

# CCA Journal



CALIFORNIA CHIROPRACTIC ASSOCIATION

Volume 41 | Issue 5 | September-October 2016



**2016-2017 CCA Board of Directors:** (L to R) Drs. Andrew Williams, Brian Stenzler, Jay Shery, David Paris, Daniel Gambino, Grace Syn, Afshin Kaivan-Mehr, Casey Tucker, Robert Chatfield, Leslie Hewitt, Timothy Goong, Elizabeth Wisniewski and John Bueler, Jr.

## **In this issue:**

CCA President's Message by Leslie Hewitt, DC

Last Chance for BOGO – Join CCA by 10/31/16!

CCA's Political Action Committee (PAC) Trustees exercised the foresight and fortitude to create a world class platform for doctors of chiropractic, family, friends, and sponsors to aid in the cause to protect and enhance chiropractic. [More...](#)

New Gallup-Palmer College of Chiropractic Survey Results [here](#)

CCA Seminars and Events Calendar

News From California Chiropractic Colleges

and Much More

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*Marc Rudin, D.C.  
Lenox, MA*

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# Journal

CALIFORNIA CHIROPRACTIC ASSOCIATION

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drdarrel@earthlink.net

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lfxubak@aol.com

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pennycunha@calchiro.org

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kcarey@calchiro.org



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**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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drlesliehewitt@comcast.net

### **Afshin Kaivan-Mehr, DC, Treasurer**

drmehr01@yahoo.com

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IFXUBAK@aol.com

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timgooing@gmail.com

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Region 3 Director & Conventions & Seminars Department Chair (Los Angeles Metro, Santa Monica, San Fernando Valley, Verdugo Hills, Ventura County, Los Angeles Southwest)

drgracesyn90277@hotmail.com

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Region 4 Director (Monterey Bay, Central Valley, Kern County, San Joaquin, Santa Barbara, High Desert)

drelizabeth@genuinechiro.com

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drandrewdc@gmail.com

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### **John Bueler, DC, Director at Large**

drjbj1@gmail.com

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David.Paris1@va.gov

### **Keith W. Carlson, Esq., Public Chair**

info@cjattorneys.com

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cpoderos08@gmail.com



## Staff

### **Penny Cunha**

Chief Administrative Officer  
ext. 138  
pennycunha@calchiro.org

### **Cris Forsyth**

Chief Operating Officer/  
Governmental Affairs Director  
ext. 130  
cforsyth@calchiro.org

### **Julie Birkman**

Office Manager  
ext. 120  
jbirkman@calchiro.org

### **Kimberly DeWeese**

Director of  
Conventions & Seminars  
ext. 142  
kdeweese@calchiro.org

### **Mary Witcraft**

Conventions &  
Seminars Assistant  
ext. 141  
mwitcraft@calchiro.org

### **Kayleigh Carey**

Marketing &  
Membership Coordinator  
ext. 124  
kcarey@calchiro.org

### **Michelle Bancroft**

Governmental Affairs  
Associate Director  
ext. 136  
mbancroft@calchiro.org

### **Debbie Birkman**

Accounts Receivable  
ext. 140  
dbirk@calchiro.org

### **California Chiropractic Association**

1451 River Park Dr., Suite 230

Sacramento, CA 95815

Tel 916.648.2727 • Fax 916.648.2738

E-mail: CCA@calchiro.org

www.calchiro.org

www.californiachiropractic.com

Facebook: www.facebook.com/calchiro.org

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# A Video Message From The CCA President



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

## Free *CCA Journal* App Available



Have you downloaded and installed the **CCA Journal app**? It's totally free. When you access the magazine online, at [www.CCAjournal.com](http://www.CCAjournal.com), you will be asked if you want to view it in your browser or in the new app. When you select app for the first time, you will be able to download your app from the store. When that is done, you will be able to view your magazine on your app, even when offline.

The icon for the new *Journal* app is shown at the left

As we finish and publish each new issue, your new magazine will appear in the app, ready to download. Later this year we will introduce "push notifications," which is a feature that will notify you on your phone or tablet when each new publication is available. Look for the announcement of that upgrade right here in your magazine.

# We Must Always Take Sides...

By Cris Forsyth  
Governmental Affairs Director



In politics, as in life in general, much of our experience falls within the confines of the “world of grey.” In other words, few matters are ever truly black or white. In the world of politics, the idea of no absolutes is clear. Dichotomies abound everywhere. Some legislators fighting fiercely to protect workers’ rights, routinely overwork, underpay, and make dubious demands of their own staff. Righteous causes quickly become whittled down to the best political compromise possible in that moment in time. It is a world that makes clear the distinction between the best possible result and the best result possible.

In spite of the reality of the greyness within the world of politics, I am reminded that some things should be simple and clear to us.

Elie Wiesel once said, “We must always take sides. Neutrality helps the oppressor, never the victim. Silence encourages the tormentor, never the tormented.”

Powerful words from the man who when alive, never let us forget the lessons of the Holocaust. These words apply to all challenges one faces. Especially in politics.

CCA is entering a seminal moment in the journey to protect and enhance chiropractic in California. A crossroads if you will. An opportunity to take a side, shed neutrality and stand up for our cause. All the activities of the CCA Governmental Affairs team can only truly be rewarded if we can take collective action and take a side.

CCA’s Political Action Committee (PAC) Trustees have exercised the foresight and fortitude to create a world class platform for doctors of chiropractic, family, friends, and sponsors to aid in the cause to protect and enhance chiropractic.

This platform is used successfully by entities such as Notre Dame, Stanford, and the United States Air Force Academy, just to name a few. CCA has launched a number of new initiatives in the past 18 months to bring CCA into the 21st century of advocacy. However, this may be the most significant for the future of chiropractic in California. You don’t have to be a CCA

---

*For the first time, chiropractors will be able to contribute to the specific cause within the profession they want to support. Chiropractors now have the power to make a difference, to take a stand where it matters most.*

*With the click of a mouse or tap of a finger doctors of chiropractic can make the change they want to see. It’s time to take a side my friends. That time is now, and that side is chiropractic.*

---

member, though the value of membership is immense, to support chiropractic.

For the first time, chiropractors will be able to contribute to the specific cause within the profession they want to support.

Shown on the following pages are our campaigns. Ten dollars or a thousand dollars, it all adds up and will be used where needed most. Raising funds through doctors’ network of family, friends and patients through social media is now only a simple mouse click away.


Contributions help elect chiropractic supportive legislators, lobby candidates and inform candidate and elected officials about chiropractic. It’s expensive to get elected and chiropractors who contribute to the success of those candidates contribute to the success of the profession. Make no mistake... Winners on November 8 will determine the future of chiropractic.

Chiropractors now have the power to make a difference, to take a stand where it matters most. With the click of a mouse or tap of a finger doctors of chiropractic can make the change they want to see. It’s time to take a side my friends. That time is now, and that side is chiropractic.



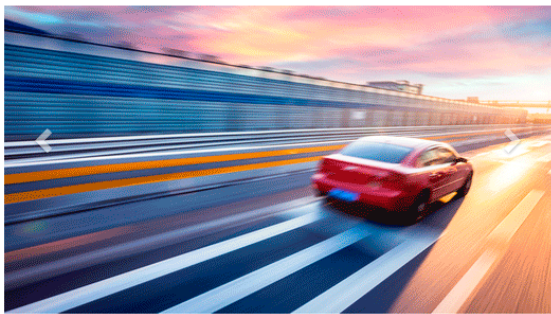


Help us reach our goal. **DONATE** »
« **SHARE** Share Our Campaign.



**425**  
Dollars Raised

**100,000**  
Campaign Goal



○

**Let's Power The 2016 General Election!**

We are in the most important election cycle to chiropractic in decades. Your contributions will help us elect chiropractic supportive legislators. Your donation will help us in lobbying candidates and educating them about chiropractic. Ensuring chiropractic supportive legislators are elected will greatly help the profession for years to come. Make no mistake about it.... Winners on November 8th, WILL determine our future fate. Vote Chiropractic! Donate Chiropractic! Win Chiropractic!


**CONTRIBUTE**


49  
*Days Left*


---


4  
*Supporters*

Thanks To Our Supporters!

 Michelle Bancroft - \$25.00

 Tim Gooing - \$250.00

 Cris Forsyth - \$50.00

 J. D.C. - \$100.00

## **Let's Power The 2016 General Election!**

We are in the most important election cycle to chiropractic in decades. Your contributions will help us elect chiropractic supportive legislators. Your donation will help us in lobbying candidates and educating them about chiropractic. Ensuring chiropractic supportive legislators are elected will greatly help the profession for years to come. Make no mistake about it.... Winners on November 8th, WILL determine our future fate. Vote Chiropractic! Donate Chiropractic! Win Chiropractic!





The screenshot shows a crowdfunding campaign page with the following elements:

- Header:** "Help us reach our goal. DONATE »" and "« SHARE Share Our Campaign."
- Progress:** "0 Dollars Raised" and "500,000 Campaign Goal".
- Quote:** "Whoever can change public opinion... Can change the government. - Abraham Lincoln".
- Countdown:** "CONTRIBUTE 353 Days Left".
- Supporters:** "0 Supporters".
- Thank You:** "Thanks To Our Supporters!".
- Media:** Images of a woman at a desk, a man in a red shirt, and a group of people.
- Text:** "Let's Go Big Media Campaign" and "As President Lincoln once said... Whoever can change public opinion, can change the government. Only by enhancing the image of chiropractic in the eyes and minds of the public, will we ultimately not only amass the political capital so sorely needed, but drive Californians into chiropractic offices all over the state regardless of the doctors' business model. We can think of no greater priority for our resources, focus, and commitment."
- Right Side:** "Be a top leader in his community." with a list of achievements and endorsements, including "Ash's leadership has earned him the endorsement of area law enforcement, civic and elected officials:" and "Elected Officials & Community Leaders".

