

# CCA Journal



CALIFORNIA CHIROPRACTIC ASSOCIATION

Volume 42 | Issue 03 | May - June 2017

2017 CCA Convention & Marketplace

*Join the Evolution*  
**It's Almost Here!**

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# WHY Top Malpractice Attorneys Recommend NCMIC

## Michele Quattlebaum, Texas

“The thing that is so impressive about NCMIC is primarily their claims department. Each and every claims representative understands your case. **They believe in you.... This is not a side business for them.** They are not a medical malpractice insurance company that might sell to some chiropractors. They are chiropractic.”



## Joseph Fasi, Florida

“It's easy to recommend NCMIC to chiropractors. Over the years that I have worked with NCMIC, they've shown an **intense loyalty to the people they insure.** I firmly believe that NCMIC does not look at the people they insure as simply being another factor for income or another insured to add to the balance sheet.”



## June Baker-Laird, Colorado

“A key component to your successful defense is a supportive, confident and well-experienced claims specialist. **By far—bar none—the people with this company, NCMIC, are very experienced.** They're very supportive, and they're there when you need them.”



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**Mission:** To promote and protect the Chiropractic profession with Community, Advocacy, Resources and Education.

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# Journal

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# A Message from CCA's President



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



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- Professional Corporation Formation
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- Multi-Disciplinary Practice Formation
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- Employment Counseling & Litigation

## CCA Welcomes New Staff Leadership



### ***Dawn Benton, MBA – Executive Director***

non-profit vision, oversight and strategic growth, Dawn brings organizational expertise that will support membership and drive public awareness about the benefits of chiropractic care, especially as the opioid epidemic continues to climb.

“With Dawn’s extensive non-profit leadership, advocacy and operational experience, we are confident she will take CCA to the next level of growth,” said CCA Board President Dr. Leslie Hewitt.

“We are at a crucial time for healthcare, where it’s at the forefront of everyone’s minds. It is our job as the state association to help inform the public about overall health benefits of chiropractic

care, especially for neck, back and musculoskeletal pain,” Hewitt added.

Dawn joins CCA from Benton Brover Consulting, a consulting firm she founded specializing in optimizing organizational operations and culture. Prior to her consulting role, she served as President and CEO of the Associated Builders and Contractors of Southern California (ABC SoCal) and the California Society of Health-System Pharmacists (CSHP).

Dawn resides in Sacramento near CCA headquarters, which positions her close to the California State Capitol and allows her to be directly involved with CCA’s strategic governmental affairs initiatives.

California Chiropractic Association (CCA) is pleased to announce **Dawn Benton** as its new Executive Director. Leveraging more than 11 years of successful

### ***Jillian Hacker, MPA – Director of Government Affairs and Operations***

CCA has also added **Jillian Hacker** to its team as its new Director of Government Affairs and Operations to advance and represent the chiropractic profession.

Jillian brings nearly 15 years of experience and expertise in non-profit management, stakeholder engagement, fundraising, grassroots advocacy and media relations.

Prior to joining CCA, Jillian advocated for and enhanced a wide range of local and national organizations focused on wellness, patient safety and health issues such as CSHP, March of Dimes, the Crohn’s and Colitis Foundation of America, the Center for Autism and Related Disorders and the Hemophilia Council

of California.

Jillian owned and operated her own consulting firm, Hacker and Associates, where in addition to her work in healthcare, she mobilized large-scale support for various animal welfare and wildlife conservation initiatives.

Jillian currently serves as Board Secretary for the Sacramento Area Animal Coalition, working to mitigate animal overpopulation in her community.







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Zachary Bloom  
Corey Burt  
John R. Bynum  
Placido Castrejon  
Brandan Chretien  
Matthew de Lima Thiel  
Sean de Lima Thiel  
Brian DeCesare  
Patrick Dunphy  
Brad Finlayson  
Antonya Forsyth  
Megan Frias  
Melanie-Anne E. Frias  
Janet Lynn Garcia  
Nicole Giove

Lindsay Hall  
Kyle Hemsley  
Cody Ho  
Martin Hodgson  
Avram Jimenez  
Madeline Klobuchar  
Shelby Kloiber  
Keng Justin Lor  
Eric McQueston  
Andriy Melnyk  
Scott Mitchell  
Kevin Moc  
Kamran Mondegar  
Nicholas James Nelson  
Minh Nguyen  
Tina Noorishad

Peyton O'Connor  
Erin Jean Padilla  
Monique Pangilinan  
Christopher Pruter  
Eva Quach  
Andrew Reichman  
Christian Romero  
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Name \_\_\_\_\_ Practice Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Work Phone Number \_\_\_\_\_ Cell Phone Number \_\_\_\_\_

Work Fax Number \_\_\_\_\_ DC License # \_\_\_\_\_ License Date \_\_\_\_\_ E-Mail Address \_\_\_\_\_

Birthdate \_\_\_\_\_ Chiropractic College \_\_\_\_\_ Grad Date (if student) \_\_\_\_\_

### Check a Membership Dues Category:

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> 1st Year of Licensure - \$19/month   | <input type="checkbox"/> 2nd Second Year - \$37.50/month                | <input type="checkbox"/> Part Time (Working two days a week or less) - \$42.50/month   |
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| <input type="checkbox"/> Family (Immediate family member of a Full Active member and practicing in same office) - \$42.50/month |   | <input type="checkbox"/> Student Member - \$20 one time charge for duration of enrollment in chiropractic college                  |
| <input type="checkbox"/> Yes! Pay my annual dues in advance and get the last month free - \$869/year (For Full Active Members)  |   | <input type="checkbox"/> CCA Auxiliary Member (CA working for a CCA member) - \$50 for the year                                    |

Credit Card Number (or attach check) \_\_\_\_\_ Expiration Date \_\_\_\_\_ Charge Amount \_\_\_\_\_

Your credit card or checking account will be charged automatically on the 5th of every month after your first payment if electing to pay on a monthly basis.

Signature \_\_\_\_\_

Date \_\_\_\_\_

I hereby attest to the accuracy of the foregoing information and apply for membership in the California Chiropractic Association and the local district. I agree to comply with the Bylaws and Code of Ethics of the Association and understand that failure to remit dues will result in suspension of all rights and privileges and loss of membership. I promise to pay association and district dues and any future mandatory assessments. I authorize my credit card to be charged for the indicated amount.



