IACP Unveiling New Web Platform

This month, the IACP is initiating the full membership transition to the Wild Apricot platform for membership tracking, membership database, event registration as well acting as our payment portal and processing center. On November 1st, the IACP will no longer be providing individual invoices or manually handling credit cards for membership payments or event registration. By making the complete transition to Wild Apricot, it will allow us to be much more organized with payments and event planning. It will also give you the ability to track your membership, register for our events, track your payments, learn about committee activities, and get much more information about the industry and goings on of the IACP. Finally, it will ensure that payment security and validity for our members is maintained, while allowing our members to actively track their payments and membership activities.

In that regard, we are asking you to update your membership via the IACP website, including UPDATING YOUR PAYMENT METHOD AND INFORMATION. If you are a monthly paying member who has not already made the transition to the new site and payment processor, please proceed to update your payment information through our "renew your member-ship" link that will be sent to you via email.

If you are an annual or quarterly paying member, please proceed to update your account information via the email link you received, or will receive, on the anniversary of your renewal.

If you have already made the transition...THANK YOU...we very much appreciate your being one of our early adopters!!! If you are not currently a member of the IACP... have been thinking of joining or are coming back... THIS IS THE PERFECT TIME!!!

Please click this link and get yourself all set up.

Joining your state association (i.e., the IACP) is the most important chiropractic association to join, as we deal with local and state issues that have immediate and long term impacts on your practice. The IACP represents you and all of your Idaho chiropractic colleagues, but we need you to get involved to ensure that best future for chiropractic in Idaho!

New Study Finds Fries May Be Killing You

A newly released study by the American Journal of Clinical Nutrition found that, "the frequent consumption of fried potatoes appears to be associated with an increased mortality risk."

The objective of the eight-year study was to determine, "whether potato consumption (including fried and unfried potatoes) is associated with increased premature mortality risk in a North American cohort."



According to the abstract, the study was "a longitudinal analysis included 4,440 participants aged 45-79 years at baseline with an 8-year follow-up from the Osteoarthritis Initiative cohort study. Potato consumption (including fried and unfried potatoes) was analyzed by using a Block Brief 2000 food-frequency questionnaire and categorized as ≤1 time/mo, 2-3 times/mo, 1 time/wk, 2 times/wk, or

Continued on page 9



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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President's Corner

IACP Welcomes New Executive Director

By Dr. Scott Crawford, IACP President

As we transition our practices from the activity of Summer into the ostensible deceleration into Fall there is always adjustments in our activities and necessary modifications in our normal routine. During these times, there is also a great opportunity for growth, development and revitalization.

At this time, the IACP also finds itself transitioning, into a new season, as an Association. Our Executive Director and Government Affairs Representative, Ryan Fitzgerald, will be moving on to new adventures, following almost a decade of work with the IACP. As a Board, we are very excited for him and his family as he has accepted a position with a regional association, which was unexpected, but presented an exceptional opportunity for his future. His faithfulness and dedication to our profession and association, over the past several years, was genuine and simply impressive. We should all be eternally grateful for the work he has done and the momentum he helped create for the IACP, as well as, the impact he helped the IACP to make both within our industry and with external groups. Thank you Ryan, we are very grateful for your work and we will miss you.

As the winds of change continue, it is with great pleasure to announce the newest member of our team and the person

who will be taking over for Ryan as the IACP Executive Director. It is my great pleasure to introduce you all to Caroline Merritt, our incoming Executive Director. The IACP Executive Search Committee spent a significant amount of time reviewing resumes and vetting candidates.



President - Dr. Scott Crawford

Following that review, we

know Caroline is the right candidate to maintain our growth and put the IACP on a continuous pathway toward success and expansion, into the future. Caroline's experience and skill set made her stand out against several other candidates. Ryan has graciously agreed to help Caroline transition into this new position, and we look forward to a renewed set of ideas and energy that she will bring to our association!

We will provide you with more details on Caroline, and allow her to introduce herself, as she begins her transition into the new role.

We are extremely excited for the future!

"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. <u>Join now</u> and be a part of the "pack" that will lead us into the future!



LIVE EVENT

GOING GREN

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 jampacked seminar is for you! More than ever, chiropractors need to transition their current practices to a more cashbased 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

REGISTER NOW @ THE LINK BELOW: iacpgoinggreen2017.eventbrite.com

Questions: (208) 424-8344

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Barry Vogel, California

f I've been around the claims people in this company for 20 years. I've been around the executives in this company for that long, as well. When they talk, they don't talk about insurance issues when I'm with them. They talk about chiropractic. It is really a unique thing. They're excited about chiropractic, and they're excited about defending chiropractic.

Thomas Jensen, Minnesota

We're going to do what we need to do to defend our doctors. That is not the case with a lot of insurance companies who try to keep claim costs down.... The claims handlers at NCMIC are some of the most experienced people in this profession—people with decades of experience in handling claims just like yours. I don't see how you can surpass NCMIC.

