Strategic Plan: Annual Update

In January of this year, leadership and general membership came together in Richmond to brainstorm the question, “What can/does/should the Unified VCA do to support the Mission (that is designed to fulfill the Vision).”

VISION
A state of wellness through Chiropractic care with fair and equal access for the public we serve.

MISSION
Unified in promoting the health and well being of the public through education, advancement and protection of the practice of Chiropractic.

Answers yielded a broad range of goals, objectives, and project ideas, which were then ranked and fleshed out further according to priority and time-sensitivity. Following are a few highlights of the work conducted over the past nine months.

INSURANCE - IMPROVE INSURANCE ENVIRONMENT
Create an IPN
• Insurance Committee talked to and met with a number of other state chiropractic associations who have set up IPNs, as well as several groups who have set up IPNs for states, to gain insights into things like corporate structure, costs, pros and cons, etc.
• Committee has also been working in conjunction with the Maryland Chiropractic Association, who has similar interests and with whom we can share research and development resources/costs.
• The Unified VCA and Maryland Chiropractic Association (MCA) hired an attorney firm earlier this year to look into the company we were leaning towards engaging for this project. The attorneys found some contract inconsistencies. The company is currently working on correcting those issues. Process is on hold until the provider contracting issues are ironed out. Once those issues are resolved,

Continued on page 3

Message from the President

Dear Unified VCA Colleague:

As we near the end of 2010, I’d like to thank you for your investment in Chiropractic and the Unified VCA. The unification process between the Virginia Chiropractic Association (VCA) and the Virginia Society of Chiropractic (VSC) has gone smoothly and is already beginning to reap many benefits for chiropractors and chiropractic patients in Virginia.

During this unification process I learned one very important concept: We need each other. Regardless of practice style and/or philosophy, it is imperative that all chiropractors work in harmony to fend off outside detractors. Together, we can not only survive but help each other thrive in this highly competitive marketplace. With National Healthcare Reform coming at us, it is even more important for us to put our differences aside and move Chiropractic forward.

With diversity, comes strength. The time for “circling the wagons and shooting in” is over. The more people who seek chiropractic care and the more profitable chiropractic practices there are in Virginia, the more secure our future.

Here are just a few of our recent accomplishments, working together:
• Signed a Statement of Professional Identity that states that although we may have differing practice objectives, styles, and terminology, our primary objective is the same.
• Combined the VCA and VSC board of directors to share leadership responsibility during the transition.
• Solidified the right for chiropractors to provide and be paid for providing physical therapy services by having language guaranteeing those rights written into the Code of Virginia.
• Created six separate Flash and Power Point presentations for you to use to market chiropractic services for referrals from medical providers, personal injury attorneys, and business human resource directors.
• Organized three of the largest chiropractic conventions in Virginia history celebrating the Art, Science and Philosophy of Chiropractic. We are planning our biggest and best event yet for April 2011 in Northern Virginia headlined by Dr. James Chestnut.

• Launched a Strategic Summit of leadership and members to ensure that the association has an active long range plan in response to your needs and priorities. (See update to left and watch for your invitation to our 2nd annual Strategic Summit in January!)
• Grown to nearly 500 members.
• We are continuing to work through legal and legislative avenues to strengthen our position when dealing with insurance companies for fair reimbursement for chiropractic services. We are developing and expanding public relations efforts to inspire more people to discover the benefits of chiropractic.

These and other services require time and money. We need your input and participation and we need your dues. For the cost of less than one adjustment per month you are part of a growing organization committed to protecting your right to practice and the public’s right to seek chiropractic care. Volunteer your time and talent to help guide us where you want to go. Please join me as we continue to work together for all our benefit.

Chiropractically yours,

Brad N. Robinson, DC, FICA
President
Create your Notes at the speed of sound!

Dragon Medical enables you to Dictates your Notes directly into your computer and see the words appear on your screen!

Dictate your Notes at 120 words per minute
Type your Notes at 40 words per minute
Write your Notes at 10 words per minute
It’s your choice, your time and your money
Dragon pays for itself in just a few months
Contact us for our current monthly specials

For more information please contact us at (336) 427-8765
We also offer free personal Webinars by appointment
GSTS Designs, LLC e-mail: glen@chiropracticnotes.net
Web site: www.chiropracticnotes.net
Unified VCA Celebrates One Year Anniversary of Unity at Fall Convention

One year after the memberships of the Virginia Chiropractic Association (VCA) and Virginia Society of Chiropractic (VSC) unanimously voted to unify, the consolidated organization met for its annual meeting in Roanoke, Virginia, September 24-26.

A total of 90 Doctors of Chiropractic, 38 Chiropractic Assistants, and 27 vendors – record numbers for southwest Virginia – gathered at the new Sheraton Hotel and Conference Center for top-notch educational presentations, dynamic speakers, organizational business, political and legislative updates, networking opportunities, increased camaraderie and fun.

The DC program featured a blend of practical and inspirational sessions.

• Dr. Mark Charrette taught adjusting protocols to address the most common subluxation patterns found in the feet, knees, and hips.
• Dr. Michael Placide provided tips on how to effectively communicate Chiropractic’s positive message to Human Resources managers for workers comp.
• Dr. Scott Banks looked at the inter-relationship between musculoskeletal disorders and metabolic imbalance, laying out an orderly plan for the evaluation and treatment of the metabolic contribution.
• Dr. Jeff Lewin provided two valuable programs: one on integrating the core into the doctor’s active care protocol, and another to help doctors understand and maximize marketing trends.
• Dr. David Pinkus helped doctors and their staff to bullet proof their offices through better billing, coding, and documentation.
• Dr. Sharon Gorman gave attendees an opportunity to share their passion for Chiropractic with each other.

Chiropractic office staff were educated and energized by Ms. Lori Weiss’ classes, which ranged from how CAs represent the doctors’ number 1 practice resource and how to handle the top 10 patient objections, to how to be a “10” CA and create a happier life both inside and outside of work. Ms. Becky Walter added a discussion on office chit chat and related considerations, while Ms. Susette Goodwin reviewed front desk procedures.

Educational programs were complemented by opportunities for attendees to relax and

Continued from page 1 - STRATEGIC PLAN

need to determine how to raise the necessary funds.

INSURANCE - IMPROVE INSURANCE ENVIRONMENT

Hold an insurance carriers roundtable

• Back in late 2007, Dr. Bill Thesier attended an insurance carrier roundtable put on by the NCCA as a representative to the VCA Insurance Committee. He felt it would be a worthwhile thing to do in Virginia, as well – as long as we did it right. He recommended using an expert, rather than trying to put it together ourselves.

• In January of 2008, then-Chair of the Insurance Committee, Dr. Lonnie Slone, contacted Ms. Pat Jackson, the consultant who did the insurance roundtables for the NCCA (and did them for the ACA when she was VP of Insurance there). At Dr. Slone’s request, she put together a proposal for putting together and running a roundtable for carriers here in Virginia, for us.

• In February of 2010, new Chair of the Insurance Committee, Dr. Jay Greenstein, contacted Ms. Jackson to learn more about the insurance roundtables. She provided a general framework for putting these meetings together and outlined resources she could provide to help. Funding for this type of event must be raised.

INSURANCE - IMPROVE INSURANCE ENVIRONMENT

Contact/educate Insurance Carriers

As members have brought issues to our attention, insurance committee members have contacted the carriers directly to discuss and attempt resolution.

INSURANCE - RESOLVE WORKERS COMP ISSUES

• This was studied by the Insurance Committee. Chiropractors are already allowed to be on panels and treat Workers Comp patients. The issue is that the insurance companies and the employers choose to keep us off these panels. Consequently, our emphasis has shifted to educating the employers and then the insurance companies.

