

CCA Journal



CALIFORNIA CHIROPRACTIC ASSOCIATION

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F4CP Debuts Opioid Campaign
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CHIROPRACTIC: A SAFER STRATEGY THAN OPIOIDS

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www.f4cp.com/opioidwp.pdf



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"The need for modified pain management in the U.S. has become increasingly clear, as 78 Americans continue to die each day as a result of an opioid overdose," said Sherry McAllister, DC, executive vice president, F4CP. "The public deserves to be educated about safe and effective, drug-free options, including chiropractic, as an alternative to prescription opioids for pain relief. I urge you to share your story and help save the thousands of lives that fall victim to overdose-related deaths each year."

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Vision: Doctors of chiropractic as the providers of first choice for wellness and the optimization of health.

Mission: Promoting high standards of professionalism and patient care through education, advocacy and accountability.

Identity Statement: The chiropractor is the primary care professional for spinal health and wellbeing.

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CCA President's Message by Leslie Hewitt, DC

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CCA President's Video Message



The video message should start automatically. If it does not, please [click here](#).

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CALIFORNIA CHIROPRACTIC ASSOCIATION

CCA 2017 Legislative Conference

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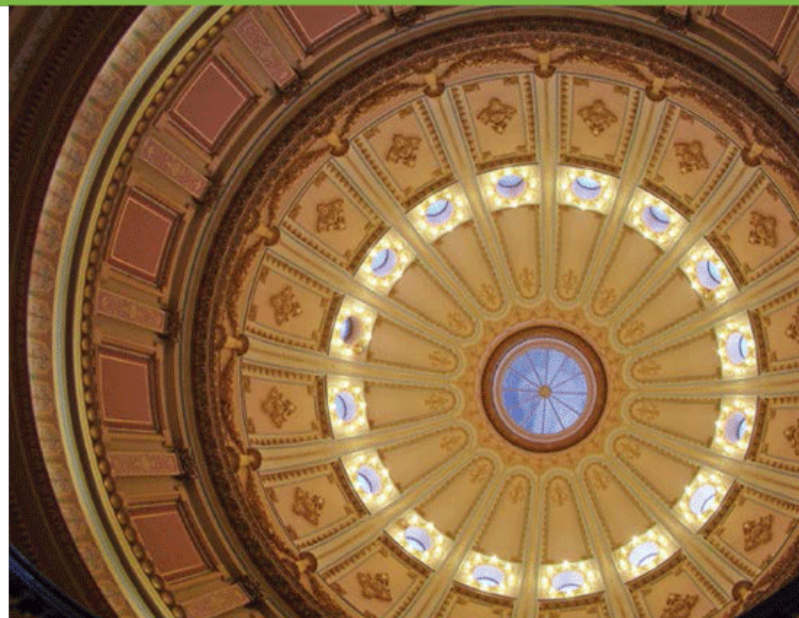
Get ready for an exciting day – from intensive grassroots lobbying training in the morning through afternoon appointments with your legislators and wrapping up with an Afternoon Social which includes a special CCA-PAC fundraising event. Morning session includes FREE 2 hours of CE!

**When: Tuesday, March 7, 2017, 8am-5pm
Registration 8am-9:15am. Conference starts
9:30am.**

**Where: The Citizen Hotel, Sacramento
and the California State Capitol**



CALIFORNIA CHIROPRACTIC ASSOCIATION



NEW FOR 2017! We are happy to provide this annual event to our members at no charge. That's right... NO CHARGE for CCA Members!

Leg Con 2017 will be held at The Citizen Hotel in the beautiful top floor Pavilion. Leg Con will include the following programs and amenities, all of which will be located in the Pavilion:

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- Legislative briefing & grassroots lobbying training**
- Keynote speakers**
- Luncheon**
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CALL (916) 648-2727. We'll be happy to take your registration by phone with a credit card.

PAY BY CHECK. Fill it out, print it and mail it with your check to: CCA, 1451 River Park Drive, Suite 230, Sacramento, CA 95815-4521

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At The Door - March 1 - 7, 2017

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A Long & Storied History in Workers' Compensation Permanent Disability Cases

By Cris Forsyth
Director, Governmental Affairs & Communications

Drs. Wayne Whalen, Moses Jacob, William Meeker, Ed Cremata, John Emerzian, Eric Mumbauer, and Jay Shery contributed significantly to this article.

Recent work by CCA's Workers' Compensation Committee has been focused on getting the Department of Workers' Compensation (DWC) to reduce the required number of hours of education for a doctor of chiropractic to become a QME from the current 44 hours down to 12 hours. This would make the requirement consistent with other health care providers. Dr. Wayne Whalen's relationships with people of influence at DWC has led to an opportunity to change this anachronistic inequality. The CCA committee chair, Dr. Moses Jacob, and committee members have been lending their expertise and decades of experience in the workers' comp system to the effort.

The DWC has repeatedly requested that CCA provide a new QME training course based on numerous provider requests. CCA has a long and storied history on this subject. CCA has been a leader in educating physicians, including Doctors of Chiropractic (D.C.'s) in the skills and knowledge necessary to perform disability evaluations leading to the resolution of workers' compensation cases involving permanent disability for two decades.

In the late 1980's, CCA developed an "Independent Disability Evaluator" (IDE) course to train D.C.'s to address relevant issues such as causation, disability, apportionment, work restrictions and other components of a comprehensive disability evaluation necessary to resolve disputed workers' compensations cases. CCA brought in experts in the relevant issues including D.C.'s, applicant attorneys, defense attorneys (including the DWC's attorney), judges such as Pamela Foust, and coding experts including Sue Honor-Vangerov, to provide our doctors with the most comprehensive information available.

The CCA IDE program pre-existed the QME exam, and in fact was the model the DWC used as the basis for CCR 8 § 11.5. The DWC essentially copied CCA's curriculum, but reduced it to

12 hours for non-D.C.'s and required M.D.'s and D.O.'s to be board certified. Psychologists, and importantly other providers listed as "physicians" under CCR 8 § 3209.3, including acupuncturists, dentists and psychologists, but not D.C.'s, could sit the exam after only 12 hours of coursework.



Over the years, CCA developed a 44-hour course. This occurred in a time before widespread use of the Internet, and before the advent of online learning programs.

At that time, almost any provider could treat injured workers. Accordingly, CCA provided an 8-hour "basic" workers' compensation course to teach doctors the relevant law, how to fill out required forms, and expectations of physicians treating injured workers in California.

Once doctors had completed the basic 8-hour course, our IDE course comprised two weekends (typically in L.A. and San Francisco): 4 hours on Friday, 8 hours on Saturday and 4 hours on Sunday, for a total of 32 hours. Course attendants were required to write a ratable report which was edited and graded and the attendee was awarded 4 hours for their home-based efforts in writing that report, for a total of 44 hours to complete the program.

Again, this was to provide our doctors with the best education possible, and occurred in an era before on-line courses, when physicians were used to attending weekends away to learn new skills. It also had significant costs: the course itself was more than \$900, and required air travel to at least one city, hotel rooms for up to four nights, and related travel costs. We estimate most students spent \$2-3,000 to take the course to sit for the QME exam, with the expectation that their investment would be recouped by performing numerous QME evaluations each year.

In the intervening years since the passage of reform legislation dramatically limiting the ability of chiropractors to see and treat injured workers, interest among D.C. providers in earning QME certification has waned. Although the DWC has repeat-

edly asked CCA to provide an updated QME training course, based on numerous provider requests, CCA has not undertaken that work since 2003, for numerous reasons, including:

- Very few newer D.C.'s have any hope of being admitted to Medical Provider Networks, and therefore of ever treating injured workers (that is one reason workers' comp is no longer taught in California chiropractic colleges). Admittance to MPN panels is at best capricious, and a provider can be eliminated without warning, without the possibility of an appeal, due process or reason for dismissal. Many of the D.C.'s who are on MPN's do not know they are on the MPN and have no experience in treating injured workers. They are on the panel not because of their expertise or interest, but because they are on some unrelated panel and their name was sold to an MPN.
- Given that few if any new D.C.'s will ever have the opportunity to treat injured workers, there appears to be little incentive to train them to do work-related disability evaluations, given the cost and specialized knowledge required. Being a competent and thorough QME requires being well-versed in the world of worker's compensation, which cannot happen if they cannot treat injured workers.
- There was a time when D.C.'s with advanced education in specialties such as chiropractic orthopedics, neurology, rehabilitation and other specialties requiring 300+ hours and Board Certification examination could be listed separately on QME panels. The DWC set forth regulations to eliminate those specialties and set forth requirements for the Board of Chiropractic.
- Examiners met to continue to include those specialties. The

Board undertook an extensive effort in that regard and established regulations to meet the DWC's requirements. The DWC essentially ignored those efforts and eliminated any recognition of chiropractic specialties in the QME system other than to allow those 300+ hour programs to substitute for taking the 44-hour program.

- The cost of taking a CCA QME course is currently prohibitive. It will cost attendees approximately \$3,000 or more, with no guarantee they will ever actually see a panel QME patient since a huge segment of potential QME's are now directed to "corporate" QME providers.
- D.C.'s have a much more expensive and rigorous educational requirement (44 hours versus 12 hours) than any other physicians in the workers' compensation system, including acupuncturists or dentists. As noted, the requirement for 44 hours for D.C.'s was simply based on what CCA used to offer as part of its IDE program, as enumerated above, in an era before the internet.

Regardless of the educational requirements imposed by regulation, candidates must pass the State QME examination to be certified as a QME.

Given that all physicians aspiring to be QME's must pass the State QME exam, and that new technologies including online education have evolved since the drafting of the QME regulations regarding D.C. qualifications to sit the exam, and that doctors of chiropractic have been providing disability/impairment evaluations for injured workers for decades; CCA is making a strong case for DWC to amend the appropriate regulation to provide equity for chiropractors.