## Let's Go Big Media Campaign

As President Lincoln once said... Whoever can change public opinion, can change the government. Only by enhancing the image of chiropractic in the eyes and minds of the public, will we ultimately not only amass the political capital so sorely needed, but drive Californians into chiropractic offices all over the state regardless of the doctors' business model. We can think of no greater priority for our resources, focus, and commitment.



Help us reach our goal. **DONATE** »

« **SHARE** Share Our Campaign.

0 Dollars Raised

50,000 Campaign Goal

# Help CCA

## CAN THE CAP!

**CONTRIBUTE**

**353**  
Days Left

**0**  
Supporters

Thanks To Our Supporters!

### Time For The 24-Visit Cap To Go

As you are aware, the impact of the 2004 Workers' Compensation reforms continue to negatively affect the practices of conservative care such as that provided by doctors of chiropractic and the health of injured workers. With the elimination of doctors of chiropractic as primary treating physicians after the 24-visit cap, there has been an alarming increase in opioid use and surgery among injured workers.

## [Time For The 24-Visit Cap To Go](#)

As you are aware, the impact of the 2004 Workers' Compensation reforms continue to negatively affect the practices of conservative care such as that provided by doctors of chiropractic and the health of injured workers. With the elimination of doctors of chiropractic as primary treating physicians after the 24-visit cap, there has been an alarming increase in opioid use and surgery among injured workers.





The screenshot shows a campaign website with a dark blue background featuring a pattern of golden bokeh lights. At the top, there is an orange navigation bar with the text "Help us reach our goal. DONATE »" and a blue navigation bar with "« SHARE Share Our Campaign.". Below the navigation is a circular logo of a stylized figure with arms raised, set against a white and orange circle. To the right of the logo is a progress bar showing "0 Dollars Raised" and a goal of "1,000,000 Campaign Goal".

The main content area is divided into two columns. The left column features a large graphic with the text "THE 500 CLUB" in a bold, golden font, set against a background of golden bokeh lights. Below this graphic is a section titled "Welcome To The 500 Club" with a small blue circle icon. The text reads: "Want to REALLY go big? Just donate \$500 or more to the campaign of your choice and you are part of CCA's elite 500 Club. We want to honor your commitment to your profession and your association. Membership to the 500 Club has great perks: Exclusive VIP PAC Reception At Convention, Free Legislative Conference Registration, a distinctive 500 Club lapel pin."

The right column contains a "CONTRIBUTE" button, followed by "353 Days Left" and "0 Supporters". Below this is the text "Thanks To Our Supporters!".

## [Welcome To The 500 Club](#)

Want to REALLY go big? Just donate \$500 or more to the campaign of your choice and you are part of CCA's elite 500 Club. We want to honor your commitment to your profession and your association. Membership to the 500 Club has great perks: Exclusive VIP PAC Reception At Convention, Free Legislative Conference Registration, a distinctive 500 Club lapel pin.





# CCA Sports & Rehab Symposium Hits a Home Run — Thank You to the Speakers, Attendees and Sponsors!

What started in June of 2014 as just an idea, has continued for three years with greater success every year. The CCA Sports & Rehab Symposium held at Disney's Grand Californian Hotel® & Spa in Anaheim brought together chiropractic doctors, athletic trainers, and students to be inspired, motivated and educated by some of the leading sports injury and rehab experts.

Friday night's highlights included the keynote presentation by Dr. Joseph Horigan, DC, DACBSP and a welcome reception for all attendees.

Saturday highlights included the Home Run! Expert Panel Discussion led by Dr. Mike Reed featuring a mixture of professional football and baseball team docs, Rio Olympic Track & Field team doctor and more..

If you missed the Symposium and want to check out the complete speaker line



up and other details, visit [calchiroports.org](http://calchiroports.org).

Special thanks go to our generous MVP sponsors: Life Chiropractic College West, Palmer College of Chiropractic and Southern California University of Health Sciences; and the All Star sponsors: ChiroMatrix, Foundation for Chi-

ropractic Progress, Disc Sports & Spine Center, Dr. Fuji, LEVELsleep, LightForce, Proper Pillow, Rapid Release and Rock-Tape.

Take the field with us next year for the 2017 CCA Symposium, August 18-20th at Disney's Grand Californian Hotel® & Spa.



## MVP Symposium Sponsors:



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# Los Angeles Southeast District's Fishing Trip Nets Giant Yellow Tail



Dr Bill Thomas of La Mirada and his two boys (Will age 13 and Andrew age 10) got the biggest fish on the Los Angeles Southeast District annual fishing trip. Andrew actually boated this yellow tail... with a little help from the crew.

## Congratulations Dr. Lance Lollar

CCA Member Dr. Lance Lollar finished in ninth place in the 55-to-59-year-old category at the July 2016 Reebok CrossFit Games at the StubHub Center in Carson. There were six events for all 20 participants in Lollar's class, and he was one of the Top 10 who moved on to the final event.

Lollar reports that he has never been in better shape, and he thinks the correlation between CrossFit training and chiropractic care is huge. He is 55, is a Redding chiropractor at Shasta Orthopaedics. He trains at CrossFit Redding.





# CCA Seminars and Events Calendar

## September

### September 27 – San Leandro

#### **CCA-Alameda County District – Managing the Complexities of Personal Injury, Workers’ Compensation & Cross-over Cases**

Speaker: Jonathan Brand, Esq. Non-CE meeting  
The Englander Sports Pub & Restaurant, 101 Parrot Street,  
San Leandro

To register: <http://alameda-cca.eventbrite.com>  
or contact Dr. Danielle Fratellone (925) 484-2558

## October

### October 1-2 – Redding

#### **CCA Fall 2016 Right in Your Back Yard 12-hour Relicensing Seminar**

Approved for 12 CE hours: Osteoporosis, Cranial Facial Release  
& Neurophysiology of the Vestibular System  
Hilton Garden Inn Redding, 5050 Bechelli Ln, Redding

**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](http://www.calchiroseminars.org)  
or call CCA at (916) 648-2720, ext. 120 or 141.

### October 6 – Glendale

#### **CCA-Verdugo Hills District Presents Effective History Taking**

Approved for 2 mandated (history taking) CE hrs: CA-A-16-03-  
11988

Speaker: Dennis Buckley, DC  
Panera Bread, 300 N. Brand Ave, Glendale  
To register, contact Dr. David Boghossian at (818) 653-8611

### October 8 – San Francisco

#### **CCA & Rocktape Present FMT Blades**

Approved for 8 gen. CE hrs: CA-A-16-07-12384

Speaker: Perry Nickelston, DC  
Crunch, 61 New Montgomery St, San Francisco  
To register, contact Rocktape at [www.rocktape.com](http://www.rocktape.com)  
or (408) 213-9550

### October 11 – Sacramento

#### **CCA-Sacramento Valley District Presents**

#### **Radiographic Interpretation & Technique – Part 1**

Approved for 2.5 gen. CE hrs: CA-A-16-08-12537  
Speaker: Jennifer Pedley, DC, DACBR  
Hilton Sacramento Arden West, 2200 Harvard St, Sacramento  
To register, contact Dr. Kaio Doxey at (209) 745-5728

### October 12 – Tustin

#### **CCA-Orange County District Presents**

#### **Future Trends in Healthcare & Higher Education**

Approved for 2 gen. CE hrs: CA-A-16-05-12186

Speaker: John Scaringe, DC  
JT Schmid’s @ The District, 2415 Park Ave, Tustin

To register, go to [www.occhiro.net](http://www.occhiro.net)  
or email [drnathanyeargindc@gmail.com](mailto:drnathanyeargindc@gmail.com)

### October 15 – San Jose

#### **CCA & Rocktape Present FMT Blades**

Approved for 8 gen. CE hrs: CA-A-16-07-12384

Speaker: Tony Mikla, DPT  
ThirdSpace Fitness, 550 1st St, San Jose  
To register, contact Rocktape at [www.rocktape.com](http://www.rocktape.com)  
or (408) 213-9550

### October 18 – Rancho Cucamonga

#### **CCA-San Bernardino County District Presents Clinical & Practice Benefits of Integrating Whole Food Nutrition in a Chiropractic Practice**

Approved for 2 gen. CE hrs: CA-A-16-03-12000

Speaker: Greg L. Anderson, DC  
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](mailto:drjb1@gmail.com)

### October 22 – Los Angeles

#### **CCA & Shawn Steel Advanced PI Seminar:**

#### **Making PI Fun Again – Multiple speakers**

Approved for 6 gen CE hrs: CA-A-16-09-12625 & 2 mandated  
(billing & coding) CE hrs: CA-A-16-09-12624

Embassy Suites by Hilton, 9801 Airport Blvd, Los Angeles  
To register, contact John Tawlian at (800) 626-0003

**October 22-23 – Santa Ana****CCA Fall 2016 Right in Your Back Yard 12-hour Relicensing Seminar**

Approved for 12 CE hours: Ethics, PI, Cranial Facial Release (Technique) & Osteoporosis

DoubleTree by Hilton Santa Ana-Orange County Airport, 201 E. MacArthur Blvd, Santa Ana

**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](http://www.calchiroseminars.org) or call CCA at (916) 648-2720, ext. 120 or 141.

**October 27 – Foster City****CCA-San Mateo County District Presents Nutritional Solutions for an Adrenal Fatigued World**

Approved for 2 gen CE hrs: CA-A-16-09-12626

Speaker: Gerald Roliz, CNC

Foster City Rec Center, The Crane Room, 650 Shell Blvd., Foster City

To register, <http://smccd-adrenal-fatigue-tickets.eventbrite.com> or call Dr. Floyd Minana (650) 286-4288

**November****November 5 – Redondo Beach****CCA & Rocktape Present FMT Blades**

Approved for 8 gen. CE hrs: CA-A-16-07-12384

Speaker: Ethan Kreiswirth, ATC

VSP Southbay, 2607 Manhattan Beach Blvd, Redondo Beach

To register, contact Rocktape at [www.rocktape.com](http://www.rocktape.com) or (408) 213-9550

**November 5-6 – San Diego****CCA Fall 2016 Right in Your Back Yard 12-hour Relicensing Seminar**

Submitted for 12 CE hours: Blair Technique, PI, QME Re-certification & More

Hilton San Diego Resort & Spa, 1775 E. Mission Bay Dr, San Diego

**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](http://www.calchiroseminars.org) or call CCA at (916) 648-2720, ext. 120 or 141.

