibilities as "exhibitor space party planner" begins.

Bill Spontak visiting with the team at the Standard Process Booth.

Let me start with the topic of planning. The location, dates and facility space are determined years in advance and if we are fortunate enough to work with an outstanding hotel and conference center, the exhibitor's set-up is easy. If the hotel and conference center does not offer in-house exhibitor supplies, then hiring an expo company is required.

The next step in planning is to create the exhibitor information and registration form with a target date of sending the materials months in advance to our corporate partners, past exhibitors, and potential exhibitors. When the exhibitor registration forms are received and processed, the exhibitor's name tags, table signs and the seating chart are developed. Creating the seating chart might sound like an easy task but consider your family Thanksgiving gatherings; you cannot seat Uncle Fred next to Cousin Beatrice for fear they will cause a scene. Ok, I may be exaggerating a bit, but please understand that there are many factors used to ensure that our exhibitors are happy and successful.

Intertwined in the planning stage is consistent communication. Emails and phone calls are abundant to ensure that setup and take down dates are secure, that the correct number of meals are ordered, that each exhibitor booth contains the specific items requested along with exhibitor reminders and confirmations.

Let us not forget about the "fun factor" at convention. The WCA staff believe it is important for not only the exhibitors but the attendees to enjoy their time at the conventions. Have you noticed the corporate partner passport activity, the corporate partner giveaway items distributed in the hallways or located at a booth? Have you noticed the beautiful WCA gift baskets displayed and given away?

And saving the best for last, have you noticed old friends meeting and greeting each other with a warm embrace or an introduction taking place and a new friendship being developed. Now, is that not what face-to-face conventions are about?

The day before the exhibitor hours begin is what I call "party setup day." After the tables, chairs, highboys, electricity, water dispensers and wastebaskets are secured, it is my task to ensure each booth is personalized with a welcome note, a Corporate Partner sign (if applicable), name tags, and my favorite part, special tokens of friendship and appreciation.

After the exhibit booth setup is complete, the party begins when our guests arrive. Greeting a friend and shaking hands with new exhibitors is the ultimate joy. Catching up or learning about a person's travels, family and hobbies is what makes my position the best job in the world. Taking pictures, serving lunch in a silly apron, and calling a corporate partner by his high-school nickname is what my time at convention is all about. As for the corporate partners and exhibitors, yes, convention time is used for connecting with our attendees to educate and promote their business offerings and if I do my job properly, positive sales feedback is received.

As for any party, it must end and that holds true for convention. Our exhibitors pack up, say their goodbyes and head back to their home base. For me, it is a time of sadness. Seeing my long-time and newly made friends exit the door is hard. However, I try to focus on the Frosty the Snowman's theme lyrics of "...he waved goodbye, sayin' don't you cry, I'll be back again someday."

Dr. Wendy Varish chats with sponsors, Dr. Pranav Patel and R.J. Collins, from Protec Spine.

To close out all good parties, thank you notes are written and sent. Each exhibitor receives a personalized email with their pictures attached and if they are a corporate partner, the attendee list is provided.

Exhibitor convention time, or what I define as a "weekend party," is all about teamwork, planning, communication, and execution. Being a part of a fantastic WCA team creates an atmosphere of cooperation and fun. Working with outstanding corporate partners and exhibitors creates a family reunion environment producing contagious smiles and laughter while creating wonderful memories that each of us ends up taking home.

CONVENTION TIMELINE

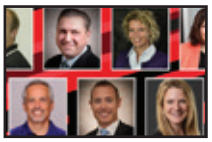
Follow along as WCA staff plan, prep and promote Fall Convention!

LOCATION

Convention location, dates and event space are determined years in advance.

2019

SEMINARS



Staff coordinates seminar speakers, seminar topics, course descriptions, and submission for CE.

2020

PROMOTION

TAKING CHIROPRACTIC CARE TO THE NEXT LEVEL

WCA staff work as a team to develop the convention marketing materials, registration forms, exhibitor registration, and online registration development.

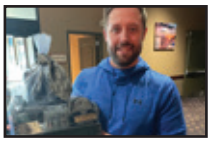
MAY 2021

COMMUNICATE

Emails and phone calls are abundant to ensure that setup and take down dates are secure for all spaces used. Staff coordinate meal plans and orders based on current registration and exhibitor counts, while coordinating exhibitor booths to assure they are ready to go when exhibitors arrive.

AUG. 2021

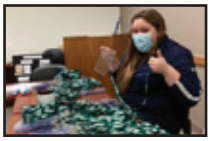
FUN FACTOR



As we near the convention date, staff focus on ways to enhance the convention attendee and exhibitor experience. This includes the Corporate Partner Passport activity, exhibitor giveaways, ordering mid-day snacks, and creation of the beautiful WCA gift baskets that were created by our very own, Sarah Krahn, to giveaway during convention.

