

March 2023

The IACP News, Vol. 7, No. 03

## **2023 IACP Annual Convention**

#### April 28 – 30 at the Grove Hotel in Boise

Join us April 28 - April 30th, 2023 at The Grove Hotel in Boise for our 2023 IACP Annual Convention. 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. 18 hours of CE will be offered over three days.

#### **<u>Register</u>** by Friday, March 24th for early-bird pricing!

PLUS, 14 hours of CA training will be provided focusing on multiple areas of practice management, billing, coding, documentation, and audit protection. New this year, the IACP is offering additional guest registrations at no charge for your CAs, staff, or spouses. Century Club Members and IACP Members are able to bring two guests at no charge and \$25 for each additional guest. We've decreased the price for non-member guests as well. We're offering 14 hours of CA training during our Convention, so plan to bring your CAs and staff members!

#### **View the Agenda Here**

The IACP has made several exciting changes to our Convention this year! Join the IACP on Friday, April 28th from 5:00 - 6:30 p.m. for our new President's Awards Reception. Mix and mingle with your colleagues while we honor the winners of our IACP Annual Awards.

IACP is once again recognizing our members' contributions to our profession through our annual awards program. IACP is <u>accepting nominations</u> for our 2023 Annual Awards program. Please take a few minutes to nominate a colleague, or even self-nominate.

Rooms are available at The Grove Hotel for a discounted price. To make your reservation, call the hotel at (208) 489-2222 by April 6, 2022 and identify yourself as part of the IACP conference.

<u>Reserve a room</u> by Thursday, April 6th for conference pricing.





#### 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.

IACP

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## ACA report on chiropractic and its non-drug approach to pain management

Inadequate pain management coupled with the epidemic of prescription opioid overuse and abuse has taken a severe toll on the lives of tens of thousands of people in the United States. According to the Centers for Disease Control and Prevention (CDC), as many as one in four patients who receive prescription opioids long term for non-cancer pain in primary care settings struggles with addiction. Every day, more than 1,000 people are treated in the ER for misusing prescription opioids.

Beyond the risks of addiction and overdose, prescription drugs that numb pain may convince a patient that a musculoskeletal condition is less severe than it is or that it has healed. This misunderstanding can lead to overexertion, a delay in the healing process or even permanent injury. Chiropractic and other non-drug approaches to pain management can be an important first line of defense against pain and addiction resulting from the overuse of prescription opioid pain medications.

There is a growing body of <u>research</u> that validates the effectiveness of chiropractic services, leading many respected health care organizations to recommend chiropractic and its non-drug approach to pain management. Most notably, the American College of Physicians (ACP) updated its guidelines for the treatment of acute and chronic low back pain in 2017 to recommend first using non-invasive, non-drug treatments before resorting to drug therapies. ACP's guidelines, published in the Annals of Internal Medicine and based on a review of randomized controlled trials and observational studies, cite heat therapy, massage, acupuncture and spinal manipulation (a centerpiece of chiropractic care) as possible options for non-invasive, non-drug therapies for low back pain. Only when such treatments provide little or no relief, the guidelines state, should patients move on to medicines such as ibuprofen or muscle relaxants, which research indicates have limited pain-relief effects. According to the guidelines, prescription opioids should be a last resort for those suffering from low back pain, as the risk of addiction and overdose may outweigh the benefits.

In addition:

• The 2017 Department of Defense/Veterans Administration guideline for the treatment of low back pain also includes spinal manipulation as a non-drug, noninvasive option. The patient summary of the guideline states explicitly, "Complementary medical treatments like acupuncture, spinal manipulation therapy, and yoga are helpful for many people."

• In March 2016, the Centers for Disease Control and Prevention released <u>guidelines</u> for prescribing opioids that also promote non-drug alternatives for the treatment of chronic pain.

• In 2015, the Joint Commission (PDF), the organization that accredits more than 20,000 health care systems in the U.S., including every major hospital, recognized the value of non-drug approaches by adding chiropractic and acupuncture to its pain management standard. In the August 2018 issue of the Joint Commission newsletter *Quick Safety*—which references spinal manipulation as a possible treatment for chronic low back pain, shoulder pain and migraines—the Joint Commission states, "The use of non-opioid treatment options may be helpful in either eliminating the need for an opioid or reducing the amount of opiates used or prescribed."

The American Chiropractic Association (ACA) encourages patients and health care providers to first exhaust nondrug forms of pain management, when appropriate, before moving on to riskier, potentially addictive treatments such as opioids. To this end, ACA delegates adopted a policy statement in 2016 proposing a solution to the dual public health concerns of inadequate pain management and opioid abuse. ACA's policy statement supports:

• The investigation of non-pharmacologic interventions for pain treatment across a variety of patient populations and healthcare delivery setting,

• The promotion of evidence-based non-pharmacologic therapies within best practice models for pain management,

- The improvement of access to providers of non-pharmacologic therapies,
- Interprofessional education to augment the training of pain management teams, and
- Public health campaigns to raise awareness of drug-free treatment options for pain syndromes.

Article published on the <u>ACA website</u> under: *Opioids: Increased Recognition of the Value of Non-drug Approaches to Pain* 

## Latest Research:

### Lower your risk of cancer, cardiovascular disease or premature death

Eleven minutes of moderate-to-vigorous intensity aerobic activity per day could lower your risk of cancer, cardiovascular disease or premature death, a large new <u>study</u> has found.

That research, published in the *British Journal of Sports Medicine*, called, *Non-occupational physical activity and risk of cardiovascular disease, cancer and mortality outcomes: a dose–response meta-analysis of large prospective studies,* concluded: "Inverse non-linear dose–response associations suggest substantial protection against a range of chronic disease outcomes from small increases in non-occupational physical activity in inactive adults."

Aerobic activities include walking, dancing, running, jogging, cycling and swimming. You can gauge the intensity level of an activity by your heart rate and how hard you're breathing as you move. Generally, being able to talk but not sing during an activity would make it moderate intensity. Vigorous intensity is marked by the inability to carry on a conversation.

Higher levels of physical activity have been associated with lower rates of premature death and chronic disease, according to <u>past research</u>. The study from the National Cancer Institute analyzed responses from over 272,000 people between the ages of 59 and 82 who completed questionnaires about their leisure time activities as part of the National Institutes of Health-AARP Diet and Health Study, a longitudinal study of the relationship between diet and health.

The study researchers followed participants for a dozen or so years and analyzed health records for deaths from cancer, heart disease and any cause.