• Dr. Michael Placide, Insurance Committee Member, developed a PowerPoint presentation to help DCs educate human resources departments about the value of including chiropractors on their WC panels. He presented the PP at the Fall 2010 Convention and is fine-tuning a version to go in the members-
The following individuals upgraded to Premiere Membership in 2010:

Dr. Daniel Atwell
Dr. Phillip Connolly
Dr. Camille D’Amato
Dr. Joe Foley
Dr. Jay Greenstein
Dr. Leslie Holcombe
Dr. Joseph Kennedy
Dr. Elizabeth Kautz Koch
Dr. Bob Leib
Dr. Anna Madland
Dr. Meredith Oudt
Dr. Brad Robinson
Dr. Randy Short
Dr. Lonnie Slone
Dr. Ray Tuck
Dr. Bill Ward

Get Upgraded for 2011 Now!

DC Membership provides you with an expanding array of tools, resources, CEUs, expertise, and cost-savings to help you thrive in today's challenging healthcare environment. But if you're the type of person who likes to get even more for less, you’ll want to consider upgrading your membership to Premiere. In addition to all the standard benefits, as a Premiere Member, you can enjoy:

- FREE spring and fall convention for yourself.
- FREE spring and fall convention for one of your CAs.
- 10% ADDITIONAL discount on additional convention or other seminars for you and/or your staff -- that's above and beyond any already applicable member and early-bird discounts!
- Special membership certificate and badge to demonstrate your heightened commitment and participation.
- Special recognition in every issue of The Virginia Voice and on the new web site.
- Three payment options via EZ-Pay: annual, quarterly, or EVEN MONTHLY.
- Private bi-annual conference call, briefing or reception with leadership to keep you in-the-know.

If you and even just one staff person attends the conventions and a couple of additional programs during the year, Premiere DC Membership at $1200 a year can easily SAVE you $600 or more in registration fees alone! Plus it can be paid in quarterly or even MONTHLY installments, helping your cash flow and budget even more.

For a complete description of benefits and an application, visit the Unified VCA web site or email the office at vcacentral@hughes.net.

"With the ability to manage my cash flow more easily via monthly dues payments and the savings I enjoy on CEUs and staff training, I can’t cost-justify NOT upgrading to Premiere."
-- Dr. Meredith Oudt

"I love being a Premiere Member!"
-- Dr. Joseph Kennedy
The Friday evening Welcome Reception in the exhibit area provided a good time for all and a casino dinner party was a big hit on Saturday. At the casino party, the Unified VCA Auxiliary conducted its popular 50/50 and prize raffle, featuring a variety of exciting prizes donated by exhibitors, doctors, and patients, with proceeds to be used to support the Auxiliary’s efforts to promote and support Chiropractic in Virginia.

The Saturday night party also featured the awarding of the Chiropractor of the Year, which went to Dr. Jay Greenstein of Sport and Spine Rehab. Dr. Greenstein was recognized for his relentless work on behalf of Chiropractic, not just through his multi-office practice in Maryland and Virginia and service on several advisory and volunteer boards, but his role as Unified VCA Insurance Committee and Public Relations Committee chair.

The Unified VCA extends a special thanks to the suppliers who generously supported the convention:

Sponsors
Breakthrough Coaching
Chiro One Source
DBP Audit Consulting
Foot Levelers
Mid-Atlantic SP Nutritional Resources
OUM Chiropractor Program
Sleep Essentials
USA Laser BioTech

Exhibitors
A Trusted Voice
Breakthrough Coaching
Center for Advanced Imaging
Chirocenters Mgmt. Corp.
Chiropractic Patient Care
Document Plus Technologies
OUM Chiropractor Program
MD Online
The Morgan Group
Sleep Essentials
TheraPearl
Your Benefits Partner
VCA Auxiliary
Anabolic Laboratories
Chiro One Source
ChiroCover
Designs for Health
Foot Levelers
GSTS Designs
HF Hill & Associates
Now You Know
NYCC
Softwise
The Vitality Depot

Foot Levelers presented a check in the amount of $1500 to the Association to support chiropractic education.

Per the unification agreement, Board Members rotated to the following:

Executive Board and At-Large Board Members
Dr. Brad Robinson, President
Dr. Bill Ward, Immediate Past President
Dr. Tom Wetzen, Vice President
Dr. Bibhu Misra, Secretary
Dr. David Dolberg, Treasurer
Dr. Joe Cantu, Member At Large
Dr. Scott Cypher, Member At Large
Dr. Sandra Elbaum, Member At Large
Dr. Joe Foley, Member At Large

District Director elections yielded the following results:

District Directors
#1E - Northwestern VA – East: Dr. Jeff Bowers
#1W - Northwestern VA – West: Dr. Meredith Oudt
#2E - Northern VA – East: Dr. Christopher Bruno
#2N&W - Northern VA - North & West: Dr. William Sonak
#3W - Southwest VA – West: Dr. Lee Matthis
#3E - Southwest VA – East: Dr. Garrett Thompson
#4E - Central VA – East: Dr. Kell Fleshood
#4W - Central VA – West: Dr. Tripp Stover
#5E - Eastern VA – East: Dr. Kevin Walsh
#5W - Eastern Virginia – West: Dr. Bob Leib

Other weekend highlights included a new member orientation to help members fully maximize their membership investment and get acquainted with leadership; the introduction of a new improved association web site; and the debut of a flash drive presentation for Unified VCA Members to use when reaching out to PI attorneys.
Another New Member Benefit!
Chiro Health USA: A Safe Way to Provide Discounts for Cash, Underinsured and Medicare Patients

Following review and consideration by the Unified VCA Insurance Committee and Board of Directors, the association agreed to participate in the ChiroHealthUSA State Association Pledge Program.

“This program is exactly what doctors have been looking for to help them offer legal discounts to their patients. ChiroHealthUSA finally provides our doctors a way to help their patients without putting their practices at risk”, says Unified VCA President, Dr. Brad Robinson.

Using the network model, participating providers are able to maintain UCR fees and still offer legal, network-based discounts to cash, underinsured and “out of network” patients who join the network. Members covered by Medicare and other federal programs are eligible for discounts on all non-covered services. The network approach reduces the risks of compliance and OIG violations related to inducements, improper down coding, dual fee schedules and potentially inappropriate time of service discounts.

Patient membership is only $39.00 a year and includes legal dependents. Most patients save the joining fee on their first visit. The Association receives a contribution for each enrollee.

Providers may register on the website for immediate access to on-line training for implementing the program in their offices. For more information, go to www.chirohealthusa.com.

“Exactly what doctors have been looking for to help them offer legal discounts.”
- Dr. Brad Robinson, Unified VCA President

PROVE CHIROPRACTIC NECESSITY TO PATIENTS, INSURANCE COMPANIES, AND ATTORNEYS!
Where Seeing Is Believing!

Stop Insurance companies from reducing care based on what they consider lack of objective findings.

Digital Motion Fluoroscopic X-Ray (DMX) shows proof of ligament damage that leads to chronic vertebral subluxation.

With DMX you can actually see and evaluate areas of hypo/hypermobility and ligament instability.

In the personal injury arena, attorneys are happy to refer when you can objectively demonstrate these injuries so they can argue better settlement outcomes for their client.

DMX Imaging is one of the few facilities in Virginia providing this service. It’s covered by many insurance plans and most personal injury attorney liens are accepted.

