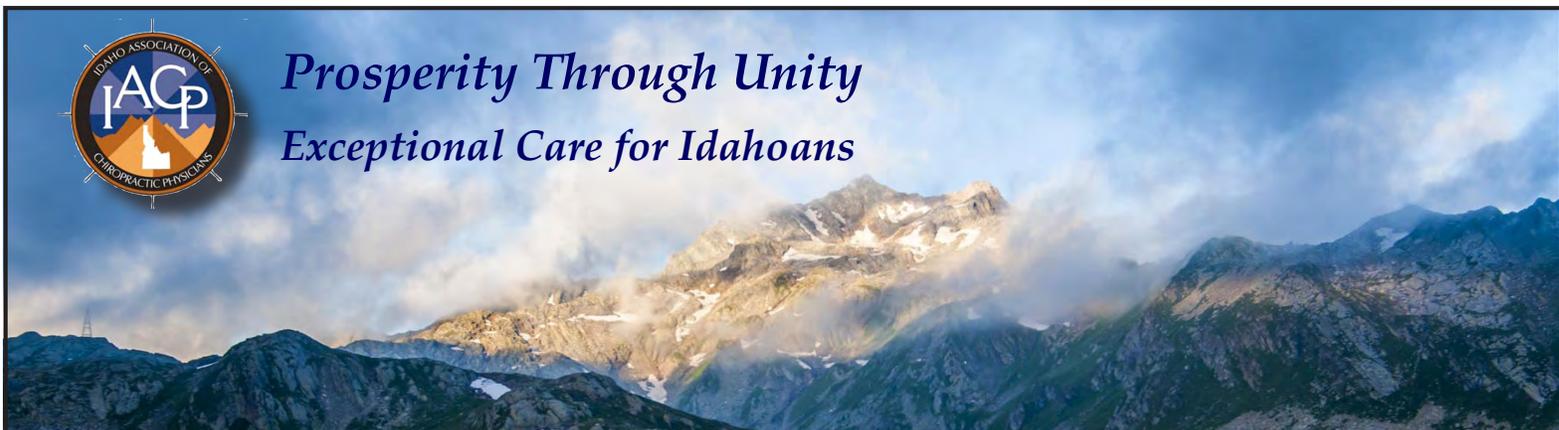




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Exceptional Care for Idahoans



April 2024

The IACP News, Vol. 8, No. 4

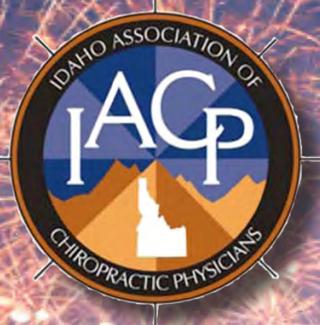
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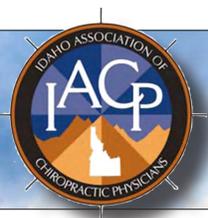
Join your fellow chiropractic colleagues for the 2024 IACP Annual Convention April 26 - April 28, 2024 at The Grove Hotel in Boise. The event will be filled with innovative presentations, networking opportunities, and discussions on our efforts to grow the chiropractic industry into the future.

Our fresh and diverse set of speakers, along with our exhibition of industry partners, will provide you with professional development as well as applicable products and services to benefit your practice. Our CA track will focus on multiple areas of practice management, billing, coding, documentation, and audit protection.

[View the Agenda](#)

2024 IACP Annual Convention
April 26 - April 28, 2024





IACP

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

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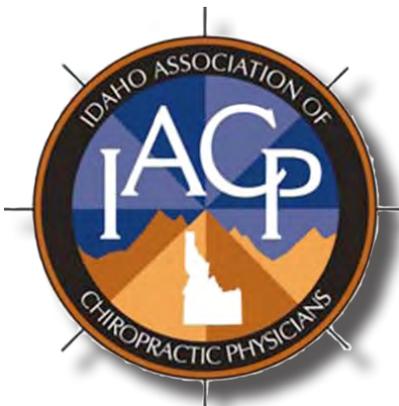
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APRIL 26-28, 2024

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Popularity of complementary and alternative medicine growing

A January research letter published in the *Journal of the American Medical Association* reveals a dramatic increase in the popularity of complementary and alternative medicine including the fields of naturopathic medicine, acupuncture and chiropractic medicine.

That [work](#), called, *Use of Complementary Health Approaches Overall and for Pain Management by US Adults*, notes: “Millions of US adults use complementary health approaches (CHAs) each year; in 2012, 55 million adults spent \$28.3 billion on CHAs, comparable to 9% of total out-of-pocket health care expenditures. Previously, the safety and efficacy of many of these approaches lacked rigorous clinical trials. Over the past 2 decades, increasing evidence has supported the safety and efficacy of selected approaches for pain management.”

The research documents an overall increase in the use of complementary health approaches (CHA) among U.S. adults from 19.2% in 2002 to well over a third (36.7 %) of the population or approximately 122.3 million adults in 2022.

The survey looked at the use of seven complementary health approaches including chiropractic care, acupuncture, naturopathic medicine, along with yoga, meditation, massage therapy, and guided imagery/progressive muscle relaxation.

The use of chiropractic increased from 7.5% of U.S. adults in 2002 to 11% in 2022, representing nearly 37 million U.S. adults. Over this 20-year period, the use of naturopathic medicine quadrupled from .3% to 1.3% of U.S. adults, encompassing about 4.4 million U.S. adults.

The survey showed that U.S. adults are using complementary approaches for the treatment of pain more than ever before. Among adult chiropractic patients, the use of chiropractic for pain management increased from about 78% in 2002 to about 85% in 2022. For adult naturopathic medicine patients, the use of naturopathic medicine for pain increased from about 31% in 2002 to about 48% in 2022.

In today’s opioid landscape, U.S. adults continue to value complementary medicine and non-drug approaches to treat their pain and other health concerns.

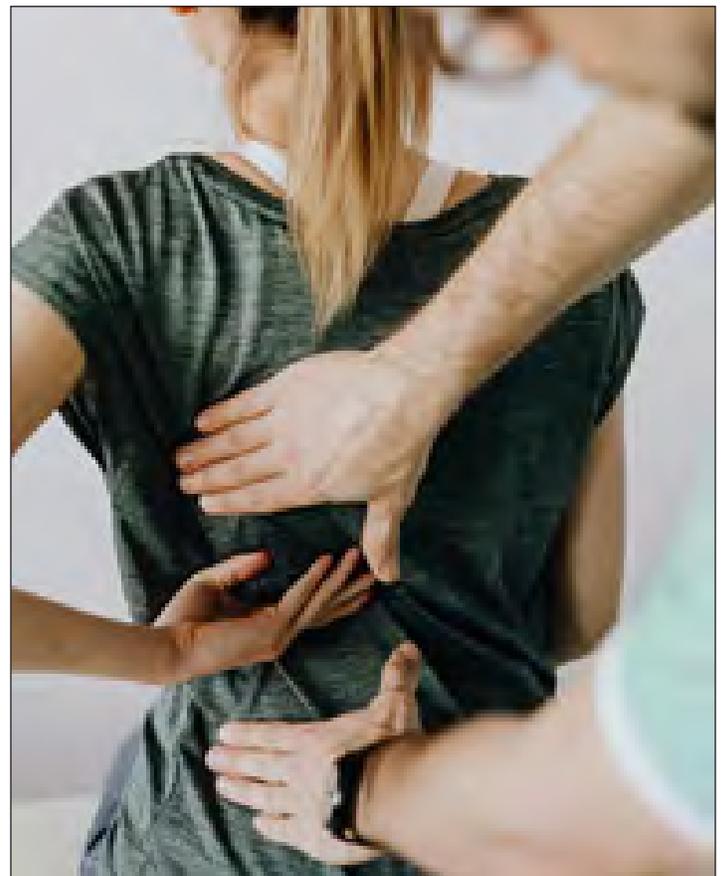
This work is not the first study of pain and various treatment

options. Scientists have been studying the effectiveness of chiropractic care for various types of pain for many years.