**November 5-6 - San Jose****CCA & Rocktape Present FMT Basic & FMT Performance Certifications – Levels 1 and 2**

Submitted for 8 gen. CE hrs for each level.

Speaker: Steve Capobianco, DC

ThirdSpace Fitness, 550 1st St, San Jose

To register, contact Rocktape at [www.rocktape.com](http://www.rocktape.com) or (408) 213-9550

**November 8 – Sacramento****CCA-Sacramento Valley District Presents Radiographic Interpretation & Technique – Part 2**

Approved for 2.5 gen. CE hrs: CA-A-16-08-12540

Speaker: Jennifer Pedley, DC, DACBR

Hilton Sacramento Arden West, 2200 Harvard St, Sacramento

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

**November 9 – Tustin****CCA-Orange County District Presents Imaging of Sports Injuries**

Submitted for 2.5 gen. CE hrs.

Speaker: Cliff Tao, DC, DACBR

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

To register, go to [www.occhiro.net](http://www.occhiro.net) or email [drnathanyeargindc@gmail.com](mailto:drnathanyeargindc@gmail.com)

**November 16 – Santa Rosa****CCA-North Bay District Presents****2016 Chiropractic Diagnosis & CPT Coding**

Approved for 2 mandated (billing & coding) CE hrs: CA-A-15-12-11476

Speaker: Sam Collins

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

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

**November 19-20 – San Francisco****CCA Fall 2016 Right in Your Back Yard 12-hour Relicensing Seminar**

Will be submitted for 12 CE hours.

Hilton San Francisco Airport Bayfront, 600 Airport Blvd., Burlingame

**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](http://www.calchiroseminars.org) or call CCA at (916) 648-2720, ext. 120 or 141.

# CCA Seminars and Events Calendar

Continued from last page

## November 29 – San Leandro

CCA-Alameda County District Presents

### Ethics & Law: The Importance of Integrity

Submitted for 2 mandated (ethics & law) CE hrs.

Speaker: James Naccarato, DC, PhD

The Englander Sports Pub & Restaurant, 101 Parrot Street, San Leandro

To register: <http://alameda-cca.eventbrite.com>

or contact Dr. Danielle Fratellone (925) 484-2558

## December

### December 3-4 – Redondo Beach

CCA & Rocktape Present FMT Basic & FMT Performance

#### Certifications – Levels 1 and 2

Submitted for 8 gen. CE hrs for each level.

Speaker: C. Shante Cofield, PT

VSP Southbay, 2607 Manhattan Beach Blvd, Redondo Beach

To register, contact Rocktape at [www.rocktape.com](http://www.rocktape.com)

or (408) 213-9550

### December 10 – Folsom

CCA & Rocktape Present FMT Blades

Approved for 8 gen. CE hrs: CA-A-16-07-12384

Speaker: Tony Mikla, DPT

Burger Physical Therapy, 1301 E. Bidwell St, #101, Folsom

To register, contact Rocktape at [www.rocktape.com](http://www.rocktape.com)

or (408) 213-9550

### Save the Dates:

#### 2017 CCA Convention & Marketplace

June 1-4, 2017

Paradise Point Resort & Spa

[www.calchiroconvention.org](http://www.calchiroconvention.org)

#### 2017 CCA Sports & Rehab Symposium

August 18-20, 2017

Disney's Grand Californian Hotel & Spa

[www.calchiroports.org](http://www.calchiroports.org)





## Warren G. Bender Co.

**CCA Endorsed Insurance Programs Tailored to You and Your Practice**

*Since 2004, Warren G. Bender Co. has provided competitive insurance alternatives for CCA members. Give us a call at 1-800-479-8558 for a free quote on all of your insurance needs.*

Available Coverages Include:

<p><b><u>Business Insurance</u></b></p> <ul style="list-style-type: none"> <li>Business Owner's Policies</li> <li>Workers' Compensation</li> <li>Employee Benefits</li> <li>Medical Malpractice</li> </ul>	<p><b><u>Personal Insurance</u></b></p> <ul style="list-style-type: none"> <li>Homeowner's/Rental Properties</li> <li>Automobile</li> <li>ATV, Mobile Home, Motorcycles</li> <li>Personal Umbrellas</li> </ul>
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516 Gibson Drive, Suite 240, Roseville, CA 95678

Phone (916) 380.5300

Fax (916) 380.5206

[www.wgbender.com](http://www.wgbender.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](http://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 [mywit@calchiro.org](mailto:mywit@calchiro.org)





# FALL 2016

# Right in Your Back Yard!

## 12 Hour Re-Licensing Seminars

### Redding

**October 1-2, 2016**

**Saturday, October 1**

#### Boning up on Osteoporosis and Bone Health

(4 hrs) 7:30am – 12:00pm

**Lani Simpson, DC**

Join Dr. Lani Simpson, a Certified Clinical (bone) Densitometrist (C.C.D.) on a journey to understanding bone health and the osteoporosis diagnosis. As featured on PBS' Stronger Bones, Longer Life, you will discover significant x-ray and lab findings that give clues to osteopenia and osteoporosis. You will learn the secret to reading bone density tests, T-score, Z-score and their diagnostic significance, bone quality and strength, fragility fractures and osteoporosis risk factors. DCs need this information to help our aging population.

#### Adjustive Technique – Cranial Facial Release\*\*

(4 hrs) 1:00pm – 5:30pm

**Adam Del Torto, DC**

Come learn about Cranial Facial Release or CFR which is an advanced endo-nasal cranial technique that has been used quite successfully in the treatment of various neurological and structural disorders.

**Sunday, October 2**

#### Clinical Neurophysiology of the Vestibular System: Diagnosis & Management of the Dizzy Patient

(4 hrs) 8:00am – 12:00pm

**Larry E. Masula, DC**

All chiropractors have patients

with postural and movement changes related to the cerebellum and vestibular system. This session will discuss the chiropractic adjustment with an emphasis on diagnostics, anatomy and physiology, related to brain based clinical syndromes.

### Santa Ana

**October 22-23, 2016**

**Saturday, October 22**

#### Ethics\*\*

(2 hrs) 7:30am – 9:30am

**David Benevento, DC and David Paris, DC**

Join CCA leaders Dr. David Benevento and Dr. David Paris for this comprehensive class that will cover California rules and regulations concerning chiropractic. The class will be informative, interactive and fun with the last hour consisting of a Jeopardy game show format.

#### Personal Injury

(2 hrs) 10:00am – 12:00pm

**Albert Abkarian, Esq.**

Successful attorney Albert Abkarian will provide the tools you need to be able to properly handle a personal injury case and ethical issues concerning PI cases. Also, obtain letters and other documents to assist in collection of PI liens.

#### Adjustive Technique – Cranial Facial Release\*\*

(4 hrs) 1:00pm – 5:30pm

**Adam Del Torto, DC**

*See description under Redding*

\*\* Applicable towards CA BCE mandated CE hours for license renewals.  
# Class approved for QME CE credit approval, DWC provider #110

All seminars have been submitted to the California Board of Chiropractic Examiners for continuing education credit.

**Sunday, October 23**

#### Boning up on Osteoporosis and Bone Health

(4 hrs) 8:00am – 12:00pm

**Lani Simpson, DC**

*See description under Redding*

### San Diego

**November 5-6, 2016**

**Saturday, November 5**

#### Blair Technique\*\*

(4 hrs) 7:30am – 12:00pm

**Elizabeth Hoefer, DC**

Join Dr. Elizabeth Hoefer, 2015 recipient of the Blair Chiropractic Association Doctor of the Year award, for a well-rounded model that will enhance your upper cervical neurology and understanding of biomechanics in the cervical spine in relation to the rest of the spine.

#### QME Re-certification\*

(6 hrs) 7:30am – 12:00pm & cont. 1:00pm – 3:00pm

**Wayne Whalen, DC & Tami Auerbach, DC**

Join us for an in-depth look at how to write better reports, what to expect in a deposition and how to bullet proof your testimony. Learn what applicant attorneys want and expect from QME reports, learn what defense attorneys look for and how to write a credible, reliable and unbiased report. Bring your tough questions and cases for a panel discussion from the experts!

#### Personal Injury

**Albert Abkarian, Esq.**

*See description under Santa Ana*

#### Bridging the Gap Between Science, Healing and Patient Outcomes

(2 hrs) 3:30pm – 5:30pm

**Robin L. Futoran, DC**

Learn how the effects of thoughts, feelings and emotions can assist with your patient's recovery and learn how to use those outcomes and responses to their treatment.

**Sunday, November 6**

#### Role of Fingernail, Tongue Analysis and Herbs in Achieving Cardiovascular Health and Hormonal Balance

(4 hrs) 8:00am – 12:00pm

**Tsu-Tsair Chi, PhD**

An introduction to a noninvasive diagnostic technique that analyzes fingernail, tongue and physical markers, a tool that can help detect major health issues in patients even before symptoms start. Learn how visual inspection of physical markers are external manifestations of how your organs are functioning now and how they will function in the future.

