



# CHIROPRACTIC NEWS & VIEWS

Presented by:

**Hawaii State Chiropractic Association, Inc.**

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## *HSCA General Membership Meeting: Recent ELECTION Results & Other Issues to be Discussed*

HI State Chiropractic Association  
P.O. Box 22668  
Honolulu, HI 96823-2668  
Ph: (808) 926-8883 Fx: (808) 926-8884  
[www.HawaiiStateChiropracticAssociation.org](http://www.HawaiiStateChiropracticAssociation.org)

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*Friday, Sept. 19<sup>th</sup> at 7:30 pm  
All DCs & Staff welcome  
“E Komo mai”!*

**PRESIDENT'S MESSAGE***Joseph G Morelli Jr DC FICC, HSCA President & ACA District 7 Governor*

Aloha All:

Politics, Politics, Politics...it seems that so much of our time is somehow diverted to or by the political process.

Whether we are trying to improve the system, or are trying to change the system, or even if we try to avoid the system altogether, what happens in the political arena affects us all.

So take for example the recent local primary elections...Our sitting Governor lost by a landslide! Unfortunately for our profession, we lost a Chiropractic champion! Obviously, there is a lot involved in such outcomes, but looking strictly through the "Chiropractic Prism" this took away some of our strength in keeping forward momentum in our profession locally.

Regarding David Ige as the potential next governor, he is generally an unknown entity in relation to our profession. On the other hand, his main opponent, Duke Iona, has not been necessarily positive to chiropractic in the past, especially as part of the Lingle administration. So, we will have to dig into this a little more before the upcoming elections.

On the positive side of things, we may have a new "Chiropractic Champion" in the U.S. Congress in Mark Takai.

As you may know, Mark Takai is running for Neil Abercrombie's old seat that is currently held by Coleen Honabusa. Her term is over in Jan 2015 since she unsuccessfully ran for the U.S. Senate seat against Brian Schatz.

Mark Takai is a very experienced legislator and a Lt. Col. in the HI Army National Guard. In the guard, he had several overseas deployments, including heading military medical facilities. He has a lot of direct experience with the administrative and logistical side of healthcare, and has a healthy respect for our profession.

I recently was speaking to the ACA Vice President for Government Relations and our ACA lobbyists in DC, and they are excited for the possibility of Mark Takai serving in Congress.

Bringing us back to local politics is the campaign of the Kelly Valenzuela. She is running for State House of Representatives, District 6, (Kailua-Kona) on the Big Island. As you may know, Kelly is the wife of one of our HSCA Board members, Dr. Al Valenzuela. We are told that she has a good chance of picking up her seat in the Hawaii Legislature.

Obviously, we support her candidacy, and wish her the best of luck.

Remember, what happens in November is partly up to us. Please vote in the upcoming general election. So remember Mark Takai for US Congress in Dist. 1, and Kelly Valenzuela for HI House in Dist. 6 of the Big Island.

If you have some questions about some of the other candidates running for the varied offices in the upcoming general election, I suggest you contact us at HSCA. We will try to answer your query as best we can. Dr. Gary Saito has been working in the political arena for many years, and he has a wealth of knowledge we can tap in to.

Dr. Saito continues to serve as the HSCA Executive Director, with his focus being on the local politics.

As your president, I welcome your calls. Please do not hesitate to contact me directly if you have an issue, are just need some direction.

The HSCA direct line to my office is (808) 926-8883. Neighbor Island doctors can call toll free at (877) 926-8883. Our fax line is (808) 926-8884.

By the way: I look forward to seeing some of you on Oahu at our next General Membership Meeting at 7:30pm, Friday September 19<sup>th</sup> at the 4<sup>th</sup> floor meeting room of Remington College. (1111 Bishop Street, Ste. 400). Neighbor Island doctors, our meeting is teleconferenced at the offices of our local Island Directors on each island. Please give them a call for directions.

