



## Prosperity Through Unity Exceptional Care for Idahoans

November 2023

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# Chiropractic giant passed away October 27, 2023

Gerard William Clum passed away on Friday, October 27, 2023, surrounded by loved ones.

You don't have to look far to find an impressive list of Gerry's professional accomplishments, as he was a brilliant leader and advocate for the chiropractic profession for over 50 years. That said, amid the well-deserved accolades, he was also a son, brother, cousin, uncle, husband, dad and grandfather, and he filled those roles arguably even better.

Gerry was born in Buffalo, New York on May 7, 1952 to Don and Mary Alice Clum. He grew up just outside the city with his brother, Bob, and sister, Mary, heavily shaped by beloved cousins, the shores of Lake Erie and his Jesuit education. When he was 12 years old, he had a profound experience that led him to become a chiropractor, and he went on to serve humanity as a chiropractor for over 50 years.



Gerry went to Palmer School of Chiropractic in Davenport, Iowa straight out of high school, and graduated in 1973. He opened a practice in Davenport, joined the faculty at Palmer, and soon after, went on a blind date with a woman that he knew he'd marry as soon as he'd met her. He married Cathy about 8 months after meeting her, on November 2, 1974, and they moved together to Marietta, Georgia to help start Life Chiropractic College. He was one of 3 founding faculty members at Life, and

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## Research: Invest 22 minutes each day for better health

People who have no choice but to sit at a desk for hours on end may have seen, in recent years, a lot of headlines about the scary health consequences of sitting for long periods of time — and how even regular exercise couldn't undo the damage.

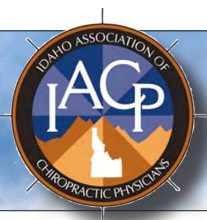
The Mayo Clinic said about the risks associated with sitting:

"Research has linked sitting for long periods of time with a number of health concerns. They include obesity and a cluster of conditions — increased blood pressure, high blood sugar, excess body fat around the waist and unhealthy cholesterol levels — that make up metabolic syndrome. Too much sitting overall and prolonged periods of sitting also seem to increase the risk of death from cardiovascular disease and cancer. Any extended sitting — such as at a desk, behind a wheel or in front of a screen — can be harmful.

"Researchers analyzed 13 studies of sitting time and activity levels. They found that those who sat for more than eight hours a day with no physical activity had a risk of dying similar to that posed by obesity and smoking. However, unlike some other studies, this analysis of data from more than one million people found that 60 to 75 minutes of moderately intense physical activity a day countered the effects of too much sitting. Other studies have found that for people who are most active sitting time contributes little to their risk of death."

Now, [research](#) published in the *British Journal of Sports Medicine* titled, *Device-measured physical activity, sedentary time, and risk of all-cause mortality: an individual participant data analysis of four prospective cohort studies*, suggests that about 22 minutes a day of moderate to vigorous activity may

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# 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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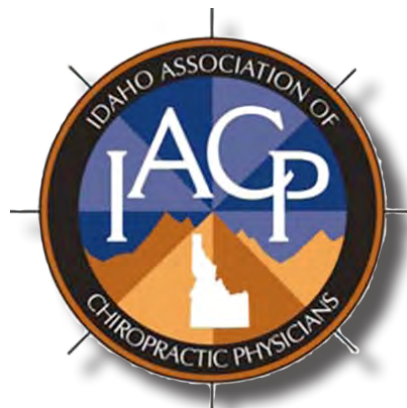
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# Invest 22 minutes each day for better health

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provide an antidote to the ills of prolonged sitting. What's more, the researchers found that, as a person's activity level increases, the risk of dying prematurely from any cause goes down.

The study found that the current recommendation of 150 minutes per week of moderate to vigorous activity "is enough to counteract the detrimental health effect of prolonged sitting," said the study's lead author, Edvard Sagelv, a researcher at The Arctic University of Norway. "This is the beautiful part: we are talking about activities that make you breathe a little bit heavier, like brisk walking, or gardening or walking up a hill."

While 150 minutes may seem like a lot, Sagelv broke it down into manageable terms. "Think of it: only 20 minutes of this a day is enough, meaning, a small stroll of 10 minutes twice a day — like jumping off the bus one stop before your actual destination to work and then when taking the bus back home, jumping off one stop before."

The Mayo Clinic agrees: "The impact of movement — even leisurely movement — can be profound. For starters, you'll burn more calories. This might lead to weight loss and increased energy. Also, physical activity helps maintain muscle tone, your ability to move and your mental well-being, especially as you age."

The research appears to upend findings from earlier studies showing that regular exercise didn't zero out the negative effects associated with extended periods of sitting. One of those studies, published in the *Annals of Internal Medicine* in 2017, said that working out regularly reduced some of the harms associated with hours of sitting, but didn't completely eliminate them.

In that study, researchers looked at information from nearly 12,000 people ages 50 and older in four datasets from Norway, Sweden and the United States. In those datasets, the participants wore movement detection devices on their hips for 10 hours a day for at least four days. All of the individuals included in the new study were tracked for at least two years.

In the new analysis, the researchers accounted for factors, including medical conditions, that could've affected risk of early death. About half of the participants spent 10 ½ hours or more sedentary each day.

When the researchers linked the participants' information

with death registries in the different countries, they found that over an average of five years, 805 people, or 17%, had died. Of those who died, 357, or 6%, had spent less than 10 ½ hours a day seated, while 448 averaged 10 ½ hours or more sedentary.

Sitting for more than 12 hours a day, the researchers found, was associated with a 38% increased risk of death as compared to eight hours, but only among those who managed to get less than 22 minutes of moderate to vigorous activity a day.

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**The good news from this study is that even a minimum amount of activity will help decrease the risk of premature death related to prolonged sitting, said Dr. Joseph Herrera, professor and chair of the department of rehabilitation and human performance at the Mount Sinai Health System in New York City.**

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The risk of death went down with increasing amounts of physical activity. An extra 10 minutes a day translated into a 15% lower risk of death among those spending fewer than 10 ½ hours seated and a 35% lower risk among those who spent more than 10 ½ hours sedentary each day.

Lower intensity activity only made a difference among participants who spent 12 or more hours sitting every day.

Sagelv said he believes the new study is more accurate than previous research because he and his colleagues painstakingly adjusted data from the four datasets so that the individuals in them were more comparable to one another and thus their data could be treated as if they were all participating in a single study.

Prolonged sitting is becoming a bigger and bigger problem, said Benjamin Boudreaux, a research scientist in the division of behavioral cardiology at Columbia University Vagelos College of Physicians and Surgeons, who was not involved with the new research. More activity can easily be incorporated into the schedules of even the busiest people, Boudreaux said.

