



Prosperity Through Unity Exceptional Care for Idahoans

May, 2017

The IACP News, Vol. 1, No. 4

IACP Honors Distinguished Chiropractors

IACP Chiropractor of the Year – Dr. Tom Bench



The membership of the IACP unanimously voted to award Dr. Tom Bench, Idaho Chiropractor of the Year, during its 2017 IACP Annual Membership Meeting. Dr. Bench is the current IACP Vice President and has been serving on the IACP Board for six years, where he was also the IACP District 3 Representative. He has received national medals in competitive speaking and debate, is an Eagle Scout, received his Bachelor's degree from BYU-Idaho and his Doctor of Chiropractic from Palmer College.

IACP President's Award for Lifetime Service – Dr. Jon Gray



Dr. Betz presented the IACP President's Award for Lifetime Service to Dr. Jon Gray for his multiple years of service to the IACP and to the chiropractic profession in Idaho. "The IACP would literally not be what it is or where it is, today, without the leadership and sacrifice of former IACP President and Century Club Member, Dr. Jon Gray," said Dr. Betz.

IACP Rising Star – Dr. John Maltby II



Dr. Betz presented the Rising Star award to one of the newest members of the IACP who is just starting his practice in the Treasure Valley and is showing great promise for a long and successful career. Upon initiating his membership, Dr. Maltby immediately became a Century Club Member to showcase his commitment to growing the IACP and our industry in Idaho.

**Convention &
Expo pictures
pages 8 - 11**

Thank You to Our Outgoing IACP President – Dr. Joseph Betz



Newly elected IACP President, Dr. Scott Crawford presented a hardy thank you to our outgoing IACP President, Dr. Joe Betz, who has been the IACP President for the past three years and has served on the IACP Board for over a decade.



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.

2016-2017 IACP Board of Directors



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VP - Dr. Thomas Bench



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Dr. Joseph Betz

2016-2017 IACP Board of Directors



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Idaho Association of Chiropractic Physicians

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In This Issue

President's Corner: CDr. Scott Crawford Takes IACP Helm	Page 4
Going Green Event, October 21, 2017	Page 5
IACP Membership Application	Page 6
The Difficulty with High-Deductibles	Page 7
ChiroHealthUSA	Page 7
2017 IACP Annual Convention & Expo Pictures	Pages 8 - 11
Chiropractic News	Pages 12 - 15
Classified Ads	Pages 16 - 17
Upcoming Events Calendar	Page 17
Chiropractic College News Update	Pages 18 - 21
IACP News Display Advertising Rates and Sizes	Page 22

This table of contents is linked for your convenience. Just click on the page you want.



The upgraded and expanded, Idaho Association of Chiropractic Physicians monthly newsletter, the *IACP News*, reaches 600-700 chiropractors and students of chiropractic across Idaho. Market your business and services inexpensively with a full-color display advertisement right here.

Ads are hyperlinked to your website or online store to get our readers to your site with a single mouse click.

Graphic design and ad creation services available at no cost. IACP members take 15% off published rates. See back page of this issue for all ad sizes and rates.

President's Corner

Dr. Scott Crawford Takes IACP Helm

By Dr. Scott Crawford, IACP President

I would like to thank those who placed their confidence in me at the convention and supported my nomination as the IACP new president. I volunteered to serve on the board four years ago as the IACP treasurer to get involved, learn the ropes, and give back to my profession. I started my practice in Post Falls in 2006 after 5 years in Missoula before that. I am a 2001 graduate of Life University, in Marietta, GA.

We are in a very exciting time as chiropractors in Idaho. We have hope with SecureCare to increase our insurance reimbursement, to see our membership continue to grow, and we have a strong voice legislatively through our lobbyist, Ryan Fitzgerald.

We have always been a strong board moving in the same direction forward. During my term as president, I will continue the momentum we have seen. I would also like to hear from and meet as many of our members as I can. Please be involved, and support us as we represent you.



President - Dr. Scott Crawford

Thank You,

Scott Crawford D.C.

“Join the pack” – Become a member of the IACP

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!



LIVE EVENT

GOING GREEN

GROWING A PRACTICE THAT MAKES DOLLARS AND SENSE



Dr. Mark Sanna
CEO & President
Breakthrough Coaching



Dr. Miles Bodzin
Founder & CEO
CashPractice



Dr. Ray Foxworth
President & Founder
ChiroHealthUSA

CATCH THIS EXCITING EVENT!

Saturday, October 21, 2017 • Boise, Idaho

Whether you have considered a transition to a cash-based practice or you've been cash-based all along, this jam-packed seminar is for you! More than ever, chiropractors need to transition their current practices to a more cash-based model. The foundation of a cash-based practice relies on your ability to communicate value to your patients. This includes having the proper procedures and systems in place to collect more cash from your patients, rely less on the dependence of insurance collections, and apply the appropriate legal discounts to care. You will walk away from this event with tips on how to confidently present compliant care plans and reduce your front office overhead by allocating your employee's time effectively, all while focusing on transitioning to more of a cash-based practice.

PRAISE FROM OUR PORTLAND EVENT

"Very informative. Probably the first seminar that I stayed and stayed awake in!"