Jennifer Boyd Herlihy, Massachusetts and Rhode Island

[At NCMIC] we work together to make sure we have every possible expert, every medical record We are going to take care of our doctors through trial, if necessary. I really do believe in their tagline that they take care of their own, because that's what I've been seeing.



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Fried Foods Raise Risk Of Type 2 Diabetes

Continued from front page

≥3 times/wk. Mortality was ascertained through validated cases of death. To investigate the association between potato consumption and mortality, Cox regression models were constructed to estimate HRs with 95% CIs, with adjustment for potential confounders."

236 people died during the course of the study. After adjusting for a variety of factors — education, race, income, alcohol consumption and exercise, among other things the researchers concluded that people who eat french fries more than twice a week, "were at an increased risk of mortality." And, not the kind of minuscule increase that's easy to brush off for those firmly committed to their death sticks. The researchers concluded that frequent fried potato eaters more than doubled their risk of premature death.

The ray of hope for tuber lovers? "The consumption of unfried potatoes was not associated with an increased mortality risk," the study noted. No word if those unfried potatoes were drenched with butter, slathered with sour cream and sprinkled with pre-shredded cheddar.

A separate study, also published by the American Journal of Clinical Nutrition, delivered more bad news for fried food lovers. That study examined fried-food consumption and risk of developing incident type 2 diabetes (T2D) or coronary artery disease (CAD). It determined that, "frequent friedfood consumption was significantly associated with risk of incident T2D and moderately with incident CAD, and these associations were largely mediated by body weight and comorbid hypertension and hypercholesterolemia."

The study concluded by noting: "in 2 large, prospective cohorts, we observed that frequent fried-food consumption was significantly associated with risk of incident T2D and CAD. These associations were mediated in part by BMI, hypertension, and hypercholesterolemia. The findings lend support to the large body of evidence connecting the ubiquity of Western-style fast-food intake to the global T2D and CAD epidemic."







IACP MEMBERSHIP APPLICATION

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Medicare, insurance & legislative insight; RETIRED DC MEMBERSHIP	гэ	r 1	would curtail your right to practice.		
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Americans Fear Losing Their Minds

The fear of losing mental clarity and memory has a deep impact on Americans' collective psyche. Polls show that Americans fear losing cognitive function more than they fear any other disabling condition, even life-threatening ones. Given the rise in our aging population, the projected increase in the number of individuals with cognitive impairment deserves closer attention.

According to an article published in <u>Advances In Nutrition</u>, by the year 2030, one in five Americans will be over the age of 65 years. The demographic shift will increase the prevalence of age-related chronic diseases and place considerable demands on the healthcare system. Chronic disease, common among older adults, contributes to disability and diminishes quality of life. Thus, there is a critical need to understand the preventative role of nutrition in modifying the risk of age-related chronic disease.

Cognitive impairment results from a complex interplay of many factors. The single most important predictor of cognitive decline is age. However, demographic, genetic, socioeconomic, and environmental factors, including nutrition, play important roles. Thus, nutritional strategies to prevent or slow cognitive decline could have a tremendous public health impact. Previous evidence suggests the preventative role of nutrients and foods, either singly or in combination, through specific patterns of intake on reduction in cognitive decline.

A scientific symposium was held at the 2012 Experimental Biology Meeting to present emerging research in this field, focusing on 4 topic areas: B vitamins; coffee, tea, and caffeine; (n-3) fatty acids; and vitamin D. The results:

B vitamins:

The roles of the B vitamins folate and vitamin B-12 in cognitive function and de-



cline have been extensively studied, stemming from their functions in methylation pathways and reducing homocysteine (both) or methylmalonic acid (vitamin B-12 only) concentrations. Substantial differences among the randomized controlled trials (RCT) in the population groups studied, the doses and duration of supplementation, and the cognitive assessments employed make the interpretation of the available clinical data problematic. However, observational studies have consistently linked hyperhomocysteinemia to slow information processing and low folate status to poor memory. Low vitamin B-12 status may increase the risk of

rapid global cognitive decline, but the susceptible population subgroup has yet to be clearly defined. Whether supraphysiologic folate status is harmful or helpful is another area of uncertainty. Clearly, a deficiency in either vitamin is problematic for cognitive function, but the utility of these vitamins in preventing and treating cognitive decline in replete populations remains unclear.

Vitamin D:

Vitamin D has several health functions beyond bone health, including roles that are central to cognition such as immune modulation and gene regulation. Vitamin D receptors have been found in many regions of the brain as has the enzyme $1-\alpha$ -hydroxylase, which converts 25-hydroxyvitamin D to the active



form, 1,25-dihydroxyvitamin D. The active form of vitamin D induces gene transcription for several key cognitive processes such a synaptogenesis, neuroplasticity, neurotransmission, and neurotransmitter synthesis, which all ultimately influence cognition and, more specifically, memory and learning. The majority of cross-sectional studies suggest that lower serum 25-hydroxyvitamin D concentrations are related to increased risk of dementia, mild cognitive impairment, and/or lower global cognition scores. Longitudinal data seem to support the role of poor vitamin D status and increased rates of cognitive decline and increased risk of dementia.