SEPT. 2021

FINAL PREP



In the final days before convention, staff are buzzing around preparing final details. This includes finalizing meal counts, coordinating tables, chairs, exhibitor booths; confirming the event agenda and room assignments; and creation of signage for exhibitor booths, way finding, and room presentations. It takes the entire team to coordinate and prepare attendee name tags and welcome information to assure a smooth start to convention.

FINAL DAYS

Sarah Cady, Nutri Dyn

Andrea Murray and Leah Knope the lunch ladies

A demonstration from Dr. Patel from Protec Spine

Dr. Alan Sokoloff's class

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WCA

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LEARN MORE

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LEARN MORE

FAMILY GETAWAY

The Wilderness Resort is a destination resort. It boasts indoor and outdoor water parks, zip lining, mini golf, a world-class spa, and so much more! Your family will be entertained for hours!

ROOM RATES

WOMEN'S HEALTH & WELLNESS FORUM

AGENDA AT A GLANCE

SEMINAR SNAPSHOT:

7 - 7:45 AM: Yoga at Sundara Inn & Spa *(Registration required)*

8 AM-5 PM: Exhibitor Hours

8-10 AM: OPENING GENERAL SESSION: Healthy Mothers for Healthy Children

10:15 AM-12 PM: Fit & Functional: Postpartum Chiropractic Care

10:15 AM-12 PM: Professional Boundaries

10:15 AM-12 PM: The Unique Role of Diagnostic Imaging for Our Female Patient Population

12-1:30 PM: Recognition Luncheon

1:30-5:30 PM: Fit & Functional (continued)

1:30-5:30 PM: Restoring Peace and Calm: Nutrition Solutions for Your Female Patients With Anxiety and Depression

1:30-5:30 PM: Headaches and Hormones: From Pre-teen to Pregnancy and Premenopause

5:30-7:30 PM: Networking Reception

SUNDAY SEMINAR SNAPSHOT:

7 - 7:45 AM: Yoga with Shelly Sullivan sponsored by NutriDyn (registration required) / Breakfast

8 - 11:30 AM: Functional Pelvic Rehab Throughout the Lifespan

8 - 11:30 AM: The Spine of Your Life: Supporting the Female Body with Nutrition and Exercise

8 - 11:30 AM: Cardiovascular Disease in Women: How to effectively combat the #1 Killer of women in the US

11:30 AM - 12:30 PM: PANEL DISCUSSION: Hot Topics in Women's Chiropractic Health

12:30 PM: Farewell

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SUNDAY

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WCA HELP DESK UPDATES

Tammy McKeown, C.T. and Dr. Chris Anderson, DC | wcahelp@wichiro.org | 608.256.7023

ICD-10 & E/M Update

Every year there are updates to the ICD-10 codes. These codes take effect 10/1/2021. Please update your records to include these changes to avoid payment delays or denials.

This year's major coding updates that will affect chiropractic claims are listed below:

M54.5 Low back pain. Loin pain and Lumbago NOS have been deleted from the description.

New Code: M54.50 Low back pain, unspecified. This includes Loin pain and Lumbago NOS.

New Code: M54.51 Vertebrogenic low back pain, Low back vertebral endplate pain.

New Code: M54.59 Other low back pain.

M54.8 Other dorsalgia. Revise low back pain (M54.5) to low back pain (M54.5-)

G44.86 Cervicogenic cephalgia (Code also the associated cervical spine condition, if known. Cervicogenic cephalgia is a secondary code).

Codes with "other specified" or "not elsewhere classified (NEC)" notated in the title are for use when the information in the medical record provides detail for a code that does not exist in ICD-10 and the provider is left with choosing a more generalized code, or in other words, it is "as good as it gets." An unspecified code referred to often as "not otherwise specified (NOS)," is different than a 'NEC' code. An unspecified code is for use when the medical record is insufficient to assign a more specific code; the provider does not have enough information YET. If the provider were to choose an unspecified code, he/she is telling the payer they do not know enough about the patient's condition to provide documentation to support a more specific diagnosis. This should be the exception rather than the rule. There may be situations in which the provider is waiting on imaging results and therefore will be forced to use an unspecified or 'NOS' diagnosis code, but once that information is obtained, a more specific diagnosis should be assigned.

The revised coding guidelines for outpatient Evaluation and Management (E/M) services represent the first major overhaul of E/M reporting in more than 25 years. The coding guidelines are simpler and more flexible and were developed by the AMA and the Centers for Medicare and Medicaid services in a combined effort to "decrease the administrative burden of documentation and coding," thus relieving doctors of some clinically irrelevant, time-wasting administrative burdens.

Please note: The changes in evaluation and management guidelines for 2021 only apply to codes 99202 – 99215. See chart right.

The extent of the history and physical examination still needs to be medically appropriate. However, the amount of history or the number of elements examined and documented will not be a factor in determining the overall E/M level of service.

