



*Prosperity Through Unity  
Exceptional Care for Idahoans*

April 2025

*The IACP News, Vol. 9, No. 4*

# **2025 IACP Annual Convention**

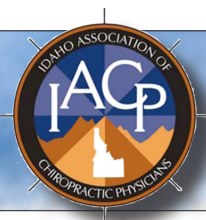
*April 25-27, 2025 at the Grove Hotel, Boise, ID*

Join your fellow chiropractic colleagues for the 2025 IACP Annual Convention April 25 - April 27, 2025 at The Grove Hotel in Boise. The event will be filled with innovative presentations, networking opportunities, and discussions on our efforts to grow the chiropractic industry into the future. Our fresh and diverse set of speakers, along with our exhibition of industry partners, will provide you with professional development as well as applicable products and services to benefit your practice. Our CA track will focus on multiple areas of practice management, billing, coding, documentation, and audit protection.

[Click here](#) for more information. **Networking, CE, Services**







# IACP

The mission of the Idaho Association of Chiropractic Physicians (IACP) is to act as the unified voice, leader and stalwart supporter of the individual licensed doctors of chiropractic and supporting associates who provide exceptional health care and wellness to the patients and communities of Idaho. In supporting our Idaho chiropractic physicians, the IACP will work diligently to protect, enhance and build opportunities for the chiropractic industry and increase public access to chiropractic care.

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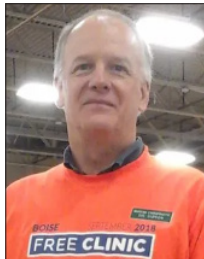
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### Idaho Association of Chiropractic Physicians

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# Join the Pack

The IACP acts as a resource, representative and leading advocate for the chiropractic industry in Idaho. We cannot continue to properly serve the chiropractic profession without the commitment and support of exceptional industry leaders, such as yourself. The IACP Board and its members believe that membership in the Association is and should be mutually beneficial to both the Doctor and the IACP, which makes it a perfect cooperative relationship. As a member, you will have multiple opportunities to obtain learning and marketing opportunities, at a discounted rate, through membership, as well as, have an opportunity to utilize the services of the IACP team and its Board. You will also have an opportunity to get involved in important issues, from the center, along with other industry leaders and spokespeople. At the same time, the Association continues to grow and provide broader services to the industry with your support. Join now and be a part of the “pack” that will lead us into the future!



We publish news and articles of interest to the chiropractic community without charge. If you have a press release, news article or event to publicize, email your info to:  
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## F4CP celebrates an impactful year in chiropractic advocacy and awareness

*This year's Impact Report shares significant growth and increasing influence*

The Foundation for Chiropractic Progress (F4CP), a not-for-profit organization dedicated to informing and educating the general public about the value of chiropractic care delivered by doctors of chiropractic (DC) and its role in drug-free pain management, published its 2024 Impact Report. The report reviews some of the key activities and successes resulting from F4CP's marketing and advertising efforts.

“The Foundation for Chiropractic Progress continues to set new benchmarks in education and advocacy for chiropractic care,” says Kent Greenawalt, chairman, F4CP. “Our 2024 Impact Report showcases the powerful reach of our initiatives—educating millions on drug-free pain management, expanding our global influence and solidifying chiropractic's role in mainstream healthcare. We are proud of these accomplishments and we're excited to build on this momentum in 2025.”

The 2024 Impact Report highlights a year of strategic growth and success for F4CP. From groundbreaking media campaigns to record-setting industry engagement, F4CP has significantly advanced its mission of raising awareness about chiropractic care. Key milestones include the debut of the ‘Satellite Media Tour,’ a surge in digital engagement from advertising placements and the continued expansion of ChiroThon®, which united thousands in support of chiropractic advocacy.

### Strategic Media and Advertising Impact

F4CP launched its first ‘Satellite Media Tour,’ with President, Dr. Sherry McAllister delivering expert insights on pain management and posture improvement. The organization's ‘Made Possible By’ campaign reached over 100 million potential patients through 10 commercials aired during major sporting events, including The Masters, National Finals Rodeo, and Biofreeze USA Pickleball National Championships.

Golf, rodeo, and pickleball-themed commercials received significant engagement, with the ‘Perfect Swing’ ad airing 17 times during The Masters, boosting Google searches for ‘chiropractor’ by 257%. The rodeo ad campaign aired

350 times during the National Finals Rodeo, highlighting chiropractic care for athletes.

### ChiroThon® and Industry Recognition

The third annual ChiroThon at California Chiropractic Association's (CalChiro) Fall Conference attracted over 280k viewers, raising over \$55k for chiropractic advocacy. F4CP's award-winning campaigns continued their streak, earning the HDM Gold Award, Gold Hermes Creative Award, Healthcare Advertising Award and a Silver Stevie Award recognizing Dr. McAllister's leadership.

### Expanding Reach Through Thought Leadership

F4CP's Adjusted Reality® podcast reached 118 countries, featuring influential guests like Dr. Bruce Lipton and fitness icon, Elaine LaLanne. The organization's Harris Poll survey reinforced chiropractic's effectiveness, revealing that 80% of those who sought chiropractic care for back or neck pain found it beneficial.

### Growing Membership and Global Influence

Membership soared past 36k, with the Association of New Jersey Chiropractors joining as a Group Member. Internationally, F4CP welcomed its 10th Global Leader, the Emirates Chiropractic Association, joining associations from Portugal, South Africa, Malaysia and beyond.

### Looking Ahead to 2025

F4CP will be capitalizing on the success of 2024 in various ways including a chiropractic-focused posture campaign and expanded advertising efforts ahead of the FIFA World Cup. The annual ChiroThon will also return in partnership with the Association of New Jersey Chiropractors. Overall, 2024 was a transformative year for the Foundation, with exciting momentum leading into 2025. F4CP thanks its sponsors, members, and supporters for a successful 2024 and looks forward to continued growth in 2025.

To read the full 2024 Impact Report, [click here](#).



# RFK Jr. and the Future of Chiropractic

- RFK Jr.’s leadership could set the stage for a health care revolution; one in which consumers become more aware of how chiropractic fits into their journey toward optimal living.
- RFK Jr.’s stance on reducing reliance on pharmaceuticals, promoting natural health solutions, and advocating for informed choice in health care mirrors why many of us became chiropractors in the first place.
- If the chiropractic profession strategically positions itself during this critical period, the next four years could redefine its role in modern health care.