-Dr. Amy Reynolds

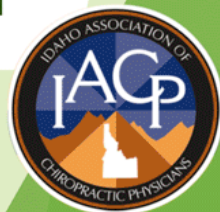
"One of the best 1-day seminars I have ever been to. All 3 speakers had superior knowledge of the best tools on the market to grow each practice to help more people."

-Dr. Stephanie Haugen

"I graduated from UWS last year. I can't wait to implement all these wonderful techniques in my future practice. I'm so lucky to be exposed to this seminar at the beginning of my career. Thank you so much!"

-Dr. Max Paetzhold

REGISTRATION: Contact: **Ryan Fitzgerald**
Web: **www.idchiro.org** • Phone: **(208) 424-8344**





IACP MEMBERSHIP APPLICATION

Contact Information:

Name: _____ License #: _____

Practice Name: _____

Business Address: _____ Business Address 2: _____

City, State, Zip: _____ County: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

IACP Membership Categories: Types of Membership and Benefits:	<i>Full Amount</i>	<i>Monthly</i>	Payment Information:
<u>IACP CENTURY CLUB</u> All Standard Membership Benefits, plus: <ul style="list-style-type: none"> • FREE Convention Member Registration; • FREE Non-DC Staff Member Convention Registration; • Expanded Discounts for Member and Staff on three IACP quarterly seminars; • 25% Discount on advertising via the IACP newsletter and/or website; • 25% Discount on Bronze Level Convention Sponsorship; • Invitation to IACP PAC Dinner(s) for legislative officials targeted for IACP support; • Opportunity to write articles for IACP newsletter editions*; • Two FREE classified ad both online and printed newsletter per year; • First Call - IACP Referrals for patients seeking specific DC techniques/education; • Invitation to the IACP President's Dinner – including other Century Club members, past IACP Presidents, Idaho Legislators & Sponsors; • Portion of C. C. dues fund the IACP PAC - supportings legislative efforts/candidates. <small>** The IACP reserves the right to review articles and edit submissions as it deems necessary.</small>	[]	[]	Payment Type: <input type="checkbox"/> VISA <input type="checkbox"/> MC <small>(circle one)</small> <input type="checkbox"/> Discover <input type="checkbox"/> AMEX <input type="checkbox"/> Check Credit Card #: _____ CVC: _____ Exp. Date: _____ Billing Zip Code: _____
<u>IACP STANDARD MEMBERSHIP</u> <ul style="list-style-type: none"> • \$100 discount on convention registration fees; • \$20 discount for each staff member on convention registration fees; • 10% Discount on Online CE Credits offered through the IACP Website; • 10% Discount on ICD Coding Books Offered by the IACP; • 10% Discount on all products, videos and materials sold by the IACP; • Earn at least 6 FREE CE credits each year at district meetings; • Discounts on Quarterly IACP Seminars for Member and Staff; • One FREE classified ad both online and printed newsletter per year; • Find A Doctor Referral Directory and access to members only information regarding Medicare, insurance & legislative insight; 	[]	[]	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: <input type="checkbox"/> \$25/mo. <input type="checkbox"/> \$55/mo. <input type="checkbox"/> Other: \$ _____/mo.
<u>RETIRED DC MEMBERSHIP</u> <ul style="list-style-type: none"> • Annual subscription to IACP Newsletter (12 issues per year); • 10% Discount on all IACP events or classes • Discounts on advertising in the IACP Newsletter or on the IACP website; • Discounts on classified ads in IACP Newsletter or on the IACP website. 	[]	[]	
<u>MULTIPLE DC HOUSEHOLD MEMBERSHIP</u> <ul style="list-style-type: none"> • For dual DC households where both members of the household are practicing DCs. Spouse can choose a discounted Century Club or Standard Membership. 	25% Reduction in Membership Category		
<u>NEW GRADUATE MEMBERSHIP</u> <ul style="list-style-type: none"> • New chiropractic college graduates receive basic membership for no fee! 	FREE		

By signing this form you agree to pay for the membership type and frequency listed and the optional PAC donation indicated above. The authority you give the IACP to charge your account will remain in effect until you notify IACP in writing to terminate the authorization, after the agreed upon term has been met. This includes annual renewals. If the amount of your payment changes, we will notify you at least ten days before payment date. You also agree to notify IACP of any changes in account information.

Signing this form acknowledges an understanding that cancellation requests must be made in writing and will only be honored following fulfillment annual timeframe:

Signature: _____ Today's Date: _____

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

The Difficulty with High-Deductibles

Dr. Ray Foxworth
President of ChiroHealthUSA

A close friend recently shared his frustration with rising healthcare costs. He and his wife are self-employed with six beautiful children (ages 5-20). They pay almost \$1,000 per month in insurance premiums and have a deductible of \$10,000. In January, he had a sinus infection that he self-diagnosed as a head cold while travelling for business. He took over-the-counter medication for a week before his wife drug him into the local urgent care clinic. He was diagnosed with a sinus infection, an ear infection and an upper respiratory infection. After receiving a couple of shots and prescriptions, his total out-of-pocket expense was \$1,200.

To keep premiums affordable, more families, like my close friends, have transitioned to high-deductible insurance. In fact, the number of families that opted for high-deductible plans rose from 20% in 2014 to 29% in 2016. With deductibles so high that, short of having an appendectomy in 2017, it is unlikely they will meet their deductible this year. The average actual charges for a routine office visit billed in chiropractic offices across the country can be around \$106. It is easy to understand why many patients never return after the initial visit or financial report-of-findings.

