



# The Wisconsin Chiropractor

*The Official Publication of the Wisconsin Chiropractic Association*

Winter 2021 | Volume 56 | No.4



## Introducing the 2021 *WCA Achievement Award Recipients*

Read more on page 6

### WHAT'S INSIDE:

The "No Surprises Act" and How It Impacts Chiropractic - Pg 22

Chiropractic Examining Board Moves Online CE Rule Forward - Pg 25

2022 WCA Conventions - Pg 30

Coaching Doctors on the Mind-Body-Business Connection - Pg 16



Wisconsin Chiropractic Association | [www.wichiro.org](http://www.wichiro.org)

# Your patients will thank you!



Boost the body's innate ability to heal itself – **with laser therapy**



## PowerMedic

Made in Denmark by PowerMedic ApS

### Get started today!

Learn more about laser therapy at [www.powermedic.com](http://www.powermedic.com)

Contact us at 608-406-2020 or [info@powermedic.com](mailto:info@powermedic.com)

#### Typical examples

- **Sprains:** Fully heal in 6-8 days
- **Cold sore:** Disappears in 2-3 days
- **Tennis elbow:** Heals up in 4-10 treatments
- **Leg ulcer:** Heals up in 2-3 weeks
- **Arthritis pain:** Is reduced, often significantly



GigaLaser™



PowerLaser™ Pro1500



PowerLaser™ Pro500



# INSIDE

## BOARD OF DIRECTORS

*President*

**CHRIS RESCH, DC**

*Vice President*

**BRENDA HOLLAND, DC**

*Treasurer*

**BARBARA BRADLEY, DC**

*Secretary*

**WILLIAM SPONTAK, DC**

*Directors*

**BRUCE DAVIS, DC**

**TOM EDWARDS, DC**

**ALEX KOCKEN, DC**

**MICHAEL POLITO, DC**

**JENNIFER WAIDELICH, DC**

**JASON MACKEY, DC**

## WCA STAFF

*Executive Director & CEO*

**JOHN MURRAY**

*Membership Experiences Director*

**ANDREA MURRAY**

*Corporate Accounts Director*

**LEAH KNOPE**

*Membership Services Director*

**TAMMY MCKEOWN, CT**

*Education & Convention Manager*

**SARAH KRAHN**

*Member Services*

**CHRISTINE THOMAS-CRAMER**

<b>GET THE MOST MILEAGE OUT OF YOUR IMMUNE SYSTEM</b>	<b>5</b>
Standard Process	
<b>2021 WCA ACHIEVEMENT AWARD RECIPIENTS</b>	<b>6</b>
<b>HOW TO PREPARE FOR AND MANAGE PAYER AUDITS</b>	<b>10</b>
ChiroHealthUSA	
<b>COACHING DOCTORS ON THE MIND-BODY-BUSINESS CONNECTION</b>	<b>16</b>
An Interview with Dr. Kim Besuden	
<b>WCA HELP DESK UPDATES</b>	<b>21</b>
<b>THE "NO SURPRISES ACT" AND HOW IT IMPACTS CHIROPRACTIC</b>	<b>22</b>
<b>GOVERNMENT AFFAIRS UPDATES</b>	<b>25</b>
<b>WHF: CREATING A SPACE FOR INTERACTION &amp; RICH CONTENT</b>	<b>28</b>
Dr. Michelle Mick	
<b>WHF: AN EXCELLENT GATHERING OF CHIROPRACTIC TALENT</b>	<b>32</b>
Dr. Delilah Renegar	
<b>IN MEMORIAM</b>	<b>36</b>
<b>CLASSIFIED ADS</b>	<b>40</b>

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

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

Educational programs, products or services advertised in this publication do not imply approval or endorsement by the WCA. Material may not be reprinted without the expressed written consent of the Wisconsin Chiropractic Association.

608-256-7023 | Fax 608-256-7123 | [www.wichiro.org](http://www.wichiro.org)

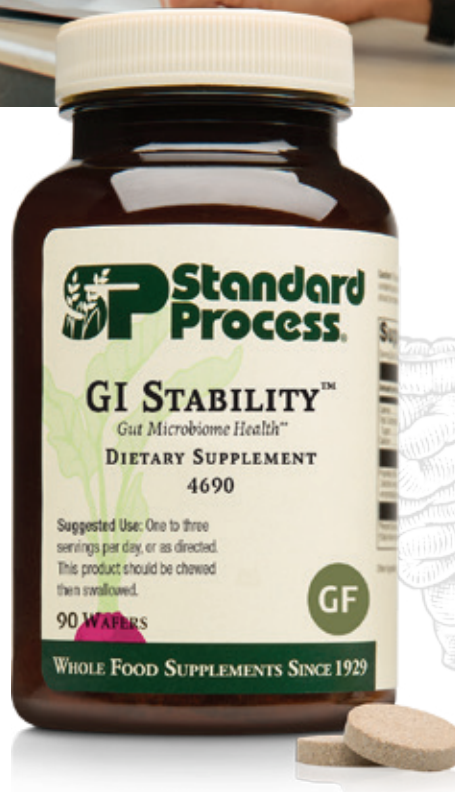
# 70% of the Immune System is Housed in the Gut

GI Stability™ supports a healthy gut microbiome\*

Maintaining a healthy gut microbiome may help to support the immune system. That's why GI Stability contains ingredients like 2'-FL and Collinsonia Root to support the growth of beneficial bacteria^, support normal elimination and digestive health, and may help support the immune system.\*

Designed for everyday and acute gastrointestinal needs.

With research-supported 2'-FL: studies show that 2'-FL helps support the growth of beneficial bacteria\*^



Learn more at [standardprocess.com/gi-stability](https://standardprocess.com/gi-stability)

^To date, shown in multiple animal studies, infants, and one adult human study.

 [standardprocess.com](https://standardprocess.com)

\*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

©2021 Standard Process Inc. All rights reserved. LN02165 10/21

  
WHOLE FOOD NUTRIENT SOLUTIONS

# Get the Most Mileage Out of Your Immune System

by Standard Process, a WCA Corporate Partner



The human immune system is like an internal suit of armor that protects us from external threats. It may not make us invincible, but it does offer an important level of protection.

The immune system is made up of an initial response called the innate immune system, and a targeted response called the adaptive (or acquired) immune system. Both arms of the immune system require energy in the form of macronutrients, and support in the form of micronutrients (vitamins and minerals).

We maintain the immune system like we do our cars if we want to expect optimal performance and longevity: filling up the tank so we don't run out of gas, changing our oil regularly, and taking it into the shop for anything else that comes up as we drive through life.

Instead of gas, the immune system runs on nutrients we consume through the diet. It's important to eat a diverse array of fruits, vegetables, and whole grains to get adequate amounts of macronutrients, micronutrients, and phytonutrients to best support the immune system. Micronutrients like vitamin D, zinc, and B vitamins — as well as ingredients such as particular mushrooms — are often called out to focus on.

**For that reason, Standard Process® delivers a number of these important nutrients and ingredients with its immune system support supplements, which include:**

- **Immuplex®** is an excellent source of, Iron, Zinc, Copper, Chromium, Folate and vitamins A, B6, and B12 and antioxidant vitamins C and E.
- **Epimune Complex** supports specific aspects of immune system activity\* and contains research-supported ingredients such as EpiCor® and maitake and turkey tail mushrooms.

In addition to providing adequate fuel, regular maintenance is important to maximize the life of our immune system. With car upkeep, we change oil and go to the mechanic when issues develop. The same applies with our immune system; if we act proactively to promote immune health and address problems as they arise, we're giving ourselves the best chance at protection.

Part of the responsibility of regular maintenance comes from recognizing the relationship between the immune system and other systems the body, especially the digestive system. While these two systems do have independent tasks, the function of each system's cells and tissues interact with each other. That's why the health of the immune system affects digestion – and vice versa.

To that end, Standard Process also has a lot to offer for digestive support:

- **Zypan®** has pancreatin, pepsin, and betaine hydrochloride to support macronutrient digestion, gastric pH, and enzymatic support for protein digestion\*.
- **DiGest Forte** has gentian, ginger, tangerine, wormwood, and feverfew, herbs that have been traditionally used in herbal preparations to promote healthy gastrointestinal tone\*.
- **GI Stability™** has 2'-fucosyllactose (2'-FL; a human milk oligosaccharide) and Collinsonia root, to support both healthy elimination and promote a healthy gut microbiome\*.

The bottom line is this: addressing the needs of your immune system and digestive system can help them perform as expected. Proactive support of this important aspect of human health is a worthwhile investment and a meaningful part of an all-around healthy lifestyle.

Standard Process has a diverse toolbox of whole food nutrient solutions for you to support both your immune and digestive health — stop by the “mechanic” to get your “tune up” today.

*\*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent disease.*



# 2021 WCA Achievement Award Recipients

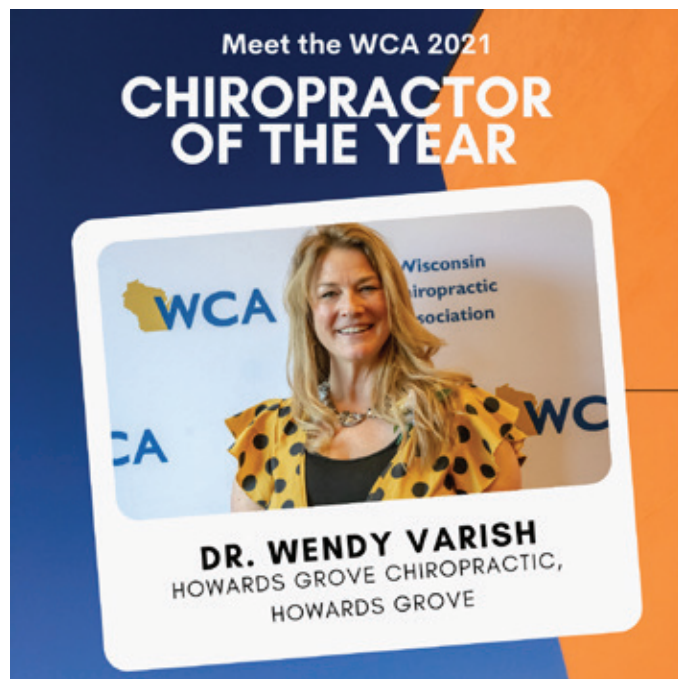
The Wisconsin Chiropractic Association recognized the recipients of the 2021 Achievement Awards on Saturday, November 6 at the WCA 2021 Recognition Luncheon. Congratulations to this year's recipients!



## Dr. Marshall Lysne, Lifetime Achievement Award

Dr. Marshall Lysne completed his undergraduate work at UW Madison, and then enrolled in National College of Chiropractic in Lombard, Illinois, graduating in 1967. After spending a year in a clinic in Cheyenne, Wyoming he returned to Lombard to work for National College, and remained at the college for the next 17 years as a classroom instructor, Clinic Director and finally as Chief of Clinics Staff. In 1988, he returned to Amherst and practiced there for the next 26 years, serving on the WCA Board of Directors during that time.

Dr. Marshall's great grandfather was instrumental in the formation of South New Hope Church in the late 1880's. He has served on the South New Hope Board for five years. Dr. Marshall and his wife Pam live on the Lysne family farm in Amherst Junction. His family includes four sons, six grandchildren and two great-grandchildren.



## Dr. Wendy Varish, Chiropractor of the Year

Dr. Wendy Varish graduated Salutatorian, Summa Cum Laude from National College of Chiropractic. She then went on to earn degrees as a Diplomate of the Academy of Chiropractic Orthopedists (DACO), as a Certified Chiropractic Sports Physician (CCSP), a Certified Chiropractic Occupational Health Consultant (CCOHC), a Medicare Compliance Specialist-Provider (MCS-P), and has been accepted by the Academy of Chiropractic Orthopedists as a Fellow, holding the distinction of FACO. Her statewide leadership roles include Past-President and committee member for the Wisconsin Chiropractic Association and Past-President of the Wisconsin Back Society.