*By Dr. Sherry McAllister is the president of the Foundation for Chiropractic Progress (F4CP). She is a graduate of Palmer West College of Chiropractic and has a master’s degree in education.*

As the national conversation around health and wellness evolves, Robert F. Kennedy Jr.’s potential impact on health care policy presents an unparalleled opportunity to align dialogue with chiropractic care. RFK Jr. has long been an advocate for medical freedom, holistic wellness, and patient-centered care – values that resonate with the chiropractic profession. His leadership could create a four-year window in which chiropractic can be positioned as an essential pillar in health care.

Patients are becoming increasingly aware of how their choices are influenced by Big Agriculture, Big Pharma and Big Food, and they are beginning to demand better options. The current system is deeply flawed: despite being one of the wealthiest nations, we are among the unhealthiest. It’s time to change the way we look at things, so the things we look at change!

Patients need a health care provider who is well-versed in optimizing function and focused on more than a localized symptom, but rather a whole-being approach. This encourages conversations on patient’s concerns, assisting them to find the best health care options for their quality of life. Too much of today’s health care is fraught with sick care, misinformation and “a pill for every ill.” Who will be the provider to step up and guide patients on a journey of longevity offering the support and answers they can rely on when they need it most?

But first, patients must recognize how doctors of chiropractic (DCs) play a role in their whole-being care. That is why the Foundation for Chiropractic Progress (F4CP) has taken the lead on an awareness campaign for patients to showcase chiropractic care. With this potential shift in the health care landscape, every chiropractic organization has a unique opportunity to proactively educate consumers about their health.

This initiative would also alleviate the burden currently placed on medical doctors treating chronic disease. The statistics are alarming as reported from the CDC:

- Six in 10 adults in the U.S have at least one chronic disease.
- Four in 10 have two or more chronic conditions.
- Heart disease and stroke are responsible for over one-third of all deaths in America.
- Chronic disease accounts for 90% of the nation’s \$4.5 trillion in annual health care expenditures.

These figures underscore the critical need for a health care paradigm shift toward prevention and holistic, patient-centered care. Chiropractic care is well-positioned to play a pivotal role in this transformation.

RFK Jr.’s stance on reducing reliance on pharmaceuticals, promoting natural health solutions, and advocating for informed choice in health care mirrors why many of us became chiropractors in the first place: to foster an environment in which holistic and preventative approaches gain traction. This shift will significantly increase public recognition and utilization of chiropractic care. Achieving it requires proactive leadership and an unprecedented effort to educate consumers on a larger scale than ever before.

This four-year period is an opportunity to:

- **Expand Public Awareness:** Chiropractic care should be presented as a primary choice for whole-being health, not merely an alternative treatment. Public-education campaigns should emphasize its role in navigating nonpharmacological approaches to their health.
- **Engage Health Care Consumers:** Through social media and educational content, DCs can engage a growing audience interested in longevity, natural healing and peak performance.
- **Strengthen Legislative and Policy Influence:** With RFK Jr.’s potential policy shifts emphasizing health freedom and holistic care, chiropractic organizations can work toward greater insurance coverage, reimbursement rates and opening deeper discussions on what integration into mainstream health care can look like.

- **Forge Alliances with Holistic Health Advocates:** Bring greater clarity for patient-centered care by creating conversations and opportunities to collaborate for a personalized approach on whole-being health. Chiropractic can be a key component of a multifaceted approach to optimal health.

RFK Jr.’s leadership could set the stage for a health care revolution; one in which consumers become more aware of how chiropractic fits into their journey toward optimal living.

If the chiropractic profession strategically positions itself during this critical period, the next four years could redefine its role in modern health care – offering an opportunity to embrace a future of health freedom, natural healing and whole-being vitality.

The chiropractic profession can lead the conversation, educate the public and solidify its place at the forefront of a nonpartisan movement: Make America Healthy!

## Excellent reasons for attending the IACP Annual Convention

There are so many great ways to learn and sharpen your skills these days: you can read blogs, listen to podcasts and attend webinars, just to name a few. Why bother with the time and expense of an in-person conference or workshop? If that’s your attitude, then you may be missing out on one of the best opportunities to take your game to the next level. Live events — conferences, workshops, lunch & learns – provide unique learning and career building opportunities that you just can’t find anywhere else.

One of the biggest benefits of attending a conference is getting to know other people in your field. Having a big network benefits you in so many ways. Maybe you will need advice from an expert in another field — this is much easier to obtain when you have a network to reach out to. It’s also helpful to have support from people who are at a similar stage in their careers to you and can empathize with the problems and struggles which you go through at work.

If you want to know about the very latest findings in your chiropractic then a conference is the place to be. Often researchers will present preliminary findings or work which has not yet been published at a conference.

There are few things better for developing your ideas than a good spirited debate. Listening to and participating in lively discussions at conferences can give you new ideas, help refine your existing concepts, and maybe even change your mind about some key issues in your field.

Finally, it shouldn’t be overlooked that attending a conference is good fun! Although a conference is unequivocally a work event more than a leisure one, it can still be enjoyable. Travelling is a big part of the appeal of a conference, meaning that you get to see a different city, eat new food, and see some local landmarks or tourist attractions.

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# When Free Isn't Free: The Real Cost of Zero-Dollar Services

By Dr. Ray Foxworth, DC, FICC, ChiroHealthUSA

Recently, a chiropractor posted in a Facebook group asking whether it was okay to provide extremity adjustments for free. The responses? All over the place. Some doctors proudly declared, “I never charge for them,” while others warned, “You can get in trouble for offering free services.” While chiropractors themselves may be divided, compliance consultants, auditors and investigators are not! Experts in chiropractic compliance overwhelmingly agree. You should never offer free services. The risks of violating insurance regulations, anti-kickback laws, and state board rules are simply too high.

**FREE Doesn't Always Mean Value**

Let's be honest—just because something is free doesn't mean people want it. If someone offered you a free cup of coffee, you'd probably take it. But what if someone offered you or a family member a free or deeply discounted vasectomy? Suddenly, “free” doesn't sound so appealing, does it?

Patients value what they pay for. When you give away adjustments, exams, or any part of your care for free, patients may subconsciously assume it's not worth much. Worse, they may start to expect free services as the norm. Free can be a great marketing hook in some industries, but in healthcare, it most definitely is not.

Think about it: Would you trust a mechanic who promised you a free brake job? Or a dentist offering a “Buy One, Get One Free” root canal? Probably not. Patients associate cost with quality, and your chiropractic services are valuable. If you offer something for nothing, people start to wonder about the value of your care—and not in a good way.