# Chiropractic giant passed away October 27, 2023

*Continued from front page*

wore many hats to ensure that it took flight and succeeded. During the 7 years they lived in Marietta, Gerry and Cathy had 3 children, Don, Cassie and Lauren, and when Lauren was just 8 months old, he moved his family across the country to San Lorenzo, California. His friend/mentor/boss, Dr. Sid Williams, had agreed to help a struggling chiropractic college there, so long as he could rename the school and name its first president - he named it Life Chiropractic College West, and named Gerry as its first president.

Dr. Gerry Clum served as president of Life West for 30 years, earning countless honors, achievements and accolades, all of which deserve the highest recognition and praise, and are beautifully archived in several brilliant statements about his professional service that are linked to this site. In 1997, his daughter, Cassie, started working at the coffee cart at Life West after she graduated from high school, and has held several positions in the bookstore, Health Center and library ever since; 27 years later, she now holds the position of Circulation Supervisor in the Learning Commons. In 2000, Gerry's son, Don, graduated from Life West as the campus transitioned from its San Lorenzo roots to a state-of-the-art campus in Hayward; a month later, Don's first child, Skylar, was born. Don and his little family moved to Costa Rica, where his first son, Cameron, was born, and later to Spain, where his second son, Xander, was born. They returned to the United States eventually, settling in Redmond, Washington. In 2005, Gerry's daughter, Lauren, graduated

from Life West. After a short stint in Costa Rica with her brother, Lauren opened a practice in Oakland, California, where she served for 12 years before returning to Life West as Health Center faculty. Along the way her daughter Kaiya was born, and today Lauren serves as the Dean of Clinical Operations of the Health Center at Life West. To say that Life West as been woven into the very fabric of the Clum family is a bit of an understatement; what Gerry built has been part of their hearts and home forever.

Gerry's commitment to loving service contributed to his career success and impact, as well as to his life success and impact. He was an incredible partner and provider to Cathy, building a beautiful family with her that was an immense source of pride for him. He loved celebrating his family's successes big and small, and was always his kids' biggest cheerleader. He was dependable, trustworthy, resourceful, loving, supportive, and so very goofy and funny. He had the best laugh - a hearty, cacophonous sound that was contagious. He loved hand-written notes; his words of support and encouragement always hit just right, and were exactly what the recipient needed, every time. And he was so very intelligent - he always said that he was lucky to know a little bit about a lot of things, but anyone that knew him also knew how humble he was. The man was absolutely brilliant - he had a near photographic memory and an incredible ability to break down abstract or complex ideas into understandable, consumable parts - he made things just make sense. And he won at Jeopardy every. single. time.

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I'm so sorry for the loss of Gerry.

One of the Greatest warriors and advocates for Chiropractic in my Lifetime... You would need volumes of books and journals do illustrate his contributions. Dr. Clum had one of the most powerful intellectual minds that our profession had ever seen. Dr. Gerard Clum was a day one member of the Life Chiropractic College faculty. His lectures were from memory directly from the texts of books like Boyd's Pathology. He did roll call for 138 classmates from memory. Another unique aspect of his classroom decorum was from the first day of class of the 1st quarter on our quest for that Doctor of Chiropractic Degree from Life College, Dr. Clum would respond to his students in his class as "Doctor." When you asked a question or engaged in class discussion he would address you as Doctor; He would say Dr. Rabin, Dr. Harman, Dr. Briegel, Dr. Mestdag, Dr. Herman or Dr. Rushin. He instilled in all of us from the beginning we were already there. He enabled us to embrace the responsibility and the burden before us. Class Act! Just a few examples of his abilities and traits. He later became the President of Life Chiropractic College West in California. He was a renowned lecturer in all aspects of Chiropractic education and elements of practice. He testified before the US Congress. He had given testimony before the WHO of the United Nations. Dr. Clum had no limits, an absolutely remarkable human being. I was fortunate to have had him for a teacher, colleague and good friend. Dr. Gerry went with the inaugural Life Rugby Team to our first tournament at Hilton Head Island. He hung with the team at the welcome party. We had a wonderful time with this future protege for the profession. He was one the guys that night and we all had an awesome time, a memory I will cherish for ever. I have always had the highest respect and love for man who became legend...

— Dr. Jack Rushkin



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- Portion of C.C. dues fund the IACP PAC - supporting legislative efforts/candidates.

\$1200 \$100

\*\* The IACP reserves the right to review articles and edit submissions as it deems necessary.

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[ ] [ ]

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### Optional PAC Donation:

PAC stands for Political Action Committee the fundraising arm of the IACP. All monies donated go directly to supporting campaigns, educating state representatives, and hiring watch groups to guard against harmful legislation that would curtail your right to practice.

I wish to support my profession by donating:

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**Mail to: IACP, 13601 W. McMillan Rd., Suite 102-331, Boise, ID 83713 or Fax to 888-399-5459**



# Foundation for Chiropractic Progress announces \$1 million pledge match challenge

In celebration of the Foundation for Chiropractic Progress' twentieth anniversary, F4CP announces the first-ever \$1 million pledge match challenge donated by F4CP founder and chairman Kent S. Greenawalt.

The pledge match challenge is designed to amplify the impact of charitable donations that will go toward dramatically increasing both awareness and utilization of chiropractic in the coming year. Mr. Greenawalt has committed to match dollar-for-dollar any donation to F4CP for the remainder of 2023 until the organization reaches the \$1 million goal. To date, Mr. Greenawalt has already matched over \$130,000 that F4CP raised during FCA The National, the profession's largest chiropractic event. With total donations raised so far at \$260,000, there is still \$740,000 remaining until year-end.