# Governmental Affairs Update

## 2017 Legislative Priorities

California Chiropractic Association's (CCA's) Government Affairs Department Chair Dr. David Paris, Legislative Advocate Monica Miller, staff and the 16 Legislative Action Committee doctor members advance CCA's legislative priorities on an annual basis. Together, we have identified and pursued legislation to address substantive issues facing the chiropractic profession and to represent the various needs of doctors of chiropractic.

**Our current legislative priorities are as follows:**

### Conservative Care in Workers' Compensation

**Solution to Opioid Epidemic** Our goal is to educate the Legislature about the opioid epidemic and to solidify chiropractic care as a viable solution. We are working to secure an informational hearing to advance and promote a conservative approach to addressing this widespread issue.

### Pre-Participation Athletic Sports Physicals

We seek to amend the Education Code to add doctors of chiropractic, naturopathic doctors and nurse practitioners to the list of providers allowed to perform pre-athletic sports physicals across the state. We have secured a bill number and an author for this legislation - SB 746 (Senator Portantino).

### Elimination of the 24-Visit Cap in Workers' Compensation

Our objective is to eliminate the arbitrary

24-visit cap for chiropractic care as well as physical and occupational therapy to reduce reliance on pharmacologic therapies and return employees to the workplace.

### Managed Care – Eliminate Regulate Managed Care Third Party Administrators (TPAs)

We are part of the TPA regulation coalition (established in 2016), advocating to redress unfair billing and procedural practices of third-party administrators. Collectively, we will be proffering three to five separate bills to address the identified shortcomings.

### Senate Bill 746: Now a Two-Year Bill

SB 746 would allow doctors of chiropractic, naturopathic doctors and nurse practitioners to perform pre-athletic sports physicals. **Senator Portantino has determined SB 746 is a two-year bill. It will be heard in the next legislative session beginning January 2018.**

### What does it mean that our bill is a two-year bill?

The California Legislature runs on a two-year cycle. Each bill is reviewed by the relevant committees within this timeline. Often an author will identify stronger bill outcomes with each committee and overall passage potential by presenting the issue the following year. We are in the first year of this two-year cycle.

### Does this mean our sponsored bill is dead?

No! Since SB 746 is a two-year bill, it will be taken up in the Senate beginning January 2018. Senator Portantino seeks successful passage of SB 746 and we look forward to working with him, his staff and all stakeholders to make this happen.

For more information, go to [www.calchirogov.org](http://www.calchirogov.org).





CALIFORNIA CHIROPRACTIC ASSOCIATION

## 2017 CCA Convention & Marketplace

# Join the Evolution

Paradise Point  
Resort has  
extended the CCA  
discounted room  
rate to Sunday,  
May 14.

**Meet us in paradise** for four great days of education and inspiration! It all happens at one of California's most beautiful resorts: Paradise Point Resort & Spa.

A private 44-acre island tucked away on Mission Bay, Paradise Point is minutes from the heart of downtown San Diego. This luxury resort features comfortable, California beach bungalow-style guest rooms amidst lush, tropical gardens and meandering lagoons.

### Register today!

Register online at [calchiroconvention.org](http://calchiroconvention.org)  
or call (916) 648-2727 ext. 12 or 10  
Hotel reservations can be made at  
[www.paradisepoint.com](http://www.paradisepoint.com)

Paradise  Point  
Resort & Spa



June 1 – 4, 2017  
Paradise Point Resort & Spa, San Diego

Save with early bird registration  
discounts! Discounts END May 25!



# Featured Speakers

2017 CCA  
Convention & Marketplace



## CCA presents the best & brightest

CCA is proud to present 27 outstanding speakers at this year's Convention. Listen and learn from leaders and innovators at the top of their game. You'll come away with new skills, new insights and new energy – ready to jump-start your practice. Join us!



**Keynote:**  
Gerard Clum, DC



**Keynote:**  
Heidi Haavik, DC, PhD



**Special Presentation:**  
Del Bigtree  
Producer of "Vaxxed"



Regan Archibald, LAC



Sergio Azzolino, DC



Keith Carlson, Esq.



Bob Chatfield, DC



James Dohn, DC



Tony Ebel, DC



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Wayne Whalen, DC



Elizabeth Wisniewski, DC



## Chiropractic Assistant Speakers

2017 CCA  
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### Empower your Chiropractic Assistants with Specialized Training

We're offering the CA training you've been looking for with two seminars to help your staff gain powerful skills in patient communications and social media.



**Chris Atley**

**Friday, June 2 10:30am – 6:30pm**

#### **Set-up for Success**

Master the Art of Communication to increase confidence, referrals and repeat business! You will learn the art of communication and how to use it effectively to improve customer service, patient relationships and sales. Proven principles will be shared to create a service-based sales approach that feels good, as opposed to being "salesy." You will also learn how to be the best version of yourself and address what is stopping you from being who you need to be in order to attract new patients and increase referrals. You will also learn practical ways to connect to your own goals to create more meaning and fulfillment professionally and personally. This energy will flow into the office and everyone you interact with! Join us for a full day catered to just CAs.



**Kimberly Goreham**

**Saturday, June 3 10:30am – 6:30pm**

#### **Advanced Chiropractic Assistant Mastermind**

How great would it be to have a smooth flowing office run by a SUPER STAR TEAM who is dedicated to helping GROW your practice, naturally & effortlessly? Chiropractic Assistants will be inspired by the powerful information and tools they'll learn to ROCK the PRACTICE and break through to another level of performance and success! Topics covered will be "How to Increase Referrals by 35% from the Front Desk," "The W.O.W. Customer Service Experience for Optimal Client Retention," and "Creating a Lasting Chiropractic Legacy Through Love & Service." Chiropractic Assistants will learn, grow and share with other C.A.s from all over the world tips about how to do their job better, feel more fulfilled and have a lot more fun! Join US for this one of a kind, Chiropractic Assistant Mastermind!





