

# CHIEF

CHIROPRACTIC HEALTH  
INFORMATION & EDUCATION FUND

May 23, 2018

Dear Valued WCA Member,

As members of the chiropractic profession, **there truly is strength in numbers**. Individually, you and I do not have the financial resources necessary to influence the political system in our state. However, when united together, we solidify the chiropractic profession as a powerful voice recognized by our state legislators. The more members who support our political conduit — the Chiropractic Health Information and Education Fund (CHIEF) — the greater the influence the WCA and its member doctors can exert in the political process.

It is incumbent upon us to find and support our friends in the legislature; elected officials who will fight for us and champion pro-chiropractic legislation. Likewise, we need them to fight against legislation and policies that are anti-chiropractic, posing harm to your practice and our profession in Wisconsin.

I am happy to provide you with the enclosed summary of the WCA's legislative and policy accomplishments for the 2017-2018 legislative session. Please take a moment to review all of the work the WCA team has done on your behalf to protect and grow chiropractic in Wisconsin. While we did not achieve all of our legislative goals, I think we can agree that the WCA and chiropractors "held our ground" against other interests who attempted to erode the hard-earned gains of Wisconsin chiropractors.

During the 2017-18 legislative session, the WCA was able to rely on our allies in the Wisconsin Legislature when it really mattered. Specifically, legislators supported our opposition to a proposed Worker's Compensation bill that would have imposed a Medicare-style fee schedule in Wisconsin for care you provide to patients hurt in Worker's Compensation cases. ***This fee schedule would have significantly reduced your compensation and limited your ability to provide top-notch care to your patients when they needed it the most.*** Thankfully, the WCA was able to leverage support from our pro-chiropractic allies and stop this legislation from moving forward.

Furthermore, when legislation was introduced that would have allowed Chambers of Commerce and other associations to offer health plans to members that do not include a chiropractic benefit, our pro-chiropractic friends in the legislature helped WCA include an amendment to preserve equal access to chiropractic care for your patients.

Finally, it took many friends to help WCA move our clinical tools package bill through the legislature. This legislation signed by Governor Walker allows chiropractors to delegate to other healthcare providers, giving you the ability to operate more efficiently and effectively in your daily practice. This law also codifies in statute that chiropractors can perform comprehensive physical examinations for drivers of commercial vehicles, and clarifies that chiropractors can perform cold laser therapy. ***The reality, however, is that we did not have enough support from legislators to retain provisions in the bill that would have allowed chiropractors to perform sports physicals or acupuncture and dry needling.***

**On behalf of all Wisconsin chiropractors, I am reaching out to you to request your strong and benevolent financial support of the WCA's conduit, the Chiropractic Health Information and Education Fund (CHIEF).** The investment that you make in CHIEF is an investment in your practice and our great profession.

My mentor, Dr. Ken Luedtke, repeatedly told me, "You are what you are in the eyes of the law - nothing more, nothing less." It is absolutely critical for Doctors of Chiropractic to fight for our profession in the political arena.

In order to accomplish our advocacy goals, we need the support of legislators at the Capitol. **Therefore, I am asking that you make a generous pledge to CHIEF.** If you did not invest in CHIEF in the past year, I urge you to join us and get in the game. If everyone who did not invest in CHIEF last year invested just \$10 a month, we could increase the resources available to support our friends in the legislature by well over \$50,000. Your investment will enable **your** WCA to continue to support our friends at the Capitol, grow our influence in the legislative arena, and keep chiropractic moving forward in Wisconsin.

**Finally, I would like to personally thank you for being a valued member of the WCA.** Chiropractors are stronger when we are united and working together, and the Wisconsin Chiropractic Association is stronger because of **you**.

Gene Yellen-Shiring, DC

A handwritten signature in blue ink that reads "Eugene Yellen-Shiring". The signature is written in a cursive style with a large initial 'E' and a long, sweeping underline.

President, Wisconsin Chiropractic Association