The most promising research is on low back pain, which has shown spinal manipulation therapy (SMT) is as effective as other common therapies, like exercise therapy, standard medical care, or physiotherapy. Systematic reviews have shown that chiropractic therapy significantly reduces chronic low back pain and disability compared with other active therapies. Chiropractic care is also effective for acute and chronic low back pain when used in conjunction with other interventions like self-management advice and exercise.

Low back pain isn’t the only type of pain for which chiropractic therapy is effective. Some reviews have found that chiropractic care improves episodic and chronic migraines and cervicogenic headaches (pain on side of your head or face), and it may reduce migraine pain and days.

There’s also evidence for chiropractic care to treat neck pain. One study found that SMT is more effective than medication in both the short and long term to treat acute



Research:

Treating pain without drugs

At the end of 2022, the *JAMA Open Network* published [research](#) titled, *Trends in the Use of Opioids vs Nonpharmacologic Treatments in Adults With Pain, 2011-2019*. The research sought to answer the question: what are the annual trends in access to pharmacologic and nonpharmacologic pain treatments among cancer-free US adults with chronic or surgical pain?

The result was that the serial cross-sectional study of Medical Expenditure Panel Survey data from 2011 to 2019 with 46,420 respondents, found that the prevalence of outpatient nonpharmacologic treatments surpassed prescription opioid use for chronic, but not surgical, pain.

The authors note in the Abstract that chronic pain prevalence among US adults increased between 2010 and 2019. Yet, they say, little is known about trends in the use of prescription opioids and nonpharmacologic alternatives in treating pain. The Introduction notes:

“Chronic pain prevalence among US adults was 19.0% in 2010, increasing to estimated rates of 20.4% in both 2016 and in 2019. Annual pain expenses—compared with the average person without pain—range between \$261 billion and \$300 billion for increased health care use and \$299 billion and \$355 billion for lost productivity, exceeding the costs of heart disease, cancer, or diabetes. In response, Healthy People 2030 seeks to reduce the prevalence of adult chronic pain that interferes with daily activities from 6.9% to 6.4%.

“A shared vision for future activity-limiting pain treatment is to prioritize interventions that consider the biopsychosocial nature of pain. Prescription opioids were used by 22.1% of US adults with chronic pain during 2019, but opioid analgesics are associated with a heightened risk of adverse events including

falls, misuse or diversion, preventable hospital admissions, and overdose mortality. Despite earlier reports that low-risk nonpharmacologic interventions can simultaneously reduce pain and improve function, to our knowledge, no study has examined access to nonpharmacologic interventions used by cancer-free adults with or without surgery. We analyzed surgical pain separately to account for different

pain management guidelines and because the National Pain Strategy recognizes that when opioids are appropriately prescribed, they can be effective for postsurgical pain. Trends in opioid use are well explicated, yet the Centers for Disease Control and Prevention (CDC) reported a need to contextualize treatment trends based on pain interference severity. Previous studies often measured access to intervention techniques instead of to the licensed health care professionals who treat pain in the clinical setting. Therefore, the authors defined nonpharmacologic treatments based on a policy brief that identified the licensed health

care professionals (acupuncturists, chiropractors, massage therapists, occupational therapists, and physical therapists) specialized in treating pain.”

In the Discussion section of the work, the authors noted that the study provides evidence of a large increase in exclusively using nonpharmacologic treatments in 2016 to 2019 among persons with chronic pain. It is possible that this increase in nonpharmacologic treatments was a successful response to the CDC 2016 guidelines to reduce opioid prescribing for chronic pain. Research shows that timely access to OT/PT reduces prolonged opioid use in Medicare enrollees.

Nonpharmacologic treatments surpassed opioid treatment only among persons with chronic, nonsurgical pain. Compared with the CDC chronic pain guidelines, postsurgical guidelines may be less developed. Bundled payment policies

The most prevalent nonpharmacologic clinicians were chiropractors and physical therapists. Chiropractic care increased from 6.9% in 1990 to 8.4% in 2012. Our study shows that use of chiropractic care continued increasing through 2019 (chronic pain, 25.6%) and (surgical pain, 8.9%). Historically, the annual number of visits for back pain has been similar for chiropractors and physical therapists according to MEPS research on 1999-2008 trends. Although PT was more costly, it was preferred among persons with greater disability and worse health.

for total joint arthroplasty have also restricted the use of postsurgical rehabilitation services, such as OT/PT, to reduce costs.

Much better communication with patients was also found to be needed. For example, an academic medical institute found occupational therapists and physical therapists were inappropriately consulted 15% of the time prior to a multidisciplinary education and communication initiative. Streamlined communication between prescribers and the workforce specializing in nonpharmacologic pain interventions could improve care access.

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The least prevalent treatments were acupuncture and massage therapy. Their prevalence remains unchanged since as early as 1990, likely due to poor coverage from private and public payers. Acupuncture has been found to reduce opioid consumption following surgery but was not reimbursed by Medicare for low back pain until 2020. A recent MEPS study found all-cause acupuncturist visits increased from 0.4% to 0.8% between 2010 and 2019, with 50% or more of expenses paid out of pocket. Fewer than 4% of respondents

in the OT/PT group used OT, indicating a similar prevalence to acupuncture and massage therapy. This finding was surprising because 96% of commercial and Medicare insurers cover OT, while only 33% cover acupuncture and 2% cover therapeutic massage for back pain. The restrained use of acupuncture, massage, and OT highlights an opportunity to further expand nonpharmacologic treatments.

A Medicaid study examined the benefits of expanding reimbursement for acupuncture, chiropractic care, massage, and OT/PT and found 49.7% of 1,789 patients receiving long-term opioid treatment were no longer prescribed opioids after 18 months.

Respondents with chronic pain and pain interference became more likely to use nonpharmacologic treatments in 2016. Occupational therapists and physical therapists regularly treat patients with high acuity. Multidisciplinary rehabilitation, exercise, psychological therapies, and acupuncture can reasonably be adapted to patients with varying degrees of pain and acuity.

However, beginning in 2018, such patients became more likely to use neither treatment. Since the CDC 2016 practice guidelines were instituted, MEPS research has found an increasing prevalence of using no pain treatment and a greater annual decrease in opioid use among patients with more severe pain. These findings warrant study and may reflect barriers to safer alternatives for those with severe pain interference. Accessing regular outpatient services is expensive, difficult with functional limitations impeding community mobility, problematic due to disparities in care access, and may conflict with occupational demands.