Learn more about how DMX can assist you, by visiting www.DMX-Imaging.com, call Shandon Thompson, DC, at number below, or email dmximaging@yahoo.com

Virginia’s Premier Source for Digital Motion X-ray
4121 Harry Byrd Hwy, #120 • Ashburn, VA 20147
(703) 777-1234

Are you sure your discounts are legal?

Many doctors offer discounts to help their cash and underinsured patients, and may do it the wrong way and risk serious fines and penalties.

If you’re not sure about your discount policies, we can help. Discount Medical Plans, like ChiroHealthUSA, are legal in every state and are the simple solution to discounting worries.

The risks are real. The fines are real. The solution is simple... Join ChiroHealthUSA.

ChiroHealthUSA
The Network That Works for Chiropractic!
1-888-719-9990
www.chirohealthusa.com

“...In today’s compliance environment, no doctor should be without ChiroHealthUSA. It’s the safest, sanest way to offer discounts to your patients that will help them stay and pay in your office!”

Kathy Mills Chang
KMC University CEO
Billing and Coding Expert
In a probiotic serving or dose, which usually consists largely of lactobacillus and bifidus, you will typically get over a billion bacteria. What do all these little bugs do? A common misconception is that they colonize in the gut to create a healthy favorable microflora that directly combat the pathogenic bacteria. Research suggests that probiotics function in three general ways; they have luminal, mucosal and submucosal functions. None of these functions involve permanent colonization by the supplemental bacteria; however, as probiotics move through the gastrointestinal tract, they can transiently bind to epithelial cells and prevent the binding and replication of pathogenic bacteria.

The luminal effects involve the ability of the probiotics to alter the biochemical environment of the lumen. For example, probiotics lower the gut pH and release antibacterial products called bacteriocins, which prevent pathogenic bacteria from binding to epithelial cells. Probiotics appear to alter gene expression in pathogenic bacteria and reduce their virulence. The mucosal effects of probiotics involve their interaction with mucosal cells of the gut. Mucin and defensins are produced by gut epithelial cells and have antibacterial functions. Probiotics stimulate the release of these important substances. The gut can also become “leaky,” and hence, the condition known as “leaky gut syndrome.” This term is really referring to which really means that the gut has become inappropriately permeable. Interestingly, probiotics can enhance the integrity of epithelial cell tight junctions and reduce thereby, help to reduce gut permeability.

The submucosal effects of probiotics refer to the modulation of both the innate and adaptive immune systems. Probiotics stimulate the gut immune system to produce interleukin-10, which is the body’s key anti-inflammatory cytokine. The luminal, mucosal and submucosal effects of probiotic supplementation are likely to be the reason why symptom reduction to varying degrees has been noted in patients with iIBS, inflammatory bowel disease and diverticular disease. Supplemental probiotics have also demonstrated a clinical benefit in patients suffering with hypertension, chronic fatigue, and anxiety in patients with chronic fatigue.

References:
5. Lye HS Kuan CY, Ewe JA, Fung WY, Liong MT. The improvement of chronic fatigue. Continued on page 27
Who is the Certification Board and are they Accredited?
The ACA recognizes the American Chiropractic Neurology Board as the Sole Authority for Credentialing in Neurology for the Chiropractic Profession. The ACNB is fully accredited by the National Commission for Certification Agencies, the International Standard for Accreditation and is recognized by the National Organization for Competency Assurance.

Will this program help me?
Yes. This program will help you help others in a superior fashion by increasing your abilities to serve humankind. The increases in your clinical abilities will prepare you to serve more people and act as a consultant to other professionals. There are not enough trained and credentialed clinicians in this specialty area.

What will I learn?
Our learners become fluent in the ability to describe the process of neurological diagnosis with an emphasis on application of treatment specific to the nervous system of humankind. Applications are largely non-surgical and non-pharmaceutical approaches to a brain-based treatment system.

What conditions will I learn how to Diagnose and Treat?
Our learners are trained to understand, diagnose, treat and manage the spectrum of neurological disorders that are associated with the integrated sensorimotor system. These disorders include dizziness, ototoxicity, balance impairment, gait impairment, tremor, positional vertigo, migraine, labyrinthine confusions, vestibulopathy, Meniere’s disease, cerebellar degeneration, cortical degeneration, anxiety, motion sickness, syncope, ocular motor disorders, dystonia and others.

What is the Program Structure?
Our program is a practical one of hands-on learning. Clinicians work with patient scenarios and develop a mastery of the diagnostic and therapeutic modalities necessary in modern practice. Our instructors demonstrate procedures, which are practiced by the clinician. Our practical sessions are complimented with weekend residencies and on-line learning to ensure that the breadth, depth and application necessary for the specialty are mastered.

How long is the Program?
You must complete a minimum of 300 hours of credit in order to be eligible for the ACNB examinations. Many candidates attend all knowledge area modules or just the ones most relevant to their learning needs. We present our modules in convenient 15 hour 2 day and 25 hour 3 day immersion blocks so that our learners can complete their studies in a minimum amount of time. Using a tried and tested formula of weekend residencies and online learning, clinicians can attend all the modules or just the ones most relevant to their learning needs.

Do I need to take the entire Program?
No. Many learners elect to study certain courses, which allow them to become better clinicians without entertaining Board Certification in Neurology.

October 30-21, 10: 801 - Neuron Theory & Receptor Activation
November 5-7, 10: 980 - Autism
December 11-12, 10: 802 - Neuromuscular Applications:
January 8-9, 10: 803 - Peripheral Nervous System:
March 26-27, 11: 804 - Spinal Cord:
April 15-17, 11: 940- Vestibular Rehabilitation Part
May 21-22, 11: 805 - Reflexogenic Systems:
June 24-26, 11: 941-Vestibular Rehabilitation Part II
July 23-24, 11: 806 - Autonomic Nervous System
August 19-21, 11: 942-Vestibular Rehabilitation Part III
September 24-25, 11: 807 - Cerebellar Cortices
October 22-23, 11: 808 - The Brain and Its Environment
November 19-20, 11: 809- Cranial Nerves

Persons who are Board Certified Neurologists recognized by the American Chiropractic Neurology Board, or who are eligible to sit for the Board exam, receive a tuition discount.

Tuition for (800) Series Modules:
Learner Full Tuition: $375 per 15 credit hour module.
Learner Tuition $325 per 15 credit hour module if received 30 days in advance
Pre Payment Discounts available through the Office of the Registrar

You can find complete information, including course descriptions, requirements and tuition costs on-line at www.carrickinstitute.org.
Changes to Advertising Suggestions Regarding the Terms “Physical Therapy” and “Physiotherapy”

Your association leadership and legal and legislative consultants have developed the following CLARIFICATIONS to the guidelines distributed in July to help you comply with the recent changes in advertising regulations...

Highlights

• As of July 1st 2010, only a licensed Physical Therapist can advertise using the terms “Physical Therapy” and “Physiotherapy”.
• Medical Doctors, Osteopaths, Chiropractors, Podiatrists, Athletic Trainers and other healthcare providers who do not have a license to practice Physical Therapy, can not use the terms “Physical Therapy” or “Physiotherapy” in advertising.
• Affected advertising mediums include, but are not limited to:
  - yellow page advertising, display advertising, web sites, signage, etc.
  - office advertisements, office cards, office brochures, social media, business cards, office brochures, newspaper/periodical advertisements, office stationary, signs.
• If you are a licensed Physical Therapist or have a licensed Physical Therapist on staff, then these advertising restrictions do not apply.

Substitute Terms

• The following terms are offered for use in advertising in lieu of the restricted terms:
  - Physical Medicine
  - Rehabilitation Services
  - Rehabilitation
  - Listing of individual modalities (i.e., Ultrasound, Electrical Muscle Stim., etc.)
  - Therapeutic Modalities
• Using variations of the restricted terms is not permitted. Such terms may include, but are not limited to:
  - Physical Therapies
  - Physiotherapies
  - Physical Therapy Services
  - Etc.