Patients are looking for access to affordable care in your office, but before offering a "cash" discount, remember that offering deals to patients outside of a contractual discount (PPO, MCO, DMPO) can put your practice at substantial risk of fines and penalties. Not to mention the fallout that can occur when your insurance patients find out that you charge them more than you do your cash patients. Never a pretty situation. In many states, the law prohibits you from having "dual fee" schedules or charging higher fees to insurance payers than to patients who pay cash, even though the cost of billing to insurance carriers is certainly more. Additionally, we must be mindful of the OIG regulations when it comes to offering discounts (inducements) and prohibits patients from receiving a gift of more than \$15 per item or \$75 on annual basis.

The great news is that Discount Medical Plan Organizations, like ChiroHealthUSA, offer patients with high deductibles the benefit of a lower fees than they might have WITH using their insurance. And there are no monthly "premiums". Providers who offer these types of memberships to their patients, give their patients the same types of discounts that insurance carriers have negotiated for those same services.

The great news is that Discount Medical Plan Organizations, like ChiroHealthUSA, offer patients with high deductibles the benefit of a lower fees than they might have WITH using their insurance.

Many times, the discounts to patients are the same, or lower, than the co-pays they are accustomed to paying for their treatment with robust insurance plans. If you are looking for a way to help your patients who will likely never meet their deductibles or have a limited number of visits under their plans, consider becoming a provider with a simple, compliant and profitable financial policy offering discounts through a DMPO like ChiroHealthUSA.

Dr. Ray Foxworth is a certified Medical Compliance Specialist and President of ChiroHealthUSA. A practicing Chiropractor, he remains "in the trenches" facing challenges with billing, coding, documentation and compliance. He has served as president of the Mississippi Chiropractic Association, former Staff Chiropractor at the G.V. Sonny Montgomery VA Medical Center and is a Fellow of the International College of Chiropractic. You can contact Dr. Foxworth at 1-888-719-9990, info@chirohealthusa.com or visit the ChiroHealthUSA website at www.chirohealthusa.com. You are invited to register today for a free webinar that will give you all the details about how a DMPO can help you practice with more peace of mind: www.chirohealthusa.com

*It only takes one inducement violation
**to put you and your practice
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With fines of up to \$10,000 per occurrence, many practices are one discount violation away from serious financial hardship... And a simple ad offering discounted services can bring an audit your way.

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Text "IACP" to (601) 273-4085 for a chance to win a \$250 AMEX gift card and information on how to register for our weekly webinar "*Risky Business: The 5 Little Things That Can Cause Big Problems in Your Practice.*"

IACP Annual Convention & Expo







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2017 ICAP
Convention &
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a huge success!***





Sit up straight!

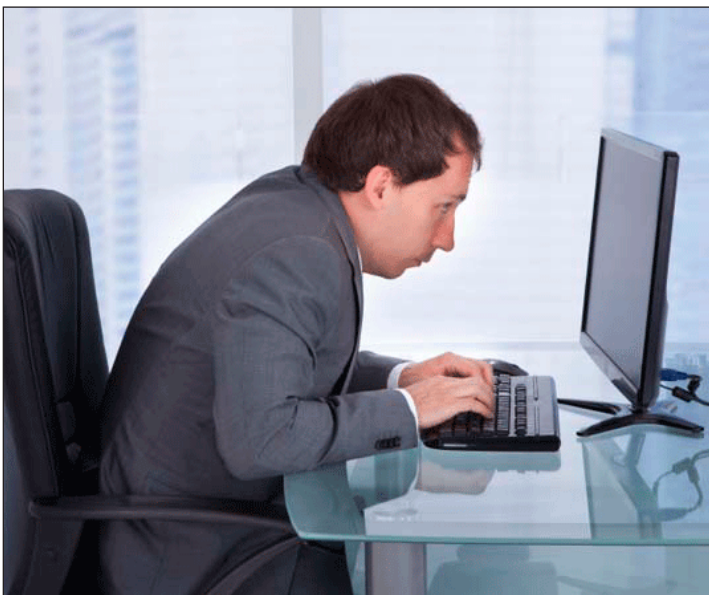
Poor posture may promote depression

It's estimated that 10 million Americans suffer from mild to moderate depression. A new study done at the University of Auckland in New Zealand found that many people can get at least some measure of relief simply by improving their posture.

The researchers noticed that patients suffering mild to moderate depression typically sat in a more slumped posture than non-depressed people. They knew that better sitting posture eased stress and wondered if it could also reduce depression.

Sixty-one patients with mild to moderate depression participated in the study. Researchers randomly divided the participants into two groups. One group was asked to sit in their normal slouched position. The other group was told to sit upright with straight backs, level shoulders and to keep their neck and head straight. Researchers used physiotherapy tape on their backs to help keep them in an upright posture.

The researchers then had the two groups participate in two tests. In the first test, they delivered a five-minute speech. In the second they were asked to count backwards from 1,022 in steps of 13.



In both tests, the upright posture group showed more enthusiasm, less fatigue and fewer observable markers of depression than the slouch group. Those who had good posture were more outgoing, exhibited less fear, spoke more clearly and used more words during their speech. They also had fewer errors when counting down. All of these behaviors and emotions are signs their depression was reduced.