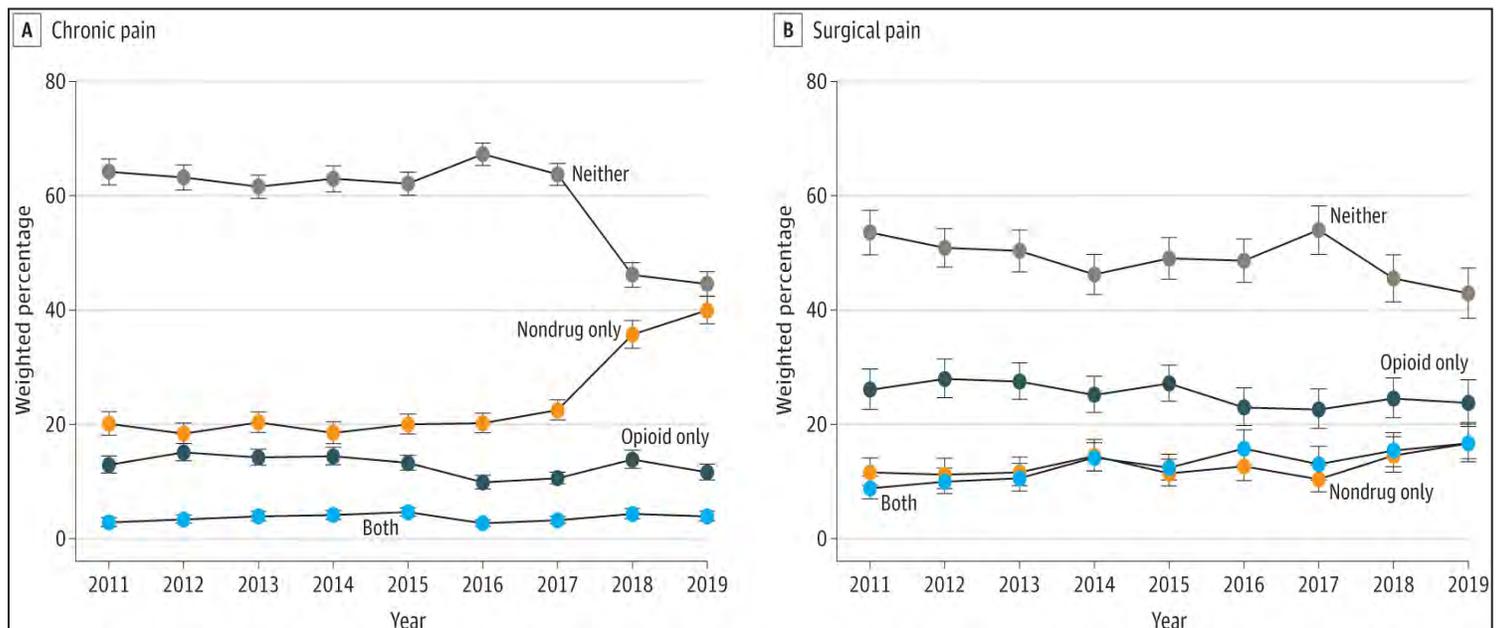


Figure 1: Trends in the Use of Mutually Exclusive Pain Treatments.

Unlocking the Power of AI: Meet ChiroAI™ Powered by CHUSA

In the fast-paced world of technology, communication is evolving at an unprecedented rate. One of the revolutionary advancements in this field is the advent of ChatGPT, a cutting-edge language model developed by OpenAI. This powerful tool has transformed how we interact and communicate online, offering many benefits that extend across various domains. Earlier this month, we announced ChiroAI™, an advanced AI-powered chatbot. ChiroAI™ is a chiropractic-centered virtual assistant that caters to your diverse needs, providing comprehensive answers to your most common questions.

ChiroAI™ was designed to understand and generate human-like text, making interactions more natural and user-friendly. It can comprehend context, nuances, and subtle cues in language, allowing for more meaningful and context-aware conversations. This natural language understanding facilitates a smoother and more engaging communication experience. ChiroAI™ offers invaluable expertise on the business aspects of chiropractic. Whether you're unsure about compliance regulations, seeking guidance on correct coding procedures, or navigating the complexities of discount legalities, ChiroAI™ has you covered. It goes beyond generic advice, incorporating location-specific details to ensure accuracy for your specific circumstances.

Say goodbye to hours of researching and uncertain decision-making and embrace the convenience and accuracy of this chiropractic-centered AI. ChiroAI™ is your go-to platform, seamlessly connecting you to premier companies and consultants within the chiropractic arena. With ChiroAI, you can connect and effortlessly set up discovery calls with our highly regarded partners, diving deeper into how they can enhance your practice.

Key features of ChiroAI™, include:

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- Location-specific details for accurate guidance.
- Seamless referral node to top-tier experts in chiropractic.
- Be a part of the first wave of the AI revolution in the Chiropractic space.

How to Use ChiroAI™:

- **Be Patient:** Allow the chatbot a moment to process and respond. It might take a few seconds.

- **Ask Clear Questions:** Be specific in your questions or requests. This helps the chatbot understand what you need.
- **Clarify if Needed:** Consider rephrasing or providing more context if the response isn't what you expected.
- **Avoid Ambiguity:** Try to avoid using vague or unclear language. Provide as much detail as possible.
- **Use Keywords:** Incorporate relevant keywords related to your question or request. This can help the chatbot understand your intent.
- **Feedback and Corrections:** If the chatbot misunderstands or provides an incorrect answer, gently correct it or ask for clarification.
- **Engage Respectfully:** Be courteous, even if the chatbot provides an unexpected or incorrect response.
- **Save Relevant Information:** If the chatbot provides helpful information, consider noting it for future reference.

Remember, chatbots are designed to assist based on the information they've been trained on. If you're experiencing repeated issues, you should contact us or look for alternative sources of information. The benefits of using ChiroAI™ extend far beyond simple text generation. Its natural language understanding and versatility make it a powerful tool for your practice. [Try it now!](#)

Please know that responses are provided by Chiro AI, a bot that is continuously learning and refining its knowledge. While it strives for precision, we acknowledge that it may not always achieve 100% accuracy at this juncture. We strongly recommend seeking advice from domain experts for critical decisions. Your understanding and patience as we work towards enhancing Chiro AI's capabilities are greatly appreciated.

Dr. Ray Foxworth, DC, FICC, is the visionary behind ChiroHealthUSA, serving as its esteemed founder and CEO. With over 39 years of dedicated service in chiropractic care, Dr. Foxworth has navigated the complexities of billing, coding, documentation, and compliance firsthand. His rich experience includes roles as the former Staff Chiropractor at the G.V. Sonny Montgomery VA Medical Center and past chairman of the Chiropractic Summit and Mississippi Department of Health.

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Registration now open for the 2024 Upper Cervical Forum: Connecting to the Brain

The International Chiropractors Association (ICA) Council on Upper Cervical Care has announced that registration is now open for the highly anticipated 2024 Upper Cervical Forum: Connecting to the Brain. This annual event is the premier gathering for upper cervical chiropractors and will take place June 14-15, 2024, in sunny Orlando, Florida.

