



CHIROPRACTIC NEWS & VIEWS

Presented by:
Hawaii State Chiropractic Association, Inc.

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

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2019 HSCA GENERAL MEMBERSHIP MEETING
PLEASE JOIN US FRIDAY EVENING, MARCH 8TH @ 7:30PM.
MEETING OPEN TO ALL, MEMBERS & NON.
PLEASE WATCH YOUR EMAIL FOR LOCATION IN HONOLULU & NBR. ISLS.

PRESIDENT'S MESSAGE

Joseph G Morelli Jr D.C., F.I.C.C., HSCA President & ACA Hawaii Delegate

Aloha All:

2019 is proving to be an interesting and exciting year for our profession locally and nationally.

A few weeks ago, I had the privilege and honor to represent Hawaii as the Delegate to the ACA's House of Delegates (HOD) in Washington, DC. The convention is called the National Chiropractic Leadership Conference.

Leaving Honolulu at 78° and arriving in a snowy Washington DC with the temperature at 10° with the additional wind chill making it feel like -20°, I can honestly say I wanted to get right back on the plane and come home.

However, I'm glad I stayed for the scheduled program, gloves, scarf, hood and all!

Every year, the American Chiropractic Association calls together its House of Delegates for a formal face-to-face meeting to review policy and set agenda on the national stage for the next year.

There is representation from all 50 states; Puerto Rico; the Wash. DC area; Post Graduate Diplomate/Specialty Boards; Chiropractic College Faculty; and Chiropractic Student Organizations from the Chiropractic Colleges.

Additionally, Interested National and International Chiropractic Organizations and related Healthcare Business companies are well represented with concurrent meetings and venter expos, and Continuing Education sessions. There were nearly 800 attendees total!

One of the primary duties of the HOD, is to make one-on-one visits to Congressional members and staff on Capitol Hill.

After briefings by Mr. John Falardeau, (ACA's Senior V.P. for Public Policy and Advocacy) and his lobbying staff, several hundred HOD members with accompanying Chiropractic Students make visits to Senators and Congressman.

The meeting appointments are pre-arranged with the Senatorial/Congressional members and their healthcare policy staff. Over 300 congressional and staff visits were made.

This year our primary focus was on two bills that the ACA had introduced in both the House & Senate.

The first is the bill to provide Chiropractic coverage through the Military Healthcare benefit plan known as Tricare.

The second bill is to update the laws and regulations governing Medicare. The requested changes will allow Doctors of Chiropractic to be paid for all Chiropractic services they are legally licensed to provide according to their state licensure.

The Hill visits were very successful, with a significant number of both House & Senate members pledging to sign on to support the legislation.

Considering all the political issues in Washington these days, we don't expect the bills to be on the President's desk soon, but we are hopeful for this legislative year.

Please see the article in this newsletter from ACA authored by Mr. Falardeau; the ACA Immediate Past President Dr. N. Ray Tuck, Jr.; and the ACA Legislative Advisory Board Chair, Dr. Keith Overland.

Now for some local news...

In January, the HSCA Board & Directors met in Honolulu as our first face-to-face meeting for 2019.

The primary agenda was to review the HSCA mission and general governance structure.

With weeks of preparation, we spent a full day discussing the profession, and the role of the HSCA. Considering it is the de facto voice of Chiropractic practice in Hawaii, we came to a more focused resolve to take steps to bring in more of the DC's in Hawaii into the organization. Our professional future is what we make of it, and we can do much more with better outcomes for all if more of us have a say.

One of the first steps we are taking is through the creation of a new entity within the HSCA organization, currently called the "Planning Committee".

Several of the newer Board members have been appointed to conduct the activities of this committee. The initial charge is to bring the HSCA up to date regarding Social Media & Communications. Concurrent to that task is to make an outreach to the Millennial, younger and newer Chiropractors.