Existing Advertising

• It is clear that any advertising (yellow pages advertising, display advertising, web sites, signage, etc.) initiated on or after July 1st 2010 is subject to the new law.
• However, it is the opinion of the association’s legal counsel that a chiropractor implementing, for example, signage on or after January 1, 2010 containing the words “physical therapy” or “physiotherapy” would be in violation of the new law.
• While not determinative, any chiropractor whose signage used the term “physical therapy”, “physical therapist” or “physiotherapist” -- and which signage existed prior to January 1, 2010 -- would have a respectable argument that he/she was exempt from the restrictions of SB 195 in regard to signage existing on or before that date. Any ruling by the Board of Medicine might likewise take into account the ambiguity in the statute prior to considering any type of sanctions, as opposed to a clarifying order merely requiring the advertising to cease.
• However, for a chiropractor using the restricted language in signage constructed after January 1, 2010, it is quite probable that the Board, or more likely a Circuit Court judge hearing a case brought by a local Commonwealth’s Attorney, might find grounds for damages and penalties. There is simply no good way to “test” this issue or obtain a policy statement from the BOM unless/until a complaint is actually lodged. Since the physical therapists’ association was less than pleased with the language of SB 195 in its final form, it is quite possible that they would use any evidence of possible non-compliance by chiropractors to obtain a second chance at reversing the outcome of the 2010 General Assembly; i.e., the impact of such a complaint could adversely affect

Continued on page 11
Helping members make lifelong decisions.....

Dana Harrison is your endorsed agent through the Unified Virginia Chiropractic Association. Dana is here to help you make lifelong decisions about the future of your business. The plans Dana puts in place for you will allow you to get paid even if you are temporarily or permanently unable to work.

We know you are busy running your business, let us partner with you and take the burden of researching plans and policies from you as you continue running a successful practice. A solid foundation of disability insurance and life insurance will make certain you are taking care of the ones who mean the most.

Make sure the decisions you are making today will be the right ones in the future. Call us today.

Dana Harrison, CLTC
804-874-8662

Morgan
The Morgan Group LLC
Serving the Chiropractic Community since 2005

Short Term Disability Insurance

- *Guaranteed Issue up to $700.00/week
- *Maximum 1,400.00/week
- 13 and 26 week periods
  *VCA MEMBERS ONLY – limited time

Long Term Disability Insurance

- To Age 65 Benefit Period
- Portable Policy

Business Overhead Insurance

- 10,000/month with 2 year benefit
- 10% discount for members

Other Services

- Small Business Retirement Planning
- Individual Retirement Accounts
- College Planning

Endorsed by:

The Unified
Virginia Chiropractic Association
Ensuring the Health of Virginians
not only the individual doctor in question, but the profession as a whole.

FAQs

• What if the hired PT leaves your practice?
  If you are going to keep advertising using the prohibited terms, take reasonable steps to hire another licensed PT. Keep records of these efforts. Document want ads and interviews. No one will expect you to replace the PT the next day – but you must be able to show you are seeking to fill the position.

• What about talking to patients about doing physical therapy?
  Explaining what clinical procedures you do in your office, and how and why you do them is not advertising. There are better and more descriptive terms to use than “physical therapy”, so figure out how to use them when you talk to patients and potential patients.

• What if I have “Physical Therapy” in my clinic name?
  If you have a licensed physical therapist on staff, this law will not affect you. If you do not have a licensed physical therapist on staff, you may need to seek legal counsel for your particular situation in order to determine whether or not your practice is subject to grandfathering provisions. For a list of Virginia healthcare attorneys recommended by Unified VCA members, contact the association office.

Summary

Although this new law imposes some limitations on our ability to use two specific terms in advertising, this new law also strengthens our right to actually perform, and to be paid for, providing physical medicine services.

It is a matter of semantics. “Physical therapy” does not equal physical medicine modalities and procedures. CPT codes that cover physical medicine modalities are open to all licensed providers, not just PTs. They are physical medicine codes/procedures – not physical therapy codes/procedures.

Fortunately, as a profession, we do not need to use the term “physical therapy” to describe the procedures we perform. There are other accurate terms for Doctors of Chiropractic to use. In addition, some feel that each time we use the general term “physical therapy” we inadvertently strengthen the hold that physical therapists have on procedures assumed to be included in the term. By changing our verbiage when referring to these procedures, we not only comply with the new legislation but contribute to conveying Chiropractic’s positive and distinct identity.

The Unified VCA has provided this document in an effort to help ensure members understand and are compliant with the new regulation. Due to the complexity and ambiguity of the issue, if you have questions about your specific situation, we recommend that you consult your attorney.

For Members Only from TheraPearl

TheraPearl, one of the exhibitors at the recent Unified VCA Fall Convention in Roanoke, is the manufacturer and distributor of new supreme technology hot/cold pain relief packs that conform to relief area when frozen. The company had to leave the show a little early, so wants to be sure that you are aware of this special introductory offer to Unified VCA Members: buy (5) Rectangles, (5) Eye Masks, (3) Neck Wraps, and (3) Back Wraps, and receive a FREE Oyster Shell Display and (2) FREE Eye Masks. Cost: $145.00. Profit: $170.82.

For more information, visit www.therapearl.com.
Our Network of Expertise …

Is a Doctor’s Best Defense

As a Doctor of Chiropractic, you count on your malpractice plan to protect you.

With experience defending chiropractors dating back to 1946, NCMIC has seen all kinds of cases. We’ve established a wealth of information about chiropractic malpractice and a national network of attorneys who specialize in it.

We’re constantly updating our chiropractic information, plans and strategies. So, the minute we take your call, we’re ready to answer your questions and defend you to the fullest.

Find out how you can benefit from NCMIC’s malpractice insurance plan.

Call 1-800-769-2000, ext. 3120.
Building your Bottom Line... Effortlessly

Daniel A. Shaye, DC, CCSP, CCRD, FIAMA
CEO, A Trusted Voice

At regular intervals, the Unified VCA has provided you with Celebrate Wellness!, a members-only benefit. How can YOUR office tap into the power of Celebrate Wellness! to build your bottom line? Read on.

If you haven’t been using Celebrate Wellness!... that’s fantastic. OK, in some ways that’s terrible; but there are two silver linings:

1. The articles are fully recyclable. Article 10 (Back to School) is relevant each and every year, for example. For some people, Article 8 (Headache) is relevant each and every DAY. For those of you who have faithfully been using Celebrate Wellness!, remember that the new patient scheduled for later today hasn’t received a single article yet. Get crackin’ (if you’ll pardon the double entendre), and grow your practice the easy way.

2. You have an opportunity to set up your internal marketing SYSTEM (not a random, “what do I feel like doing today?” hodge-podge), and start implementing it.

Here are some tips on building a SYSTEM using Celebrate Wellness!

Consider a “topic of the month/week/day/quarter” dry erase board in your reception area, and have interesting and useful health tips or memorable, inspirational material for all to view. If you can tie these into Celebrate Wellness! topics, that’s wonderful. Regardless of what topic you may or may not choose to promote as an office, make it a reflex to hand the printed material to EVERY patient who walks through your door. If your patient complains of headaches, hand them a piece on headaches. If your patient doesn’t seem to “get” wellness care, hand them a piece on wellness care. If they mention their child with spinal curvature, hand them a piece on scoliosis. If they mention nothing, use a printed piece to spark a conversation... and ask them to pass it on to share the information. If you use a physical chart, literally check off (date) each piece as you hand it out. In our office, the printed materials are readily available to the doctor in folders that are numbered:

1. Drug Risks and Healthy Choices
2. Low Back Pain
3. Wellness
4. Arthritis

(etc. -- visit web site for complete list of over 20 topics)

Every chart in our office also has a little 4x4 tracking form in the back, allowing us to record that this patient has received the Carpal Tunnel Article (#23). Whether it’s back-to-school time, or Spring time, or whatever, we are sure to hand one out to every (EVERY) patient... and we track that act. You can also track each and every doctor’s use of the articles... and correlate their referral statistics to that use. Make new patient generation and genuine outreach a habit, not a game or a random affair.