**Federal and State Laws**

Giving away free services might seem harmless, but many states and federal agencies disagree. In some cases, offering free exams, X-rays, or adjustments can violate anti-kickback laws and insurance regulations. A well-meaning giveaway could put your license and your practice at risk.

**Setting a Dangerous Precedent**

Once you start offering free services, it's hard to stop. Patients talk. If one person gets a free adjustment, others

will expect the same treatment. Before you know it, you've got a waiting room full of people who aren't paying for your time and expertise.

It also creates an expectation that chiropractic care should be cheap—or worse, free. That's not just bad for your practice; it's bad for the entire profession. Chiropractors work hard to establish themselves as healthcare professionals, and giving away services undermines that effort.

**Legal and Insurance Nightmares**

Many insurance companies consider free services a red flag. If they find out you're offering freebies, they might audit your practice, question your billing practices, or even refuse to reimburse your claims. An insurance audit is about as fun as a root canal, so it's best to avoid giving them any reason to investigate your office.

**Losing Money Instead of Gaining Patients**

The goal of offering free services is usually to bring in new patients, but the numbers rarely work out in your favor. Let's say you give 10 free adjustments, hoping that 50% of those patients will stick around. In reality, only 10–20% convert into paying patients. Now you've given away hours of your time and resources for a handful of uncertain commitments. Meanwhile, those 10 free adjustments could have been paying appointments. Instead of building revenue, you're burning it.

**A Legal and Compliant Alternative: Discount Medical Plans**  
If your goal is to make chiropractic care more affordable for patients, there's a legal way to do it: Discount Medical Plans (DMPO). These plans allow you to offer discounted care to patients in a way that complies with federal and state laws.

Instead of giving away free services, you can enroll patients in a DMPO where they pay a set fee in exchange for legally discounted chiropractic care. This keeps your practice in compliance, ensures patients receive affordable care, and helps you avoid the legal pitfalls of offering free and discounted services the wrong way.

Free chiropractic services might seem like an easy way to attract new patients, but the risks far outweigh the benefits. Legal troubles, devalued expertise, insurance headaches, and lost revenue all make it clear “Free” isn't really free.

If you want to grow your practice, focus on ethical, sustainable marketing strategies that respect your time, skills, and financial well-being. A Discount Medical Plan is one of the best options for offering patients affordable care legally while also keeping your practice profitable. Because at the end of the day, you're not just a chiropractor—you're a business owner. And businesses thrive on smart decisions, not giveaways. If you are looking for a profitable discount strategy for your practice, [click here to learn more](#).

*Dr. Ray Foxworth, DC, FICC, is the visionary behind ChiroHealthUSA, serving as its esteemed founder and CEO.*

*With over 39 years of dedicated service in chiropractic care, Dr. Foxworth has navigated the complexities of billing, coding, documentation, and compliance firsthand. His rich experience includes roles as the former Staff Chiropractor at the G.V. Sonny Montgomery VA Medical Center and past chairman of the Chiropractic Summit and Mississippi Department of Health. Dr. Foxworth is deeply committed to advancing the chiropractic profession, which is evident through his leadership roles. He is an at-large board member of the Chiropractic Future Strategic Plan and holds an executive board position with the Foundation for Chiropractic Progress.*

# Soar with us



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# "We've helped 4.3 million family members receive chiropractic care. —AND WE'RE JUST GETTING STARTED."

*"When my mother, Dr. Betty, began her practice decades ago, Chiropractic care was illegal in our state. We've made incredible strides since then. I remember her unwavering commitment to helping as many people as possible, and I embraced that responsibility. However, my efforts to be generous and my failure to clearly explain the reasoning behind my services and fees—including offering different fee schedules—unfortunately caught the attention of my state's Attorney General.*

*This experience was the driving force behind the creation of ChiroHealthUSA.*

- *I was determined to create a tool that empowers Chiropractors and protects our practices.*
- *I wanted to safeguard our profession while helping patients overcome barriers to care.*

*I invite you to learn more about CHUSA, and thank you for making a difference in the lives of your patients."*

**Dr. Ray Foxworth**  
CEO/Founder  
ChiroHealthUSA

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## Do we need to be concerned about the rising incidence of tuberculosis?

With one of the largest tuberculosis (TB) outbreaks in US history, Kansas has more to worry about than its recent Super Bowl defeat. During the past year, 67 people with TB have been detected. This comes on the back of increasing rates of TB in the US year on year since the start of the COVID pandemic.

Prior to the COVID-19 pandemic, TB case counts and rates had been steadily declining in the United States since 1992. During 2020, the first year of the COVID-19 pandemic, TB cases decreased by 19.4% and the incidence rate decreased by 20.2%. TB case counts and incidence rates subsequently increased in 2021 and 2022. In 2023, the TB case count and incidence rate rose to above pre-pandemic levels.

### National case count and incidence rate

In 2023, the United States reported 9,633 cases of TB disease. This represents an increase in case count by:

- 15.6% compared with 2022 (8,332 cases of TB disease) and
- 8.3% compared with 2019 (8,895 cases of TB disease), the year prior to the COVID-19 pandemic.

The TB incidence rate was 2.9 cases per 100,000 persons. This represents an increase in incidence rate by:

- 15.0% compared with 2022 (2.5 cases per 100,000 persons) and

- 6.2% compared with 2019 (2.7 cases per 100,000 persons), the year prior to the COVID-19 pandemic.