Tea, coffee, and caffeine:

Observational studies suggest that consumption of tea or coffee may confer a beneficial effect on cognition. It is not known if this effect is mediated by caffeine, one of the active ingredients common to both beverages, or by other bioactive components, or due to characteristics of consumers compared with



nonconsumers. Caffeine is related to increases in information processing speed, attention, and reaction time, and consumption has been associated with enhanced acute cognitive performance. In general, cohort studies provide evidence that consumption of coffee and tea may modestly reduce the rate of cognitive decline (data from 6 studies, follow-up time 1–10 y). The cohort literature in general suf-

Continued on next page

Nutritional Prevention of Cognitive Decline

Continued from last page

fers from the lack of attention to item response bias in the measures of cognition, missing data, and loss to follow-up that can bias findings. Data from the few prospective studies on this topic indicate gender-specific differences and a lack of a dose-response association.

(n-3) Fatty acids:

The (n-3) fatty acids DHA and EPA are important constituents in the brain and may affect cognition by a variety of mechanisms related to cell membrane fluidity, recep-



tor affinity, and gene regulation and through inflammation pathways.

Experimental studies have demonstrated the potentially ameliorating effects of DHA on amyloid fragment formation, signal transduction, and angiogenesis. Data from animal and in-vitro studies consistently show a positive effect of DHA/EPA on cognitive variables, but the human data are less clear-cut.

Epidemiological evidence suggests that diets high in fish [a rich source of (n-3) fatty acids] may reduce the risk of cognitive decline and Alzheimer's disease and that higher plasma or RBC DHA and EPA concentrations are related to higher scores on various measures of cognitive function and a lower risk of dementia. Whereas fish intake clearly seems beneficial, intervention trials using (n-3) fatty acids as dietary supplements have been less clear-cut because of equivocal findings. This may in part be due to issues in study design. The data from both the epidemiological and clinical data indicate that the beneficial role of (n-3) fatty acids on cognition is stronger among those with mild cognitive impairment rather than for either healthy adults or those with Alzheimer's disease.

In 2008, the article Brain Foods: The Effects of Nutrients on Brain Function underscored mounting evidence for the influence of diet on cognitive function, including research that emphasized the importance of omega-3 fatty acids: "A diet rich in omega-3 fatty acids is garnering appreciation for supporting cognitive processes in humans."

The article concluded that, "Diet, exercise and other aspects of our daily interaction with the environment have the potential to alter our brain health and mental function. We now know that particular nutrients influence cognition by acting on molecular systems or cellular processes that are vital for maintaining cognitive function. This raises the exciting possibility that dietary manipulations are a viable strategy for enhancing cognitive abilities and protecting the brain from damage, promoting repair and counteracting the effects of aging."

Given the imminent rise of cognitive impairment in older adults and the tremendous burden this can cause, dedicating research to the study of diet (a modifiable risk factor) is critically important.

Share Your News!

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



Chiropractic News

Survey Says: U.S. workplace is filled with stress

A new two-year survey of 3,000 adults found that the workplace in the United States is physically and emotionally demanding — with schedule conflicts, excessive overtime and work performed off the clock. The American Working Conditions Survey, compiled by the RAND Corporation, University of California, Los Angeles and Harvard Medical School, started two years ago and details work life in the United States.

The AWCS findings indicate that the American workplace is very physically and emotionally taxing, both for workers themselves and their families. Most Americans (two-thirds) frequently work at high speeds or under tight deadlines, and one in four perceives that they have too little time to do their job. More than one-half of Americans report exposure to unpleasant and potentially hazardous working conditions, and nearly one in five American workers are exposed to a hostile or threatening social environment at work. Positive findings include that workers appear to have a certain degree of autonomy, most feel confident about their skill set, and many receive social support on the job. Four out of five American workers report that their job met at least one definition of "meaningful" always or most of the time.

Younger female workers say they are the targets of unwanted sexual advances, while younger men say they have experienced verbal abuse.



Sixty-two percent call the tasks of their jobs monotonous, and 82 percent say "solving unforeseen problems" are a part of their jobs. Fifty-eight percent describe their boss as supportive, and only 38 percent say the job offers good prospects for advancement. Even while telecommuting is growing in the United States, 78 percent said they are required to be physically present at the work site during regular business hours.

The survey found that workers tend to adjust their personal schedules around work hours, but about one-third said their jobs interfered with family and social commitments — notably women and workers without a college degree.

American Chiropractic Association comments on MACRA 2018 proposed rule

The American Chiropractic Association (ACA) recently submitted comments to the Centers for Medicare and Medicaid Services (CMS) in response to the federal agency's proposed rule changes to the Quality Payment Program (QPP) for 2018.