The guidelines have left the clinical decision of the appropriate content of the history and examination in the physician or other qualified healthcare provider's hands.

The service level's determination is now based on either medical decision making or the time involved in the evaluation elements.

The basis for code selection in the 2021 E/M guidelines is medical decision-making or the total time spent performing the service on the day of the encounter. Whether you decide to use time or medical decision making as the determining element, the medical necessity for what you do must be validated.

Below is a resource for our WCA members to aid as clarification to documentation and a **link to the WCA Help Desk Webinar that was presented and recorded on September 30, 2021.**

2 of 3 elements must be met to determine the code

CODE	NUMBER OF PROBLEMS	AMOUNT OF DATA REVIEWED OR ANALYZED	RISK
99202 99212	1	Minimal or None	Minimal
99203 99213	2 OR MORE	2 of the following: Review of Prior Notes Review of Tests Ordering of Tests Assessment with independent historian	Low Risk of Morbidity
99204 99214	1 Exac of Chronic Condition OR 2 chronic + 1 New OR 1 Acute with systemic complaints or 1 acute complicated injury	a. Review of Notes b. Review of test results c. Order of tests d. Assessment requiring consultation OR Independent Interpretation of Tests OR Consult with another physician	a. Moderate Risk with Rx Drug management or pain center b. Decision regarding surgery c. Diagnosis or treatment significantly limited by social determinants of health

In closing I would like to touch on being back at the WCA Help Desk and how great it was to see everyone at the WCA Fall Convention! After greeting attendees at Registration, I was able to attend Dr. Mario's class on Friday and refreshed my knowledge. I was updated on the changes in guidance for the ABN form and I was told that there are going to be some OSHA changes coming as well, so stay tuned. Saturday was a great opportunity to meet the students. I am so glad they attended and helped with our operations and scanning of attendees. I am looking forward to supporting them as they become licensed in Wisconsin and support their future in Chiropractic Success. Sunday was filled with a high-energy WCA Help Desk review class with Dr. Chris Anderson and me. What a successful convention and it was loaded with fun I look forward to seeing everyone at Spring!

WCA HELP DESK UPDATES (continued)

wcahelp@wichiro.org | 608.256.7023

Fulcrum Terminating Provider Contracts

The WCA Help Desk is aware of members in various districts receiving termination letters from Fulcrum.

The WCA Help Desk is aware of members in various districts receiving termination letters from Fulcrum. WCA Membership Service Director, Tammy McKeown, C.T., reached out to Fulcrum with questions surrounding this decision. The WCA was not told how many DC's this will affect. "As our network evolves, we continue to evaluate the size and scope," Josephine, Senior Director of Provider Network Management stated, "We are expanding and retracting in some areas…as a result, some providers received the notice of termination without cause, in accordance with Article VII, Section 7.3, of your contract." The WCA Help Desk will continue to assist members who have received the termination letters The WCA Help Desk is aware of members in various districts receiving termination letters from Fulcrum. WCA Membership Services Director, Tammy McKeown, CT,The WCA Help Desk will continue to assist members who have received the termination letters. Contact Help Desk by emailing your question to wcahelp@wichiro.org or calling the WCA at 608-256-7023 and asking for the Help Desk.

Medicare Documentation Job Aid for Chiropractic Doctors

Are you not sure your records comply? Medicare has released a Documentation Job Aid for Chiropractic Doctors. There have been no changes, but this job aid is designed to help you respond to documentation requests for corrective treatment (claims submitted with an AT modifier). We know that most Insurers also follow Medicare guidelines, so this Job Aid is a helpful tool. It is also a great self-audit tool. Documentation guidance includes: Patient Information, Subluxation, Initial Evaluation, Treatment Plan and Subsequent Visit. The WCA Help Desk recommends that you review page 3 of this Job Aid, General Guidelines.

Correct use of the Mandatory ABN Form

Is a Medicare Advance Beneficiary Notice (ABN) important? YES! An ABN is important for reimbursement. An ABN is used when service(s) provided may not be reimbursed by Medicare. The patient is personally responsible for full payment if Medicare denies payment for a specific procedure or treatment.

It is important the ABN be given to the patient prior to any provided service or procedure. If there is no signed ABN you cannot bill the patient and it must be written off if payment is denied by Medicare.

ABNs only apply to patients who are enrolled directly with Medicare. ABNs do not apply to patients who have coverage through a Medicare replacement product or a private insurance company. Billing with incorrect chiropractic CPT codes/ modifiers can lead to claim rejections and delays in payments, which can have a devastating impact on generating revenue and keeping you in business.

Beginning on October 14, 2021 ("Effective Date"), providers must use the updated and revised ABN guidelines found in Chapter 30, Section 50 of the Medicare Claims Processing Manual. A few of the key provisions that were revised include:

1. The events that trigger the furnishing of an ABN
2. General notice preparation requirements
3. The furnishing of ABNs to eligible individuals
4. The period of effectiveness

MEMBER WEBINAR: ABN Form Updates with Dr. Mario Fucinari

WCA members can access this "ABN Updates" webinar on-demand on the WCA website, or by clicking on the link below.