HINT: Office managers, if you can’t get your doctors to hand these out, stick one in each chart (be sure it’s not a duplicate of one previously handed to that patient) for the day. The doctor will see it, and reflexively hand it out. That’s not as good as having your doctors select a topic that specifically applies to the patient’s comments about their star athlete Tommy (time for article #16!), but it’s a start.

Now, WHY are we handing these articles out (and posting the audio on our websites)? It’s not just because we want more business. Sure, we all want to build thriving practices; but the way to get is to give. Use
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Continued from page 13 - BUILDING YOUR BOTTOM LINE...

these materials to make it clear that you are dedicated to creating EXCEPTIONAL VALUE for each and every one of your patients. Make it clear that, over and above you very talented hands and highly trained mind, you are ceaselessly devoted to being a fountain of useful and diverse information to help the patient and their family and friends LIVE BETTER. Make it clear that a patient who comes to you will receive more than they can reasonably expect from any other doctor, each and every time they walk through your door.

We, the Public Relations Committee, look forward to bringing both your patients and you, the loyal UNIFIED VCA doctor-member, continued value through UNIFIED VCA membership.

Continued from page 3 - STRATEGIC PLAN ANNUAL UPDATE

educate patient base
- The Celebrate Wellness! hand-outs and audio clips provide over 20 topics to help doctors educate their patient base.
- Several PowerPoint presentations on web site.
- The PR Committee has been using our Facebook page to get interesting news and information out.

MEMBERSHIP AND PUBLIC RELATIONS - GROW MEMBERSHIP - INCREASE MEMBER VALUE - Teach members to give lay lectures, disseminate PowerPoint presentations to membership, develop corporate/municipal/ business health talks to be given or sold to member doctors
- The Insurance Committee developed a PowerPoint presentation for member doctors to use to help educate human resources directors about the benefits of including chiropractic into their WC programs. In addition, the PR Committee developed flash presentations targeting MDs and PI attorneys.
- We have a couple of PowerPoint presentations in the members-only section of the web-site.
- PR Committee is converting some of the more popular Celebrate Wellness! pieces to PowerPoint presentations.
- A presentation to insurance adjusters by Dr. Bill Thesier is available to members on our web site.

MEMBERSHIP AND PUBLIC RELATIONS - GROW MEMBERSHIP - INCREASE MEMBER VALUE - Post library of clinical research on web site to back up any PR campaigns, answer member questions, etc.
On new web site, in the Patients & Public section, under “Research”: CAM-Oriented Primary Care Providers Result in Cost Savings, High Patient Satisfaction, Study Suggests (pdf); Mercer Report; Duke Headaches Synopsis 2; UK Evidence Report; more.

LEGISLATION - INCREASE PAC ACTIVITY, DCS’ KNOWLEDGE/INVOLVEMENT
- Additional and new Unified VCA Board Members have joined the C-PAC Board and increased involvement
- C-PAC raffle at Unified VCA Spring Convention raised $5,000.
- C-PAC raised over $10,000 in pledges at Fall Convention.
- C-PAC is increasing its visibility at Unified VCA conventions.
- Unified VCA has contributed a section of its new web site expressly for C-PAC.

LEGISLATION - PROTECT CHIROPRACTIC IDENTITY/ADJUSTMENT
- Board directed Legislative Committee to pursue mutual protection on profession-specific terms with PTs, with emphasis on improving chiropractic’s profession hold on performing modalities.
- Dr. Bill Ward attended meeting of state chiropractic
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bmanabolic@comcast.net

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.

Ames BN. Low micronutrient intake may accelerate the degenerative diseases of aging through allocation of scarce micronutrients by triage. Proc Natl Acad Sci 2006; 103(47):17589-94.

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associations in California to discuss PTs and legislative successes in other states. Issue continues to be studied.

LEGISLATION - INCREASE REPRESENTATION IN REGULATORY ARENA - Study increasing representation on Board of Medicine or creating a separate Chiropractic Board
- Once upon a time there were two chiropractic representatives on the BOM, rather than the current one. A number of other states have their own separate Board.
- Committee has been established to study how to best increase representation in our state: pursue a separate Board, increase the number of our reps on the existing combined Board, etc.

LEGISLATION - CLARIFY “PHYSICIAN” STATUS
Chiropractors are already considered physicians under the medical practice act. Our efforts are currently focused on defending this status.

LEGISLATION - INCREASE FREEDOM TO TELL THE CHIROPRACTIC STORY OF HEALTH/ADVERTISING
(Objective: to determine barriers in chiropractic advertising and develop resolutions/recommendations for members)
- Primary focus has been on educating DCs regarding changes in advertising physical therapy services.
- Clarification of existing advertising parameters from the BOM has been slow coming. Our efforts continue.

LEGISLATION - EXPAND/CODIFY SCOPE OF PRACTICE
Through our recent legislative actions, we have further solidified our rights to provide manual therapy services.

Help ensure that our long range planning factors in your needs, perspectives and priorities! Join us in January for the Second Annual Unified VCA Strategic Summit! Details soon.

Save Your Practice Money AND Donate to the VCA.

MD On-Line is offering special pricing for Unified Virginia Chiropractic Association members to submit insurance claims electronically, through a web-based solution, to over 2,000 payers.

PLUS: For every participating claim a VCA member sends through MD On-Line 2 cents will be donated to the VCA!

No Practice Management Software?
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The Unified VCA has named Dr. Jay S. Greenstein its 2010 Chiropractor of the Year. The selection of Dr. Greenstein was described by the awards committee as “fast and unanimous”, due to his “relentless work on behalf of Chiropractic.”

Dr. Greenstein is the CEO of Sport and Spine Companies, a multi-location, multidisciplinary practice with eight locations throughout Maryland and Virginia. Dr. Greenstein received his undergraduate degree from the University of Maryland, his DC degree from National, and a post-graduate degree in Sports Chiropractic from Logan. He has been a recommended provider for the National Football League (NFL) Players Association and for the Washington Redskins and Baltimore Ravens. He has been the Official Team Chiropractor for the Washington Redskins Cheerleaders since 1997 and is now also the Official Chiropractor for the Washington Wizard Girls. He has served as the Chiropractic Representative for the National Athletic Training Association and the Inter-Association Task Force for Cervical Spine Injured Athletes, and has served as the Maryland State Tae Kwon Do Association Medical Chairperson and Team Physician. Washingtonian Magazine has named him one of Washington’s Top Sports Physicians and the Maryland Chiropractic Association named him its Chiropractor of the Year in 2007.