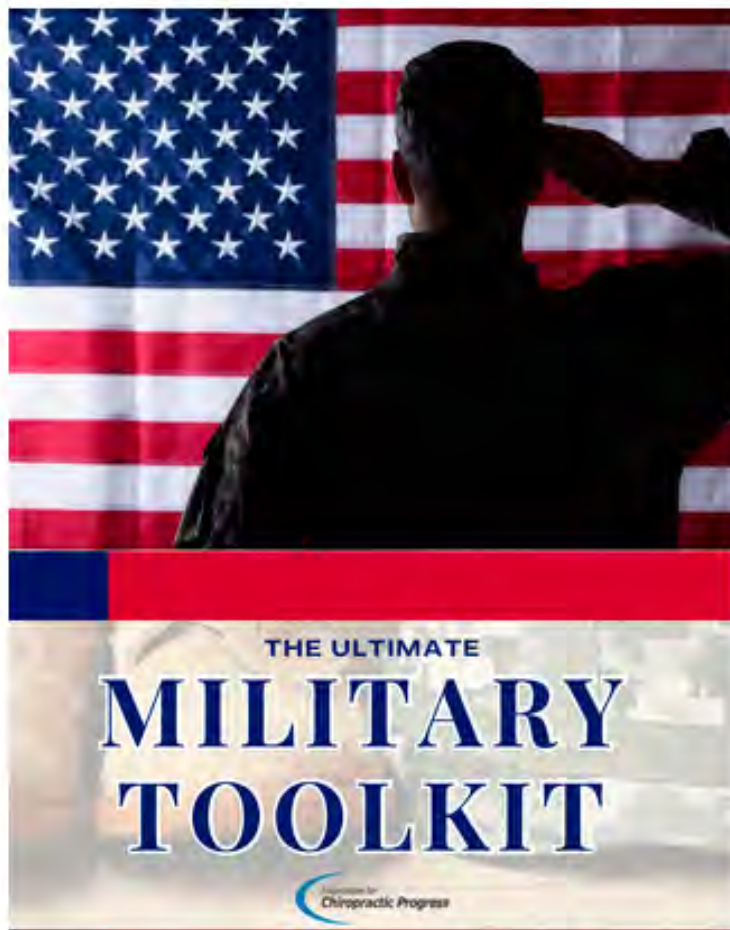
[To donate to F4CP, click here.](#)

Aside from his commitment to F4CP, Mr. Greenawalt is the chairman and CEO of Foot Levelers Inc., the world's leading provider of custom-crafted orthotics serving multidisciplinary professionals and clinicians, located in Roanoke, Va. Since founding the F4CP in 2003, Mr. Greenawalt has supported numerous grants, research studies, donations, education

chairs, and scholarships to support chiropractic care and education. His donations to the F4CP alone total over \$5 million to date.

"The seismic impact F4CP has delivered on behalf of chiropractic care and doctors of chiropractic throughout its 20-year history far exceeds any donation we have received to date," Mr. Greenawalt said. "The positive sentiment among consumers, the healthcare industry and government officials has grown exponentially. That said, we must continue our mission to share positive evidence, information and news about the value of chiropractic and that's why I am challenging other donors to step up and support this important organization today."

Over the past two decades, F4CP has applied this funding to educate consumers, the news media and healthcare leaders about the clinical, economic and societal benefits of chiropractic. Through the media, public speaking engagements, educational events, advertising and other marketing campaigns, F4CP has raised awareness across billions of consumers and other stakeholders worldwide.



**DYK?** Over 50% of all Veterans have been diagnosed with musculoskeletal disorders. Among those, back pain and spine impairment have been documented as a leading cause of disability among Veterans, with low back pain increasing by 5% per year.

As a doctor of chiropractic, it is important that you **educate** both Veterans and active-duty military personnel about the benefits of chiropractic care. **This toolkit was created as an easy-to-share, done-for-you marketing guide including both traditional and digital resources.**

[Click here to download the toolkit](#)

# Chiropractors speak out about Americans suffering from chronic pain

Chronic pain impacts an estimated 20% of Americans, but it disproportionately affects certain groups, including older adults, women, veterans, adults living in poverty, and people in non-metropolitan areas, among others. This is an example of health disparity, a growing concern among chiropractors and other healthcare professions.

The Centers for Disease Control and Prevention (CDC) define health disparities as “preventable differences in the burden of disease, injury, violence, or opportunities to achieve optimal health that are experienced by socially disadvantaged populations.” These populations can be defined by race, gender, sexuality, income, disability or other factors, and their experiences can directly impact the way they receive health care.

“These differences can lead to devastating statistics such as the birth mortality rate between white and black babies, the differences in life expectancy between indigenous and black populations compared to white populations, and the lack of health coverage for specifically black, Asian, and indigenous populations,” says Maithy Ta, DC, a member of ACA’s Board of Governors who practices in Kansas City, Mo., with a wide range of patients.

## Chronic Pain: Complex and External Factors

Chronic pain can be especially complicated for populations experiencing health disparities, as pain can often be impacted by other external factors.

“Chronic pain is multi-faceted,” Dr. Ta, DC, explains. “As we look at not just the physical causes, but the mental, emotional, and social aspects that can all help shape a personal experience, we begin to realize how the pain experience is much more complicated than the symptom itself. By having poorer access to care, whether that’s due to geographic location, insurance coverage, physician shortages, language, or cultural barriers, chronic pain becomes almost inherent for demographics and populations that face these health disparities, because they don’t have the resources to combat the pain or take care of themselves.”

LaKia Brown, DC, CCSP, of Merrillville, Ind., an ACA member who is active on the association’s Committee on Equity, Diversity and Inclusion (CEDI), adds, “Those populations will experience higher rates of illness, injury and death across a

wide range of health conditions.” Dr. Brown reiterates that while everyone should receive the same high quality health care, people in socially disadvantaged populations who experience chronic pain face additional barriers to care.

“The first one would be convincing doctors that their pain is real,” she says. “The implicit biases of healthcare providers can contribute to the differences in chronic pain intervention to certain cohorts of people such as [people of color] and women.”