Dr. Wendy goes above and beyond as an instructor for the WCA, consistently receiving rave reviews from her students. On a local level, Dr. Wendy has been a long-term volunteer and board member of the Howards Grove Advancement Association and a Charter member and Secretary of the Howards Grove Education Foundation. She was co-chair and organizer of the Howards Grove Run/Walk, raising money for local organizations and served as team doctor and athletic trainer for varsity football programs in Howards Grove and Sheboygan.

# 2021 WCA Achievement Award Recipients



## Dr. Matthew Boots,

### Nels Bakke Award for Young Practitioners

A graduate of Palmer College of Chiropractic and UW Green Bay, Dr. Matthew Boots is well loved by his patients, and an excellent ambassador for our beloved profession. Outside the office, Dr. Matt has been a boys volleyball coach at Kimberly High School since 2016. His team reached the Wisconsin State Championship title game in each of the last 3 years and back-to-back state Championships the last two years.

Since 2016, Dr. Matt has been on the organizing committee running Paperfest, a community festival held each July in the Fox River Valley area which raises money for local nonprofit, civic, school, scouting and church organizations. In 2020, Paperfest was told by local authorities that it could not have a festival due to COVID 19. Dr. Matt produced a plan to have the Paperfest Rockin Drive-In Concert event at the Timber Rattlers Stadium to replace the usual Paperfest event. He planned and organized the event by himself, and it was a considerable success. Under Dr. Matt's leadership, Paperfest 2021, held in July, was the most successful event of Paperfest's 33-year history.

## Missy Ruleford,

### Chiropractic Technician of the Year

Michele (Missy) Ruleford has been a vital employee of Schubbe Resch Chiropractic and Physical Therapy in Appleton for 16 years. She works full time as a Chiropractic Radiology Technician and Chiropractic Technician.

In addition to taking on numerous other jobs around the office as needed, such as billing, inventory, and scheduling, she has superior customer service skills and is a large part of the success of our clinic. Patients love her, as do her coworkers. She is fun, compassionate, and empathetic and always willing to help. Outside of the office, Missy has been an excellent ambassador of chiropractic and an excellent representative of the Schubbe Resch clinic by volunteering her time wherever there is a need, and she unselfishly puts the needs of others in front of her own.



The 2021 WCA Achievement Awards were presented to recipients on Saturday, November 6th.



## PRM Resolve

PRM Resolve is a proprietary formula providing pro-resolving lipid mediators (PRMs), which help encourage “specialized pro-resolving mediator” (SPM) production in the body. SPMs are unique molecules that evoke novel pro-resolving mechanisms and play extensive roles in host defense, tissue remodeling, and organ support.\*

SPM production is affected by several factors, particularly nutrition, health status, genetics, and lifestyle choices. Lack of SPM production may hinder the body’s ability to effectively resolve an immune response, thereby impacting health and well-being.\* An expansive and evolving body of preclinical research suggests that SPMs play a pivotal role in resolving immune responses.\*

- A multifunctional approach to promote a healthy response to physical stress and support challenges that the body may face.\*
- Specialized pro-resolving mediators are a novel genus of molecules that play a key role in resolving (completing) a healthy immune response.\*
- SPMs work to support healthy immune cell activities during the “resolution phase” of an immune response.\*

**Contact your local NutriDyn sales representative or visit [www.nutridyn.com](http://www.nutridyn.com) to learn more!**



**Ron Ehi**  
414.405.7345  
ron@nut-dyn.com



**Sarah Cady**  
262.385.0309  
sarah@nut-dyn.com



**Julie Riser**  
715.816.4111  
julie@nut-dyn.com

# WELCOME

new WCA members!

## New DC Members:

Dr. Michelle Mick  
Dr. Elizabeth C. Rooker  
Dr. Mozelle Stoiber  
Dr. Brandon Wedig  
Dr. Patrick Zelinski

## New Student Members:

Dianna Bindelli  
Gina Cairu  
Caroline Connolly  
John Damrow  
Sarah Fadel  
Bryce Fischer  
Lauren Fleming  
Jessica Harmon

Ryan Koslica  
Katelyn McKenzie  
Chris Michael  
McKenziel Purdy  
Hannah Rupel  
Joseph Salamone  
Abbey Thomas  
Aaron Zimmerman

## It Pays to be a WCA Member!

### Business Mastercard

by WCA | NCMIC

### Office Depot Discounts

Free shipping with  
\$50+ orders

### Continuing Education

Discounts on WCA  
CE courses

### Group Health Benefits

Self and level-funded  
solutions for members

[www.wichiro.org/join-now](http://www.wichiro.org/join-now)



# TOGETHER

We Build Chiropractic Success

Join WCA >>

# How to Prepare for and Manage Payer Audits

by ChiroHealthUSA, a WCA Corporate Partner

There isn't a chiropractor alive who doesn't shudder at the thought of being audited. The feeling that every payment request is being scrutinized for the slightest error is a huge pressure, but it can be lessened by proactively prepping and managing the process yourself.

The more thorough you are about in-house documentation, the less chance that auditors will call you out for a refund. Put these best practices in place as part of your everyday operations and you'll feel much less apprehensive about justifying expenses.

## Set a Baseline

Starting from the bottom up helps you discover if your practice is getting the basics right. Exposed weaknesses will help you create a road map on how to be better prepped for audits. Begin with coding: products, supplies, and services all require the proper HCPCS codes. These are updated annually so it's vital your team stays up to date. Don't forget that there were other big changes in coding that came into play this year.

After accuracy comes clarity. Does everyone in your practice have neat handwriting? Scrawled dates, codes, and signatures are very hard for auditors to read which can lead to them to question your records. Make everything you write legible beyond doubt. Better yet, record everything digitally on chiropractic software and electronic health records. Your data will be crystal clear, and it can be backed up in the cloud or on removable devices to prevent loss.

Next, make sure every service you provide to patients is necessary as per the payer's guidelines. These guidelines may vary from payer to payer based on their individual medical policies. Diagnoses must match procedures in every instance, and treatment must only last as long as it is considered medically necessary, again, often according to the payers' guidelines. Every patient should have a care plan drawn up after your consult and examination that outlines your plan of, along with timelines. Progress will be organic, of course, but if a payer audit is triggered, you'll be able to prove that you had purpose, direction, and an end goal and weren't just aimlessly prolonging treatment.

## Manage Audits Through Confident Challenge

An eye-opening article by The Strategic Chiropractor reveals some very lax practices on the part of auditors. From note requests and vague descriptions to bundling, extrapolated refunds, and shaky credentials, there's a lot for practices to challenge when an audit letter arrives.

Managing an audit can involve contesting it in court; an unpleasant and expensive scenario that may sway some chiropractors into accepting they're "wrong" to avoid further hassle. However, if you've implemented a compliance plan that self-monitors practice procedures, clearly defines policy and performance expectations, and takes action against



internal violations, then you're in a stronger position to challenge payer audits. The good news is, when you have your records in order, you have a great chance of winning.

## ChiroHealthUSA Can Help You Get Your Practice Ready

Solid preparation empowers you to respond promptly and confidently to a payer audit. ChiroHealthUSA is here to help pre-and post-audit. We provide a documentation audit package as part of ChiroArmor, and up to \$1 million in protection through CHUSAdefense in case your audit results in fines, legal defense costs, or other regulatory expenses.

We're here to protect you and your practice so you can provide compassionate, compliant care. Connect with us today for more information.

---

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

# We've missed so many things.

Birthday celebrations, a long-planned vacation, the graduation of a niece or nephew... We've taken for granted the routine that makes life so precious.

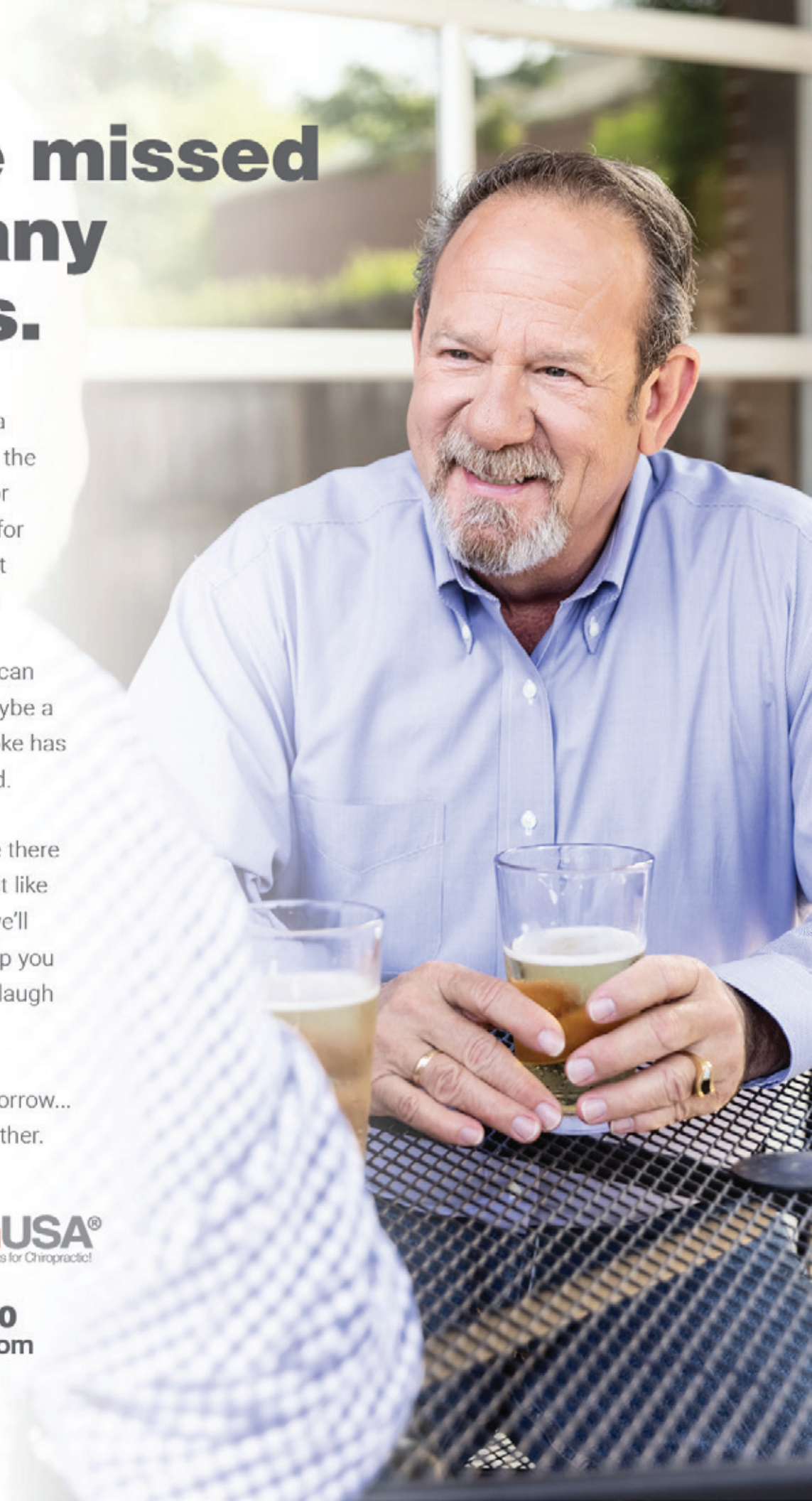
After this last year, we can all use a friend and maybe a drink. That corny old joke has never sounded so good.

