



Prosperity Through Unity Exceptional Care for Idahoans

February, 2019

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Chiropractors lobby Congress for increased coverage

Chiropractors from across the nation gathered in Washington, D.C. last month to urge members of Congress to increase coverage of non-drug approaches to pain management to help combat the opioid crisis. The Advocacy Day event is part of the American Chiropractic Association's annual meeting, the 2019 National Chiropractic Leadership Conference (NCLC).

Nearly 800 chiropractic physicians, students and supporters traveled to the nation's capital to hear speeches from political leaders, participate in advocacy training and visit with



members of Congress to urge support for pro-chiropractic legislation that would benefit Medicare beneficiaries as well as expand access to chiropractic services for military retirees and members of the National Guard and Reserve.

"Today is our day. Our day to deliver our message and to represent our

patients," said ACA President N. Ray Tuck, Jr., DC, in his opening remarks.

Attendees then heard from U.S. Senator Tammy Baldwin (D-Wis.), chief sponsor of the Senate bill (S. 30) to extend chiropractic access to military retirees, the National Guard and reservists, and U.S. Representative Adrian Smith (R-Neb.), who sits on the powerful House Ways and Means Committee. Earlier today, U.S. Rep. Van Taylor (R-Texas), who as a member of the Texas Legislature advocated successfully on behalf of the chiropractic profession in Texas to retain

Continued on page 5

Important medical information for your older patients

A link between aluminium and Alzheimer's disease has long existed. But many scientists says there is not enough evidence to blame the metal, used by thousands for everyday purposes to cook and store food. However, Professor Chris Exley, from Keele University, says his latest research confirms it does indeed play a role in cognitive decline.

Aging is the major risk factor for Alzheimer's disease though the advent of Alzheimer's disease within a normal human lifespan is suggested to be brought about through human exposure to aluminum. Essentially without aluminum in brain tissue there would be no Alzheimer's disease. There are a number of predispositions to the development of Alzheimer's disease, involving both environmental and genetic factors, and each of these acts to increase the aluminum content of brain tissue at specific periods in an individual's life. This interplay between environmental and genetic factors explains both early and late onset disease, in each case

the catalyst for the disease is always the brain aluminum content and how robustly an individual's brain responds or copes with this aluminum burden.

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IACP

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

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February is Heart Month

By Dr. Scott Crawford
IACP President

February is heart month! As Chiropractors, we should be pushing the benefits of adjustment. Web MD recently published a study on blood pressure improvements from adjusting, which include an average decrease in systolic of 14 points and 8 points in diastolic. Dr. Heidi Haavik also has published great research on the effect of adjustments on stroke patients, which includes a 65% increase in strength in a lower limb muscle after an adjustment. Overall, the upper neck has a lot of influence with the Vegas nerve connected to the heart, which is also where the cardiac center lies.

We also have opportunity to run promotions such as "Doctors with a heart," or a Valentine's special to give thanks to your patients. Either way, getting the good news of what we do out there should be mission we never tire from.

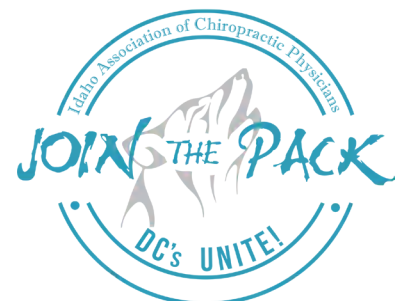
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The IACP acts as a resource, representative and leading advocate for the chiropractic industry in Idaho. We cannot continue to properly serve the chiropractic profession without the commitment and support of exceptional industry leaders, such as yourself.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



Chiropractors lobby Congress for increased coverage

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chiropractors' ability to diagnose, addressed ACA's top political leaders.

"Chiropractic is critically important to the healthcare system," said Sen. Baldwin, who stressed the need for greater access to nonpharmacologic approaches to pain management. "I've heard from veterans who are in desperate need of chiropractic care."

"We know how important it is for patients to have access to minimally invasive chiropractic care," said Rep. Smith. "Affordable access for patients is an important topic for us."

NCLC is the premier national conference for doctors of chiropractic, chiropractic assistants and chiropractic students. Beginning in 2020, NCLC will be called ACA Engage. NCLC has long been known for bringing together industry leaders from all over the country to meet with members of Congress on Capitol Hill, and engaging legislators will always be a priority. Over the years, the program has expanded to also include a wide variety of education offerings (with CE credit available), speeches from respected thought leaders and panel discussions that delve into important topics. The new name reflects the association's efforts to position the chiropractic profession for success by engaging a new generation of doctors with these exciting education, career and leadership-development opportunities.

New study explores what patients expect from chiropractic care in an integrated rehabilitation hospital setting

A recent study conducted by the Palmer Center for Chiropractic Research explored patient, patient family, and hospital staff and administrator expectations about adding chiropractic care within an integrated rehabilitation hospital for patients with serious neurological injuries. The study found that these stakeholder groups expected the addition of chiropractic care to a rehabilitation specialty hospital to benefit patients through pain management and functional improvements leading to whole person healing. They also expected chiropractic to benefit the healthcare team by facilitating other therapies in pursuit of the hospital mission, that is, moving patients towards discharge. Understanding stakeholder expectations may allow providers to align current expectations with what may be reasonable, in an effort to achieve appropriate clinical outcomes and patient and staff satisfaction.

"Understanding stakeholder expectations may allow providers to align their own expectations in an effort to achieve appropriate clinical outcomes and patient and staff satisfaction," said Zacariah Shannon, D.C., M.S., study investigator. "Without shared expectations among key stakeholders, patient progress might be hindered either directly, by not addressing patient or provider expectations, or indirectly, by leading to team dysfunction from ill-defined roles."

This study demonstrates the views of patients, family members, and hospital staff and administrators, and may be helpful for teams seeking to add chiropractic care or for doctors of chiropractic who want to work closely with other health care providers. The published study results note: "Expectations for the chiropractic program were mostly positive with themes consistently reported across stakeholder groups. The central domain, making progress, encompassed the organizational mission to empower patients to reach hospital discharge and return to life in the community. Higher order goals, characterized as achieving whole person healing, encompassed patients' quality of life, self-efficacy, and activities of daily living. Stakeholders expected the addition of chiropractic to help patients progress toward these goals by improving pain management and physical functioning. Pain management themes included pain intensity, medication use, and pain-related behaviors, while functional improvement themes included muscle tone, extremity function, and balance and mobility. In addition to these direct effects on clinical outcomes, stakeholders also expected indirect effects of chiropractic care on healthcare integration. This indirect effect was expected to increase patient participation in other providers' treatments leading to improved care for the patient across the team and facility-level outcomes such as decreased length of stay."