The Planning Committee has already begun work on contacting and meeting some of the newer and younger doctors here in practice. Also, they will be contacting some that we have lost touch with. We realize that many of us are ageing out, and the future of the profession in Hawaii can be fully dependent on some in this group stepping up!

I look forward to the future, and the input from the upcoming generations who are now making their way in practice.

I would like to send out my personal Aloha and Mahalo to Dr. Gary Saito!

Gary has always worked hard and given of himself for the benefit of us all in our beloved profession.

This past year, Dr. Saito has really put in extra time and effort making presentations with me on the neighbor islands, and at our recent face-to-face Board meeting. I only hope that he continues to keep well. We all owe him our thanks and respect for putting his passion into action.

Aloha,

Dr. JOE Morelli

A WORLD APART, A WORLD WITHIN

By: Gary K. Saito, D.C., HSCA Immediate Past Pres. & Executive Director

In November, I had the privilege of representing the HSCA at a convention of Chiropractic organizations, called the Congress of Chiropractic State Associations (COCSA). 53 Chiropractic organizations in the country are also members of COCSA.

This was not my first time at a COCSA convention, and I always learn something of importance when I attend. This time, I learned so many things that I was excited to bring them to the attention of the HSCA Board. I have broken down the many things I learned into short articles in this newsletter.

Although we are miles away from the nearest state and almost a third the way around the globe from the farthest, when we come together at a COSA convention, it's as if we are one family. We have the same concerns and the same goals. Some states are doing better than we are in some respects and other states can learn something from us. We all freely share what we know and try to help other states to prosper. If you EVER have the opportunity to attend, I highly recommend it.

WHO ARE WE, REALLY??

One eye-opening presentation at the COCSA convention was a mind-blower for me. Do you know that there are 5 different generations among practicing Chiropractors in our state today? Not only are there generational differences, but there are differences in priorities, methodology, goals, outlook, and lifestyle.

The “traditionalists” were born from 1922-1945. I count myself among them. We have a leadership style that is very organized and controlled. We like to communicate face-to-face if possible. Work life and family life are distinct and separate. We are loyal to a fault and we like traditional work hours.

The “Baby Boomers” were born from 1946-1964. As a whole, this group is looking forward to retirement in the next few years, if some of them aren’t already. They are vibrant, active, and engaged. They are extremely hard-working and self-actualized. Later generations may not know what self-actualized means. Boomers define themselves by their professional accomplishments. They are motivated by position. They are independent, goal-oriented, and competitive. An interesting note: 59% of boomer parents provide financial support for adult children aged 18-39.

The “Generation Xers” were born from 1965-1980 and are aged 38-53. They value a work/life balance. They came of age in the era of two-income families and a faltering economy. Many were latch-key kids coming home after school to an empty house because both parents were still at work. They have a hands-on management style but don’t like being micromanaged. They are less loyal to their employers than their parents were.

The “Generation Y millennials” were born from 1981-1996 and are aged 22-37. By the year 2025, they will make up 75% of the world’s work force. On average, they are carrying \$34,000 of debt. They are used to getting things for free. They like a challenge and are technologically driven. They work best alone. Their core values are: confidence, tolerance for diversity, morality, and civic duty. They make purchases based on recommendations from other people and are influenced by crowd comments. User-generated content helps them to buy a car or major appliance, choose a hotel or travel accommodations, decide which credit card to have or which insurance to buy. Their career goal is to build parallel careers.

The Generation Z post-millennials were born 1966 and after. They are the newest generation that will enter the work place. The oldest is 22 years old. They are called the “digital natives”. They have never known a life without digital media and spend an average of 9 hours a day using some form of media. 70% will prefer to be self-employed. 58% are either somewhat or very worried about the future. 77% are willing to volunteer as a way of gaining experience.

One quote from a Gen Z person: “Everything in our life is immediate. Since we have been raised in an age where texts and messages can be sent in the blink of an eye, we are less patient than other generations because we are used to having instant gratification.” Margaret Bolt, 15.