The Forum is a unique opportunity for upper cervical chiropractors to come together for fellowship and learning, connecting with like-minded professionals from around the world. This year, ICA is offering up to 13 hours of continuing education, provided by experts from the worlds of chiropractic, research, and academia.

The speaker lineup for the 2024 Upper Cervical Forum includes the following doctors: Cameron Bearder, Jaime Browning, Jack Carleton, Jonathan Chung, Gordon Elder, Robert Kessinger, Sandlin Lowe, Stan Pierce, Scott Rosa, Frank Scali, and Jeffrey Scholten. Pictured below are speakers and attendees from the 2023 Forum, including Dr. Jamie Browning (center). Picture courtesy of ICA.

“The 2024 Upper Cervical Forum is a special event this year,” said Dr. Jaime Browning, President of the Council on Upper Cervical Care. “Several top brain and upper cervical experts will come together to share insights on better outcomes for our growing complex case bases. If you want to help more people who tend to shy away from chiropractic care due to their lack of simple back pain, this is the conference for you. Each attendee should leave more equipped and confident to handle challenging cases. The 2024 Upper Cervical Forum is where we share the research for the truth we all know well: we can affect brain health.”

The Forum is also the Council’s platform to celebrate the best in upper cervical chiropractic each year. Registration for the 2024 Upper Cervical Forum is now open – make sure to secure your spot for this important event by registering early. Don’t miss this opportunity to learn, be

inspired, and connect with fellow chiropractors who share your passion for upper cervical care. Connect with us in Orlando for an unforgettable weekend!

“Come learn, be inspired, and fellowship with other like-minded doctors,” Dr. Browning added. “See you in Florida!”

[Click here](#) for more information or to register. The Upper Cervical Forum 2024: Connecting to the Brain, will be held at the DoubleTree by Hilton in Orlando, FL, from June 14 to June 15, 2024. This event offers an integrated education for Doctors of Chiropractic in the scientific knowledge of the upper cervical spine. Attend courses that challenge your understanding of the upper cervical subluxation complex, while listening to the latest in upper cervical chiropractic research through a diverse group of paper presentations. Delve into the impact of the craniocervical junction on the neurovisual system, review how bad messaging sabotages clinical outcomes, enhance your understanding of how blood pressure and blood flow are connected in upper cervical care, hear original research regarding the posterior Atlantooccipital Membrane, go deeper into the glymphatic system, discover what an emergency physician recommends for follow-up care for neck injuries, review aspects of craniocervical instability, and learn how the use of SPECT scans and QEEG analysis are used to evaluate traumatic brain injuries. Don’t miss this opportunity to advance your knowledge and fellowship with colleagues.



ICA opposes scope of practice expansion

The International Chiropractors Association (ICA) has submitted a strong rebuttal against scope expansion in the State of Florida. Recently, the ICA submitted a letter to Florida State Representatives opposing a suggestion expansion to include the invasive medical procedure known as Dry Needling in the chiropractic scope of practice.

Excerpts of the submitted comments:

At the request of our Florida members, the International Chiropractors Association (ICA) has reviewed the proposed legislation “HB 1063 Practice of Chiropractic Medicine” introduced by Rep. Christine Hunschofsky and Rep. Allison Tant. We stand in strong opposition to this legislation.

- Dry Needling is an invasive technique with risks to patient and doctor.
- Dry Needling is NOT chiropractic.
- Dry Needling is NOT Evidence-Based.
- Doctors of Chiropractic do not need dry needling to meet the needs of their patients.

... The ICA objects to any scope expansion that increases risks to patients through the puncturing of skin for a therapeutic intervention such as IVs, joint injections, injections of any kind, or dry needling which is referenced in HB 1063 as “the use of monofilament intramuscular stimulation treatment for trigger points or myofascial pain.”

... Nowhere within the definition of chiropractic in the Florida statute does or should inserting needles fit into the science, art, and philosophy of the chiropractic profession.

“..a noncombative principle and practice consisting of the science, philosophy, and art of the adjustment, manipulation, and treatment of the human body in which vertebral subluxations and other malpositioned articulations and structures that are interfering with the normal generation, transmission, and expression of nerve impulse between the brain, organs, and tissue cells of the body, thereby causing disease, are adjusted, manipulated, or treated, thus restoring the normal flow of nerve impulse which produces normal function and consequent health by chiropractic physicians using specific chiropractic adjustment or manipulation techniques taught in chiropractic colleges accredited by the Council on Chiropractic Education. No person other than a licensed chiropractic physician may render chiropractic services, chiropractic adjustments, or chiropractic manipulations.”

The ICA strongly opposes expanding the Florida scope of practice to include any invasive techniques or procedures such as dry needling. It is in the interest of the public’s safety as well as the preservation of chiropractic as a separate and distinct profession. The entire profession is based upon our philosophy that our doctors identify subluxations through evaluations and imaging when needed, and then correct the subluxation (or misalignment) to remove the interferences and allow the body to optimize its innate self-healing, self-generating capacity.

If a patient has additional needs of care that would include invasive techniques, our doctors should be referring to the appropriately trained and credentialed health professional. The ICA is confident that the chiropractic system of healing as a profession is ‘enough’ on its own and does not need to be expanded to include medical procedures and invasive techniques such as dry needling. We arrived at our stance on this matter by a review of two primary issues. First – the risk/benefit ratio of dry needling. We do not find the evidence substantial enough to support the risks both to patient and to the provider (needle sticks are a very real concern and can spread hepatitis, HIV, etc.). Second, and equally important is the evaluation based on whether dry needling is in the lane of chiropractic or the lane of medicine? Clearly as an invasive technique dry needling is in the lane of medicine; and thus, does not belong in the chiropractic scope of practice...

Risks Associated with Dry Needling:

- The top three recognized adverse events associated with dry needling are: bleeding, bruising, and pain.
- The same paper goes on to report that “Since dry needling involves a needle penetrating the skin, iatrogenic injury to vessels, nerves, spinal cord, internal organs, implanted devices, or infection are possible hazards for patients.”
- Other reported major adverse events in this study were pneumothorax (A pneumothorax is an abnormal collection of air in the pleural space between the lung and the chest wall and can be life threatening.) Additionally , nerve injury, infection, or excessive symptom exacerbation. [7]
- Acute onset chest pain, haemoptysis and exertional dyspnoea following a dry needling session. Diagnosis Chest x-ray showed bilateral pneumothoraces, worse on the right side were also reported in a case study. [8]



On Monday, April 8, the sky's most dramatic event occurs as the path of a total solar eclipse sweeps across the U.S. and the 2024 eclipse begins

On Monday, April 8, the sky's most dramatic event occurs as the path of a total solar eclipse sweeps across the U.S. and the 2024 eclipse begins. At such times, the Moon is directly between the Sun and Earth, and it casts its shadow on our planet.

Because the Sun is large, the Moon's shadow has two parts. If you're under the outer, lighter shadow — called the penumbra — you will see a partial eclipse. But that's not the best place to see it. Ideally, your goal should be to stand beneath the Moon's darker, inner shadow — the umbra. That's where day will turn into night, where several planets will become visible, and where the corona — the Sun's normally invisible outer atmosphere — will shine forth in all its glory.