[The open-access article can be found here.](#)

Important medical information for your older patients

Continued from front page

Abstract: In this paper, I have summarized the experimental and largely clinical evidence that implicates aluminum as a primary etiological factor in Alzheimer's disease. The unequivocal neurotoxicity of aluminum must mean that when brain burdens of aluminum exceed toxic thresholds that it is inevitable that aluminum contributes toward disease. Aluminum acts as a catalyst for an earlier onset of Alzheimer's disease in individuals with or without concomitant predispositions, genetic or otherwise. Alzheimer's disease is not an inevitable consequence of aging in the absence of a brain burden of aluminum.


Aluminum is unquestionably neurotoxic and it is accepted as the cause of encephalopathies in, for example, individuals undergoing renal dialysis and similarly in individuals who

have received aluminum-based prostheses. There are myriad ways by which aluminum can exert toxicity; its Al^{3+} ion is highly biologically reactive, but to do so and thereby bring about change in a biochemical system, the aluminum content of any compartment, such as a tissue, must achieve a toxic threshold or burden. However, aluminum-induced encephalopathies are not Alzheimer's disease, though they may share some similar neuropathological hallmarks; they are acute conditions whereas Alzheimer's disease might now be considered as an acute response to chronic intoxication by aluminum.

While the causes of Alzheimer's disease remain unknown, we do know that the neuropathology of Alzheimer's disease, if not the disease per se, and specifically in relation to the deposition of amyloid- α and tau can be reproduced in transgenic animal models. We also know that the addition


The 4 Risk Factors for Alzheimer's

Age




The increased exposure to and accumulation of aluminum in the brain that comes with aging is the highest risk factor for Alzheimer's Disease.

Hereditary




Mutations that impact the accumulation, absorption and/or retention of aluminum in the body can be hereditary.

The Aluminum Age



The exponential increase in aluminum in everyday products makes exposure unavoidable.

Environmental Exposure



Victims of early onset and aggressive Alzheimer's Disease with no genetic predispositions have been found to have had unusually high levels of environmental or occupational exposure to aluminum.

"Without aluminum in the brain, there would be no Alzheimer's Disease"

-Dr. Chris Exley, Professor in Bioinorganic Chemistry

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of aluminum to feed or water exacerbates the many symptoms of Alzheimer's disease in these animal models.

In the majority of individuals, aging is perhaps the single most important risk factor for the development of Alzheimer's disease and similarly, aging is also the most critical criterion in the accumulation of aluminum in human brain tissue. Neurons have been described as the 'quintessential immortal cell line', and it is their longevity which predisposes them to accumulate aluminum over time. There are various intraneuronal pools, for example, citrate, ATP, glutamic acid, and the nucleic acids of the nucleus, where aluminum could remain benign and accumulate over time before at some point the biologically-reactive Al^{3+} (aq) exceeds a critical threshold and begins to exert toxicity.

Mutations in the metabolism and processing of the amyloid- α protein precursor (A β PP) and related biochemistry are significant risk factors for Alzheimer's disease. These genetic predispositions form the basis of a diagnosis of familial Alzheimer's disease which is invariably an early onset form of the disease.

We have recently completed the first ever study on the aluminum content of brain tissue from donors who died with a diagnosis of familial Alzheimer's disease. The data, supported by complementary imaging using fluorescence microscopy, revealed some of the highest concentrations of aluminum ever measured in human brain tissue.

These seminal findings suggest that A β PP and mutations associated with its metabolism and enzymatic processing predispose individuals to a more rapid accumulation and/or longer retention of aluminum in brain tissue. For example, one or more of these mutations may result in the enhanced absorption of aluminum across the gastrointestinal tract in individuals with familial Alzheimer's disease, as has already been shown in individuals with Down's syndrome (Trisomy 21) and individuals with late-onset or sporadic Alzheimer's disease. We know that within the non-Alzheimer's disease population that there can be an order of magnitude difference in the gastrointestinal absorption of aluminum. Similar differences may also exist in the excretion of aluminum from the body and these differences may be genetically determined and may even be related to the metabolism and/or processing of A β PP and its numerous metabolic products including amyloid- α .

There are occasional cases of Alzheimer's disease with an early onset, for example, individuals in their fifties, where there are no known genetic predispositions. We have de-

scribed several such cases in which the affected individuals had been subjected to environmental or occupational exposure to high levels of aluminum over extended time periods. Postmortem analyses of their brain tissues revealed very high levels of aluminum. In these cases of early onset and particularly aggressive Alzheimer's disease, without any known genetic predispositions, it was concluded that it was inevitable that aluminum contributed to disease etiology.

While we do not know the cause of Alzheimer's disease and we do not have any effective therapies to treat the disease, there are a number of 'environmental' indices which are known to influence the incidence and progression of Alzheimer's disease. For example, the incidence of Alzheimer's disease is higher in females and the onset and progression of Alzheimer's disease may be delayed by physical exercise.

Aluminum as an etiological factor in Alzheimer's disease links the two in that perspiration is a major route of excretion of aluminum from the body. In the absence of physical exercise, women produce only half the volume of perspiration as men and so may be predisposed to the retention of aluminum in their tissues. In both sexes, physical exercise can increase the perspiration volume many times and so improve the excretion of aluminum from the body. Could exercise-induced improvements in the excretion of aluminum from the body be significant in the benefits of exercise in Alzheimer's disease?

Epidemiological data have been equivocal in establishing a relationship between the aluminum content of drinking water and the incidence of Alzheimer's disease. However, research has shown a significant protective effect of silicon in drinking water, irrespective of the aluminum content, with higher silicon reducing the incidence of Alzheimer's disease.

In addition, clinical trials involving only a small number of participants have shown that regular drinking of a silicon-rich mineral water helps to remove aluminum from the body of individuals with Alzheimer's disease. For 20% of such individuals, the lowering of the body burden of aluminum following drinking a silicon-rich mineral water for just 12 weeks produced clinically significant improvements in their cognitive function. The potential benefits of silicon in Alzheimer's disease can only be explained if aluminum has a role to play in the disease.

[Click here](#) to see the entire article posted by Professor Chris Exley entitled, *Aluminum Should Now Be Considered a Primary Etiological Factor in Alzheimer's Disease*.