ChiroHealthUSA will be there when you need us. Just like a friend lends an ear, we'll hold your hand and help you through this. And we'll laugh at that joke, too.

Cheers to a better tomorrow...  
the one we'll build together.

**ChiroHealthUSA®**  
The Network That Works for Chiropractic!

**1-888-719-9990**  
**ChiroHealthUSA.com**





# WCA Membership News

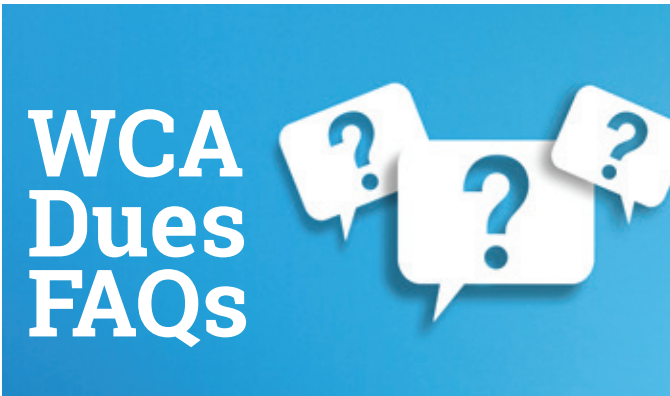
Andrea Murray | membership@wichiro.org | 608.256.7023

**WCA MEMBERS**

# THANK YOU!

**WCA members are the BEST!**

Thank you for your service, your dedication, and your support. We are grateful for your membership and wish everyone a happy, and healthy holiday season.



## Can I wait to pay my dues in January so that payment is recorded in 2022?

Yes. The official due date is 12/31/21 for 2022 dues, but there is a small grace period for those wishing to make the payment in 2022 for business reasons.

▶ **Members who pay dues in full by January 5 will receive a \$50 Convention Voucher.**

## Why have you stopped taking quarterly payments by check?

The WCA Membership Committee discussed the pros and cons of this at length. We took the time to analyze the current process and decided to save WCA time and money. We ask for your understanding, and please know that there is still the option to pay dues quarterly, with both credit card and ACH/E-check options.

## WCA Visits Palmer College of Chiropractic

In November, WCA Board Members Dr. Jason Mackey, Dr. Bill Spontak and Dr. Brenda Holland, along with Andrea Murray, WCA Staff and Dr. Sam Wang, WCA Member, were treated to lunch courtesy of Palmer, took a tour of the Palmer residence and beautifully renovated Palmer College facilities, then met with a group of over 30 students with Pizza sponsored by LSM Chiropractic. Palmer rolled out the red carpet for the WCA, thanks to Nicole Rathje, Palmer Director of Alumni and Chiropractic Association Relations, Patrick Downing, Palmer Director of Development and Student leader Abbey Thomas.

Visits are being scheduled for Northwestern Health Sciences University, Logan College of Chiropractic and National University of Health Sciences in 2022.

*Pictured above (left to right): Dr. Jason Mackey, Dr. Bill Spontak, Abbey Thomas, Dr. Brenda Holland, Andrea Murray, Nicole Rathje, Dr. Sam Wang, and Patrick Downing.*

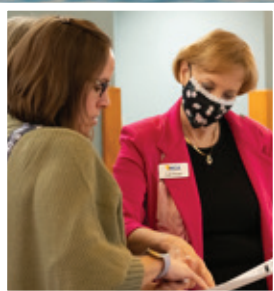
# WOMEN'S HEALTH & WELLNESS FORUM

*promoting chiropractic care*



THANK YOU TO ALL WHO  
JOINED US IN NOVEMBER!





# LSM Chiropractic

The best in chiropractic care with board certified specialists in orthopedics, rehabilitation, and sports injury, as well as nutritional support, class 4 laser light therapy, pregnancy care & pediatric specialists.

PROVIDING AWARD-WINNING CARE WITH OVER 65 YEARS  
EXPERIENCE AND 18 AREA CLINIC LOCATIONS

ARE YOU  
INTERESTED  
IN JOINING  
OUR TEAM?

EMAIL YOUR  
RESUME TO [HR@  
LSMCHIRO.ORG](mailto:HR@LSMCHIRO.ORG)

THE **LSM**  
DIFFERENCE



LSM Chiropractic has been awarded both “STAR OF MADISON” for its superior quality of patient care and “TOP WORK PLACES” for its dedication to being an outstanding employer.

BELTLINE WEST • CENTRAL MADISON • DEAN SPINE CENTER  
EAST MADISON • COTTAGE GROVE • FITCHBURG • FORT ATKINSON • MIDDLETON  
NEW GLARUS • OREGON • SAUK CITY • STOUGHTON • SUN PRAIRIE • VERONA  
WATERTOWN EAST • WATERTOWN WEST • WAUNAKEE • WHITEWATER

Visit us online [www.lsmchiro.com](http://www.lsmchiro.com)

# Coaching Doctors on the Mind-Body-Business Connection: An Interview with Dr. Kim Besuden



At the recent Women's Health and Wellness Forum, Dr. Kim Besuden provided the seminar The Spine of Your Life: Supporting the Female Body with Nutrition and Exercise, sponsored by WCA Corporate Partner Standard Process. In addition to her clinical practice in Florida, she coaches chiropractors interested in making a positive change. Her focus is on how to incorporate a wellness approach in clinic and sharing best practices that will accelerate growth and stability in both business and life.

*Based on a 30-minute interview with Dr. Besuden, responses have been edited for length and may include some paraphrasing. Mentoring is an organic experience that may present itself when you least expect it. Look around at the next seminar or convention you attend. Ask questions! Join a committee or Task Force! Talk with WCA Staff and Board members about what's happening in your clinic, what your current challenges are, and where you are headed. ~Andrea Murray, WCA Membership Experiences Director*

## Tell us about your experience with Florida Chiropractic Association (FCA)?

Our state association is the meat and potatoes of what keeps us going. I've been a member of FCA since I was a student at Life University. As a student the FCA had lots of opportunities and provided a lot of support. In Florida, we have legal counsel, conventions, boot camps for students. Conventions offer the chance to have an in-person experience, which is great since many of us work alone, and we don't often get out of our cubby holes.

## Was there a specific event or situation that prompted you to start coaching DCs?

I've been in practice almost 30 years. I'm an athlete, and I always had a coach for that... I was kicked by a horse in my hand, which is not good for a chiropractor! So I've had to shift my practice mode over the years...and shifted my gears more towards Functional Medicine, which I love.

When I would speak at an event I would have Doctors come up and ask me questions such as "How do I bring Nutrition into my practice." I have protocols for everything. As an athlete I have protocols to get my bike ready, to get my self ready. All that shifts right over into your practice. What I have done has worked, and I thought it was important to share that. Being an athlete I understand the value of coaching.

## Are there common challenges that bring people to you for coaching?

Yes, there are a few that come up frequently:

▶ **Physical challenges.** Adjusting patients all day long is challenging to the body. How do you do your job if you can't take care of yourself? I work with Doctors who are injured and wanting to bring Nutrition into their practices.

▶ **Mind-set challenges / Being Stuck.** People need to be encouraged and be kept accountable. I help Docs do that. We get stuck in our offices, we're the only Doctor there, we have no one else to talk to, we don't know what everybody else's practice is doing, and we don't know if we're doing the right thing. So for me I approach it as a Mind-Body-Business experience. If your mindset is not correct, you can't have a good business.

▶ **Business Challenges.** We look at all angles of their business, how they can grow and be successful.

## What advice do you have for students and new DCs in the first few years of practice?

To gain experience, students can do preceptorships or job shadowing. Visit different practices, figure out what you want.

There are the few who can go out and hang their shingle out. Most students coming out of school are laden with student loan debt, which makes it hard to get a business loan. I always advise that Doctors work as an associate for a few years. The Doc I brought in to practice with me 10 years ago, now I'm in a position to hand over my practice to her.

My advice is to be a master of the adjustment first. Be a good adjuster, practice, practice, practice. Especially for women. Learn adjusting skills first, then bring in other things. You have to do something 10,000 times to be considered proficient.

## What advice do you have for Doctors interested in being a mentor to a younger Doctor – how can they connect?

Classes and conventions are a chance to get to meet each other. Often there are events with different alumni associations to get people together to network.

## Besuden Interview - Cont. from page 16

### Do you do coaching for both newer and established Doctors?

Yes. My established Doctors are usually someone who wants to bring Nutrition in, because they have some wear and tear on the body. I help them create the Nutrition protocols. For my younger Doctors, they need someone to guide them and lead them...it's not that they don't know how to do it, they just need guidance to get there.

I have helped clinics switch from mostly insurance to a cash practice. The theme is work smarter, not harder. I have one Doctor who took over a practice office with a tiny waiting room. We completely flipped where her office and waiting room were. We painted... nothing that really cost much money. This was 8 months ago. She started out working by herself. Now she has a front desk manager. She's brought Nutrition in which becomes a second income for the practice.

There are a lot of great Docs out there who are not great at business. Some don't even have a business plan. If you want to go on vacation, you have to pick where you want to go before you can get there. Once you pick where you want to go, your brain starts filling in the details of how to get there.

*Dr. Kimberly Besuden began her career in Chiropractic in 1994. Her first office located in Winter Park grew quickly. After moving to rural Lake County as a ranch owner, she opened a second satellite office in Eustis in 1998. In 2011 she purchased an office building and created Bay Street Wellness, which hosts*



### Do you feel a headache coming on every time you need to x-ray a patient?

If so let **Superior X-Ray Company** make that headache disappear.

No you don't have to take any pills. Let our experienced staff aide you in either using your existing x-ray equipment or upgrading it to create the highest quality radiographs for your patients. We offer the sale and service of Chiropractic x-ray equipment and accessories. Please call us at 608-226-9729 or email us at [superiorxrayco@gmail.com](mailto:superiorxrayco@gmail.com).

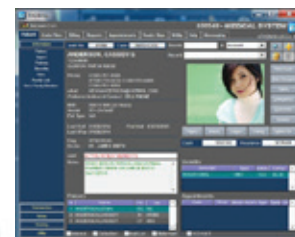
## Superior X-Ray Co. Wisconsin's X-Ray Equipment Leader

# Step out and Step into your best Practice Experience with THOMAS!

**EHR software that converts patient info into payable documentation?**  
*Fabulous!*



You can automate eligibility, appointment scheduling, billing, inventory, payment allocation, statements, and more.



**Practice management software that gets you paid fast?**  
*Great!*

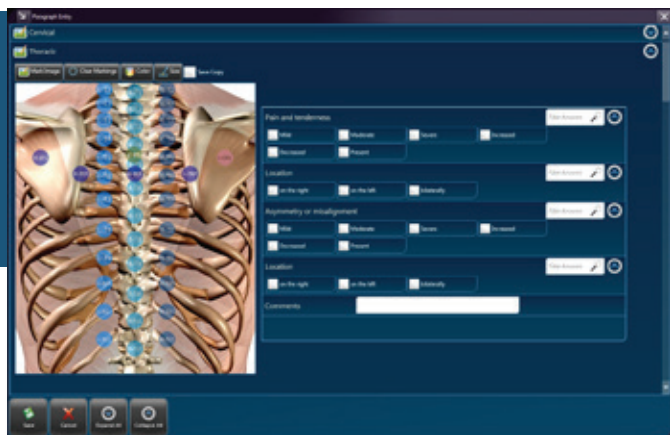
Our THOMAS software and services allow you to work your way, and speed up your workflow in all office areas.



## Putting them together?

***Priceless office optimization and bliss!***

With 35 years of experience, we understand chiropractic offices. We give you the specialized support you need to be successful and get paid!