It was noted by the researcher that "For severe, disabling depression, sitting posture is not likely to make much of a difference. But for mild or moderate depression, sitting up straight may help patients manage their mood and be more productive." "Sitting upright can make you feel more alert and enthusiastic, feel less fearful, and have higher self-esteem."

The findings are due to be published in the *Journal of Behavior Therapy and Experimental Psychiatry*.

BCA survey points to tech as pain trigger

A recent survey conducted by the British Chiropractic Association (BCA) of more than 2,000 UK adults who currently suffer from back or neck pain, or have done so in the past, found that almost three in five (56%) people experienced pain after using some form of technological device. Despite this, only 27% of people surveyed had limited or stopped using their devices due to concerns for their back or neck health and posture.

The research showed people were most likely to experience back or neck pain after using the following technological devices:

- Laptop computer (35%)
- Desktop computer (35%)
- Smart phone (22%)
- Tablet (20%)
- Games console (17%)

The age group most likely to experience back or neck pain when using their smart phone were 16-24 year olds, while nearly half (45%) of young adults (25-34 year olds) admitted to experiencing back or neck pain after using a laptop. One in seven (14%) 16-24 year olds attributed their back or neck

pain to virtual reality headsets.

To help you use your technological devices without impacting your back or neck health and posture, the BCA provides their top tech tips to stay back pain free:

- **Mind your posture:** Be aware of your posture when using mobile devices on the go, don't hunch over small screens and try to ensure you are never in the same position for a prolonged period.
- **Be computer compatible:** When sitting in front of your PC or laptop, sit in a chair that provides full support for your spine and make sure your shoulders, hips and knees face the same direction. Your seat should be adjusted so that your feet are flat on the ground and knees bent, but with a slope from your hips to your knees. You should end up with your hips higher than your knees and your eyes level with the top of the computer screen. You may need to put the screen on a stand, book or ream of paper to bring it to the right height.
- **Keep your head up:** The head is a heavy weight, so sitting with it forward of your body can put unnecessary strain on your neck and back. Try to sit with your head directly over your body.
- **Try before you buy:** Try out new gadgets before you buy them to make sure they're comfortable to use and spend time setting them up in a way that works well for you.
- **Bag it up:** If you carry a laptop use a rucksack design laptop case, carry it on both shoulders and adjust the straps so that the bag is held close to your back.
- **Stretch it out:** When using your mobile, smartphone, laptop or tablet whilst sitting down, including on your commute, take the time to break position on a regular basis and stretch your arms, shrug your shoulders and move your fingers around as this helps to keep the muscles more relaxed. Try to avoid sitting in the same position for more than 40 minutes where possible.

Study raises questions about long term effects of antibiotics on behavior

In a landmark study, researchers at St. Joseph's Healthcare Hamilton and McMaster University in Canada have found that providing clinical (low) doses of penicillin to pregnant mice and their offspring results in long-term behavioral changes. These changes include elevated levels of aggression and lower levels of anxiety, accompanied by characteristic neurochemical changes in the brain and an imbalance in

their gut microbes. Giving these mice a lactobacillus strain of bacteria helped to prevent these effects.

The study was published in Nature Communications and was funded by the United States Office of Naval Research.

"In this paper, we report that low-dose penicillin taken late in pregnancy and in early life of mice offspring, changes behavior and the balance of microbes in the gut. While these studies have been performed in mice, they point to increasing concerns about the long-term effects of antibiotics," says Dr. John Bienenstock, Director of the Brain-Body Institute at St. Joseph's Healthcare Hamilton and Distinguished Professor at McMaster University. "Furthermore, our results suggest that a probiotic might be effective in preventing the detrimental effects of the penicillin."

"There are almost no babies in North America that haven't received a course of antibiotics in their first year of life," says Dr. Bienenstock. "Antibiotics aren't only prescribed, but they're also found in meat and dairy products. If mothers are passing along the effects of these drugs to their as yet unborn children or children after birth, this raises further questions about the long-term effects of our society's consumption of antibiotics."

A previous study in 2014 raised similar concerns after finding that giving clinical doses of penicillin to mice in late pregnancy and early life led to a state of vulnerability to dietary induction of obesity. The research team plan to follow up their studies by analyzing the effects of penicillin on the offspring, if given only to the pregnant mothers. They also plan on investigating the efficacy of different types of potentially-beneficial bacteria in protecting offspring against the behavioral changes that result from antibiotic usage.

Vitamin D and its impact on the immune system

Information by [Nordic Naturals](#)

The role of Vitamin D (and its prohormones) in calcium metabolism and bone health has been well-established. Yet a mounting body of research reveals that vitamin D—with its pleiotropic effect on biological activities—also plays a significant role in regulating immune function.

Case in point: We now know that there are vitamin D receptors (VDR) in all immune cells. Of particular interest to researchers is the role vitamin D plays in autoimmune disorders. To date, there is considerable [research](#) pointing to an association between vitamin D deficiency and an increased

Continued on next page

Chiropractic News

Continued from last page

incidence of autoimmune disorders, including inflammatory bowel diseases (two main subtypes being ulcerative colitis and Crohn's).

A mounting body of evidence supports a high incidence of very low serum 25-OH vitamin D levels among IBD sufferers. This evidence also shows:

- A high prevalence of vitamin D deficiency reported in patients with well-established IBD, as well as patients with newly-diagnosed IBD.
- Vitamin D deficiency is independently associated with lower quality-of-life and greater disorder activity in IBD.
- Higher vitamin D intakes were associated with reduced incidence of IBD.