### San Francisco

**November 19-20, 2016**

**Class schedule coming soon!**

### Palm Springs

**January 7-8, 2017**

**Class schedule coming soon!**



CALIFORNIA  
CHIROPRACTIC  
ASSOCIATION



# Register Today for 12 hours of CE!

Name(s) \_\_\_\_\_ Chiropractic College \_\_\_\_\_  
 Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_  
 (confirmation letter will be e-mailed)

Check here if new address.  Check here if you have special needs that may require our attention. A CCA staff person will call to confirm your request.  
**Please check one:**  Use this email for all CCA communications.  Use this email for confirmation only.

## “Right in Your Back Yard” PROGRAM LOCATIONS & DATES (check one)

### Redding

**October 1-2, 2016**  
**Hilton Garden Inn Redding**  
 5050 Bechelli Lane  
 Redding, CA 96002  
 Hotel Direct: 530-226-5111  
[www.hilton.com](http://www.hilton.com)  
 Special hotel rate of \$139/night

### Orange County/Santa Ana

**October 22-23, 2016**  
**DoubleTree by Hilton**  
**Santa Ana-Orange County Airport**  
 201 East MacArthur Blvd.  
 Santa Ana, CA 92707  
 714-825-3333  
[www.hilton.com](http://www.hilton.com)  
 Special hotel rate of \$119/night

### San Diego

**November 5-6, 2016**  
**Hilton San Diego Resort & Spa**  
 1775 E. Mission Bay Drive,  
 San Diego, CA 92109  
 Reservations: 877-313.6645  
[www.sandiegohilton.com](http://www.sandiegohilton.com)  
 Special hotel rate of \$169/night

### San Francisco

**November 19-20, 2016**  
**Hilton San Francisco**  
**Airport Bayfront**  
 600 Airport Blvd.  
 Burlingame, CA 94010  
 650-340-8500  
[www.hilton.com](http://www.hilton.com)  
 Special hotel rate of \$149/night

### Palm Springs

**January 7-8, 2017**  
**La Quinta Resort & Club**  
 49-499 Eisenhower Drive  
 La Quinta, CA 92253  
 800-598-3828 reservations  
[www.laquintaresort.com](http://www.laquintaresort.com)  
 Special hotel rate of \$199/night

## Sign me up for: (check below)

### MEMBER

### NON-MEMBER

#### Early Bird / After

(Redding: **9/16**, Orange County: **10/7**,  
 San Diego: **10/21**, San Francisco: **11/4**,  
 Palm Springs: **12/23**)

### Back Yard Seminar

- Doctor of Chiropractic**  
 **Student**  
 **Chiropractic Assistant/Guest**

\$25 enrichment + \$81 deposit\*

\$59

\$99

\$205 / \$235

\$89\*\* / \$119\*\*

\$119

## HOW TO RESERVE YOUR SEAT

**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 & 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. If you do not attend, see Cancellations. If you prefer to pay by check, please mail two separate checks for \$25 and \$81, and if you attend the \$81 check will NOT be cashed.

**NON-MEMBERS:** Provide check or credit card payment for the appropriate class fee listed above.

Total Amount Due \$ \_\_\_\_\_ Check Payable to CCA Enclosed: # \_\_\_\_\_, or

VISA  MC  AMEX  DISCOVER Credit Card # \_\_\_\_\_ Exp. \_\_\_\_\_

**MAIL** Registration to: CCA, 1451 River Park Drive, Suite 230, Sacramento, CA 95815-4521  
**FAX** (916) 648-2738 **CALL** (916) 648-2727 ext. 141 or 120 **WEB** [www.calchiroseminars.org](http://www.calchiroseminars.org)

**Mention California Chiropractic Association's name for special hotel rates at each location**

### 4 Easy Ways to Register

**FAX:** 916.648.2738

**CALL:** 916.648.2727, ext. 120 or ext. 141

**MAIL:** California Chiropractic Assn.  
 1451 River Park Dr., Ste. 230  
 Sacramento, CA 95815-4521

**ONLINE:** [www.calchiroseminars.org](http://www.calchiroseminars.org)



**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.

\*\*Non-member rate includes SCCA membership.

**CANCELLATIONS:** All cancellations must be in writing. If CCA cancels for any reason, CCA's liability is limited to the return of the registration fee only. CCA will not reimburse registrant for any travel or hotel cancellation fees or penalties. Checks returned due to insufficient funds and/or stop payment are subject to a \$25 returned check fee. Retain a copy of this form for your records. If you fax your registration, you MUST reserve/pay by credit card. **CCA MEMBERS:** Seminar cancellations received in the CCA office 14 days prior to seminar date will not be subject to a service charge, and the \$25 for Enrichment will be refunded. After the 14-day deadline, a \$50 cancellation fee will apply (the \$25 for Enrichment will not be refunded and an additional \$25 will be charged.) "No shows" the day of the seminar automatically will be charged \$81, and the \$25 for Enrichment will not be refunded. **NON-MEMBERS:** Seminar cancellations received in the CCA office 14 days prior to seminar date are subject to a 20% service charge. Cancellations after the 14 day deadline, and up to 5pm on the day prior are subject to a 40% service charge.

**IMPORTANT:** "No shows" or cancellations the day of the seminar are liable for the entire fee. If CCA cancels for any reason, CCA's liability is limited to the return of the registration fee only. CCA will not reimburse registrant for any travel or hotel cancellation fees or penalties. Checks returned due to insufficient funds and/or stop payment are subject to a \$25 returned check fee. Retain a copy of this form for your records.

**For CCA use only:**  Verify record \_\_\_\_\_  Processed \_\_\_\_\_  Confirm e-itr \_\_\_\_\_

**NEW!**  
ONLY UNTIL 10/31/16  
2 Non-Members  
Join at the  
**BOGO Rate!**  
All other terms apply.



The California Chiropractic Association's **Be One, Get One (BOGO) Membership Campaign** announces a special new offer – two non-members can join at the BOGO rate! Or, if you're already a CCA member, bring in a new member and you'll both get discounted membership. The BOGO campaign ends October 31, 2016, so take advantage of the savings and join today!

**You both save \$20 a month – for life!**

Here's the basics: If you're a full active dues paying member (as in \$79 per month or \$869 per year), you have the opportunity to recruit a full active non-member and both of you will receive a \$20 discount on your monthly dues. Yep! This means you'll both only pay \$59 per month. And we're not talking for a year, or two years, we're talking for life! Obviously, there are



some stipulations in order to keep this discount, such as staying current on your dues payments. You can read all the fine print at [www.calchiro.org/membership/BOGO-Be-One-Get-One](http://www.calchiro.org/membership/BOGO-Be-One-Get-One).

Building membership is critical in increasing our collective voice and having a strong influence for the chiropractic profession. And the best part is – you directly benefit from your recruitment efforts.

**Be One, Get One. Get it? Got it? Good. Let's do it.**



CALIFORNIA CHIROPRACTIC ASSOCIATION

Learn more at [www.calchiro.org/Membership/BOGO-Be-One-Get-One](http://www.calchiro.org/Membership/BOGO-Be-One-Get-One)



## New Medicare Documentation Training Resource Available

Medicare carriers - including Noridian - will be looking to a new standard when assessing Medicare documentation. This e-training series, designed by the American Chiropractic Association especially for doctors of chiropractic, includes what is required for billing and documentation, demonstrating medical

necessity, determining coverage, and decreasing claim submission errors and denials. The goal is to simplify documentation efforts but still provide the essential information that the Medicare carriers require.

[Visit the website](#) for more information.



### Attention:

#### *Medi-Cal Providers*

#### ***Omni 3300 POS Device Decommissioned***

In November 2016, the Omni 3300 Point of Service (POS) device will be decommissioned. As a result, Medi-Cal providers are receiving final notification that Medi-Cal is decommissioning these devices. The Omni 3300 devices are to be returned to the Department of Healthcare Services (DHCS) within 30 days of receiving the notification letter. If the device is not returned, the provider/representative will be assessed \$700, the cost of the device, to be deducted from future reimbursement.

All providers who are assigned an OMNI 3300 device are required to return the unit to DHCS within 30 days of receiving this letter. If the device is not returned in a timely manner, the provider/representative will be assessed \$700, the cost of the device, to be deducted from future reimbursement. Isn't this a repeat of the paragraph above???

Contact the POS/Internet Help Desk at 1-800-541-5555 to receive a shipping label to return the Omni 3300 POS device or regarding any questions about the decommissioning process.

### Free Webinar!

Thursday October 6th at 1PM CT

*Discover the  
4 Pillars of Online Marketing:  
How to Attract More Patients  
Through Your Website*

Four easy steps can lead to a thriving practice. When you register for this short webinar, you'll learn the top tactics that chiropractors use every day to attract more patients through the internet. Some slots are still available – sign up before they disappear.

[Register For the Free Webinar](#)



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**1-888-932-5560**



# 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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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.

## Practice For Sale

**GREAT PRACTICE OPPORTUNITIES! VENTURA:** Well-estab, 75% CASH, Diversified practice fully-equipped with Digital x-ray. Top of the line "everything"! Coll \$282K adjusting only 20 hr/week. LA HABRA: Earn \$75K 1st yr, \$90K 2nd yr w/annual increases. Ownership through sweat equity and earn additional profit with grow in practice. Call for details on these and other great practice opportunities available in California. PROFESSIONAL PRACTICE ADVISORS, INC.(800) 863-9373 [www.practiceadvisors.com](http://www.practiceadvisors.com)



**GREAT PRACTICE OPPORTUNITIES! SAN DIEGO – EXCELLENT BUY-IN:** Earn \$75K 1st yr, \$90K 2nd yr w/annual increases. Ownership through sweat equity & earn additional profit with grow in practice. **SUNNYVALE:** Well-established, high net profit of \$176K with collections of \$273K. 1,250 sq ft clinic, 3 treatment rooms, off major blvd. Call for details on these and other great practice opportunities available in California. **PROFESSIONAL PRACTICE ADVISORS, INC.** (800) 863-9373 [www.practiceadvisors.com](http://www.practiceadvisors.com)

**SAN FRANCISCO PRACTICE.** Located in the beautiful affluent North Waterfront neighborhood. Office opens up to sidewalk/street for easy access & visibility. Features a rooftop garden with beautiful views of the San Francisco Bay! You'll be spoiled by the mild year round climate & stunning natural beauty of the bay area. Enjoy world class restaurants, shopping & entertainment at your doorstep. Appraised at \$130K, offered at \$69,950, motivated seller, 100% financing available! (415) 421-1115

**PASADENA - GREAT OPPORTUNITY. AFFORDABLE PRICE.** Steady and well established referral practice with high patient retention. Diversified and Activator techniques. Fully equipped 1,400sq. ft. office located in free standing building on a busy avenue. Extremely motivated seller will accept best offer. Please contact [greg@chiroequity.com](mailto:greg@chiroequity.com) or 908-419-7510 for details.