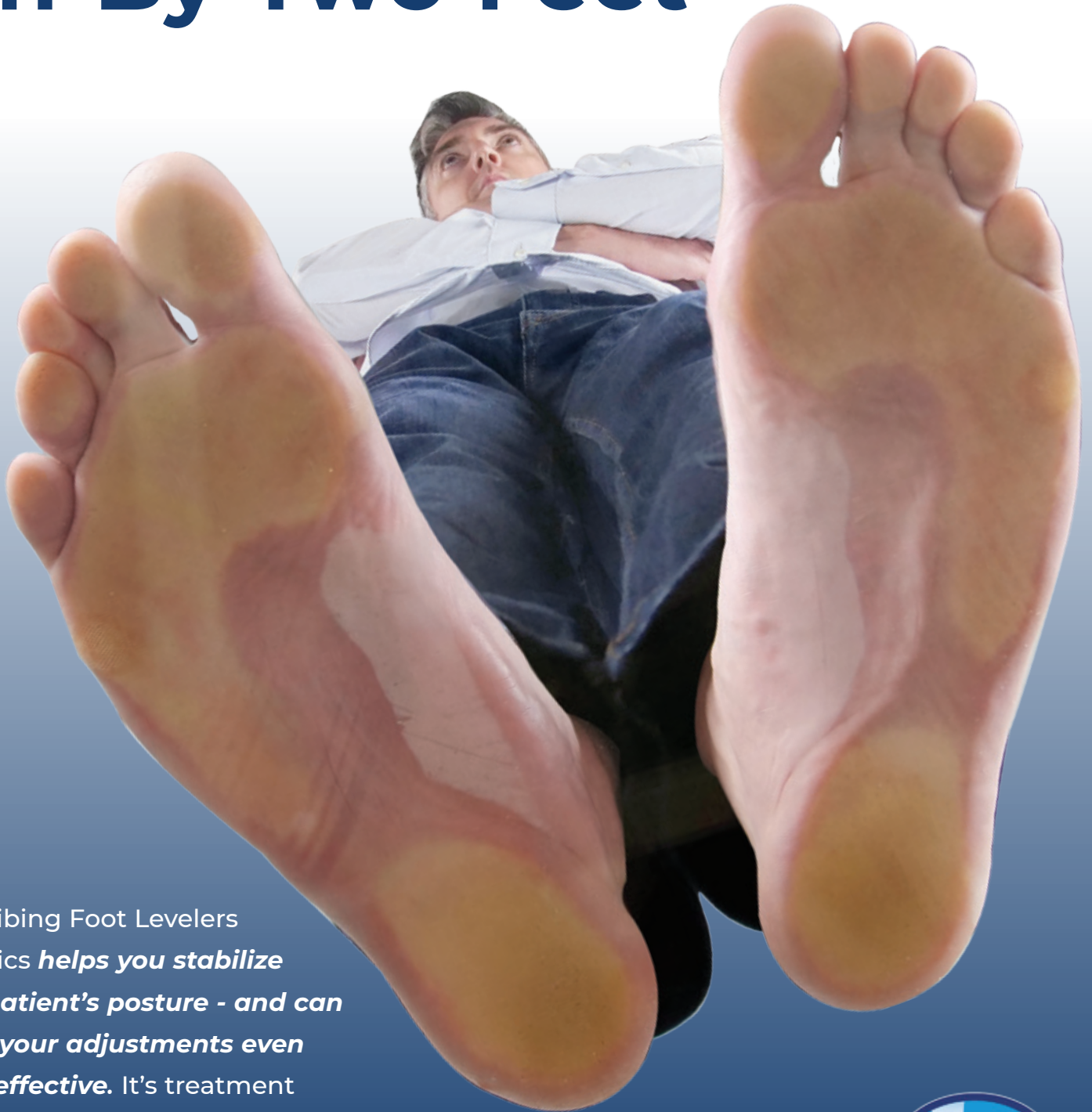


Call now.  
**800.645.0955**  
We can show you how!

# THOMAS

Total Health Office Management Automation System  
[www.geniussolutions.com](http://www.geniussolutions.com)

# Even With The Best Adjustment, Your Patient's Alignment May Still Be Off By Two Feet



Prescribing Foot Levelers orthotics *helps you stabilize your patient's posture - and can make your adjustments even more effective.* It's treatment that helps your patients feel better, every step of the way.

**Call for more information or to get started.**



800.553.4860 | [FootLevelers.com](http://FootLevelers.com) | f v

The special joy of  
December is telling those  
we talk and work with  
year around how  
much we value their  
relationship.



*To our wonderful Corporate Partners,*  
here's to a joyful holiday season  
with lasting memories of our year together.  
*Merry Christmas!*





# WCA HELP DESK UPDATES

Tammy McKeown, C.T. | [wcahelp@wichiro.org](mailto:wcahelp@wichiro.org) | 608.256.7023

## Keeping an Eye on the 2022 Medicare Physician's Fee Schedule

Medicare has indicated that due to changes in the conversion factor in the Physician's Medicare Fee Schedule, which is the multiplier that Medicare applies to relative value units (RVUs) to calculate reimbursement for services, physicians will see a nearly 4% pay cut in 2022. We have seen this in years past, but Congress overturned it in the past. In addition, sequestration cuts of 2% are scheduled to go into effect on January 1, 2022.

The Wisconsin Chiropractic Association will not release our publication until we feel it is accurate. We will keep you up to date on this development but have included a link below to the current publication as of today.

We know this can change before January 31, 2022. The WCA Help Desk highly recommends holding 2022 Medicare claims until February 1st, 2022 to ensure accurate claims if any fee schedule changes by Medicare. Please contact Tammy with any additional questions, 608.256.7023.

Read the full article on our website: [www.wichiro.org/enews](http://www.wichiro.org/enews)

[Medicare Fee Schedule](#)

## 2022 Medicare Part B Deductible

The annual deductible for Medicare Part B beneficiaries grows with the Part B financing and is increasing from \$203 in 2021 to \$233 in 2022.

Read more on our website: [www.wichiro.org/enews](http://www.wichiro.org/enews)



## Help Desk Webinar for Members: Telehealth in the Chiropractic Office

with Mario Fucinari DC, CPCO, CPPM, CIC

Tuesday, January 18 from 12-1 pm

While we all continue to grapple with the COVID-19 pandemic, several regulatory changes have affected the chiropractic practice. The telemedicine industry has expanded rapidly to meet consumer demand for convenient healthcare.

In this member-only Help Desk Webinar, you will learn:

- To provide training for chiropractors involved or interested in clinical telemedicine and telehealth services
- To promote improved public health in rural and urban communities by providing current telemedicine and telehealth information and training
- Account for diagnostic accuracy of conventional practice compared to telehealth practice.
- Apply payment policies for reimbursement of telehealth services appropriately.

[Register for Webinar \(Members\)](#)

## MEET THE WCA HELP DESK



Tammy McKeown, C.T.  
WCA Membership Services Director



Barbara Zabawa, JD, MPH



Chris Anderson, DC



Jeff Wilder, DC



Rhonda Hodge, MCS-P

# The "No Surprises Act" and How it Impacts Chiropractic

wcahelp@wichiro.org | 608.256.7023

**O**n January 1, 2022, The Consolidated Appropriations Act of 2021 will become effective. Why is this important information for Chiropractors? Because within this act, is a section (Private Health Insurance and Public Health Provisions – Division BB) that will affect chiropractic along with the entire medical profession. This is where the guidelines for the “NO SURPRISES ACT” (Title I and Transparency – Title II) can be found. This article explains the Act and how it will impact a Chiropractic Office?

## Who does the Act affect?

This Act was established in order to protect the patient, the facility or provider and the insurance companies.

- First, it protects the patient against “Surprise Billing”, also known as Balance Billing.
- Next, it protects the facility/provider from any repercussions when a Good Faith Estimate along with Communication regarding the process, services and charges is established.
- Lastly, it protects the Insurance Companies through an Independent Dispute Resolution (IDR) process regarding settlements.

## What is Balance Billing?

Prior to this Act, laws regarding Balance Billing existed at a state level, but only in some states. Wisconsin was not one of those states. This Act now changes this and will cover all states.

Patients being seen in an emergency situation, run the risk of being treated by an out of network provider. This can happen simply because the care is urgent and, in an emergency, it is likely that the patients insurance information was not obtained prior to treatment in order to conduct a verification of benefits. It is also a possibility that even though the patient is being treated at an in-network facility, such as a hospital, the rendering provider could be out of network with their insurance carrier.

When these types of events occur, the patient can be left with very high costs. Whether in or out of network, once the insurance responds to the charges, the patient has typically been responsible for all unpaid services. This Balance Billing can come at a surprise to the patient because it was never discussed with the patient that the rendering provider was out of network or that services were non covered. Often times these services are much higher than if the patient had been seen by an in-network provider.

## What does the "No Surprises Act" do?

This Act protects the patient, provider/facility, and insurance company.



**FOR THE PATIENT:** Regardless of how the beneficiary obtains coverage (employer, Marketplace, or individual health plan), this act will ensure that, emergency services, even if they are provided out-of-network, must be covered at an in-network rate without requiring prior authorization. It will also

prevent balance billing and out of network cost sharing for both emergency and non-emergency services. Meaning the patient's cost should not be more than what the service would have been if provided by an in-network provider. This applies to coinsurances and deductibles as well. Services provided by an anesthesiologist or assistant surgeon (ancillary care) are also included in this act.



## FOR THE FACILITY/PROVIDER:

Whether the patient is insured or uninsured, the services and cost of those services are to be discussed. The act requires that providers and facilities communicate to the patient, in a comprehensive manner, what services will be rendered, the cost of those services, insurance participation and what the patients

expected cost would be. This is a “Good Faith Estimate”, and it must be provided within (1) the required time frame (see below), (2) an itemized list of the services, charges and expected coverage must be offered to the patient, (3) the services and cost must be explained to the patient (over the phone or in person) along with either a paper or electronic estimate or provide the estimate in a way that is accessible to the patient and HIPAA compliant. The patient's consent is required in order to have the out of network care provided. If this consent is obtained, prior to the services, then the provider can bill the patient.

## The 72-hour notice

If the patient schedules care 72 hours or more prior to the date the care is to be rendered, the “Good Faith Estimate” must be disclosed no less than 72 hours prior to the appointment. If an appointment is scheduled with less than 72 hours before being rendered, the “Good Faith Estimate” must be provided on the date of the appointment and at least 3 hours prior to the appointment. The provider must inform the patient of the services to be rendered, the cost (in and out of network), and expected insurance participation as well as what the patient will be expected to pay.

► **Remember, this does not do away with the patients responsibility to pay for a co-pay or co-insurance.** This act only prevents patients from unexpected fees for services and costs that are not explained to them prior to treatment and that have not been consented to.

## No Surprises Act - Cont. from page 22

### There are three ways to provide the patient with the disclosure information regarding the No Surprises Act.

1. **Post In Your Clinic:** Providers are required to have this information posted in a central location wherever services are being rendered (waiting area, treatment room, Notice of Privacy Practices, etc.)
2. **Share On Your Website** It must be able to be located on the website (if one is available) and it must be searchable and without cost or a required login.
3. **Provide a Paper Copy:** Patients must be given the disclosure information in a one-page notice. Using at least 12-point font and may be double-sided.

The 72-hour notice cannot be applied to certain types of services that are out-of-network when performed at an in-network office. For example: ancillary services (anesthesia), diagnostic services (radiology/labs) or any other services that the Secretary of Health and Human Services (HHS) may identify.

Violations to this law, meaning that balance billing has occurred, are likely to incur penalties up to \$10,000.00 per violation from the HHS.