Aloha,  
Dr. JOE Morelli

**VICE PRESIDENT'S MESSAGE***Jesse Broderson, DC, HSCA Vice President*

Greetings Fellow Chiropractors:

I hope this newsletter finds you and your practice healthy. This year marks my tenth year since graduating and buying my practice here in Kona. It is amazing to reflect on how quickly a decade has passed, and I count my blessings to have sustained a successful chiropractic office here in Hawaii. It helped that I purchased a well respected clinic, but I still needed to put in hard work to earn the respect and continued patronage of the existing patient base, and attract future growth. I am looking forward to many years to come serving my community and the visitors to our island. I am excited about the future of chiropractic and opportunities on the horizon.

For the last 8 years I have contributed my time and dues to the HSCA, It has been a privilege to be aligned with the men and women of our profession who see the value in having a strong Association. It is a known fact that who, what and where you will be years from now both personal and professional, may have had a lot to do with the strength and effectiveness your professional association.

It has been incredible for me to see firsthand, that just a few committed colleagues have shouldered the burden of maintaining a strong Hawaii State Chiropractic Association; namely, Dr. Gary Saito and Dr. Joe Morelli.

This is not to take anything away from the past and current board members and presidents and their hard work. But since my licensure in the State of Hawaii, it has been these 2 gentlemen who have stepped up and maintained our right to licensure and practice.

They have literally volunteered hundreds of hours away from their business and lives, fending off malicious legislation, bills and organizations that want nothing less that to strip our rights to practice and rid the earth of chiropractors. And if you think this is made up; it's time for a reality check!

I bring this matter to light because it time for you to take a greater responsibility for your future and your patients' future.

The right to practice chiropractic in the years to come depends on you. The right to access chiropractic for your patients and the generations to come depends on you. It is time

for the State of Hawaii to have a chiropractic association where the majority of doctors are members, instead of about a third, which is how it stands now.

We need an association that is diverse in its techniques and delivery, yet unified in its meaningful purpose and application.

You can help this happen. You can be involved and support your association. Become a member!

For about the cost of one patient adjustment a month, you can help fund the association. Volunteer your time!

There are times when we can use friendly faces and bodies. Whether it is to testify on legislative bills, make phone calls, or to write letters of support, we need you. When a call for support is sent out to the association/profession; be willing to lend your testimony/support!

These are just a few of the ways that we can move forward in building a stronger association/profession. To build an association of unified professionals, with meaningful positive intention for our patients' health and future.

I apologize for the bluntness of this article, but it's time for the many to step up and not expect the few to shoulder all the burden.

By no means do I want this to be one sided, as I want you to know we are open to suggestions.

What can we do to make this association stronger? What would you like to see in your association? What can we do for you?

Contact me, or your island director. The topics I have mentioned are just the frontline issues that we constantly have to address. We are just as concerned with providing value to our association members and our patients.

I wish all the best to you, your practice and your future.

Sincerely,

Jesse Broderson, D.C.

Vice President, HSCA

## WEST HAWAII ISLAND DIRECTOR'S REPORT

*Al Valenzuela, DC, HSCA West Hawaii Island Director*

Aloha Fellow Collogues:

As some of you may be aware, my wife (Kelly) is running on a Republican ticket for the State House seat for District 6 in Kailua-Kona. My political experience in the State of Hawaii was through HSCA, which unfortunately was very little. Today, I am in the midst of politics and if she wins, I will be married to a politician.

I'm writing you today because some of us believe that politics plays a little role in our profession or don't want to get involved because their practice doesn't involve insurance. On the contrary, politics can and has defined our profession, and can control how we practice and who we can treat or see.

For example: for those who may have a pediatric practice, or just take care of children in general; which most of us do, the government can stop us from treating children under a certain age because of a study that someone put forward that states that Chiropractic care is dangerous to minors.

My point is, unless we put people in office that understand and support our profession we will always play second fiddle to the medical profession or special interest groups that can jeopardize the way we practice.

While assisting my Wife during the Primary Elections this year, I was amazed on how many people were not registered to vote, and had never voted because of array of different reasons. However, they all had great advise and ideas to give my wife, and were also very knowledgeable about local and State issues.