This presentation at the convention made me realize why it’s so hard to get consensus, so hard to understand why so many Chiropractors are not interested in becoming members of the HSCA or in helping with projects and activities. It became

crystal-clear that we don’t have interests in common. That we don’t have the same goals for ourselves or our profession.

My generation felt that we do better when we band together and work together for the same goals. It became abundantly clear that the problem today is that we don’t have the same purposes in life and we don’t all think as one. I think a strong HSCA means a strong Chiropractic profession in Hawaii because of a strong membership. I didn’t know that some people, maybe many people, aren’t joiners and have no interest in attending regular monthly meetings.

We have 4 generations of Chiropractors concurrently practicing in Hawaii today, with a 5th on the horizon. What are we to make of our differentness? Is my interest in having a strong Chiropractic organization outdated? What model of Chiropractic organization will insure our ability to practice as we were educated, trained, and licensed to do?

There are important changes that need to be made before we can truly practice as we know how to do. Who will help make the changes? How is that to be accomplished? Who are we, really??

WHAT’S SO SOCIAL ABOUT SOCIAL MEDIA?

Social media gives me angst. I don’t know what it is. I don’t know how it works. Conceptually, I do. In practice, well, that’s a different thing. I can run my EHR program, type letters and emails, call on my phone, look up things on Google, but the rest is a mystery.

I don’t use any apps. Not one. I’m afraid to explore my “Play Store” because I don’t know what to expect and if I’ll do something I’ll regret like the time I adopted a feral cat only to find out that it was wild and undisciplined...and vicious.

I have been associated with the HSCA leadership so long that I’m willing to consider that my tenure should have ended some years ago. I know what I want and what I want to accomplish, but I have no idea what motivates others and drives them to make the decisions they make.

If you read the article about the generations of doctors in practice today, you will know that I am a traditionalist. Another term is “old-timer”. I have learned a lot about Chiropractic, but the world is changing faster than I can keep up with it, especially since I haven’t mastered digital media, which has been the trend now for at least a generation. Which puts me way, wa-aa-ay behind the eight ball (an old-fashioned phrase).

What the profession needs and our Chiropractic association needs are people who know social media and are good at using it. I plan to practice for a long time yet, but I’m not the best leader for our professional organization. I don’t know enough about the people who grew up after me and about the world as it has been changing for years.

The HSCA has a website, but it can be more dynamic and more representative of modern Chiropractic. We need to be on social media platforms and integrate the various media so that people can find us and know all about us and what we do. A friend helped me set up a Facebook page some time ago, but I haven’t put anything on it...does that tell you anything?

If there are people motivated to increase the presence of Chiropractic in the public eye and write meaningful articles and comments to attract potential patients, you could be our asset. If you know how social media platforms can link with one

another so the public can glide from one to the other and find Chiropractic information, we need you. NOW.

I learned this from talking with friends at the COCSA convention last November. There are states that are miles ahead of us and have a vibrant internet presence. We are woefully lacking. Although they tried to help me, I realized they were talking over my head. I appreciated their help, but I'm not able to turn their words into action in my state. I don't have their intrinsic knowledge of how things work in social media.

WHY CAN'T WE COME TOGETHER?

Our last Hawaii Chiropractic Convention was in 2009. It was a success in the respect that we provided good content and speakers, that we brought in signature sponsors and vendors, that we dominated the available convention rooms at the Ala Moana Hotel for a weekend, and that we didn't lose our shirts.

I'm a perfectionist so I can't say it was well attended. There were registrants from only 60 offices. Many doctors didn't attend personally. They sent a staff person although the convention was done to directly benefit doctors. At the time, there were 250 practicing Chiropractors in the state. 30% attendance is not a good number to me.

The planners devoted considerable financial resources and significantly more in their time and effort. We coordinated with the hotel, each vendor, and every doctor we had addresses for. We put together an impressive program that covered everything we thought could help doctors in their offices to succeed. Sixty offices registered, but fewer than that number were the doctors of those offices.