# Join the Evolution

2017 CCA  
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Thursday, June 1, 2017

DOCKSIDE ROOM	
9am – 12pm (3 hr block)	<b>QME Re-Certification</b> Wayne Whalen, DC & Tami Auerbach, DC (3 hrs)
12pm–1pm	<b>LUNCH (Attendees on Own)</b>
1pm – 4pm (3 hr block)	<b>QME Re-Certification (continued)</b> Wayne Whalen, DC & Tami Auerbach, DC (3 hrs)
4pm – 6pm (2 hr block)	<b>Ethics and Personal Injury: From Case Evaluation to Successful Resolution</b> Vic Merjanian, Esq. (2 hrs) <i>Sponsored by ExpertMRI</i>

All classes have been submitted for CA BCE credit, except classes marked with a double asterisk\*\* and the Chiropractic Assistant Program. Contact CCA for additional state information.

DC
  DC & CA
  CA  
 \* Fulfills mandatory CE credit required by CA BCE  
 \*\* Not approved for CE

Friday, June 2, 2017

7am – 8am (1 hr block)	Stand Up Paddleboarding** PARADISE COVE Eric McKillican, DC (1 hr)		Beachside Yoga** PARADISE COVE James Dohn, DC (1 hr)	
8am – 8:30am	MARKETPLACE OPENS - Check out the Specials! (30 minutes)			
	SUNSET BALLROOM	DOCKSIDE ROOM	BAYVIEW ROOM	GARDEN ROOM
8:30am – 10am (1.5 hr block)	Keynote Presentation: Chiropractic and NeuroScience Gerard Clum, DC (1.5 hrs)			
10am – 10:30am	MARKETPLACE BREAK in the PARADISE BALLROOM - Grab a Deal! (30 minutes)			
10:30am – 12:30pm (2 hr block)	Adjustive Technique* Mitch Mally, DC (2 hrs) <i>Sponsored by Foot Levelers, Inc.</i>	Ethical Use of Social Media in Chiropractic Practice Matthew Loop, DC (2 hrs)	Pregnancy & Newborn Care & Case Management Ron Robinson, DC (2 hrs)	Chiropractic Assistant Program Set-up for Success Chris Atley
12:30pm – 2pm	LIFE WEST ALUMNI & FRIENDS LUNCHEON   LUNCH BY THE BAY (ticketed lunch) sponsored by LipoMelt Technologies			
2pm – 4pm (2 hr block)	Proper Documentation* Grace Sym DC & Jay Shery DC (2 hrs)	The Chiropractor's Lifestyle/Rehab Ben Griffes, DC (2 hrs)	Adjustive Technique/ Blair Technique* Liz Hoefer, DC (2 hrs)	Chiropractic Assistant Program Set-up for Success Chris Atley
4pm – 4:30pm	MARKETPLACE BREAK in the PARADISE BALLROOM - Spread the Wealth! (30 minutes)			
4:30pm – 6:30pm (2 hr block)	Special Presentation** Del Bigtree, Producer of "Vaxxed" (2 hrs)	Chiropractic Neurology Sergio Azzolino, DC (2 hrs)	Chiropractic Sports Rehab Ed LeCara, DC, PhD (2 hrs)	Chiropractic Assistant Program Set-up for Success Chris Atley
6:30pm – 8pm	DINNER (Attendees on Own)			
7pm – 10pm	BEACH BONFIRE PARTY – PARADISE COVE			

Saturday, June 3, 2017

7am – 8am (1 hr block)	Stand Up Paddleboarding** PARADISE COVE Eric McKillican, DC (1 hr)		Beachside Yoga** PARADISE COVE Elizabeth Wisniewski, DC (1 hr)	
8am – 8:30am	MARKETPLACE OPENS - Check out the Specials! (30 minutes)			
8:30am – 10am (1.5 hr block)	Keynote Presentation: Neuroplasticity & Research Heidi Haavik , DC, PhD <i>Sponsored by ChiroSecure</i>			
10am – 10:30am	MARKETPLACE BREAK in the PARADISE BALLROOM - Grab a Deal! (30 minutes)			
10:30am – 12:30pm (2 hr block)	CVA Gerard Clum, DC (2 hrs)	Adjustive Technique* Bob Chatfield, DC (2 hrs)	Clinical Nutrition & Functional Medicine Regan Archibald, LAC (2 hrs)	Chiropractic Assistant Program Chiro Rockstar Kimberly Goreham
12:30pm – 2pm	PALMER ALUMNI LUNCHEON   LIFE UNIVERSITY ALUMNI & FRIENDS LUNCHEON   LUNCH BY THE BAY (ticketed lunch)			
2pm – 4pm (2 hr block)	Ethics* Keith Carlson, Esq; Jehan Jayakumar, Esq & Kathy Nichols, Esq (2 hrs)	Pediatric Care Age 2+ Clinical Protocols, Research & Technique Tony Ebel, DC (2hrs)	Patient Education Mark Pollack, DC (2 hrs)	Chiropractic Assistant Program Chiro Rockstar Kimberly Goreham
4pm – 4:30pm	MARKETPLACE BREAK in the PARADISE BALLROOM - Spread the Wealth! (30 minutes)			
4:30pm – 6:30pm (2 hr block)	Immunology, Informed Consent and Life after SB277** Bob Sears, MD & Melissa Floyd (2 hrs)	Adjustive Technique* Mitch Mally, DC (2 hrs) <i>Sponsored by Foot Levelers, Inc.</i>		Chiropractic Assistant Program Chiro Rockstar Kimberly Goreham
6:30pm – 8pm	DINNER (Attendees on Own)			
8pm – 10pm	POOLSIDE AFTER PARTY AND AWARDS CEREMONY			

Sunday, June 4, 2017

8am – 10am (2 hr block)	<b>Radiology</b> Clifford Tao, DC, DACBR (2 hrs)
10am – 10:15am	<b>BREAK</b>
10:15am – 1:15pm (3 hr block)	<b>Radiology (continued)</b> Clifford Tao, DC, DACBR (3 hrs)

# Save My Seat! 2017 CCA Convention & Marketplace



## June 1 – 4, 2017 Paradise Point Resort & Spa, San Diego

### 2017 California Chiropractic Association Convention & Marketplace Registration Form

Name(s) \_\_\_\_\_ Chiropractic College \_\_\_\_\_

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☐ 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.