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Drug maker payments to doctors may have crossed legal boundaries

As efforts intensify to blunt the ongoing opioid crisis, a new study finds that increased marketing of the addictive painkillers to physicians was associated with more prescribing and, subsequently, more deaths from overdose. Interestingly, industry influence over physicians was greater based on the number of interactions, not the amount of money paid for speaking or the value of freebies, such as meals.

Between August 2013 and December 2015, drug makers made nearly 435,000 payments totaling \$39.7 million to 67,500 doctors in 2,200 counties across the U.S. The payments were for meals, travel costs, speaking and consulting, but not research. And the data showed that the more marketing directed at physicians in a given county, the higher the number of overdoses, regardless of the money spent.

Specifically, in a county of 100,000 people, three additional payments to physicians were linked to 18 percent more prescription opioid deaths, according to the study, which was published in JAMA Network Open.

One author, Dr. Scott Hadland, a pediatrician and adolescent addiction specialist at Boston Medical Center, noted previous research found more than 9 of every 10 marketing interactions with a doctor was for a meal, indicating drug makers spent relatively little money to win their attention.

The latest findings “suggest what matters is not so much the high value of payments to a few doctors, but the low value of payments to many doctors, for such things as meals,” said

Between August 2013 and December 2015, drug makers made nearly 435,000 payments totaling \$39.7 million to 67,500 doctors in 2,200 counties across the U.S. The payments were for meals, travel costs, speaking and consulting, but not research. And the data showed that the more marketing directed at physicians in a given county, the higher the number of overdoses, regardless of the money spent.

Dr. Magdalena Cerda, an associate professor of population health at the NYU School of Medicine. “The number of interactions rather than the amount the doctors are paid” contribute to prescribing and deaths.

The study authors acknowledged their analysis — which used data from the federal government Open Payments database and data from the Centers for Disease Control and Prevention on opioid prescribing and mortality from overdoses — leads only to an association, not a direct causal link. In other words, this is a sophisticated effort to connect important dots. A notable limitation in the analysis, though, is that it could not distinguish overdose deaths involving painkillers that are prescribed and those obtained otherwise.

The analysis measured industry marketing in three ways:

the total dollar value of payments received by doctors; the number of payments made by drug makers; and the number of physicians who received payments. The study found payments were concentrated in counties with more high school graduates, greater unemployment, lower poverty, higher median household income, and lower income inequality.

Moreover, this appears to be the first study that links opioid marketing to opioid overdose deaths. For these reasons, the results are likely to cast the pharmaceutical industry, which is already shouldering blame for the prescription drug opioid crisis, in a still harsher light. A growing number of cities, counties, and states have filed lawsuits accusing opioid makers of downplaying risks and encouraging inappropriate prescribing. A widely anticipated trial is scheduled for later this year.

Meanwhile, a lawsuit filed by the Massachusetts attorney general that, until recently, was redacted, alleged that Purdue Pharma blanketed the country with sales reps, influenced legislation, and provided generous funding to medical facilities and universities in order to tout OxyContin. One disclosure caused particular outrage: A member of the Sackler family that owns the company pushed a strategy to divert blame for addiction and overdoses on to people who became addicted.

While the researchers did not distinguish between market-

A lawsuit filed by the Massachusetts attorney general alleged that Purdue Pharma blanketed the country with sales reps, influenced legislation, and provided generous funding to medical facilities and universities in order to tout OxyContin. One disclosure caused particular outrage: A member of the Sackler family that owns the company pushed a strategy to divert blame for addiction and overdoses on to people who became addicted.

ing by specific companies, they did examine the data on a county-by-county basis across the U.S. And the numbers were sobering. Take Cabell County in West Virginia, where 6.6 industry payments were made for every 1,000 people from 2013 through 2015, and the opioid prescribing rate was 122 for every 100 people. Meanwhile, the overdose death rate for opioid prescriptions was 93 for every 100,000 people in 2016, the highest in the country.

“All this marketing may run counter to the efforts to reduce overdose deaths,” Hadland said. The upshot, he added, is that policymakers should consider limits on marketing.

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Chiropractic care and Fascia



Americans, who spend about \$8 billion a year in massage and chiropractic treatments to relieve pain, may have no idea that they're all probably experiencing the same thing — a manipulation of their fascia, a three-tiered layer of tissue that encases tissues and organs. Although some people who are kneaded, stretched, or cracked may have a vague notion that fascia exists, they probably don't know much about their fascia — or understand why it even matters.

Some in the scientific and medical communities think the same way.

They cannot agree on what fascia is. They don't know what fascia does. They may not even know it when they see it. (One scientist, when asked about fascia, had to look it up to try to define it. And a scientific group, the Fascia Nomenclature Committee, has devoted itself to resolving this language confusion.)

But this is what they suspect: As the only tissue that modifies its consistency when under stress (it's your body's shape-shifter, of sorts), fascia is a part of the body that inspires equal parts confusion and optimism in research circles.

It's everywhere in the body, so it could affect just about everything. That leaves researchers wrestling with an intriguing dilemma: If fascia is everywhere, then how do you isolate its impact on the body?

Early research suggests it may have relevance in areas one wouldn't normally think of fascia playing a role, such as digestive conditions and cancer.

"Fascia is what holds us together. There are very few diseases that don't have a fascia component," said Frederick Grinnell, a professor of cell biology at the UT Southwestern Medical School.

In an article in the *Journal of Bodywork and Movement Therapies*, researchers make the point that this web throughout our body has the potential to influence everything.

"Fascia is involved almost everywhere in the body," said Andreas Haas, the founder of the Manus Training Center and the Manus Fascia Center in Austria who has been a manual therapist for 30 years and looking at fascia for two decades. "Each organ, each muscle, each artery, each vein, each nerve — there is not one single structure in the whole body that is not connected with fascia or not enveloped by fascia."

What is fascia?

Best known by murky metaphors (a glove, net or web), fascia — in lay terms — appears differently throughout the body. There is the fascia that almost mimics a muscle with thick tissues, such as the fascia that makes up the plantar fascia in the foot or the iliotibial band along the side of the leg; the IT band is a structure that is unique to humans, and the fascia probably developed as an adaptation to bipedal movement, said Neil Roach, a lecturer in the department of human evolutionary biology at Harvard University.

Antonio Stecco, the brother of Carla Stecco, and a proud member of the first family of fascia, is a research assistant professor at New York University in physical medicine and

rehabilitation who describes fascia's main functions as helping coordinate the body's movements (i.e., biomechanics), position in space (i.e., proprioception) and fluid flow throughout the body.