QPP is a new payment model for physicians, including chiropractors, created by the Medicare Access and CHIP Reauthorization Act of 2015 (MACRA).

"ACA strongly supports the agency's efforts to further develop the methodology that ties annual Physician Fee Schedule (PFS) payment adjustments to value-driven, quality care," said ACA President David Herd, DC. "The QPP will encourage participation in Alternative Payment Models (APMs) by creating an incentive program. The provision to supply technical assistance to small practices and practices in health professional shortage areas will also be helpful for chiropractic participation. ACA hopes the low-volume threshold will remain the same."

ACA's comments included the following points:

• Low-Volume Threshold (LVT) – While ACA supports a low-volume threshold to exclude small practices, we oppose increasing the current LVT to the proposed levels because it would virtually eliminate chiropractors from Merit-based Incentive Payment System (MIPS) participation. Additionally,

Continued on next page

Chiropractic News

Continued from last page

ACA encouraged CMS to allow clinicians who would be excluded by the LVT the ability to opt-in if they so choose.

- Virtual Groups ACA commended CMS for further developing the concept of virtual groups (i.e., groups established among small practices, possibly separated geographically to further encourage participation in MIPS), however, most small practices that would participate in MIPS via virtual groups would be excluded due to the LVT. ACA encouraged CMS to allow small practices to opt-in to MIPS via virtual groups regardless of their exclusionary status due to the LVT.
- Submission Mechanisms ACA is encouraged by CMS' proposal to allow clinicians to submit through multiple submission mechanisms. This provides clinicians with the flexibility they need to submit meaningful measures.
- Measures and Scoring ACA voiced several concerns over the proposals for Quality, Cost, Improvement Activities and Advancing Care Information categories. Most notably, DCs are at a disadvantage when reporting measures because they are limited to only reporting three CPT codes. ACA encouraged CMS to expand the billable codes allowed for chiropractors so that could participate in MIPS in a more meaningful way. ACA also commended CMS for proposing to establish a clear exclusion for e-Prescribing, as well as continuing to offer hardship exclusions for Advancing Care Information measures.

For more information, visit **CMS' website**.

American Chiropractic Association releases Choosing Wisely® chiropractic guidelines

The American Chiropractic Association (ACA) has released a list of five tests and procedures commonly ordered but not always necessary in chiropractic care. The list is part of the Choosing Wisely® campaign, an initiative of the ABIM Foundation and Consumer Reports®, which encourages conversations between patients and their clinicians about what care is really necessary and appropriate.

To date, nearly 100 health care groups have participated in

the Choosing Wisely® campaign to create lists identifying specific tests and procedures that evidence indicates may not always be necessary. ACA's list features the following five recommendations:

- In the absence of red flags, do not obtain spinal imaging (X-rays) for patients with acute low-back pain during the six weeks after the onset of pain.
- Do not perform repeat spinal imaging to monitor patients' progress.
- Avoid prolonged or ongoing use of passive or palliative physical therapy treatments (such as heat, cold, electrical stimulation and ultrasound) for low-back pain unless they support the goal(s) of an active treatment plan.
- Do not provide long-term pain management without psychosocial screening or assessment for possible related psychological disorders, most notably depression and anxiety.
- Do not prescribe lumbar supports or braces for the longterm treatment or prevention of low-back pain.

ACA's Choosing Wisely® recommendations were developed by the association's Committee on Quality Assurance and Accountability, and approved by the ACA Board of Governors, after an extensive search of the most current scientific evidence on management and treatment options and months of careful review and consideration.

"Conversations about what care patients truly need is a shared responsibility among all members of the health care team," said Richard J. Baron, MD, president and CEO of the ABIM Foundation. "The American Chiropractic Association's Choosing Wisely® list will help chiropractors across the country engage their patients in a dialogue about what care is best for them, and what we can do to reduce waste and overuse in our health care system."

Using a non-drug approach, chiropractors focus on disorders of the musculoskeletal system, most often treating complaints such as back pain, neck pain, pain in the joints of the arms or legs and headaches. According to a recent Gallup survey, about 35 million Americans visit a chiropractor each year.

Chiropractic's Unique Role in the Opioid Epidemic

By Dr. Ray Foxworth President of ChiroHealthUSA

While scanning my news feed this morning, a few alarming words caught my eye: "Opioids could kill nearly as many Americans in a decade as HIV/AIDS has killed since



the epidemic began in the early 1980s." Across America, people are talking about chiropractic as a safer alternative to opioid medication for pain relief, and yet, I don't think the magnitude of this opportunity has been realized by most doctors of chiropractic in this country. This crisis has weighed heavily on my mind for weeks. Not only because of the potential to save lives in my community but because I know first-hand the effects of opioids on our bodies.