#### Sign me up for: (check below)

#### MEMBER

#### NON-MEMBER

Pre-registration by May 25/After May 25

<input type="checkbox"/> Doctor of Chiropractic (Full Registration)	\$45 enrichment + \$81 deposit*	\$349/\$449
<input type="checkbox"/> QME/PI Only (Thursday, 6/1/17 9am-6pm)	\$45 enrichment + \$81 deposit*	\$219/\$319
<input type="checkbox"/> Radiology Only (Sunday, 6/4/17 8am-1pm)	\$45 enrichment + \$81 deposit*	\$199/\$299
<input type="checkbox"/> Student	\$45 enrichment + \$81 deposit*	\$75 / \$95**
<input type="checkbox"/> Chiropractic Assistants	\$149	\$219/\$269

\*Student non-member rate includes SCCA membership.

#### Pre-Paid Lunch

You are "on your own" for lunch. However, CCA is offering a healthy, deli-style lunch option on Friday and Saturday. Pre-paid lunch tickets will be included in your welcome packet to be picked up at the Event Registration Desk.

☐ Friday \$27 ☐ Saturday \$27 ☐ \$50 for both days

\_\_\_\_\_ # of tickets Total Amount Due: \$ \_\_\_\_\_

#### HOW TO RESERVE YOUR SEAT

**CCA MEMBERS:** To save your seat, you must provide a credit card authorization in the amount of \$45 for Enrichment (hospitality features may include refreshments, Wi-Fi, charging stations, coffee and tea) and \$81 for a deposit. \$45 will be charged at the time of registration. **If you attend Convention, 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 \$45 and \$81, and if you attend the \$81 check will NOT be cashed. 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-MEMBERS:** provide check or credit card payment for the appropriate class fee listed above.

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

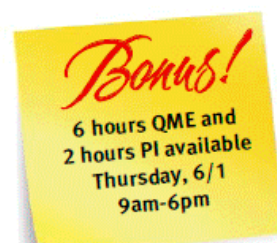
or ☐ VISA ☐ MC ☐ AMEX ☐ DISCOVER Credit Card # \_\_\_\_\_ Exp. \_\_\_\_\_

**MAIL** Registration to: CCA, 1451 River Park Drive, Suite 230, Sacramento, CA 95815-4521  
**FAX** (916) 648-2738 **CALL** (916) 648-2727 ext. 10 or 12 **WEB** [www.calchiro.org](http://www.calchiro.org)

**CCA MEMBERS:** Cancellations received in the CCA office 14 days prior to Convention date will not be subject to a service charge, and the \$45 for Enrichment will be refunded. After the 14-day deadline, a \$50 cancellation fee will apply (the \$45 for Enrichment will not be refunded and an additional \$25 will be charged.) "No shows" the day of the Convention automatically will be charged \$81, and the \$45 for Enrichment will not be refunded.

**NON-MEMBERS:** Cancellations received in the CCA office 14 days prior to Convention 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.

**ALL REGISTRANTS:** All cancellations must be in writing. "No shows" or cancellations the day of Convention 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. If you fax your registration, you MUST reserve/pay by credit card.



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# May is Posture Month - Join the Posture

The 2017 Posture Month campaign will help people “ACE” their posture to become Aware, take Control, and design an intelligent home and work Environment.

“The global public health initiative brings 50+ partner associations and their thousands of members together to amplify the message to millions,” says PostureMonth.org Chief Posture Evangelist and chiropractor, Dr. Steven Weiniger. “Posture is really important. Awareness begins with an assessment. Once people see how they really stand and balance, we have their attention to address improving posture and offer advice on posture-smart environments to support good habits.”

Be one of the thousands of chiropractors promoting posture awareness. Help to bring real world solutions to a relevant and growing issue already on people’s minds.

Free tools to engage patients, build awareness and grow your practice.



## Posture Month Toolkit

- Flyers
- Infographics
- Social media shares
- How-to videos
- Free listing on PostureMonth.org

## FREE Educational Webinar

- Posture Month strategy
- Leveraging social media
- Tech and tools
- Engaging patients

Sign up for your free toolkit at [PostureMonth.org](http://PostureMonth.org).

<http://posturemonth.org/professionals/>



## DC2017 Recap: Speakers Stress Unity

The chiropractic profession must take bold, innovative steps forward and collaborate with other professions to make an impact on some of the major challenges and trends in health care, according to speakers featured at the opening session of DC2017 in Washington, D.C., last month.

The lineup of leaders from both inside and outside the profession challenged chiropractors to examine what they could do as a profession and individually to meet the needs of a society struggling with spinal pain, painkiller addiction and runaway health care costs.

DC2017, a first-of-its kind event for the chiropractic profession, was hosted by the [American Chiropractic Association](#)

(ACA), the [World Federation of Chiropractic](#) (WFC) and the [Association of Chiropractic Colleges](#) (ACC). The conference attracted nearly 1,300 participants from 29 different countries as well as many vendors, who exhibited the latest products and services in the DC2017 Expo Hall.