## Logistical Obstacles to Care

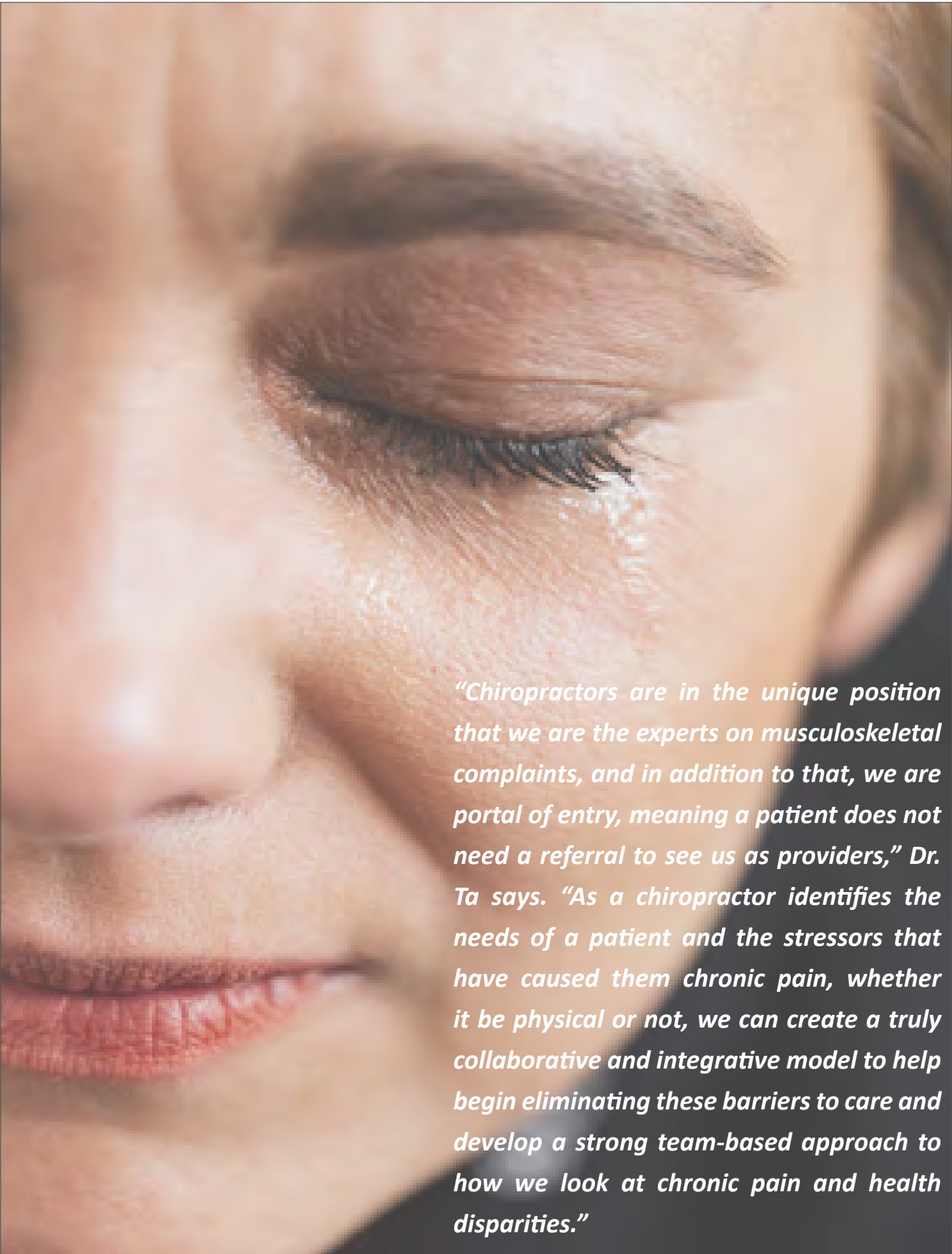
Another challenge related to chronic pain intervention is the ability to access care in the first place. Dr. Brown explains that things such as health insurance coverage, the affordability of health care, having access to transportation to and from healthcare facilities, and language barriers can all contribute to a patient’s difficulty accessing care. “[You have] geographic barriers, lack of transportation, and then a shortage of doctors who treat chronic pain,” she said.

Dr. Ta adds that the issue of access goes beyond accessing health care itself. “[There is] a lack of great resources that meet the patient where they are,” she says. “Whether it’s the financial responsibilities they have, or the needs for their children, or the limitations of the education they received, it’s important to note that sometimes, the choice to live a healthier lifestyle is not in the cards for certain individuals. Many communities don’t have the options or materials readily available, so even in times that the patient may be looking to make a healthy change, they don’t have the know how or a good starting point to begin.”

## Evidence Supports a New Approach

While many patients with common musculoskeletal conditions such as back pain and neck pain might turn to over-the-counter and prescription pain medications (such as opioids) for pain relief, research today supports the use of nonpharmacologic (non-drug) approaches as beneficial, safer options to try first. In its 2022 Clinical Practice Guideline for Prescribing Opioids, the CDC promotes “diverse approaches and varied pain management solutions” and specifically encourages use of non-opioid/nonpharmacologic therapies as a first line of treatment against subacute and chronic pain.





*“Chiropractors are in the unique position that we are the experts on musculoskeletal complaints, and in addition to that, we are portal of entry, meaning a patient does not need a referral to see us as providers,” Dr. Ta says. “As a chiropractor identifies the needs of a patient and the stressors that have caused them chronic pain, whether it be physical or not, we can create a truly collaborative and integrative model to help begin eliminating these barriers to care and develop a strong team-based approach to how we look at chronic pain and health disparities.”*

# The link between chronic pain and depression

*“Studies have shown that the relationship between depression and pain is bidirectional: depression is a positive predictor of the development of chronic pain, and chronic pain increases the risk of developing depression.” ~ Vadivelu, Nalini, et al. Pain and Psychology-A Reciprocal Relationship. The Ochsner Journal, 2017; 17(2): 173-180.*

By Lawrence H. Wyatt, DC, DACBR

Pain serves an important function in our lives. When you suffer an acute injury, pain warns you to stop the activity that is causing the injury and tells you to take care of the affected body part.

Chronic pain, on the other hand, persists for weeks, months, or even years. Some people, often older adults, suffer from chronic pain without any definable past injury or signs of body damage. Common chronic pain can include headaches, low back pain and arthritis. Unfortunately, there is scant objective evidence or physical findings to explain such pain.

Until recently, some doctors who could not find a physical cause for a person's pain simply suggested that it was imaginary — “all in your head.” This is unfortunate, because we know that all pain is real and not imagined, except in the most extreme cases of psychosis. Emerging scientific evidence is demonstrating that the nerves in the spinal cords of patients with chronic pain undergo structural changes.

Psychological and social issues often amplify the effects of chronic pain. For example, people with chronic pain frequently report a wide range of limitations in family and social roles, such as the inability to perform household or workplace chores, take care of children, or engage in leisure activities. In turn, spouses, children and co-workers often have to take over these responsibilities. Such changes often lead to depression, agitation, resentment and anger for the pain patient and to stress and strain in family and other social relationships.

## How is depression involved with chronic pain?

Depression is the most common emotion associated with chronic pain. It is thought to be three to four times more common in people with chronic pain than in the general population. In addition, 30 to 80 percent of people with

chronic pain will experience some type of depression. The combination of chronic pain and depression is often associated with greater disability than either depression or chronic pain alone.

People with chronic pain and depression suffer dramatic changes in their physical, mental and social well-being—and in their quality of life. Such people often find it difficult to sleep, are easily agitated, cannot perform their normal activities of daily living, cannot concentrate, and are often unable to perform their duties at work. This constellation of disabilities starts a vicious cycle—pain leads to more depression, which leads to more chronic pain. In some cases, the depression occurs before the pain.

Until recently, we believed that bed rest after an injury was important for recovery. This has likely resulted in many chronic pain syndromes. Avoiding performing activities that a person believes will cause pain only makes his or her condition worse in many cases.

Depression associated with pain is powerful enough to have a substantial negative impact on the outcome of treatment, including surgery. It is important for your doctor to take into consideration not only biological, but also psychological and social issues that pain brings.

## What is the treatment for chronic pain and depression?

The first step in coping with chronic pain is to determine its cause, if possible. Addressing the problem will help the pain subside. In other cases, especially when the pain is chronic, you should try to keep the chronic pain from being the entire focus of your life.