Dr. Greenstein shares his talents and expertise with many. Continued on page 27

Dr. Jay Greenstein Named Chiropractor of the Year

Calendar of Events

November 6-7, 2010:
Validating Chiropractic 2010: Cutting-Edge Research to Improve Patient Outcomes
Malik Slosberg, DC, MS
Westin Hotel, Richmond, VA

February 12, 2011:
Medicare Made Simple
Susan McClelland, BS, CCA, FICC
Northern VA

February 13, 2011:
Coding Made Clear
Susan McClelland, BS, CCA, FICC
Northern VA

April 29-May 1, 2011:
Unified VCA Spring Convention
Dulles Airport Hilton
DC Program Includes:
- James Chestnut, BEd, MSc, DC, CCWP – Wellness
- Peggy Seron, DACBR, DABCO – Advanced Imaging
- Larry Plotkin, DC, CCSP – Common Pain Syndromes and Nutrition Interventions for the Chiropractor

CA Program Includes:
- Larry Plotkin, DC, CCSP – Intro/Overview of Rehab and Clinical Nutrition for the CA.

More sessions and details to follow soon

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A Member DC recently posted the following on vcadoctalk, the Unified VCA's e-mail discussion group for Doctors of Chiropractic:

“We have a few insurance policies that require an MD’s referral. There is a group of MDs down the road that refuse to refer to a DC even when the patient asks for one.”

Interesting discussion and good food for thought ensued, including the following excerpts from some of the responses that followed:

“We have a group here that has a POLICY to not refer to any DC. I even had a doctor who belonged to the practice refer a patient to us, and when the owner found out they ‘withdrew’ the referral. So we just started to tell patients to change their PCPs to someone who put their health into focus and not their prejudice. So far we are happy to say that we have had about 100 patients change their PCPs to the guys across the street!”

“I agree. The patient should fire his or her PCP if he/she has that kind of attitude. I’ve made that recommendation for years and most have followed the advice and happily continued on with chiropractic care. Many MDs are happy to work with chiropractors nowadays. Just seek them out and refer your patients to the good ones. Your patient’s love is the only one you should care about.”

“Many times, though, it’s just ignorance and fear controlling the MD’s resistance. I would highly recommend trying to educate them on our role within the healthcare system...

Try setting up a time to meet with them. If they won’t arrange a time, drop off some research (the ACA website has some great resources) and the VCA presentations regarding our role within the system. Many times this will change the environment, but the key is follow-up. You have to show them you care and that you will do what’s best for their patients. You won’t believe the lies that have precipitated throughout their education. No one else is going to teach them the truth.

Personally, I love doing this. The old saying about the bigger they are the harder they fall tends to be similar to what happens. When you get a PCP that previously hated you to see the benefit you can give their patients, they tend to do a complete turn around.

When all else fails, then the patient should definitely consider someone who is going to have the patient’s entire health in mind.”

“Just send them a nice report on your patient. Usually I send an initial report, then follow up with one a few weeks later with the results of care. I include a note that if they have any other additional patients they’d like to help I would appreciate the referral.”

“Use the MD presentations that the Unified VCA PR Committee developed. They work!”

See page 26 for details on the four flash presentations targeting MDs and other healthcare providers, FREE to members for unlimited use.
Our Mission

CMC's mission is to provide Chiropractors and Chiropractic patients with unparalleled service unlike any traditional billing service. We achieve this by dedicating a highly trained **Client Service Representative** to serve our clients every need. We support our Client relationship with state of the art computing and communication technology. We also offer other scalable administrative and managerial services that are aimed at making our clients more efficient and profitable.

Management Services

Our packages include payroll and benefit administration, HR virtual access, office assistant, performance reports and more.

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Our state of the art computing and communication technology solution coupled with the most advanced medical software is designed to simplify administrative tasks and improve productivity- and it's simple to use!

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CMC will focus on completing the necessary administrative task so that your clients team can focus on the patients well being.

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We will research all outstanding insurance and resubmit those claims for payment.

**Call Center**

CMC will be the primary recipient for all billing related calls from Insurance payers, patients, attorneys, etc. thereby keeping your phones clear for new patient calls.

**Other Offerings**

Insurance Verifications/Authorization, Collections, Scheduling, Credentialing, Durable goods, Nutritional Supplements, phone coverage, training.

References

Please feel free to contact these clients for testimonials or references about our services.

Bell Creek Chiropractic & Wellness Ctr.
Dana Williamson, D.C. / 804-523-8015

Harbour Pointe Chiropractic & Wellness Ctr.
Dr. Michael P. Placide / 804-739-7700

Sommerville Chiropractic & Wellness Ctr.
Dr. David C. Donofrio / 804-608-3214
Welcome, New Members!

The following individuals have joined the Unified VCA since the summer newsletter was published.

Nicholas J. Andolina, DC
Rosa Family Chiropractic of Alexandria, VA
Phone 703-750-1177
nicholasjandolina@yahoo.com
First Year DC

Edward S. Baek, DC
Carechoice Chiropractic Clinic, PC
Centreville, VA
Phone 703-543-6788
carechoicechiro@yahoo.com
First Year DC

Rosalind Renee Bailey
Ft. Washington, MD
Phone 240-441-1928
Student

Joe Delaney
EASY PAY SOLUTIONS, LLC
Round Hill, VA
Phone 866-966-9484
jdelaney@easypaysolutions.com
Allied Supplier
Referred by Dr. Randy Michaux

ELECTRONIC PAYMENT SOLUTIONS

William E. DeRegibus, DC
Farmville Chiropractic Ctr
Farmville, VA
Phone 434-392-9807
Fourth Year or more

Richard D Dorsett, DC
Dorsett Chiropractic Clinic
Buchanan, VA
Phone 540-254-2249
Fourth Year or more

Sally C Dorsett, DC
Dorsett Chiropractic Clinic
Buchanan, VA
Phone 540-254-2249
Fourth Year or more

Jack Goggans
CHIROPRACTIC PATIENT CARE
Anniston, AL
Phone 256-241-6107
Allied Supplier
eMAGAZINE
Referred by Dr. Cecil Walker, ChiroOne Source

Tyrone A. Goins, Sr.
FINANCIAL RECOVERY CONSULTANTS
Midlothian, VA
Phone 804-639-9680
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Steven Horwitz, DC
Silver Spring, MD
Phone 301-622-9000
Out of State DC

Mark W. Hundley, DC
Phys-Med
Williamsburg, VA
Phone 757-253-1900
Fourth Year or more
Referred by Ms. Susan McClelland

Brian D. Jensen, DC
DMX of Virginia
Roanoke, VA
Phone 540-266-7916
First Year DC

Robert M. Knapp, DC
Advanced Alexandria Chiropractic Office Ltd
Alexandria, VA
Phone 703-823-2201
drknapp@aachiropractic.com
Fourth Year or more

Milan J. Lassiter, DC
FunkyChiro@yahoo.com
Fourth Year or more

Kenneth J. Miller, DC
Roanoke, VA
Phone 540-345-0008
Retired DC

Glenn S. Muller, DC
Petersburg Chiropractic
Colonial Heights, VA
Phone 804-520-7246
Fourth Year or more

Tejal Patel, DC
Misra Chiropractic
Ashburn, VA
Phone 703-724-9899
Second Year DC

Erica L. Pollack, DC
Chiropractic Care Ctr
Blue Ridge, VA
Phone 540-977-4611
Fourth Year or more
Referred by Dr. Gregory Capps

Shara H. Posner, DC
Back to Health Ctr
Alexandria, VA
Phone 703-683-7771
Fourth Year or more
Referred by Dr. Steve Trauben

Julie A. Pyle, DC
Tuck Chiropractic Clinic
Christiansburg, VA
Phone 540-382-3000
First Year DC
Referred by Dr. Dr. Logan Brooke

Steven W. Schumacher, DC
Schumacher Chiropractic
Bristol, TN
Phone 423-968-3311
drchirouc@aol.com
Out of State DC

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Christopher J. Ubert, DC
Creekside Chiropractic
Winchester, VA
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Michael J. Vanella, DC
Vanella Chiropractic
Virginia Beach, VA
Phone 757-270-1333
vanellachiro@aol.com
Fourth Year or more

Mitchell Todd Watson, DC
Virginia Sports & Chiropractic
Abingdon, VA
Phone 276-206-8202
dr.toddwatson@gmail.com
First Year DC

Travis L Wilson, DC
Virginia Health Solutions
Newport News, VA
Phone 757-223-8000
virginiahealthsolutions@gmail.com
Second Year DC

ARE YOU MAXIMIZING YOUR MEMBERSHIP INVESTMENT?