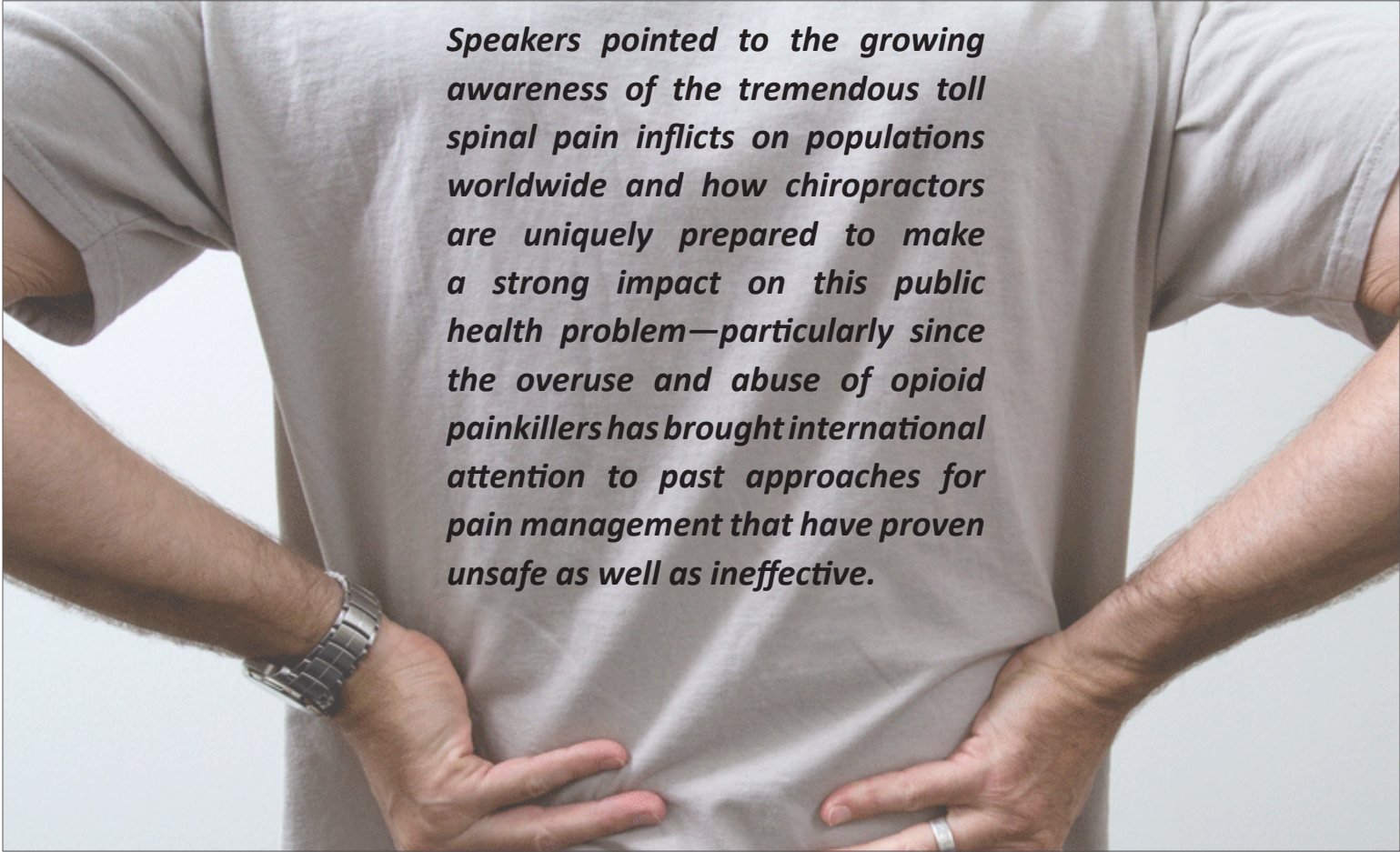
“[The chiropractic profession] will, and shall be, a part of the solution,” declared Espen Johannessen, DC, president of the World Federation of Chiropractic. “We can make a real difference.”

Speakers pointed to the growing awareness of the tremendous toll spinal pain inflicts on populations worldwide and how chiropractors are uniquely prepared to make a strong impact on this

public health problem—particularly since the overuse and abuse of opioid painkillers has brought international attention to past approaches to pain management that have proven unsafe as well as ineffective.

More than one billion people in the world suffer from spinal disorders at any one time, and today back and neck pain have more of an impact than HIV, Alzheimer’s, malaria and other common diseases, said Scott Haldeman, DC, PhD, recipient of ACA’s 2017 Humanitarian of the Year Award and founder of [World Spine Care](#), an organization that seeks to bring quality spine care to underserved populations worldwide.

He noted that an estimated \$87.6 bil-

A photograph of a person's back, showing their hands resting on their lower back, suggesting pain or discomfort. The person is wearing a light-colored t-shirt and a metal watch on their left wrist. The background is a plain, light color.

***Speakers pointed to the growing awareness of the tremendous toll spinal pain inflicts on populations worldwide and how chiropractors are uniquely prepared to make a strong impact on this public health problem—particularly since the overuse and abuse of opioid painkillers has brought international attention to past approaches for pain management that have proven unsafe as well as ineffective.***



lion is spent annually in the U.S. on treatments for spinal pain, which ranks as the third highest health care expenditure. In addition, he added, a patient who has spinal pain in conjunction with other conditions can expect their health care costs to double.

“Spinal disorders are an ignored international health, economical and human tragedy,” Dr. Haldeman observed.

Susan Dentzler, president and CEO of the [Network for Excellence in Health Innovation](#) and former editor of *Health Affairs*, agreed that better approaches to spinal pain are needed, especially for older populations and those in low-to middle-income areas of the country such as the Rust Belt, which are seeing a rise in disability and death in part because of the use of opioids for musculoskeletal conditions—especially low back pain. “We need better individual and population health, better quality of care and smarter spending,” she said.

At the same time, Dentzler noted that most things that drive health are outside the healthcare system. As illustrated in the [CDC’s Health Care Impact Pyramid](#), factors such as a person’s socioeconomic status (their education and income), their physical environment and their health behaviors (smoking, drinking, etc.) together have a greater impact than clinical care alone.

“Chiropractic has a clear role to play in ongoing innovation in health care,” she said, challenging the audience to think of ways they could make an impact in their communities, improve overall public health and lessen the need for health care interventions by promoting wellness and prevention strategies. She provided examples of innovation from Kaiser Permanente, which is a leader in the use of technology to enhance doc-

tor-patient interactions, and even Uber, which has created a new division to help facilitate health care appointments.

Dentzler believes increasing collaboration among health care providers is a positive development for the chiropractic profession. “Many organizations are thinking broader and including chiropractors,” she said, pointing to one example, Priority Health in Michigan, which created “spine centers of excellence” in response to the high rate of back injuries in the automobile manufacturing industry. According to the Priority model, the centers must include a chiropractor or an osteopath in the mix of providers.

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*Increasing collaboration among health care providers is a positive development for the chiropractic profession.*

— Susan Dentzler

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Jan Hartvigsen, DC, the recipient of ACA’s 2017 Researcher of the Year Award as well as head of research in the Department of Sports Science and Clinical Biomechanics at the University of Southern Denmark and the No. 1 ranked expert in musculoskeletal pain worldwide by the website [Expertscape](#), also thinks collaboration is key for chiropractic’s future. “Modern health care is about working together, a team approach, erasing boundaries,” he said.