Physical activity guidelines in the United States recommend that American adults do 2.5 to 5 hours of moderate-intensity aerobic physical activity or 1.25 to 2.5 hours of vigorousintensity aerobic physical activity each week.

Any combination of aerobic-based activity done for the recommended amount of time per week was associated with a 13% lower risk of death from any cause when compared with doing none of the activities, the researchers found.

But how the risk levels for these outcomes are affected by the amount of exercise someone gets has been more difficult to determine. To explore this impact, scientists largely from the University of Cambridge in the United Kingdom looked at data from 196 studies, amounting to more than 30 million adult participants who were followed for 10 years on average.

The study mainly focused on participants who had done the minimum recommended amount of 150 minutes of exercise per week, or 22 minutes per day. Compared with inactive participants, adults who had done 150 minutes of moderate-to-vigorous aerobic physical activity per week had a 31% lower risk of dying from any cause, a 29% lower risk of dying from cardiovascular disease and a 15% lower risk of dying from cancer.

The same amount of exercise was linked with a 27% lower risk of developing cardiovascular disease and 12% lower risk when it came to cancer.

"This is a compelling systematic review of existing research," said CNN Medical Analyst Dr. Leana Wen, an emergency physician and public health professor at George Washington University, who wasn't involved in the research. "We already knew that there was a strong correlation between increased physical activity and reduced risk for cardiovascular disease, cancer and premature death. This research confirms it, and furthermore states that a smaller amount than the 150 minutes of recommended exercise a week can help."

Even people who got just half the minimum recommended amount of physical activity benefited. Accumulating 75 minutes of moderate-intensity activity per week — about 11 minutes of activity per day — was associated with a 23% lower risk of early death. Getting active for 75 minutes on a weekly basis was also enough to reduce the risk of developing cardiovascular disease by 17% and cancer by 7%.

Beyond 150 minutes per week, any additional benefits were smaller.

"If you are someone who finds the idea of 150 minutes of moderate-intensity physical activity a week a bit daunting,

then our findings should be good news," said study author Dr. Soren Brage, group leader of the Physical Activity Epidemiology group in the Medical Research Council Epidemiology Unit at the University of Cambridge, in a news release. "This is also a good starting position — if you find that 75 minutes a week is manageable, then you could try stepping it up gradually to the full recommended amount."

The authors' findings affirm the World Health Organization's position that doing some physical activity is better than doing none, even if you don't get the recommended amounts of exercise.

"One in 10 premature deaths could have been prevented if everyone achieved even half the recommended level of physical activity," the authors wrote in the study. Additionally, "10.9% and 5.2% of all incident cases of CVD (cardiovascular disease) and cancer would have been prevented."

"There are many potential mechanisms including the improvement and maintenance of body composition, insulin

resistance and physical function because of a wide variety of favorable influences of aerobic activity," said Haruki Momma, an associate professor of medicine and science in sports and exercise at Tohoku University in Japan. Momma wasn't involved in the research.

Benefits could also include improvement to immune function, lung and heart health, inflammation levels, hypertension, cholesterol, and amount of body fat, said Eleanor Watts, a postdoctoral fellow in the division of cancer epidemiology and genetics at the National Cancer Institute. Watts wasn't involved in the research.

Playing racket sports had the highest return for cardiovascular issues: There was a 27% reduction in risk for death from heart disease and a 16% reduction in early death. The largest reduction in cancer risk (19%) was associated with running, while running reduced risk of an early death by 15%, the study said. Walking for exercise was the most beneficial for lowering the risk of early death after racket sports and running, the study found.



## **The impact of inflation** *Is it time to raise your fees?*

#### By Dr. Ray Foxworth, President of ChiroHealthUSA

Chiropractors are in the business of caring, naturally looking for any way to keep that care affordable for current and prospective patients. Sadly, harsh financial realities can and do come, forcing healthcare providers to charge more for their services.

Two of those realities in 2023 are the ever-present force of inflation and the latest rules from the Centers for Medicare and Medicaid Services (CMS). Inflation affects your fees because it simultaneously impacts a chiropractor's personal finances and their professional income; the former due to a

higher cost of living, and the latter to the public's hampered ability to pay for care services and health insurance. How much have prices increased? According to one article, school lunches saw

an increase of 254.1%, fuel increased by 65.7%, and eggs, 49.1%.

Dr. Mario Fucinari voiced his concerns last December, spotlighting how a CMS final rule – now in effect – decreases reimbursement rates for 2023 and reduces Medicare payments by almost 4.5 percent. Chiropractors thus entered the new year with reduced financial prospects as practitioners and a higher cost of living as people.

Those in the healthcare sector are painfully aware that millions of Americans struggle to meet ever-increasing medical expenses. Such compassion for community discomfort is at the heart of chiropractic, a fact that can make some practitioners and business owners resistant to raising their fees.

#### "How much of an increase is fair?"

This is the big question! Chiropractors must ensure that "fair" applies primarily to them. You can't help patients if your practice falls into debt or closure. Help yourself by accurately calculating and then covering overhead and operating costs.

Whatever amount is necessary to meet those two ends will help you finalize your fee rates and fight inflation. Our Presi-

dent and founder, Dr. Ray Foxworth, D.C., FICC, defined the <u>five essential factors</u> necessary for successful fee calculation:

- Your fixed monthly expenses
- The average number of monthly office visits over the last year
- The average income per visit
- Average monthly income
- The average cost to deliver care

These should reveal how much you need to break even. From there, you can set a percentage markup that creates a fair profit for you and still provides value to your patients.

> Reviewing the market average for services in your zip code is another fee-setting step.

> Finally, you could use tools such as the <u>chiropractic fees</u> <u>calculator</u> from ChiroCode or

<u>fairhealthconsumer.org</u>, a valuable resource for calculating per-code market values in your area.

ChiroHealthUSA offers a <u>free overhead calculator</u> that your business can use to start reviewing your yearly income and expenses and begin adjusting your fees accordingly. Remember: if you're raising prices to stay in business while providing value through high-quality care, you're doing all you can.

<u>Contact us</u> to learn more about what ChiroHealthUSA can do to help you, your practice, and your patients.

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 and is a former Staff Chiropractor at the G.V. Sonny Montgomery VA Medical Cente.

You can contact Dr. Foxworth at 1-888-719-9990, info@ chirohealthusa.com or visit the ChiroHealthUSA website at <u>www.chirohealthusa.com</u>.