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 Phone: 1.310-410.4000
hilton.com
 Special hotel rate of \$152/night

Lake Tahoe

June 24-25, 2017
The Village at Squaw Valley
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squawalpine.com
 Special hotel rate of \$219/night

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\$25 enrichment + \$81 deposit*

\$59
 \$99

\$205 / \$235
 \$89** / \$119**
 \$119

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CALIFORNIA CHIROPRACTIC ASSOCIATION

CCA members receiving the CCA rate must be members in good standing (no more than 60 days behind in membership dues) in order to receive continuing education credit. Continuing education credit may be withheld from a member not in good standing until payment of the non-member fee or the amount needed to achieve good standing is made.

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F4CP Announces Campaign: ‘Save Lives. Stop Opioid Abuse. Choose Chiropractic.’

The Foundation for Chiropractic Progress (F4CP), the voice of the chiropractic profession, is pleased to announce the “soft” launch of its targeted campaign: ‘Save Lives. Stop Opioid Abuse. Choose Chiropractic.’ Designed to emphasize the dangers of opioid prescription painkillers and the benefits of chiropractic care for pain management, the campaign features Opioid Toolkit 1.0 – available for download today.

“The chiropractic profession has always offered a safer option to prescription opioid painkillers,” says Joe Carabello, campaign chairman. “This Million Dollar Campaign and its dedicated resources will be the catalyst for making the public aware that chiropractic care is the optimal first choice for effective, drug-free pain management.”

The F4CP is asking 5,000 doctors of chiropractic (DCs) to contribute \$200 each to support campaign initiatives, which span media and advertising, marketing, public relations, digital promotions and more. Additional contributions honoring children, assistant(s), significant others and or a deceased family members will go directly to the campaign. To donate click here.

As ‘Save Lives. Stop Opioid Abuse, Choose Chiropractic.’ receives additional donations throughout 2017, the toolkit will be updated to include all-new resources:

- Opioids 2.0 White Paper
- Press Releases
- Website Banners

- E-Blasts
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- Spokespersons
- Times Square Advertisements

Carabello continues, “We are appreciative of the endorsement from key players in the chiropractic community, many of whom attended the recent 2016 COCSA Convention Congress of Chiropractic State Associations (COCSA) and the Chiropractic Summit. We look forward to receiving continued support and working together to raise further awareness about the benefits of chiropractic care.”

To donate to ‘Save Lives. Stop Opioid Abuse. Choose Chiropractic.’ [click here](#).

About Foundation for Chiropractic Progress: *A not-for-profit organization, the Foundation for Chiropractic Progress (F4CP) informs and educates the general public about the value of chiropractic care. Visit www.f4cp.com or call 866-901-F4CP (3427).*

Opioid overdose and addiction is killing 29,000 Americans each year.



Info about the F4CP Campaign can be found on the following pages.

SUPPORT THE CAMPAIGN

Save Lives. Stop Opioid Abuse. Choose Chiropractic.

Give NOW: f4cp.com/pledge/tosavelives

Foundation for Chiropractic Progress

CHIROPRACTIC

A SAFER STRATEGY THAN OPIOIDS

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CHIROPRACTIC: A SAFER STRATEGY THAN OPIOIDS

Recent recommendations from the CDC, FDA and IOM call for a shift away from opioid use toward non-pharmacologic approaches to address chronic pain.

AMERICANS WANT & DESERVE CHIROPRACTIC CARE

Chiropractic care is a conservative, non-pharmacologic approach and important option for pain management – particularly for back, low back and neck pain, headaches, neuro-musculoskeletal and other related conditions.

LEARN MORE ABOUT THE VALUE OF CHIROPRACTIC CARE

Read the white paper, 'Chiropractic: A Safer Strategy Than Opioids' www.f4cp.com/opioidwp.pdf

Foundation for Chiropractic Progress To locate a doctor of chiropractic, visit: www.f4cp.com/findadoctor/

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CHIROPRACTIC: A SAFER STRATEGY THAN OPIOIDS

THE FACTS

OVERDOSE DEATHS INVOLVING PRESCRIPTION OPIOIDS HAVE QUADRUPLLED SINCE 1999, AND SO HAVE SALES OF THESE PRESCRIPTION DRUGS.

99% OF MEDICAL DOCTORS PRESCRIBE HIGHLY-ADDICTIVE OPIOIDS – AND FOR LONGER THAN THE 3-DAY PERIOD RECOMMENDED BY THE CDC.

THE PRESCRIBER PROBLEM

AMERICANS WANT & DESERVE CHIROPRACTIC CARE

CHIROPRACTIC CARE OFFERS A DRUG-FREE, NON-INVASIVE AND COST-EFFECTIVE ALTERNATIVE TO OPIOID DRUGS.

CHIROPRACTIC IS THE LARGEST, AND BEST RECOGNIZED OF THE COMPLEMENTARY AND ALTERNATIVE HEALTH CARE PROFESSIONS.

PATIENT USE OF CHIROPRACTIC HAS TRIPLED IN THE PAST 2 DECADES.

Foundation for Chiropractic Progress

DOWNLOAD THE WHITE PAPER HERE: <http://www.f4cp.com/opioidwp.pdf>

HEALTH

A Safer Alternative to Opioids for Treating Chronic Pain

NewsUSA

NewsUSA Social Syndication

Headline: Physician Prescribers Should Recommend Drug-Free Options Rather Than Opioids Pain Relief

Key Tag: More Responsible Prescribing of Opioids is Needed

Description: Opioid use and abuse is at an all-time high in the United States. To that health care providers, pharmaceutical companies and health plans are being urged to consider cover better strategies for pain relief.

Want: The recent opioid overdose-related death of Prince, a world-famous musician has once again put the spotlight on how over-medicated our society is and how desperately it is in need of an adjustment.

What: Last March, the Centers for Disease Control and Prevention shook the medical community to its roots by encouraging doctors to use conservative care options prior to writing the prescription pad for opioid use.

Why: The move came in response to growing alarm over the most recent statistics showing a national toll of 28,647 deaths involving the potentially addictive drugs. The United States makes up only 4.6 percent of the world's population, and yet consumes 80 percent of its opioids – and 99 percent of the world's hydrocodone.

How: Chiropractic is the most popular alternative approach, according to the Annals of Internal Medicine. And now the Foundation for Chiropractic Progress, the leading organization for the chiropractic profession, is out with a new white paper ("Chiropractic: A Safer Strategy Than Opioids") that doesn't stop at merely calling on prescribers to follow the guidelines. Among the Foundation's other recommendations:

- Establishing there is "more responsible marketing and physician education" on the part of the pharmaceutical manufacturers.
- Ensuring that chiropractic care is covered by all government and commercial health plans.
- Expanding chiropractic services to more veterans and active duty military members experiencing pain.

The United States has awakened to the crushing impact of the opioid use/abuse crisis, says Sherry McAllister, DC, the Foundation's executive vice president. Chiropractic, she says, is a conservative, non-pharmacologic approach to pain management, particularly for back, low back and neck pain, headaches, neuro-musculoskeletal conditions, such as acute and chronic back and neck pain, as well as other related conditions. Numerous studies have shown chiropractic care yields improved patient satisfaction, and lower costs.

(NU) - Sponsored News - three days.

That's the maximum amount of time doctors are supposed to prescribe opioids for in most cases, according to the new guidelines the Centers for Disease Control and Prevention released in March in an attempt to reverse the mounting death toll from the overuse of prescription pain drugs.

But the guidelines are only that – voluntary standards – and a just-published survey by the National Safety Council shows just how difficult it could be to get physicians on board: Not only did 99 percent of those doctors polled say they prescribe the potentially highly addictive drugs for longer than three days, but – even worse, given their effect on the brain – 23 percent say they prescribe at least a month's worth at a time.

"Opioids do not kill pain, they kill people," says Dr. Donald Teater, the Council's medical advisor.

So what's a patient looking for a safer alternative for pain management to do?

With the CDC and others including the Food and Drug Administration advocating alternative approaches to the likes of many experts recommend.

Chiropractic care is on the rise.

headaches and other neuromusculoskeletal conditions involving the back, neck and other joint-related extremity pain.

In fact, the whole "chiropractic-first" movement – over both prescription pills and elective surgery – is based on numerous studies showing it yields improved patient outcomes, higher satisfaction, and lower costs.

"A more conservative and safer approach is needed, and yet you have 72 percent of doctors in the NSC survey prescribing opioids for back pain," says Sherry McAllister, DC, executive vice president of the not-for-profit Foundation for Chiropractic Progress, noting that doctors of chiropractic have a minimum seven years of higher education and use techniques focusing on conservative spinal manipulation and structural adjustments.

© Foundation for Chiropractic Progress 2016



SUPPORT THE CAMPAIGN

Save Lives. Stop Opioid Abuse. Choose Chiropractic.

Give NOW: f4cp.com/pledge/tosavelives

Today, many health care professions outside of chiropractic – physical therapy, osteopathy, athletic training, acupuncture and massage therapy – are jumping on the ‘stop opioid abuse bandwagon’ with the implementation of their own campaigns.

In fact, just recently the American Physical Therapy Association created a ‘ChoosePT’ campaign, advocating for physical therapy prior to the utilization of prescription opioids. They have gone as far as placing costly paid advertisements on billboards in Times Square.

That being said, the chiropractic profession has **always** offered a safer option to the dangerous and adverse effects of pain medication – to include the opioid epidemic sweeping our nation.

The Foundation for Chiropractic Progress – with one mission: positive press for chiropractic – has been tackling this issue head-on.

And we are just getting started!

Our goal is educational and supportive of consumers who are struggling with chronic pain: conservative, drug-free care, specifically chiropractic, is a primary option for pain management yielding improved clinical outcomes, reduced costs and high levels of patient satisfaction.

We are on a mission to singularly put chiropractic care in every conversation about opioid abuse

and make sure that consumers know that there is a safer alternative to manage pain and improve health.

To reach this goal, we are looking for 5,000 doctors of chiropractic to contribute \$200 each. Your significant other, children, assistant(s) and deceased family members can be added for an additional contribution. All contributors to this special campaign will be listed on a dedicated page on F4CP.com.