There's a saying on the Islands: "No Vote, No Grumble". Believe me, there is plenty of folks out there "Grumbling". We as professional health care providers should encourage our patients to get out and vote, and it's time to voice our opinion about a candidate, especially If it's one that is supporting our profession!

Lastly, I ask that you do your homework on the candidates in your district. You may have always voted a certain party because your family has over the years. Or, you believe that you are liberal or conservative, and you're only going to vote that way. However, I ask that this year you vote for the *PERSON* and not the Party. Look at the issues and their stance on them. Call them or e-mail them on issues that pertain to your area. With this greater knowledge, you can then make a better decision. You'll be surprised what you might learn, I did!

Aloha,

Al Valenzuela, D.C. *aka: Dr. "V"*

## EPIDEMIC COMING

*Gary Saito, DC, HSCA Immediate Past President*

As a non-drug, non-surgical medical professional, I thought the following information is striking and prophetic for what is trending in our state. It reinforces my resolve every day to do what I can in my practice as a doctor of chiropractic to help the people of Hawaii minimize the use of prescription meds.

Overdose of prescription drugs has overtaken motor vehicle accidents as the #1 cause of death in Hawaii, much of it from narcotic painkillers. From 2009 through 2013, 773 deaths from drug poisonings were recorded in Hawaii. (The number of deaths from MVA's: 618). About 270 of those deaths were linked to narcotics prescribed to the victims by their doctors, according to an article in the Star Advertiser on June 11, 2014

Other victims overdosed on drugs they bought or were given for which they had no medical need. Some ingested readily available drugs in the medicine cabinets at home that should have been in a secure place. The tragic thing is that many of the victims didn't have a clue what the drugs were intended for or the hidden dangers of taking them. Many youths don't believe there's a danger because the drugs were prescribed by a doctor.

In April, 2,700 pounds of old, unused, or unwanted prescription drugs were dropped off in a one-day collection. This is likely just a drop in the bucket of all the unwanted prescription drugs in Hawaii households.

One problem is that some patients do "doctor shopping" in which they try to get the same prescription from more than one doctor. Another problem is what is called "high prescribing" by medical doctors. It is the practice of not properly monitoring the dosage, frequency, pill count, or length of prescription for patients on narcotic drugs.

The number of patients treated for non-fatal drug overdoses at Hawaii hospitals in 2012 was 5,025. The most prescribed narcotic painkiller in Hawaii is hydrocodone, according to State data. Hydrocodone is prescribed predominantly within the United States; elsewhere it is rare. The International Narcotics Control Board reported 99% of the worldwide supply in 2007 was consumed in the United States.

Alan Johnson, president of Hina Mauka, a substance abuse treatment provider, said that the narcotic abuse problem is "an epidemic coming". Of more than 800,000 painkiller prescriptions written in 2013, 400,000 were for hydrocodone (Vicodin). Ambien, oxycodone, Percocet, and Xanax account for a large portion of the balance.

Source: 3 articles in the Honolulu Star Advertiser between 6/9/14 and 6/22/14

## GOOD THINGS COMING

The Hawaii State Chiropractic Association continues to find ways to increase our share in the healthcare marketplace. For many years until the mid 1990's, chiropractic was left out of most private insurance health plans. But things are changing.

Thanks partly to the Patient Portability and Affordable Care Act (also known as "Obamacare" or simply PPACA), chiropractic is joining the ranks of other medical professions whose services are covered by new insurance health plans.

For decades, most people in Hawaii were covered by health plans, but most of those plans didn't cover chiropractic services. Now, because of the PPACA, many, if not all, plans will start to incorporate benefits for chiropractic services.

The evolution of this change will take time. The HSCA is involved in helping various health plans to develop their chiropractic benefits. It will be a long and slow process, but eventually, we hope to see chiropractic as an integral part of all health plans in Hawaii.

What can YOU do? You can help the HSCA by becoming a member today. It helps us to tell the health plans that we represent the entire profession. That will make us a serious negotiator for chiropractic benefits.

Right now, only a third of chiropractors are members of the HSCA. We need 90-100% if we are to be respected by the health plans. The future is in our hands. The opportunity is before us like never before.