**LOS ANGELES - PRACTICE FOR SALE.** Well respected doctor selling his Premier 32 year practice, in heart of West Los Angeles with yearly collections exceeding \$ 460,00.00. Very high patient retention and new patient volume. Well appointed, fully equipped 1,400 sq. office space. Smooth transition guaranteed. Contact ChiroEquity at 908-419-7510 or [greg@chiroequity.com](mailto:greg@chiroequity.com) for further details.

**LAGUNA HILLS** - Large 4000 square foot multidisciplinary clinic includes DC, MD and PT providers. Collections of over 1 million on 2015. The rehab and diagnostic equipment and furnishings with a value in excess of \$485,000. Asking \$580k for the clinic to include all account receivables. Owner will stay for transition to the new owner. Financing is available. Contact Dr. Peseau at Epracticesales email: [drpeseau@epracticesales.com](mailto:drpeseau@epracticesales.com) or call (800) 227-6603, or visit: [www.epracticesales.com](http://www.epracticesales.com)

### Space For Rent

**THRIVING LOS ANGELES BIRTH CENTER IN NEED OF CHIROPRACTOR.** Newly remodeled practitioner rooms. We are looking for someone who wants to grow a practice specializing in Women (including Conception, Pregnancy, Labor, Postpartum) and/or Pediatrics. Internal referrals & opportunities for growth for the right person who really wants to create a name for herself. Room rental includes social media & blogging availability. Check out our community: [www.gracefull.com](http://www.gracefull.com) email: [hello@gracefull.com](mailto:hello@gracefull.com) for more info.

### Substitutions

**OFFICE COVERAGE AND ASSOCIATE PLACEMENT STATE WIDE SINCE 1986.** Full and half day rates. Emergency, maternity, short, and long term coverage. Large selection of licensed and insured chiropractors. We can help with your coverage and associate needs. Call for a FREE quote. 1-800-501-6111. [www.mmachiropractors.com](http://www.mmachiropractors.com)



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- Professional Corporation Formation
- Board of Chiropractic Examiners Defense
- Multi-Disciplinary Practice Formation
- Insurance & Medicare Litigation
- Employment Counseling & Litigation

# Americans Spend \$30 Billion a Year on Complementary Health Approaches

About 59 million Americans spend money out-of-pocket on complementary health approaches, and their total spending adds up to \$30.2 billion a year. These findings come from an analysis by the National Center for Complementary and Integrative Health (NCCIH) and the Centers for Disease Control and Prevention (CDC), based on data from a special supplement—on use of complementary health approaches—to the [2012 National Health Interview Survey](#) (NHIS). The NHIS is a very large survey conducted annually by CDC’s National Center for Health Statistics. The analysis was published in *National Health Statistics Reports*.

Previous studies have estimated how much American adults spend on [complementary health approaches](#), but this new analysis is the first to provide data on children, on total spending across age groups, and on mean spending per user for any use of these approaches.

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*The 2007 complementary health approaches section included questions on 36 types of complementary therapies commonly used in the United States—10 types of provider-based therapies such as acupuncture and chiropractic, and 26 other therapies that do not require a provider, such as herbal supplements and meditation.*

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Data on about 44,700 participants were analyzed; they included about 34,500 civilian, noninstitutionalized adults age 18 and older and about 10,200 children age 4 to 17. Information about children was provided by an adult member of the household. Here’s what the analysis showed about annual spending:

- About 59 million Americans age 4 or older had at least one out-of-pocket expenditure related to a complementary health approach—55.2 million adults and 4.1 million children (23.5 percent and 7.1 percent, respectively).
- Among those who had an expenditure on complementary approaches, the mean out-of-pocket spending per person was \$510.

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*According to the last National Health Interview Survey, 8.4% of U.S. adults (19.4 million) use chiropractic or osteopathic manipulation.*

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- Total out-of-pocket spending for complementary approaches was \$30.2 billion—\$28.3 billion for adults and \$1.9 billion for children—representing 9.2 percent of all out-of-pocket spending by Americans on health care and 1.1 percent of total health care spending.

How much did Americans spend on different types of complementary approaches? The survey showed that:

- Americans spent \$14.7 billion out-of-pocket on visits to complementary practitioners. This is almost 30 percent of what they spent out-of-pocket on services by conventional physicians (\$49.6 billion). They spent more on visits to complementary practitioners than on natural product supplements or self-care purchases (see below), and their mean annual out-of-pocket expenditure for practitioner visits was \$433.
- Americans spent \$12.8 billion out-of-pocket on natural product supplements, which was about one-quarter (24 percent) of what they spent out-of-pocket on prescription drugs (\$54.1 billion). The mean annual out-of-pocket expenditure in this category was about \$368.
- Total spending on purchases related to self-care approaches (for example, homeopathic medicines and self-help materials, such as books or CDs, related to complementary health topics) was \$2.7 billion, and the mean annual out-of-pocket expenditure per user was \$257.

As family income went up, out-of-pocket spending on complementary approaches went up, and it did so significantly. For example, the average per user out-of-pocket expenditure for complementary health approaches was \$435 for people with family incomes of less than \$25,000, and \$590 for those with family incomes of \$100,000 or more. Out-of-pocket expenditures for visits to complementary practitioners averaged \$314 for people with family incomes of less than \$25,000 and \$518 for those with family incomes of \$100,000 or more.



More was spent on complementary approaches for adults than for children. This probably reflects the fact that there are far more adults than children in the U.S. population. Also, adults are more likely than children to use complementary health approaches.

Some strengths of this study, the authors note, are the sample's very large size and nationally representative character. A limitation is that all NHIS data are self-reported by respondents, which means that they could be affected by factors like personal bias or memory.

The authors did an [earlier study on cost data](#) from the 2007

NHIS, which was not directly comparable to this one because of differences in survey design. However, both indicated that while spending on complementary approaches is a small fraction of total U.S. health care spending, it is a substantial piece of out-of-pocket spending on health care.

Reference:

Nahin RL, Barnes PM, Stussman BJ. [Expenditures on complementary health approaches: United States, 2012](#). (433KB PDF) *National Health Statistics Reports*. Hyattsville, MD: National Center for Health Statistics. 2016.

[Statistics From the National Health Interview Survey](#)



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# Whole Body Vibration Refresher

By Ron L. Herridge  
Ridge & Company - LiveVibe

The use of Whole Body Vibration (WBV) as a part of chiropractic treatment has been expanding. Recent research has found it to “improve aspects of physical performance, such as strength and flexibility...” during treatments for injury and fitness.<sup>1</sup>

It is important for doctors of chiropractic to understand how Whole Body Vibration can influence peripheral blood flow and muscle oxygenation. Employment of WBV may help chiropractors ease pain and improve neuromuscular dysfunctions in their patients. Peripheral blood flow is highly important to skeletal muscles due to its contractile properties and high consumption of oxygen during activity. Whole Body Vibration was found to stimulate the endothelial nitric oxide (NO) synthase mechanism.<sup>2</sup> Impaired nitric oxide synthesis has been found to be the pathogenesis of a host of diseases, including hypertension, diabetes, obesity, nephropathy, and more. Stimulating NO synthesis by WBV therapy is similar to the effects of exercise-induced hyperemia.<sup>3</sup> Increasing NO production in skeletal muscle can increase cardiovascular protection and exercise capacity in healthy individuals. One of the many byproducts of exercise-induced hyperemia to skeletal muscle is the enhanced balance and coordination in people.

“I have found in my practice that my patients with postural disturbances and forward head posture had notable improvement in their balance, coordination, and posture and achievement of corrective goals due to WBV therapy,” writes Charles Cunico, D.C.

Doctors who work with athletes should note that vibrational therapy has been found to decrease injury risks, offer gains in strength and improved muscle mass in untrained individuals.<sup>4</sup> WBV therapy has been reported to facilitate treatment of sports injuries. One of the most common injuries runners tend to get are plantar fasciitis and medial tibia stress syndrome.

Nathan Thompson, D.C. said that, “patients have experienced measurable results in pain relief of plantar fasciitis from WBV treatment.” For injured athletes, vibrational therapy can be utilized to reduce injury time, prevent secondary injuries, and get them back to competition with less downtime.

A study done at the University of Sao Paulo in Brazil shows that vibrational therapy can improve bone quality and frac-

*“Whole body vibration has been recently purposed as an exercise intervention suggesting its effectiveness in increasing force-generating capacity in lower limbs and low back. It has also been reported to be an effective non-pharmacological intervention for patients with low back pain. Relatively short exposure to whole body vibration has been also shown to increase the serum levels of testosterone and growth hormone. The combined effects on the neuromuscular system and endocrine system seem to suggest its effectiveness as a therapeutic approach for sarcopenia and possibly osteoporosis. Due to the danger of long-term exposure to whole body vibration, it is important to develop safe exercise protocols in order to determine exercise programs for different populations.”*

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U.S. National Library of Medicine  
[More information](#)

ture healing in rats.<sup>5</sup> The implications for people suffering from stress reactions, fractures, and broken bones due to osteoporosis are encouraging. Human clinical trials conducted in Poland found that WBV has “demonstrated positive effects on bone remodeling” in cases of postmenopausal patients.<sup>6</sup> Researchers found that WBV helped stimulate bone formation and bone maintenance and increases in bone mineral density.