Related to these functions, research has indicated that structural integration (a type of body work thought to release stiff fascia) has improved balance in patients with chronic fatigue, range of motion in patients with neck pain, and reduced eye spasms in patients with muscular dystonia.

Beyond movement conditions, fascia may also be involved in a variety of unexpected health conditions and diseases, including cancer, lymphedema, and gastrointestinal distress — and many more areas to study, said Antonio Stecco, who reviewed many of fascia's potential clinical implications in a 2016 review paper in the *PM&R; Journal*.

In this paper, Stecco posits a link between fascia and swelling of the arms in the legs (lymphedema). He suggests that stiff fascia decreases lymphatic fluid flow and can contribute to swelling in the limbs. By releasing fascia through bodywork, it could be possible that fascia becomes more pliable, lymphatic fluid flow increases and swelling goes down. Similarly, releasing fascia could help reduce gastrointestinal distress, including constipation, bloating and acid reflux.

Antonio Stecco hypothesizes that stiff visceral fascia, which Carla Stecco describes as a fourth type of fascia that is related to the internal organs, may decrease the motility of organs, resulting in distress. Bodywork could make stiff fascia more pliable, facilitate organ functioning and reduce these unpleasant GI symptoms. The Abstract to Dr. Stecco's article, *Fascial Disorders: Implications for Treatment*, can be read by [clicking here](#).

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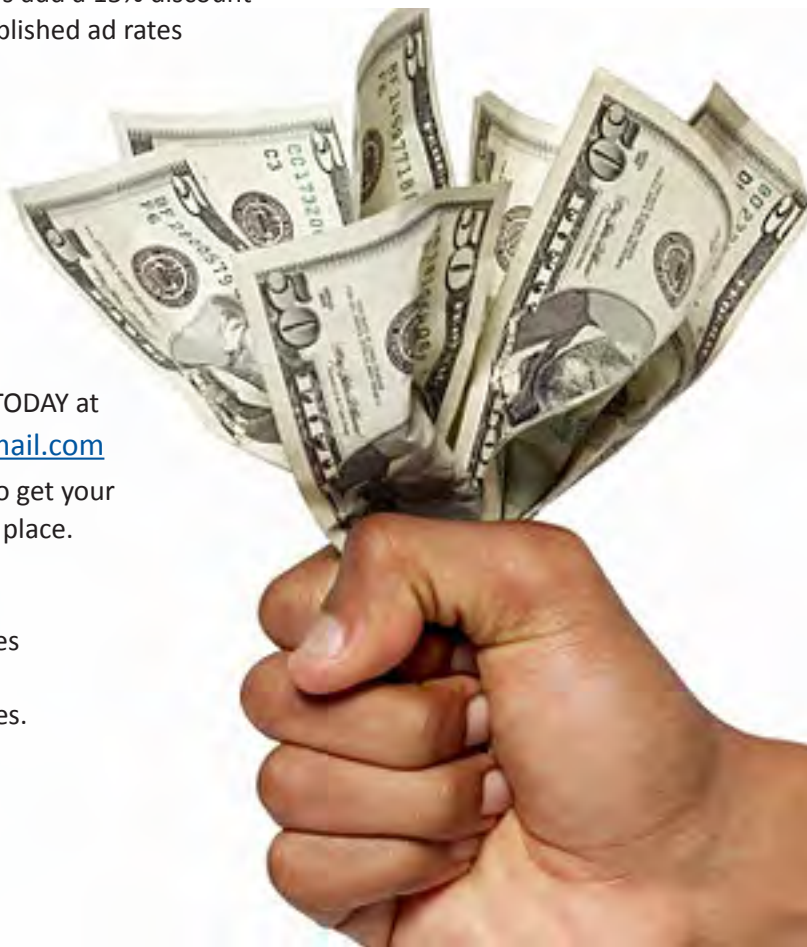
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How to get your patients to pay

By Dr. Ray Foxworth, President of ChiroHealthUSA

Even if you and your team take the time to explain to patients what insurance will, and won't, cover in your practice, it doesn't diminish the difficulty in getting your patients to pay, or soften the blow when they call your office angry because they received an unexpected bill for the services you provided. Over time, your staff can become discouraged, and before you know it, you're seeing more patients, working more hours, and collecting less money.

When it comes to managing your accounts receivable, you must take a proactive step to make it a top priority in your office.

1. Train Your Staff. When it comes to patient communication training, it isn't one and done. Allocate time at every staff meeting to review scripting. No one likes to rehearse a script, but the repetitive nature of this training will give your staff the confidence they need to enforce your payment policy. This is also an excellent time for your team to share with you the reasons patients give you for not paying. My all-time favorite, "I forgot my wallet." Practice getting to the root of the patient's problem. It could be that the patient was in pain today but doesn't get paid until tomorrow. Find solutions that honor your financial policies, but also help your patients. If you're getting resistance from your staff

about learning scripting, remind them on every single flight that takes off from any major airport, pilots and air-traffic-controllers go through a routine check-list, not sometimes, but EVERY time, before a plane takes off. It's not because they aren't highly intelligent, or don't know the basics, but they've learned that repeating the basics on every flight, is what keeps us all safe.

2. First Impressions. We are human, and fallible, which is why we can't help but make instantaneous judgments about a patient's ability to pay within seconds of meeting them. I can't tell you the number of times I have heard, "My Medicare patients are on a fixed income and can't afford therapy." The reality is that most Medicare patients can, and will, pay for services in our offices when they are presented as part of a treatment plan. Do you sell orthotics in your practice? If so, are you scanning every patient, or only those who look like they can afford them?

When we make clinical recommendations based on our impression of a patient's ability to pay, we deprive that patient of the care they deserve and our practice of revenue. Focus on physiology, not finances, and let the patients make the decisions. Offer options to keep care affordable. People always buy what they want, not what they need, so make your recommendations based on what's important to them. And, news flash, it's not a perfect cervical curve or what we deem



account, saving your staff time so that they can focus more on patient care. Patients like it when things are easy and affordable.

What is measured improves. If you don't make collections a priority in your practice, no one else will. As Robert Kiyosaki says, "The most important term in the world of money is 'cash flow,' and improving your cash flow will help your business run better and give you greater peace of mind.

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

is important. It may be just being able to garden, play with the grandkids, or as we do here in the south, climb up in a deer stand!

3. Communication. It is the responsibility of every member of your team to know, and understand, your financial policy, basic insurance terminology, and how insurance works (co-pays, deductibles, etc.) so they can answer patient questions confidently. Patients can, and will, make inquiries about payments and payment options throughout their visits to your clinic. When staff members don't respond confidently, your patients are likely to imagine the worst-case scenario (i.e.- a massive bill they can't afford) and fail to complete their treatment plans.