### FOR THE INSURANCE COMPANY/CARRIER

This Act also provides protection for the Insurance Companies and the relationship with both their beneficiaries and the providers.

Within 30 days of billing, private health plan carriers would have to pay a portion of out of network charges whether the services were pre-authorized or not if that carrier typically covers emergency services. Also applicable to non-emergency services that are out-of-network if they were performed at a hospital or facility that is in-network. Determination of the amount that the plan must pay to the out of network provider in this 30-day time frame, is based upon the same or similar service and the in-network payment for those services. If Excluded/Non-Covered services are being provided, the health plan can deny the services based upon the benefit plan when the services are billed within the 30-day window. This helps prevent any “partial payments” for the health plan.

Upon receiving the health plan’s partial payment or denial letter, an out-of-network provider and health plan have 30 days to try to negotiate a resolution of any dispute. If the dispute is not resolved within this time frame, the provider then has a tight window from the end of the 30-day negotiation period – to initiate an appeal using an Independent Dispute Resolution (IDR) process established under the new federal law.

### The IDR Process:

- ▶ Creates an independent review and expedited arbitration process.
- ▶ Within three days of initiating the IDR process, both parties must select a certified IDR entity to decide their dispute.
- ▶ Within 10 days of selecting the IDR entity, both the provider and the health plan must submit “final offers” to the IDR entity. Including any supporting materials required by the IDR entity that either party believes to be pertinent to their dispute.
- ▶ The IDR entity will review the information submitted and make a determination.
- ▶ The offer that is not selected must pay the costs of the IDR, which are expected to range from approximately \$500 to \$2,000 in most cases.
- ▶ Once a decision has been made, the balance due must be paid within 30 days.

When deciding which “final offer” to accept, the IDR entity must consider a benchmark known as the “qualifying payment amount” (QPA) for the services at issue. As of January 1, 2022, the QPs for various services are expected to be set at amounts that represent the median of the contracted (in-network) rates that the health plan paid for such services in the relevant market as of January 31, 2019, with an upward adjustment based on the Consumer Price Index for urban consumers (CPIU). For 2023 and subsequent years, the QPAs for existing health plans will continue to be adjusted upward based on the CPIU. For new health plans formed after January 31, 2019, the QPAs may be calculated based on a different methodology approved by HHS, or pursuant to a database that HHS may set up in accordance with the Act. The law mandates that an IDR entity consider the QPA when evaluating and deciding which of the competing “final offers” to approve. But there are other factors that IDR entities are also directed to consider, including the provider’s training, experience, and outcome measurements; the complexity of the case; the provider’s teaching status; and any contracting rate history between the parties over the prior four years.

### Steps to prepare you for January 1, 2022:

The Act requires that, effective January 1, 2022, providers must have processes in place to ensure they are regularly supplying updated provider information to health plans for use in directories that are made available to help patients identify in-network providers.

1. Create and have in written format, your policies, and procedures for this Act and train your staff so they are prepared to implement this process in the new year.
2. Create your forms for the Good Faith Estimate, Insurance Verification, and Consent, if you do not already have these forms available in your office. Also have the disclosure notifications in place.

Please keep in mind that this law is new and the details are still unfolding and will continue to do so even after the implementation date. WCA will keep you aware of details as they are released. If you have any additional questions, contact [wcahelpdesk@wichiro.org](mailto:wcahelpdesk@wichiro.org) or 608.256.7023.

# NEVER STRESS OVER HIPAA AGAIN

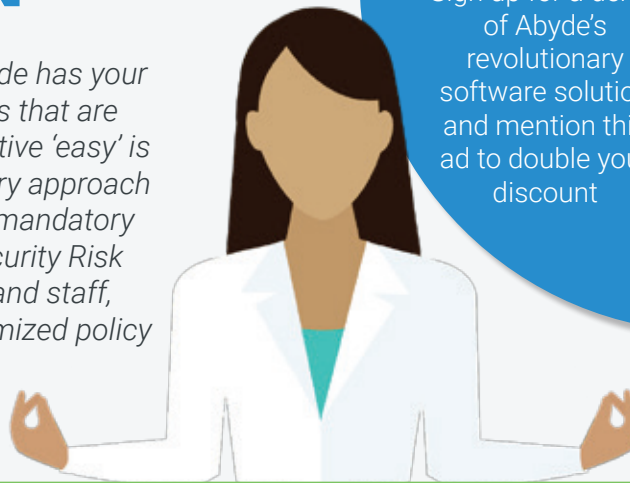
Exclusive for  
WCA Members

Sign up for a demo of Abyde's revolutionary software solution and mention this ad to double your discount



[abyde.com/demo](http://abyde.com/demo)

*You've got enough to worry about - Abyde has your HIPAA program covered, with features that are uniquely better and an interface so intuitive 'easy' is an understatement. Abyde's revolutionary approach guides chiropractic providers through mandatory HIPAA requirements including the Security Risk Analysis, HIPAA training for doctors and staff, Business Associate Agreements, customized policy documentation and more!*



**READY TO BE STRESS-FREE?**

[abyde.com](http://abyde.com) | 800.594.0883 | [info@abyde.com](mailto:info@abyde.com)



## NOVA Complete™

Nitric Oxide Vascular Assist\*

**BOOSTS NITRIC OXIDE PRODUCTION FOR ENHANCED CIRCULATION IN MEN & WOMEN\***



SPECIAL OFFER:

**15% OFF**

USE PROMO CODE: **WCA22**



To order call 800.869.8100, visit [numedica.com](http://numedica.com) or scan the QR code.



\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Offer valid through December 31, 2021. Excludes samples. Maximum 10% discount on private label orders. Use promo code online at check out. Must mention the Holistic Primary Care Special to your customer service representative when ordering over the phone to receive discount.

# Government Affairs Update

## Chiropractic Examining Board Moves Online CE Rule Forward

The long-awaited rule allowing Wisconsin Chiropractors and their staff to take a portion of their required continuing education credits via online programs was approved by the Chiropractic Examining Board during a special meeting this week.

### The draft rule (CR 21-065) will allow:

- ▶ **Chiropractors** to take 8 of their required 40 credits via online programs
- ▶ **CRT's** to take 2 of their required 12 credits online
- ▶ **CT's** to take 2 of their required 6 credits online.

### Synchronous vs Asynchronous

The board spent considerable time discussing the merits of synchronous (live-interactive) vs asynchronous (on-demand) programs and the expected increase in programs submitted for approval. Of the 8 total online credits, the board agreed to allow 4 synchronous and 4 can be asynchronous.

### What Next?

1. The draft rule now goes to Governor Evers for his review. He can approve/reject or propose further changes to this draft rule.
2. If he approves the rule, it then heads to the Wisconsin Legislature for two 30 day passive review periods.
3. If no one asks for changes to the rule during the Legislative review period, it will then be published in the Wisconsin Administrative Code and becomes effective.

Under this scenario, online CE COULD be available in mid 2022. The WCA has been supporting online CE for over three years and has been imploring the CEB to complete the rule so Wisconsin chiropractors can take some of their required CE online before the December 2022 renewal deadline.

**“The WCA appreciates the work of the CEB on this rule and looks forward to Wisconsin chiropractors and their staff being able to take online CE,”**

said John Murray, WCA Executive Director and CEO.



## Medicaid Reimbursement Increase set for January 1, 2022

The Medicaid reimbursement increase for chiropractic spinal manipulation is set to go into effect on January 1, 2022 according to the Wisconsin Department of Health Services - Medicaid Office. Through the work of the WCA government affairs team, this reimbursement increase was included in the 2021-2023 biennial state budget with strong support from Assembly Speaker Robin Vos in the legislature and ultimately Governor Evers when he signed the budget into law.

**The rate increase, according to the rate setting staff at the State Medicaid Office, is as follows:**

Code	Current Rate	2022 Rate	Increase	Additional Dollars for Chiropractic
98940	\$17.48	\$19.13	\$1.65	\$226,779.30
98941	\$24.14	\$27.54	\$3.40	\$1,732,245.60
98942	\$31.28	\$36.02	\$4.74	\$124,851.60
				\$2,083,876.50

Medicaid providers should expect to receive a Forward Health provider update communicating this information.

## Workers' Compensation Advisory Council Recommends Bill without changes to Directed Care or Medical Fee Schedule

The WCAC has agreed to **draft legislation** that proposes updates to the system every two years. According to WCA Executive Director and CEO John Murray, who is also one of the four health care liaisons to the WCAC, the bill is noteworthy for what it does not include - a medical fee schedule or changes to patient choice within workers' compensation. "Wisconsin has one of the best workers' compensation systems in the country that provides patients access to high quality care while keeping WC rates reasonable for businesses," said John Murray.

[View the CE Rule Draft](#)

# YOUR PARTNER IN CHIROPRACTIC IMAGING



When you need imaging to guide a patient's care, you want a partner you can trust.

## WE OFFER:

- Same- and next-day appointments with evening and weekend hours
- Subspecialized and DACBR radiologists who interpret patient exams and are available for consult
- Customized protocols:
  - Weight-bearing imaging
  - Flexion/extension imaging of the spine for a detailed diagnosis
- MRI options:
  - 3T
  - High-field open
  - High-field wide-bore



online [RAYUSradiology.com](http://RAYUSradiology.com)



## Nutritional Supplement Patient Programs

WCA is proud to partner with Standard Process and NutriDYN to provide your patients with the nutritional supplements which they rely on -- without the need for an office visit.

[www.wichiro.org/  
NutritionalSupplements](http://www.wichiro.org/NutritionalSupplements)

# POWER THROUGH THE DAY

## GET FOUR ESSENTIAL SUPPLEMENTS

In Convenient On-The-Go Packs

<b>Each ESSENTIAL NUTRITION PACK contains:</b>	
(1) Daily Multivitamin	(2) Omega-3 Fish Oil
(2) Vitamin D3	(2) Magnesium Caps

30 PACKS **\$2** PER DAY  
FOR UNDER

Research suggests that, for the purpose of health promotion, your patients should eat a healthy diet that is supplemented with the key nutrients found in the Essential Nutrition Pack. The four essentials support ATP synthesis, antioxidant metabolism, and the modulation of inflammation.

Anabolic Labs. Low micronutrient intake may accelerate the degenerative diseases of aging through alteration of some micronutrients by traps. Proc Natl Acad Sci. 2006; 103(8): 1759-64.

[AnabolicLabs.com](http://AnabolicLabs.com)  
To order, call 1-800-445-6849 or visit [AnabolicLabs.com](http://AnabolicLabs.com).

To order please call Customer Service at 1-800-445-6849. Use Promo Code: ENP to receive limited time special offer. Visit us at [www.anaboliclabs.com](http://www.anaboliclabs.com)

# WCA Board of Directors Update



## Mackey Elected to WCA Board of Directors

Congratulations to Dr. Jason Mackey, who was recently elected to the WCA Board of Directors representing the South Central District. Dr. Mackey joins Dr. William Spontak on the Board of Directors representing this district.

Dr. Mackey is a chiropractor in Madison Wisconsin. While he specializes in treating athletes and active individuals, he also treats patients of all ages and varied levels of activity. Athletics and the performing arts have long been a significant part of his life. Dr. Mackey previously served as the Chair of the WCA Education and Convention Committee.

## MORE REVENUE. REAL FREEDOM. ZERO HASSLE.

Watch your revenue grow with SIDECAR Billing.

Most of our partners see at least a 30% reduction in time spent on accounts receivable and a 20% increase to the bottom line.



COO  
SIDECAR

SIDECAREEDGE.COM  
1-877-727-2705



# Women's Health & Wellness Forum: Creating a Space for Interaction & Rich Content

Dr. Michelle Mick, Speaker

Having recently returned from the WCA Women's Health & Wellness Forum, I have had time to reflect on what a wonderful experience it was, to interact with so many varied, and interesting people.