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# New Gallup-Palmer College of Chiropractic Survey: Three in Four Patients Say Chiropractic Care ‘Very Effective’

A recently released Gallup-Palmer College of Chiropractic study about Americans’ perceptions of chiropractic found that nearly two-thirds of U.S. adults (65 percent) report having had neck or back pain significant enough that they saw a health-care professional at some point in their lives, demonstrating a significant need for back-pain treatment in the U.S.

The *Gallup-Palmer College of Chiropractic Annual Report: Americans’ Perceptions of Chiropractic*, comes from the second annual Gallup-Palmer survey of American attitudes about chiropractic care.

“Many Americans reported dealing with significant neck or back pain,” said Cynthia English, Gallup research consultant in charge of the study. “Among U.S. adults who sought professional care for neck or back pain, seven in 10 (71 percent) tell us they have been to a doctor of chiropractic.”

This year’s study also found that among the myriad of treatment options available for back and neck pain, perceptions among U.S. adults vary regarding

*Low-back pain is the single leading cause of physical disability worldwide, according to the Global Burden of Disease Study 2013*

the effectiveness and risks associated with each. U.S. adults are more likely to describe chiropractic care as “very safe” and “very effective” than to say this about pain medications or back surgery.

“Low-back pain and neck pain place a tremendous burden on our society,” said Christine Goertz, D.C., Ph.D., vice chancellor for research and health policy at Palmer College of Chiropractic. “The opioid-overuse epidemic in the United States demonstrates that Americans need safe, effective, conservative health-care alternatives to prescription pain killers.”

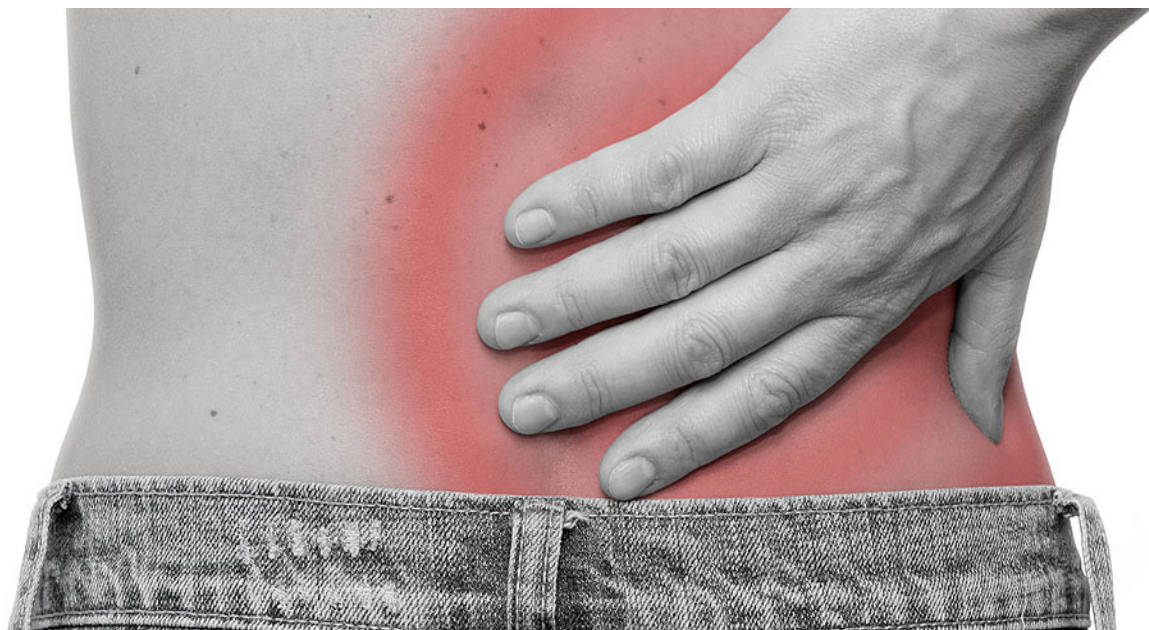
The Gallup-Palmer report found that many Americans are choosing chiro-

practic, and a large majority of those who do describe the care as “very effective” and a good value for the money they pay.

Nearly 62 million U.S. adults (25 percent) went to a chiropractor in the last five years, with more than half (35.5 million) saying they went in the last 12 months. Adults who’ve seen a chiropractor in the last 12 months are generally very positive about their experience. About three in four of these adults (77 percent) describe the treatment they received as “very effective.” Eighty-eight percent of recent chiropractic patients agree the quality of care they received was a good value for the money.

Highlights of the study results are available [online](#).

Results of the Gallup-Palmer report are based on a Gallup Panel study of 7,645 national adults, aged 18 and older, conducted Feb. 8 to March 11, 2016. The study was conducted via the Internet and by mail. The maximum margin of sampling error for this study is  $\pm 1.8$  percentage points, with a 95 percent confidence level.







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## LIFE CHIROPRACTIC COLLEGE WEST

### The Sajejo Group Establishes The Life Chiropractic College West Gerard W. Clum, DC Endowed Department Chair

Life Chiropractic College West is pleased to announce the establishment of the \$1.2 million Gerard W. Clum, DC Endowed Department Chair for the teaching of Fundamental Chiropractic Philosophy and Principles.

The Gerard W. Clum, DC Endowed Department Chair will strengthen the teaching of chiropractic principles at Life West and sustain chiropractic philosophy as a central component of its curriculum. The endowed chair will



*“We have always believed that the future of chiropractic lies in the hands of our younger generations, and we are thrilled to be able to support Life West with the Endowed Faculty Chair.”*

— Dr. Julie Lynch-Sasson, a 2009 graduate of Life West and a representative of the Sajejo Group

The Sajejo Group, represented by Dr. Julie Lynch-Sasson, a 2009 graduate of Life West, and her husband, Benji Sasson, have committed to a generous \$600,000 lead gift that will create a \$1.2 million Endowed Department Faculty Chair to support the teaching of Fundamental Chiropractic Philosophy and Principles. The Endowed Department Chair is named in honor of Dr. Gerard Clum’s years of service to the chiropractic profession and to Life West as its former president.

The \$600,000 lead gift will be matched through donations raised by the Institutional Advancement Department at Life West over the course of three years.



Dr. Brian Kelly, President, and Dr. Gerard W. Clum at the annual homecoming event where the lead gift was announced.

create additional opportunities for Life West students to develop their core philosophical values and connect with the greater purpose of their study and practice.

The announcement was made during the annual homecoming event. President Dr. Brian Kelly welcomed over fifteen hundred attendees as he announced the newly formed endowment fund.

“Life West is humbled and overjoyed to receive a \$600,000 lead gift from the Sajejo Group. We are excited to see the positive effects of the Gerard W. Clum, DC Endowed Department Chair, beginning with the invaluable philosophical lessons that we impart onto our passionate and committed students,” said Dr. Kelly.

The Life Chiropractic College West community would like to express its gratitude to Dr. Julie Lynch-Sasson and Mr. Benji Sasson of The Sajejo Group for this unprecedented gift.



# Dr. Brian Kelly Introduces The Rubicon Group

The 1980s and 1990s were very competitive times. Businesses, organizations and even research groups tended to act in siloes and worked to outperform each other. In recent years a more collaborative model has emerged. People are waking up to the idea that resources and intellect can achieve more together collectively rather than alone. A recent example is Tesla CEO Elon Musk giving away his I.P. of battery technology. The idea of like minds working together was the philosophy that led to the development of the chiropractic Rubicon Group.

The Rubicon Group began as an informal gathering of people from institutions holding similar perspectives on chiropractic, chiropractic education and hopes for the future of the profession. The first meeting of The Rubicon Group was convened at the suggestion of Life University President Guy F. Riekeman, D.C. in September, 2012 on the campus of Life University. In the months and years since this first meeting, the participants of The Rubicon Group have met semi-annually to continue to explore a common vision for the future of the chiropractic profession around the globe, as well as to develop the organization itself to be better prepared to facilitate that shared future.

Member institutions include Life West, Life University, Sherman College, McTimoney College of Chiropractic, the New Zealand College of Chiropractic, the Barcelona College of Chiropractic, and the Chiropractic Academy at Dresden International University. A number of emerging chiropractic colleges, including ones in Scotland and Australia, are also participants.

Since 2012, the participants in The Rubicon Group have adopted a mission for the organization and a series of strategic initiatives to be pursued in the name



of The Rubicon Group. At its core, The Rubicon Group seeks to support and aid in the development of chiropractic education around the globe through shared expertise, resources and capacities.

The Group affirms that chiropractic is a healthcare profession based upon a paradigm that includes:

- A philosophy rooted in Neo-Vitalism.
- The traditional principles of chiropractic.
- A neurologically-centered model of subluxation.
- A natural approach to health and well-being, excluding the practice of drugs and surgery.

Throughout a series of meetings the Group delineated three important strategic initiatives consistent with its mission. First, growing vitalistic chiropractic education worldwide; second to collectively strengthen individual member institutions; third, to create mass public/political acceptance of chiropractic.

Our first project was the Rubicon Conference, held in London, England in April 2016. Conference presenters included chiropractic neuroscientists, philosophers, special guests and some of the Rubicon member college presidents.

The second project is collaborative funding for an exciting research project being conducted through the Research Center at the NZ College of Chiropractic under

Research Director Dr. Heidi Haavik. This research study is demonstrating the positive effects of chiropractic care on stroke patients and funding is provided by the Rubicon Group and other agencies. There have been no chiropractic projects in the history of the profession that have had joint funding by so many institutions.

Plans are well advanced for our next conference in Geneva, Switzerland in September 2016, which will include meetings with W.H.O. representatives. A series of position papers relative to the profession and healthcare are also being developed.