4. Payment Options. Your office should accept a variety of credit cards. But, can your patients pay online as well as in the office? Do you offer auto-debit as a payment option? Most auto-debit companies provide a variety of options to help your patient select the payment amount and frequency that works best for their budget. As a bonus, if your auto-debit systems integrate with your EHR software, once you schedule the payments (during the Financial Report of Findings), the payments automatically deduct from the patient's preferred method of payment and post to their

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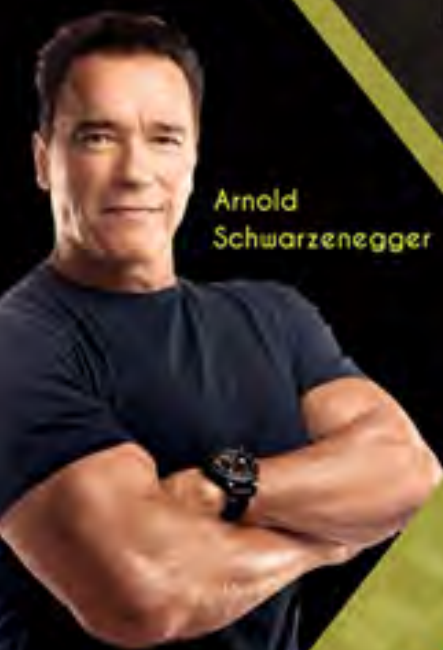
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Chiropractic News

Chiropractic “miracle” fixes vision problem

Meghan King Edmonds, of reality TV *Housewives of Orange County* fame, is telling the world about the “miracle” that helped correct her 7-month-old son’s vision problems. The mother of three was prompted to seek help for Hart’s vision problems when she noticed he was “struggling with seeing up close.” She said, “He wasn’t meeting certain milestones.”

In a series of Instagram Stories, the *Real Housewives of Orange County* alum revealed that Dr. Mackenzie McNamara at Gateways Chiropractic in St. Charles, Missouri, had given Hart craniosacral therapy, a bodywork procedure she said “completely cured” him of his far-sightedness.

“My story is truly a miracle story,” explained King Edmonds. “He’s a new baby. It’s completely mind-blowing. I can’t say how happy I am about it.”

Researchers found one session of SMT increases pressure pain threshold

In December of 2016, *Chiropractic & Manual Therapies* published research which set out to determine what effect, if any, spinal manipulation therapy (SMT) had on pressure pain threshold. Individuals were recruited from Murdoch University campus in Western Australia and, ultimately, 34 subjects ranging in age from 18 to 36 qualified for inclusion. Twenty of the participants were male, with the remaining 14 being female, all of whom were assessed at the beginning of the study and declared asymptomatic.

Using an algometer with a 1cm² rubber probe, the participants’ deep mechanical pain sensitivity was assessed multiple times at four different sites on the body (calf, lumbar, scapula, and forehead) by asking each one to indicate the point in which the pressure turned into pain. The average of the second and third recordings was used as a baseline.

Once the initial data was recorded, each participant was then subjected to a high-velocity, low-amplitude spinal manipulation using the hypothenar mammillary push while the subject lay on his or her side. Furthermore, the thrust was aimed at the portion of the participants’ spine located between the L5 and S1 vertebrae. Upon completion, the pressure pain threshold was collected again, and then again at

10, 20, and 30 minutes after the conclusion of the treatment session.

Researchers found that, after engaging in just one session of SMT, subjects reported increases in pressure pain threshold in the calf and lumbar spine areas, with no notable reduction in the scapula or forehead. Additionally, the thresholds that did increase did so at a higher rate on the right side of the participants’ bodies than on the left.

This study shows promise for patients dealing with chronic pain issues as chiropractic adjustments seem to provide an instantaneous reduction in pain. Further research with a larger group of test subjects is warranted.

New research study says to eat more cheese

Sprinkle on another handful of mozzarella on your pizza and grab a bite of sharp cheddar, because a new study published in *The Lancet* says that eating cheese reduces your risk of stroke and cardiovascular disease.

Dairy consumption was associated with lower risk of mortality and major cardiovascular disease events in a diverse multinational cohort.

Researchers from McMaster University in Canada looked at the dietary habits of over 130,000 people from 21 different countries between the ages of 35 and 70. After analyzing their data, the researchers placed the people into two distinct groups: reduced-fat dairy and full-fat dairy.

The study concluded that eating more than two servings of cheese per day was in line with seeing a major decrease in the risk of a stroke and a decreased risk of cardiovascular disease. They also saw that dairy products itself played a part in the study, noting that milk of yogurt would be beneficial to your health as well.

And that’s not where the health benefits end. Take a look at these other benefits cheese is said to have as well:

Help You Lose Weight

Certain cheeses like Gruyère, blue, and Gouda, Parmesan,
Continued on next page

Chiropractic News

Continued from last page

and cheddar contain a substance called butyrate, which may help boost one's metabolism. When eating cheese, the bacteria in our gut also influence our stomachs to make more butyrate, making it even better to eat cheese.

It May Prevent Cancer

One study found that butyrate, the substance we mentioned before, can help prevent colon cancer by nourishing the cells of the colon.

It Helps Build Muscles

It's no surprise that cheese is packed full of protein and calcium. If you are looking to gain some muscle mass try eating a spoonful of ricotta cheese, which is one of the best sources of whey protein.

[Click here](#) to see the study details.



Retired U.S. Army Brigadier General Becky Halstead will serve as F4CP spokesperson

The Foundation for Chiropractic Progress (www.yes2chiropractic.org) has announced that Retired U.S. Army Brigadier General Becky Halstead will serve as its spokesperson and share with the public her positive experiences with chiropractic care. Halstead served 27 years with the United States Army, is the first female in U.S. history to command in combat at the strategic level by commanding the highest level organization for logistics (3rd Corps Support Command) in the Combat Theater of Iraq, and is a recipient of the 2007 national Women's History Project Generations of Women Moving History Forward.

"The year I was deployed to Iraq I missed my friends and family -- and my chiropractor!" asserts Halstead, noting that chiropractic care is available through the U.S. armed forces healthcare delivery system at approximately 25 percent of the military treatment facilities. "Personally, I hope someday that chiropractic care becomes part of all our military's healthcare programs, so that all soldiers can have the opportunity to benefit from the care that only a doctor of chiropractic can provide."

Halstead says that the hands-on, active care of doctors of chiropractic and their advice on a healthy lifestyle are essential to our military men and women.