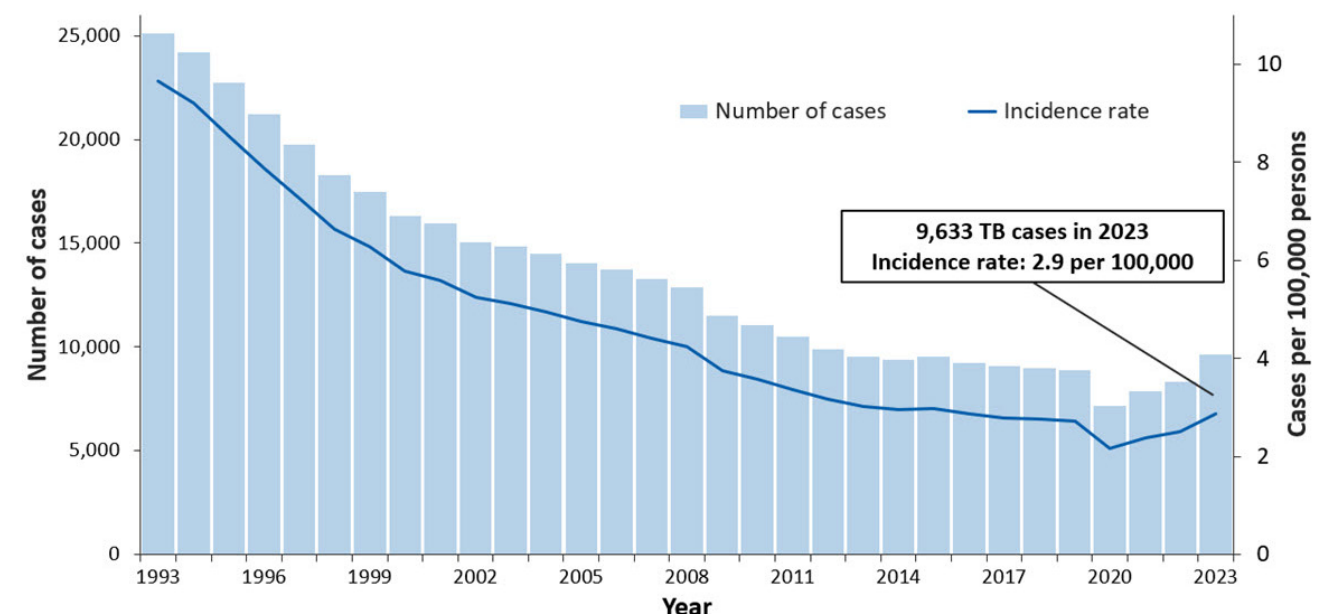
Rather than a relic of the Victorian era, TB is the world's most enduring pandemic, killing more people each year than any other single infection. While more common in low-income countries, TB continues to be found in more deprived communities, cities, prisons, homeless populations, and in black, Asian and Indigenous people, including in wealthy countries — and right here in the U.S. of A.

TB outbreaks in wealthy countries act as a canary in a coalmine, reflecting cracks in national public health systems. More broadly, TB outbreaks in any setting have deeper implications for the struggle to end TB globally.

TB is an airborne infection that doesn't respect borders. With increasing mass movement, including due to climate change and war, the maxim "TB anywhere is TB everywhere" is more resonant today than ever.

Humanity's battle against tuberculosis has been one of slow and imperfect progress. The disease no longer kills one in seven people in the US, as it did in the 19th century. But look elsewhere and its burden is still terrible: TB killed more than 1.2 million people in 2023, likely making it once again the deadliest infection on Earth, after it was briefly supplanted by Covid-19 during the pandemic.

**TB Cases and Incidence Rates, United States, 1993–2023**



# Personalized diet? Scientists pursue the dream of individual diet and nutrition

Advice for the “best” diet is, frankly, all over the map - sometimes even contradictory: Red wine is good, all alcohol is bad, eat breakfast, skip breakfast, eat a million small meals, go vegetarian, eat lots of meat.

One explanation for why it’s all so confusing might be that there is no right diet for everyone. People are all different, shouldn’t diets be too? Maybe the best diet is slightly different for everyone, dependent on a combination of our DNA, lifestyles, and the microbes hanging out in our guts. The science of how we each individually process and respond to food is just getting going.

That we’d all be healthier following food plans created for us as individuals is the premise behind [Zoe](#), a company founded by Tim Spector, a professor at King’s College London, and a pair of entrepreneurs who partnered with the scientist to help the company sell the results.

Zoe is getting attention thanks to the cutting-edge research it’s funded: In June 2019, Spector presented preliminary results from “the world’s largest and most comprehensive experiment to look at individual responses to food,” according to a write-up by Cynthia Graber and Nicola Twilley (who themselves participated in the study) in the *New York Times*. Other researchers say it’s important work: Geneticist Eric Topol told the *Times* that it’s a “major milestone” toward personalized nutrition, which Amy Miskimon Goss, a researcher at the University of Alabama at Birmingham, said “it is the holy grail.”

The Zoe website claims, “Don’t count calories. Count healthier days. Our study found that following ZOE reduced weight size more than following government-issued dietary guidelines. Study participants experienced an average weight loss of 4.7% at 4 months. Healthy is a gut feeling. Your personalized nutrition program can increase the good bacteria in your gut, which are linked to overall health. As a ZOE member, you’ll get a personalized score for microbiome health.”

Their research, *Whitepaper: The PREDICT program*, states, “The PREDICT program is the largest, in-depth nutritional research program of its kind in the world. PREDICT encompasses a collection of rigorously designed clinical trials led by scientists from Massachusetts General Hospital, King’s College London, Stanford Medicine, and Harvard T.H.

Chan School of Public Health. These studies were designed to allow us to quantify and predict individual variations in postprandial responses to standardized meals in a real-world setting, while also gathering as much data about lifestyle factors as possible. This research has allowed us to explore many different features of the complex postprandial responses to better understand which factors influence them and how they subsequently impact health outcomes.”

While surely lots of useful medical insights and new research avenues will tumble out, as often happens when you collect mountains of data, the end goal for Spector’s Zoe-funded work is a consumer app that can tell you, as in you specifically, exactly what your body wants to consume.

“Eat the way your body loves,” says Zoe’s website. There’s a mock-up of the app that shows how it will help you rate the utility of “your breakfasts,” giving health scores to your options: fat-free yogurt might get an orange 3.5, avocado toast a green 7.1.



Spector can’t say that much more about how Zoe might work— “we can’t be specific about the product, because it’s going to be driven by the science” and that science isn’t done yet—though he envisions recommendations as fine-grain as what time of day to eat and even if you’d be better off relaxing with a can of beer or a glass of wine based on how your body responds to hops versus grapes.

During the research, over a thousand participants ate a

series of carefully logged meals while regularly providing bodily waste, information on sleep and stress, and samples of blood. Spector was specifically looking at how gut microbes process what we eat and affect our health.

The researchers found that nutrition labels could account for less than half of how subjects’ blood sugar, fat levels, and insulin increased after meals—factors that, Zoe notes, are linked to things like weight gain and heart disease. One finding is that counting calories might not be all that helpful for maintaining health.

Still, there’s no clear evidence that the findings could be implemented as advice that could make the average person meaningfully healthier. Zoe might give good advice, but the evidence that it will be better than following the direction of a nutritionist or spending some time tracking how you feel in a food diary isn’t yet there. It’s much more likely that any advances “are going to be around the margins,” argues Traci Mann, who runs an eating laboratory at the University of Minnesota. If this research turns out to assist most people in losing and keep off weight (which, it’s worth remembering, is not synonymous with health), that would be wonderful. “People’s bodies have a weight that they tend to defend,” says Mann. Even with cutting-edge advice, chances are “your body is going to veer back to that range.”