Solid outcomes such as these led a group of researchers from Beth Israel Deaconess Medical Center to study the risk of relapse in patients with IBD and vitamin D deficiency. Their challenge was to determine whether the flare-up was lowering vitamin D levels, or if low vitamin D levels were causing the flare-up. According to their [published study](#) in *Clinical Gastroenterology and Hepatology*, the researchers found the mean baseline vitamin D level to be lower in patients who later relapsed than in those who did not.

"Patients who had higher vitamin D levels when their disease was in remission were less likely to experience a relapse in the future," summarized the study's lead author, John Gubatan MD. "This suggests that higher vitamin D levels may play some role in preventing the UC relapse."

Women athletes more likely than male athletes to have sports-related concussion

Women athletes are 50 percent more likely than male athletes to have a sports-related concussion, according to a preliminary study released recently.

"Sports-related concussion is a significant public health problem and research has typically focused on male athletes," said author James Noble, MD, of Columbia Univer-

sity and a member of the American Academy of Neurology. "Studies comparing male and female college athletes have often been limited in size and had incomplete follow-ups."

This study looked at 1,203 athletes from 2000-2014 at Columbia University and included 822 men and 381 women who participated in sports like soccer, basketball and football. Participants took tests to measure thinking skills and processing speed before and after a concussion. The researchers also tracked symptoms and when participants returned to play after a concussion.

A total of 228 athletes in the study suffered at least one concussion during their college career, 88 women, or 23 percent, and 140 men, or 17 percent. Women were 50 percent more likely to have a concussion than men. Athletes who had suffered a previous concussion were three times more likely to have another concussion as those who had never had a concussion. In the gender comparable sports of soccer and basketball, women were more likely to have had a concussion.

"It is unclear why women appear to be at higher risk for sports-related concussions than men," said Noble. "The findings from this study highlight the need for more research on the gender differences in concussion." While women appear to be more susceptible to concussions, the study indicates they recover from the injury just as quickly as men. The average return-to-play time was 10 days for both men and women.

Men and women had similar symptoms following a concussion, except when it came to amnesia and insomnia. The



study found 44 percent of men experienced amnesia versus 31 percent of women. It also found 42 percent of women had insomnia compared with 29 percent of men.

Good News: childhood cancer survivors living longer

Now research brings good news that childhood cancer survivors are living longer than before. The study also shows these survivors are also less likely to develop second cancers



while still young. The decline followed a sharp drop in the use of radiation therapy for treatment of childhood cancers.

Between the 1970s and the 1990s, the percentage of pediatric cancer patients treated with radiation fell from 77 to 33 percent. The average radiation dose also dropped. Their chance of having second cancers within 15 years of the first fell as well.

The study included 23,603 five-year survivors from the Childhood Cancer Survivor Study. The survivors were treated at 27 medical centers in the U.S. and Canada. The federally funded study is based at St. Jude was headed by Gregory Armstrong, MD, of the St. Jude Department of Epidemiology and Cancer Control.

“The most ominous late effect of pediatric cancer treatment is a second malignancy,” he said. “This study shows efforts to reduce the late effects of treatment are paying off. “The risk of second cancers for survivors increases with age, so it is good to see the reduction emerging early in survivorship while survivors are still young.”

The research was published online in the February 28 edition of the *Journal of the American Medical Association*.



Do you have a success story? A news items? Event recap and pictures?

We're looking for articles and information covering all of Idaho and neighboring states.

The new, enhanced *IACP News* welcomes your news stories, events flyers and press releases.

Email stories, PDFs and pictures to the publisher, C&S Publishing, at:

CandSpublishing@gmail.com

Classified Ads

Do you have something to sell, share or advertise with your fellow practitioners? List in the IACP Classified Ads. Ads will be published online and in this magazine for two consecutive months.

[Click here](#) to submitting your classified ad.

Position Available: Our office is faced with the awesome circumstance of serving more patients and seeking a passionate, hard-working, Chiropractor to share mentorship with. Perfect for new graduate, experienced DC unhappy with current practice OR seasoned DC feeling bored. Our thriving cash practice is located in the most beautiful city in the best state in the U.S., so why not build the practice of your dreams in a place you really want to live? Base salary of \$7,200 with bonus incentives, option for long term position, satellite or buy-out. Send resume to Dr. Lance and Dr. Jennifer at: salmonriverchiropractic@gmail.com

Chiropractic Position Available In Idaho. A chiropractor needed to fill spot of departing chiropractor. The clinic is in Nampa, ID which is a good community and in a family friendly clinic. Desired attributes and abilities: proficient in Activator technique (preferred but not required), energetic, honest, friendly, moral, easy going, hard working, enjoys helping others. Starting pay, \$20/patient. Part-time and/or full-time work available. Starting date, May 1st 2017 or as soon as possible after May 1st. Contact: 208 466 2536 or idahojoedc@gmail.com

Looking for an Independent Contractor in Boise. Spacious clinic, great team, great equipment, great system. Great location. Please contact Dr. Troy Norris: drtroyn@balancechiro.net