However, according to Dr. Hartvigsen, there are those in the profession who are reluctant to accept their role in health care collaboration as the “spine care experts” and would rather talk about other things. Yet the fact remains that the vast majority of people—7 out of every 10—see chiropractors because of spinal pain, he said.

Hartvigsen researched historical records and learned that, even 55 years ago, spinal pain was the prime reason for chiropractic visits. He [co-authored an article](#) in the *Journal of Chiropractic Humanities* last year that concluded that despite disagreements within the profession, “the chiropractic identity seems to have already been established by society, practice, legislation, and education as a profession of health care providers whose area of expertise is spine care.”

“I think it all lines up for chiropractors,” he said. “Patients like what they get; chiropractors have some of the highest patient satisfaction rates in health care.”

Rear Admiral Susan Orsega, chief nurse officer of the U.S. Public Health Service, told attendees of DC2017 that all providers—including chiropractors—are key to the solution for the opioid epidemic. “There’s not a one-stop solution. It will require all of you to be engineers and think outside of the box and address the opioid epidemic with your patients.”

Orsega noted that only half of those who suffer from opioid abuse receive treatment, but that more and more communities are becoming aware and customizing solutions.

She challenged the audience to get out of the health care sector and into other sectors of their communities—such as events, business and education—to talk to people about the opioid epidemic and what chiropractic can do for them.

“It’s not one [solution] over another. They must all work together,” she said. “Your role cannot be more important. We need your help. We need your partnership.”

*Information for this article kindly supplied by the ACA.*

# Chiropractic and the Opioid Epidemic

**By Dr. Joseph Betz**  
**President, Idaho Association**  
**of Chiropractic Physicians**

Unless you have been sleeping through your days ignoring major media, you are well aware that there is an opioid epidemic in the United States.



The U.S. Department of Health and Human Services (HHS) has produced Fact Sheets related to the opioid epidemic.<sup>1</sup> The CDC reports the following:

On an average day in the U.S.:<sup>2,3</sup>

- More than 650,000 opioid prescriptions are dispensed
- 3,900 people initiate nonmedical use of prescription opioids
- 580 people initiate heroin use
- 78 people die from an opioid-related overdose

The rate of drug overdose deaths involving synthetic opioids nearly doubled between 2013 and 2014.<sup>2</sup> And opioid related deaths now comprise 61% of drug overdose deaths.<sup>2</sup>

The state of West Virginia has been hardest hit by the epidemic. While the U.S. average death rate was 16.3 cases per 100,000 residents, the rate in West Virginia was at 41.5.<sup>4</sup> There is a government funded program to help cover funeral and burial expenses in West Virginia that cannot keep up, partly due to the opioid epidemic. According to the *Charleston Gazette-Mail*, drug whole-

salers shipped over 780 million doses of opiate painkillers hydrocodone and oxycodone to the state, or roughly “433 pain pills for every man, woman and child in West Virginia.”<sup>5</sup>

Other states are experiencing massive problems with the opioid and resultant heroin epidemics. Most recently, one County in Ohio had to request cold storage containers to serve as overflow for the morgue.<sup>6</sup> The coroner’s office considered this problem as a direct result of a 20% increase in opioid and heroin overdoses since the previous year.<sup>6</sup>

The underlying problem starts with the prescription patterns of the medical doctors. Opioid pain reliever prescribing has increased a whopping 400% between 1999 and 2014.<sup>3</sup> Due to these irresponsible prescribing patterns, the focus of the state and federal governments has been on correcting this issue, which is obviously important. Other attention is directed at other drugs to help those addicted to opioids end their dependency, again another important avenue for effort.

What has been largely ignored in managing the opioid epidemic is the role of pain management using non-drug treatment methods. Services offered by chiropractors have been shown to be effective for managing many forms of pain.

Most recently the American College of Physicians (ACP), in its Clinical Practice Guideline, “Noninvasive Treatments for Acute, Subacute, and Chronic Low Back Pain: A Clinical Practice Guideline From the American College of Physicians,”<sup>7</sup> makes recommendations based on the literature that include the use of “spinal manipulation.”<sup>7</sup> Chiropractic care in-



cluding spinal adjusting has been widely accepted and is now recommended in the Clinical Practice Guidelines of one of the largest medical societies in the world.

A 2007 survey showed that 44% of opioid users reported CAM therapy use in the past 12 months.<sup>8</sup> 17.8% used chiropractic services.<sup>8</sup> So the utilization is present in this population to a higher degree than the general population.

Recent research is pointing toward chiropractic care being able to prevent the need for prescription opioids for pain management. It has been known that a higher supply of DCs results in less visits to the primary MDs.<sup>9</sup> Because primary care MDs do most of the opioid prescribing, it becomes logical to assume that increasing the supply of DCs would also lower the prescription rate of opioids. Weeks and Goertz found that there was indeed an inverse relationship with the volume of DCs and volume of prescriptions for opioids in a Medicare population.<sup>10</sup> They state, “our findings suggest that, at least in this younger (< 65 y.o.) Medicare population, greater availability and use of an alternative spine pain treatment may be associated with a lower prevalence of opioid users...”<sup>10</sup>

One of our goals as a profession is to



help patients avoid the use of drug and surgery through the use of natural, drug-free health care.

## About the author:

In addition to practicing full-time, Dr. Betz is active in chiropractic politics as a member of the board of directors for the [International Chiropractors Association](#) (ICA) and the [Foundation for the Advancement of Chiropractic Tenets and](#)

[Science](#) (FACTS). He is also the current President of the [Idaho Association of Chiropractic Physicians](#) (IACP) and Vice-President of [Chiropractic BioPhysics](#)®.

He has co-authored many papers in the peer-reviewed literature in journals such as *The Journal of Manipulative and Physiological Therapeutics*, *European Spine Journal*, *The Journal of Rehabilitation Research and Development* and *The Journal of Vertebral Subluxation*

*Research*. He is Chairman of the ICA's Guidelines Committee and has co-authored several chapters for a chiropractic textbook on "Structural Rehabilitation" of the lumbar spine.