The reality that it can be near impossible to lose weight is perhaps exactly why personalized nutrition sounds so alluring. It’s also part of the reason Zoe could take off whether or not the science turns out to be all that useful to the masses. Zoe’s offering will join other services that already provide personalized recommendations based on your microbiome, like [DayTwo](#), which is a personalized nutritional diet for those with diabetes or [Viome](#), which says they have “one simple-but-revolutionary microbiome test that reveals the precise, personalized insights your body needs to thrive.”

There is no magic bullet for dieting, nutrition or health, just a set of recommendations that we are continuously refining, incrementally, slowly, and slightly. It’s not something science should be leaned upon to deliver, even though that dream is, in part, precisely what’s powering this science. We’d probably be happier tossing the idea of a holy grail, and just doing as well as we can with the guidance we have already.



American Chiropractic Association offers public health CE webinars

The American Chiropractic Association (ACA) is pleased to announce the availability of a new webinar series from the American Public Health Association (APHA) Chiropractic Healthcare Section through its online learning platform, Learn ACA.

The 12-hour continuing education series was created by a multidisciplinary group of healthcare professionals including educators, researchers, and clinicians in the fields of chiropractic, medicine, and public health. It focuses on the important role that doctors can play in not only promoting physical health but also guiding behavioral changes, addressing social determinants of health, and promoting communication and collaboration with mental health and social workers.

Titles in the series include:

- Aligning Environmental Health and Chiropractic Care
- Communicating Health Messages to Patients
- Addressing Social Determinants of Health in Chiropractic Clinical Practice
- Addressing Patient Health Behavior Through Applied Health Behavior Theory
- Health Equity: The Chiropractor’s Role in Addressing Health Equity in a Multicultural Society
- The Chiropractor’s Role as a Member of the Multidisciplinary Public Health Team

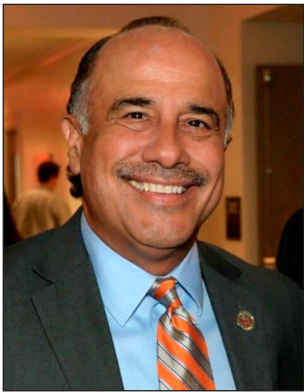
The webinar series is free to ACA members. Non-members can purchase courses individually or opt for a discounted package rate.

[Click here](#) to learn more about the APHA series.

Dr. Edwin Cordero new CEO of ICA

Dr. Selina Sigafoose-Jackson, President of the International Chiropractors Association (ICA) announced today the appointment of Dr. Edwin Cordero as the ICA Chief Executive Officer (CEO) effective April 1, 2025, with his transition beginning March 17. Dr. Cordero succeeds Dr. Stephen P. Welsh, who has served as interim CEO since November 2024.

Dr. Selina Sigafoose-Jackson shared her excitement about Dr. Cordero’s appointment, saying, “I could not be prouder to be part of the team that recruited Dr. Edwin Cordero. We look forward to the proud passion and esteemed experience that Dr. Cordero will bring to this illustrious organization, and we anticipate witnessing the action and reaction that will come from Dr. Cordero’s organizational talents.”



Dr. Cordero expressed his vision for his new role, stating, “I am deeply honored to step into the role of Chief Executive Officer for the International Chiropractors Association. The ICA has a long and proud history of advancing the principles and mission of chiropractic, and I am excited to build upon that legacy. Together, with our dedicated members, leaders, and partners, we will continue to protect, promote, and elevate chiropractic globally, ensuring that our profession thrives for generations to come. I look forward to fostering innovation, strengthening relationships, and driving impactful growth that supports both our members and the communities we serve.”

F4CP President Dr. Sherry McAllister honored with the 2025 Dr. Beatrice B. Hagen Award

The Foundation for Chiropractic Progress (F4CP), a not-for-profit organization dedicated to informing and educating the general public about the value of chiropractic care delivered by doctors of chiropractic (DC), has announced that President Sherry McAllister has been honored with the 2025 Dr. Beatrice B. Hagen Award.

Dr. Beatrice B. Hagen graduated from Logan University in 1940 where she broke two chiropractic barriers. She was the first female president of a chiropractic college and the first woman to serve on the Council of Chiropractic Education. Each year, Logan University selects one individual to receive the Beatrice B. Hagen Award to keep her legacy alive.

“I congratulate Dr. McAllister on this well-deserved award, recognizing her leadership and unwavering commitment to

the chiropractic profession,” said Kent S. Greenawalt, chairman, F4CP. “This award is a testament to her passion, integrity, and dedication to the profession, empowering consumers to optimize their health with chiropractic care.” Dr. McAllister has played a pivotal role in the chiropractic profession for over 30 years. Currently, Dr. McAllister, president of F4CP, leads efforts to educate the public on chiropractic care through strategic marketing, including the “Adjusted Reality” podcast, advertising campaigns and securing positive media coverage. Beyond F4CP, she chairs the International Strategic Accelerator for Women (iSAW), a global initiative dedicated to advancing economic and social equality.



“Dr. Hagen was a pioneer, receiving an award in her name is humbling. It’s a reminder to live boldly, lead with integrity and strive to do what is right,” added Dr. McAllister. “I am on a mission to build public awareness about chiropractic care and right now the future is extraordinarily bright. Chiropractic care is about unlocking the body’s potential. We’re not just treating symptoms—we’re creating a foundation for whole-being health and longevity.”

F4CP Appoints Paige Gregorzek as Director of Marketing

The Foundation for Chiropractic Progress (F4CP), a not-for-profit organization dedicated to informing and educating the general public about the value of chiropractic care delivered by doctors of chiropractic (DCs) and its role in drug-free pain management, is pleased to announce the promotion of Paige Gregorzek to Director of Marketing.



Paige has played a pivotal role in driving national awareness campaigns, cultivating key partnerships, and enhancing the organization’s public outreach through social media, digital marketing, email communications and national media collaborations. Her creative approach and dedication to the mission have greatly contributed to expanding the reach and visibility of chiropractic care.

“We are thrilled to have Paige step into this leadership position as Director of Marketing,” says Kent S. Greenawalt,

chairman, F4CP. “Her dedication, creativity and strategic vision have already contributed to advancing our mission, and we are confident that under her guidance, the Foundation’s marketing efforts will reach new levels of success and visibility for the chiropractic profession.”