Someone I know and love suffered an injury from prescription opioids that forever changed her life. And it is not just my family that has been affected. While discussing the opioid epidemic during a team meeting, I quickly learned that everyone in my office knew someone whose life had been touched by opioid abuse. As a doctor of chiropractic and a board member for the Foundation for Chiropractic Progress, I have a vested interest in supporting their goal to reach every consumer in the U.S. with the message that chiropractic is a safer alternative to opioids. The F4CP's goal is to educate and support consumers who are struggling with chronic pain. They promote conservative, drug-free care, specifically chiropractic, as a primary option for pain management, yielding improved clinical outcomes, reduced costs, and high levels of patient satisfaction.

To achieve this goal, we started the "In for 10" (#N410) campaign. Our goal is to raise money to promote awareness that chiropractic is a safer strategy than opioids. In medical school, doctors take an oath "to cause no harm," and the weight of those words has them seeking information on non-pharmacological approaches to chronic pain. The CDC has recommended that providers begin prescribing safer alternatives such as chiropractic care for chronic pain management.

With your help, we can educate patients and medical providers across the country on the benefits of chiropractic care, save lives and stop opioid abuse. Providers and patients can text "N410 10 + their name" to 56512 to donate \$10 to the F4CP's Opioid Awareness Campaign (Looks like "N410

10 Ray Foxworth"). Those who donate will have the option to make a one-time \$10.00 donation, or they may elect to give monthly or make larger donations. We encourage you to bring awareness in your own communities by telling your story of how your life or someone you love may have been affected by opioids. Share your videos online using the hashtag #N410. Challenge your colleagues to do the same.

As a profession, we all have different philosophies and techniques, but in the battle against opioids, we can speak with one voice on the value of chiropractic. As a further commitment to this effort, ChiroHealthUSA has already donated \$10,000 and will further match doctors' donations to the N410 project dollar for dollar up to another \$50,000. Take your cell phone out right now and be a part of the N410 movement. Then, share it on all your social media. The country and our patients need to hear this message.

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. Join us for a free webinar that will give you all the details about how a DMPO can help you practice with more peace of mind. Register today at www.chirohealthusa.com.

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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."

Chiropractic College News Update

CSU faculty serves as Dartmouth-Hitchcock lead clinician

Southern California University of Health Sciences (SCU) is proud to announce a ground-breaking spine care partnership with Dartmouth-Hitchcock Medical Center in New Hampshire. The Spine Care Project is an innovative approach to the treatment of spine-related injuries which promises higher value, more cost-effective, patient-centered outcomes. Recognizing that a significant percentage of patients seen by primary care physicians are seeking treatment for back pain, there is a great opportunity for a partnership between primary care and primary spine practitioners. While primary care physicians do not generally specialize in the treatment of back pain, chiropractors are highly trained in this area.

Research on outcomes of the Spine Care Project will be led by SCU Professor of Research and Director of Health Services Research, Dr. James Whedon. Dr. Whedon serves as adjunct instructor at Dartmouth Medical School and worked with Dartmouth physicians to establish a center for integrative healthcare with ties to SCU. The collaborative efforts at Dartmouth led to a commitment by a private donor to support the Spine Care Project by providing salary, benefits, and startup costs for a Doctor of Chiropractic to serve as the lead clinician for the Spine Care Project. Research costs for the project are funded by a grant from the NCMIC foundation.



Dr. James Whedon

Goehl, DC, MS, is the lead clinician for the Spine Care Project. Dr. Goehl underwent advanced training in the Primary Spine Care model, and recently completed his residency at the Veterans Affairs Hospital (VA) in Los Angeles. Dr. Goehl received a high recommendation for the lead clinician role from Associate Vice President for SCU Health System

Former SCU faculty member, Justin



Justin Goehl, DC, MS

Vice President for SCU Health System Dr. Robb Russell, who served as Dr. Goehl's clinical supervisor at the VA. Once completing his VA residency, Dr. Goehl served at the SCU Health Center as a Clinical Fellow in Primary Spine Care. With recommendations from Drs. Whedon and Russel, Dr. Goehl successfully applied for the position at Dartmouth and received an appointment as Clinical Assistant Professor of Community and Family Medicine. He is responsible for seeing patients with spine-related disorders seen at DHMC's flagship Primary Care Center at Heater Road in Lebanon, New Hampshire.

"The hiring of a chiropractor as a clinician at Dartmouth is unprecedented, and we are excited about the possibilities this opens up for further inter-institutional collaboration in clinical training and research. In particular, we feel that the SCU/Dartmouth collaboration will strengthen our research on the Primary Spine Care Model through access to the many human and technical resources that Dartmouth has to offer as a major center of spine research," said Dr. Whedon.

The Spine Care Project seeks to bridge the gap in patient care by involving the services of a primary spine care clinician. The clinician's training enables him or her to function as the leader of the spine team in a primary care setting. DHMC's partnership with SCU offers a glimpse into the future of integrative healthcare.