# More patients FOR YOU.

Growth not only means more patients and more revenue, it also means more Americans choosing Chiropractic as part of their routine healthcare.

Today, our network is almost 6,000 doctors strong serving more than one million families. That's over four million patients who have enjoyed access to chiropractic care by using ChiroHealthUSA.

2023 will be a year of growth and inclusion. We will not only continue as the network that works for you and your patients, but also a driving force to help America choose YOU.

Who's coming with us?





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## High Heels — a chiropractic nightmare



Millions of women wear high heels almost every day. But what most don't know is that they're routinely putting themselves at risk of permanent physiological damage to their knees, hips, back and tendons. Yeah, high heels are cute, but these shoes can harm so much more than your feet.

Each foot has 26 bones, 33 joints, 107 ligaments, 19 muscles, nearly 200,000 nerve endings and countless blood vessels. Why then do so many people jam or strap their feet into killer shoes that wreak such havoc on this key body part?

There is nothing sexy about a bad back. Those high heeled shoes with the 4 inch heels may look fabulous in the fashion magazines, but on your feet they will shift your center of gravity a way that is NOT sexy at all. Wearing high heels causes your pelvis to tip forward, which forces the muscles in your hips, thighs and lower back to work harder, not in a good way! Overworking your muscles in this way can cause spasms and tightness. It also curves your lower back, making the buttocks stick out. Curving your lower spine is painful. Consider also, the longer you wear high heels, the more your body posture adapts to it. Some muscles may be working harder, but other important muscles are going unused, and becoming weaker. Those gluteal muscles and hip flexors, muscles responsible for raising your knee to your chest go unusually tight, and cause back pain. The muscle tension actually shortens the muscles, which then pull at the lower back. Combine this with sitting at a desk job, and you have a double threat.

In a 2012 <u>research article</u> called, *Long-term use of high-heeled shoes alters the neuromechanics of human walking*, published in J Appl Physiol, the authors found:

"Human movement requires an ongoing, finely tuned interaction between muscular and tendinous tissues. so changes in the properties of either tissue could have important functional consequences. One condition that alters the functional demands placed on lower limb muscletendon units is the use of high-heeled shoes (HH), which force the foot into a plantarflexed position. Long-term HH use has been found to shorten medial gastrocnemius muscle fascicles and increase Achilles tendon stiffness, but the consequences of these changes for locomotor muscle-tendon function are unknown. This study examined the effects of habitual HH use on the neuromechanical behavior of triceps surae muscles during walking. The study population consisted of 9 habitual high heel wearers who had worn shoes with a minimum heel height of 5 cm at least 40 h/wk for a minimum of 2 yr, and 10 control participants who habitually wore heels for less than 10 h/wk. Participants walked at a self-selected speed over level ground while ground reaction forces, ankle and knee joint kinematics, lower limb muscle activity, and gastrocnemius fascicle length data were acquired. In long-term HH wearers, walking in HH

resulted in substantial increases in muscle fascicle strains and muscle activation during the stance phase compared with barefoot walking. The results suggest that long-term high heel use may compromise muscle efficiency in walking and are consistent with reports that HH wearers often experience discomfort and muscle fatigue. Long-term HH use may also increase the risk of strain injuries."

<u>Research</u> done in 2018 called, Effects of high heeled shoes on gait. A review, found: "Major changes were found in the rollover function of the feet, the ankle and knee joints and the lower back, while step length and balance were compromised. An increase in heel height forces the foot in an increased plantar flexion, which in its turn increases knee flexion and lordosis of the lower back. All changes can be related with each other in a plausible pattern of movement and control."

#### The Dangers

**Feet:** Wearing heels is an art and women deserve medals for learning to walk in them (let alone run!). When a woman is walking in heels, she is basically walking on the balls of her feet. The ball of the foot will experience intense pressure, and this pressure more than doubles with every inch in height of shoe heel. Ankle injuries are always a threat and the degree of injuries can extend from sprains to fractures. Calluses, corns and bunions can be formed on feet due to high heels.

Metatarsalgia is a condition affecting the ball of the foot, where all the weight is concentrated on when a woman is in heels. Hammertoes is a condition where the toes are maintained downward curled position because of the continual confinement of the feet in the high heels. The muscles of the feet become tight and are unable to stretch and straighten when out of the shoes.

A pump bump can be recognized on the heel where the straps of high heels are wrapped around. The straps cause intense friction on the heel causing that nuisance of a bump to form. Women may complain of numbness, sharp pain and burning in the toes and ball of the foot when wearing high heeled shoes – all of which are symptoms of Morton's Neuroma. Morton's Neuroma is the inflammation of the tissue surrounding the nerve between the 3rd and 4rth toe.

**Knees:** High heels cause much more pressure to be exerted on the knees. The force that causes such pressure is more than what the knees are designed for, and can give rise to a condition called osteoarthritis. **Posture:** Consider that when you tip you cause all your weight to be projected towards the ball of your feet. You will involuntarily adjust your posture to compensate for a shift in your center of gravity. This is a similar occurrence to wearing high heels, and it will be worse because the feet will be in a fixed position. A woman will have to bend her spine in the lower back more to keep her balance. Women may wonder where certain back, shoulder and neck pain may come from. Well, high heels are a prime cause of such pain in the torso.

**Lower Legs:** The calves will tend to retain the contracted and shortened state due to the feet being in high heels. The calf muscles may become difficult or virtually impossible to straighten without medical intervention.

**Sciatica and high heels:** Wearing shoes with heels shifts the body's weight forward. This changes the curvature of the spine, placing more stress on the lower back, and also stretching the hamstring muscles that run down the back of the upper thigh. Both factors can trigger inflammation and irritation of the sciatic nerve, resulting in pain, weakness, numbness, or tingling that often radiates from the lower back to the foot.

Chiropractic helps support sciatic nerve health by restoring proper spinal alignment. If the nerve is pinched or compressed due to spinal misalignment, manipulation can correct this issue. Proper alignment also enables the body to more naturally heal any inflammation or irritation that is provoking sciatic issues.

Research suggests that chiropractic is more effective for resolving this musculoskeletal issue than other treatment remedies. For example, in one <u>study</u>, 60 patients with L5-S1 disc herniation resulting in unilateral lumbosacral radiculopathy were split into two groups. The first group received treatment via neural mobilization techniques. The second group received lumbar manipulation. At six weeks post-treatment, the lumbar manipulation group had greater improvements in leg pain, disability, and nerve root compression. Results were published in the *European Journal of Scientific Research*.