Read More

Webinars On Demand (Members)

MEET THE WCA HELP DESK CONSULTANTS

Barbara Zabawa, JD, MPH

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Rhonda Hodge, MCS-P

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Honoring the History of Chiropractic in Wisconsin

Dr. William Spontak, Chair | History of the Profession Task Force

Several months ago, the WCA office received a call from Dr. Witte, a 99 year old retired chiropractor. He was interested in sharing his memories and history with our current members. As Chair of the WCA Membership Committee, I returned his call and enjoyed an inspiring conversation. His love and passion for the WCA and our profession is still very evident today.

With humility, Dr. Witte described how he was able to make a positive difference for our profession in the past by brokering a merger of the WCA with the other association at that time. He also discussed the challenges our profession faced in Wisconsin dating back to 1945 through to his retirement. Dr. Witte celebrated his 100th birthday this past September.

Dr. Witte's opinions and anecdotes were very valuable to hear. It was a reminder that we face numerous challenges to our profession today. It was also a reminder that we need a strong and unified chiropractic association to protect, promote and preserve the future of our profession.

Asking For Your Assistance in Expanding the WCA Historical Archives

The WCA has a long and valuable history as a leader in our profession not just in Wisconsin, but nationally as well. As an association of chiropractors, we cannot afford to forget or disregard our own valuable history and legacy.

Therefore, we are asking chiropractors to help expand our archives by submitting historical documents, photos, objects or memorabilia that relate to the development of Chiropractic in Wisconsin.

Items can include photos of historic events, people and places. If submitting, please include an explanation of the item or photo. Textbooks are not necessary for submission. Please note that all items submitted will be considered on loan and will be returned, unless otherwise designated.

Where to Send Items

Submissions can be sent to the WCA office at 2401 American Lane, Madison, WI 53704, attention: History of the Profession Task Force. If you have questions regarding this initiative or are interested in being on the History of the Profession Task Force, send me an a email at **drbillspontak@yahoo.com**.

Since our founding in 1911, the WCA has fought for the rights of chiropractors continually. We have endured many challenges. There are and have been many great leaders in our profession that are from Wisconsin. These include men and women as teachers, speakers, developers, motivators, political advocates and so much more. Help us build and keep the history of Chiropractic in Wisconsin alive and accessible to all, through your input and lending materials, so we can always remember the value of those who fought for our rights before us and helped to develop our profession as it is today.

"We are only here on the shoulders of those that came before us." ~Dr. William Spontak

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Your chosen field has been providing both alternative and complimentary services to traditional healthcare for more than a century with arguably great results. Along the way, however, it was not uncommon to have met with resistance from those who may have felt threatened by your approach, your insight, and your results. Much of this originates with the idea of taking a more holistic approach to providing healthcare.

Similarly, healthcare funding is experiencing a shift away from more traditional funding approaches, which have relied heavily on the aggregation of large numbers of covered individuals in order to "share" healthcare risk, and the use of what gave the appearance of a healthcare marketplace where payers actively negotiated with providers in what has commonly become the widespread use by the largest national healthcare funding organizations as the "PPO Network."

For decades, the insurance industry's solution has been much like the Physician, who makes a diagnosis and prescribes treatment from observed symptoms, without exploring what else is going on beneath the surface. If higher costs are akin to disease in healthcare funding, traditional treatment methodology has been through plan design modification and higher cost sharing.

In theory, the evolution of the PPO meant that the cost of care would be determined through the negotiation process, and the impact of healthcare utilization on costs would be controlled through the integration of higher cost sharing structure in the form of deductibles, co-insurance, and associated out of pocket accrual limits. The result however, has been steadily higher costs with a much lower level of real value as measured by benefit plan structure.

"Holistic Health Care Funding"

As traditional healthcare funding practices continue to fail to curb ever higher premium and overall expense, employers are increasingly turning to healthcare industry innovators who take a more holistic approach to the overall problem, and design solutions that will help to reduce cost, while improving the way that healthcare is accessed and navigated. Additionally, smaller employers are finding that they too can benefit from risk assumption, through a partially self-funded health plan without bearing risk of financial loss, but with the potential financial upside that goes along with a healthier workforce and covered population. This is accomplished by employing strategies within the new generation of health plan services that directly addresses the broken aspects of traditional health plans.

The Role of Real Price Transparency

Anyone who has shopped for a new vehicle is familiar with the concept of MSRP or "Manufacturer Suggested Retail Pricing" and would never consider paying the "list price" on a vehicle without researching the costs of comparable vehicles from other sellers. In healthcare however, paying "list price" is the norm for the most expensive services, especially inpatient services charged by healthcare systems, and the price of high-cost drugs obtained through both retail and specialty pharmacies.