Life Chiropractic College West appoints new president

The Life West Board of Regents has announced that Dr. Ron Oberstein has been named the third president of Life Chiropractic College West. This appointment will create new opportunities for Life West and for our constituents to work with President Oberstein for the benefit of the College and

the chiropractic profession.

President Oberstein has a deep understanding of and commitment to Life West and to the chiropractic profession. Dr. Ron was elected to the Life West Board of Regents in May 1991 and served as Chairman



of the Board from August 2015 until his appointment as Interim President in October 31, 2016.

Dr. Oberstein is a 1981 graduate of Life Chiropractic College in Marietta, Georgia, and has had private practices in the Boston and San Diego areas. He has been significantly involved in professional development within the chiropractic community. He has served as the past Vice President of the International Chiropractors Association and currently serves on its board, and has been extensively involved in state, national and international politics during his 36 years in chiropractic. He is well-known throughout the profession as a passionate chiropractic advocate, a resourceful communicator, and a lifelong humanitarian.

Dr. Oberstein and his wife of 29 years, Dr. Mary Oberstein, together have served thousands of people with chiropractic care, and constant travel spreading the chiropractic message to the corners of the globe. The Obersteins have three daughters: Drs. Lauren and Morgan are practicing chiropractors, and Sydney is finishing her last year of studies at Life West.

When notified of his presidential appointment, Dr. Oberstein said: "I am humbled and privileged to accept the appointment of President at Life Chiropractic College West. Under the direction of the Board of Regents, I will ensure that Life West stays true to the principles of chiropractic, and I will serve Life West as we grow into the institution we have dreamed of building together."

Cleveland University awarded Sunderland Foundation grant

Cleveland University-Kansas City (CUKC) recently received a \$100,000 grant from the Sunderland Foundation to repair and improve concrete areas on campus. The funds will be used to construct two new wheelchair ramps and enhance sidewalks and curbs. These improvements will make CUKC more accessible to all and enhance the campus' overall appearance and curb appeal. The grant will also allow CUKC to complete patching and sealing in parking areas and other campus roadways.

NBCE 2017 essay competition

The National Board of Chiropractic Examiners (NBCE) is holding a \$2,000 essay competition for Doctor of Chiropractic (DC) students who are currently enrolled in an accredited DC program and have passed all of NBCE Part 1.

Students have until October 1st, 2017 to submit an original essay on any chiropractic humanities topic: history, philosophy, practice perspectives, jurisprudence/law, ethics, theory, sociology, politics and all aspects of science or social sciences that address historical or philosophical topics.

The essays will be judged by a blind committee and five students will be awarded \$2,000. <u>Click here</u> for details.

SCU selected as new home for ACIH

Southern California University of Health Sciences (SCU) has been chosen to house the <u>Academic Collaborative for Integrative Health</u> (ACIH). While many strong universities submitted proposals vying for the opportunity, SCU was chosen because of its wide variety of professional degree and certificate program offerings—many of which are a part of ACIH's core membership, and on the merits of its commitment to co-creating the future of healthcare through interprofessional education.

ACIH enhances health by cultivating partnerships and advancing interprofessional education and collaborative practice. ACIH envisions a healthcare system that is multidisciplinary and enhances competence, mutual respect and collaboration across all healthcare disciplines. This system will deliver effective care that is patient centered, focused on health creation and healing, and readily accessible to all populations.

Although ACIH's offices will be housed on SCU's campus, the organization will remain independent, with an independent Board. Many universities house independent nonprofits that are aligned with their vision and mission.

The decision to be housed at SCU marks a full-circle, "coming home" moment for ACIH—as the organization held its first meeting on SCU's campus in 2004. The university has worked with and supported ACIH since its inception, and will continue work as partners to support the organization. SCU's faculty are engaged with ACIH working groups and SCU's President, Dr. John Scaringe will act as the main liaison with the ACIH Executive Director, who will be the main person housed on the campus.

Continued on next page

Chiropractic College News Update

Continued from last page

Dr. Haslund Annual Golf Tournament



The Dr. Stephen Haslund Memorial Golf Classic is named in memory of Dr. Stephen Haslund, a long-time administrator, and friend of Texas Chiropractic College. In continuing Dr. Haslund's legacy

of helping students, the proceeds from his golf tournament will go to the Texas Chiropractic College Scholarship Fund. Each year, TCC gives over \$60,000 in scholarships for both new and current students. These scholarships reward outstanding academic achievement, service to the community, professional and chiropractic research.

Your support is invaluable to the sustainability of this program. To sign up or for more information <u>click here</u>.