We’ve learned that you get hit with so much news and information these days from so many sources that it’s difficult to keep up with your benefits as a Unified VCA Member. Do you know:
• That there are PowerPoint presentations, research studies, sample forms, and other tools and resources available to you on the new web site?
• That the Celebrate Wellness! series of patient education hand-outs and audio clips now exceeds twenty topics?
• That in addition to the four flash presentations you can use to increase MD referrals, you now also have a presentation targeting personal injury attorneys at your disposal?
• That past issues of your Member FYIs and The Virginia Voice are available online, 24/7?

Take a moment to peruse the Unified VCA website and discover what you’ve been missing!
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Unified VCA DC Members may place a classified ad in *The Virginia Voice* and on VCA’s website free of charge. Fee is $5 for non-member DCs and all Suppliers. Listing will remain on website for 3 months, plus appear in at least 1 issue of the newsletter and at least 1 broadcast email/fax to DCs throughout VA. Limit of 35 words may be imposed. For deadlines, display ad info. and/or to submit your listing, e-mail vcacentral@hughes.net.


**EVENTS**

**SPORTS INJURY/REHB KY TAP-ING CERTIFICATIONS:** Baltimore Airport, Nov 6-7, 2010. 24 CE credits applied for. Instructors: Holly Moriarty, DC, CCSP, ART, KRPT, "Expert in Sports Medicine", Olym-pic Training School Attendee & Mike Moses, DC, to USA Rugby Team. For details: web caceofpa. phone 610-929-9882, email caceofpa@gmail.com. DCs $499 w/lunch (call about 10% early-bird &/or UNIFIED VCA MEMBER DIS-COUNTS). [8/10/10]

**COVERAGE**

**OFFICE COVERAGE STATE WIDE since 1986. Full & half day rates. Emergency, maternity, short, long term coverage. Large selection of licensed & insured chiropractors. We can help w/yr coverage & as-sociate needs. For a FREE quote, call 1-800-501-6111 or visit www.mmachiropractors.com. [9/28/10]**

**CHIROPRACTIC COVERAGE:** Hampton Rds area. NCMIC insur. Diversified, Drop, Activator, Gonstead, SOT, F&D, myofascial release, Graston treated. Webster cert, pediatric exp. Dr.AshleyDC@ gmail.com. [9/20/10]

**IMMEDIATE Chiropractic Cover-age:** Expd DC available for cover-age for Northern VA & MD. VA & MD (w/PPT privileges) licenses. NCMIC insured. Flexible days & hours. Great personality, caring, very ethical. Contact Dr Nahal Esmaeil: phone 913-980-9804, email back-2healthchiro@yahoo.com. [9/9/10]

**CHIROPRACTIC OFFICE COVERAGE:** Expd DC available for office coverage. Lic’d in MD & VA w/PPT privileges. Adapt at manual & instrument adjusting techniques & rehab. Prof & reliable w/great refs. Contact early to reserve your dates. Dr Angela Tamsett, 214-566-2927, dtamsett@gmail.com. [8/22/10]


**POSITION AVAILABLE**

SEEKING ACCOC: An upbeat, enthusiastic dr who wants to join great team in NoVa in 1 of the fastest growing/most lucrative counties. Must be positive, willing to work hard to achieve success. Bilingual (Eng/Sp) helpful/not reqd. We supply rm, procedures, admin, billing; maintain reception area, sched appts, an-swer phs, greet patients, maintain accts/records, file ins, assist w/ins apps, ofc mts. New on-site x-ray, complete office renovation, paper-less software, exc location w/great visibility, flex hrs. Svcng community for 8 yrs; 10 more yrs on lease. Ofc combines chiro, physiotherapy, nutrition, acupuncture; treats inju ries, PI, WC, OB, peds, ins, cash, anyone needing care. Send re-sume to chiro208@vacoxmail.com or fax 703-904-8529. [10/13/10]

SEEKING INDEP CONTRACTOR: An upbeat, enthusiastic dr who wants to join great team in NoVa in 1 of the fastest growing/most lucrative counties. Must be positive, willing to work hard to achieve success. Bilingual (Eng/Sp) helpful/not reqd. We supply rm, procedures, admin, billing; maintain reception area, sched appts, answer phs, greet patients, maintain accts/records, file ins, assist w/ins apps, ofc mts. New on-site digital x-ray, complete office renovation, paper-less software, exc location w/great visibility, flex hrs. Svcng community for 12 yrs; 10 more yrs on lease. Office combines chiro, physiotherapy, nu-trition, acupuncture; treats injuries, PI, WC, OB, peds, ins, cash, anyone needing care. Send resume to chiro208@vacoxmail.com or fax 703-904-8529. [10/13/10]

BUSY, HIGH VOL family chiro ofc seeking energetic, ethical, personable DC to be part of our team. Just re-located to our new 3000 sq ft state-of-the-art facility. Currently 3 MTS & 3 CAs on team. Looking to make an assoc’s dreams come true. Offer a rewarding compensa tion pkg. Conveniently located in Colonial Heights, 15 mins to downtown Richmond, 1.5 hrs to Va Bch & Wash DC. Diversified, Gonstead, Activator, Drop, F/D, axial decompression, SOT techniques, passive PT. For more info or to send resume, fax 804-520-7624 or email ariyachiropRACTic@yahoo.com.

ASSOC NEEDED for 30 yr estd practice in Williamsburg. Current assoc here 10 yrs & assoc before here for 13 yrs. Practice is well equipped for Chiro, Rehab, Spinal Decompression, Acupuncture & Class IV Cold Laser. If you are new, expd or semi-retired & looking for a stable long term relationship contact IMC, 1318 Jamestown Rd, Williamsburg, 757-253-1900, email imc@tmi.net. [9/8/10]

**INDEP CONTRACTOR...** If you really want to start yr practice, this is the way to go. Why work for someone & then have a non-com pete clause? 3500 sq ft ofc, fully equipped treatment rms, lg rehab ctr, full gym. Highly skilled ofc staff. Build yr practice w/expertise instead of spinal screenings. Focus on in tegrity & patient care. Low monthly reg. Ofc led by a Diplomate in Rehab & wants mutual camarade- rie. Pls contact us at novachiro@msn.com. An incredible value in a fantastic facility that offers so much more than the typical chiro ofc.

**ASSOCIATE NEEDED in busy, family, 100% Cash practice in Old Town, Alex. Learn how to correct spines & thrive in a cash practice. Check out www.chiroassoc.net. Call Dr Woods, 703-739-0456. [9/3/10]**

**ALEXANDRIA:** Seeking outgoing, up-tone team player who shares a desire to help others. Must be an experienced dr oriented dr w/strong comm’s & adjusting skills. Our prac-tice offers MT, reflexology & acu puncture in addn to chiropractic. Pfx fax resume to Dr Brian Bodnar at 703-721-0534 or e-mail bodnar-chiro@verizon.net. Feel free to visit our Web site at http://bodnarchiropractic.chiroweb.com/. [8/27/10]

**INDEP CONTRACTOR:** Ashburn. Looking for a self motivated, upbeat & enthusiastic DC to come & work in our practice. Send resume to dr_vle@yahoo.com or call 703-729-5600. [8/25/10]

**MASSAGE THERAPIST:** Looking for great career in a fast paced, upbeat clinic, while working with other professionals to relieve pain? If you’re a positive, high-energy person, fax yr resume to 540-635- 4450. Smoke-free facility. [8/25/10]

**ASSOC DR:** Candidate must be energetic, enthusiastic, highly skilled clinician w/an excitement to learn. We are a rapidly growing office specializing in functional injury rehab. Salary + bonus & benefits. Multiple opps for ownership will be discussed. For more info, pls fax CV to 540-635-4450 or email to jbusch@healthsourcachiro.com.