I have to admit that when the idea for presenting on the unique role of imaging of women came about, I was thrilled. In the past few years, I have spent much of my time reading cases from home here in St Paul, Minnesota, for which I am most grateful and which I love to do. However I miss the interaction with colleagues, which I used to have many weekends of the year, as I lectured around Europe, sometimes even in French! So it was an absolute delight to lecture on such an interesting topic, even including a rather personal story of why imaging can be incredibly important for women, in this case, heavily pregnant as I was.

We spent time discussing all sorts of interesting findings, from calcified pelvic masses (I know that it doesn't sound super-exciting, but it really can be!) to the indications for MRI and pregnancy and everything in between, and hopefully those who attended enjoyed the broad range of cases, all of which came from colleagues.

What I had not anticipated was the thrill of the invitation to be part of the panel discussion on Sunday morning, surrounded by a lovely group of colleagues, and being able to participate in sharing with the audience my experiences. Though not wishing to bore you, I was "sent!" to full-time boarding school in the UK, an all-girls school, where although I did not excel, we were encouraged to believe that we could do what we set our hearts on. This was encouraged by my parents, particularly my father, of East-European descent, who feels very strongly that education is the very foundation of ones' life. Having struggled at school, I eventually found my way, and at chiropractic school in the UK, I finally found my niche, in radiology, with a sensation that I can only describe as peace and contentedness. If you don't mind me sharing, it was in my second year of school, and our radiology teacher showed us a 3D CT scan of a pelvis with fractures, and I thought it was beautiful. I asked how I could learn about it. She told me that I would have to finish school, be in clinical practice, return to do my radiology residency, and then apply for a fellowship in the USA, at the VA, in San Diego. I am not going to fib. I didn't set out that day to do so, but several years later, I was given the most amazing opportunity to be a fellow at the VA, in San Diego, a once in a lifetime amazing experience.

I returned to Europe, to France, in a very unfamiliar system where chiropractic was not yet legally recognized, and in my new post as head of radiology, there was quite a lot of push back much of the time from my male colleagues. However, 12 years later, we had a robust course of radiology that was woven through the chiropractic program, and also as head of clinical radiology, many new contacts in the local medical clinics, all of the doctors of whom were male. I remember one in particular, a fantastic orthopedic surgeon who put up an image of the pelvis and started to talk about what he was seeing, basic things like the hip, the sacrum and so on. He asked if I recognized these structures, and I then rather took over and explained what we were seeing. He was somewhat taken aback, perhaps by the combination of a DC and being a woman, and from that day forth, we had a wonderful relationship, including being invited to some fantastic seminars that he presented me at, and also having him present at the chiropractic school.

I suppose that what I am trying to express is that the Women's Forum created a space that we could interact, exchange ideas, experiences, that were so rich in content. It gave me so much hope, happiness, and confidence to know that the WCA is invested in such subjects that are so very important to us all.

Thank you WCA, and to all those who organized and attended the Women's forum. It was truly an honor.



WCA Women's Health & Wellness Forum at The Wilderness Glacier Canyon Lodge in Wisconsin Dells.

**CHIROPRACTIC HOMECOMING  
& WINTER GATHERING**

**BACK TOGETHER  
AGAIN**

**FEBRUARY 3-5,  
2022**

# NEVER STOP LEARNING

The Northwestern Health Sciences University Chiropractic Homecoming & Winter Gathering is for chiropractors that never stop improving our profession. Earn 20 CEs in one weekend from experienced instructors. Our profession is stronger when we come together.

[nwhealth.edu/wisc-homecoming](http://nwhealth.edu/wisc-homecoming)



**NORTHWESTERN  
HEALTH SCIENCES  
UNIVERSITY**

## Your Daily Dose of Wellness

From Seed to Sale

Education resource for you and  
your patients

CBD products from the Cannabis  
sativa L hemp plant

Third Party Tested for Purity and  
Potency

Organic - All Natural

Full Spectrum - Less than 0.3% THC

Broad Spectrum - THC Free



Hope Acres, LLC

## Organic CBD Products

Our wholesale price is 50%  
off retail for Chiropractors.  
Earn additional Income and  
help your patients

1000mg Natural and Mint  
Flavor 1 oz bottles

500mg Natural and Mint  
Flavor 1 oz bottles

1000mg Mint and Lavender  
body Balm 2 oz Tins

Retail Starter Kit available!



Visit Our Online Store: [hopewellnesscbd.com](http://hopewellnesscbd.com) | Contact Us: [hopewellness2020@gmail.com](mailto:hopewellness2020@gmail.com) | 920-342-4033



# WCA CE & Convention Updates

Sarah Krahn | registration@wichiro.org | 608.256.7023

## Continuing Education & Convention 2021

Since 1911, the Wisconsin Chiropractic Association has worked diligently to build chiropractic success in Wisconsin, including offering professional development and certification courses for DCs, CTs, CRTs, and clinic staff. We work hard to ensure that our members, and nonmembers alike, can count on high-quality continuing education, satisfy their licensure renewal requirements, and grow as professional health care providers in our state.

### 2021 CE Year in Review: Thank you to the WCA Education and Convention team!



**670 Hours**

of continuing education were completed



**1,619 Attendees**

participated in WCA's quality courses



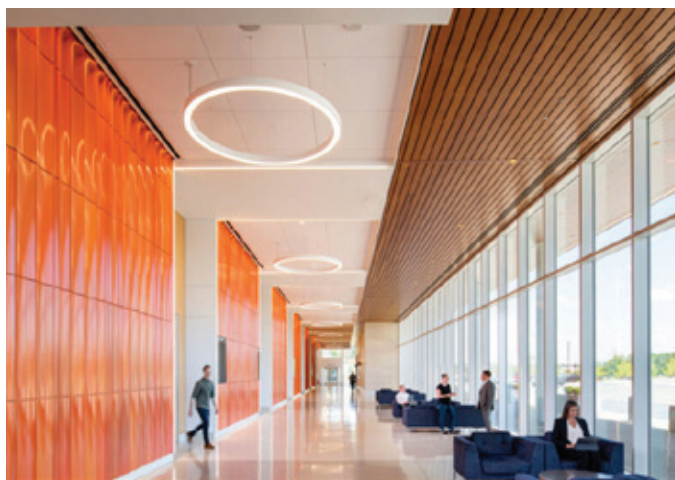
**62 Classes**

planned, delivered, and approved by the Chiropractic Examining Board.

## Biennium 2021-22: (December 15, 2020 - December 14, 2022)

2022 is the end of this biennium and WCA will continue to provide a variety of research-based topics for people to earn their CE's. The 2022 schedule is in process and will be released mid-January via email and on our website.

## 2022 Conventions: Save the Dates!



### Spring Convention 2022

**March 10-13, 2022**

Brookfield Conference Center, Brookfield

*Registration opens in January!*

[Add Event To Calendar](#)



### Fall Convention 2022

**September 22-25, 2022**

KI Convention Center, Green Bay

*Registration opens in July!*

[Add Event To Calendar](#)

# Take Advantage of Your F4CP Group Membership Perks

As a Foundation for Chiropractic Progress member, through Wisconsin Chiropractic Association's enrollment in Group Membership, you receive access to a number of chiropractic marketing resources, including but not limited to the Foundation's white papers. Have you seen the Foundation's latest papers?

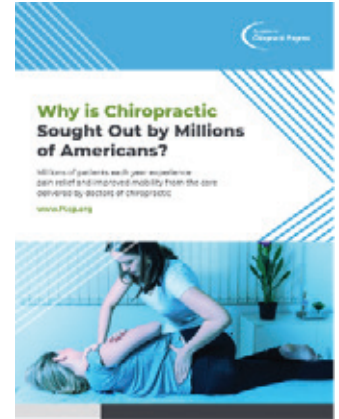


View a complete list of your complimentary F4CP membership benefits or become a member today!

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

## Whitepaper

*Why is Chiropractic Sought Out by Millions of Americans?*, focuses on the benefits of the chiropractic adjustment and is designed for doctors of chiropractic to utilize to educate their communities about Chiropractic adjustments, clinical outcomes, and guidelines that support the chiropractic adjustment (also known as spinal manipulative therapy).



[Download Whitepaper](#)



## DON'T OVERPAY FOR YOUR WEBSITE & MARKETING

### Affordable Solutions Designed For Chiropractors

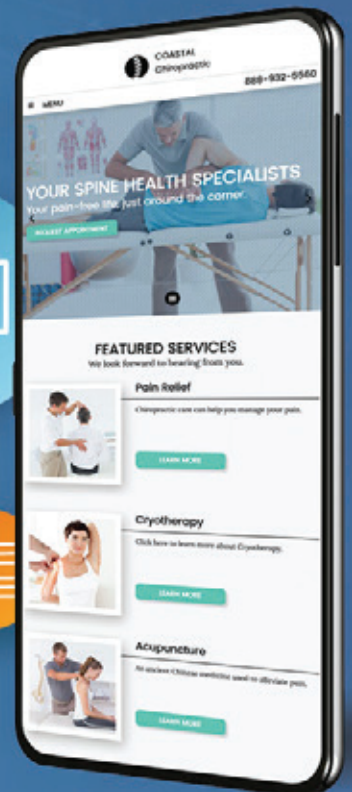
NEW PRODUCTS



GOOGLE ADVERTISING



FACEBOOK ADVERTISING



2 Months FREE Website Service

[LEARN MORE](#)



# Women's Health & Wellness Forum: An Excellent Gathering of Chiropractic Talent

Dr. Delilah Renegar, Speaker

**W**henever I am invited to speak to esteemed colleagues, I am first and foremost humbled. When the emphasis of the conference is women's health, I am thrilled and hopeful. The attention given specifically to the needs of our female patients and the inroads made will continue to better prepare us for the 60% of the patient population seeking our care.

My recent attendance at the WCA's Women's Health & Wellness Forum was an excellent gathering of chiropractic talent. I thoroughly enjoyed the opportunity to address the #1 killer of our patients. The discussion and engagement among those in attendance at my presentation was incredibly enjoyable. The commitment of the doctors was evident in their questions, comments, and insights.

The other aspect of this weekend that is close to my heart is discussing the opportunities for women in chiropractic. Sitting on the panel with such accomplished physicians as Drs. Qualle, Mick, Besuden and Bradley, listening to their stories was a reminder we should talk about these more often. The challenges and opportunities afforded to women in our profession across all levels is not explored nor discussed enough.

The makeup of the provider population certainly has changed from when I was in chiropractic school. In the mid 80's my class was overwhelmingly male about 10% women. By 1991 according to a literature article by Dr. Claire D. Johnson and published in The Journal of Chiropractic Education, 13.3% were women and by 2009 it had grown to 22.4%. I remember in school the attitudes of some fellow classmates as well as some of the professors were less than welcoming towards women. I did not let it bother me. Early on in my education, around junior high, I decided to ignore naysayers and not take no for an answer. This attitude served me well with dealing with anyone who did not appreciate what women brought to the profession. We stuck together and supported each other and got through it. By the time graduation rolled around the top honors of the graduation class were all secured by women. At that point in time, I would not consider us ground-breakers by any stretch however maybe we widened the path a bit.

I believe we owe it to our patients as well as our profession to nurture those in this field of healing. The WCA's Women's Health Forum is a successful step in this direction. I appreciated the opportunity to participate and look forward to the next one.