NYCC holds commencement for five degree programs

New York Chiropractic College held commencement exercises in the Standard Process Health and Fitness Center on the Seneca Falls campus on July 29, conferring degrees on 146 candidates: 31 from the Doctor of Chiropractic (DC) program; 18 from the Master of Science in Acupuncture (MSA) and Master of Science in Acupuncture and Oriental medicine (MSAOM) programs; 67 from the Master of Science in Applied Clinical Nutrition (MSACN), two of whom are dual graduates from the DC program; one from the Master of Science in Diagnostic Imaging (MSDI) residency; and 29 from the Master of Science in Human Anatomy and Physiology Instruction (MSHAPI) program. Graduating students attended from California, Colorado, Florida, Illinois, Maryland, Massachusetts, Michigan, Minnesota, New Jersey, New York, New York City, North Dakota, Pennsylvania, Texas, and Ontario.

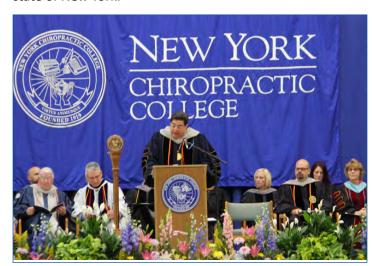
Grand marshal for the ceremony was Associate Professor Hunter Mollin, DC ('80). Professor Kevin Ergil, DACM, was the faculty speaker; and Caitlin Atkinson, executive president of the Student Government Association, gave the student address. President Frank J. Nicchi, DC ('78), MS, presiding over the final commencement before his retirement on

August 31, delivered the commencement address.

Dr. Nicchi, who has led the College since September 2000, earned his baccalaureate degree from St. John's University (New York) in 1973, his Doctor of Chiropractic degree from New York Chiropractic College in 1978, and a Master of Science in Management (with honors) at Roberts Wesleyan College in 2005. A member of the NYCC faculty since 1980, he has instructed clinical diagnosis and chiropractic technique and served as a clinician at the College's outpatient health center in Levittown. He maintains the faculty rank of professor in the department of Chiropractic Clinical Sciences.

Prior to his appointment as NYCC president, Nicchi was dean of Postgraduate and Continuing Education as well as a prominent seminar and conference lecturer. During that period, he presented papers at the American Back Society, the Hospital for Joint Diseases Spine Center in New York City, and conducted two seminars with the late Dr. Janet Travell. Additionally, he maintained a chiropractic practice in New York state for some 22 years.

Nicchi is a past president of the Association of Chiropractic Colleges, a consortium of all accredited chiropractic educational programs in North America, which has recognized him on multiple occasions for exemplary leadership and meritorious service. A former member of the board of directors of the New York State Chiropractic Association, he was the recipient of the Ernest G. Napolitano Award, the association's highest honor, in recognition of contributions made to the chiropractic profession in the state of New York.



Focusing on what will be rather than what was, Dr. Nicchi told the graduates that they can and must invent their future: "It is up to you make the decisions that will define your course." Whether healthcare providers helping patients achieve optimum health and well-being or teachers introducing the next generation of healers and scientists to the wondrous structure and function of the human body, there are important questions to consider. Where will you live and work? How will you build relationships with your patients or interact with your students? What professional and personal goals will you pursue? What example will you set for your colleagues and your community? How will you decide what is important in your life and work? How you conduct yourself as a professional in your field is critically important. Codes of conduct are important, but they are not enough. You will need to adopt personal touchstones as quality measures to assure your success and keep you on your chosen path.

Nicchi illustrated how each of "The Four Agreements," from the book of the same name by Don Miguel Ruiz, provides vital guidance. He asked the graduates to consider how they might integrate these principles into their lives as professionals.

Reflecting on his own tenure at NYCC, Nicchi said he counts the College among his blessings and, although he holds degrees from other institutions, will always consider NYCC his alma mater. "If you cut me, I bleed NYCC Blue!" "I became a chiropractor at this College when it was located downstate and for 37 years, I have been employed here as a faculty member, administrator, and president. Because of NYCC, I developed many of my closest friendships. I have been provided with opportunities to serve that I could never have imagined."

He concluded his remarks with a quote from the movie "The Bucket List," when Morgan Freeman's character relates an ancient Egyptians belief about death: "When their souls got to the entrance to heaven, the guards asked two questions. Their answers determined whether they were able to enter or not. 'Have you found joy in your life?' 'Has your life brought joy to others?'"

"I believe today each of you has found your joy in life by successfully completing your program of study," said Dr. Nicchi. "Next, by rendering the very best service you can to your patients and your students... your life will most certainly bring joy to others." He concluded with a quote from Minor Myers, Jr.: "Go into the world and do well. But more importantly, go into the world and do good."

To learn more about NYCC and its programs, please visit www.nycc.edu.

Upcoming Events Calendar

Upcoming IACP Educational Opportunities

October 21, 2017 Going Green Event

"Build and Run a Full Functional Cash Practice"
Dr. Miles Bodzin / Dr. Ray Foxworth / Dr. Mark Sanna

More information

November 18-19 Nitto Taping / Smart Tools Dual Training Class — *UPDATED*

Dr. Ed LeCara – Boise, Idaho 16.0 Chiropractic CE Hours

More information

December 2, 2017 MIPS and MACRA Event

Dr. Scott Munsterman - Best Practices Academy



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. Duties include but are not limited to:

- Perform and document a routine chiro/medical history & physical exam
- Assist in writing and delivering Plans of Care
- Performing adjustments of the spine and extremities and deliver manual therapy techniques
- Re-examinations to determine progress of care
- Supervise therapeutic exercises.
- Dictate, scribe and/or enter treatment notes into EMR/ EHR
- Assist in patient education regarding their treatment plans, nutrition, supplements, exercise, detox protocols and recommendations.