**AMAZING CAREER OPPRTY:** This is your opportunity to work in a fast-growing NoVa practice. Seeking a caring, highly motivated DC to help build the perfect sports-based practice. You’ll be working w/our local sports rehab group. We work w/chiros, PTs & athletic trainers. Guar’d base salary

*Continued on page 26*
Honor Roll Reflects:
• Pledged contribution amount
• Not necessarily amount actually received to date
• At the time this issue was produced

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Adam Wilding
John Willis

GOLD
($600 to $999)
Jeff Bowers
Chris Brown
Donald & Robin Bresnahan
Phillip Connolly
Christopher Frey
Jay Greenstein
Kirsten Grove
Michael Haas
Michelle Kotkin
Susan Martin
Minesh Patel
Steve Trauben
Charlene Truhlik
Lee & Wendy Willis

EMERALD
($200 to $399)
Scott Banks
Logan Brooke
Karen Cerwinski
John Clayton
Paul Cronk
Debra Farrell
Lawrence Granlund
Bob Hedgepath
Corey McKinley
Meredith Oudt
Stewart Ransley
William Thesier
Garrett Thompson
Nick Triandos
Paul Tschetschot
William Ward
Tom Wetzen

SILVER
($400 to $599)
Ed & Paula Carlton
Janice Piedmont Dunlap
Joe Foley & Diane DeReu-Foley
Valerie Hoffman
Sherron Marquina
Wade Quinn
Jennifer Rathmann
Martin Skopp
Glenn Stark
Susan Sweeten
Jerry Ray Willis
Howard Wilson

BRONZE
(Up to $199)
George Bakalis
Larry Bompiani
Christopher Bruno
Craig Camidge
Eric Carlsten
Camille D’Amato
John “Tom” Dickerson
John Fernandez
Alicia Haupt
Joshua Keene

The Virginia C-PAC is not formally affiliated with the Unified VCA. However, the two organizations are committed to working together to increase the effectiveness of political and legislative efforts.

Visit the Virginia C-PAC’s new section on the Unified VCA web site:

If you have any questions, comments or suggestions, please feel free to contact Dr. Charlene Truhlik, C-PAC Chair, at 276-783-5600.

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Street Address:____________________________________________ City:________________________ State:______Zip:_____________

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Continued from page 24

+ bonuses. Our training is designed to teach you how to build & run a sports-based, rehab practice w/6 fg potential 1st year. Benefits incl competitive salary, med bens, IRA Retirement, pd vacation, flex hrs, CE, prof dev & merit incs, incentives. Pls send resume to drward@novarehe.com for review & availability for interview. [8/22/10]

ASSOC / INDEP CONTRACTOR (NoVa): Searching Full or Part-Time Chiro drs in NoVa. Clinically strong, motivated, self-starter, interested in practicing in a group setting. Competitive salary & Profit sharing with opp. for partnership, acupuncture subspecialty, myofascial, PT, rehab training a plus. Email CV to DLeeDC@RaphaClinic.com. [8/22/10]

LOOKING FOR a self-motivated, personable, team player to join me in opening a 2nd ofc. Current practice utilizes diversified & soft tissue techniques, has MTs, acupuncture, Reike & Rolfing practitioners on staff. I'd like to cont this model in new location right outside of Old Town Alex. Opportunity cid range from indep contractor to shared partnership in time. Great opportunity to make money w/out stress of opening yr own ofc. If this sounds interesting & you are looking for a long-term opportunity, please contact me at cvirusky@hotmail.com. [8/16/10]

BUSY METRO DC/NoVA chiro office now accepting apps for assoc positions. We need clinically strong, self-starter willing to work in this busy, diversified practice. Competitive salary + bonus & benefits. Come be a part of a fantastic team. Pls send resumes to jhwwwww@cox.net.

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CHIROPRACTIC CENTERS OF VA: Chesterfield Cty Courthouse location looking for Indep Contractor w/potential for FT employment, bonus, health & dental, 2 wks vacation, retirement. We’re here to serve our community & further the prof so Ownership opportunity potential for right candidate available. She/He should bring ambition, passion, & humble skills to this condition-based, active rehab, referral-driven practice. Check your ego at the door. Check us out at www.chirocenters.com. Email CV or resume to drkennedy@chirocenters.com. [8/4/10]

SEEKING UPPER CERVICAL DR to work in busy holistic med practice in NoVas. Must be familiar w/Blair, Nucca, Atlas Orthogonal, Activator. Pay dependent on exp. Great oppty to learn from a very exp dr who worked under Dr Sweat, founder of Atlas Orthogonal. If interested, pls send cover ltr & resume to drrhite@gmail.com. [7/29/10]

INDEP CONTRACTOR: Williamsburg, Va. Looking for DC to come in to our practice as an independent, practicing under our system. You will NOT be an employee. You get 1st rate assets & will be practicing in a fantastic prof ofc w/a highly respected name in the community. Practice details: Neumec equipment adjusting, heavy focus on spinal stenosis & degenerative disc disease. Busy practice driven by MD referrals. Interested call 757-259-1122. [7/28/10]

SPORT AND SPINE REHAB, a rapidly growing Chiro, PT & Rehab co is looking for highly skilled, ethical DCs w/exc clinical, interpersonal & comm skills. Competitive salary, bonus structure, benefits plan inclusive of health, dental, life, long term disability insurance as well as cont ed benefit, 401K match, ownership plan, more. For more info, pls contact Dr Jay Greenstein at djjay@ssrehab.com.

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Unified VCA Members have free access to professional, concise, evidence-based, and entertaining tools to help build relationships with other healthcare providers. The presentations provide an effective and EASY way to reach out to them in a way that is meaningful to them to offer your services, educate about Chiropractic, and show how incorporating chiropractic into their healthcare team will help their practice and their patients.

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757 813-5080. [10/26/10]

ASHLAND: 29 yr old, very well established family clinic in quaint setting looking for DC to buy into the clinic. Great patients, staff, etc. If interested, please call Janet at 804 304-6214. Great opportunity, some owner financing avail. [9/28/10]

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YORKTOWN: 15 yr wellness-based practice in York Cty. 1500 sq ft turnkey operation, great location. Fantastic patients. Dr retiring but will stay for smooth transition. Contact Dr Duane H Connell DC at duaneconnell@earthlink.net or 757-593-3222. [7/26/10]

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Editorial Committee: Brad Robinson, DC, FICA, President; Scott Banks, DC, MS; John Willis, DC; Sandy Elbaum, DC.

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Continued from page 19 - GREENSTEIN

He sits on a number of advisory boards in healthcare, banking and IT, plus serves as CCGPP’s Communications Chair and Chair of both the Unified VCA’s Insurance and PR Committees – two of the association’s most active and productive committees.

Congratulations - and thanks - Dr. Greenstein!

The Unified Virginia Voice
Fall 2010

The Unified Virginia Voice
Virginia Chiropractic Association
Fighting the Battle of Medicine

The Virginia Voice
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