---

**"I believe we owe it to our patients, as well as our profession, to nurture those in this field of healing. The WCA's Women's Health Forum is a successful step in this direction."**

~ Dr. Renegar

---

## Women's Health & Wellness Forum



---

# LOVE AMERICA HATE TAXES

---



[LoveAmericaHateTaxes.com](http://LoveAmericaHateTaxes.com)



QUARTERMASTER

# LOOKING TO SELL YOUR CLINIC?

WISH YOU COULD SPEND MORE TIME TREATING PATIENTS AND LESS ON THE DAILY BUSINESS OF RUNNING A PRACTICE?

- \* Sell your practice for a lucrative multiple
- \* Continue to deliver exceptional care to your patients

FOR MORE INFORMATION VISIT:  
[PARTNERS.CHIROONE.COM](http://PARTNERS.CHIROONE.COM)



## INTERESTED IN JOINING OUR DC TEAM?

- \* Immediate Opportunities Available
- \* Offering a \$30,000 bonus

FOR MORE INFORMATION VISIT:  
[JOINOURTEAM.CHIROONE.COM/DCAPPLY](http://JOINOURTEAM.CHIROONE.COM/DCAPPLY)



protecspine



## A NEW FUTURE FOR SPINAL THERAPY

### The Floating Manipulative Therapy (FMT) System

is the first device to administer  
**3-DIMENSIONAL THERAPY**  
for cervical, lumbar, and shoulder pain.

Contact us: [info@protecspine.net](mailto:info@protecspine.net)

Learn more: [www.protecspine.net](http://www.protecspine.net)

## Current WI Practices for Sale



**Oshkosh.** Fully furnished and equipped office for sale including digital x-ray. Manual adjusting. Balanced payor mix. Skilled staff. \$244,102 gross. Net \$109,989. Sale includes practice, furnishings and equipment, seller transition assistance and accounts receivable.

**Northwest Wis** major city. 100% cash practice! Diversified/Gonstead. Projected 2021 revenue \$285,000.

**West of Sheboygan.** Long established, solid practice for sale in highly desirable city just west of Sheboygan. \$650,000 projected 2021 gross. Priced to sell. Financing available.

**Plymouth (east central Wis).** Cash practice. High visibility, fully furnished practice. Priced below market value. Seller financing available!

**Lake Geneva/Elkhorn area.** Long established practice for sale. Doctor retiring. DivAct. Excellent insurance/cash payor mix. Includes seller assistance to assure smooth transition.

**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



# In Memoriam

## Dr. Kenneth H. "Ken"

**Woodruff, DC** 75 of Chaseburg, WI died peacefully Saturday, October 23, 2021, with his family by his side. He was very active in the Chiropractic community, serving on the Board of Directors of the Wisconsin Chiropractic Association for 5 years, treasurer of the Southwest District, board representative of WCA Ethics Committee, and committee member of WCA for Public Relations.



[Read Obituary](#)

## Dr. Kenneth "KC" Sturgis,

74, passed away unexpectedly October 28th, 2021 in his home in Green Bay. KC was a passionate chiropractor whose generosity knew no limits, had a contagious zest for life, and was a devoted husband, father and grandfather who always made everyone around him laugh. A graduate of Palmer College of Chiropractic, Dr. Sturgis was a long-time supporter of the WCA.



[Read Obituary](#)

If you have news from your clinic that you'd like shared in the Magazine, please email [membership@wichiro.org](mailto:membership@wichiro.org) with information and any links.



OUR 75TH ANNIVERSARY  
YEAR MAY BE WRAPPING UP,  
**BUT WE'RE JUST  
GETTING STARTED.**

If we've learned anything this milestone year, it's that 75 years is just the tip of the iceberg. We look forward to serving you and helping to further the profession for many years to come.

[ncmic.com/75](https://ncmic.com/75)



Preserving  
**HEALTHCARE CHOICE**  
by helping  
**WISCONSIN CHIROPRACTORS**  
**THRIVE**



**Why Choose Cvikota  
Medical Business Services?**



We're committed to the most attentive and personal service in the industry



You're partnering with 53+ years of RCM success



We know your business

[www.cvikotambs.com](http://www.cvikotambs.com)  
800-657-5175

**DISINFECTING THAT'S GENTLE  
ON SURFACES AND SKIN**

Say good bye to cracked tables & hands! Meet the appliance that uses electricity to turn salt, water & vinegar into a multi-surface cleaner and EPA registered disinfectant that kills 99.9% of germs.

- + No harsh chemicals, no rinsing. Certified Skin-Safe by Mayo Clinic.
- + EPA approved for use against Covid-19
- + Green Seal certified
- + Reusable bottles



Proud member of



Learn more & shop at  
[ForceofNaturePro.com](http://ForceofNaturePro.com)

**FORCE of NATURE PRO™**  
888-985-8099



**DARING HISTORY.  
DRIVEN FORWARD.**

We were first. And we intend to always be the best.



**PALMER**  
College of Chiropractic

Converge on the Fountainhead  
September 15-17, 2022  
[www.palmer.edu/125](http://www.palmer.edu/125)

## SPECIAL PRICING FOR WCA MEMBERS



### XLR8® Handheld Cold Laser

The revolutionary XLR8 handheld laser device. This dual-diode laser features an easy to operate graphical user interface (GUI), with a sleek new cord-free design. With user definable channels and preset protocols, cold laser has become more flexible than ever before.

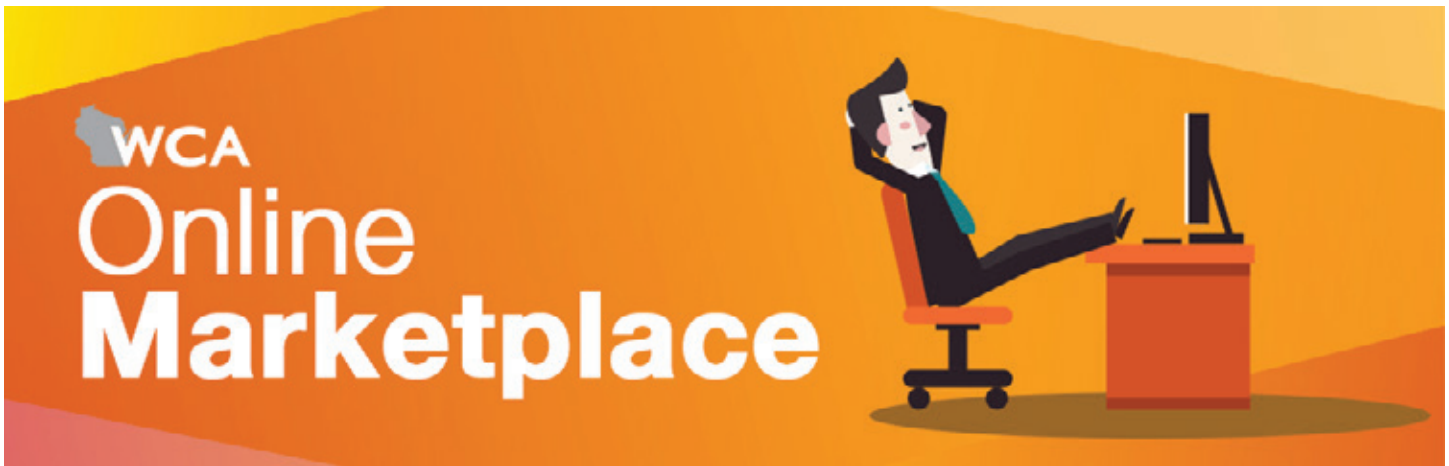
This is our most popular entry level laser — New to laser therapy? Then XLR8 is the laser for you!

As low  
as \$155  
per month

## Revolutionize Your Practice

- (3) FDA Clearances
- Dual 635nm Laser Output
- \$2400 Avg. Return On Investment Per Month

# 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@ismchiro.org](mailto:spavlik@ismchiro.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@ismchiro.org](mailto:spavlik@ismchiro.org) for more information.

## WI PRACTICES FOR SALE

- Elkhorn - Solid practice. Excellent ins/cash payor mix. Located in popular city with large draw area.
- Plymouth - Cash practice priced below market value. Seller financing.
- Sheboygan area - \$650,000 projected 2021 gross. Fully furnished and equipped.
- Ashland area - 100% cash practice! Div/Gon. Projected 2021 revenue \$285,000.
- Oshkosh area - Fully furnished & equipped practice including digital x-ray. Financing available.

New opportunities routinely available. We have excellent banker sources and provide loan assistance.

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)

## 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](mailto:narmda.kumar@medullallc.com) Phone: (630) 415-6030

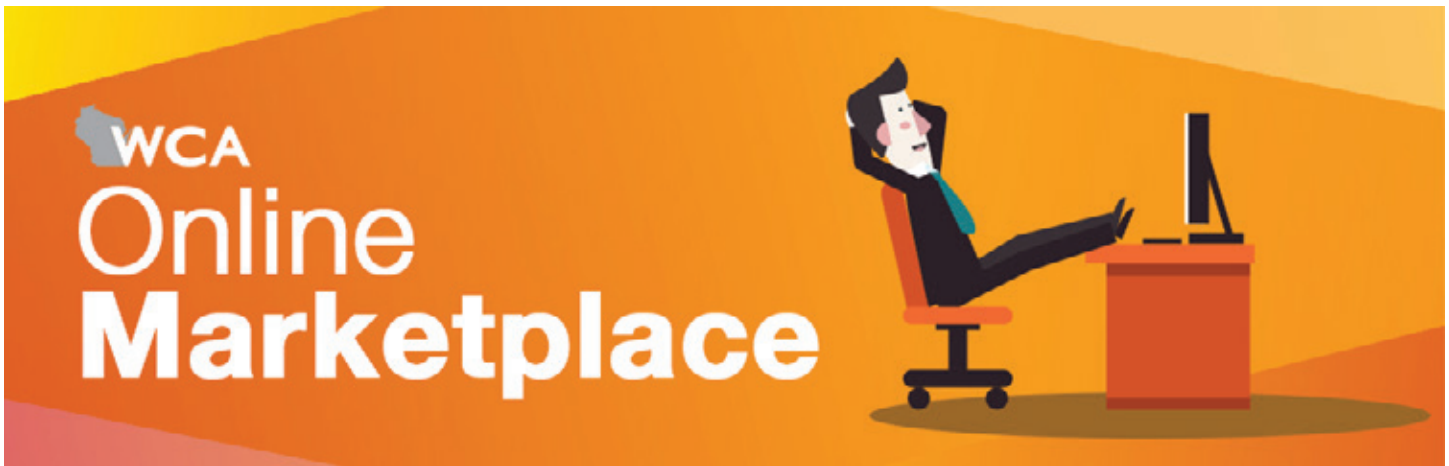
## DOCTOR/ASSOCIATE WANTED IN CENTRAL WISCONSIN

Established wellness-based family practice in Central Wisconsin with future partnership potential seeking caring, self-motivated, energetic, and ethical doctor to join the practice. State-of-the-art modern staffed facility with digital x-ray, physiotherapies, EHR, electronic billing, and nutrition. Desired record keeping and organizational skills to complement a caring personality. Wisconsin licensed doctor with Activator certification, diversified and drop piece adjusting skills wanted. Salary based on collections and benefits including retirement plan, group practice conveniences, and continuing education. Please send resume/CV to [westfieldchiros@hotmail.com](mailto:westfieldchiros@hotmail.com).

## MILWAUKEE AREA: MULTIPLE DC JOB OPPORTUNITIES AVAILABLE!

Looking for a chiropractor in the Milwaukee area! We are offering part time and full time positions to our growing network of clinics. DC positions include associate chiropractor, lead chiropractor and clinic director. Applicants will have the ability to work at numerous locations! We offer competitive pay, sign on bonus, malpractice insurance, paid time off, and continuing education reimbursements. Please email [melaniegawronski@gmail.com](mailto:melaniegawronski@gmail.com) if you would love to grow with our team!