It is a critical time in chiropractic and in healthcare. Healthcare in the U.S. is in crisis. A study by Dr. Kelly Holt and Dr. Heidi Haavik published in April 2016 in the *Journal of the American Medical Association* concluded that medical care is the third leading cause of death in the U.S. Prescription pain medication, including opioids, is responsible for the deaths of over 100 Americans per day. The fact that this kills more people than street drugs or car accidents makes it a national tragedy, and one that is entirely preventable. While some loud voices in the chiropractic profession continue to advocate for chiropractors to prescribe drugs, this largely preventable situation is the very reason we should not prescribe medication; many are dangerous, and in the majority of cases, chiropractic care can provide solutions that are natural and safe.

At a time when people are looking for a rational approach to health that is patient centered, cost effective, safe, and delivers exceptional outcomes, we need to increase our research, clinical skills, philosophical understanding, communication, political advocacy, college enrollment and the success of practitioners.



## 9<sup>th</sup> Annual SCU Integrative Health Conference Healthy Living: Nourish. Move. Thrive



Join us on the campus of Southern California University of Health Sciences for the 9<sup>th</sup> Annual SCU Integrative Health Conference, Friday, September 23<sup>rd</sup> – Sunday, September 25<sup>th</sup>.

This year's conference speakers and topics will revolve around the theme, "Health Living: Nourish. Move. Thrive." There is no doubt it will be the best conference of its kind. We look forward to seeing you in September!

- Learn to thrive as a well-rounded integrative practitioner
- Be a part of engaging breakout sessions
- Become inspired by dynamic keynote speakers
- Connect with like-minded health professionals during our networking reception
- Recharge throughout the conference with yoga, tai chi, and

chair massages

- Listen to inspirational accounts of how integrative approaches transformed patients' lives
- Come experience an unforgettable weekend

Notable keynote speakers include: Dr. Bill Moreau, US Olympic Committee Managing Director of Sports Medicine who is working as the Chief Medical Officer for the 2016 Rio Summer Olympics Game; Dr. James Gordon, Founder and Executive Director of The Center for Mind-Body Medicine, who has created ground-breaking programs of comprehensive mind-body healing for health professionals; and Dr. Cynthia Geyer, Medical Director for Canyon Ranch who has focused her expertise on how to use food and lifestyle to address health concerns in their own lives and those of their patients.

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### Congratulations to Veterans Affairs Chiropractic Residency

SCU would like to congratulate Dr. Justin Goehl D.V., M.S. who recently completed his residency with the VA Chiropractic program and Dr. Shery Assal who has become the third resident in Veterans Affairs (VA) Chiropractic program. SCU is one of four academic affiliates nationwide to have been chosen to participate in the VA Chiropractic Residency Program and the only affiliate on the west coast.

From a young age, Dr. Assal expressed an interest in pursuing a career in health-care. Her desire to pursue chiropractic care developed after a car accident led her to experience firsthand the benefits of chiropractic's. In 2012 she graduated from SCU with a Doctors of Chiropractic and went on to join SCU's diagnostic Imaging residency program. During her time at SCU, Dr. Assal had the opportunity to complete a clinical rotation at the VA Hospital in West LA, and be mentored by Dr. Valerie Johnson, Chiropractic Residency Director and Lead Chiro-



Dr. Shery Assal



Dr. Bill Moreau

Dr. Cynthia Geyer

Dr. James Gordon

practor at the Veterans Administration for the Greater LA Healthcare System. Dr. Assal cited Dr. Valarie Johnson as her inspiration and her experience as the key contributor in her decision to pursue the VA Chiropractic Residency Program. Dr. Assal is most excited to work with national leading chiropractors and healthcare professionals who focus on an integrative approach. The program will also provide her the opportunity to benefit from senior VA professionals' expertise in patient care, academics and research as well as greater gain in-depth knowledge of hospital practice, policies and procedures and experience in complex case management. After completing her residency in the VA, Dr. Assal hopes to open a private practice with a multi-disciplinary approach and perhaps one day teach the future students of SCU. SCU could not be more honored to have one of its distinguished alumni as part of the VA Chiropractic Residency program.

Dr. Goehl recently completed his VA at the Greater Los Angeles Healthcare system at the end of June. He is now a Clinical Fellow in Primary Spine Care at SCU, a short-term, focused fellowship. Dr. Goehl has been appointed to the Patient Education Committee for the North American Spine Society and has been selected as Delphi method panel member for a project headed by Cheryl Hawk, D.C., Ph.D. of Logan University entitled Collaborative Care for Veterans with Spine Pain and Mental Health Condition.

**Dr. Russell Appointed to Two Committees for the North American Spine Care Society**

Robb Russell, D.C., Director of SCU's Spine Care and Spine Care Residency program has been appointed to two committees in the North American



Dr. Robb Russell

Spine Society (NASS), the Section on Allied Health Committee and the Evidence-based Guideline Development Committee.

NASS is a global multidisciplinary medical society that utilizes education, research, and advocacy to foster the highest quality, ethical, value and evidence-based spine care for patients. It has approximately 8000 members. The responsibilities of the Section on Allied Health will include improving the spine care of patients through expanding skills and knowledge of allied health professionals and improving the scope and perspective of NASS through mutual collaboration and exchange of ideas. The responsibilities of the Evidence-based Guideline Development Committee include development and revision of NASS clinical guidelines.

SCU is honored to have such a distinguished clinician among its healthcare professionals and would like to congratulate Dr. Russell on his new positions.

**Dr. James Whedon Presents at the Integrative Medicine for the Underserved Conference**

Dr. James Whedon had to opportunity

to present this past August at the Integrative Medicine for the Underserved Conference (IM4US). The annual 2 day event is geared at demystifying the notion that integrative medicine is an expensive treatment option available only to the wealthy.

The conference aims to educate doctors, practitioners, healthcare providers, and administrators from all areas of healthcare on affordable integrative approaches, evidence based best practices, as well as strategies for making integrative medicine accessible.

Dr. James Whedon presented his research and findings on Racial Disparities in Use of Chiropractic Services under Medicare in Los Angeles County, which was published recently in the *Journal of Evidence-Based Complementary and Alternative Medicine*. SCU is proud to have the head of our research team be involved in such a humanitarian effort.

**SCU Sports Medicine Residents and VANS US Open of Surfing**

SCU Sports Medicine Residents had the opportunity to work at the VANS US Open of Surfing this past August. The 9 day event includes surfing, skateboarding, and BMX competition drawing in some of the world's top surfers and athletes.

Our Sports Medicine Residents helped provide medical coverage and treatment services to the more than 200 surfers who competed for the elite title. Dr. Yeh expressed that "it was such an honor to work alongside Dr. Tim Brown and his team. It was an amazing opportunity to learn from him and to help his team treat some of the world's top elite athletes."







## West Campus Faculty Clinician Serves Rotation at Southern California Olympic Training Center

Ti Pence, D.C., CCSP®, a faculty clinician in the Palmer Chiropractic Clinics on Palmer College's West campus in San Jose, Calif., recently experienced one of the highlights of his 10-year chiropractic career: a two-week clinical-rotation providing care at the Olympic Training Center (OTC) in Chula Vista, Calif.

Dr. Pence, a 2006 graduate of Palmer's West campus, learned about opportunities to provide care at the OTC while completing his CCSP, and was elated when he received correspondence to confirm his selection.

"I had to read the acceptance letter a number of times, before I believed it was actually happening!" said Dr. Pence, who, prior to his faculty appointment at Palmer, maintained practices in Colorado and California, and also worked in a multidisciplinary clinic in Susuno, Japan. Dr. Pence completed his two-week rotation at many of the U.S. Olympians were returning from Rio for the Summer Games, and as many other U.S. athletes were preparing for the Paralympics (also in Rio, Sept. 7-18), which have been held shortly after each Summer Olympics since 1988. His daily schedule often involved providing care from sun-up to sundown.

"The clinic opened at 8 a.m., and we'd see a number of the athletes before training, to get them ready for practice," said Dr. Pence, who was appointed to the West campus faculty 2011,



*Ti Pence, D.C., CCSP®, faculty clinician at Palmer College's West Campus, recently completed a rotation at the Olympic Training Center in southern California.*

and has served as a Sport Council clinician at multiple events, including the Silicon Valley Turkey Trot and the Avon 39 breast-cancer fundraiser-walk (for which he was the Palmer team-captain).

"Then we would head down and see what help we could provide for the Paralympic track team. As soon as practice was over, we would head back to the clinic, where we would continue treating the athletes until 6 p.m."

Once the sports medicine department closed each day, Dr. Pence would meet with one of the Paralympians, to complete their gym workout together. His collective interactions with the Paralympic athletes profoundly impacted Dr. Pence.

"The Paralympians changed my view of athletes, and how I look at life in general — there is no way to truly express my gratitude for what it meant to be a part of this team for two weeks," said Dr. Pence, an active athlete, and avid martial arts enthusiast.

Dr. Pence is grateful for his opportunity to complete an OTC rotation, and would be honored to provide care at a traditional Olympics. However, he says providing care for U.S. athletes at the next Paralympic games in Tokyo would be an even greater honor.

"I have had the unique privilege of being a part of many amazing experiences within my career, but my OTC rotation was truly was the most gratifying experience of my career," said Dr. Pence.

"In particular, working with the Paralympians was more challenging, and ultimately more rewarding."

For DCs considering a rotation in either of the multidisciplinary Olympic Training Centers (California or Colorado), Dr. Pence offered the following advice

"Be a 'team player' and learn the mind of a high level athlete. Second, get your CCSP and start working with athletes whenever you can. Third, try to do all you can to learn to work with other professions, and learn to play to each other's strengths. It can get a bit intense at times, and having faith and trusting your sports-med team is a vital component."