While PPO networks broadly promote their "discounts" as the value that they provide to participants who utilize their network providers, in reality those discounts are applied to a fictional and often highly inflated price, much like MSRP but called "charge master" which often results in huge variance in price for the same services.

In order to prevent this type of seemingly random and variable pricing, we have contracted directly with high value providers AND incorporate indexed limits, known as RBP or "Reference Based Pricing" that limit the price of reimbursement for medical services, to an established index that is based on the Medicare Approved Amount or MAA.

Similar processes are applied to Pharmacy services received through the plan. Ironically, the largest health insurers in the United States have all recognized that Prescription drugs represent a huge opportunity to capture revenue that is retained by the health plan. When Pharmacy services are "carved out" and replaced with transparent service providers, it eliminates any potential for profiteering resulting in lower Pharmacy costs, and in turn a more efficient health plan. We also include advocacy services which can help patients obtain lower cost prescriptions through a variety of manufacturer incentive programs as well as alternative sourcing.

Care Navigation or "concierge" services are also evolving as a resource for plan participants to identify high quality, low cost providers rather than rely on the traditional PPO referral system which is based much more on who the referring Physician knows in the sub specialty or is part of the dominant local healthcare system, than who can provide the best care within the plan service area, or with contracted providers as part of a HVN (High Value Network).

While these are just a few of the ways that health plans are adapting and changing, the WCA program includes additional resources such as disease management and applied data analytics/predictive modeling which are always working behind the scenes in order to provide WCA employer participants with real plan optimization rather than an "off the shelf" product.

To explore the difference that this could make for you and your employees in the near term, and over the next several years, please contact us for a proposal. There is never a better time than NOW, to explore better options for your employee health plan and the WCA Health Plan would love to help. Email us at **WCASupport@aleragroup.com** to learn more.

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Staff POV: Member Experience at Fall Convention

by Andrea Murray, WCA Membership Experiences Director

To our wonderful members: Did you notice the orange "**MEMBER**" ribbons attached to the fall convention name tags? Better yet, were you one of our members that proudly walked the convention halls displaying your own orange ribbon? If you did, THANK YOU! Thank you for your membership. Thank you for being a part of an organization established 110 years ago to support, promote and better the Chiropractic profession. It is because of you that our organization remains strong, and it is because of you that I returned to WCA in my new role of Membership Director.

For the past four years, the days leading up to and at convention were about ensuring that the facility and speaker contracts were signed, the registration materials were created, the marketing was scheduled, the continuing education rooms were setup, and there were enough lunches to go around. My full attention was focused on creating an event that was pleasing to you, the member.

A Focus on Faces

This convention, I left the event planning in the very capable hands of my new co-worker, Sarah, and focused on faces instead of the facility. As I greeted convention attendees at the registration desk throughout the weekend, scanned attendees in and out of the continuing education rooms, welcomed familiar faces and met new ones, I was overwhelmed with the warm greetings and kind words. My deepest appreciation for your feedback, funny stories, and friendship.

Maja Hillegass from Power Medic sings Happy Birthday in Danish to Kari Resch, with President Chris Resch.

Serving Member Needs

The convention may be over, but my job has just begun. It is my goal to continue my WCA membership discovery through phone calls, emails, and additional face-to-face meetings. Having the chance to get to know you on a deeper level has solidified that I am here for a purpose; to serve you and your membership needs. I learned that WCA provides a unique network of chiropractic professionals who not only have a profession in common but are genuinely wonderful people. WCA is a family, a place of belonging. WCA is here because of you, our wonderful members. I look forward to seeing you at future conventions to learn and grow with you.

Linda Skogland from Alero Group shares information about the WCA Group Health Benefit Plan.

Dr. Tim Schneider ready for Grillin' and Chillin'

Sarah Krahn, Education and Convention Manager – It's a Wrap!

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MICHAEL JANUSZ

Access WCA Webinars On Demand

By partnering with our Help Desk Consultants and Corporate Partners, WCA is proud to offer informational member-only webinars throughout the year. Forgot to register? Wasn't able to attend? Access these webinars on demand by logging in to your member account on our website. If you've yet to attend a WCA Help Desk webinar, we encourage you to take advantage of this excellent member benefit!

Go to WCA Webinars On Demand

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WELCOME new WCA members!

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Dr. Edwin Fissinger
Macy Fitzgerald
Ty Fodor
Dr. Vincent Hope
Grant Johnson
Colby Kasten
Tayla Lochner
Dr. Brian Molini
Angela Nevoso
Ezeugo Nwonye
Charles Poches
Britta Prince
Dayna Rogers
Allison Siegert
Dr. Kurt Stein
Erik Wiegand

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IMPORTANT NOTE TO WISCONSIN CHIROPRACTORS PLEASE READ:

A Sincere Thank you!