Another <u>study</u>, this one published in *Manual Therapy*, indicates that other factors may contribute to patient satisfaction and treatment when seeking chiropractic care for back-related leg pain. Researchers learned that patients valued the quality of their interactions with the health care provider and the sharing of important information, citing that both contributed to their satisfaction levels and made the treatment more worthwhile.

# **\$1.5 million grant to address chronic pain and depression**

Chronic pain and depression often go hand in hand. Both are often exacerbated by the use of opioids that dull the pain and create addiction without solving either issue.

Pain prevalence has increased among United States adults by 25% from 1998 to 2014, according to a 2019 report, with 41% reporting pain in the period 2013–2014. At least 70 million U.S. adults have chronic pain. Opioid use has risen along with the increase in pain prevalence. Visits to health care providers decreased slightly within this same time period, perhaps suggesting that people tend to manage pain with medications rather than provider-based nonpharmacological approaches.

Authoritative groups, including the Agency for Healthcare Research and Quality (AHRQ) and the American College of Physicians (ACP), are recommending that chronic back pain and other chronic musculoskeletal (MSK) pain be treated initially through nonpharmacological approaches, such as chiropractic care.

Now, with a \$1.5 million grant from the National Institutes of Health's HEAL Initiative, researchers at the Indiana University School of Medicine and Regenstrief Institute will try to address these issues by working to address racialized disparities in chronic pain care for Black patients with comorbid chronic pain and depression, utilizing chiropractic care, exercise, personal coaching and other non-drug interventions.

The project, Equity Using Interventions for Pain and Depression (EQUIPD), will work to address racialized disparities in chronic pain care for Black patients with comorbid chronic pain and depression. The project builds on the researchers' previous work, funded by the Department of Veterans Affairs, which was focused on helping Black veterans who experience chronic pain become more active participants in their treatment, helping them to advocate for themselves with non-drug care such as chiropractic and other treatments they may not have thought about before.

"We want to empower minoritized patients to take more control of their chronic pain so they can effectively partner with their health care providers to manage their care," said Marianne Matthias, PhD, senior research professor of medicine. "We want to make sure they are aware of the different options available and equip them with the tools they need to take advantage of those options collaboratively with their primary care provider."

According to Matthias, Black patients often experience greater pain severity, worse pain outcomes, and are offered fewer treatment choices than white patients. Depressive symptoms may also interfere with a patient's ability to engage in and maintain pain self-management activities.

The project, a two-phase study taking place at Eskenazi Hospital, will use one-on-one coaching to foster motivation, help patients clarify their treatment goals, and align these goals with nonpharmacological treatment options for pain, such as exercise or chiropractic care. Matthias said these treatment options are underused and are a helpful alternative to using opioids for chronic pain.

The most positive research on chiropractic therapy has focused on spinal manipulation for low back pain. As one of the alternatives to pain-relieving drugs, the <u>American College of Physicians low back</u> <u>pain guideline</u> recommends spinal manipulation.

"This project is designed to help Black patients have more options for pain treatment, especially evidence-based, nonpharmacological treatments," Matthias said. "We want to open up more possibilities to patients through coaching sessions focused on shared decision-making about nonpharmacological approaches to chronic pain management. Our goal is to empower patients to advocate for themselves and their preferences, then work together with their doctor to make the best decision for their particular needs, preferences and values."

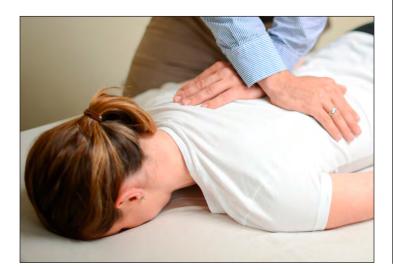
While this project is focused on the individual level, the team hopes their research will ultimately lay the groundwork for later intervention at the structural level, perhaps in clinics or health care systems. The second phase of their project will expand to a full, randomized trial of patients. While the mainstay of chiropractic is spinal manipulation, chiropractic care may also include other treatments, including manual or manipulative therapies, postural and exercise education, and ergonomic training (how to walk, sit, and stand to limit back strain). Chiropractors often work in conjunction with primary care doctors, pain experts, and surgeons to treat patients with pain.

The most positive research on chiropractic therapy has focused on spinal manipulation for low back pain. As one of the alternatives to pain-relieving drugs, the <u>American</u> <u>College of Physicians low back pain guideline</u> recommends spinal manipulation.

Anxiety and depression don't just affect mood. They can sometimes wreak havoc on your health and create physical symptoms. While medications can be used to help treat them, there are a few other holistic methods to consider as well. One of these is chiropractic care. There are many benefits of going to a chiropractor to relieve anxiety and depression, including:

**Lowering Blood Pressure:** If you have anxiety or depression, it can increase the amount of dopamine your brain releases. This can result in high blood pressure and eventually lead to hypertension. In addition to this, increased blood pressure can result in dizziness, insomnia, and even joint pain. A 2007 study howed that participants who had high blood pressure saw a significant decrease in it after having chiropractic adjustments done. To do this, chiropractors will do adjustments to align the Atlas vertebrae. This is situated on your upper spine and is connected to your body's circulation. After a few sessions, the tension around the vertebrae will decrease which can result in lower blood pressure.

Releasing Tension: Another way chiropractic care can help



with anxiety and depression is to release tension caused by it. Anxiety is known for causing serious tension throughout the body, especially in your neck, shoulders, jaw, chest, and stomach. While it might not be a serious problem at first, it can sometimes end up being too much to handle and make it hard for you to move and even catch your breath.

To release tension, a chiropractor will adjust the spine. While the tension might not be in this area, your spine is interconnected to all body parts. When the adjustment is done, your spine will send out blood to tense areas so they receive oxygen. This can relieve tight muscles in them. It can also calm the fight-or-flight response that causes side effects like increased heart rate, dilated pupils, trembling, and tunnel vision.

In addition to doing adjustments, a chiropractor might also suggest some natural ways to relax. This includes adding anti-anxiety and depression food to your diet (dark chocolate, berries, pumpkin seeds), reducing your caffeine intake, consuming supplements, or attempting yoga.