"I have always been grateful for the care of my chiropractor and feel it is an essential part of not only preventing more serious health concerns, but also assisting in the recovery from strains and other injuries," adds Halstead. "My chiropractor is genuinely interested in me, my life and my health, and takes a holistic approach to my wellness."

She says that time spent with her chiropractor is better than any drug she has ever had prescribed, noting, "Listening appears to be a major tool of my chiropractor's doc kit in order to get to the root cause of my pain and discomfort without just masking the problem with drugs with all their side effects."

Halstead explains that a chiropractor "... allows me to be part of the solution and encourages me to be part of my own wellness plan. One of the greatest emotions in the

world is relief, and that is exactly what my chiropractor provides me—a tremendous amount of relief from my pain.”

Halstead graduated from West Point in 1981 as a U.S. Army Ordnance officer with B.S. in Engineering. She also earned an M.S. in National Resource Strategy (Advanced Manufacturing) from the Industrial College of the Armed Forces, National Defense University, and an M.S. in Advanced Military Studies (Visionary Leadership) from the Army Command and General Staff College. She was the first female graduate of West Point to be promoted to General Officer. She also served in Europe as the Deputy Commanding General (Chief Operating Officer) for the 21st Theater Support Command and has experience leading a multinational team in depot level logistics operations.

F4CP hosts workshop on integrating chiropractic services into corporate health clinics

On January 22, 2019 in San Jose, Calif., the Silicon Valley Employers Forum co-hosted a workshop in collaboration with the National Association of Worksite Health Centers (NAWHC) on how to integrate chiropractic care into the neuro-musculoskeletal and pain management services offered through on-site and near-site employer health clinics.

“As a growing number of employers opt to introduce corporate healthcare clinics, their employees are beginning to request access to chiropractic care,” states Sherry McAllister, DC, executive vice president, F4CP, who notes that new research documents that patients, healthcare administrators and medical physicians all see value when chiropractic care is integrated into multidisciplinary settings.

“When improved outcomes, reduced costs and absenteeism, and increased employee retention come as a result of chiropractic utilization, it is our responsibility to educate the public, including other healthcare providers, employers and consumers, about chiropractic and its positive role in optimizing health.”

This half-day workshop discussed how to expand health center services to include and integrate chiropractic care for acute care, occupational health, pain management and rehabilitation. The sessions covered doctor of chiropractic (DC) training and use in employer settings, employer and patient views and experiences with chiropractic services, and new clinical guidelines for pain management aimed at reducing the need for opioids.

Presenter Dr. Meeker said, “I am so excited about the suc-

cess that doctors of chiropractic are having in the worksite health center industry. This unprecedented workshop was a real eye-opener for many, especially regarding the kind of cost-savings, health outcomes and employee satisfaction that large companies are experiencing when their employees have good access to chiropractic care.”

Neurology of the Subluxation one day intensive class — Feb. 16

The chiropractic adjustment does not simply correct a patient’s pain; in contrast, it has a profound global neurological effect in the human body. This class increases everyone’s certainty in the adjustment, illuminating how powerful the chiropractor is by correcting vertebral subluxations. Dr. Minardi explains the subluxation’s effect on the stress response and how this can alter key areas of the brain and major systems in the body, which can lead to disease and illness.

This class will be taught by John Minardi, BHK, D.C. Dr. Minardi was awarded Chiropractor of the Year in 2011 and 2018. He is the creator of Minardi Education, an innovative educational series which focuses on increasing certainty in the Power of the Chiropractic. For the past 17 years, Dr. Minardi’s primary interest has been to understand the Neurology of the Vertebral Subluxation Complex (VSC) and apply this information in a clinical setting for chiropractors and patients. Dr. John brings a unique blend of passion, intensity and excellent teaching skills in order to explain, in a practical manner, the VSC’s segmental and global neurological effects that occur in the body.

For more information: www.chiropractic.org/neurology

27th Annual Symposium on Natural Fitness & Sports Feb. 28

Every year the Annual ICA Symposium on Natural Fitness & Sports offers an exciting and memorable weekend in the world of exercise, bodybuilding, fitness, and chiropractic. This year’s program will focus on spine disorders secondary to sports related injuries and peak performance goals of athletes. Topics will also include assessment, prevention and management with bodybuilding and fitness training injuries, chiropractic care for the adapted athlete, and how the chiropractic adjustment affects an athlete’s brain. Each year the Symposium features a dynamic program that combines quality classroom presentations with exciting opportunities to meet fitness and sports celebrities!

[Click here for more information.](#)

Chiropractic College News

New York Chiropractic College and New York State Chiropractic Association announce historic collaborative event

New York Chiropractic College (NYCC) and the New York State Chiropractic Association (NYSCA) have announced the first-ever joint NYCC homecoming and NYSCA Fall Convention to be held September 20-22, 2019 at NYCC's Seneca Falls campus. The College's homecoming—known this year as the Centennial Celebration in honor of NYCC celebrating the 100th year of its founding—and the NYSCA convention will feature continuing education opportunities for healthcare professionals, guest speakers, networking and social events, exhibitors, and more. Its innovative format will include plenary sessions, panel discussions, and breakout sessions with panelists, promising a rich and varied educational experience for attendees.

Among the speakers and presenters at this unique Centennial event are Dr. Jack Barnathan, who will be giving the keynote speech on Sunday morning (Sept. 22); Dr. Christine Foss, who will be presenting on Sports Medicine; Dr. David Seaman, who will address nutrition; and Dr. Don Murphy, who will discuss primary spine care. Other topics to be addressed during the Centennial Celebration will be acupuncture and integrative health systems. Additionally, as the College has played an influential role in chiropractic and other healthcare professions from 1919 to the present day, some of the school's educational, research, evidentiary, and historical contributions to healthcare will be examined.

NYCC President Dr. Michael Mestan explains that the collaborative nature of this event will enable healthcare practitioners to take advantage of a one-stop continuing education opportunity featuring some of the country's top researchers and educators. "The two organizations have worked closely together in the past, and we see this confluence of our Centennial Celebration with NYSCA's Fall Convention as a natural outgrowth of our mutual educational goals and commitment to excellence in the provision of healthcare services," he says.

Dr. Jason Brown, current NYSCA President and NYCC alumnus, agrees, adding, "NYSCA leadership and membership looks forward to sharing the beautiful NYCC campus with the Centennial Celebration, and we know that the confer-

ence offerings will be relevant, innovative, and productive. We encourage everyone who can make the trip to plan ahead for this unique event."