ACA Pediatrics Council offers Hybrid Diplomate Preparation Program

The American Chiropractic Association (ACA) Council on Chiropractic Pediatrics has launched its 2025-2026 hybrid program cohort on Learn ACA to prepare doctors of chiropractic for the pediatrics diplomate certification exam. The 300-hour program blends online and in-person learning, enabling individuals to complete work at their own pace.

Caring for the pediatric population requires extra training and study. After completing the ACA Council on Chiropractic Pediatrics post-graduate program Diplomate program, Doctors of Chiropractic will be able to identify normal developmental milestones of all systems within the pediatric population – from birth to age 16. Successful candidates will take away knowledge and skills to effectively treat their youngest patients, both in chiropractic and integrative care settings.

The in-depth program is designed to provide chiropractors with a complete and rigorous foundation in chiropractic pediatrics, training them to identify normal developmental milestones of all systems within the pediatric population.

The curriculum includes 250 hours of online content delivered in a flexible, self-paced format on ACA’s online learning platform, [Learn ACA](#), as well as in-person, hands-on practicum experience. Four sections of content are broken down into several online units, each of which is followed by a brief assessment to ensure participants keep up with coursework prior to the in-person intensives. Participants can complete the program in 17 to 24 months.

“We are excited to offer the profession a program that delivers high-quality instruction in chiropractic pediatrics and the opportunity for hands-on skills development in a format that we hope will be accessible to more doctors who are interested in expanding their expertise in this important area of practice,” said Jennifer Bocker, DC, DICCP, president of the ACA Council on Chiropractic Pediatrics.

Registration for the 2025-2026 cohort is available through May 1. [Click here to learn more](#) or contact the Council on Chiropractic Pediatrics at [pedsCouncil@acatoday.org](mailto:pedsCouncil@acatoday.org).



# Chiropractic College News

## Symposium 2025 back at Logan University

Chiropractors and health science professionals are invited back to Logan University's campus this spring for the [Symposium 2025](#). Taking place May 1 to May 3, this year's Symposium offers engaging learning opportunities, exciting social events and the chance to connect with peers and industry professionals. This is the university's tenth year hosting Symposium.

"We are thrilled to welcome attendees back on campus for Logan's Symposium 2025," said Amber Henry, M.Ed, Ed.S., Ed.D., Logan's director of continuing education. "This year's event offers the opportunity to experience our beautiful campus while engaging with exceptional speakers. We have a wide variety of topics and several opportunities for participants to connect with peers and exhibitors. This year's symposium will be both educational and inspiring."

With 40 concurrent sessions and seven main speakers, participants will have the opportunity to earn a total of 19 hours of continuing education credit (17 hours offered in-person and two hours offered online after the event). Office staff, chiropractic assistants and office managers are invited to attend a six-hour training course with Evan Gwilliam, DC, MBA, QMCC, CPC, CCPC, CPMA, CPCO, AAPC Fellow. Dr. Gwilliam will share insights and advice regarding healthcare compliance, coding and documentation.

Additionally, we look forward to welcoming Dr. Garrett Thompson, DC, PhD as the eighth president of Logan University with an investiture ceremony.



## CUKC announces enhancements to its SmartChoiceCE continuing education website

Cleveland University-Kansas City (CUKC) has completed significant updates to its online chiropractic continuing education platform, SmartChoiceCE.com, designed to improve the experience of chiropractors fulfilling their continuing education (CE) requirements.

"With the latest enhancements, we are making it easier than ever for chiropractors to meet CE requirements, track course progress, and access high-quality, evidence-based education from anywhere," said Dr. Alexander Bach, Vice President of Institutional Growth and Development.

SmartChoiceCE.com provides an all-in-one solution for Doctors of Chiropractic to meet state licensing requirements, complete CE certificates, and stay current with best practices. By offering evidence-based continuing education content, the platform empowers chiropractors to enhance their patient care with the latest research and methodologies.

The new tools are designed to provide chiropractors with greater flexibility and improve the efficiency of completing required CE units, help them maintain compliance while staying informed on the latest industry trends, and allow them to efficiently integrate new knowledge that will support the growth and success of their clinics.

The SmartChoiceCE.com platform offers the following benefits:

- Enhanced Search Capabilities: Easily find courses by topic, state, CEUs awarded, or instructor.
- Interactive State Map: View chiropractic CE requirements by state with an easy-to-navigate map.
- New Search Tools: Quickly evaluate and select courses with an intuitive, redesigned search interface.
- Course Tracking: Securely store and manage previously purchased courses for future reference.
- Instant Certificate Verification: Complete courses and immediately download CE completion certificates.
- Mobile-Ready Access: Access courses across devices, including desktops, tablets, or smartphones.
- Flexible Purchase Options: Buy courses now and complete them later at your convenience.

For more information about or to explore continuing education opportunities through SmartChoiceCE, visit [www.SmartChoiceCE.com](http://www.SmartChoiceCE.com).

## Advance Patient Safety in Chiropractic research funded

Parker University is proud to announce that Dr. Kent Stuber and Dr. Katherine Pohlman are leading an esteemed international research team that was awarded a RAND REACH Center grant funded by the NCMIC Foundation.

The team's study, "Advancing Patient Safety Culture in the Chiropractic Profession," aims to enhance global chiropractic safety by using an innovative methodology called "Remote Adapted Nominal Group Technique."

With an international investigative team including Drs. Stacie Salsbury and Maranda Kleppe from the Palmer Center for Chiropractic Research, Professor Sidney Rubinstein from Vrije Universiteit Amsterdam, and Dr. Richard Brown, Secretary-General of the World Federation of Chiropractic (WFC), this research will engage key stakeholders to gather feedback on the WFC's Global Patient Safety Initiative. The study aims to identify barriers, facilitators, and key priorities for advancing future research, clinical practice, education, and policy.

By fostering collaboration among global chiropractic leaders, this study will shape the future of patient safety and identify the next critical steps to strengthen the profession.

The Parker University Research Center coordinates and develops a research agenda consistent with the overall mission of Parker University. Learn more about Parker University's Research Center at [parker.edu](http://parker.edu).



## Teamwork driving successful research at National University

Last month, Claire Johnson, DC, MEd, PhD, DACBSP, and Bart Green, DC, MEd, PhD, DACBSP, delivered a presentation to the National University of Health Sciences (NUHS) community. Thirty-four attendees, including students and faculty, joined in to hear them discuss what it takes to successfully conduct research studies.

Dr. Johnson and Dr. Green are both nationally known researchers. They're also editors of NUHS' three scientific, peer reviewed journals. In addition to their doctor of chiropractic degrees, they both have diplomates in sports chiropractic, master's degrees in health professions and education, and PhDs in health epidemiology.