Ideal Practice for new doctor or for another office and source of Income. Asking \$118,000. Owner took over a little over a year ago and has built the practice up to collecting \$150,000 for 2016. Averaging 26 new patients a month in 2016. Low overhead with a great office and great staff. In the right hands the practice should collect two times that much in 2017. New equipment and buildout 26 months ago. Equipment alone is worth \$90,000. Price includes all office and therapy equipment, digital x-ray and digital processor. Dr. is semi-retired and needs to devote more time to other endeavors. Practice is located in Eastern Idaho. For more information please call 435-232-6494. Or send email to: chiropracticesales@gmail.com

No Cost to Start Your OWN Practice: DC must be motivated to start their own practice in medically integrated office, have high integrity, good adapting and communication skills. This is a great opportunity for a new Dr. wanting to minimize the financial risk of the high cost of build out, equipment and other aspects of opening a new practice. We provide all needed chiropractic equipment, including, but not limited to an x-ray machine for your use. You would also have access to over 5000 patient files and ongoing referral to you from our other services. Please check out our website: www.healthyhabitswellness.net

If you are interested, please fax your resume to (208) 884-2067.

Eastern Idaho Chiropractic Practice for Sale: Ideal Practice for new doctor or for another office and source of Income. Asking \$118,000. Owner took over a little over a year ago and has built the practice up to collecting \$150,000 for 2016. Averaging 26 new patients a month in 2016. Low overhead with a great office and great staff. In the right hands the practice should collect two times that much in 2017. New equipment and buildout 26 months ago. Equipment alone is worth \$90,000. Price includes all office and therapy equipment, digital x-ray and digital processor. Dr. is semi-retired and needs to devote more time to other endeavors. Practice is located in Eastern Idaho.

For more information please call 435-232-6494. Or send email to chiropracticesales@gmail.com

Sequim, Washington Practice for Sale: Well-established 17-year old family practice expected to collect \$300,000 this year. Doctor take-home pay before taxes: \$170,270.00. Open 3-1/2 days weekly. 206 NP's, 7,607 total visits. Sportsman's paradise!! Sequim enjoys less than 16 inches of rain a year compared to 50 in Seattle. Nestled between the Olympic Mountains and the Pacific Ocean. Turn "Ideal 'turn-key' into dream practice @ dream location!!" Picture are available upon request. 100% financing O.A.C. — Call or Text Rob @ 360-460-8104.

NEW OR ESTABLISHED CHIROPRACTOR: Great opportunity for a DC to learn from an old pro and get to know what the Dr has been doing on each patient and get paid as an associate while you prepare to purchase a well-established practice in Boise, Idaho! The Dr is going out on disability but will stay through the transition. You will be paid \$3,000 per month plus 50% of your own patients starting in September, 2016 to learn from the Dr and meet all of his patients- see what this extremity doctor has learned over his 26 years in practice.

The end goal is to purchase this well-established, stable

practice. You must show ability to get financing to purchase the practice prior to beginning this adventure, commit to doing so and be capable and willing to learn how to adjust extremities.

Just having this Dr's phone number as yours brings patients and their families in. It is like having the best advertising on the internet because it has been around a long time and patients show up who haven't been in for years in addition to the regulars.

Send your inquiries toglobal1acn@yahoo.com.

Upcoming Events Calendar

Upcoming IACP Educational Opportunities

- | | |
|-------------------------|--|
| June TBD, 2017 | 2018 Smart Tools Class
Dr. Ed LeCara – Boise, Idaho
8.0 Chiropractic CEs |
| October 21, 2017 | Going Green Event
“Build and Run a Full Functional Cash Practice”
Dr. Miles Bodzin / Dr. Ray Foxworth / Dr. Mark Sanna |
| December 2, 2017 | MIPS and MACRA Event
Dr. Scott Munsterman - Best Practices Academy |



Chiropractic College News Update

The WAVE 2017: Minds That Matter

Chiropractic conferences mean different things to different people. Some attendees love the opportunity to learn the latest science and research in the chiropractic profession. Others love to see the parallel work being done in other professions. Still others love reconnecting to the big idea of chiropractic and remembering why we do the work we do.

We come for information. We come for community. We come for collaboration. The WAVE 2017 is set to deliver all of that, plus 24 hours in CE credits.

This year The WAVE will focus the conversation around understanding and communicating how the chiropractic adjustment affects the brain. The role of the brain and chiropractic is integral to understanding and explaining why a chiropractor belongs on every family's health care team. We will review the latest in brain health, chiropractic neurology, concussion, optimal performance, pediatric chiropractic and how to effectively communicate chiropractic value and philosophy to your patients.

The WAVE will be held August 4-6 and more information can be [found here](#).

Palmer College earns prestigious award for large-scale military research project

Low-back pain is the most common cause of disability worldwide, but it's even more prevalent in active-duty military personnel. More than 50 percent of all diagnoses resulting in disability discharges from the military—across all armed services—are due to conditions like low-back pain.

To help alleviate this widespread problem, Palmer College of Chiropractic, through the Palmer Center for Chiropractic Research, has collaborated with the Rand Corporation and the Samueli Institute to conduct a large-scale, multi-site clinical trial studying the effectiveness of chiropractic care for active-duty military personnel with low-back pain. It's funded by a \$7.5 million, four-year grant from the Department of Defense.