# CLASSIFIEDS (CONTINUED)



## **FAMILY PRACTICE SEEKING ASSOCIATE IN MONROE - SIGNING BONUS!**

Associate Chiropractor/Independent Contractor wanted for well-established, rapidly growing family practice in Monroe, WI. We are looking for a driven, outgoing, energetic doctor to join our team, someone with a passion for Chiropractic philosophy and the ability to connect with patients. Patient base ranges from infant to elderly. Future growth potential available with expansion opportunities. Competitive salary range between 55K-100K. Primary techniques are Gonstead, Thompson Drop and Diversified. We also offer DOT physicals, nutritional testing and counseling, rehab and modalities. Fully trained staff and CTs in place. 32 hours/week Monday-Thursday, closed Friday-Sunday. To arrange an interview, submit a resume and cover letter to [lahmanchiro@gmail.com](mailto:lahmanchiro@gmail.com). Requirements:

- Wisconsin Board-Certified Doctor of Chiropractic
- Clear and active state license
- Graduate of accredited Chiropractic institution

## **INTEGRATIVE GROUP LOOKING TO ADD ANOTHER GREAT CHIROPRACTOR!**

Anderson Chiropractic Clinics is seeking a Chiropractor who is an energetic people person to join our team in Mauston and Reedsburg. We are seeking a Wisconsin-licensed chiropractor with excellent communication skills, strong diagnostic evaluation procedures, and "best practice" management understanding. We offer base salary bonused with a commission, paid malpractice insurance, 401k, and continuing education. Please submit your CV and cover letter to:

Anderson Clinics Attn: Tracy Benesh  
420 Viking Dr  
Reedsburg, WI 53959  
Or please call (608) 524-2616 to request further information.

## **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](mailto:andchiro733@gmail.com).

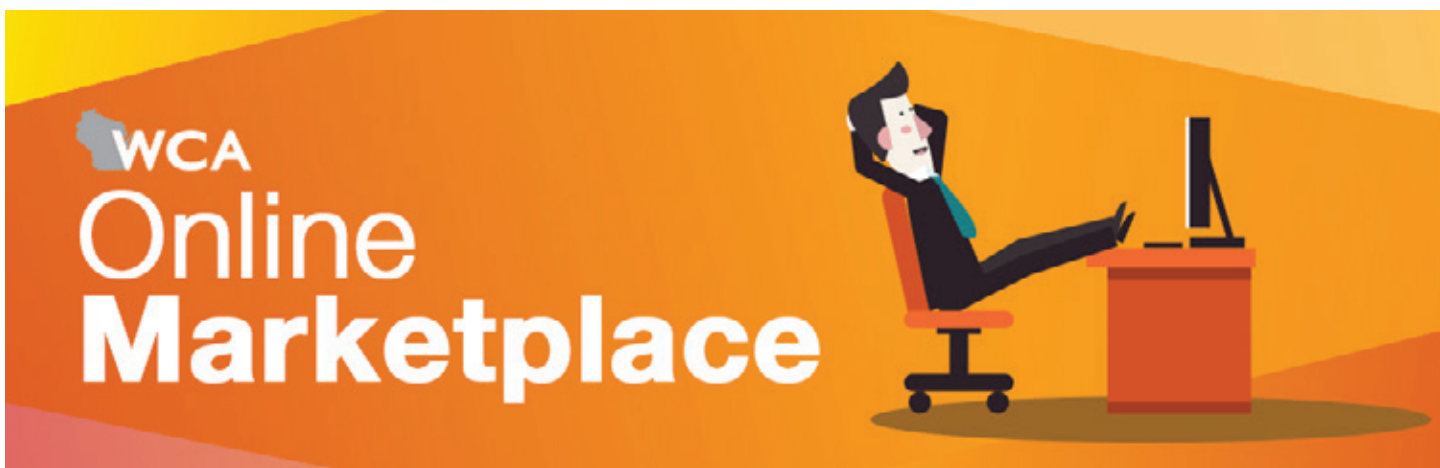
## **LONG-TERM ASSOCIATE DOCTOR OF CHIROPRACTIC NEEDED IN JANESVILLE**

Van Roo Family Chiropractic is seeking an Associate Doctor to join our family practice which has been serving the Janesville community for 20 years. We are at an ideal stage to begin the search for a long-term Associate Doctor with potential ownership of the clinic in the future. 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 training and competitive compensation. Call Dr. Ryan at 608.751.3124 or email [ryanlaurawyatt@hotmail.com](mailto:ryanlaurawyatt@hotmail.com) if interested.

## **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 including paid continuing education and disability insurance. Interested candidates please email resume, Wisconsin license, and current malpractice to [drreineking@aascendchiro.com](mailto:drreineking@aascendchiro.com).

# CLASSIFIEDS (CONTINUED)



## FULL TIME CT NEEDED - NO WEEKENDS!

Lively Franklin clinic is seeking a full time chiropractic technician! 4 day work week with no weekends, a competitive hourly rate, paid CEs, paid holidays and stipend towards benefits...and more! Not certified as a CT? No worries! Willing to pay for certification course and training for the right candidate. Please submit your cover letter and resume to [info@mcavoychiropractic.com](mailto:info@mcavoychiropractic.com).

## ZERONA Z6 LASER FAT REDUCTION UNIT \$27,000 OBO

Looking to add CASH revenue to your practice? Z6 treatments are proven to reduce body circumference without the risk or cost associated with more invasive procedures. Successful with those looking to jump start fat loss, have reached a plateau, or are looking to lose those last stubborn inches. Erchonia has a fantastic support system including implementation, marketing and clinical protocols. Z6 is hands free (unattended) and an easy ROI service. Looking to sell as I have relocated out of state. New units sell for \$59,000. No reasonable offer refused. Contact Nicole DeBroux, DC at 715-216-8569 with questions.

## 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.

## EAU CLAIRE ASSOCIATE CHIROPRACTOR OPPORTUNITY

Looking for an Associate Chiropractor to assume a well-established patient base from infant to elderly. Klug Chiropractic is a 33-year clinic located in Eau Claire, WI, looking for a driven, outgoing, energetic doctor to join our team, someone motivated and willing to learn and grow with a passion for chiropractic. Future growth potential available to one day run their own practice.

New or recent graduates are encouraged to apply, but we gladly welcome experienced providers looking for a change. Flexibility with hours/week Monday-Friday, closed Saturday and Sunday. To arrange a confidential interview, please submit a resume and cover letter to [jkugchiro@gmail.com](mailto:jkugchiro@gmail.com).

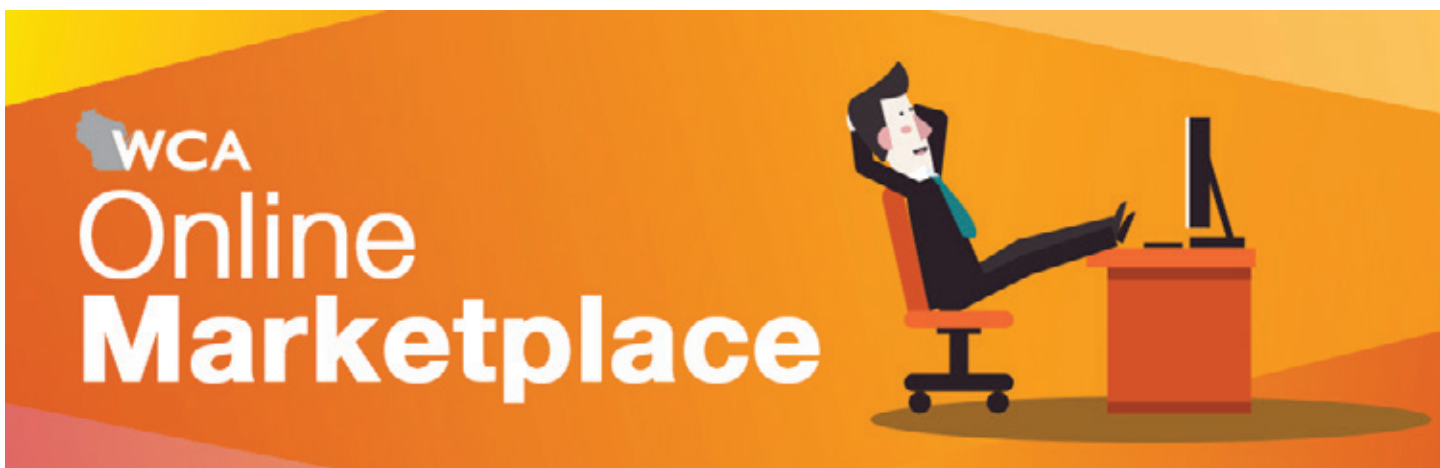
## ASSOCIATE WANTED TO JOIN OUR THRIVING CLINIC IN WEST BEND, WI

The previous owner is looking to retire, so this new Associate will be stepping immediately into a fully-established patient base. 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. Seeking a confident DC who is proficient at: history taking, physical exams, note taking, adjusting and treatment plan management.

This is a great long-term career opportunity in a well-established clinic with a high reputation for genuine patient care and management.

Contact: Garrett Brugger DC, owner of Woodridge Chiropractic Clinic, [garrett.brugger@gmail.com](mailto:garrett.brugger@gmail.com)

# CLASSIFIEDS (CONTINUED)



---

## 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.

---

## CHIROPRACTOR NEEDED TO PERFORM DOT PHYSICALS

Our small, privately owned clinic is in need of a chiropractor to perform DOT physicals. Must have or attain a Federal Certification in accordance with the Federal Department of Transportation. The candidate would meet with the current doctor for specific job details.

We will provide the exam room, supplies, telephone, internet and contractual clients. You would have the opportunity to grow your own practice if you wish; however, must be available 3 days per week minimum, 4 hours per day. Prefer a person of faith, grace and compassion to provide honest, personable, caring service, putting the Patient first. Please respond to [tstoudt@drugandalcohol24-7.com](mailto:tstoudt@drugandalcohol24-7.com) (put "doctor" in the subject line of the email).

---

## ASSOCIATE NEEDED AT MULTIDISCIPLINARY CLINIC LOCATED IN APPLETON

Schubbe Resch Chiropractic & Physical Therapy in Appleton is seeking a Wisconsin-licensed Associate Doctor to join our family practice of 35 years. Excellent opportunity to work side-by-side with 4 established chiropractors, an awesome staff as well as in-house Physical Therapy using a multidisciplinary approach. If interested, please contact [jill.jeske@schubbeappleton.com](mailto:jill.jeske@schubbeappleton.com).

---

## 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.

---

## ASSOCIATE WANTED FOR FAMILY PRACTICE IN SOUTH CENTRAL WISCONSIN

Associate DC position available for a well-established, growing family practice located in Waunakee, WI. Looking for someone who is motivated, outgoing, a quick learner and passionate about chiropractic. The practice is 6 years old and still growing. Ideal candidate is willing to grow a practice with the added benefit of seeing overflow patients from the other providers in the clinic. On-site therapies, digital x-ray, and state-of-the-art diagnostic technology. Interested candidates please email resume to [admin@backinactionwaunakee.com](mailto:admin@backinactionwaunakee.com).

- Flexible hours
- Retirement benefits
- 4-day work week
- Competitive compensation

---

## 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](http://www.drdanielmurray.com). To schedule a confidential interview, submit resume/cover letter to [drmurray@bizwi.rr.com](mailto:drmurray@bizwi.rr.com).



# The Wisconsin

*The Official Publication of the Wisconsin Chiropractic Association*



*Celebrating outstanding service and dedication  
to the chiropractic profession*



Wisconsin Chiropractic Association | [www.wichiro.org](http://www.wichiro.org)