WILL YOU JOIN US IN THIS IMPORTANT EFFORT?

f4cp.com/pledge/tosavelives

With your support, the F4CP will be able to generate campaign resources underlining chiropractic care as a drug-free, non-invasive and cost-effective alternative to opioids with a record of high patient satisfaction:

- Press Releases distributed to more than ten thousand news sources
- Advertisements in major nationwide newspapers and magazines
- Posters for your office and community
- Videos
- Infographics
- Social Media Platforms
- Advertorials and Social Syndications
- TV and Radio Public Service Announcements

SHARE OUR WHITE PAPER WITH YOUR COLLEAGUES AND COMMUNITY LEADERS:

‘Chiropractic: A Safer Strategy Than Opioids’

DOWNLOAD HERE: www.f4cp.com/f4cp_opioid_white_paper.pdf



Help patients receive the care that only a doctor of chiropractic can provide.

Save Lives. Stop Opioid Abuse. Choose Chiropractic.

F4CP OPIOIDS TOOLKIT 1.0

SAFER ALTERNATIVE TO CHRONIC PAIN

THE UNITED STATES HAS AWAKENED ON EVERY LEVEL TO THE CRUSHING IMPACT OF THE OPIOID USE/ABUSE EPIDEMIC.

Opioids are a class of drugs that include the illicit drug heroin as well as the licit (legal) prescription pain-relievers, oxycodone, hydrocodone, codeine, morphine, fentanyl and others.

Opioids are chemically related and interact with opioid receptors on nerve cells in the brain and nervous system to produce pleasurable effects and relieve pain. Addiction is a primary, chronic and relapsing brain disease characterized by an individual pathologically pursuing reward and/or relief by substance use and other behaviors.

Of the 21.5 million Americans age 12 or older that had a substance use disorder in 2014, 1.9 million had a substance abuse disorder involving prescription pain relievers and 586,000 had a substance abuse disorder involving heroin.

It is estimated that 23 percent of individuals who use heroin develop opioid addiction.

Source: American Society of Addiction Medicine

Calls have come from the Centers for Disease Control and Prevention (CDC), the Food and Drug Administration (FDA) and the Institute of Medicine (IOM) for a shift away from opioid use toward non-pharmacologic approaches to address chronic pain.

Overdose deaths involving prescription opioids have quadrupled since 1999, as have sales of these prescription drugs. From 1999 to 2014, more than 165,000 people — three times the U.S. military deaths during the twenty years of the Vietnam War — have died in the U.S. from overdoses related to prescription opioids.

Today, at least half of all U.S. opioid overdose deaths involve a prescribed opioid. In 2014, more than 14,000 people died from overdoses involving these drugs, with the most commonly overdosed opioids — Methadone, Oxycodone (such as OxyContin®), and Hydrocodone (such as Vicodin®) — resulting in death.

Regrettably, overdose deaths resulting from opioid abuse have risen sharply in every county of every state across the country, reaching a new peak in 2014: 28,647 people, or 78 people per day — more than three people per hour.

The newest estimates on the cost of opioid abuse to U.S. employers is estimated at \$18 billion in sick days, lost productivity and medical expenses.

An important non-pharmacologic approach in helping to solve this crisis is chiropractic care.

This discussion offers greater understanding of the scope of the opioid situation, the elements that have contributed to it and an approach that emphasizes non-pharmacologic care. Collectively, we must begin to extricate ourselves from our current ineffective, dangerous and often fatal reality.

This toolkit will provide the necessary resources to effectively tackle the opioid epidemic, including the Foundation for Chiropractic Progress' (F4CP) landmark positioning paper, 'Chiropractic — A Safer Strategy Than Opioids,' as well as print advertisements, advertorials, social syndications, infographics, social media postings, and more!

Questions or Comments: For additional information or to submit feedback, please contact F4CP Marketing Director Alexis Lignos at alexis@f4cp.com.

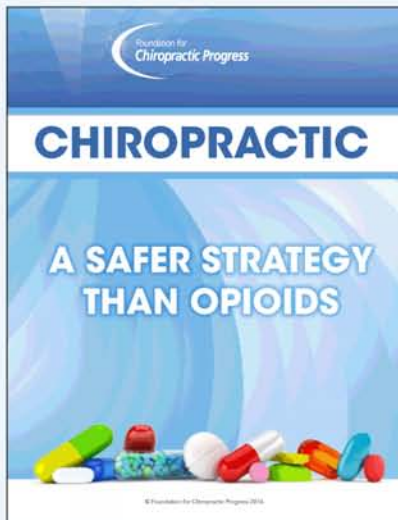
AMERICANS WANT AND DESERVE CHIROPRACTIC CARE

For the overwhelming number of people who suffer with chronic pain, chiropractic care offers a drug-free, non-invasive and cost-effective alternative to opioid drugs.

Chiropractic is the largest, most regulated and best recognized of the complementary and alternative care professions. In fact, patient surveys reported in the *Annals of Internal Medicine* show that chiropractors are used more than any other alternative provider group and patient satisfaction with chiropractic care is very high. Patient use of chiropractic in the United States has tripled in the past two decades.

The importance of chiropractic care is further amplified since many individuals are prescribed opioids for back, low back and neck pain, headaches, neuro-musculoskeletal conditions and other related conditions. An estimated 126.6 million Americans (one in two adults) are affected by a musculoskeletal condition.

POSITION PAPER



To download a copy of the position paper, www.f4cp.com/f4cp_opioid_white_paper.pdf

ADVERTISEMENT



To view the ad, click here: www.f4cp.com/files/poster-ads/F4CP_WSJ_Opioids-WP-Ad.pdf

INFOGRAPHIC

The F4CP has developed an infographic to be shared on social media platforms – Facebook, Twitter, Pinterest, Instagram, etc.



To view the infographic, click here: www.f4cp.com/resources/current-campaigns/opioid-infographic.php

Providers in multiple disciplines and throughout the health care continuum are now advocating chiropractic care as a leading alternative to usual medical care for chronic pain conditions.

To find a doctor of chiropractic near you, visit www.f4cp.com/findadoctor/.

POSITION PAPER

Our country is at an important moment in time regarding the use and abuse of opioids. The chiropractic profession is positioned to play a leading role in helping Americans take advantage of non-pharmacological pain management.

For the first time, the profession is putting a stake in the discussion and the F4CP is leading the conversation. Our landmark positioning paper, "Chiropractic: A Safer Strategy Than Opioids," is now being distributed to national media, the chiropractic profession and business leaders throughout the country.

We can make a difference in the lives of millions of people - and we expect that you will join us in this incredible opportunity.

The paper articulates the value of a conservative, non-pharmacologic approach as the primary option for pain management - particularly for back, low back and neck pain, headaches, neuro-musculoskeletal and other related conditions.

Authors include leading professionals:

- *Laura Carabello*, Principal, CPR Strategic Marketing Communications
- *Gerard Clum*, DC, President Emeritus, Life Chiropractic College West and Director, The Octagon, Life University
- *William Meeker*, DC, MPH, President, Palmer College of Chiropractic - San Jose Campus

RESOURCES

The F4CP has distributed a press release over the national Business Wire touting the benefits of chiropractic care for pain management. This release reaches more than 10,000 outlets nationwide.

For further details, please read the press release announcement entitled: 'Foundation for Chiropractic Progress Publishes Landmark White Paper: Non-Pharmaceutical Pain Management is a Safer Strategy Than Opioids,' www.f4cp.com/files/press-releases/2016/6.6.16OpioidWhitePaper.pdf

Additionally, the F4CP is placing print advertisements in national print publications, including *The Wall Street Journal*, *Roll Call* and *Politico*.

RADIO PUBLIC SERVICE ANNOUNCEMENT

The F4CP has produced and distributed a 60-second radio public service announcement to over 5,000 stations nationwide. This is the transcription:

NEW CDC GUIDELINES SEEN AS BOOST FOR CHIROPRACTIC CARE

NOW WHAT?

THAT'S THE QUESTION CHRONIC PAIN SUFFERERS ARE ASKING FOLLOWING THE CENTERS FOR DISEASE CONTROL AND PREVENTION'S RELEASE OF THE FIRST-EVER NATIONAL GUIDELINES DESIGNED TO CURB THE ALARMING INCREASE IN PRESCRIPTION DRUG DEATHS.

A RECORD HIGH TWENTY-EIGHT THOUSAND, SIX-HUNDRED AND FORTY-SEVEN DEATHS INVOLVING OPIOIDS WERE RECORDED IN TWENTY-FOURTEEN, ACCORDING TO THE LATEST STATISTICS. BUT HERE'S THE CATCH: EVEN THOUGH THAT'S A FOURTEEN PERCENT INCREASE OVER THE PREVIOUS

POSTER

The F4CP has developed an 18 x 24 poster to be printed for your office, shared with your community and shared on social media platforms – Facebook, Twitter, Pinterest, Instagram, etc.

**CHIROPRACTIC:
A SAFER STRATEGY
THAN OPIOIDS**

Recent recommendations from the CDC, FDA and IOM call for a shift away from opioid use toward non-pharmacologic approaches to address chronic pain.

AMERICANS WANT & DESERVE CHIROPRACTIC CARE

Chiropractic care is a conservative, non-pharmacologic approach and important option for pain management – particularly for back, low back and neck pain, headaches, neuro-musculoskeletal and other related conditions.

LEARN MORE ABOUT THE VALUE OF CHIROPRACTIC CARE

Read the white paper, *Chiropractic: A Safer Strategy Than Opioids*
www.f4cp.com/opioidwp.pdf

Foundation for Chiropractic Progress
 To locate a doctor of chiropractic visit www.f4cp.com/fractodactor/

© Foundation for Chiropractic Progress 2016

To view the poster, click here:
www.f4cp.com/files/resources/f4cp_opioid_poster.php

BROCHURE

The F4CP has created a trifold brochure to share with your patients, community, shareholders and additional target audiences.

ABOUT OPIOIDS

Opioids are a class of drugs that include the most abused and most addictive drugs in the United States. Opioids are often used to relieve pain, but they can be addictive and cause respiratory, hormonal and other effects.

Opioids are often used to relieve pain, but they can be addictive and cause respiratory, hormonal and other effects.