Is there any wonder we have not been confident about going through it all again and coming out with a different result? There are 285 practicing doctors today and only 60 doctors are members of the Hawaii State Chiropractic Association. We funded the last convention with membership dues, the only financial resource we had. We just about blew through our treasury and barely put the money back in when it was all done.

What I learned from other states at the November COCSA convention is that many states increase their treasuries by having conventions. Florida has 4 conventions every year. We can't be sure that we will even break even if we hold one.

What should we do about this? Conventions are times to bring all doctors together, in one place, at the same time, so we can socialize and become known to each other. It is a time to present the latest in research and other information directly to the doctor. It's an opportunity for doctors to talk one-on-one with vendors of products and services useful to Chiropractic practices who come from far away to meet us. There are many, many advantages to having a convention and we can make it what we want.

The convention registration fee was less than doctors pay for some seminars where there is one presenter for one roomful of doctors. Our last convention brought in several national speakers and we used most of the available conference rooms at the hotel. As I alluded to in my other articles in this newsletter, the times are changing, attitudes are different about what's important to doctors, and old models of convention planning will not work today, in my estimation.

While some of the old-timers are still around who are familiar with convention planning and who have the connections with local resources and national vendors and

speakers, we should be planning our own convention and we should all be enthusiastic about attending and supporting our professional organization and our profession. That's the spirit I got when talking to states that have regular annual conventions. They look forward to their conventions and plan a year or more in advance. Attendance by doctors is high and conventions strengthen doctor relationships while building their treasuries so that they can do much more for their state than we can in Hawaii.

FEDERAL RECOGNITION

So far, the Chiropractic profession is still not looking good in national programs like Medicare, according to analyses of the Office of Inspector General (OIG). Here's where we stand, according to OIG.

About 50% of payments for Chiropractic services between 2010 and 2015 were improperly made, costing the Medicare program between \$257 million to \$304 million per year, of the \$2.9 billion dollars paid to Chiropractors in that time period. All other medical services had only about a 12% error rate in improperly paid services.

OIG recommends to Medicare that: 1) Chiropractors with aberrant billings be identified, 2) Chiropractors with high service-denial rates be identified, and 3) Chiropractors suspected of overbilling should be reviewed and Medicare should request a repayment for improperly received payments.

If you are a Chiropractor and DON'T know the following, you could be under Medicare's scrutiny even though you don't know it yet. 1) Billing for active care when the service is maintenance is illegal and you are a potential subject for scrutiny. 2) The AT modifier must only indicate active care and must be used properly (as intended). 3) Chiropractors CANNOT OPT OUT of the Medicare program. You are a Medicare provider, period. You don't have a choice. The care and treatment of any and every Medicare beneficiary MUST BE REPORTED to Medicare, even if you don't intend to get payment from Medicare. If you put your hand on anyone with a Medicare benefit and conceal your treatment of that person from Medicare, you are breaking existing federal laws. That you have not been caught yet is irrelevant. You don't want to be found in violation of federal laws.

We have hammered the third point to our local doctors many, many times in many different ways. Yet, we know of doctors who regularly and blatantly violate Medicare rules. They believe that, if they don't accept Medicare, they can charge patients directly. This is violation of federal laws. They believe that having patients sign away their Medicare benefit rights on a piece of paper protects them from the law. IT DOES NOT. There is no exclusion to the Medicare rule for Chiropractors. In fact, if they are investigated, having such a signed agreement in their possession is proof of willful intent to violate the law. It will be worse than simply not knowing the law. They think that if they never bill Medicare, they are under the radar and will escape scrutiny. Medicare knows who all the licensed Chiropractors are in every state. You can't be under the radar in their wide net of oversight.

Finally, Medicare beneficiaries are not only persons over 65 years of age. Many younger people are eligible for Medicare benefits and can be as young as a year old. Certain physical conditions and disabilities, for example, qualify people younger

than 65 for Medicare benefits. Do not assume that a person younger than 65 cannot be a Medicare beneficiary. Always ask for insurance, not only to know who to bill, but also to identify Medicare beneficiaries.