Dr. Pence says he feels great pride to be a doctor of chiropractic — and has great respect (and appreciation) for the generations of DCs who preceded him.

"I have been proud to be a chiropractor

since the day I walked across the graduation stage, and if someone gave me the option to trade my chiropractic degree for any other degree, I would turn them down,” said Dr. Pence.

[Click here](#) to learn more about the U.S. Olympic Committee Sports Medicine volunteer program.

## **West Campus Sports Council Helps AVON 39 Walkers “Go the Distance”**

Doctors and interns from the Palmer Chiropractic Clinics in San Jose played an instrumental role in helping several-hundred participants “go the distance” and raise nearly \$4.5 million at the AVON 39 Walk to End Breast Cancer in San Francisco, July 22-23.

AVON 39 San Francisco (the fifth of seven events across the country) drew 1,900 participants from 37 states and Washington, D.C. — including 222 breast cancer survivors — who walked a total of 39.3 miles over two days along a course route that began near the “base camp” at Fort Mason, crossed the Golden Gate Bridge, passed through scenic Sausalito, and concluded in the countryside of Marin.

The Palmer team initiated their event-care services at the “base camp,” and then moved to different spots along the course. Nearly 500 participants benefitted from the availability of Palmer sports-care services, and more than 350 received chiropractic treatment.

Ti Pence, D.C., CCSP®, a clinician in the Palmer Chiropractic Clinics on Palmer’s West campus, served as captain of the Palmer team, and was assisted by fellow West campus alumni Rhiannon Dickison, D.C. and Richard Robinson, D.C..

“I was very impressed with the commitment and dedication of each and every Palmer team-member who was involved in this event,” said Dr. Pence, who has served as a clinician at multiple Sports Council events.

“These interns worked all day, in extreme heat, doing everything possible to help the walkers reach the finish line. Several worked 13 hours, until nearly 11 p.m. on Saturday evening, were up by 4 a.m. on Sunday morning, and treated walkers at the finish line until after 3 p.m. The Palmer team really showed what they were made of at this event — and their efforts were well appreciated.”



*Palmer’s West Sports Council team provided care for nearly 500 of the approximately 1,900 participants in the recent Avon 39 fundraiser-walk in San Francisco, which generated nearly \$4.5-million for breast-cancer programs at the local, state and national levels.*

“Working the event was very inspiring and moving to hear the stories of so many strong women,” said Anne Marie Vicencio, Sports Council event coordinator, who had a particularly memorable experience with a breast-cancer survivor who finished eighth overall, and credited her achievement to the care she received from the Palmer team.

## **Corporate Chiropractic Panel Shows Palmer’s Leadership in Growing Field of Care**

With more and more companies emphasizing wellness in the workplace in the form of corporate-based health centers, students at Palmer College’s West campus in San Jose had a unique opportunity to learn about the unique skills required to be the chiropractic member of the multidisciplinary team when Palmer alumni from the campus-based health centers for several top companies in the Silicon Valley recently participated in a special “Corporate Chiropractic” panel-program presented by the West campus Student Ambassadors of the Palmer Center for Business Development (PCBD).

Panel-members included the following graduates of Palmer’s West campus: Rhiannon Dickison, D.C., Google Health Center; Daniel Lord, D.C., Facebook Health Center; Patrick Lum, D.C., Google Health Center; Matthew McCormack, D.C., Motiva Health; Kale Ptacek, D.C., Motiva Health; and Morgan Young, D.C. Cisco Systems.

“The Palmer Center for Business Development aims to ease the transition from student to graduate through guest-speaker presentations, and other skill-building resources,” said Jennifer Nathan, Student Services Specialist, and staff advisor to the PCBD Student Ambassadors at Palmer’s San Jose campus.



## Palmer Presence at CCA Sports & Rehab Symposium

By Chuck Bustillos  
Campus Communication Specialist  
Palmer College of Chiropractic

With six speakers on the program, and many alumni and students in attendance, Palmer College showed its leadership in the field of sports chiropractic in a significant manner at the third-annual California Chiropractic Association (CCA) Sports & Rehab Symposium, Aug. 19-21, at Disney's Grand California Hotel and Spa in Anaheim, Calif., which was attended by nearly 150 chiropractic doctors and students.

Palmer-alumni speakers included: Nick Athens, D.C., Davenport '82; Steven Capobianco, D.C., DACRB, CCSP®, West '03; Tracy Cole, D.C., West '89; Jeffrey Langmaid, D.C., Davenport '06; and David Paris, D.C., West '01 (who serves as CCA vice president).

Kyle Prusso, D.C., CCSP®, director of Clinics at Palmer's West campus, who is



Palmer-affiliated speakers at the CCA Sports Symposium, from left: Tracy Cole, D.C. (past CCA president), David Paris, D.C. (current CCA Board member), Kyle Prusso, D.C., Nick Athens, D.C., and Steve Capobianco, D.C.

the chiropractic consultant for the Oakland Raiders and president of the Professional Football Chiropractic Society (PFCS), was another Palmer-associated speaker at the CCA Sports & Rehab Symposium.

As an "MVP Sponsor," Palmer's high-profile presence extended into the Marketplace vendor-area, featuring the three California chiropractic colleges and various chiropractic-product companies. The Marketplace provided Palmer alumni and students an opportunity to network and discuss current trends in the field of sports chiropractic.

"It's not surprising to see so many West alumni at an event like this, since so many of us were active in the Sports Council, and many of our patients seek our care for sports-related injuries, or

to improve athletic performance," said Ed Green, D.C., CCSP®, West '01. Dr. Green's Moorpark, Calif.-based practice received "Readers Choice Favorite" recognition from the Ventura County Star newspaper in 2015.

"It's nice to connect with other Sports Council alumni, and to speak with current students, to see how the program



Dr. Kyle Prusso, Director of Clinics at Palmer's West campus, who also is team-chiropractor for the Oakland Raiders, and president of the Professional Football Chiropractic Society (PFCS).



Palmer's West campus students who made the trek to southern California to attend the CCA Sports Symposium.



has grown since I graduated,” Dr. Green added.

“Many of us chose to attend Palmer’s West campus because of the Sports Council, and as graduates we share a mutual interest in continuing to advance the field of sports chiropractic,” said Robert Fife, D.C., West ’10, who maintains a Lafayette, Calif.-based practice.

“The West campus has a tradition of graduating progressive-minded doctors, who are ‘outside the box’ thinkers, which is why you find so many of our alumni leading the way in sports care, and other fields within the profession.”

In addition to many alumni, several current West campus students also attended the Symposium. They included Ryan Rubin, who’s completing his 13th Quarter field-training assignment with Eric Blum, D.C. (Team chiropractor for the Los Angeles Dodgers, Dr. Blum was one of the featured speakers at the CCA Sports Symposium.)

“Not only did Palmer have the most alumni-speakers and doctors at the



West campus Summer ’16 graduate Ryan Rubin, D.C., with Eric Blum, D.C., chiropractor for the Los Angeles Dodgers, and a featured speaker at the CCA Sports Symposium. Dr. Blum has hired Ryan to join the practice-team at Synergy Chiropractic and Sports Rehabilitation in southern California.

Symposium, we had the most students present at the seminar, too,” said Rubin, a member of the Summer ’16 graduating class.

Several other West campus alumni and faculty have presented at the CCA Sports Symposium since the program debuted

in 2014, including Tony Kearns, D.C., ’07; Ed Feinberg, D.C., DACBR, ’84; and Terry Schroeder, D.C., ’86, along with Thomas Souza, D.C., West campus dean of Academic Affairs.

“Through its Sports Council program, Palmer West has established a reputation for graduating some of the best sports doctors in the profession,” said Dr. Capobianco, who in addition to serving as medical director for RockTape, also is the owner of Project Move, sports specific rehab and performance institute in Colorado.

“I’m proud to be a Palmer West graduate, and look back on my Palmer experience with great satisfaction. When I have a chance to meet with current Sports Council members at events such as these, and see how they’re ‘raising the bar’ that pride grows, which shows why Palmer West is the place for any prospective student who has an interest in sports chiropractic.”



Doctors of chiropractic who participated in the “Home Run! Expert Panel Session” of which two of the speakers were Palmer-affiliated: Dr. Nick Athens, a 1982 Palmer Davenport graduate (far left), and Dr. Kyle Prusso, Director of Clinics at Palmer’s West campus (to the right of the CCA banner-display).

# 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, 2017
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, 2016

#### Ad Sizes and Rates

CCA reserves the right to determine position and placement of all advertising. Special positioning may be purchased for an additional 20% if space is available. Inside Cover and Back Cover are charged additional 20% for special positioning.

**15% off these rates for CCA Members and Professional Affiliate Members!**

<u>Ad Type</u>	<u>Ad Size</u>	<u>1 run</u>	<u>2 runs</u>	<u>4 runs</u>	<u>6 runs</u>
Two Page Spread	16 1/2" wide by 9 3/4" tall	\$2,999	\$2,759	\$2,519	\$2,249
Full page (bleed)	8 5/8" wide by 11 1/4" tall	\$1,800	\$1,656	\$1,512	\$1,349
Full page (boxed)	8" wide by 9 3/4" tall	\$1,800	\$1,656	\$1,512	\$1,349
Half page	8" wide by 4 3/4" tall	\$1,070	\$984	\$898	\$799
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
One Sixth	3 5/8" wide by 2 7/8" tall	\$420	\$386	\$352	\$314

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**Format:** *The Journal* is produced in a state-of-the-art digital format. It can be opened and viewed online from both the CCA web site, located at [www.calchiro.org/](http://www.calchiro.org/) and also from the "gateway" *Journal* web site, [www.CCAjournal.com](http://www.CCAjournal.com). The gateway site has both current and back issues of *The Journal*. Questions about the digital format, the web site, or display advertising should be directed to Steve at C&S Publishing, (916) 729-5432, online at [www.candspub.com/](http://www.candspub.com/)

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