Addiction is a primary chronic and relapsing brain disease characterized by an individual compulsively pursuing reward to the point of substance use and other behaviors. Of the 2.1 million Americans aged 12 or older who had a substance use disorder in 2014, 1.8 million had a substance use disorder involving prescription pain relievers and 590,000 had a substance use disorder involving heroin.

It is estimated that 25 percent of individuals who use heroin develop opioid addiction.

CALL TO ACTION

1. Patients and patients' families should work to ensure that all patients are prescribed the least amount of opioids possible.

2. Physicians should consider non-pharmacologic approaches to pain management, such as chiropractic care, physical therapy, acupuncture, and cognitive behavioral therapy.

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10. Physicians should consider non-pharmacologic approaches to pain management, such as chiropractic care, physical therapy, acupuncture, and cognitive behavioral therapy.

SAVE LIVES. STOP OPIOID ABUSE. CHOOSE CHIROPRACTIC.

CHOOSE CHIROPRACTIC.

THE OPIOID EPIDEMIC

Over the past decade, the United States has experienced a dramatic increase in the number of deaths from opioid-related overdoses. In 2014, more than 47,000 people died from opioid-related overdoses, a 100 percent increase from 2000. In 2015, more than 50,000 people died from opioid-related overdoses, a 125 percent increase from 2000.

WHO IS AT RISK?

1. Individuals who have a history of substance use disorder.

2. Individuals who are taking multiple prescription drugs.

3. Individuals who are taking high doses of opioids.

4. Individuals who are taking opioids for a long period of time.

5. Individuals who are taking opioids for pain relief.

6. Individuals who are taking opioids for anxiety.

7. Individuals who are taking opioids for depression.

8. Individuals who are taking opioids for sleep.

9. Individuals who are taking opioids for stress.

10. Individuals who are taking opioids for any reason.

GUIDELINES

1. Patients and patients' families should work to ensure that all patients are prescribed the least amount of opioids possible.

2. Physicians should consider non-pharmacologic approaches to pain management, such as chiropractic care, physical therapy, acupuncture, and cognitive behavioral therapy.

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10. Physicians should consider non-pharmacologic approaches to pain management, such as chiropractic care, physical therapy, acupuncture, and cognitive behavioral therapy.

PERVY ABUSE, ABUSE AND OVERDOSE: UTAHE CHIROPRACTIC CARE AS FIRST OPTION FOR PAIN RELIEF

Chiropractic care is a conservative, non-pharmacologic approach and important option for pain management – particularly for back, low back and neck pain, headaches, neuro-musculoskeletal and other related conditions.

To view the brochure, click here:
www.f4cp.com/files/resources/F4CP_Opioid_Trifold.php

YEAR, THE C-D-C – FOR NOW – IS ONLY ADVISING DOCTORS TO VOLUNTARILY STOP PRESCRIBING THE POTENTIALLY ADDICTIVE PILLS IN MOST SITUATIONS, AND TO INSTEAD LOOK TO ALTERNATIVE APPROACHES.

THE MOST POPULAR ALTERNATIVE FOR THOSE SUFFERING FROM MUSCULOSKELETAL CONDITIONS LIKE LOW BACK AND NECK PAIN? CHIROPRACTIC CARE.

IN FACT, STUDIES HAVE SHOWN THAT DRUG-FREE CHIROPRACTIC CARE RESULTS IN IMPROVED PATIENT OUTCOMES, HIGHER SATISFACTION, AND LOWER COSTS. NOTES THE FOUNDATION FOR CHIROPRACTIC PROGRESS' SHERRY MCALLISTER: "IT'S HEARTENING THAT THE GROWING OPIOID EPIDEMIC IS FINALLY GAINING ATTENTION."

LEARN MORE AT W-W-W-DOT-F-A-C-P-DOT-COM.

To listen to the radio spot, click here: www.f4cp.com/toolkit-psa

TELEVISION PUBLIC SERVICE ANNOUNCEMENTS

The F4CP has produced and distributed numerous television public service announcements on social media and to over 10,000 stations nationwide.

Shilo Harris video: In production
 Bill Morgan video: In production
 Opioids toolkit video: In production

- Lou Sportelli, DC, Details Opioid Crisis and Benefits of Alternative Care: www.youtube.com/watch?v=0qEldhcyZQw
- Lou Sportelli, DC, Addresses Alternative Options to Opioid Crisis: www.youtube.com/watch?v=EcltofQuNa4
- Sherry McAllister, DC, MS (Ed), CCSP Recommends Chiropractic as a Safe Approach for Pain Relief: www.youtube.com/watch?v=DQUCWeyneoA
- Jan Chambers, President, National Fibromyalgia and Chronic Pain Association, Discusses Chiropractic as an Alternative Approach to Treating Chronic Pain: www.youtube.com/watch?v=7mHaTamOibo

WEBSITE

To view the Foundation for Chiropractic Progress' complete list of resources on the dangers of opioid prescription painkillers and the benefits of drug-free, alternative care, please visit www.f4cp.com.

SUPPORT THE CAMPAIGN

Save Lives. Stop Opioid Abuse. Choose Chiropractic.

Give NOW

To support 'Save Lives. Stop Opioid Abuse. Choose Chiropractic.' visit: www.f4cp.com/pledge/tosavelives and GIVE now.

Pacira Pharmaceuticals and GeneAlign Announce Partnership to Develop Low-Opioid Pain Management Protocols for Postsurgical Patients at High Risk of Addiction

Project will employ genetic testing to identify patients with genetic markers indicating a potential predisposal to opioid addiction

Pacira Pharmaceuticals, Inc. has announced a joint endeavor with GeneAlign, a therapeutic management and solutions company working to improve personalized medicine through a patient-specific opioid risk assessment program that includes behavioral surveys, educational tools and genetic testing. Under the collaborative research partnership, a GeneAlign scientific team will work alongside a Pacira team to develop and utilize these survey tools and genetic testing assets to identify preoperative patients with genetic markers indicating a potential predisposal to opioid addiction.

This hospital-based initiative is currently being rolled out in pilot institutions and includes a GeneAlign genetic test conducted via a quick and painless cheek swab that collects information on 19 genes associated with metabolism, clinical response and addiction risk. The test provides important information regarding the patient's genetic predisposition to numerous commonly prescribed opioids and other non-opioid drugs relevant to the perioperative setting. Additionally, this comprehensive program provides patients with education about the risks and benefits associated with opioid and non-opioid pain medications, including the potential for opioid addiction. The patient's attending clinicians will then have access to this information to assist them in the development of individualized postsurgical pain management strategies following evidence-based protocols.

"As personalized medicine becomes increasingly integrated into clinical practice, providers need access to actionable genetic data at the point of care to better understand which drugs to utilize, which drugs to avoid and what opioid or non-opioid alternatives may be best suited for each individual patient," said Jim Silliman, MD, an orthopedic surgeon and president and chief executive officer of GeneAlign. "We are proud to collaborate with Pacira on this important initiative to help advance clinicians' therapeutic decision-making processes and, ultimately, to optimize patient outcomes and reduce the overall opioid burden."

Beyond the unwanted and potentially life-threatening adverse events associated with opioid use, research continues to uncover the connection between their introduction in the hospital setting and the overall societal opioid burden.

"As the opioid epidemic continues to ravage our nation, we are privileged to partner with GeneAlign on an actionable solution to help curb the proliferation of opioid misuse, abuse and addiction that often begins through exposure to these medications in the postsurgical setting," said Dave Stack, chairman and chief executive officer of Pacira Pharmaceuticals. "This joint undertaking to revolutionize the concept of personalized medicine for our hospital patients truly embodies the Pacira corporate commitment to improve patient care."

A recent article in the *Journal of the American Medical Association* highlighted that for opioid-naive patients, many surgical procedures are associated with an increased risk of chronic opioid use in the postsurgical period;¹ perhaps more startling, a recent national survey revealed that one in 10 patients admit they've become addicted to or dependent on opioids after being exposed to these powerful medications following an operation.²

1. Sun EC, Darnall B, Baker LC, Mackey S. JAMA Intern Med. Published online July 11, 2016. doi:10.1001/jamainternmed.2016.3298.

2. Wakefield Research on behalf of Pacira Pharmaceuticals. Opioid Addiction and Dependence After Surgery is Significantly Higher than Previously Known. 2016.



Palmer West Campus Celebrates 139th Graduation Ceremony

Palmer College of Chiropractic's West campus celebrated its 139th commencement at the Fall Quarter '16 ceremony on Dec. 8 in the Santa Clara Convention Center theater.

Anna Marie Gierach (Edmonton, Alb., Canada) and **Jared Sams** (Clay, West Virginia) graduated as class valedictorian and salutatorian, respectively, with Summa Cum Laude (3.9 – 4.0) academic honors.

Dana Bloomquist (South Surrey, B.C., Canada), **Mason Morris** (San Jose, Calif.), and **Tanya Simard** (North Bay, Ont., Canada) graduated with Magna Cum Laude (3.70 – 3.89) honors.

Sarah Fulco (Las Vegas, Nev.), **Brittni Melnychuk** (Eugene, Ore.), **Tyler Poland** (Davis, Calif.), **Kami Saechao** (Merced, Calif.), **Courtney Wilson** (Calgary, Alb., Canada) and **Daisuke Yamada** (Toyohashi, Aichi, Japan) graduated with Cum Laude (3.50 – 3.69) honors.

Gierach, Sams and Simard also earned Presidential Scholar awards, which are presented to members of the class who achieved Dean's List (3.50 GPA or above) honors in each of their 13 quarters of study at Palmer's San Jose campus.

Jorge Gabriel Garza Contreras (Soquel, Calif.) received the Virgil. V. Strang Phi-



The 139th graduating class at Palmer College of Chiropractic's West campus in San Jose.

losophy Award, which is selected by a faculty panel and presented for "distinctive accomplishment and contributions to the philosophical principles of chiropractic as a student at Palmer College's San Jose campus."

Courtney Wilson (Calgary, Alb., Canada) received the Clinical Excellence Award. Selected by the clinical professors, the Clinical Excellence Award recognizes the member of the graduating class who has uniquely distinguished him- or herself during the internship portion of their educational experience at Palmer's San Jose campus by performing the tasks of the student doctor with exceptional proficiency in the following categories: patient diagnosis; chiropractic technique; radiography; and case management.