The Moon's penumbra first touches Earth at 11:42 a.m. EDT and last contacts it at 4:52 p.m. EDT. The total phase of the eclipse begins at 12:39 p.m. EDT, a bit more than 620 miles (998 km) south of the Republic of Kiribati in the Pacific Ocean. The umbra remains in contact with Earth's surface for 3 hours, 16 minutes and 45 seconds, until 3:55 p.m. EDT when it vanishes in the North Atlantic Ocean 340 miles (547 km) southwest of Ireland.

In ancient times, eclipse-viewers thought they were watching the Sun be eaten by wolves, a dragon or a demon. Of course, we now know that the Sun isn't really eaten during an eclipse. Instead, it does what it always does: rain ultraviolet rays on everything in its path. That's why you should never look at a solar eclipse without protective eyewear.

The safest way to view a solar eclipse is through eclipse glasses that meet the international safety standard ISO 12312-2:2015. These glasses block out harmful solar radiation and reduce the Sun's brightness to a safe and comfortable level. Make sure your eclipse glasses are not damaged or scratched.

The American Astronomical Society has specifically warned against buying eclipse glasses at the lowest price from online marketplaces like Amazon or eBay. There is a very good reason for this warning. Deceptive counterfeit products have infiltrated retail supply chains. And some of them can pose a very real threat to health.

Counterfeit products have become a growing problem in recent years. While counterfeit products can be found at brick-and-mortar shops, they're an especially big problem at online marketplaces. Amazon removed more than 6 million counterfeit items from its supply chain in 2022 alone.

Thankfully, customers are becoming more aware of counterfeit products and have increasingly pushed online retailers to separate inventories of authorized sellers of merchandise from those that aren't. For instance, Amazon maintains a list of "gated" brands, such as Asics and Under Armour, that require authorization before they can be sold.

But it still falls to trusted health care providers, like doctors of chiropractic, to remind their patients to buy only tested and approved solar eclipse glasses if they intend to enjoy this rare occurrence.

The American Astronomical Society recommends eclipse-watchers avoid buying protective glasses from the lowest-price sellers on online marketplaces.

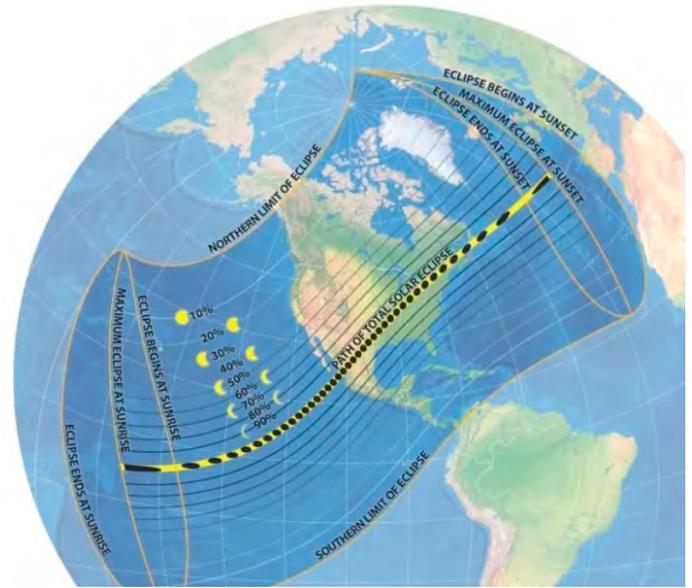
It's not difficult to find and but a safe pair. First, buying directly from one of the American Astronomical Society's approved list of brands and manufacturers is the most reliable way. Most local opticians can test your sunglasses' UV protection properties in seconds.

What makes the 2024 eclipse so special? You can't completely prepare yourself for the sight of the Sun vanishing during the day. When the moment of totality arrives, you will experience extreme wonderment at the unspeakable beauty of the Sun's corona and the panoply of colors and light in the suddenly darkened sky.

Seeing a total solar eclipse is like nothing you've seen before. When you look at the totally eclipsed Sun, you will see the blackest black where the Moon is, surrounded by the Sun's ever-changing and ethereal outer atmosphere, the corona. The quality of light at the moment when totality begins is stupendous with an amazing show of iridescence, scintillation, and delicate colors.

While the sky will not be as dark as night, as the Moon's shadow approaches, the light will rapidly change. A few minutes before totality, it will seem like an eerie dim daylight. As totality begins, it will shift to a deep twilight. It's like nothing you've seen before.

The 2024 solar eclipse path of totality



Map showing the extent of the Moon's outer shadow (penumbra) and inner shadow (umbra), where totality is seen. The black ovals depict the Moon's shadow at five-minute intervals. Credit: Michael Zeiler.

April's total eclipse is the last one for quite some time. The next eclipse to touch the U.S. will happen March 30, 2033. Aside from being almost a decade away, the line of totality for that eclipse will only cross parts of Alaska. The next eclipse to sweep across the 48 States is two decades away. On August 12, 2044, parts of Montana and North Dakota will experience totality.

"Join the Pack"

Become a member of the IACP

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

Soar with us



This monthly newsletter will get information about your products or services directly into the hands of the Idaho chiropractic community. There is no faster, less expensive way to reach this exclusive market. Advertising rates on the last page of this issue, or email Steve at CandSpublishing@gmail.com for details and discounts.

CDC issues health warning: for Invasive Serogroup Y Meningococcal

The Centers for Disease Control and Prevention (CDC) is issuing a Health Alert Network (HAN) Health Advisory to alert healthcare providers to an increase in invasive meningococcal disease, mainly attributable to *Neisseria meningitidis* serogroup Y.

The CDC's alert comes after the Virginia Department of Health warned about five deaths from the same rare, serious form of meningococcal disease in September.

The bacteria can spread from person to person through the exchange of respiratory and throat secretions, and typically occurs via kissing, coughing, sneezing or living in close contact with others who are infected.

In 2023, 422 cases were reported in the United States, the highest annual number of cases reported since 2014. As of March 25, 2024, 143 cases have been reported to CDC for the current calendar year, an increase of 62 cases over the 81 reported as of this date in 2023.

A specific meningococcal strain, sequence type (ST) 1466, is responsible for most (101 of 148, 68%) serogroup Y cases with available sequence type data that were reported across the United States in 2023. Cases caused by this strain are disproportionately occurring in people ages 30–60 years (65%), Black or African American people (63%), and people with HIV (15%).

In addition, most cases of invasive meningococcal disease caused by ST-1466 in 2023 had a clinical presentation other than meningitis: 64% presented with bacteremia, and at least 4% presented with septic arthritis. Of 94 patients with known outcomes, 17 (18%) died; this case-fatality rate is higher than the historical case-fatality rate of 11% reported for serogroup Y cases in 2017–2021.

Healthcare providers should 1) have a heightened suspicion for meningococcal disease, particularly among populations disproportionately affected by the current increase, 2) be aware that patients may present without symptoms typical of meningitis, and 3) ensure that all people recommended for meningococcal vaccination, including people with HIV, are up to date for meningococcal vaccines.