This is the largest randomized controlled trial in chiropractic to date. The first part of the trial, a project called "Assess-

ment of chiropractic treatment for active-duty, U.S. military personnel with low back pain: a randomized controlled trial (ACT I)" has completed clinical activities and analysis and is being readied for publication. It included 750 study participants across three military treatment facilities in the U.S. This project was a platform presentation at the March 16 to 18 DC2017 conference in Washington, D.C., and was awarded the prestigious Scott Haldeman Award for Outstanding Research by the World Federation of Chiropractic.

"I'm deeply honored to be recognized by my peers for this award—the most prestigious for chiropractic research," said Palmer College of Chiropractic Vice Chancellor for Research and Health Policy Christine Goertz, D.C., Ph.D., F.P.A.C., who is a co-principal investigator for the study. "What's even more gratifying is that this particular research project will impact the type of care our active-duty military personnel receive for low-back pain. Our aim is to decrease the number of military personnel receiving disability discharges for low-back pain."



Scott Haldeman, D.C., M.D., Ph.D., with Dr. Goertz at the research award ceremony. (Photo by Øistein Holm Haagensen for the World Federation of Chiropractic.)

Life University seeking research volunteers

The Dr. Sid E. Williams Center for Chiropractic Research is looking for participants with prior concussions for an upcoming study testing sensory integration care. Participation in this study will require approximately two, one-hour sessions per day with a 3 ½ hour break for five consecutive days. Plus, multi-step testing for 60 minutes including auditory, visual, balance and neurocognitive testing 1 week before, prior to the first one-hour session; the following Monday after the fifth day's second session; and both 1 week after and 1 month after the five consecutive days.

We are looking for individuals who are 18 years of age or older to participate. If you are interested in taking part in this very exciting study, please call 770-426-2636 for more information or to see if you qualify as a participant.

National Director of Chiropractic Services for the Veterans Health Administration, named ACA "Chiropractor of the Year"

In 2004, Anthony Lisi, D.C., a 1996 graduate of Palmer's West campus, became the first chiropractor appointed to the medical staff of the Veterans Administration's Connecticut Healthcare System, where he developed processes for integrating hospital-based clinical services and interprofessional clinical education.

Three years later, Dr. Lisi was named National Director of Chiropractic Services for the Veterans Health Administration, a role in which he oversees all national programmatic issues for chiropractic services in the largest integrated healthcare system in the U.S.

The American Chiropractic Association recently saluted Dr. Lisi's distinguished career of service by presenting him the with "Chiropractor of the Year" award, the ACA's highest honor, during special ceremonies at the annual House of Delegates meeting in Washington, D.C.

Dr. Lisi was instrumental in the establishment and implementation of the first federally funded chiropractic residency training program in the VA. The residencies, now in their third year, provide chiropractic graduates with advanced clinical training in complex cases, knowledge of hospital practice, policies and procedures, and opportunities to collaborate with other healthcare professionals in team care.

"I thank my ACA colleagues for giving me this honor, and thanks to all colleagues who have worked with me and are deserving of the same recognition," said Dr. Lisi, who also



Palmer West '96 alumnus Anthony Lisi, D.C., received the "Chiropractor of the Year" award (presented by ACA President Anthony Hamm, D.C.) during special ceremonies at the recent House of Delegates meeting in Washington, D.C..

serves as associate professor of clinical sciences at the University of Bridgeport College of Chiropractic as well as assistant clinical professor at the Yale Center for Medical Informatics.

"We are proud of Dr. Lisi and his work at VA," said Dr. Poonam Alagh, acting under secretary for Health for VA's Veterans Health Administration (VHA).

"It is always great to be recognized for your work and especially meaningful when that recognition comes from your peers. When Veterans receive care, we believe it is important that we take a holistic approach. Chiropractic care is an important and valuable specialty."

In his VHA role, Dr. Lisi oversees national clinical program and policy matters related to the integration of chiropractic services into the VA health-care system, and also serves as Chiropractic section chief at the VA Connecticut Healthcare System. The VA began providing chiropractic care in 2004 with 26 clinics caring for 4,000 Veterans. Since then, it has grown to 79 clinics, offering care to more than 44,000 Veterans annually.

"Together, we're committed to improving the health of the patients who our trainees will ultimately serve. Over the

Continued on next page

Chiropractic College News Update

Continued from last page

past 12 years, the VA chiropractic program has grown substantially, and continues to do so. I'm proud of our expansion in academic initiatives, but also in research, administrative efforts, and most importantly, our clinical care for veterans," said Dr. Lisi.

Visit www.rehab.va.gov/chiro/ for more information about the VA chiropractic program.

Dr. Meeker co-authors F4CP report on opioid crisis

The Foundation for Chiropractic Progress® (F4CP) launched its latest national campaign, "Save Lives. Stop Opioid Abuse. Choose Chiropractic" during a press briefing on March 14, at the National Press Club in Washington, D.C. West Campus President Bill Meeker, D.C., M.P.H., is among the co-authors of the white paper, "[Chiropractic: A Safer Strategy than Opioids.](#)"

You can see the webcast of the press briefing at: <http://www.f4cp.com/pressclub2017/>

Palmer's West opens new outreach clinic

Palmer's West campus has opened a new outreach clinic at Fellowship Plaza in Saratoga, a senior-housing community managed by non-profit EAH Housing, with more than 150 apartments. Andre KnustGraichen, D.C., a clinician in Palmer's outreach program for more than 25 years, says, "Our network of outreach clinics, which include other EAH-affiliated properties, provide care for the underserved and disadvantaged. The educational experience for the interns, and the health benefits to the patients, make for a mutually rewarding experience."