To All of my Friends and New faces-
To all of the Attendees for swinging by to say Hi and check out the Tables at the WCA Fall Show!
I sincerely appreciate you, the time you take in your busy schedule and the opportunity to continue supporting eachother for years to come.
As always, let me know if you need Anything and I will
See you very soon!
- ZACH

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WCA Wisconsin Chiropractic Association

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Current WI Practices for Sale

Elkhorn area. $191,526 gross. 50% overhead. Act./Div./Straight. Balanced cash/insurance payor mix. Highly stable practice. 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.

Plymouth (east central). Ideally located. Asking only $40,000. Priced below market value. Doctor retiring. Div/FD, therapies. Profitable cash practice.

Sheboygan area. 2020 gross $583,650. 2021 projected gross $636,000+. Solid practice priced to sell at only $295,000.

NW prosperous city. Popular recreational area. 2020 gross $242,344. 2021 projected $280,000+ collections. All cash practice! Div/Gon/Straight. Exceptional lease/location.

Call or email Loren Martin for more information

(952) 953-9444 martin@practiceop.com www.practiceop.com

We are here to support you throughout every stage of the buying/selling process.

Loren Martin

Practice Opportunities, Inc.

Chiropractic Practice Sales and Appraisals

- 30 years of experience
- Over 425 chiropractic practices sold
- Appraisals conducted for a variety of purposes
- Licensed Broker
- WCA member

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CLASSIFIEDS

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** for more information.

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** for more information.

WISCONSIN PRACTICES FOR SALE

West of Sheboygan - Solid, secure, long established 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** | Website: **www.practiceop.com**

ASSOCIATE NEEDED IN EAU CLAIRE

Very successful, fast-paced Wellness Center looking for a full-time Chiropractor to join our existing team of 4 chiropractors and 11 staff members. Our office has a chiropractic branch, as well as medical, provided at the same office including an Acupuncturist and Nurse Practitioner. Experience or interest in Applied Kinesiology, Functional Medicine, and Nutrition preferred. We provide evidence and intuition-based care to get the best results for our patients which can include lab work and therapy on site. Email, fax or mail cover letter and resume to: Email: **vonnie@optimahvc.com**, Fax: (715) 832-0225, Mail: Optima Health & Vitality Center, Attn: Vonnie, 3321 A. Golf Rd, Eau Claire, WI 54701.

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** w/resume.

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.drdanielmurray.com.** To schedule a confidential interview, submit resume/cover letter to **drmurray@bizwi.rr.com**

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SEEKING ASSOCIATE DC TO JOIN FAMILY-FOCUSED WELLNESS PRACTICE IN COLFAX, WI

Do you want to be part of an awesome team and run your own established practice without the overhead of owning your own practice? Clear Connection Chiropractic is looking to add an associate DC at our Colfax, WI location. We are a family-based wellness practice specializing in pregnancy and pediatrics. We are looking for someone who's hard working, eager to learn, caring, and someone who can connect well to moms, pregnant families, and new parents to help us continue moving towards our goal to serve more kids, moms, and families. Position is base salary plus a bonus structure. We are open to new graduates as well as more experienced DC's looking for a home clinic. If you or someone you know think this is a good fit, please email us at: **newhireccc@gmail.com**

CHIROPRACTOR NEEDED TO JOIN US IN CENTRAL WI

Long Chiropractic Center, an established practice in Wittenberg, WI is seeking a second doctor to join our team! We see a wide variety of patients, practice diversified, and use therapies and exercises. The right doctor will have a strong knowledge of patient care and management, be interested in a long-term rewarding position, and enjoy working in a collaborative environment. Full time wages, not full time hours! Email **longchirocenter@gmail.com**

IN SEARCH OF THE RIGHT DOCTOR - YOUR CHOICE OF 3 PRACTICE LOCATIONS IN SOUTHEAST WI!

We are expanding and an additional doctor is needed! We are a co-op type group with Chiropractic, Massage and Physical Therapy. 3 practice locations to choose from:

- Help design a brand new standalone building space on Main Street in Thiensville, WI.
- Or join an almost 30 year established clinic in Hartford.
- Or our Slinger, WI clinic is located smack in the middle.

Must work well with others and have a team approach. Appreciation for muscle work and manual therapy is important. Proficient Manual adjusting skills would be wonderful but willing to train. Salary plus bonus and benefits for the right doctor! Email your resume to **artofwellnesschiro@sbcglobal.net** today!

BUSINESS FOR SALE IN MADISON

Chiropractor retiring and selling practice after 16 yrs. Doctor is working only 6 hours a week due to injury, seeing ~35 pv/wk. Looking for a quick transition. Excellent location in high traffic area with 2,100 sq. ft of standalone building/space in Madison, WI. Thompson, Diversified techniques. Asking only $65,000 and the doctor will carry the note. No financing is needed! Includes practice, digital X-ray, equipment and furnishings. Willing to negotiate the lease to make this a turnkey operation. Priced to sell. Call Dr. Bowers at 608-354-6081 or email **kenbowersdc@gmail.com**

AVAILABLE ASSOCIATE DC POSITION IN SOUTHEAST WISCONSIN - CONTACT US TODAY!