Chiropractors are not in good standing with Medicare or OIG because many doctors flagrantly disregard federal policies regarding eligibility, treatment, coding, and billing. Getting away with it is not the same thing as doing the right thing, nor is it a good strategy for a responsible practice. New audit mechanisms have been recently developed for the purpose of finding and identifying those Chiropractors that are responsible for improper interaction with Medicare beneficiaries, and causing our poor rating in the federal system.

WHO'S DOING THE THINKING FOR THE PROFESSION?

I got a great suggestion from talking with the representatives of other states at the COCSA convention. It was to **include more people in the dialogue.**

I've tried that. Others have tried that. The "dialogue" still only involves a small body of people. I don't know why. I don't know why more people aren't interested in how the Chiropractic profession moves forward into the future. Or how we are perceived by state and government entities. Or how we relate to other healthcare provider groups, health plans, and insurance companies.

We are part of the healthcare community but have little influence in it. There was a time I could sit down personally with the head of the Hawaii Medical Association, adjusters and administrators of insurance companies, and administrators and decisionmakers of major health plans like HMSA, Kaiser, and the VA. I don't know anyone who is doing that today.

Some of us (including my predecessors) worked hard and long to build respect for the profession and to elevate our standing in the healthcare marketplace. It took years and many meetings, and many disappointments along the way, but Chiropractic enjoys the privileges we have today because of the efforts of generations of Chiropractors working diligently on behalf of the profession. As hard and arduous as it was, it is rewarding to see the fruits of our labor today.

But there are still miles to go and all the progress we managed to eke out that was years in the making could go away in a blink of an eye or with a single legislative action. We don't have a watchdog at the legislator any more, making sure that there are no bills detrimental to us or that seek to take away our hard-fought gains.

We need NEW. New voices. New strategies for success. New decisions for the future of the profession. New leaders willing to invest time and effort to preserve and protect. We all care about something. One of those somethings should be the profession you chose for yourself and your family. It can provide in good times, it can be a struggle in bad.

I personally knew most of the people who brought us from insignificance and obscurity to being a powerful and vital component of health care today. I can name them. I talked to them. I looked them in the eye. I learned from them and admire their footprint on our profession in Hawaii.

We are looking for new leaders. But it takes commitment and a global vision of healthcare. It takes a focused vision for our profession. And it takes persistence. You won't get paid.

You'll give up nights with the family. But you will be a building block on which others can build a life.

Generation "Z" Chiropractors Wanted!

By Canastota K. Poppas, D.C., Sec. HSCA

Five generations of Chiropractors span the profession from the eldest "Traditionalists" to the youngest "Generation Z."

Traditionalists are old school. They work 9-5 pm, separate family from work, and communicate face to face or pick up the phone to give you a call.

Generation Z are "post Millennial" digital kids who have never known a time without social media or smart phones. They're always available to and continuously in communication with their peers via multiple social media platforms for creative outlet and for FOMO (fear of missing out).

There are so many ways to communicate today, and so many more people to instantly connect with, a youthful chiropractor may not value or have the time to call or sit with each of us face to face. As information is generated more quickly, younger, more tech savvy Chiropractors are *designed* to withstand and even *enjoy* keeping up with the demands of the digital age.....And this is why we need them!

The HSCA is formally inviting younger Chiropractors to join our membership and help shape the future of Chiropractic in Hawaii. Join the task force to help address relevant issues presented to the board by participating in a new "Planning Committee" made up largely of Millennial and Gen. Z Chiropractors.

Lend your natural, tech savvy talents to help revitalize the HSCA's website and social media platforms and connect the HSCA with you and the world. Stand up and be counted, we want your voice to be heard!