**Chiropractic Reduces Cortisol Levels:** Anxiety and depression are often caused by stress. Stress is usually because of increased cortisol levels being released throughout your body. If your body is receiving too much of it, you'll feel extremely overwhelmed and agitated. Due to this, it can often make your anxiety and depression worse. A chiropractor adjustment naturally releases large amounts of endorphins. This will make you feel more positive and reduce your cortisol levels.

**Balancing Hormones:** Sometimes anxiety or depression could be caused by hormone imbalances. This can result in serious physical symptoms like tension, mood swings, constipation, and fatigue. If your spine is misaligned, it can hurt the endocrine system. By fixing this misalignment, the endocrine system functions correctly so hormones are balanced. Besides fixing regular hormonal problems, chiropractic care can push out mood-boosting ones. These include neurotensin and oxytocin.

**Reducing Headaches:** A common physical symptom caused by anxiety and depression is headaches. Because these two often cause excessive worry, it can create tension in your head. This can result in painful headaches, including migraines. A chiropractor adjustment can relieve headaches. If headaches are a common physical symptom, regular chiropractic care can help stop them. One study showed that consistent visits to the chiropractor can relieve migraines and the extra side effects they come with.

# 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.

## New Research: Zero calorie sweetener linked to heart attack and stroke

A sugar replacement called erythritol — used to add bulk or sweeten stevia, monk-fruit, and keto reduced-sugar products — has been linked to blood clotting, stroke, heart attack and death, according to a <u>new study</u> published in *nature medicine*, entitled: *The artificial sweetener erythritol* and cardiovascular event risk.

"The degree of risk was not modest," said lead author Dr. Stanley Hazen, director of the center for cardiovascular diagnostics and prevention at the Cleveland Clinic Lerner Research Institute.

People with existing risk factors for heart disease, such as diabetes, were twice as likely to experience a heart attack or stroke if they had the highest levels of erythritol in their blood, according to the study.

"If your blood level of erythritol was in the top 25% compared to the bottom 25%, there was about a two-fold higher risk for heart attack and stroke. It's on par with the strongest of cardiac risk factors, like diabetes," Hazen said.

Additional lab and animal research presented in the paper revealed erythritol appeared to be causing blood platelets to clot more readily. Clots can break off and travel to the heart, triggering a heart attack, or to the brain, triggering a stroke.

"This certainly sounds an alarm," said Dr. Andrew Freeman, director of cardiovascular prevention and wellness at National Jewish Health, a hospital in Denver, Colorado, who was not involved in the research.

"There appears to be a clotting risk from using erythritol," Freeman said. "Obviously, more research is needed, but in an abundance of caution, it might make sense to limit erythritol in your diet for now."

In response to the study, the Calorie Control Council, an industry association, said that "the results of this study are contrary to decades of scientific research showing reduced-calorie sweeteners like erythritol are safe, as evidenced by global regulatory permissions for their use in foods and beverages," said Robert Rankin, the council's executive director, in an email. The results "should not be extrapolated to the general population, as the participants in the intervention were already at increased risk for cardiovascular events," Rankin said.

In a final part of the study, eight healthy volunteers drank a beverage that contained 30 grams of erythritol, the amount many people in the US consume, Hazen said, according to the National Health and Nutrition Examination Survey, which examines American nutrition each year. Blood tests over the next three days tracked erythritol levels and clotting risk.

"Thirty grams was enough to make blood levels of erythritol go up a thousandfold," Hazen said. "It remained elevated above the threshold necessary to trigger and heighten clotting risk for the following two to three days."

Just how much is 30 grams of erythritol? The equivalent of eating a pint of keto ice cream, Hazen said. "If you look at nutrition labels on many keto ice creams, you'll see 'reducing sugar' or 'sugar alcohol,' which are terms for erythritol. You'll find a typical pint has somewhere between 26 and 45 grams in it," he said.

There is no firm "accepted daily intake," or ADI, set by the European Food Safety Authority or the US Food and Drug Administration, which considers erythritol generally recognized as safe (GRAS).

"Science needs to take a deeper dive into erythritol and in a hurry, because this substance is widely available right now. If it's harmful, we should know about it," National Jewish Health's Freeman said.

"My co-author and I have been going to grocery stores and looking at labels," Hazen said. "He found a 'confectionery' marketed to people with diabetes that had about 75 grams of erythritol."



#### ACA elects new leadership

The American Chiropractic Association (ACA) installed new leadership during its annual meeting in Washington, D.C. Michael R. Martin, DC, of Plano, Texas, was elected president and Marcus Nynas, DC, of Billings, Mont., was elected vice president for the next year by members of the ACA Board of Governors (BoG).

Dr. Martin has been an ACA member for 38 years. He was elected to the Board in 2021. Before that, he served in the ACA House of Delegates (HoD) for 10 years as a state organization representative (Texas) as well as ACA's Texas alternate delegate and then Texas East delegate. He has worked diligently as chair of the State Advocacy Committee to improve ACA collaboration with state chiropractic associations. Dr. Martin has been in private practice in Plano.

Dr. Nynas has been an ACA member since 1997 and was elected to the Board this year by members of the HoD. He has served as the association's Montana delegate for nine years and is chair of both ACA's Payment Policy Committee and Medicare Advisory Board, working to improve access to chiropractic services for patients. Dr. Nynas works as a staff chiropractor with the Montana Veterans Administration.

The HoD also elected Maithy B. Ta, DC, of Kansas City, Mo., to the Board. Dr. Ta has been an ACA member since 2016 and has served in leadership with the Membership Task Force and NextGen, ACA's group for early-career practitioners. She is active on the Legislative Committee, Medicare Advisory Board and the Committee on Equity, Diversity and Inclusion. Dr. Ta works at Truman Medical Center in Kansas City, where she provides collaborative care within a hospital-based chiropractic clinic.

Continuing their terms on the ACA Board over the next year are Leo Bronston, DC, MAppSc, of Onalaska, Wis., Eric Benson, DC, FIAMA, FICC, of Grand Island, Neb., and Steven C. Roberts, JD, LLM, of St. Louis, Mo., who was reappointed as chair of the ACA Finance and Investment Committee. BoG members also serve as board members for the American Chiropractic Foundation.

Stepping down from the Board this year are Michele Maiers, DC, MPH, PhD, and Robert C. Jones, DC.

#### 97<sup>th</sup> ICA Annual Convention: Chiropractic Research Findings and Their Clinical Implications to be held in Las Vegas, April 20-22, 2023

The International Chiropractors Association is pleased to announce its 97th Annual meeting will be held in Las Vegas at the Park MGM hotel. All members of the Association are encouraged to attend. Members of the chiropractic profession are also invited to attend our continuing education program, "Chiropractic Research Findings and Their Clinical Implications".