Kelly Ostler (Waddell, Ariz.) received the Student Fellow award, which is presented "in recognition of service and leadership while upholding the values of his or her class, college and profession."

Ostler, Simard and Kendra Glenden-

ning (Clovis, Calif.) received special awards for their service as officers of the West campus Associated Student Government. **Charlotte Fisher, Christina Goulart** (Virginia Beach, Fla.), **Poland, Simard, and Wilson** received special recognition for their service as members of the Sports Council.

Gierach and Andrea Ormonde (Riverdale, Calif.) received special recognition for their service as members of the Campus Guides.

Tammi Clark, D.C., a 1994 West campus graduate, and current faculty member, presented the commencement address, "A Journey of Learning — Finding Meaning While Striving to Make a Difference." In addition to her teaching duties at Palmer's West campus, Dr. Clark also maintains a practice, recently founded the Global Outreach Healthcare Initiative, has made multiple trips to provide complimentary chiropractic care for residents of impoverished areas in Mexico and Vietnam, and has provided volunteer chiropractic-care at health fair events for inmates at San Quentin prison.

Palmer's West Campus Promoted Chiropractic at the Silicon Valley Turkey Trot Charity Fundraiser Event

By **Chuck Bustillos**
Campus Communication Specialist
Palmer College of Chiropractic

For the eighth year in a row, [Palmer College of Chiropractic's West campus](#) played a major role in the 2016 [Silicon Valley Turkey Trot](#), a Thanksgiving-morning fundraiser that supports several Santa Clara County charities.

Organized by the [Silicon Valley Leadership Group](#), a public policy business trade organization founded in 1978 by David Packard of Hewlett-Packard that represents more than 400 of Silicon Valley's most respected employers (including Palmer's West campus) on issues, programs and campaigns that affect the economic health and quality of life in Silicon Valley, the SVTT debuted in 1995

with 1,900 participants, and has since grown to become the largest timed-event of its type in the U.S.

Nearly 25,000 registrants filled the streets of downtown San Jose to participate in 5K and 10K race/walks that helped raise approximately \$1 million for five local charities, including [Second Harvest Food Bank](#) (SHFB).

Once again, the Palmer Spine, provided "the backbone" of the SVTT. The 25-foam-segment Spine stretches the length of a city block, and has become part of the SVTT tradition. The Spine always draws an enthusiastic response as it makes its way along the 5K course, from both SVTT participants, as well as local residents observing the parade of walkers, runners and trotters.

The [Palmer Chiropractic Clinics](#), based at the West campus in San Jose, provided complimentary sports-care services for registrants for the eighth year in a row. Positioned in the SVTT festival area, the Palmer tent is among the first to go up on race-day and among the last to come down, due to the demand for services from the Palmer team, featuring faculty-doctors and interns from the Palmer Clinics, assisted by other student-members of the West campus Sports Council.

During the past eight years, Palmer West has perennially demonstrated its dedicated commitment to go "the extra mile" to promote the chiropractic profession, earning "Fittest Firm" honors three times (for having the largest number of SVTT participants among companies with 50-100 employees).



The Palmer Spine nears the finish-line at SVTT 2016 – providing "the backbone" of the event for the eighth year in a row!



West campus Student Government officers organize a donation-drive in support of the SVTT's "Can Do Challenge" (for Second Harvest Food Bank).

For the fifth year in a row, the Associated Student Government (ASG) coordinated a campus-based donation drive in support of the ["Can Do" challenge](#). (The photo in this section of the SVTT web site features Palmer team-members presenting the West campus' donation at the 2011 event.) SVTT organizers ask each participant to donate five canned-food items, which are presented to Second Harvest Food Bank to brighten the holidays for less-fortunate families in the South Bay area by providing bags of groceries.

Members of the Palmer West student chapter of the [Foundation for Chiropractic Progress](#) (F4CP) organized a team to participate in the 5K walk at SVTT 2015, which provided an opportunity to raise awareness about the growing prevalence of concussions suffered in various sports (and promote ways to reduce the risk of suffering long-term consequences due to severe brain trauma).



Palmer's West campus student chapter of the Foundation for Chiropractic Progress promote concussion awareness in youth sports at SVTT 2015.

"The Silicon Valley Turkey Trot has established itself as the largest timed event of its type in the U.S., and given the scope of our collective involvement over the past eight years, Palmer College has become an integral part of the Turkey Trot tradition. I greatly appreciate the efforts of the students, faculty and staff who have graciously given up a part of their Thanksgiving morning to help make this happen," said West campus President Bill Meeker, D.C., M.P.H., who walked with The Spine, once again.

"The visual impact of the Palmer Spine has fostered name-recognition for Palmer College among SVTT participants, and the utilization of complimentary race-day care provided by the team of clinicians and interns from the Palmer Chiropractic Clinics, assisted by other Sports Council members, has helped reinforce the community's awareness and understanding of chiropractic doctors as the primary care professionals for spinal health and well-being," noted Dr. Meeker.

"One of the highlights of each year's Applied Materials (primary event sponsor) Silicon Valley Turkey Trot is the participation of Palmer College," said Silicon Valley Leadership Group CEO Carl Guardino. "Whether it is the 'Human Spine', or the complimentary chiropractic sports care services Palmer provides in our Festival Area, they provide both style and substance to the race."

Members of the West campus community who helped carry The Spine at SVTT 2016 included: Casey Campbell, Sarah D'Atri, Brian DeCesare, Briana Edginton, Anne Etonga, Keira Fika, J. Joseph Friedman, Stephanie Gill, Dana Grenman, Charlene Harber, Brad Hartung, D.C., Tim Haynes, Sun Hwang, Kiarash Kianihassanabadi, Denise Miller, Mehdi Moossavi, D.C., Korissa Ramage, Selay Safar, Kyle Siskar, Jamie Staton, Josef Swetz and Nick Westfall.

This year's Palmer West team involved with race-day care included: clinicians Pauline Anderson, D.C., and Ti Pence, D.C.; interns Stephanie Bautista, Justin Cheng, Britta Conlon, Janet Jun, Brent Moses, Shannon Peacock, Chris Sokolick, and Kyle Ueunten; and observers Alix Boyer, Jessica Parham, Kirtpaul



Palmer's West campus has received "Fittest Firm" honors multiple times, in recognition of participation by students, faculty and staff.

Sandhu, Michael Simele, Benjamin Su, Jessica Yeung. Tent Assistants: Myra Amparo, Jared McLennan and Matt Nickerson.

Palmer's participation in the 2016 SVTT event was coordinated by San Jose campus staff members Denise Miller (President's Office) and Chuck Bustillos (Marketing & Communication).

[Enjoy special presentation](#) featuring photo and video highlights of the Palmer Spine at Silicon Valley Turkey Trot 2016!



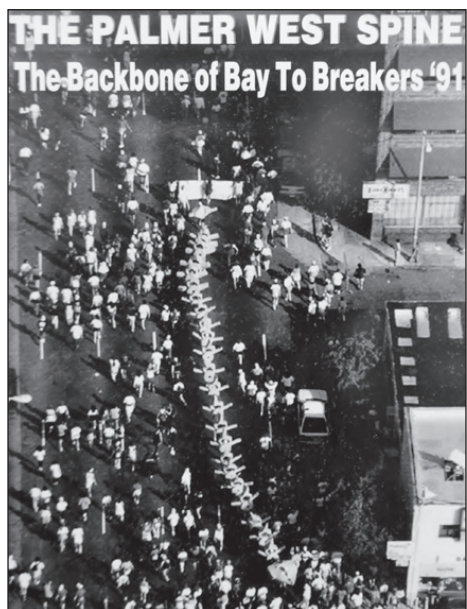
Race-day care provided by faculty doctors and interns from the Palmer Chiropractic Clinics at the West campus has helped many SVTT participants go the distance.

The Palmer "Spine" Was First Created in 1988, and Featured in the CCA Journal Magazine

By Chuck Bustillos
Campus Communication Specialist
Palmer College of Chiropractic

The current Palmer Spine, which was proudly showcased in the 2016 Silicon Valley Turkey Trot Charity Fundraising Event (article on prior pages) is actually the second one that Palmer West students have created. The Spine featured in this issue of the *CCA Journal* was produced in 2002 (on the current West campus in San Jose), under the direction of retired West faculty member Gary deWet, D.C..

The first Spine (produced with traditional foam) was constructed by a group of dedicated Palmer West students in 1988 (when PCCW was based at the founding campus in Sunnyvale), and provided "the backbone" of the Bay To Breakers in San Francisco from '88-'93.



The first Palmer West Spine was creatively crafted and well-constructed. However, given the size of the crowd and the length of the course, the Spine needed an "adjustment" (in the form of restitching and glue) to prepare for each Bay To Breakers, and by 1993, it was time to retire the first Palmer Spine.

As pictured at the top right, the first Spine was featured in a 1992 issue of the *CCA Journal* – which marked the Spine's participation in the Bay To Breakers event for the fourth year in a row. The first Palmer Spine was also immortalized in the iconic

Sports & CHIROPRACTIC

The Backbone of the Bay to Breakers Race

For the fourth year in a row, Palmer College of Chiropractic West provided "The Backbone" of Bay to Breakers, the colorful 6.8-mile competition that resembles a parade more than a road race. The College's 120-foot foam "spine," entered in the "centipede" division, drew considerable media coverage prior to and during the event that began 80 years ago and is now regarded as the Bay Area's answer to Mardi Gras.

Palmer West's "Spine" has become a Bay to Breakers favorite and has been featured in local newspapers and television. This year, The Spine appeared in a special Bay to Breakers preview edition of *Image* magazine, a Sunday supplement of the *San Francisco Examiner*, as well as in a pre-race edition of the *Examiner* newspaper.