BILL TO EXPAND MEDICARE'S CHIROPRACTIC COVERAGE BRINGS MOMENTUM TO HISTORIC EFFORT

By: Drs. N. Ray Tuck, Jr.; Keith Overland, and Mr. John Falardeau of ACA

Breaking the barrier to Chiropractic services for Medicare patients is more than 40 years in the making. In 1972, Congress first approved access to Chiropractors in Medicare with the one and only covered service of manual manipulation of the spine. Recently, legislation championed by the American Chiropractic Association (ACA) to increase Medicare coverage of services provided by Chiropractors was introduced in the U.S. House of Representatives. The political climate may finally be right for the Chiropractic profession to achieve this important goal on behalf of America's seniors.

H.R. 7157 would allow Medicare beneficiaries to access the Chiropractic profession's broad-based, non-drug approach to relieving pain and improving function. The bill does not take away or add any new services to Medicare; it only allows access to those current benefits that Chiropractors are licensed to provide.

The fact that Chiropractic has existed in Medicare with only one service covered for so long is surprising to many. While limited, however, that one service marked a crucial foothold in the federal healthcare program. Inclusion contributed to success in the efforts to include Chiropractic in the U.S. Department of

Veterans Affairs and Department of Defense healthcare systems as well as federal workers' health plans.

Much has changed in the intervening years, most notably the rise of a national opioid epidemic that adversely impacts America's senior population as much as it does younger people. In fact, between 1993 and 2012, hospitalizations for opioid overuse increased fivefold among Americans age 45 to 85 and older, according to the Agency for Healthcare Research and Quality. In a 2018 hearing on the opioid crisis, Sen. Robert Casey, Jr. (Pa.), ranking Democrat of the Senate Special Committee on Aging, noted, "In 2016, one in three people with a Medicare prescription drug plan received an opioid prescription. This puts baby boomers and our oldest generation at great risk."

Medicare's impact on quality senior health care is significant, and it will become more so as the baby boomer generation continues to age and enter its ranks. Various projections forecast the number of people age 65 or older, which stands at about 55 million now, increasing by one-third over the next decade. However, the importance of the bill the ACA is working on goes far beyond Medicare and may impact all federal health programs and many commercial health insurance policies as well.

A few years ago, ACA embarked on a study of all federal programs that do, could, or should include the services of a Doctor of Chiropractic. Amazingly, the report that was initially thought to be a small review on Medicare ended up being more than 500 pages long, covering the vast majority of federal healthcare programs. While Medicare is indeed the largest, many others use the current limiting scope of practice language. These include well-known programs such as the Federal Medical Leave Act, Federal Workers' Compensation, and Indian Health Care Services.

It is important to understand that the bill introduced in Congress focuses specifically on modifying the limiting statute that defines physicians under Medicare. In this section of federal law, we find language that limits coverage for a patient seeking care with a Chiropractic physician. In the statute, it states that all healthcare providers will be guided by the scope of practice laws of their state except Chiropractic physicians who are only covered for three of more than 15,000 procedure codes: manual manipulation of the spine.

Simply put, the purpose of the bill introduced in December is to remove the arbitrary and capricious restrictions placed only on doctors of Chiropractic and, to our knowledge, no other healthcare professions.

This proposed bill, if passed, will be the initial gateway law that will guide other federal healthcare laws. While it will take time, we must also work through many current laws, rules, and regulations that will need to conform to the new full-scope coverage legislation. Some federal laws that limit Chiropractic coverage include those that guide nutrition, wellness exams, and even one that allows providers to opt out of participation in Medicare.

We are encouraged by the progress the recent bill represents to our efforts to expand seniors' access to the Chiropractic profession's safe and effective non-drug approach to relieving pain and improving function. We are committed to building on this momentum in the coming months. More than 45 national, state, and regional Chiropractic organizations have

joined this effort by signing an open letter to Congress urging change in Medicare. We believe this unity of effort will tip the scales and complete the journey that we began more than 40 years ago.