The ICA Board of Directors, led by President, Dr. Selina Sigafoose Jackson as well as the Representative Assembly will meet prior to continuing education program, membership meeting and awards banquet.

The Speakers includes top researchers in the profession:

- Dr. Curtis Fedorchuk
- Dr. Deed Harrison,
- Dr. Scott Rosa, and
- Dr. Stephanie Sullivan

Additional leaders in the chiropractic profession speaking include:

- Dr. Amanda Apfelblat,
- Dr. Karlos Boghosian,
- Dr. Brandi Childress,
- Dr. Dwayne Hoskins, and
- Dr. Eric Plasker

Registration for the Convention, is open as well as the room block for the Park MGM Hotel. To learn more visit <u>https://icaevents.org/convention2023/.</u>

#### Womens Chiropractic joins F4CP

The Foundation for Chiropractic Progress (F4CP) announced today that Women Chiropractors (WDC) has signed up for F4CP's Group Membership, a program for chiropractic organizations' members both inside and outside of the United States.

WDC's president, Dr . Michelle W endling, said, "Our mission is to provide women chiropractors with resources to help them succeed. Becoming a Group Member of F4CP means our members will have even more access to robust, evidence-based resources, marketing materials and education that will enhance the growth and success of women in chiropractic around the world."

WDC is a nonprofit organization launched from a collective dream of female chiropractors around the world. Their initiative is a global, all-inclusive gathering of chiropractic women from different generations who encourage and support one another as they pursue their individual chiropractic objectives.

#### Oregon seeking to expand chiropractor's role

Health care staffing shortages in Oregon are forcing a slew of new proposed measures for 2023, one of which is a legislative proposal allowing chiropractors to be listed as medical providers qualified to be attending physicians in workers compensation claims.

House Bill 3150 would also "remove limits on duration of medical service and number of visits and certain areas of practice for chiropractors serving as attending physicians in cases involving injured workers," according to Jon Campisi at BusinessInsurance.com.

The bill also allows injured workers to receive compensable medical treatment from a primary care physician or chiro-

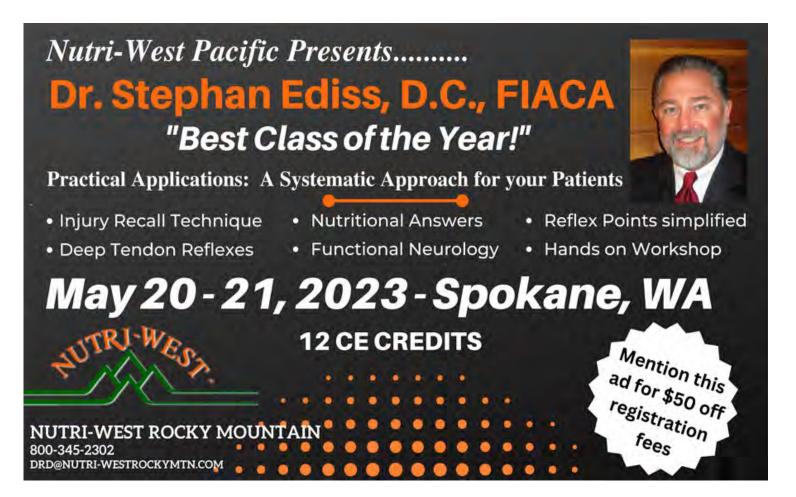
practor who is not a member of a managed care organization but serves as the individual's regular doctor.

The bill would also authorize temporary disability payments for longer durations while authorizing chiropractors to provide medical services. Another bill introduced prevents employers from forcing employees to use paid personal time off, vacation or sick days to attend doctor appointments relating to compensable injury.

The two bills were introduced on Jan. 14 of this year and, filed as emergency legislation, would take effect immediately upon passage.

"We're experiencing a very bad workforce exodus in the public behavioral health system," Cheryl Ramirez, executive director of the Association of Oregon Community Mental Health Programs, told the Oregon House Behavioral Health and Health Care Committee, according to The Lund Report. "It was bad already, but since COVID, it's just multiplied. We probably could use at least double the number of workforce than we have in the public behavioral system right now."

Some legislation introduced seeks to relax health care licensing requirements and offer financial incentives. Becky Hultberg, president and CEO of the Oregon Association of Hospitals and Health Systems, said 75% of hospitals lost money in the third quarter of 2022.



#### Portable adjusting tables donated to CUKC

Experiencing the many benefits of chiropractic care is often impossible for those in underserved areas. Fortunately, interns from the College of Chiropractic at Cleveland University-Kansas City (CUKC) are working to change that through international mission trips. Now, thanks to a gift from a CUKC alumnus, those interns are better equipped to serve people both here and abroad.

During April and August of 2022, CUKC faculty members, Dr. Edward McKenzie, and Dr. Erin Stubblefield, accompanied chiropractic interns from the University to the Dominican Republic. They supervised as the interns provided free chiropractic care to hundreds of residents in need on the island nation. Administering that care properly requires the use of portable adjusting tables. Unfortunately, traveling with those tables is difficult due to their size and weight.

After the group from CUKC returned from their August trip, McKenzie mentioned their table predicament to his friend and colleague, Dr. James Anderson. As the director of the Success Strategies program at CUKC, Anderson offers guidance to chiropractic students preparing to run their business after graduation. As he is accustomed to finding solutions for a variety issues, he took on this table issue. However, after seeking funds from alternate sources, Anderson chose to step up and help on his own.

"Dr. McKenzie was so passionate, and said they really needed three good portable chiropractic tables for the mission trip program," Anderson said. "We placed a classified ad on the CUKC website seeking support, but unfortunately there were no responses. So, I chose to help them by providing the portable tables for their program."

Built by ChiroLux, the new tables cost \$965 each, and are considered some of the best portable equipment available. They allow for maximum patient comfort, and telescoping height adjustment ensures they will fit any patient, therapist or chiropractor. Made of aircraft aluminum tubing, the tables are durable and lightweight. Online product reviews were extremely favorable, which helped to guide Anderson's decision. burden the CUKC interns face when they make these trips. In the past, student interns have been responsible for traveling with their own table, which could weigh 50-80 pounds. The new tables are much lighter, weighing only 30-35 pounds in their travel case with all accessories. The dramatic difference makes travel much less cumbersome.