Throughout the presentation, they shared several projects they have been working on together:

- **Burnout and Resilience:** Burnout levels of Chiropractic faculty and what they perceive contributes to their resilience.
- **Technology Competencies:** What technology skills are needed to provide safe and effective care.
- **Diversity, Equity and Inclusion:** Demographics in the Chiropractic profession from an international perspective.
- **Chiropractic Education Research:** What is the available evidence that supports Chiropractic education.
- **Global Chiropractic Accreditation Standards:** Multiauthor and international study comparing the similarities and differences of all international Chiropractic accrediting agency standards.
- **Spine Conditions and Comorbidities:** Rounding up all the epidemiological literature that reports associations between spine related pain and pathologies and non-spinal health conditions.

## Northeast College hosts healthcare degreeinfo sessions

*Info Sessions Highlight Chiropractic, Nutrition and Anatomy and Physiology Instruction Degrees*

In March and April 2025, Northeast College of Health Sciences hits the road again, looking for even more future healthcare professionals. This time visiting Massachusetts, Pennsylvania and New York and hosting three events in Ontario, Canada, the College invites prospective students to the On The Road information sessions to learn about its healthcare graduate programs, both online and on its two N.Y. campuses.

*Continued on next page*



# Chiropractic College News

*Continued from last page*

Northeast College will visit King of Prussia, Pa. on March 15, 2025, before heading to Canada for three stops in Ontario, March 21 to March 23. At each event, attendees will have the opportunity to meet the Northeast admissions team and engage with faculty, students and alumni who will share their expertise and experiences at Northeast. In April, the College will visit Springfield, Massachusetts, before returning to Levittown, New York, for one final “On the Road” information session.

An established leader in providing graduate-level education, Northeast College has delivered its renowned Doctor of Chiropractic program for over a century and offers the degree at both its Seneca Falls main campus, in the Finger Lakes region of N.Y. and its Long Island Campus, in the greater New York City area. Master’s degrees in applied clinical nutrition and human anatomy and physiology instruction are offered 100% online.

## Life West celebrates 44 years of service

Forty-four years ago, Life Chiropractic College West came into existence with the Vision of spreading the “Life” brand nationwide. March 13th honors this vision and commitment of Dr. Sid Williams, president and founder of Life Chiropractic College, who saw the need to spread the ideals of “Giving, Doing, Loving, Serving” to the West Coast.

Under the leadership of the college’s presidents, Dr. Gerry Clum, Dr. Brian Kelly, and Dr. Ron Oberstein, the college is one of the leading chiropractic institutions in the world. Life West’s program is second to none in preparing new graduates to succeed in the changing healthcare fabric while remaining grounded in the profession’s vitalistic roots.

To our alumni, our students, our friends in the profession, our faculty, and our staff – you are part of this enduring legacy. Let’s take a moment to reflect on our roots, celebrate our progress, and reaffirm our commitment to advancing chiropractic for future generations.

Join us in celebrating our remarkable college, our invigorating profession, and the pioneers who shaped it. Together, we continue to educate, innovate, and inspire—ensuring that the principles of chiropractic thrive for years to come.

## University of Western States and Fraser Valley reaffirms agreement to expedite DC degree pathway

University of Western States (UWS) and University of the Fraser Valley (UFV) have reaffirmed an agreement on a high-quality accelerated pathway for UFV Bachelor of Kinesiology students to earn a Doctor of Chiropractic (DC) degree from UWS. Qualified students can save up to a year of study by integrating their studies, maintaining the rigorous academic and clinical training needed for success while completing both degrees in less time.

UFV students who meet specific academic criteria can apply credits earned in the UWS DC program toward their UFV bachelor’s degree. This approach not only streamlines the path to a chiropractic career but ensures students receive a strong evidence-based education that prepares them for real-world patient care.

“UWS and UFV have created opportunities for aspiring chiropractors to gain the advanced, high-caliber education needed to meet growing demand for non-invasive, evidence-based care,” said Dr. Nathan Long, President of University of Western States. “This renewed agreement reflects our shared commitment to academic excellence and removing barriers for students to provide them with a clear, efficient path toward meaningful careers in health care.”

“This collaboration is a shining example of the kind of partnerships and innovation The Community Solution Education System wants to promote,” said Dr. Michael Horowitz, Chancellor of The Community Solution Education System, of which UWS is a proud member. “By working together, UFV and UWS are helping students achieve their academic and professional goals more efficiently while preparing them to meet the needs of patients.”

## CHARLI: Complementary Healthcare Advanced Research and Leadership Institute

Life University is on the cusp of a revolutionary shift in the landscape of complementary health care research with the establishment of the Complementary Healthcare Advanced Research and Leadership Institute (CHARLI). This groundbreaking initiative, spearheaded by Stephanie

Sullivan, D.C., Ph.D., Associate Vice President of Research and Director of the Dr. Sid E. Williams Center for Chiropractic Research, her team and Dr. Gilles LaMarche, Vice President of University Advancement, aim to centralize and elevate the university’s research endeavors, fostering a collaborative environment that promises to significantly advance health outcomes research.

The inception of CHARLI began with an ambitious vision to secure substantial funding for the Human Performance and Research Center. Dr. LaMarche, alongside colleagues including Dr. Cathy Faust, embarked on this journey with a series of strategic discussions and brainstorming sessions. The aim was clear: to create a compelling narrative and infrastructure that would resonate with funding bodies and stakeholders alike.

“I was initially reaching out for a white paper to support our funding request. We wanted to ask for 10 to 15 million dollars to establish a robust research center,” Dr. Sullivan recalls. The theme for this initiative centered around health outcomes research, a field poised to make significant contributions to complementary health care.

The term ‘complementary health care’ emerged as a unifying

banner that could open doors and forge new partnerships. “I realized that presenting our initiative under the broader umbrella of complementary health care rather than just chiropractic care would be more inclusive and appealing,” Dr. Sullivan explains. Statistics show that chiropractic care, a core component of complementary health care, is mainstream, with one in four individuals experiencing it over their lifetime.

This broader approach facilitated dialogues with a wider audience, garnering interest and support that might not have been possible otherwise. The creation of CHARLI as an acronym for the Complementary Healthcare Advanced Research and Leadership Institute encapsulates this inclusive vision.

The initial phase of CHARLI’s development, including setting up the infrastructure and launching the website, is complete. The next phase focuses on information gathering and stakeholder engagement. This includes surveys and dialogues with faculty, staff and students to identify needs and interests, paving the way for collaborative research projects and grant applications.