Stay active and do not avoid activities that cause pain simply because they cause pain. The amount and type of activity should be directed by your doctor, so that activities that might actually cause more harm are avoided.

## Signs and Symptoms

Some of the common signs and symptoms of chronic pain include:

- Pain beyond six months after an injury.
- Allodynia—pain from stimuli which are not normally painful and/or pain that occurs other than in the stimulated area.
- Hyperpathia—increased pain from stimuli that are normally painful.
- Hypersensation—being overly sensitive to pain.

Signs of major clinical depression will occur daily for two weeks or more, and often include many of the following:

- A predominant feeling of sadness; feeling blue, hopeless or irritable, often with crying spells.
- Changes in appetite or weight (loss or gain) and/or sleep (too much or too little).
- Poor concentration or memory.
- Feeling restless or fatigued.
- Loss of interest or pleasure in usual activities, including sex.
- Feeling of worthlessness and/or guilt.

- Relaxation training, hypnosis, biofeedback, and guided imagery can help you cope with chronic pain. Cognitive therapy can also help patients recognize destructive patterns of emotion and behavior and help them modify or replace such behaviors and thoughts with more reasonable or supportive ones.
- Distraction (redirecting your attention away from chronic pain), imagery (going to your “happy place”), and dissociation (detaching yourself from the chronic pain) can be useful.
- Involving your family with your recovery may be quite helpful, according to recent scientific evidence.

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Doctors of chiropractic help  
people relieve their pain,  
restore their function,  
and resume their lives through an  
evidence-based, patient-centered  
and non-drug approach  
to musculoskeletal (MSK) health.

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# “Join the Pack”

## Become a member of the IACP

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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!



# Thinking Ahead - Goals for 2024

It's not quite time to order that 2024 business planner, but it's still early enough to draft a strategy for next year. ChiroHealthUSA has experts at your disposal, ready to share their tried and tested expertise to help you thrive. Let's prepare for the New Year today by setting personal, professional, and industry targets.

## Your Personal Goals

Beating burnout in the year ahead should be a priority for every chiropractor. Establishing a healthier work/life balance will help you win that battle. First, [recognize the signs of burnout](#), then ensure you meet your basic physical needs, get support from friends and colleagues, and fulfill yourself outside of your chiropractic office.

Prioritizing personal health and self-expression will significantly improve your mindset and performance as a professional. You might use 2024 for both purposes by reflecting today on how successfully your practice embodies your principles and how effectively you project your unique value proposition to the community.

Whatever you do, view 2024 as your year, not just another uphill slog of looming targets. Set aside 45 minutes for our webinar on November 14, and let Dr. Jodi Dinnerman share tips for [keeping practice chiropractic joyful](#)!

## Professional Goals

A new year means new patients. Reviewing the educational value of your marketing materials (website, social media, and physical) can revitalize lagging acquisitions. ChiroHealthUSA providers get a head start through our [marketing campaign materials](#), while our own Holly Jensen has a double dose of advice in her earlier article, "[How to Promote and Market Your Practice](#)," and her [September webinar](#).

Streamlining front and back-office processes is another thought. Can you eliminate some paperwork in favor of digital administration? Could your booking and billing procedures be made any more accessible as a result? A quick survey of past and present patients can reveal any pain points they've experienced, which can act as your guide to improvement next year.

## Goals for the Chiropractic Profession

Chiropractors can help create a better future when they allow their profession to thrive. 2024 can see you more involved in industry advocacy by joining one of the many groups dedicated to making chiropractic everything it can be, such as the [Chiropractic Future Strategic Plan](#). Make sure your voice is heard by [joining their survey group](#) to provide input and feedback on current and future initiatives.

Becoming part of the bigger picture will help your practice stay connected to the profession's overall goals and let you play a more significant role in helping chiropractic gain wider public acceptance, greater presence in national health policy, and more. Chiropractic has come a long way, but there's still a lot to be done before we

gain the recognition we all work so hard to deserve.

Have you got some free time on your 2023 calendar? [Connect with us](#) to discover more about how ChiroHealthUSA is helping chiropractors across America build more profitable and compliant practices. After all, ChiroHealthUSA is about so much more than discounts!

*Dr. Ray Foxworth, DC, FICC, is founder and CEO of ChiroHealthUSA. For over 35 years, he worked "in the trenches" facing challenges with billing, coding, documentation, and compliance, in his practice. He is a former Medical Compliance Specialist and currently serves as chairman of The Chiropractic Summit, an at-large board member of the Chiropractic Future Strategic Plan Committee, a board member of the Cleveland College Foundation, and an executive board member of the Foundation for Chiropractic Progress. He is a former Staff Chiropractor at the G.V. Sonny Montgomery VA Medical Center and past chairman of the Mississippi Department of Health.*

You can contact Dr. Foxworth at [info@chirohealthusa.com](mailto:info@chirohealthusa.com) or visit the ChiroHealthUSA at [www.chirohealthusa.com](http://www.chirohealthusa.com).

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# Living a better life with chiropractic care

*Life expectancy at birth in the United States declined nearly a year from 2020 to 2021, according to new provisional data from the CDC's National Center for Health Statistics (NCHS). That decline – 77.0 to 76.1 years – took U.S. life expectancy at birth to its lowest level since 1996. The 0.9 year drop in life expectancy in 2021, along with a 1.8 year drop in 2020, was the biggest two-year decline in life expectancy since 1921-1923. The data are featured in a [report](#), Provisional Life Expectancy Estimates for 2021.*

Over the past century the average life expectancy in developed countries has generally increased by about 30 years, from roughly age 50 to 80. Vaccines, sanitation, antibiotics, and other advances allow many more people to survive infectious diseases that used to kill them during childhood. In the U.S., though, the span dropped during the COVID pandemic, a testament to the power of infections to shorten lives.

Longer life spans overall have been a public health success. But they have also created a new and important gap: healthspans, usually defined as the period of life free of chronic disease or disability, do not always match longevity.

By one calculation, based on the World Health Organization's healthy life expectancy indicator, an American who expects to live to 79 might first face serious disease at 63. That could mean 15 years (20 percent of life) lived in sickness. Indeed, aging is the biggest risk factor for cancer, heart disease and dementia.

One reason for this gap is that, for decades, biomedical research and clinical practice have focused on treating individual diseases, which can extend lives but not necessarily healthspan.

During the past 10 years medicine has started to take a different approach based on the biology of aging (a field called geroscience). "We're now saying our focus should be on extending healthy life rather than just length of life, and slowing aging is the tool to do it," says Jay Olshansky, a longevity expert at the University of Illinois at Chicago. There are molecular and cellular processes in all our tissues and organs that determine both life span and healthspan. These "pillars of aging" include DNA damage, the aging or senescence of individual cells, inflammation, and stress responses.