Dr. Joe Betz has received many awards including Researcher of the Year for CBP NonProfit and Chiropractor of the Year for both CBP NonProfit as well as the Idaho Association of Chiropractic Physicians.

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# Chiropractic News in Brief

## Veterans turning to chiropractic care in increasing numbers

The use of chiropractic services in the Department of Veterans Affairs (VA) health care system has seen a steep rise over more than a decade, according to research published in the *Journal of Manipulative and Physiological Therapeutics* (JMPT), the scientific journal of the ACA.

The study's authors, who analyzed VA national data collected between 2004 and 2015, discovered an increase of more than 800 percent in the number of patients receiving the services of doctors of chiropractic. While authors attribute the increase to a natural growth of the chiropractic service, which was only implemented on-site at the VA in 2004, they also suggest it may be attributed to the successful performance of VA chiropractors and the perceived value of their care, among other factors.

"The fact that these services have expanded consistently and substantially beyond the minimum mandated level may suggest that some VA decision-makers perceive value in providing chiropractic care," the study notes.

Key findings from the study show that:

- the annual number of patients seen in VA chiropractic clinics increased by 821 percent;
- the annual number of chiropractic visits increased by 694 percent;
- the total number of chiropractic clinics grew from 27 to 65;
- the number of chiropractor employees rose from 13 to 86; and
- female and younger patients received chiropractic care at VA clinics at a great-

er rate than the national VA outpatient population. "This demographic tendency is consistent with the cohort of veterans from the recent conflicts in Iraq and Afghanistan, which is known to have a high prevalence of musculoskeletal conditions," the study authors note.

"ACA commends the VA for its important work to expand access to chiropractic services to the nation's veterans," said ACA President David Herd, DC. "It's vitally important that all of our veterans have access to non-drug approaches to pain management such as those offered by chiropractic physicians, particularly in light of the opioid epidemic that is gripping our country. Many veterans returning from overseas suffer from musculoskeletal ailments, which respond well to chiropractic's patient-centered and drug-free approach."

[Read the full study here.](#)

## Chiropractic leaders to discuss chiropractic issues in Texas

A top level meeting was held among the leaders of Parker University, the Texas Chiropractic Association (TCA), the American Chiropractic Association, and the World Federation of Chiropractic (WFC) at the Parker Seminars Las Vegas conference on Feb. 23, the first day of the event. Also in attendance were major representatives from the chiropractic industry and media.

The meeting was chaired by William Morgan, DC, president of Parker University, regarding the grave situation facing Texas's chiropractors following a court ruling in favor of the Texas Medical Association (TMA) stripping DCs of the right to use the terms "neuromuscular"



and "subluxation," as well as the ability to diagnose medical necessity.

Those in attendance agreed that a loss for the TCA and Texas Board of Chiropractic Examiners in this case would embolden the AMA to press similar scope-of-practice litigation in other states, having established a precedent. Conversely, a forceful and successful defense would dissuade the TMA and AMA from relitigating practice scope issues that should have been settled by *Wilk vs. AMA*.

Richard Brown, a chiropractor and secretary-general of the WFC, expressed his concern that what happens in Texas "ultimately affects chiropractors in Canada, Mexico, Europe, and beyond."

Doctors of chiropractic are urged to lend support to the TCA by donating to fund their defense at [www.chirotexas.org](http://www.chirotexas.org) through its Chiropractic Development Initiative (CDI), a 10 year commitment to positively affect changes in statute, regulation, as well as government and public perception.

## ACA's Campaign for Medicare Equality has 30,000 supporters

The American Chiropractic Association (ACA) worked diligently throughout 2016 to promote its grassroots campaign to enact legislation allowing U.S. doctors of chiropractic (DCs) to perform to the fullest scope of their license in Medicare, the federal program providing health care to U.S. seniors.



To date, the ACA's National Medicare Equality Petition (NMEP) has generated more than 30,000 signatures from patients and others in support of the measure. The NMEP is part of ACA's comprehensive strategy to ensure that chiropractic patients are not discriminated against in receiving necessary care permitted under their doctor of chiropractic's state scope of practice.

ACA's House of Delegates passed a resolution in February 2015 making Medicare parity a top legislative and regulatory priority for the association.

Primarily through social media, the NMEP campaign continues to raise awareness of how the current Medicare system shortchanges seniors who want and need the essential services provided by doctors of chiropractic to stay healthy, pain free and mobile, and how DCs can be a part of the solution for what ails the U.S. health care system — particularly in respect to the overuse of prescription pain medications.

The Medicare program, which serves as a benchmark for private health plans, currently serves more than 55 million beneficiaries. Various projections forecast the number of people age 65 or older in the U.S. increasing by about one-third over the next decade. Learn more about the NMEP at:

[www.acatoday.org/equality](http://www.acatoday.org/equality)

### **Chiropractic profession advocated for on Capitol Hill**

More than 500 chiropractic physicians, students and supporters joined the American Chiropractic Association (ACA) in Washington, D.C., on March 16 to visit with lawmakers on Capitol Hill as part of Advocacy Day during the 2017 National Chiropractic Leadership Conference (NCLC).

Chiropractic supporters urged their elected officials to enact federal legislation that would increase patient access to chiropractic services. Most notably, participants promoted the Chiropractic Care Available to All Veterans Act (S. 609 in the U.S. Senate and H.R. 103 in the U.S. House of Representatives), which would phase-in chiropractic services at additional VA major medical facilities across the country and codify chiropractic as a standard benefit for veterans. Currently, only 67 out of just more than 150 U.S. VA medical facilities offer chiropractic services.

The use of chiropractic in the VA has risen steeply since chiropractic was first made available in 2004. Studies have shown that musculoskeletal ailments such as back pain are some of the most common conditions that veterans suffer from when returning from combat duty abroad. In addition, surveys show overuse and abuse of prescription pain medications is as prevalent among veterans as it is in the general population, making it even more important that the VA offer non-drug, noninvasive treatments to manage pain.