"I didn't realize the logistics of having the students take their own portable adjusting tables," McKenzie said. "After returning home, I had numerous conversations with different alumni, and thank goodness for Dr. Anderson stepping forward to provide three, state-of-the-art, portable adjusting tables. The ability to transport students to and from the airport without the extra luggage, the ability to have equipment that is essentially the same, and the high quality of the equipment, is a benefit that has not yet been fully appreciated."

Stubblefield has been on several mission trips with CUKC students where she has experienced the struggles associated with travel with the older tables. As a result, she and McKenzie had been exploring fundraising possibilities over the last year to alleviate some of that inconvenience, but none seemed like good options. When she heard about Anderson's donation, she was overwhelmed.

"I'm not usually speechless, but when I got the news – and moreover, when I saw the tables for the first time – I really was without words other than 'thank you,' Stubblefield said. "Gifts like this are important because they are like ripples in a still lake – the pebbles look small, but the ripples they make grow exponentially. The tables may look like a small gift, but the impact is so widespread and will benefit hundreds and eventually thousands — of patients and students in the coming years."

The need for chiropractic care in the Dominican Republic is substantial. According to Stubblefield, during their last week-long mission trip to the island nation, the group adjusted more than 900 people in just one day. The pain and discomfort are widespread, and these humanitarian trips offer relief for many whose ailments often go without treatment. These tables will make it easier to offer care to those in need.

To understand the impact of this gift, one must know the

CUKC offers the mission trips in conjunction with the

Christian Chiropractic Association. Any CUKC student may apply for and serve on a mission trip. Chiropractic students in trimesters seven and above may provide hands-on patient care under the supervision of a licensed practitioner.

Anderson hopes more CUKC alumni will recognize the value of the mission trip program and offer their support. Whether that is purchasing equipment, or contributing to a fund that will help students who want to serve others, but lack the resources to make the trip. There may also be a need for practitioners to travel with the group to supervise care provided by student interns.

A group from CUKC will return to the Dominican Republic two times in 2023. The first mission trip is scheduled for April 23-29, and a second will take place during the break between the summer and fall academic terms. If you would like to be a part of this humanitarian effort to expand the reach of chiropractic care to those who need it most, visit cleveland. edu/mission-trips/. You may also email Dr. Erin Stubblefield or Dr. D'sjon Thomas at missiontrips@cleveland.edu.

#### Life University scholarship established

Co-Founders of 100% Chiropractic and friends of Life University (Life U) Drs. Jason and Vanessa Helfrich and their team have created an endowed Doctor of Chiropractic (D.C.) student scholarship at Life U with an initial contribution of \$50,000 in January 2023. The scholarship is titled the 100% Chiropractic Scholarship and is the largest endowed scholarship in the history of Life U.

"We are proud to introduce the 100% Chiropractic Scholarship at Life University. The 100% Chiropractic family understands and welcomes the responsibility that comes with being one of the largest Chiropractic businesses in the world and the importance of giving back to both the institutions inspiring these students as well as the future docs themselves who will carry this torch as we continue our progress and journey toward changing the face of health care and creating a better understanding of an above, down, inside out approach to achieving true health," explained Drs. Jason and Vanessa Helfrich. "We can truly change the world, and that starts by lending a hand to those that are coming up behind us. We are grateful for our friendship with Life University and continue to be inspired by the vision they have created for moving this profession forward and educating and inspiring the next generation of chiropractors."

Life U President Dr. Rob Scott commended Drs. Helfrich and their team for the endowment, saying, "Drs. Jason and Vanessa have consistently been generous of their time, talent and treasure as great friends of Life U over the years, and this endowment is an extraordinary gift that shows their unwavering commitment to our University and the chiropractic profession."

Founded in 1974, Life University is a health sciences institution most known for its College of Chiropractic, the largest single-campus College of Chiropractic in the world. Undergraduates can pursue 14 undergraduate degrees; a pre-chiropractic, degree-seeking pathway; and three graduate degrees within the College of Graduate and Undergraduate Studies. Some degree programs are offered to distance learners through the College of Online Education.

The 100% Chiropractic Scholarship marks the tenth endowed scholarship at Life U and the seventh dedicated specifically to D.C. students. The complete list can be found at Alumni. life.edu/scholarships.

Life University strives to empower our students to succeed both professionally and personally. At Life U, we innovate our approach to higher education, while also remaining true to our philosophical commitment to produce informed leaders who exemplify humanistic values in their professions. To achieve this goal, Life U recognizes and demonstrates its dedication through three official Life University Values: Lasting Purpose, Vitalism and Integrity.

#### Logan University Symposium 2023

Logan University is pleased to announce the 8th Annual Symposium: Honoring Tradition, Shaping Our Future, April 13-16, 2023 on Campus and St. Louis Union Station.

Call Logan Postgrad at 1-800-842-3234 or email us at postgrad@logan.edu to see if continuing education credits have been approved for your state.

Keynote Speaker: Guy F. Riekeman, D.C., was the fourth president of Life University in Marietta, Georgia and is currently Chancellor Emeritus. He has exhibited critical leadership to the chiropractic profession for 5 decades with an uplifting vision, focused energy and a wealth of practical experience. In a dynamically changing world, glutted with conflicting information and roiling with uncertainty, Dr. Riekeman demonstrates a unique ability to articulate meaning and inspire discipline for institutional, professional, and personal success. Dr. Riekeman obtained his chiropractic degree with honors in 1972 from Palmer College of Chiropractic in Iowa. He became a chiropractic spokesman, extolling the chiropractic message through award-winning *Continued on next page* 

### **Chiropractic College News**

#### Continued from last page

television, video and audio productions. He is an author and has conducted 20 World tours for professionals and the public. As a leader for the chiropractic centennial celebration in 1995, he produced the nationally aired TV documentary "From Simple Beginnings." Dr.Riekeman created companies and seminar programs to improve chiropractic practice and facilitate integrity-based personal growth. Quest, founded in 1987, became one of the largest and most widely acclaimed of such professional enterprises. Currently, he has produced the first-ever lifestyle app for patients/public called My Lifestyle iQ (MLiQ) and opened a neuro-based state of the art clinic, Chiropractic Lifestyle Studios.



#### NUHS grad Dr. Kowalski, DC, appointed Instructor of Medicine at Harvard Medical School

Matthew Kowalski, DC, a 1990 graduate from National University, has recently been appointed as an Instructor of Medicine at Harvard Medical School. He is also Associate Clinical Director at the Osher Clinical Center, a joint venture between Harvard Medical School and Brigham and Women's Hospital.