Because a new congressional session started in January, the bill will have to be reintroduced. We will remain vigilant in our lobby efforts, and in fact, last summer, ACA contracted with the Capitol Hill Consulting Group (CHCG) to add extra muscle to the Medicare initiative with a focus on activating and supporting current Chiropractic champions in Congress. CHCG will also focus on breaking down any barriers among members of the House Ways and Means Committee, recruiting cosponsors, and finding other targets of opportunity that could bolster the chances of a pro-Chiropractic Medicare bill being passed.

HEALTHIEST STATES

From the US Dept. of Health 2018 Stats

Hawaii regains the title of healthiest state this year, after dropping to No. 2 in 2017. This is Hawaii's ninth year in the No. 1 spot since 1990 when the health rankings were first published. The state has been No. 1 four of the past five years. Massachusetts is No. 2, Connecticut No. 3, Vermont No. 4 and Utah No. 5. These same states ranked in the top five in 2017.

Hawaii's Strengths Include:

- Low prevalence of obesity at 23.8 percent of adults, compared with 31.3 percent nationally.
- Low prevalence of smoking at 12.8 percent of adults, compared with 17.1 percent nationally.
- Low disparity in health status with a 13.3 percentage point difference in high health status between those with and without a high school education, compared with 29.9 percentage points nationally.
- Low levels of air pollution at 5.8 micrograms of fine particles per cubic meter, compared with 8.4 micrograms nationally.
- Low prevalence of frequent mental distress at 9.5 percent of adults, compared with 12.4 percent nationally.
- High number of primary care physicians at 187.6 per 100,000 population, compared with 156.7 per 100,000 nationally.

Despite Hawaii's Many Strengths, It Faces These Challenges:

- 21.1 percent of adults report excessive drinking, compared with 19.0 percent nationally.
- 84.8 percent of adolescents aged 13 to 17 received the Tdap vaccine, compared with 88.7 percent nationally.
- 21.4 new cases of Salmonella per 100,000 population, compared with 16.7 per 100,000 nationally.
- 10.9 percent of adults report they have diabetes, compared with 10.5 percent nationally.

KEISER UNIVERSITY COLLEGE OF CHIROPRACTIC MEDICINE AWARDED INITIAL ACCREDITATION BY COUNCIL ON CHIROPRACTIC EDUCATION

From CCE OnLine News Release

Keiser University College of Chiropractic Medicine (KUCCM) has been awarded initial accreditation by the Council on Chiropractic Education (CCE), an important recognition of the quality of education and care provided by the college. Keiser University's Doctor of Chiropractic program combines classroom learning with an emphasis on contemporary research and hands-on practical experience at the university's West Palm Beach campus. This evidence-based program prepares students with the skills and knowledge they need to care for patients of all ages.

"We are extremely pleased to receive this accreditation, which is a testament to the experience of our faculty and the dedication of our students," said Chancellor Arthur Keiser, Ph.D. "Our College of Chiropractic Medicine brings together some of the nation's top doctors and most sophisticated technology to offer our students an excellent education and clinical practice."

The accreditation follows a site visit and review of performance indicators such as retention rates, academic support, clinical competency outcomes, student performance, and planning and budgeting processes. The Council conducted deliberations and reached a consensus decision to award initial accreditation to Keiser University's Doctor of Chiropractic program. Accrediting bodies evaluate educational practices and associated outcomes based on best practices to ensure that graduates are competent to provide high-quality, safe, and effective care for their patients.

"I am extremely proud of our faculty and students who share with me a commitment to excellence in Chiropractic education," said Dr. Mike Wiles, Dean of the College of Chiropractic Medicine. "The process of achieving initial accreditation has been rigorous, instructive and constructive for the College of Chiropractic Medicine, and we are very excited to join the community of accredited Doctor of Chiropractic programs in the US."

CCE is the national accrediting agency for Doctor of Chiropractic Accreditation in the United States. Accreditation provides assurances of educational quality and institutional integrity to governments, jurisdictional licensing and regulatory bodies, institutions, professional organizations, students, other accrediting agencies, and the public.