[Click here for information](#) about the NYCC Centennial Celebration and NYSCA Fall Conference.

Logan's Master's in Nutrition Program recognized as 9th best in USA

Logan University's [Master of Science in Nutrition and Human Performance degree program](#) was recognized by OnlineMasters.com as one of the [best online](#) master's in nutrition programs in the country for 2019. OnlineMasters.com conducted more than 93 hours of research; consulted 36 industry experts, hiring managers, current students and alumni; analyzed every online Master in Nutrition program in the U.S.; and then identified the best 41 programs. Logan was ranked No. 9.



Logan's curriculum blends research and sound clinical applications, teaching students to analyze diet and health status, assess nutrition deficiencies as well as food allergies, and offer patients evidence-based nutrition and lifestyle recommendations.

Within the program, students can choose from three concentrations: Sports & Fitness Nutrition, Nutritional Wellness, and Health Education & Promotion. Graduates find careers in public health programs, education, nutrition and health communication, consulting and nutrition-related businesses in private and public sectors.

Interested in Logan's Master of Science in Nutrition and Human Performance degree program? Complete an [online inquiry form](#), and an Admissions Coordinator will be in touch with you.

Logan University congratulates Kathy Boulet, DC

Logan University sends its congratulations to Kathy Boulet, DC, DAAPM, FIACA, CCAC of Lewiston, Maine, who was re-elected to the American Chiropractic Association (ACA) Board of Governors and appointed as a member of the Nom-

inating Committee. Dr. Boulet, who graduated from Logan University in 1989, was elected to the Board of Governors in 2018. She served previously as ACA's Maine delegate and is a past president of the Maine Chiropractic Association.

Dr. Boulet has been in private practice in Maine since 1993 where she has been a pioneer in hospital privileges for chiropractors and has worked as a consultant in integrative medicine with the Central Maine Medical Center.

Life West 35th Annual Golf Classic May 9

Join the Life West Community of Alumni and Friends at one of the East Bay's most exciting and challenging golf venues Boundary Oaks Golf Course, 3800 Valley Vista Road, Walnut Creek, CA. Tournament Dinner and Awards to follow. Proceeds to benefit the Alumni Association's Life West Student Scholarship Program:

- Jackie "Mamma Jackie" Biron Scholarship for student leadership
- Jim Hawkins Scholarship for academic excellence in the basic sciences
- Nancy McKillican Scholarship advancing chiropractic philosophy

For sponsorship opportunities email thyland@lifewest.edu or call (510) 780-4500, ext. 2060.

[Register yourself and your foursomes online](#)



New York Chiropractic College and Seneca County Community Counseling Center announce partnership

New York Chiropractic College (NYCC) and the Seneca County Community Counseling Center (SCCCC) have announced a new partnership in which NYCC faculty clinicians and students will provide chiropractic and acupuncture treatment to the clients of the SCCCC.

The SCCCC specializes in behavioral health outpatient treatment including a comprehensive menu of substance abuse and mental health services. NYCC offers a number of ex-

periential clinical experiences for students at various sites including community health centers and Veterans' Administration hospitals.

This new partnership will offer NYCC students another opportunity to gain valuable, hands-on clinical experience while providing beneficial complimentary services and treatment to current SCCCC clients. Evidence increasingly demonstrates that chiropractic and acupuncture can be important tools in providing drug-free pain management, as well as in managing the symptoms of withdrawal from opioids and other addictive drugs. This partnership is a natural fit for NYCC's chiropractic and acupuncture clinicians to offer their skills to clients wishing to reduce pain and/or the use of opioids and other addictive substances, as well as improving their overall wellness.

Margaret Morse, LMSW, of SCCCC says "Seneca County Community Counseling Center is committed to providing our clients with options for multiple and innovative paths to recovery. We are excited about this new partnership with the New York Chiropractic College for provision of integrative care to eligible clinic clients." Dr. Wendy Maneri, NYCC Associate Dean for Chiropractic Clinical Education and Health Centers, says, "We look forward to this new relationship that will enable our students to learn from and serve in the community that is so important to us all."

NYCC-provided acupuncture and chiropractic care for SCCC clients will begin January 29, 2019.

NWHSU named a top Military Friendly® university in 2019

Northwestern Health Sciences University (NWSHU) has been recognized as a Military Friendly® university for in 2019 for exhibiting leading practices in recruiting and supporting student veterans. NWSHU is one of a thousand universities, colleges and trade schools nationwide to receive the Military Friendly® designation from Victory Media, which helps veterans with educational and employment options.

In addition to the Military Friendly® designation, NWSHU offers a 20 percent tuition discount to veterans, can cover additional costs as a veteran-friendly Yellow Ribbon School, has created a military leave of absence policy and has organized special events for veterans to try chiropractic, massage, acupuncture and other treatments to address pain, often caused by injuries suffered during military service. NWSHU also has opened a Veterans Support Center to serve the needs of students who have served or are serving in the

Continued on next page

Chiropractic College News

Continued from last page

military. With a grant from the Home Depot Foundation and in partnership with the Students Serving Veterans Club, the center was built in the lower level of the Wolfe-Harris Center for Excellence.

Each year, the list of Military Friendly® schools helps service members and their families select colleges, universities and trade schools that allow them to pursue successful civilian careers. For the 2017 survey, institutions earning the Military Friendly® designation were evaluated using public data sources as well as survey responses. More than 1,600 schools participated, and 1,160 received the designation.

Sherman College alumni make Top 33 Chiropractors of 2018 list

More than a dozen Sherman College alumni, employees, trustees and supporters have been named to the Top 33 Chiropractors of 2018 list published by Schübel Vision Elite, which highlights “the top movers, shakers, and contributors to the chiropractic profession worldwide.” Those making the list have helped move chiropractic politics, education, research, and business success to new levels in 2018.

Sherman College employees, trustees and alumni making the list include the following:

- Regent and Business Department Chair Brian Dooley, D.C., '05, A.C.P.
- Regent and Director of Evidence-Informed Curriculum and Practice Christopher Kent, D.C., J.D.
- Trustee Shawn Dill, D.C.
- Regent and Trustee Frank Hahn, D.C., '04
- President's Circle Regent and Trustee Daniel Knowles, D.C., '96
- President's Circle Regent Richelle Knowles, D.C., '99
- Regent David Serio, D.C., '99

Additional Sherman College supporters featured on the list include Regent Ryan Bones, D.C., Regent Jack Bourla, D.C., Regent Grant Dennis, D.C., President's Circle Regent Donald Epstein, D.C., former Sherman College recruiter Lina M. Guillen, Regent Tristan Schaub, Regent Bruce Steinberg, D.C., and Regent Steve Tullius, D.C.