[Click here](#) for more information about CHARLI.





# IACP Marketplace

## *The IACP News,*

this monthly newsletter of the Idaho  
Association of Chiropractic Physicians,  
reaches chiropractors across Idaho every month.

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Paula J. Murphy, D.C.  
Boise, Idaho  
208-955-7277  
[paula@wellnessboise.com](mailto:paula@wellnessboise.com)

*Posted 3/2/2025*





# Office Posters

We have created a FREE [printable PDF](#) of the

## ***Benefits of the Blue Zones diet***

poster on the following page, and  
the following posters are available online:

***The drug-free approach to pain reduction***

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***STRETCHING for better joint health***

***Easy exercises to keep your neck healthy***

***Were you pain free this morning when you got out of bed?***

***Tips for safe stretches***

***Don't let pain keep you from enjoying life***

***Walking now touted as "a wonder drug"***

***Four ways to avoid pain and injury when starting an exercise regime***

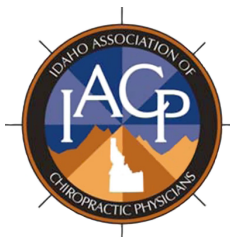
Please feel free to print out and use any or all of the flyers.

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They are available on the website,

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Each has the following tagline:



***This healthy living information is provided by  
your Doctor of Chiropractic and the  
Idaho Association of Chiropractic Physicians (IACP) .***

# Benefits of the Blue Zones Diet

Researchers have identified five places, designated the blue zones, where people live longer and have lower rates of chronic disease than in the rest of the world. Inhabitants of these places — Okinawa, Japan; Sardinia, Italy; Nicoya, Costa Rica; Ikaria, Greece; and Loma Linda, California — are 10 times more likely to blow out 100 birthday candles than the average person in the United States.

Strong evidence supports following a blue zones diet, regardless of where you live, to reap a variety of potential health benefits that reduce your risk of many chronic diseases. Incorporating some or all these dietary practices and other lifestyle changes into your routine can help you live a longer, healthier, and happier life.

## ***1. The Blue Zones Diet May Help You Live Longer***

The idea of a blue zones diet came about because researchers were studying the people around the world who live the longest, healthiest lives. Those people tend to eat a lot of plant-based foods, which contain compounds known as polyphenols that have been linked to a number of health benefits. One of those benefits may be increased longevity, which researchers believe may occur as a result of slowing the onset of age-related diseases that can shorten your life span.

## ***2. May Help You Lose Weight***

While the blue zones diet isn't designed to be a weight loss plan, its emphasis on plant-based foods may lead to weight loss. Plant foods are really filling because they have more fiber. Not only do plant-based foods make you feel fuller, but they can pass through your digestive system without being fully absorbed, contributing to weight loss, according to one study. The blue zones' 80 percent rule, or eating until you are no longer hungry rather than until you are full, could also support weight loss. One study found that people who were more mindful about what they were eating had fewer cravings, didn't overeat as much, and lost weight.

## ***3. May Reduce Your Risk of Heart Problems***

A good diet is crucial for heart and cardiovascular system health, and choosing more plant-based foods and fewer animal foods helps. In addition, people in the blue zones frequently snack on nuts, and research has found that doing so may lower your risk of a heart attack. Plus, another study found that U.S. adults with diets higher in fiber had a lower risk of high blood pressure, and high blood pressure is a key risk factor for developing heart disease, according to the Centers for Disease Control and Prevention (CDC).

## ***4. May Reduce Your Risk of Some Types of Cancer***

The blue zones diet is similar to the Mediterranean diet, and a study of that diet found it may lower your risk of breast cancer. The focus on whole grains you get with the blue zones diet could also lower your risk of pancreatic cancer, according to a study published in the *Journal of Nutrition* in February 2021. And a meta-analysis found that high-fiber diets can reduce the risk of ovarian cancer.

## ***5. May Reduce Your Risk of Type 2 Diabetes***

The health benefits of fiber is a recurring theme when it comes to the blue zones diet. "From a chronic disease standpoint, fiber helps regulate blood sugar," says Selvi Rajagopal, MD, MPH, an internal medicine and obesity specialist with Johns Hopkins Medicine. An umbrella review published in *Nutrients* found that the high fiber content of plants and whole foods could reduce the risk of type 2 diabetes.



***This healthy living information is provided by  
your Doctor of Chiropractic and the  
Idaho Association of Chiropractic Physicians (IACP) .***



# The Idaho Association of Chiropractic Physicians

## The IACP News

### Display Advertising Policy, Rates and Information

The Idaho Association of Chiropractic Physician’s *IACP News* is a full-color digital newsletter, published monthly and distributed to member doctors of chiropractic across Idaho as well as out-of-state members and student members.

**Format:** *The IACP News* is produced in a state-of-the-art digital format. It can be opened and viewed online from both the IACP website at <https://iacp.wildapricot.org/> and also from the publication site: [www.IACPnews.com](http://www.IACPnews.com). The publication site has both current and back issues of *The IACP News*. Questions about the digital format, the website, or display advertising should be directed to C&S Publishing at [CandSpublishing@gmail.com](mailto:CandSpublishing@gmail.com).

**Classified Ads:** IACP accepts classified ads. They are published without cost for IACP members, but can also be purchased for \$100 by non-members. For additional information about placing a classified ad, contact Caroline Merritt, IACP Executive Director at (208) 515-6263 or [caroline@idahotruenorth.com](mailto:caroline@idahotruenorth.com).

**Ad Sizes and Rates:** IACP reserves the right to determine position and placement of all advertising. Special positioning may be purchased for an additional 20% if space is available. Inside Cover and Back Cover are charged additional 20% for special positioning. **15% off these rates for IACP Members.**

Ad Type	Ad Size	1 run	3 runs	6 runs	12 runs
Full page (bleed)	8 5/8” wide by 11 1/4” tall	\$450	\$414	\$378	\$330
Full page (boxed)	8” wide by 9 3/4” tall	\$450	\$414	\$378	\$330
Half page	8” wide by 4 3/4” tall	\$267	\$264	\$224	\$190
One Third (V)	2 3/8” wide by 9 3/4” tall	\$190	\$174	\$159	\$140
One Third (H)	8” wide by 3 1/8” tall	\$190	\$174	\$159	\$140
Quarter Page	3 7/8” wide by 4 3/4” tall	\$160	\$146	\$134	\$115
One Sixth	3 5/8” wide by 2 7/8” tall	\$105	\$97	\$88	\$75

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