About Keiser University

Keiser University is a private, not-for-profit university, serving nearly 20,000 students and employing 3,800 faculty and staff members. Co-founded in 1977 by Chancellor Arthur Keiser, Ph.D., and Evelyn Keiser, the university currently offers more than 100 degrees at 21 Florida campuses, as well as online and at two international sites.

Keiser University is accredited by the Southern Association of Colleges and Schools Commission on Colleges as a level VI institution to award certificates and degrees at the associate, baccalaureate, masters, specialist, and doctoral levels.

For additional information regarding Keiser University, visit www.keiseruniversity.edu

Contact Info:

Name: Dianne Anderson

Organization: Keiser University

Address: 1500 N.W. 49th St., Fort Lauderdale, FL 33309

Phone: (954) 801-6538

Website: <http://www.KeiserUniversity.edu>

Do It Your Way!

By: Robert E. Klein, D.C., D.A.B.C.O.; East Hawaii Island Director, HSCA; HI Alternate Delegate, ACA

For quite a while, the leadership of HSCA have been aware that we have a problem. The association is meant to represent all the doctors in the state (or at least all those willing to join), but the same small group continues to serve as leaders.

You may think it's because these doctors are "power hungry" or are "glory hounds". Sorry to disappoint you! It's because no one else is willing to step up and do the things we all need.

At a recent Board of Directors' meeting, we agreed to establish the Planning Committee, a body of younger doctors who might look toward the future of this association and develop ways to move forward, unify our divergent practice interests and help us better communicate & support one another.

Setting goals, finding strategies to promote our mutual needs, making it all happen is what this association is about.

If you're not satisfied with what's been done, how it's done, or where it's all going, **now is the time to step up** and take charge!

We need new doctors, those with a whole career ahead of them, to mold the future of our practice in Hawaii. Put yourself forward and get involved. Think about running in the next election. Become an officer or island director. Lead Hawaii Chiropractic where you think it should be.

Aloha to all,

Bob Klein, East Hawaii Island Director

(Who wants to replace me?)

IT'S GOOD TO KNOW WITH WHOM YOU DO BUSINESS

By: Alice Holm Ogawa, D.C., HSCA Kauai Island Director

For many years now I have used Standard Process wholefood supplements both at my office and personally.

Having been in practice for many years, I consider it my duty to know as well as possible, the people and companies we do business with in our family clinic.

Standard Process nutritional products have been a mainstay in Chiropractic & Naturopathic offices for many years.

I thought you might find it interesting to know a little better about Mr. Jerry Linnenkohl, of Standard Process North West.

I asked Jerry, who is the Standard Process North West representative, to tell me how he got involved with the company. Here is his story:

Interest in farm and forest drew Jerry Linnenkohl to select sales and research in the pesticide division of Dow Chemical Co following college. Initially the utility of pesticides allowed world record quantities of crops (corn) to be produced. Yet in mid-1970's, the Asian market began demanding crop assays for nutritional content. These pesticide & synthetic fertilizer rich, high-yielding crops resulted in the lowest amino acids (lysine, methionine, tryptophan) of all the corn compared. Food having the nutrient content of cardboard got his attention and catapulted his interest into importance of organic farming.

In 1979 Jerry was hired as a detail rep for Standard Process based in St. Louis. He taught nutrition courses at Logan College of Chiropractic for several years and since 1986 continues to educate health care professionals in the Pacific Northwest & Hawaii. With nearly 40 years of consultation experience with health care professionals, Jerry's passion and teaching style resonates well with practitioners of all backgrounds. His favorite phrases quoted from Dr. Royal Lee: *"Many people are starving to death on a full stomach."*

"One of the biggest tragedies of civilization is the precedence of chemical therapy over nutrition. It's a substitution of artificial therapy over nature, of poisons over food, in which we are feeding people poisons trying to correct the reactions of starvation."

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