"The Spine has been a source of a lot of fun for the faculty, staff, students and administrators who have participated in the race or contributed to its upkeep and maintenance," said PCCW Director of Development and Alumni Affairs, Dr. Chris Abrahamson, who has helped organize all four of The Spine's Bay to Breakers appearances. "It's generated a lot of camaraderie for the campus community, and it's also generated a lot of media coverage for the profession; this is the fourth year in a row that The Spine has appeared in the *Examiner*."

Nearly 100,000 people participate in the Bay to Breakers, which starts alongside the San Francisco Bay and concludes at the coastal breakers. Palmer West world class student triathlete Sharon Svensson finished 247th overall, and second in her Master's (40-45) age group.

What distinguishes the Bay to Breakers from other long distance races are the "Centipedes," costumes so unique in size and detail they require a team of runners. An estimated 500,000 people line the streets each year to watch the race, which is also televised live locally.

—News Release from Palmer College of Chiropractic-West.

Chiropractic and Volleyball

Gary Sato, an 8th-semester at LACC, is squeezing professional volleyball into his busy schedule as he leads his team in the 1991 American Beach Volleyball League's 4-man Beach Volleyball Tournament. Gary has established himself as an outstanding coach on both the collegiate and international level. In Tokyo in 1985, he coached the U.S. Team to its first World Cup Championship. Since then, he has served as assistant coach of the National Team, helping the United States win the Olympic gold medal in 1988.

This summer's seven-city Tour, featured many of the world's premier volleyball players. No less than eight Olympic medalists are listed on the five team rosters. Gary arranged for a practicing chiropractic doctor from each of the seven cities on the tournament to act as Official Chiropractor for the league.

—News Release from Los Angeles College of Chiropractic

Students Go Abroad for Olympics

Immediately after graduation from Cleveland Chiropractic College in August, Luis Ocon, DC and Gregory Meissner, DC will begin an important journey to Nicaragua. They are responding to an invitation by Colonel Emmet Lang and Dr. Ernesto Salmeron.

Colonel Emmet Lang is President of the Nicaraguan Olympic Committee and is very enthusiastic about chiropractic.

Dr. Ernesto Salmeron, Pediatrician, is the Minister of Nicaraguan Health Services and is very interested in chiropractic and visions it as a manner in which to further education in injury prevention.

Drs. Ocon and Meissner will tour the hospitals with Dr. Salmeron and work with the young on current problems, especially the ways to prevent athletic injuries at an early age.

Col. Lang will take them on a tour to the teams who will participate in the Barcelona Olympics. They will meet the coaches and athletes and make a chiropractic presentation to the teams.

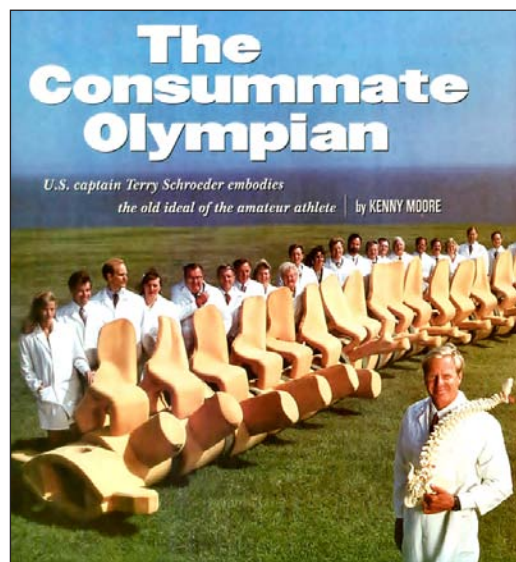
Kevin Kyong Choe, a Tri 9 Intern was invited by the Korean Chiropractic Society to visit Seoul Korea and present a two-day seminar on technique.

Those practicing chiropractic in Korea are registered by the Federation of Sport's Masseurs and it is estimated that there are more than 2,000 practitioners in that country. Many of these have studied in Japan. Only a few have studied in America.

—News Release from Cleveland Chiropractic College—Kansas City.

California Chiropractic Association Journal • October 1991 21

photo of Palmer West alumnus Terry Schroeder, D.C. with his family and other relatives (below) on the campus of Pepperdine Univ., which was taken for a feature story in *Sports Illustrated* about Terry ("The Consummate Olympian"), prior to



the '92 Olympics. All the Schroeder family members standing adjacent to The Spine are chiropractors (or were at the time of the photo)!

From the first Palmer Spine's appearance in six Bay To Breakers, to the West campus' second Spine's participation in the past eight Silicon Valley Turkey Trots, plus appearances in local Fun Run events sponsored by the Santa Clara CCA District, when it comes to promoting the chiropractic profession, Palmer West has demonstrated a spirited dedication and willingness to go "the extra mile" for many years!

When it comes to promoting the chiropractic profession, Palmer West has demonstrated a spirited dedication and willingness to go "the extra mile" for many years!



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CCA Seminars and Events Calendar

January

January 7-8 – La Quinta

CCA Right in Your Back Yard 12-hour Relicensing Seminar

Approved for 13 CE hrs.

Topics – Medicare, Xray, Fingernail & Tongue Analysis

La Quinta Resort & Club, 49-499 Eisenhower Dr, La Quinta

CCA MEMBERS: To save your seat, you must provide a credit

card authorization in the amount of \$25 for Enrichment

(hospitality features may include hosted lunch, Wi-Fi, charging stations, coffee and tea) and \$81 for a deposit. \$25 will be charged at the time of registration. If you attend the seminar, the \$81 deposit will not be charged.

Register online at www.calchiroseminars.org

or call CCA at (916) 648-2720, ext. 120 or 141.

January 10 – Sacramento

CCA-Sacramento Valley District Presents How to Manage the Psychological/Clinical Aspects of Patient Care

Approved for 2 gen. CE hrs: CA-A-16-02-11858

Speaker: James Naccarato, DC, PhD

Hilton Sacramento Arden West, 2200 Harvard St., Sacramento

To register, contact Dr. Kaio Doxey at (209) 745-5728

January 12 - Chico

CCA-Butte District Presents Clinical Neurophysiology of the Vestibular System: Diagnosis & Management of the Dizzy Patient – Part 1

Speaker: Larry E. Masula, DC

Approved for 2 general CE hrs: CA-A-16-11-12877

Panighetti's Restaurant, 1851 Esplanade, Chico 95926

To register, contact Dr Lesa Lane at buttecca@gmail.com

or (530) 527-3844

January 17 – San Leandro

CCA-Alameda County District Presents 2017 Coding & Billing Updates & How to Audit Your Own Files

Approved for 2 mandated (billing & coding)

CE hrs: CA-A-16-11-12876

Speaker: Sam Collins

The Englander, 101 Parrot St., San Leandro

To register, contact Dr. Danielle Fratellone at (925) 484-2558

January 18 – Tustin

CCA-Orange County District Presents 2017 Coding & Billing Updates & How to Audit Your Own Files

Approved for 2 mandated (billing & coding)

CE hrs: CA-A-16-11-12876

Speaker: Sam Collins

JT Schmid's @ The District, 2415 Park Ave., Tustin

To register, go to www.CCAorangecounty.com

or email secretaryccaocd@gmail.com

January 18 – Santa Rosa

CCA-North Bay District Presents Imaging and Back Pain – Part 1

Approved for 2.5 gen. CE hrs: CA-A-16-12-12961

Speaker: Robyn Mitchell, DC, DACBR

Hyatt Vineyard Creek Hotel & Spa, 170 Railroad St., Santa Rosa

To register, contact Dr. Jake Quihuis at (707) 523-9850

January 18 – Northridge

CCA-San Fernando Valley District Presents Cranial Facial Release

Approved for 2 gen. CE hrs: CA-A-16-09-12959

Speaker: Adam Del Torto, DC

CSU-Northridge, Orange Grove Bistro,

18111 Nordhoff St., Northridge

To register, contact Dr. Ben Griffes at (818) 708-0740

January 19 – Santa Fe Springs

CCA-Los Angeles Southeastern District Presents Imaging of Sports Injuries

Approved for 2 mandated CE hrs: CA-A-16-12-12701

Speaker: Cliff Tao, DC, DACBR

Maggie's Pub, 11900 Telegraph Rd., Santa Fe Springs

To register, contact Dr. Lisa Thomson at (562) 907-7700 or

info@backbodymind.com

January 19 – Danville

CCA-Contra Costa District Presents 2017 Coding & Billing Updates & How to Audit Your Own Files

Approved for 2 mandated (billing & coding)

CE hrs: CA-A-16-11-12876

Speaker: Sam Collins

Sycamore Valley Chiropractic, 565 Sycamore Valley Road West, Danville

To register, contact Dr. Max Lippman at 925.964.9189

January 21 – Marina Del Rey**CCA & GoWellness Present Functional Medicine Bootcamp – Level 1 – Functional Nutrition/Medicine Certification Course**

CCA Member Exclusive: \$897 per Level (\$100 Discount)

Approved for 7 gen. CE hrs: CA-A-16-12-13028

Speaker: Regan Archibald, LaC

Marina Del Rey Marriott, 4100 Admiralty Way, Marina Del Rey

To register – <http://gowellness.com/>

or call Cade Archibald at (435) 406-1752

January 21-22 - San Francisco**CCA & Rocktape Present FMT Basic & FMT Performance Certifications – Levels 1 and 2**

Approved for 8 gen. CE hrs for each level:

CA-A-16-09-12681 & -12682

Speaker: Stuart Wilson, PT

Crunch, 61 Montgomery St., San Francisco

To register, contact Rocktape at www.rocktape.com

or (408) 213-9550

January 25 – San Diego**CCA-San Diego County District Presents Nutritional Protocols – Utilizing Chiropractic Philosophy**

Approved for 2 gen. CE hrs: CA-A-16-12-12960

Speaker: Bill DeMoss, DC

Comedy Palace, 8878 Clairemont Mesa Blvd., San Diego

To register, go to <http://ccasandiego.com/>**January 28-29 - San Jose****CCA & Rocktape Present FMT Basic & FMT Performance Certifications – Levels 1 and 2**

Approved for 8 gen. CE hrs for each level:

CA-A-16-09-12681 & -12682

Speaker: Ethan Kreiswirth, ATC

ThirdSpace Fitness, 550 S. First St, San Jose

To register, contact Rocktape at www.rocktape.com

or (408) 213-9550

January 31 - Rancho Cucamonga**CCA-San Bernardino County District Presents Current Ethical Considerations with Injury Cases**

Approved for 2 gen. CE hrs: CA-A-16-12-13029

Speaker: Shawn Steel, Esq.