Associate DC position immediately available in a well-established, high-volume practice in Southeastern WI. Anderson Chiropractic is a 30-year clinic in Burlington, WI. We are looking for someone who is motivated and willing to learn and grow with a passion for chiropractic. Looking for an associate and/or potentially someone who wants to run their own practice. Contracted employment with initial salary, tiered commission, continuing education and liability insurance. New or recent graduates are encouraged to apply, but we will gladly welcome experienced providers looking for a change. To schedule a confidential interview, submit resume/cover letter to **andchiro733@gmail.com**.

FOX VALLEY ASSOCIATE POSITION

Associate DC position available in a progressive, multi-disciplinary clinic in the Fox Valley. Great chance to work with a wonderful and supportive team. Opportunity to work along other Chiropractors in a family-oriented environment. Looking for someone who is motivated to grow a practice with the added benefit of seeing overflow patients from the other providers in the clinic. On site physiotherapy, digital x-ray, state of the art traction, soft tissue tools, dry needling, and hyperbaric oxygen chamber. Four day workweek with vacation and other benefits. Interested candidates please email resume, Wisconsin license, and current malpractice to **drreineking@aascendchiro.com**.

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LA CROSSE AREA ASSOCIATE POSITION - COME LEARN WITH US!

Bronston Chiropractic and Community Care Clinic is currently searching for an independently motivated Associate Doctor of Chiropractic. We are a growing office with a big emphasis on collaborative care for our patients. This full-time position would be a one-year commitment to work on the team mainly located in a standalone facility. There would be some work with our other providers to learn our style of care. The contract may be extended with the opportunity to purchase practice. Experience with multiple patient types is encouraged, but we are willing to work with and train the correct candidate. Benefits include simple retirement plan, malpractice insurance, vacation, paid holidays, and continuing education. Interested candidates should send resume to **drbronston@bronstonchiro.com**.

ASSOCIATE CHIROPRACTIC POSITION WANTED IN SOUTHEASTERN WISCONSIN!

Our thriving practice in Southeastern Wisconsin is looking to hire an Associate DC to join our incredible team. The clinic has been a cornerstone of the surrounding communities for over 30 years, providing high quality chiropractic care to a wide variety of patients. We have a team of multiple DCs, CTs and a great staff all working together to provide a top-notch experience for both patients and employees. This new Associate will be stepping immediately into an already fully established patient base, making it a GREAT opportunity. Contact **wisconsinchiropractor@gmail.com** for more information.

DOCTOR OF CHIROPRACTIC NEEDED IN MEQUON, WI - $2,500 SIGNING BONUS!!!

Conveniently located in the suburbs of Milwaukee, The Joint Chiropractic-Mequon is seeking a passionate, principle-based chiropractor who is looking for structured growth, can see a high volume of patients, is driven for success, and is very outgoing. Must possess active DC license and be fully eligible for malpractice insurance. Benefits include:

- Salary plus bonuses
- Malpractice insurance paid
- Flexible days and hours with guaranteed lunch breaks
- Paid vacation
- Health Insurance

Responsibilities:

- Consult with patients
- Evaluate patients' neuromusculoskeletal systems and the spine
- Perform manual adjustments to the spine, or other articulations of the body
- Educate patients on the quality of life benefits of routine chiropractic care.

Pay Range: $33.00 - $41.00 per hour. Interested candidates please submit resume to **stephen.hasbrook@thejoint.com**.

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.

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**
OR Email: **drmcleod@chiropracticco.com**

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CLINIC WANTED FOR PURCHASE

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

HIRING SUCCESSFUL CHIROPRACTORS - $30,000 BONUS!

Chiro One Wellness Centers is hiring for our Wisconsin market!

- Our average clinic director salary is over $200K
- 4 day workweeks
- 12 week paid training program
- Malpractice coverage, health insurance and PTO benefits

We are hiring for Milwaukee, Madison, Eau Claire, Chippewa Falls, Racine and Kenosha! Send resume to Dr. Kumar Email: **narmda.kumar@medullallc.com.** Phone: 630-415-6030

ASSOCIATE DOCTOR OF CHIROPRACTIC WANTED - ENJOY THE BEAUTY OF THE WISCONSIN NORTHWOODS

Northcentral WI - 12 year established clinic seeing 800-1100 patients/month looking for Associate DC. Our state of the art clinic is nestled in the middle of 130,000 acres of county land which has been developed into recreational trails for snowmobiling, atv, hiking, cross country skiing, horseback riding and biking. Enjoy abundant access to county land reserved for public hunting, go kayaking or fishing in one of the 841 natural lakes or try whitewater rafting on 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 **drlindsy@antigochiro.com** if you love the outdoors and our clinic is a good fit for your lifestyle. Salary $70,000.00 - $80,000.00. www.antigochiro.com

ASSOCIATE/INDEPENDENT CONTRACTOR WANTED

Chiropractic & Wellness on Pewaukee Lake, established in 2007, is an award-winning Wellness Center that recently expanded into a brand-new state of the art facility. We have a great opportunity for a Chiropractor to join the practice of their dreams in a busy and growing clinic.