Membership is only \$50 a month, the amount of a single patient office visit. You can pay it annually (\$600), quarterly (\$150 a quarter), or monthly. Stand up for the profession. Make your contribution to our future NOW.

Not a member? You can download an application on our website at: [www.HawaiiStateChiropracticAssociation.Org](http://www.HawaiiStateChiropracticAssociation.Org) Or, call our office at (808) 926-8883, toll free: (877) 926-8883 to request an application.

## ACA PRESIDENT DR TONY HAMM SPEAKS OUT ON AN AMERICAN HEART ASSOCIATION (AHA) POSITION STATEMENT

**Editor's note:** The following is a letter to the profession from ACA President, Dr. Tony Hamm, related to a position statement from the American Heart Association on Cervical Manipulation & Cervical Artery Dissection. The ACA had early knowledge about an attempt of some "old school" medical neurologists in the AHA to put out a very biased position statement from the AHA regarding the major problems with cervical manipulation. They attempted to specifically point the finger to the chiropractic profession as the major problem with this public health problem. Even the original title of the paper noted Chiropractic Cervical Manipulation.

As you may know, the AHA is a very well respected public policy advocacy group. Its anti-smoking campaigns, heart disease & stroke prevention programs are largely credited with the overall public policy debate and decline in tobacco use in the U.S. over the past 20 years.

Knowing the AHA's prominent position with decision makers and society in general, the American Chiropractic Association had to act to do what it could to ensure the AHA's policy statement was as correct and honest as possible.

The ACA through very hard negotiations with AHA, had Chiropractic academics/researchers put on the paper research committee, hoping to make sure the studies and data were balanced, credible and were the latest research.

Unfortunately, the Chiropractic researchers on this assignment had to quit for ethical reasons! They could not be a part of this product since the point of view and data was being so strongly skewed by the neurologists on the committee who obviously "had an ax to grind" against the Chiropractic profession.

The ACA leadership put all the professional and academic weight it could to try to demonstrate to the AHA board that this paper if left to the original draft, would be nothing but a "Chiropractic Hack job", with no real scientific merit.

The ACA allied with the American Physical Therapy Association and the American Osteopathic Association (who's members also do cervical manipulation procedures) and were able to somewhat attenuate the final point of view and the pointing of fingers in the final paper. With that background, please see Dr. Hamm's letter. (Dr. J. Morelli: HSCA News & Views Editor)

Colleagues:

Interestingly I received in the mail this morning an appeal to make a contribution to the American Heart Association. Enclosed in the appeal was a small placard listing the common warning signs of stroke and heart attack. Fortunately they haven't gone so far as to warn the public on the risks of cervical manipulation in this piece of literature. But who knows what's next?

The AHA published a position statement on August 7, 2014 on Cervical Arterial Dissection and Association with Cervical Manipulative Therapy. I strongly suggest you take a few moments and read the article. The ACA had been aware of the impending position statement for some time and our team of experts spent considerable time considering the appropriate responses to the statement. Our team consisted of our communications department staff headed by Annette Bernat and public relations advisor, Peggy Keenan, Dr's. Perle, Goertz, Overland and myself. Our past ED, Bill O'Connell and present CEO Jim Potter were instrumental in our collective efforts.

## Statement highlights:

1. *Manipulation of the neck has been associated with cervical dissection (CD), a type of arterial tear that can lead to stroke.*
2. *Although a direct cause and effect link has not been established between neck manipulation and the risk of stroke, health care providers should inform patients of the association before they undergo neck manipulation.*
3. *Advice to “tell the physician if you have recently had a neck trauma or neck manipulation.”*

There have been several news stories related to this statement and responses from ACA, American Physical Therapy Association and American Osteopathic Association. Some journalists have chosen to write an article based on the scientific literature and others have decided to report on the conclusions of the AHA team. It can be argued that the two sides are not consistent. What is consistent is that every news story headline implies that CD may be caused by neck manipulation.