Natural variations in these factors are mostly the result

of environmental differences. Genes also play a role, accounting for about 25 percent of the variability, more in extreme cases. (Very long-lived smokers probably won the genetic lottery.) The upshot is that some people age faster than others, and with biological aging comes susceptibility to disease and disability.

Geroscientists have yet to deliver a pill or treatment that can slow or reverse what the pillars of aging do. But they are excited about some possibilities. For example, senolytic drugs target senescent cells, which no longer divide but linger in the body instead of being cleared by the immune system. Research has shown that these "zombie cells" secrete proteins that interfere with other cells' health. The zombies have been linked to osteoarthritis, cancer and dementia. For a 2015 study, researchers used senolytics to remove senescent cells in mice and delayed, prevented or alleviated multiple disorders. Clinical trials are underway in people but are years from completion, so researchers are cautious. They also note that few popular wellness claims about "prolonging your youth" are grounded in evidence.

For now, one way to extend healthspan is through unsurprising preventive maintenance. Experts recommend checkups, staying on top of cholesterol levels and blood pressure, and following guidelines such as those from the *American Journal of Clinical Nutrition* for body fat percentage, lean body mass and bone density.

"Know where you are so if something needs to be tweaked you can take steps to do that," says Matt Kaeberlein, founding director of the University of Washington Healthy Aging and Longevity Research Institute and now chief executive officer of Optispan, a health tech company.

Those steps are also familiar: common-sense nutrition, sleep, exercise and social connection are the four main factors. "The reason those things work is because they modulate the biology of aging," Kaeberlein says. For example,



regular low- or moderate-intensity exercise helps to prevent cardiovascular disease and type 2 diabetes. How much extra health can these steps get us? “Ten years is probably pretty realistic,” Kaeberlein says.

According to data from the National Center for Complementary and Integrative Health (NCCIH), the most common reason for seeing a chiropractor is to treat a specific problem (usually pain), followed by wellness and disease prevention. It is one of the most common complementary health approaches used in the United States.

The consequences of being in pain — limited function and mobility, poor quality sleep, unregulated emotions, and more can decrease your quality of life. Patients who have chronic pain are three times more likely to become depressed. Your home and work life can eventually suffer due to your general unwellness.

It’s reported that 50.2 million (20.5 percent) U.S. adults experience chronic pain based on analysis of the new NHIS data of 2021. Chronic pain is a major problem and it’s affecting the lives of many. Pain is the most popular reason why a person decides to consult with a chiropractic physician

for treatment. Luckily, it’s the first step in the right direction because unlike other medical approaches to pain relief, such as pain medication and risky surgeries, chiropractic care is non-invasive and has no side effects. Whether the pain is unknown or stemming from a related health issue, chiropractic care has been found to relieve pain and correct areas of injury. Pain comes and goes and unfortunately, can linger. Our bodies withstand a ton of stress and strain, which is why continued chiropractic care is important and for some, necessary. Chiropractic adjustments not only relieve pain but also reduce stress.

Chiropractic treatment does not promise to help you live longer, but it can help with adding “life to years.” The benefits of chiropractic treatment include pain reduction and an improvement in function, mobility, and sleep. All of these can help improve your sense of well-being and quality of life overall.

Additionally, when you feel healthy and happy, you are likely to partake in physical activities, eat healthier, explore the world, nurture your relationships, and enjoy life. All of these are important to nurturing your life and can help you be healthier for longer, which can help improve life longevity.



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# Chiropractic News

## Collegiate mobile advertising campaign

The Foundation for Chiropractic Progress (F4CP), a not-for-profit organization educating the public about the benefits of chiropractic care, announced the launch of five new videos as part of its ongoing, mobile-driven advertising campaign targeted to college students to inspire the next generation of doctors of chiropractic (DCs). The campaign runs from Feb. 2023 through Feb. 2024.

The campaign's theme, "A Career in Chiropractic," is intended to encourage individuals to pursue an educational and training path toward becoming a DC by emphasizing the variety and flexibility of the chiropractic profession, as well as the benefits it delivers to patients. Available exclusively on mobile devices, the video and editorial-style native ads were created in partnership with five chiropractic colleges. The content shows DCs at work in varied settings, including offices and sporting events, while also enjoying their personal lives. The overall message is that DCs help patients while maintaining work-life balance.

[Related video](#): Dr. Sherry McAllister explains the campaign theme

The ads can also be viewed on YouTube:

Growing Up Chiropractic Featuring Professional Soccer Player, Olivia Athens

<https://www.youtube.com/watch?v=Wcj9t6tQGxQ>

Choose How You Practice

<https://www.youtube.com/watch?v=jNVNqMNjZvw>

The Chiropractic Lifestyle

<https://www.youtube.com/watch?v=LUjJn6mdq0Y>

The Difference You Make

[https://www.youtube.com/watch?v=8B4o2g6\\_1xY](https://www.youtube.com/watch?v=8B4o2g6_1xY)

Get in the Game with Chiropractic

<https://www.youtube.com/watch?v=yQcRXQTxaxY>

Workforce development is increasingly important across healthcare professions as most, including chiropractic, are forecasting potential clinician shortages in the coming

years. A 2020 Practice Analysis from the National Board of Chiropractic Examiners, for example, shows that 30% of practicing DCs were age 60 or older and fewer than half were younger than 50.

Chiropractic care will continue to grow to meet demand. The U.S. Department of Labor reports the profession's growth rate is expected to be 9% from 2022 to 2032, outpacing the average.

## LIFE West and Palmer West announcements

Both LIFE West and Palmer West have both made announcements about the future of their campuses and programs.

According to a press release from Palmer College of Chiropractic the Board of Trustees has made the decision to close the College's operations in San Jose, California. Saying it was the "... right choice to ensure that the College founded 125 years ago will prosper for the next 125 years and beyond" Palmer stated the decision was effective "immediately" and that they would give every current student the chance to finish their degree but will no longer accept any new students.

Claiming this was a "proactive business decision" they blamed an increase in the building lease, high cost of living, the employment market and the cost to deliver the education.

Palmer stated they "... could not have anticipated the explosive growth of Silicon Valley" which "directly impacts affordability."

Palmer says it intends to focus on its Davenport and Florida campuses.

Palmer West is notorious within the chiropractic profession for harboring faculty and administrators who disparage the management of vertebral subluxation. Whether or not those same Deniers will find a home at the other campuses remains to be seen.

Meanwhile, following two years of lock downs, online education, and draconian mandates from COVID, LIFE

West's President Ron Oberstein DC announced in a press release that the Board of Regents has sold the campus to a development company, with a 6-year leaseback.