Through its network of satellite clinics, Palmer has provided complimentary chiropractic health care services to dis-advantaged members of the South Bay community for nearly three decades at various off-site facilities in association with Santa Clara County social-service organizations, for which Palmer has received a special commendation from the San Jose City Council, and Congressional Recognition from the office of past U.S. Rep. Mike Honda.

The San Jose City Council recognized Palmer College for its years of complimentary care and community-outreach service with the presentation of a "Commendation" award at the SJ Council meeting on Feb. 25, 2014.

Palmer's West campus also received "Special Congressional Recognition" from the office of past Congressman Mike Honda (U.S. Rep. for California's 17th District) on Aug. 13, 2015, for "supporting wellness and health care for the seniors, homeless and other underserved groups."

MedX now offered at SCU as part of Sports Medicine Center of Excellence

Southern California University is proud to now offer MedX Cervical & Lumbar Strengthening and Rehabilitation as part of our Sports Medicine Center of Excellence. MedX is recognized as the Gold Standard for treating and reducing chronic back pain and dysfunction. Over the last 15 years, the Universities of Florida and San Diego, along with various orthopedic clinics around the world, have published some of the most compelling research to date. This research shows that specific spinal strengthening exercises using the MedX Lumbar and Cervical Extension Machines help people get better, even after multiple failed attempts at other forms of treatment. With more than 75 published articles in peer-reviewed journals, the proof lies in both the research and the testimonials of thousands of people.



SCU is in the process of scheduling Physician Education Events with Dr. Joseph Horrigan, DC, DACBSP, Executive Director of Tactical Sports Medicine. If you are interested in attending a future event, email:

healthsystem@scuhs.edu

Dr. Hector RiveraMelo earns RMSK certification

Dr. Hector RiveraMelo, Director of Southern California University of Health Sciences (SCUHS) Center of Diagnostic Imaging, recently became registered in Musculoskeletal Sonography, receiving an RMSK certification. He is the first full time faculty at SCU to be awarded an RMSK certification and one of a few select chiropractors in the United States to receive it.



The RMSK certification is a physician only certification, requiring candidates to complete 30 hours of hands on training, 150 patient scans, and pass an examination of several hundred questions. Musculoskeletal Ultrasound has proven to be a safe, cost-effective, and prompt in the assessment of musculoskeletal injuries, with exceeding advantages over MRIs, X-Rays, and CTs.

Dr. RiveraMelo hopes the certification will open up many more offerings and opportunities for SCU. The SCU Health System has already began incorporating musculoskeletal ultrasound into their Diagnostic Imaging department. Several doctors have begun referring patients and various conditions that might have otherwise gone undiagnosed have been confirmed.

SCU is proud of Dr. RiveraMelo's achievement and his continued dedication to helping SCU be at the forefront of developments in health.

Dr. Hiwot Melka, DC, collaborates on international research project

Dr. Hiwot Melka, DC, a member of SCU's Primary Spine Care Residency Program at Southern California University of Health Sciences is currently collaborating with World Spine Care Director Dr. Scott Haldeman DC, MD, PhD on a research project. World Spine Care and other global charity organizations have established primary spine care clinics with providers trained in primary spine care, providing sus-

tainable, integrated evidence based spine care to patients in underserved communities.

Through a pilot study, descriptive data on the current practices of chiropractors in Botswana and Ethiopia has been collected for possible publication. The expansion of this project is hoped to generate descriptive statistics and understanding of the geographic distribution and legislation of chiropractors in the continent of Africa. The project will allow for future research on the burden of musculoskeletal disorders and sustainable management approaches to address spine related complaints. This research was made possible through the collaboration with World Spine Care Director Dr. Scott Haldeman, DC MD, PhD and guidance from SCU's Associate Vice President Dr. Robb Russell, DC and Research Director Dr. Jim Whedon DC, MS.



Life West Chiropractic College West achieves WSCUC accreditation

The Life West Board of Regents and Interim President, Dr. Ron Oberstein have announced that Life Chiropractic College West has achieved regional accreditation from WASC Senior Commission of Universities and College (WSCUC).

Now that Life West has achieved regional accreditation, students who graduate with a DC degree from LCCW can transfer those credits to other accredited undergraduate or postgraduate programs, depending on the institution. These benefits are retroactive to all those who have graduated since Life West received candidacy status on July 15, 2015.

Dr. Oberstein congratulated the Life West team, "The Life West community continually impresses me with the level of service and commitment to excellence I see on campus every day. This victory is a win for each and every one of us and most importantly for the students who graduate from Life West and shape the future of this great profession."

The Chairman of the Life West Board of Regents, Dr. Jimmy Nanda, thanked the entire community who pulled together to make this moment a reality. "I never doubted that this team would accomplish this important goal. The team at Life West is unparalleled in their passion, determination and commitment to producing the very best chiropractors on the planet. The entire Board of Regents feels great pride in this accomplishment and as an alumnus of Life West, I have never been more proud."

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.

Advertising deadline

Artwork is needed by the 15th of any month for publication in the following month's newsletter. The *IACP News* is published the last week of every month.

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.**

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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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