Since graduating from National

University, Dr. Kowalski has helped advance the chiropractic field through his efforts in academic research and the integration of chiropractic medicine into hospital systems. Early in his career, the medical world viewed chiropractic medicine much differently than it does today.

"At the time, there was great opposition to chiropractic," he said.

However, that didn't stop him from building relationships with other medical professionals.

In 1994, when he was first awarded privileges at a hospital in Massachusetts, he used the opportunity to help educate physical therapists on diagnostic imaging and clinical evaluation.

"The physical therapists were who I needed to win over," he said. "Slowly, I worked myself in through collaborative patient management and educational opportunities."

Kowalski believes his training at National University, particularly his orthopedics residency, helped him achieve this kind of collaboration with many other medical professionals at hospitals.

"Today it's a totally different atmosphere in medical education," he said. "Nearly half the MD students have been to a chiropractor. Our new students don't share the same bias of the past, but it's not gone. It's lessening."

He believes research is a big part of the reason attitudes toward chiropractic medicine have improved within conventional medicine. Since leaving private practice to work full-time at the Osher Clinical Center three years ago, he continues to build upon this important research and create more opportunities for chiropractic studies. In 2021, he helped establish the first chiropractic research fellowship at the Osher Center. His plans also include the development of a research group out of Harvard and other chiropractic universities.

Funded in part by various National Institutes of Health (NIH) grants, his research explores the health benefits of chiropractic treatments for managing migraine headaches, chronic back and neck pain, work-related performance and fall risk prevention. For neck and cervical spine treatment, he said it's particularly important to demonstrate strong evidence of its efficacy and low risk. He encourages today's DC students to not only consider a career in research, but in other fields like insurance and policy.

## Northeast College Community helps nearly 40 students attend annual ACA Conference

Thanks to the financial support of Northeast College of Health Sciences and its community, including alumni and corporate partners, such as the New York State Chiropractic Association, nearly 40 students attended the American Chiropractic Association annual conference Engage 2023, Jan. 25-28. Held each year in Washington, D.C., the event welcomes leaders and experts from the chiropractic and healthcare industries from across the world for a weekend full of cuttingedge education, networking and leadership-development opportunities. Members of Northeast College's chapter of the Student American Chiropractic Association (SACA) took the trip led by faculty members Dr. Bill Lauretti and Dr. Laura Passamonte.

Always an exciting and engaging highlight of the event is the time students interact with legislators on Capitol Hill. This year they talked with U.S. senators and representatives about the importance of a proposed bill that would modernize coverage for chiropractic services in Medicare. Students and alumni also met with legislators and staff, with one Northeast student even being invited to have lunch with a U.S. senator.





#### Logan University announces 2023 Symposium

Logan University is pleased to welcome chiropractors and health science professionals back to <u>Symposium</u> next spring. Taking place Thursday, April 13 through Sunday, April 16 on Logan's campus and at the St. Louis Union Station Hotel, the 2023 Symposium will provide continuing education opportunities, chiropractic exhibitors, networking events and an address by Logan President Clay McDonald, DC, MBA, JD. This is the university's eighth year hosting Symposium.

"We are so excited to host another great event this year, with so many new things for participants to enjoy," said Amber Henry, M.Ed., Ed.S., Ed.D., director of continuing education at Logan University. "Aside from the new location – which is close to many fantastic downtown attractions and much more conducive to networking - there will be a new alumni event for Logan grads, new ways to interact with exhibitors and so much more. We hope you'll join us!"

Participants will have the opportunity to earn 24 hours of continuing education, which will feature experts and thought leaders in chiropractic and health sciences. More details and speaker information will be announced soon. Updated information can be found at Logan.edu/Symposium.



LIFE U DAY 2023 **FEBRUARY 23 #BuildtheFuture #LifeUDay** 

Through thick and thin, Life U alumni and friends are always there for each other, lending a helping hand when needed.

Once a year, we celebrate this spirit of generosity on a day like no other in a special drive to support students. Life U Day 2023 officially begins on February 23, but the lasting impact you can make on students starts with your gift today!







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 Four ways to avoid pain and injury when starting an exercise regime

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Please feel free to print out and use any or all of the flyers. Or, make them available as handouts to your patients. They are available on the website, www.IACPnews.com in an easy to print format. Each has the following tagline:



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

Hice

## Four ways to avoid pain and injury when starting a new exercise regime

Getting in the habit of exercising isn't easy. Not only is finding the time to exercise a major deterrent for people, the fear of aches, pain and injuries is also a reason that people put off starting a new exercise regime. But exercise doesn't necessarily have to lead to pain or injuries. Here are some simple things you can do to avoid these when starting out.

**1.Warm up:** It's important to warm up before your exercise. Warming up raises the temperature of the working muscles and the whole body. It also prepares your body for the increased stress of exercise. Muscles that have been warmed up are able to exercise for longer, and suffer less soreness and reduced injury risk.

**2. Don't overestimate what you can do:** A common mistake when starting a new exercise regime is to do too much. This can lead to pain after workouts, and may also increase your likelihood of injury.When you first begin a new workout plan, it's important to start gradually and at your own pace. Since everyone is different, avoid following an exercise programme that uses absolute distances or repetitions. Instead, focus on how you feel during a workout and listen to what your body is telling you.

**3. Take time to recover:** Taking a day or two off to rest each week is vital for recovery. But you don't just have to sit and do nothing for your recovery days to be effective. Active recovery is equally effective in helping your muscles recover and helping you avoid pain and injury. Active recovery might include lower-effort exercises such as walking or yoga. While you should take at least one day off between strength training workouts, another strategy to boost recovery is to work different muscle groups on different days. This will stop your muscles from using the same movements over and over, which can lead to overuse injuries.

**4. Learn proper form:** Developing correct form early on is important when starting a new exercise regime to avoid developing bad habits. In the beginning, go slow, try a range of different exercises and don't add too much weight before you've nailed technique. Executing the movements properly will help you avoid injury. If you choose to exercise at a gym or fitness centre, ask a trainer for pointers if you're unsure about your form. If you prefer to work out alone, there are lots of resources available online to guide your training. You might also consider filming yourself so you can see how your form looks.



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## The Idaho Association of Chiropractic Physicians The IACP News

#### **Display Advertising Policy, Rates and Information**

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

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

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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.

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