An example of a journalist who concentrated on the science can be found in a blog associated with the New England Journal of Medicine. The blog reports “In an AHA press release, the study’s lead author said “Although a cause and effect relationship between the therapies and [CD] has not been established and the risk is probably low, [CD] can result in serious neurological injury.” The article also states “Current knowledge about cervical dissection is limited to case controlled studies and clinical reports making it impossible to establish a cause and effect relationship.” “Nonetheless, the statement advises health care providers to tell their patients about the association before starting the procedure.” This was actually one of the more reasonable reports. However, it is difficult to assess the take home message that is important to doctors and patients. Does neck manipulation cause stroke or not?

Allow me to place the AHA statements into perspective. I think all clinicians can agree that arterial dissection may result in an ischemic event with potentially serious neurological complications. We can also agree that during some patient presentations, it is appropriate to inform the patient that manipulation may pose a risk. For example, there is clearly a nominal risk of musculo-skeletal or inflammatory issues following cervical manipulation and patients should be aware of that. However, as the NEJM blog, and the AHA statement itself points out, the current literature has not established a cause and effect relationship between CMT and CD. A temporal association does not imply causation. The NEJM blog also says that “an alternative explanation may be that patients in the early stages of dissection may go to a chiropractor or other health care provider for relief of their neck pain” This statement is consistent with the conclusions of Cassidy et al, authors of the most definitive study to date evaluating neck manipulation and stroke. Despite this lack of causal relationship with CD, many clinicians discuss the associated risks with patients.

Dr. Christine Goertz, Chief Scientific Advisor for ACA recently addressed the concerns of the AHA position statement at Palmer College of Chiropractic. This is the link to her video. [http://youtu.be/zCp\\_KDXet9g](http://youtu.be/zCp_KDXet9g)

The ACA response follows:

“The chiropractic profession shares the American Heart Association’s public health goal to reduce the number of strokes; however we have concerns about its statement on cervical manipulative therapy. The real message to all health care providers attending to patients with headaches or neck pain is to be vigilant for neurological problems that could be early signs of stroke.”

“The most credible study, Cassidy, et al., which utilized data from more than 11 million people collected over a 9 year period, found that a patient is as likely to have seen a primary care medical doctor as a doctor of chiropractic prior to experiencing a cervical artery dissection [CD].”

“Neck manipulation is a safe, conservative treatment option for neck pain and headache. The evidence presented in the AHA statement fails to show that neck manipulation is a significant risk factor in CD. In addition, the paper fails to examine risks associated with other neck pain treatments such as surgery, steroid injections and anti-inflammatory medications.”

Doctors of chiropractic are trained to perform a complete examination, develop a diagnostic impression and treatment plan and to provide informed consent/shared decision making. ACA members are committed to mitigating the low incidence of CD through educational initiatives.”

It is a fact that ischemic stroke, a very uncommon event, can have significant neurological sequelae. It is a fact that all clinicians should be aware of the signs and symptoms of CD, so that everything possible is done in these rare instances to make sure patients receive the emergency care they need. Informed consent is necessary in cases when patient presentation dictates a high clinical index of suspicion. However, that informed consent should also be based on the facts. And currently the facts are that neck manipulation is a safe, conservative treatment option for neck pain and headache and neither the AHA statement nor any study yet conducted has demonstrated a causal relationship between CD and spinal (cervical) manipulation. As physicians we must be diligent in educating our patients on risk factors associated with cardiovascular disease, including stroke as well as evidenced-informed preventive measures. Those patients complaining of neck pain, headaches and vertigo will continue to be assessed and managed by chiropractic physicians

While it doesn’t prove useful to comment on the motivation of the American Heart Association to develop this statement on cervical manipulation, clearly this study provided no new information.—This position statement has, however created an opportunity to educate the public on lifestyle issues and all risk factors associated with stroke. The ACA welcomes dialog with any group to improve patient safety and clinical outcomes. The ACA is also committed to taking on this important educational role.

While I may not feel obligated to personally contribute to the AHA, my next check will be to the NCMIC Foundation which has funded the research we now utilize to support evidence that chiropractic care is effective. And the temporal association that exists between manipulation and CD is understood better than ever, thanks to research.

Tony Hamm, DC

President, American Chiropractic Association

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