Schübel Vision Elite is “a global network of successful business people ... on a mission to better mankind by ensuring access to chiropractic care to every man, woman, and child,” according to its website.

[Click here](#) to see the full list.

SCU alumna Dr. Luib recognized among 100 most influential Filipina women

Dr. Catherine Sy Luib has always gone the extra mile. As a student at Southern California University of Health Sciences (SCU), she completed both the Doctor of Chiropractic and the Masters of Acupuncture and Oriental Medicine programs



“My specialty was being in two places at one time,” she jokes. Dr. Luib has been in practice since 2012, and currently offers chiropractic, acupuncture, other Traditional Chinese Medicine services and nutritional/herbal consultations at her San Diego wellness location (Luib Health Center).

Dr. Luib's achievements were recently recognized by the Filipina Women's Network, a global organization, who named her as one of the “100 Most Influential Filipina Women in the World.” A community builder and organizer, Dr. Luib sees her healthcare practice as part of her larger purpose. “I am always teaching and sharing chiropractic, acupuncture, and nutrition,” she says. “It's one way to be closer to the communities around me—to share my message of hope and healing with them. It's all connected.”

Dr. Luib's approach to this challenge is profoundly integrative. “Many people think that chiropractic is only for when you have an accident. On the contrary, having regular chiropractic care can boost the function of organs such as the pancreas, liver, brain, intestines,” she explains. “I integrate acupuncture to further address the energetics—because, at the end of it all, everything is simply energy. Nutrition and herbal medicines are important because I could adjust someone all day long, I could acupuncture them all day long, but if we're not educating as we should about nutrition and lifestyle, the patient will not be served fully.”

University of Western States to relocate to 82nd Ave and NE Tillamook Street

University of Western States (UWS) is relocating its campus to 82nd Avenue and NE Tillamook Street in Northeast Portland. The five-acre property includes a 150,000-square-foot building constructed in 2006 that formerly housed the corporate headquarters of Banfield Pet Hospital. The impressive facility offers an innovative and versatile space that features active learning spaces, hands-on laboratories, expanded meeting rooms, dedicated study settings, and dynamic work areas for faculty and staff. The new campus showcases a modern health care facility designed to fulfill patient needs and provide exceptional opportunities for clinical training.

UWS selected the 82nd Avenue facility for a variety of reasons, including closer proximity to inner Northeast Portland. The new campus is in a more prominent location, allowing the university to more easily serve its new neighborhood and the Portland community.

“We are thrilled to welcome the faculty, staff and students of University of Western States to the Madison South neighborhood,” said David Smith, president of the Madison South Neighborhood Association. “Our residents are excited to visit the university’s on-campus clinic, and we are looking forward to exploring partnerships between UWS and local businesses and schools to help strengthen our community.”

The campus relocation allows for sustainability and stability during an era of significant institutional growth and development.

“This move presents University of Western States with a unique opportunity to engage as a vital member of the neighborhood, and to further enhance our clinic settings as we serve the community,” said Dr. Brimhall. “We are excited to remain in Northeast Portland and look forward to our next 115 years.”

[View a video about the move here.](#)

[Additional details about the relocation can be found here.](#)

In April 2018, the UWS Board of Trustees announced its search for additional campus space to support the growth and diversification of the university, and placed the current 20-acre, 10-building campus on the real estate market. In November 2018, Linfield College School of Nursing revealed it had purchased the current UWS campus. UWS will lease the campus from Linfield College through April 2020. The university is relocating the entire institution and operations including all students and departments by early 2020.

“As we approach our 115th year, we are celebrating this relocation and advancement,” said Dr. Joseph Brimhall, president of UWS. “The new campus space offers active learning areas for students, increases the visibility of and accessibility to the UWS clinic, enhances opportunities for collaboration with other universities and community partners, and creates a healthy and sustainable campus for generations to come.”

Mayor Ted Wheeler said, “I’m very pleased that the University of Western States will be able to expand its services for local residents, create job opportunities, and add to the vibrancy and activity of Northeast Portland. As one of Portland’s oldest institutions of higher learning and the world’s second chiropractic university, UWS has been and will continue to be a vital part of the Portland community. Congratulations to UWS students, Dr. Brimhall and the university team.”

U.S. Rep. Earl Blumenauer expressed his excitement for the university’s decision to remain in Portland and in his congressional district. He said, “University of Western States has brought great health sciences learning and services to the Pacific Northwest and to the world. Congratulations to Dr. Brimhall and the university on this new Portland location.”



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Be Aware of the Side Effects

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Be Aware of the Side Effects

Acetaminophen and non-steroidal anti-inflammatory drugs (NSAIDs) such as ibuprofen and naproxen are common pain medication options. However, these pain medications have a variety of bad side effects that you need to be aware of.

Acetaminophen (Tylenol and other brands) may be effective for mild pain but it is toxic to the liver at high doses. The recommended maximum per day is generally set at 4 grams (4,000 milligrams), which is the equivalent of eight extra-strength Tylenol tablets. But that dosage can still cause liver problems for some people. To be safe, aim for 3,000 milligrams or less, and be cautious of mixing multiple products containing acetaminophen, such as a pain reliever and a cold medication or a prescribed narcotic.

The FDA now recommends using products containing no more than 325 milligrams per pill or capsule (the equivalent of regular-strength Tylenol rather than extra-strength) in order to avoid excessive dosages. Don't take acetaminophen if you drink more than a moderate amount of alcohol on a regular basis or if you have liver disease.

NSAIDs such as aspirin, ibuprofen (Advil, Motrin), and naproxen (Aleve, Anaprox) may be more effective than acetaminophen for certain conditions because they reduce inflammation as well as relieve pain. But NSAID medications have many bad side effects, the most common is stomach irritation. It can also cause stomach and intestinal ulcers, which can lead to internal bleeding. NSAIDs also carry an increased risk of heart attack, stroke, and kidney failure when taken at high doses or for long periods of time.



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

The Idaho Association of Chiropractic Physicians

The IACP News

Display Advertising Policy, Rates and Information

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

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

Format: *The IACP News* is produced in a state-of-the-art digital format. It can be opened and viewed online from both the IACP website at <https://iacp.wildapricot.org/> and also from the publication site: www.IACPnews.com. The publication site has both current and back issues of *The IACP News*. Questions about the digital format, the website, or display advertising should be directed to Steve at C&S Publishing, (916) 729-5432.

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