Assuring supporters that “. . . With a 6-year lease, we are continuing Business as Usual” and that “There is no change to anyone's status, whether as an employee or student.”

Oberstein assured the LIFE West community that “Every single student that is enrolled at this college location will have the right to graduate from this college location. There will be no change in our employees, faculty, resources, and accreditation.”

Oberstein also noted the closing of Palmer's West Coast Campus which he said makes LIFE West “the ONLY chiropractic college in California north of Los Angeles, and we will continue to dominate this geographical area.”

### Washington state to get new chiropractic college

A new boutique chiropractic college is coming to Washington State! The initial announcement was made amid cheers and whoops during the Sept 2022 ChiroFest in Boise, ID. Since ChiroFest, there has been a concentrated effort towards opening this chiropractic college in Washington state with the purpose of bringing philosophical principles to the forefront of the chiropractic educational experience. Although creating a chiropractic college is a daunting and intimidating task, the Washington Chiropractic College (WCC) hopes to open its doors in 2024 in Renton, Washington with a new opportunity in chiropractic education.

The school now has a [website](#) up and running and is recruiting students and faculty. The incoming president of the Washington Chiropractic College is Phil McMaster DC.

The WCC concept is based on the internationally successful model of New Zealand Chiropractic College's one class annually with a cap of 75 students. This boutique model is focused on the student experience by limiting class size, and focusing on each future chiropractor's success. The WCC has the potential to be replicated in other locations and increase the options of vitalistic chiropractic education.

Education as a whole is a constantly moving and evolving target. Especially since 2020, there have been doors opening in education that have not been open before. The one constant that remains, is that the world needs more excellent chiropractors. The current WCC board and financial committee includes Randy Baze DC, Avery N. Martin DC, Chris Hill DC, Dana Clum DC, Skylar Gemmer DC,

Anna Martin, Diane Sherwood-Palmer DC, Sarah Kotlerman DC and David Butters DC. The incoming president of the Washington Chiropractic College is Phil McMaster DC.

### Registration open for Diplomate in Chiropractic Craniocervical Junction Procedures

The International Chiropractors Association (ICA) has announced that [registration is now open](#) for the upcoming class of the [Diplomate in Chiropractic Craniocervical Junction Procedures](#) (DCCJP) program. Year one of the newest class will begin in January 2024.

The Diplomate In Chiropractic Craniocervical Junction Procedures (DCCJP) is designed for upper cervical Doctors of Chiropractic who may already be proficient in a specific upper cervical procedure but wish to advance their diagnostic, analytical, and clinical skills. The DCCJP also provides significant opportunities to learn about other upper cervical procedures to help improve patient outcomes. Those who participate in this program will enhance their skills and techniques and expand their knowledge as an individual chiropractor in the field of upper cervical care through the International Chiropractors Association Upper Cervical Council.

The DCCJP is the premier upper cervical chiropractic postgraduate program that brings together various methods and techniques for addressing the craniocervical junction. Developed and administered by the ICA Council on Upper Cervical Care, the program takes 2.5 years to complete and provides intensive education in spinal biomechanics, neuro-anatomy, neuro-physiology, advanced imaging, and upper cervical research.

This curriculum also includes collaborative learning of the major orthogonal and articular approaches to adjusting the upper cervical subluxation, outcome assessments, and integrative learning, as well as research, writing, and presentation.

Chiropractors interested in specializing in upper cervical chiropractic or expanding their skills in that area are encouraged to take advantage of this opportunity by signing up for the first year of DCCJP. For more information and to begin the enrollment process, please visit [tinyurl.com/dccjp2024](https://tinyurl.com/dccjp2024).





# Chiropractic College News

## **Life University athletic department furthers institution's vitalistic philosophy**

Life University (Life U) prides itself on a nationally competitive and championship-level collegiate Athletic Department that furthers the institution's vitalistic philosophy, as well as being a centerpiece of Life U culture. With more than 500 student-athletes comprising one of the premier NAIA athletic programs in the southeastern region of the United States, Life U boasts 23 intercollegiate sports, 30 national championships, and more than 80 individual titles.

In a recent edition of Cobb County's foremost monthly publication – The Cobb Connection – female leaders were highlighted for their impact in the regional sports industry.

Life U's very own Director of Athletics, Jayme Pendergast, was recognized for her trajectory as a leading woman in the sports industry and for serving as a role model for an aspiring upcoming generation of students, athletes and young professionals.

Currently at the helm of the Athletic Department's success and prestige, Pendergast has experience on her side. "I've been in this industry for 15 years, and women bring unique qualities to the table that add significant value to idea generation and decision making," said Pendergast.

She also notes the incredible skill sets and leadership traits that are inherent to women, based on their personal experiences.

"For girls and boys alike, seeing women athletes, executives, leaders and influencers in the sports industry – I believe that it slowly changes the narrative of how we view women in sports."

Life University is proud that Pendergast has been recognized by the local sports industry as having the characteristics of a leader who has influence in their community and an upcoming generation of student-athletes. We congratulate her on this well-deserved achievement.

Founded in 1974, Life University is a health sciences institution most known for its College of Chiropractic, the largest single-campus College of Chiropractic in the world.

Undergraduates can pursue undergraduate degrees; a pre-chiropractic, degree-seeking pathway; and graduate degrees within the College of Graduate and Undergraduate Studies. Some degree programs are offered to distance learners through the College of Online Education.

## **Logan University offers "Success Coaches"**

Logan University students have access to a team of world-class clinicians and educators, highly-educated staff, as well as a variety of resources dedicated to academic and career success. Associate Dean of Academic Success Katrina Marnin, MS, wants students to know that Logan's academic success coaches care about more than just students' academic success – they care about the student.

"Yes, success coaches help with class registration and academic-related questions, but our care for the students goes deeper," explained Katrina. "Not only do we work closely with students on selecting courses they need for their degree but go a step further and provide additional information and tips to ensure the student's success in those courses."

Logan's academic success coaches support students during the entirety of their time at Logan. Each program has one or more academic success coaches dedicated to students to help guide them in their specific programs.

"We have a wealth of knowledge in almost anything Logan related," said Katrina. "We make the effort to supply everyone with the resources they need or connect them with someone who does."

Katrina says Logan's academic success coaches also support the students during the highs and the lows of their higher-education career.

"We want the students to know they have someone at Logan looking out for them," said Katrina. "If you are struggling in a class, we are here to help you. If you are acing a class, we want to celebrate with you!"

In addition to the students benefiting from academic success coaches, colleges and universities also benefit as student retention and satisfaction have increased.