Recommendations for Healthcare Providers

- Maintain a heightened suspicion for invasive meningococcal disease and recommend an immediate visit to a MD who can prescribe antibiotic treatment if diagnosed. Blood and cerebrospinal fluid (CSF) cultures are indicated for patients with suspected meningococcal disease.
- Recognize that invasive meningococcal disease may affect people of any age or demographic group.
- Current increases in disease are disproportionately affecting people ages 30–60 years, Black or African American people, and people with HIV.
- Be aware that patients with invasive meningococcal disease may present with bloodstream infection or septic arthritis and without symptoms typical of meningitis (e.g., headache, stiff neck).
- Ensure that all people recommended for meningococcal vaccination are up to date for meningococcal vaccines.
- All 11–12 year-olds should receive a MenACWY vaccine. Since protection wanes, CDC recommends a booster dose at age 16 years.
- For people at increased risk due to medical conditions (e.g., with HIV), recommended vaccination includes a 2-dose primary MenACWY series with booster doses every 3–5 years, depending on age.
- Consult with your state or local health department for any questions about meningococcal disease treatment or contact prophylaxis, including any changes based on local meningococcal resistance patterns.

Typical symptoms of meningitis infections include fever, headache, a stiff neck, an aversion to light and nausea. Many of the recently reported cases don't have these symptoms. About two-thirds of patients have bloodstream infections, about 4% have had painful, infected joints. Symptoms of meningococcal bloodstream infections include fever and chills, fatigue, vomiting, cold hands and feet, rapid breathing, diarrhea and in later stages, a dark purple rash.

Initial symptoms can look like a lot of different infections, but they get worse quickly and may become life-threatening within hours, the CDC said. Immediate treatment with antibiotics is critical. Survivors may have long term effects such as deafness or amputations of the arms and legs.

Chiropractic News

ACA launches Fellowship to prepare future health policy experts

The American Chiropractic Association (ACA) has launched a Health Policy Fellowship to educate doctors of chiropractic about health policy, coding and other complex issues and to prepare them to advocate on behalf of the chiropractic profession in the future.

ACA members selected to participate in the fellowship's first cohort are: Cynthia Chapman, DC, MPH, of Occoquan, Va., Della M. Schmid, DC, MS, of Newtown, Conn., and Morgan Price, DC, of Seattle, Wash.

"This is an opportunity for members to develop knowledge and skills that will expand ACA's capacity to influence policymaking at the national level," said ACA President Leo Bronston, DC, MAppSc, who has been active in health policy and coding initiatives at ACA for more than 10 years and was recently appointed to the American Medical Association's CPT® Editorial Panel.

The one-year fellowship will begin with an orientation period, after which participants will gain first-hand experience in AMA's procedures for developing and valuing physical medicine codes by regularly attending CPT meetings and observing the process and related discussions. Fellows will also learn about areas such as coding guidance, payer engagement and payment reform.

Over time, ACA hopes to build a cadre of experts who will be equipped to contribute to the policymaking process in a variety of contexts, from submitting comments to federal agencies to representing ACA and the chiropractic profession within external healthcare organizations, coalitions and other initiatives pertaining to national health policy.

F4CP celebrates 20th anniversary with strategic marketing and events

The Foundation for Chiropractic Progress (F4CP) has published its 2023 Impact Report, which details numerous initiatives to grow the chiropractic profession, including award-winning strategic marketing campaigns and in-person events that drove growth to a membership base that now totals over 36,000 and is more diverse, global and larger.

"As we look back on 2023, we take great pride in the many milestones and accomplishments we achieved during the year to educate the public about chiropractic care through positive stories," says Kent Greenawalt, chair, F4CP. "In 2024, we will continue to support the chiropractic profession through innovative advertising campaigns, marketing materials and engaging media content that offers fresh perspectives and utilizes the latest research demonstrating the many physical and mental health benefits associated with chiropractic care."

Strategic advertising to spread awareness

Donations to F4CP help fund ambitious strategic advertising and marketing campaigns that reach millions of potential patients and other influential audiences who drive chiropractic access and adoption. This year began with F4CP launching its "Naturally, Chiropractic" campaign, which featured new commercials supporting chiropractic's holistic approach to caring for individuals. Mavis, 89-years old, shared her chiropractic journey in F4CP's commercial targeting older adults. F4CP secured two commercial spots during the prime-time premiere of the American Pain documentary on cable news network CNN, reaching 1.3 million viewers. F4CP then went on to produce a commercial about chiropractic and pregnancy, which was then strategically advertised to over 500,000 pregnant women with high fitness scores.

F4CP also placed a 30-second commercial that aired during the FIFA Women's World Cup from July 20 to August 20, which had increased viewership from 2 billion viewers in 2022 to 3 billion viewers in 2023. In addition to the commercials produced, F4CP was featured on the seven-story tall Nasdaq Tower jumbotron screen in the heart of Times Square in New York City.

First-ever regional ChiroThon™ a success

F4CP launched its first regional ChiroThon™ in Michigan in 2023, on the heels of the highly successful first-ever national ChiroThon in 2022. The 2022 national three-day event blended in-person and virtual interviews and featured inspirational health and wellness speakers and chiropractic leaders, raising more than \$175,000 for chiropractic care awareness and outreach and winning several awards.

Similarly, the regional ChiroThon conducted with the Michigan Association of Chiropractors also featured

educational presentations over three days and was a resounding success. With 12 live-streamed segments, the event attracted more than 73,000 virtual viewers and raised \$35,000 to support chiropractic advertising in Michigan.

Adjusted Reality podcast grows by 75%

Despite an estimated 3 million active podcasts worldwide, the F4CP's Adjusted Reality podcast hosted by Dr. McAllister has consistently continued to grow in listenership and engagement since it launched in 2021.

Last year, the number of listens increased by a remarkable 75% over the year prior. According to Buzzsprout, Adjusted Reality's educational and inspirational health and wellbeing-themed show is in the top 25% of all Buzzsprout podcasts based on higher-than-average total downloads in 2023. Now in its seventh season, F4CP has produced 60 episodes streamed in 109 countries and 3,800 cities on various podcasting platforms including Spotify, Apple Podcasts, Google Podcasts and Stitcher.



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Chiropractic College News

Students at Cleveland University-Kansas City receive NCMIC awards

Three students from Cleveland University-Kansas City (CUKC) were among the winners of a NCMIC Bucks for Boards scholarship in the fourth quarter of 2023. Nyuana Hale, Jaimison Peckham, and Sara Wilson, all students in the College of Chiropractic at CUKC, each received the \$1,000 award.

Initiated in 2020 by NCMIC, in conjunction with the National Board of Chiropractic Examiners (NBCE), the scholarships are offered to 25 chiropractic students each quarter. The gift can be used to defray some of the cost of chiropractic board exams, or it can be put toward other education expenses such as tuition, study materials, or books.

Students currently enrolled at a chiropractic college, and Doctors of Chiropractic who have graduated in the last six months are eligible to win. To be considered, applicants must complete and submit a form on the NCMIC website. Winners are drawn at random from those who enter during each quarterly entry period. Students may sign up once per entry period and are eligible to win one NCMIC Bucks for Boards award annually.