For clinic information: http://maximizedlivingsummit.com/ or www.facebook.com/summitfamilychiropractic

- Generous Pay 50K-75K Salary first year
- Paid Vacation time & Holidays
- Paid CEU's
- Paid Malpractice

REQUIREMENTS: Current/Valid D.C. License. Will consider new graduates. Outgoing personality. Great work ethic. Positive attitude and compassion to help people. COACHABLE & ADAPTABLE & DEPENDABLE.

Location perks: see http://www.coeurdalene.org Extremely health-minded triathlon and outdoor sports community. Great place to raise a family.

Practice for sale: 20+ year old, Fruitland, Idaho practice for sale. The practice is located on one of the busiest highways between North and South Idaho, Highway 95. It is a high visibility location with easy access. We have a small-town atmosphere yet attracts patients from Ontario, Payette, New Plymouth and travelers. Very reasonable cost. Call 208-739-6885

<u>Practice for sale</u>: Diversified practice in Idaho, on the Oregon border for sale. It is situated less than 1 mile from the Payette and Snake Rivers and right on Highway 95, the corridor between North and South Idaho. The practice was originally bought 20 years ago from another D.C. and a new office was built 10 years ago. Total receipts for the past

year are \$124,000, and the price of the practice is \$74,000. I plan on retiring around November this year. I will stay for a short while to help the new doctor get comfortable with the patients. My cell phone is: 208-739-6885

Chattanooga Intellect Ultrasound unit for sale. Excellent condition—minimal use. \$600. Dual frequency ultrasound (1 and 3.3 MHz) features 5 cm2 Sound Head Applicator which offers 10%, 20%, 50% and Continuous Duty Cycle selections and head-warming. Includes tub of ultrasound gel. Dean Rutherford, Hailey Chiropractic Clinic, 208-788-3211, drdeam88@gmail.com.

X-ray Suite. Universal high frequency with Mini-med 90 processor. Full spine bucky with Medium speed screens in all sizes. Film bin, film and even the lead from the walls! First \$6000 takes it (OBO).

Older Zenith HYLO electric lift. Classic. Needs new grease and drop mechanism fine tuning but a great table. \$2000 (OBO)

(10) Hon brand Upholstered Waiting room arm chairs \$300 each new for \$60 each \$500 for all ten.

eriktdc@yahoo.com for pictures, information

Idaho Chiropractor preparing to sell practice equipment. Local Idaho chiropractor preparing to sell a great deal of practice equipment. Please see the list below.

- Zenith High-Low Table w/ Pelvic Drop \$2500 In near perfect condition.
- Graston Soft Tissue Instruments \$1500 Full set included, well taken care of, 2 cases included. Comes with Emollient
- Office Desk with removable glass top \$75 measurements are 60" long, 29.5" wide and 30" tall
- Doctor stool with rollers and adjustable height \$30
- Rolls of Face Paper \$1 each 13 rolls total
- HP Printer, Copier, Fax, Scanner \$40 It's the Officejet Pro 8600. Works great, just needs more ink.
- 2 Line RCA Intercom Office Telephone \$15

- VeriFone Model # OMNI 5700 Card Reader \$20
- Gray Waiting Room Chairs \$5 per chair, 12 chairs total

If you have questions please call or text me at 208-221-3990. Please contact the Doctor for pictures of the specific equipment: scottnjamiesmith@gmail.com.

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

<u>Chiropractic Position Available In Idaho</u>. 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: drtroy@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-

Eastern Idaho Chiropractice 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 semiretired 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.



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Questions?

Email: mrangnath@chiropractic.org

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November 17-19, 2017, NEW YORK

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2 nd Registrant (First name)		Last Name			
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Enrolled in		Expected ye	ear of graduation		
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□ ICA DC Member	\$399	\$469	\$519		
□ Student	\$179	\$249	\$299		
□ SICA Member	\$129	\$199	\$249		
□ CA/Spouse Non DC	\$259	\$329	\$379		
☐ ICA Lifetime Member (\$35 for CE; \$0 if no CE is required)	\$35 for CE	\$35 for CE	\$35 for CE		
			TOTAL	\$	
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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.

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.**

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 Steve at C&S Publishing CandSpublishing@gmail.com or call (916) 729-5432. Email camera-ready ads in high resolution Adobe Acrobat (.pdf) format to: CandSpublishing@gmail.com. Ad creation and graphic design services are available through C&S Publishing at no additional cost.

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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