The Old Spaghetti Factory,

11896 Foothill Blvd., Rancho Cucamonga

To register, contact Dr. John Bueler at (909) 338-6477

or RSVP to drjb1@gmail.com**February****February 8 – Tustin****CCA-Orange County District Presents****The Neurology and Biochemistry of Concussions**

Approved for 2 mandated (history taking/physical exam)

CE hrs: CA-A-16-12-13030

Speaker: Julie Brown, DC

JT Schmid's @ The District, 2415 Park Ave., Tustin

To register, go to www.CCAorangecounty.comor email secretaryccaocd@gmail.com**February 9 - Chico****CCA-Butte District Presents Clinical Neurophysiology of the Vestibular System: Diagnosis & Management of the Dizzy Patient – Part 2**

Speaker: Larry E. Masula, DC

Approved for 2 gen. CE hrs: CA-A-16-11-12878

Panighetti's Restaurant, 1851 Esplanade, Chico 95926

To register, contact Dr Lesa Lane at buttecca@gmail.com

or (530) 527-3844

February 15 – Santa Rosa**CCA-North Bay District Presents Imaging and Back Pain – Part 2**

Approved for 2.5 gen. CE hrs: CA-A-16-12-12962

Speaker: Robyn Mitchell, DC, DACBR

Hyatt Vineyard Creek Hotel & Spa, 170 Railroad St, Santa Rosa

To register, contact Dr. Jake Quihuis at (707) 523-9850

February 21 – Sacramento**CCA-Sacramento Valley District Presents Understanding How the Rules & Regulations by the BCE Impact Your Injury Practice**

Will be submitted for 2 mandated CE hrs.

Speaker: Shawn Steel, Esq.

Hilton Sacramento Arden West, 2200 Harvard St., Sacramento

To register, contact Dr. Kaio Doxey at (209) 745-5728

February 22 – San Diego**CCA-San Diego County District Presents Extremity Evaluation & Adjusting**

Will be submitted for 2 mandated CE hrs.

Speaker: Sean Drake, DC

Comedy Palace, 8878 Clairemont Mesa Blvd, San Diego

To register, go to <http://ccasandiego.com/>*Continued on next page*

CCA Seminars and Events Calendar

Continued from last page

February 25-26 – El Dorado Hills

CCA & Rocktape Present FMT Basic & FMT Performance Certifications – Levels 1 and 2

Approved for 8 gen. CE hrs for each level:

CA-A-16-09-12681 & -12682

Speaker: Perry Nickelston, DC

One Body Integrated Training & Therapy, 4826 Golden Foothill Pkwy., #4, El Dorado Hills

To register, contact Rocktape at www.rocktape.com or (408) 213-9550

March

March 7 – Sacramento

Legislative Conference — The Citizen Hotel

Click here for more info: <http://calchirogov.org>

March 11-12 – San Rafael

CCA Right in Your Back Yard 12-hour Relicensing Seminar

Will be submitted for 12 CE hrs. Various Topics

Four Points by Sheraton San Rafael,

1010 Northgate Drive, San Rafael

CCA MEMBERS: To save your seat, you must provide a credit card authorization in the amount of \$25 for Enrichment (hospitality features may include hosted lunch, Wi-Fi, charging stations, coffee and tea) and \$81 for a deposit. \$25 will be charged at the time of registration. If you attend the seminar, the \$81 deposit will not be charged.

Register online at www.calchiroseminars.org or call CCA at (916) 648-2720, ext. 120 or 141.

April

April 8-9 – Los Angeles

CCA Right in Your Back Yard 12-hour Relicensing Seminar

Will be submitted for 12 CE hrs. Various Topics

Hilton LAX Airport Hotel, 5711 W. Century Blvd., Los Angeles

CCA MEMBERS: To save your seat, you must provide a credit card authorization in the amount of \$25 for Enrichment (hospitality features may include hosted lunch, Wi-Fi, charging stations, coffee and tea) and \$81 for a deposit. \$25 will be charged at the time of registration. If you attend the seminar, the \$81 deposit will not be charged.

Register online at www.calchiroseminars.org or call CCA at (916) 648-2720, ext. 120 or 141.

April 29-30 – Santa Cruz

CCA & Rocktape Present FMT Basic & FMT Performance Certifications – Levels 1 and 2

Approved for 8 gen. CE hrs for each level:

CA-A-16-09-12681 & -12682

Speaker: Ethan Kreiswirth, ATC

DeWitt Physical Therapy/CrossFit UP, 2724 Soquel Ave., Santa Cruz

To register, contact Rocktape at www.rocktape.com or (408) 213-9550

June

June 1-4, 2017

Join the Evolution 2017 CCA Convention & Marketplace

Paradise Point Resort & Spa, San Diego

Will be submitted for 20+ CE hours.

For more info: www.calchiroconvention.org

June 24-25 – Lake Tahoe

CCA Right in Your Back Yard 12-hour Relicensing Seminar

Will be submitted for 13 CE hrs. Various Topics

The Village at Squaw Valley,

1750 Village East Road, Olympic Village

CCA MEMBERS: To save your seat, you must provide a credit card authorization in the amount of \$25 for Enrichment (hospitality features may include hosted lunch, Wi-Fi, charging stations, coffee and tea) and \$81 for a deposit. \$25 will be charged at the time of registration. If you attend the seminar, the \$81 deposit will not be charged.

Register online at www.calchiroseminars.org or call CCA at (916) 648-2720, ext. 120 or 141.

August

August 18-20 – Anaheim

CCA Sports & Rehab Symposium

Multiple Speakers. Will be submitted for CE hours & ACBSP CE. Member and Non-member fees

Disney's Grand Californian Hotel® & Spa,

1600 S. Disneyland Dr, Anaheim, www.disneyland.com



Distance Learning CE Seminars

Ethics — Online. Speaker: Tracy Cole, DC

Approved for 2 hours of mandated CE: CA-A-16-07-12327

To purchase course (document links e-mailed out), contact CCA at (916) 648-2727, ext. 141 or 120.

The below Online courses are approved for CA CE and are available via the CCA web site: www.calchiro.org
Click on the Events & CE tab, then Online Learning on the drop down.

Online courses (general CE hours unless mandated is listed):

- A Case-Based Approach to Soft Tissue Injury (4 hrs)
- Active Care of the Lumbar Spine for the Health Care Provider (6 hrs)
- Assessment and Management of the Hip for the Health Care Provider (6 hrs)
- Bloodborne Pathogens and Communicable Disease (2 hrs)
- Chiropractic Care in Peripheral Neuropathies (12 hrs)
- Concepts of a Team Chiropractor (10 hrs)
- Ethical Issues in Chiropractic Practice (6 hrs or 12 hrs – mandated CE)
- Immunization: Making Informed Choices (6 hrs)
- Patient Care in Radiology (6 hrs)
- Physical Assessment and Management of the Knee (6 hrs)
- Professional Boundaries in Chiropractic Practice (6 hrs – mandated CE)
- Soft Tissue Care in Chiropractic (6 hrs)
- Special Imaging for the Chiropractic Patient (10 hrs)
- Special Populations in Chiropractic – The Osteoporotic Patient (4 hrs)

For more information regarding CCA conventions and seminars, contact Mary Witcraft at the CCA office by calling (916) 648-2727, ext. 141 or by e-mailing mwitcraft@calchiro.org

Classified Ads

Associate Wanted

PALMDALE - Dr. Buck E. Bowman owner of GRECO-BOWMAN CHIROPRACTIC is in search of a NEW graduate from chiropractic school to join this well established, 26 years in practice, high volume of patients and friendly staff. Serious inquiries contact drbowman@sbcglobal.net or call our Office Manager Cynthia Jackson for any information needed at (661) 272-1800. Hope to hear from you soon.

CARLSBAD - NORTH COAST MEDICAL PLAZA - MANY OPPORTUNITIES. Established Chiropractor wanted to share clinic in North Coast Medical Plaza, Carlsbad, Ca. Office staff and billing provided. Also seeking established Massage Therapists and Acupuncturist. Contact Dr. Kline at 815-245-7281, or 442-232-6708 or e-mail at klinechiropracticandwellness@gmail.com.

SAN DIEGO CHIROPRACTOR looking for Independent Contractor. Join this well-established office. Providing friendly staff, x-ray, electronic billing and parking. Conveniently located just off I-5, close to downtown and Mission Bay. Great opportunity to build or relocate practice. Flat rent or percentage. Call (619) 276-7575, email: gbretow1@san.rr.com

FULL TIME ASSOCIATE POSITION available for multiple clinics in Lynnwood Lakewood and Renton WA. Spanish speaking a must. Financial assistant for relocation available for right candidate. Base plus benefit. Send resume to: doctor@torreschiro.com

DC's WANTED: Busy Alaskan Chiropractic clinic seeks additional doctors as full time associates or independent clinic directors. Knowledge of AO, Gonstead and Activator protocols helpful, but willing to train. Contact Janna at Paimore & Young: Synergy Chiropractic. (907) 677-6953

For Sale

Mandatory requirement for automatic processors - X-Rite Sensitometer and Densitometer. \$800.00 - Paid \$1500.

- Hope automatic processor with stand \$500.00
- 5 - 8x10 cassettes with 1/2 speed blue screens - \$30/ea
- 2 - 14x17 cassettes with 1/2 speed blue screens - \$40/ea
- 1 - 14x17 cassette with high detail screen - \$40
- Variable bright x-ray viewing light - \$25
- Wolf ID flasher - \$15

Call John Kosbau, D.C. at (916) 955-0512

RETIRING. 1996 Zenith Thompson model 0440SP with power front section. Well maintained, like new upholstery, low volume office - \$8000 available Nov 2016. Mettler Sonicator 716 U/S nearly unused - \$800. Intellect Legend Stim 2 channel, nearly unused - \$900. Hydrocollator model E-1 limited use - \$100. Call Dr. Homesley at (530) 533-2615

Positions Available

HEALTH CENTER MENTOR, Life College Of Chiropractic West. Must have a minimum of five years practice experience. Must have a current license to practice chiropractic in CA. Must have a clear record with the Board of Chiropractic Examiners in CA and all other states where licenses have been held. Maintain an active x-ray Supervisor & Operator permit with CA Dept. of Public Health. Please [see full job description here](#). To apply, please email your resume to jobs@lifewest.edu.