It is our Mission to improve the quality of life with chiropractic and holistic living for people of all ages. Our Vision is to continue to educate and enhance people's well-being while also providing a center for community growth and lifestyle enhancement. Email cover letter, resume/CV to **drtad@pewaukeelakechiro.com**

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.

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Visit our website at **www.drdanielmurray.com**

To schedule a confidential interview, submit resume/cover letter to **drmurray@bizwi.rr.com**

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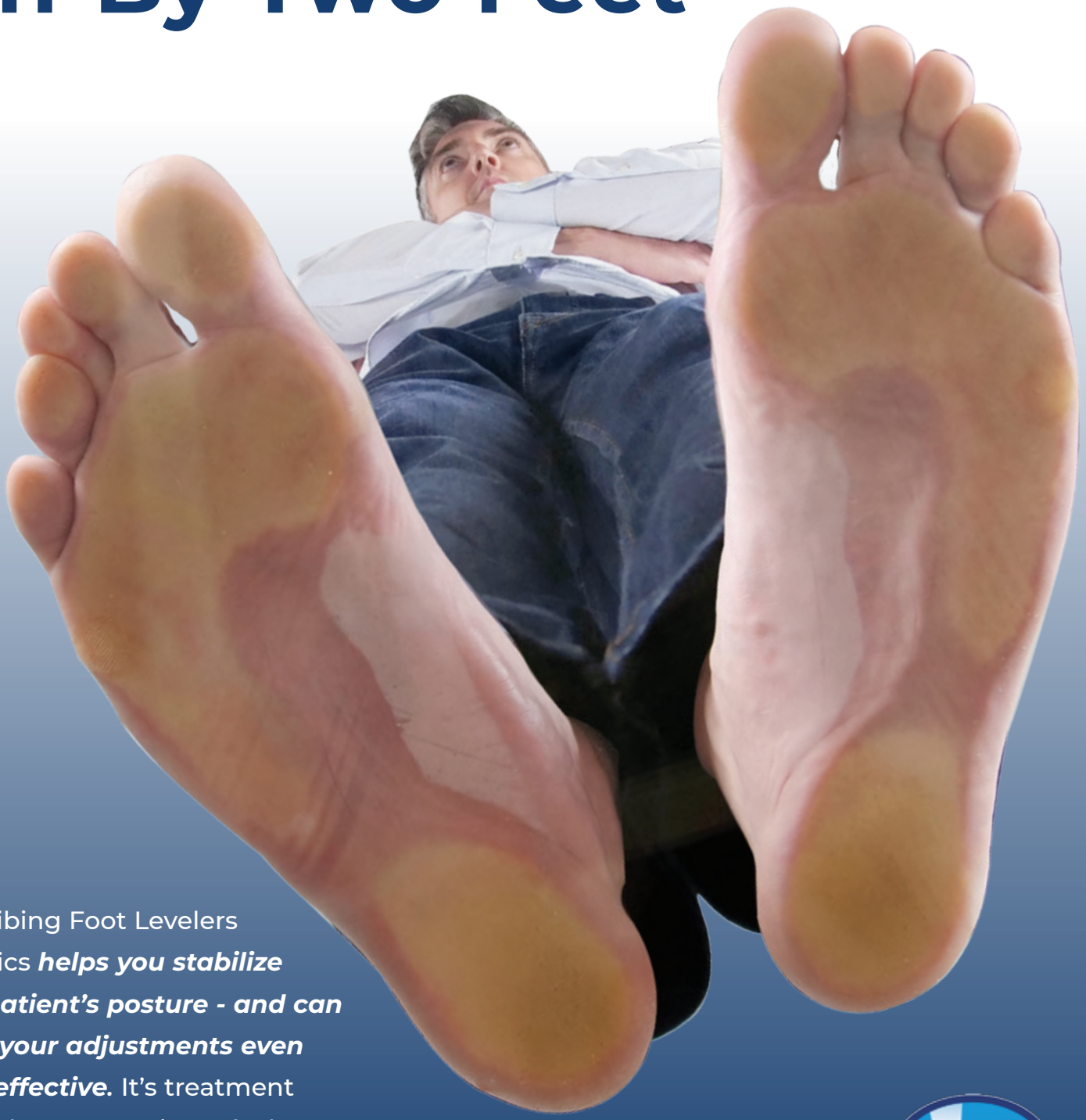

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