Force-sensing adjusting table donated

Students in the College of Chiropractic at Cleveland University-Kansas City (CUKC) now have another way to sharpen their adjusting skills, thanks to an anonymous donor who gifted the University a new force-sensing adjusting table. The University is now home to five of these advanced teaching devices to aid the professional growth of its students.

Known officially as “Force Sensing Table Technology™” (FSTT®) the new table is an invaluable learning tool for chiropractic students. Valued at more than \$44,000, the table electronically monitors the amount of force and speed applied by the user during a chiropractic adjustment.

The data is captured by the table and displayed instantaneously on monitors as a force-time curve. The information can then be used as a teaching aid to instruct student interns on the proper amount of force needed for

each manual adjustment. FSTT® has proven to be most effective in developing the psychomotor skills required for an effective adjustive thrust, and for preparing the student for their progression through the adjusting courses, and on into direct patient care in the CUKC Chiropractic Health Center.

CUKC acquired its first table with this technology in 2017. Since that time, the University, with the help of generous donors, has added three more tables on campus. Students are able to use the tables in a lab environment to sharpen their chiropractic adjusting technique, using fellow students, or in some cases, mannequins to simulate patient bodies.

However, this fifth table will offer a much different user experience, as it will be housed in the CUKC Chiropractic Health Center. For the first time ever, student interns will now have the opportunity to use FSTT® when treating live patients from the community, instead of using simulators or other students.

Dr. Jon Wilson, dean of the University’s College of Chiropractic, said the additional table is another reminder of how gifts of support are changing the landscape of chiropractic education.

“The fact that there are alumni and friends of the University who are so supportive of our students shows their level of dedication to the profession,” Wilson said. “It’s that kind of commitment that will allow the chiropractor of tomorrow to be better prepared than ever before on their first day in practice, and force-sensing technology substantially elevates that level of preparation.”

THE MANUAL for the Chiropractic Entrepreneur

Dr. Lisa Goodman believes that chiropractic is the best profession in the world. Certified in sports, prenatal, and pediatric chiropractic, as well as Titleist Performance Institute certified, Dr. Goodman founded Washington Park Chiropractic in 2006. She has a degree in marketing and communications and spent four years in brand advertising before graduating as valedictorian of her chiropractic college, Palmer West. She is known as an international speaker, author, teacher, mentor, and clinician in and out of the office at worldwide events.

“THE MANUAL for the Chiropractic Entrepreneur,” published by Parker University, is Dr. Goodman’s first published book. It serves as a comprehensive guide for both established and aspiring chiropractic entrepreneurs and offers strategies for launching and growing a successful practice.

Dr. Goodman shares, “I was inspired to write THE MANUAL days into opening my practice in 2006. As I was bumbling along, not truly understanding how to open or run a business, I had the thought – Someday, I will put this process on paper to help the thousands of people who come after me! In school, we are not taught how to write a business plan, choose our target audience, or create



a brand. We are not taught how to decide appointment length, what to charge, or how to manage risk. We are not taught how to register a business, what taxes must be paid, and what our responsibilities are as small business owners. Lastly, we are not taught when or how to make our first hire or how to define profit for ourselves! THE MANUAL teaches all of that and much more!”

Dr. Goodman hopes readers start THE MANUAL with their own ideas for what they want their practice to be and that this guide helps them bring their vision to life. THE MANUAL will help chiropractors organize and prioritize their ideas while ensuring all steps are noticed. The purpose of THE MANUAL and in Dr. Goodman’s practice is to inspire others to have confidence in realizing their full potential.

At Parker Seminars’ most recent Las Vegas 2024 event, Dr. Goodman promoted her book with two book signings and two exciting speaker sessions. “I connected with students, new doctors, existing doctors, and their support staff. At Parker Seminars, the excitement about the book took on a life of its own. It seems that everyone has been waiting for something like this to dig into and start making the most of their opportunity. People are not eager to spend thousands of dollars on professional coaching or mastermind groups. If they have a vision, passion, and the work ethic to get it done, THE MANUAL is the only resource they’ll need to open and grow a successful, ethical, community-based practice,” she says.

“THE MANUAL for the Chiropractic Entrepreneur” is now available on [Amazon](#).

Master of Science in Strength and Human Performance program gains accreditation

The Council on Accreditation of Strength and Conditioning Education (CASCE) Board of Directors and Accreditation Review Committee (ARC) recently completed the review of new materials submitted by the Strength and Conditioning graduate program at Parker University. This respected accrediting agency is dedicated to ensuring quality education in strength and conditioning. After the organization’s review and consideration, it has been determined that areas of non-compliance have been addressed to comply with the CASCE Professional Standards and Guidelines.

Parker University is proud to announce that its graduate-level Strength and Conditioning program has been granted five years of initial accreditation status!

Through the evaluation of curriculum, faculty, and facilities, students will be equipped with the comprehensive knowledge, practical skills, and hands-on experience needed to excel in strength and conditioning.

There is a big push by the National Strength and Conditioning Association (NSCA) to elevate the field of strength and conditioning and standardize the curriculum. By 2030, students who want to sit to take the Certified Strength and Conditioning Specialists (CSCS) exam will have to attend a CASCE-accredited program. Parker University is one of the first universities to do this. Students leave the program prepared for the CSCS exam and with experience that puts them in a small niche of individuals. Students can pursue a career as a strength and conditioning coach working with all populations, especially putting them in a small category with the knowledge and experience to work with collegiate and professional athletes to enhance performance.

\$3,249,990 HRSA grant creates Health Careers Opportunity Program

The Health Careers Opportunity Program supports qualified students in the Buffalo and rural Western New York region to enter and graduate from health professions programs. This program (DYU HCOP) will assist students from economically and educationally disadvantaged backgrounds in Buffalo and Western New York to become health professionals.

“We are grateful that the Health Resources and Service Administration (HRSA) recognizes the value of our educational programs that are building pivotal foundations for healthcare practitioners in Western New York,” says D’Youville President Lorrie Clemo, PhD. “As a health care university, D’Youville

Continued on next page

Chiropractic College News

Continued from last page

is focused on providing transformational experiences for our students. The HCOP program will create collaborative interdisciplinary experiential training opportunities with ten community-based partners across Western New York. This means our students will practice the health skills they are learning in real time and make a difference in underserved communities.”

The project will improve recruitment, matriculation, retention, and graduation rates through enrichment programs addressing disadvantaged students’ academic and social needs. It will provide HCOP students with community-based experiential health profession training in underserved communities. Ultimately, the project aims for HCOP Ambassador, Pre-Matriculation, and Summer Programs students to graduate from a health profession program and practice their craft in medically underserved communities.

The goal over the five-year HCOP grant period is for 300 economically and/or educationally disadvantaged students to participate in and benefit from HCOP programming.

Sherman College of Chiropractic alumni publish important research

Dr. Allie Hamstead, a chiropractor and co-owner of AlignLife of Simpsonville, published a paper in the *Annals of Vertebral Subluxation Research* in the January 2024 issue. The quarterly publication highlights chiropractic research focused on vertebral subluxation. The magazine exists to educate the public and serve the chiropractic profession.



Dr. Allie’s paper, *Reduction of Upper Back Pain & Resolution of Sciatica Following Chiropractic Care to Reduce Vertebral Subluxation in a 30-Year-Old Female with Scoliosis: A Case Study* is about reducing upper back pain and improving sciatica following chiropractic care.