CLINICIAN-PT FACULTY - Palmer College of Chiropractic, West Campus, San Jose, CA. The individual in this position will be responsible for the monitoring and assessing interns' performance in the clinic environment. Requirements include: Doctor of Chiropractic degree; 3 years minimum experience as a field doctor/chiropractic educator; current/active license for State of CA. Visit <http://www.palmer.edu/JobOpenings/> for full posting and application instructions.

FACULTY – FT DACBR - Palmer College of Chiropractic, West Campus, San Jose, CA. This faculty position will include assignments in the chiropractic sciences with an emphasis in radiology instruction. Doctor of Chiropractic Degree required; Diplomate of the American Chiropractic Board of Radiology (DACBR) required; 3 years prior teaching experience preferred. Visit <http://www.palmer.edu/JobOpenings/> for full posting and application instructions.

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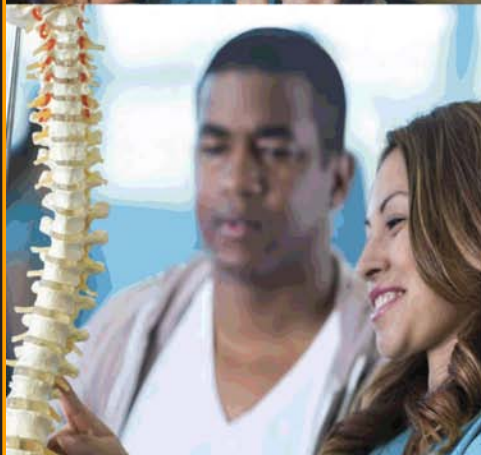
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Six-time Olympian Terry Schroeder, D.C. Publishes Biography, Earns “Coach of the Year” Honors

Terry Schroeder, D.C. (San Jose, '86) scored numerous goals during the course of a Hall of Fame career in which he was selected to four U.S. Olympic water-polo teams as a player, and participated in two other Olympics as a coach. Now, with the recent release of his biography, *Swimming Through Life*, Dr. Schroeder hopes to help others achieve their goals – in life as well as sports. *Swimming Through Life* focuses on the chapter of time (1980-2016) during which the three-time U.S. Olympic water-polo team-captain traveled the world and achieved international success and media acclaim in and out of the pool.

“I began to write down my stories after I was done playing — I had journaled pretty regularly, so it was not too difficult to remember, and develop the text,” said Dr. Schroeder, whom Sports Illustrated feature-profile, which included the iconic photo with Dr. Schroeder and more than 30 other family members (all chiropractors) standing adjacent to the original Palmer Spine on the campus of Pepperdine University

(where Dr. Schroeder recently completed his 24th season as coach of the Waves’ men’s water-polo team).

Dr. Schroeder’s experiences during



Dr. Terry Schroeder’s biography focuses on the four-time Olympian’s achievements as a member of the U.S. men’s water polo team, and as coach in the 2008 and 2012 Summer Olympics.

the course of qualifying and training for four Olympic games as a player, and, more recently, preparing for two Olympics as a coach, have taught him multiple life-lessons that have impacted him well beyond his athletic endeavors, and which he applies every day, whether with patients in his practice, or the players that he coaches.

In addition to motivating his players to excel in the sport of water-polo, he has motivated some to follow a similar career-path into the chiropractic profession.

“I am very proud to have had the opportunity to inspire many young men and women to go to Palmer, and become

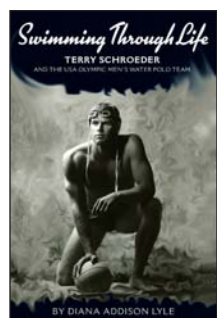
chiropractors,” said Dr. Schroeder, who won two Olympic medals as a player (silver in '84, and again in '88), carried the U.S. flag in the closing ceremonies of the '88 Olympics, and coached the unheralded 2008 team (which entered the Beijing Games ranked 9th in the world) to a silver-medal earning performance.

“It’s been a joy to have some of the students complete their pre-graduate internships in my office. And the pride I see in watching them develop into outstanding doctors, and seeing them go out and change the lives of their patients reminds that we are truly-blessed to be part of an amazing profession.”

In addition to writing his autobiography, and continuing to maintain a full-time practice, Dr. Schroeder, recently completed his 24th year as the head coach of the men’s water polo team at Pepperdine University – a season in which he led the Waves to the 2016 Golden Coast Conference Tournament championship, and subsequently received the Golden Coast Conference Tournament’s first-ever Coach of the Year Award (selected by the league’s six coaches).

Palmer Alum Reflects on Experience as USA Swimming Team Chiropractor at 2016 Summer Olympics

Kevin Rindal, D.C., CCSP® (Davenport '06), served as the official team chiropractor for the 40-member USA Swimming at the recent Summer Olympics in Rio. The multidisciplinary sports-care staff also included a medical doctor, two massage therapists, an athletic trainer and a sports psychologist. Members of the medical support staff were selected based on the recommendations from USA Swimming coaches and athletes





Dr. Kevin Rindal, USA Swimming team-chiropractor, and Olympic gold medalist Allison Schmitt, at the 2016 Summer Games in Brazil.

(and their feedback regarding care received at prior events), along with their respective levels of sports-care experience.

“Earning the appointment as USA Swimming’s team-chiropractor at the Summer ’16 Olympics ranks as the greatest honor of my professional career, and it was an absolute privilege to serve our swimmers for over a month (during the training camps and the Olympic games) as a member of the medical support staff,” said Dr. Rindal, one of six chiropractors in his family, and the founder of InHealth Sports Injury and Performance in Seattle, where the practice team includes his brother, Curt Rindal, D.C., (West, ’12).

In a sport where hundredths of a second can mean the difference between winning or losing a race, Dr. Rindal took great pride in helping the men and women of Team USA win 33 medals in the 34 swimming events.

“The multi-disciplinary medical staff was an exceptional group, and a great

example of the effectiveness of collaboration and teamwork,” said Dr. Rindal, who also provided care for the team at the 2016 USA Olympic Swimming Trials in Omaha, Neb., and has worked with USA Swimming since 2009.

Regarding the role of chiropractic at the Olympics, Dr. Rindal commented, “It was very evident that the U.S. athletes from multiple sports appreciate having access to chiropractic care. On a larger scale, it was very encouraging to see chiropractic incorporated into the scope of care provided for the athletes of so many other countries, in the polyclinic, and through services by their own sports-care staff.”

Palmer Alumni Provide Care at Rio Paralympics

Troy Holder, D.C., DACBSP®, West ’10, Jason Kim, D.C., West ’13, and Josue Maysonet, D.C., CCSP®, Florida ’12, served as members of the polyclinic-team that provided care at the 15th Summer Paralympic Games, an Olympics-style event



From left: Josue Maysonet, D.C., CCSP®, Florida ’12, Troy Holder, D.C., DACBSP®, West ’10, and Jason Kim, D.C., West ’13, served as members of the polyclinic-team that provided care at the 15th Summer Paralympic Games, Sept. 7-18, in Rio de Janeiro, Brazil.

for disabled athletes, held Sept. 7-18 in Rio de Janeiro, Brazil. Additionally, Joel Dekanich, D.C., Davenport ’94, Vail, Colo., served as sports chiropractor on the U.S. track and field sports medicine team for the Rio Paralympics.

More than 4,000 athletes from 163 countries competed in 22 sports (528 events) during the 11-day competition, governed by the International Paralympic Committee (IPC). More than two-million tickets were sold—surpassing Beijing 2008 as the second-most-attended Paralympic Games.

The U.S. Paralympic athletes won 115 medals, the most won by the team since the 1996 Games in Atlanta. Track and field athlete Tatyana McFadden was one of the most decorated athletes, winning four gold medals and two silver medals. Working with McFadden and other athletes was a highlight of Dr. Dekanich’s experience. Paralympic athletes compete in every event the able-bodied athletes compete in at the Olympics, and in the same venues. “There’s able-bodied athletes and there’s Paralympic athletes, and there’s no difference,” Dr. Dekanich says. “I’m humbled and honored to help these athletes.”

The Paralympics polyclinic (staffed by chiropractors and physiotherapists as well as osteopathic and medical doctors) was accessible to all athletes and coaches; however, some of the larger teams, including the U.S. and Netherlands, brought through own staff of sports-care specialists.

“Being in a true multidisciplinary setting was great, and everyone worked well together” said Dr. Kim, who is in the process of completing his Chiropractic Sports Practitioner certification, and maintains his practice at Active Sports & Spine in Bellevue, Wash.

The California Chiropractic Association

The CCA Journal magazine

Display Advertising Policy, Rates and Information

The California Chiropractic Association *Journal* is a four-color digital magazine published six times each year by the California Chiropractic Association (CCA) and distributed to member doctors of chiropractic in California as well as out-of-state members and student members. Latest Google Analytic readership numbers: 1,467 readers and 1,730 sessions.

<u>Issues</u>	<u>Deadline</u>	<u>Issue Date</u>
January/February	December 14	January 1, 2018
March/April	February 12	March 1, 2017
May/June	April 13	May 1, 2017
July/August	June 17	July 1, 2017
September/October	August 12	September 1, 2017
November/December	October 14	November 1, 2017

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One Third (V)	2 3/8" wide by 9 3/4" tall	\$760	\$699	\$638	\$570
One Third (H)	8" wide by 3 1/8" tall	\$760	\$699	\$638	\$570
Quarter Page	3 7/8" wide by 4 3/4" tall	\$637	\$586	\$535	\$477
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