“Since the academic success coaches started taking on a bigger role in working with students, we’ve noticed student retention and satisfaction rates have increased” explained Katrina. “The happier the student, the more success in their degree program and all that leads to more successful career outcomes.”

To learn more about Logan’s academic success coaches and resources available to students, visit <https://logan.edu/why-logan/>, or email Katrina Marnin at [katrina.marnin@logan.edu](mailto:katrina.marnin@logan.edu).

### **Northeast College holds Donor Memorial Ceremony**

Northeast College of Health Sciences held its 2023 Memorial Ceremony on Oct. 26, 2023, to honor all who donated their bodies for study.

This selfless gift allows students to learn and improve the human condition through healthcare education and research. Each year the College community joins to give thanks and recognize each donor, while also extending gratitude to families for their loved one’s role in furthering healthcare education.

During the ceremony, Northeast College President Michael Mestan said donating one’s body is a “testament to the deep-seeded desire to contribute to the betterment of humanity – even beyond one’s lifetime. Through this act, donors become instrumental in advancing knowledge in the health sciences, research and education.”

These contributions to the future of healthcare are made possible by individuals who donate their bodies to the College’s Anatomical Gift program. With these whole-body donations, Northeast provides opportunities for students to learn through human cadaveric dissection, considered the gold standard for learning human anatomy and a hallmark of a Northeast College education.

Director of the Northeast Anatomy Center and Anatomical Gift program Dr. Michael Zumpano said, “there is no greater gift than the gift of oneself,” and that even as technology expands, nothing can replace the human body for learning anatomy.

### **Dr. Stephen Foster wins William D. Harper Award**

Texas Chiropractic College (TCC) is proud to announce that Dr. Stephen Foster, president of TCC, has been awarded

the William D. Harper Award at this year’s homecoming convention. The award recognizes individuals who exemplify a deep commitment to the college while embracing the role of science in chiropractic.

“Dr. Foster has been instrumental in instilling a culture of academic excellence and scientific advancement at Texas Chiropractic College,” said Dawn Schwab, chairman of the TCC Board of Regents. “His commitment to the institution and his advocacy for the integration of science and chiropractic make him a deserving recipient of the Harper Award.”

The William D. Harper Award carries with it a legacy that traces back to its namesake and founder, Dr. William D. Harper, Jr. Trained as both an engineer and a chiropractor, Harper made a significant impact as an instructor, writer, and ultimately as the president of TCC from 1965-1976.

A native Texan, Harper’s vision and passion for chiropractic were showcased through his teachings and his textbook, *Anything Can Cause Anything*, which synthesized his knowledge and expertise in the field.

The recipient of the Harper Award is nominated by board members and subsequently elected by the board through a rigorous voting process.

Last year’s recipient of the Harper Award, Ken Cauthorn, had the privilege of presenting the award to Foster at convention, symbolizing the passing of the torch and celebrating a continuous commitment to excellence within the chiropractic community.

As president of TCC, Foster has spearheaded initiatives that have elevated the institution’s standing in the chiropractic community. He added state-of-the-art technology, launched The Phoenix Project for campus enhancement, and navigated challenges like post-disaster rebuilding and adapting to Covid-19.

“Receiving the Harper Award is a great honor,” said Foster. “It reflects the collective dedication of our team at Texas Chiropractic College to fostering academic excellence and embracing science in chiropractic.”



# IACP Marketplace

## *The IACP News,*

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***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***

***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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# Chiropractors provide a better, safer non-drug approach to pain management

Almost eight in 10 Americans have an episode of lower back pain at some point in their lives. Chronic back pain can result in lowered productivity, which can adversely affect your earning potential — not to mention your quality of life. Often, pain-killing opioids are prescribed as a quick-fix solution, but they can cause more harm than good.

The American Chiropractic Association (ACA) and doctors of chiropractic nationwide promote the theme of: “Relieve, Restore, Resume.” Your doctor of chiropractic can provide a better, safer non-drug approach to pain management.

Sore, throbbing joints can make life difficult. About all you can think of doing is heading for the couch and sitting there till the pain goes away. But sitting can actually make joint pain worse! Hours of sitting tighten hip flexor and hamstring muscles and stiffen the joints. Tight hip flexors and hamstrings can affect gait and balance, making it harder to walk — or even making you more likely to fall.

There’s no need to let stiff, aching joints keep you from doing what you love. You can help control the pain, increase your flexibility and range of motion, and get amazing relief with the right exercises. Physical activity is important to you so it’s time to learn how chiropractic care can help get you moving again.

**Pain relief:** Whether your pain is acute and was caused by an unexpected injury, or chronic and it’s been your constant companion for months, chiropractic care can help. A chiropractor can help identify and treat the actual source of your pain and correct any joint restrictions of the spine. The biggest benefit of the pain relief is that it is completely drug-free, so it won’t have the many undesirable and unwanted side effects that typically come with prescribed pain medications.

**Increased balance and coordination:** Chiropractic adjustments help with age-related issues that can affect a patient’s balance and coordination, such as osteoporosis and arthritis. A chiropractor can improve this deficiency by properly aligning the spine, muscles, and joints in a patient’s body.

**Improved range of motion:** Unfortunately, many people may feel pain or discomfort when bending over or reaching for items, but chiropractic care has consistently been shown to increase a patient’s range of motion in the spine, arms, and legs. With an improved range of motion, patients can get back to taking care of their basic needs, enjoying their hobbies and family more, and living the life they want without pain.

**Injury treatment:** Injuries are an unfortunate and often inescapable aspect of life, and recovering from them quickly and completely is critical to your quality of life. Chiropractic care helps patients through this recovery process in a safe and effective way, completely avoiding the use of medications and invasive treatments. When the spine is properly aligned, the injured tendons and muscles are able to heal correctly.



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# 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

Rates are for full color ads **per insertion**. Ads published under a multi-run contract can be changed for each issue at no additional cost. Flash animation (.swf files), animations (.gif format) and video clips can be added to any ad. There is no extra charge for video clips or multi-media in ads unless "assembly" of the ad is required. Some file size limitations apply. For details contact [CandSpublishing@gmail.com](mailto:CandSpublishing@gmail.com). Email camera-ready ads in high resolution Adobe Acrobat (.pdf) format to: [CandSpublishing@gmail.com](mailto:CandSpublishing@gmail.com). Ad creation and graphic design services are available through C&S Publishing at no additional cost.

**Acceptance of Advertising:** IACP reserves the right to refuse any advertisement with or without reason or explanation including any ad that, in the opinion of IACP, is unethical, makes extravagant claims, misrepresents, is unfair or harmful to other advertisers; violates postal, anti-trust or U.S. currency regulations; or is deemed inconsistent with the objectives of the IACP.

The IACP News is produced for the IACP by C&S Publishing

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