“This patient had been suffering from pain and sciatica for years, and it was a joy to see the power of specific chiropractic care and how it had such a positive impact on her,” said Dr. Allie. “Many individuals with health issues such as scoliosis are not sure if they will be able to be cared for by a chiropractor. I am hopeful that this case study helps to encourage those who may be afraid to see their local chiropractor,” said Dr. Allie.

Drs. Allie and Michael are alumni of Sherman College of Chiropractic, as is their colleague, Dr. Lauren Hufham, and Dr. Allie is also an assistant professor of clinical sciences at Sherman College of Chiropractic.

Steffany Moonaz, PhD, C-IAYT wins 2024 SCU Health Justice Award

Southern California University of Health Sciences (SCU) is pleased to announce that Steffany Moonaz, PhD, C-IAYT has been named the recipient of the 2024 SCU Health Justice Award. For over 10 years, Dr. Moonaz has worked toward making integrative health more accessible, acceptable, feasible, safe, and appropriate for underrepresented chronic pain populations.



James Whedon DC, MS founded the SCU Health Justice Award to recognize, support, and encourage efforts of the SCU community to advance health justice. “Health Justice is the imperative that all people have the right to the highest attainable health,” he says. “Systems and institutions should support the right to health by providing equal access to compassionate, affordable healthcare. Integrative health and medicine must include Health Justice as a central mission, and diversity, equity, and inclusion as core principles.”

Dr. Moonaz conducted graduate work at Johns Hopkins involving adapting a yoga intervention for people living with rheumatoid arthritis and osteoarthritis.

“At that time, yoga was generally unavailable for older

persons and those with limited mobility, as was robust research to determine whether to recommend it," she says.

The intervention was provided to a diverse population in Baltimore City, including race, age, and disease characteristics, where she found discrepancies in attendance and participation by age, race, and baseline fitness.

This led to a partnership with NIH Nursing to deliver the same intervention in Washington DC for African American and Spanish-speaking patients, keeping race and language concordance and cultural considerations at the forefront of delivery.

She has also developed yoga interventions for individualized chronic pain care for delivery in three federally qualified health centers in Bronx, NY. Her current work involves delivering yoga to persons with chronic low back pain and substance use disorder receiving medically assisted treatment with methadone or buprenorphine.

"[My] ongoing research efforts explore the use of integrative health at the intersection of chronic pain and substance use disorders," Dr. Moonaz says. "My aim with these efforts and my volunteer work with the Arthritis Foundation is to change lifelong chronic pain care, across the whole-person health spectrum, and for all."

University of Western States celebrates 120 years of excellence in chiropractic

This year University of Western States (UWS) celebrates the 120th anniversary of its founding, marking over a century of advancing chiropractic medicine and whole-person health education.

"As we commemorate this important milestone in our university's history, we reflect on our lasting commitment to the advancement of whole health education focused on caring for the whole person rather than merely treating symptoms," said Joseph Brimhall, DC, president of University of Western States. "Our institution has played a pivotal role in shaping the professions we serve and advancing careers for thousands of healthcare professionals. This legacy of academic excellence continues to evolve as UWS shapes the future of whole-person health care and education."

Since its founding in 1904, University of Western States has been at the forefront of innovation and leadership in chiropractic care and hosts the longest-established Doctor of Chiropractic degree program in the Western United States. The university has expanded its academic programs

to include naturopathic medicine, functional medicine, clinical nutrition, sports medicine, sport and performance psychology, and clinical mental health counseling. This academic expansion exemplifies the university's commitment to whole-person health care, recognizing how multiple factors converge to impact the health and wellbeing of individuals, and facilitating the partnership between healthcare professionals and their patients.

UWS has earned an international reputation for high-quality academic programs that prepare students to flourish in their professional endeavors. Student outcome data from 2019-2022 demonstrates that 92% of UWS Doctor of Chiropractic graduates attain licensure within six months of graduation, exceeding the 80% benchmark established by the Council on Chiropractic Education. The university sees similarly high rates of licensure (91%) for graduates of the Human Nutrition and Functional Medicine programs.

Located in Portland, Oregon, the university has cultivated a strong bond with its community, forming reliable partnerships with organizations, universities, and schools to provide whole-person health care for veterans, homeless persons, athletes, students, and the community at large. The university is committed to fostering collaborations that promote the health and well-being of Portland-area residents. From its inception, UWS has offered clinical care to community members through clinics staffed by university faculty and students. Today the UWS Connected Whole Health Clinic, serves more than 15,000 patients per year.

UWS's more than 7,000 alumni include professionals positively impacting their local communities and individuals, from Olympic-level athletes to technical laborers. This powerful alumni network spans the globe and serves as a testament to the university's influence and reputation.

In response to disruptive changes in the higher education landscape, in 2023 UWS joined The Community Solution Education System, a national nonprofit system of six universities working collaboratively to advance academic goals, improve infrastructure and support systems, and develop strategies for sustainable growth. The System's culture of radical cooperation aligns with UWS core values, supports the advancement of interdisciplinary health education, and enhances learning experiences for students.

To celebrate its enduring legacy, UWS is hosting a festive gala at Sentinel Hotel in downtown Portland on September 28, 2024. Alumni, students, trustees, donors, business supporters, community leaders, and dignitaries will be invited to attend.

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Chiropractic care can help with anxiety and depression

Anxiety and depression are common mental health conditions that affect millions of people worldwide. It's common knowledge that these conditions can cause a variety of emotional symptoms, such as panic attacks, chronic stress, loneliness, intrusive thoughts and fears. So how can chiropractic help with anxiety and depression?

What some people may not realize is that anxiety and depression can also cause a wide range of physical symptoms—this is the mind-body connection at work. Some examples of symptoms include muscle tension, high blood pressure, weight gain, weight loss, heart palpitations, headaches, stomach pain and more.

While traditional treatments such as therapy and medication can be effective for many of the emotional symptoms, many individuals with anxiety and depression are using a holistic approach, turning to alternative therapies such as chiropractic care to manage their physical symptoms.

Regular chiropractic adjustments can play a role in managing mental health conditions such as anxiety and depression. While chiropractic care directly treats physical pain, don't overlook the fact that treating physical pain can improve quality of life, and trickle down to improve mental health symptoms as well.

Chiropractic adjustments can impact the central nervous system by improving communication between the brain and the body. This has a positive effect on mental health conditions such as anxiety and depression, as the central nervous system plays a crucial role in regulating emotions.

Anxiety and depression disorders are common mental health conditions that can significantly impact a person's quality of life. There is both anecdotal and scientific evidence documenting the benefits that chiropractic care can provide for people with anxiety and depression. Benefits include relief of physical symptoms, improvement of sleep patterns and reduction of chronic stress.



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The Idaho Association of Chiropractic Physicians

The IACP News

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

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

Rates are for full color ads **per insertion**. Ads published under a multi-run contract can be changed for each issue at no additional cost. Flash animation (.swf files), animations (.gif format) and video clips can be added to any ad. There is no extra charge for video clips or multi-media in ads unless "assembly" of the ad is required. Some file size limitations apply. For details contact CandSpublishing@gmail.com. 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.

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

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