Along with increasing chiropractic access for veterans, chiropractors urged support for:

- **H.R. 1378**, bipartisan legislation that would amend the Public Health Service Act to designate that doctors of chiropractic are eligible to compete in the National Health Service Corps Loan Repayment and Scholarship Program;
- **H.R. 372**, the Competitive Health Insurance Reform Act, should increase competition in health insurance markets and lower prices for consumers; and
- **H.R. 302**, the Sports Medicine Licen-

sure Clarity Act, legislation that would ensure that sports health professionals who contract with a team are covered by their medical liability insurance while traveling across state lines.

### **BCA survey points to tech as pain trigger**

A recent survey conducted by the British Chiropractic Association (BCA) of more than 2,000 UK adults who currently suffer from back or neck pain, or have done so in the past, found that almost three in five (56%) people experienced pain after using some form of technological device. Despite this, only 27% of people surveyed had limited or stopped using their devices due to concerns for their back or neck health and posture. The research showed people were most likely to experience back or neck pain after using the following technological devices:

- Laptop computer (35%)
- Desktop computer (35%)
- Smart phone (22%)
- Tablet (20%)
- Games console (17%)

The age group most likely to experience back or neck pain when using their smart phone were 16-24 year olds, while nearly half (45%) of young adults (25-34 year olds) admitted to experiencing back or neck pain after using a laptop. One in seven (14%) 16-24 year olds attributed their back or neck pain to virtual reality headsets.

As part of Chiropractic Awareness Week (April 10-16) the BCA is calling for technology companies to design devices with posture in mind, to help tech proof our back health.

To help you use your technological de-

*Continued on next page*

vices without impacting your back or neck health and posture, the BCA provides their top tech tips to stay back pain free:

- **Mind your posture:** Be aware of your posture when using mobile devices on the go, don't hunch over small screens and try to ensure you are never in the same position for a prolonged period.

- **Be computer compatible:** When sitting in front of your PC or laptop, sit in a chair that provides full support for your spine and make sure your shoulders, hips and knees face the same direction. Your seat should be adjusted so that your feet are flat on the ground and knees bent, but with a slope from your hips to your knees. You should end up with your hips higher than your knees and your eyes level with the top of the computer screen. You may need to put the screen on a stand, book or ream of paper to bring it to the right height.

- **Keep your head up:** The head is a heavy weight, so sitting with it forward of your body can put unnecessary strain on your neck and back. Try to sit with your head directly over your body.

- **Try before you buy:** Try out new gadgets before you buy them to make sure they're comfortable to use and spend time setting them up in a way that works well for you.

- **Bag it up:** If you carry a laptop use a rucksack design laptop case, carry it on both shoulders and adjust the straps so that the bag is held close to your back.

- **Stretch it out:** When using your mobile, smartphone, laptop or tablet whilst sitting down, including on your commute, take the time to break position on a regular basis and stretch your arms, shrug your shoulders and move your fingers around as this helps to keep the muscles more relaxed. Try to avoid sitting in the same position for more than 40 minutes where possible.

### Sit up straight! Poor posture may promote depression

It's estimated that 10 million Americans suffer from mild to moderate depression. A study done at the University of Auckland in New Zealand found that many people can get at least some measure of relief simply by improving their posture.

The researchers noticed that patients suffering mild to moderate depression typically sat in a more slumped posture than non-depressed people. They knew that better sitting posture eased stress and wondered if it could also reduce depression.

Sixty-one patients with mild to moderate depression participated in the study. Researchers randomly divided the participants into two groups. One group was asked to sit in their normal slouched position. The other group was told to sit upright with straight backs, level shoulders and to keep their neck and head straight. Researchers used physiotherapy tape on their backs to help keep them in an upright posture.

The researchers then had the two groups participate in two tests. In the first test, they delivered a five-minute speech. In the second they were asked to count backwards from 1,022 in steps of 13.

In both tests, the upright posture group showed more enthusiasm, less fatigue and fewer observable markers of depression than the slouch group. Those who had good posture were more outgoing, exhibited less fear, spoke more clearly and used more words during their speech. They also had fewer errors when counting down. All of these behaviors and emotions are signs their depression was reduced.

It was noted by the researcher that "For severe, disabling depression, sitting posture is not likely to make much of a difference. But for mild or moderate depression, sitting up straight may help patients manage their mood and be more productive." "Sitting upright can make you feel more alert and enthusiastic, feel less fearful, and have higher self-esteem."





The findings are due to be published in the *Journal of Behavior Therapy and Experimental Psychiatry*.

### Vitamin D and its impact on the immune system

The role of Vitamin D (and its prohormones) in calcium metabolism and bone health has been well-established. Yet a mounting body of research reveals that vitamin D—with its pleiotropic effect on biological activities—also plays a significant role in regulating immune function.

Case in point: We now know that there are vitamin D receptors (VDR) in all immune cells. Of particular interest to researchers is the role vitamin D plays in autoimmune disorders. To date, there is considerable [research](#) pointing to an association between vitamin D deficiency and an increased incidence of autoimmune disorders, including inflammatory bowel diseases (two main subtypes being ulcerative colitis and Crohn's).

A mounting body of evidence supports a high incidence of very low serum 25-OH vitamin D levels among IBD sufferers. This evidence also shows:

- A high prevalence of vitamin D deficiency reported in patients with well-established IBD, as well as patients with newly-diagnosed IBD.
- Vitamin D deficiency is independently associated with lower quality-of-life and greater disorder activity in IBD.
- Higher vitamin D intakes were associated with reduced incidence of IBD.

Solid outcomes such as these led a group of researchers from Beth Israel Deaconess Medical Center to study the risk of relapse in patients with IBD and




vitamin D deficiency. Their challenge was to determine whether the flare-up was lowering vitamin D levels, or if low vitamin D levels were causing the flare-up. According to their [published study](#) in *Clinical Gastroenterology and Hepatology*, the researchers found the mean

baseline vitamin D level to be lower in patients who later relapsed than in those who did not.

“Patients who had higher vitamin D levels when their disease was in remission were less likely to experience a relapse in the future,” summarized the study’s lead author, John Gubatan MD. “This suggests that higher vitamin D levels may play some role in preventing the UC relapse.”

The study, in adding to the larger body of scientific evidence that now exists, furthers our understanding of the important role vitamin D plays in regulating the immune system and its innate responses.


Information by [Nordic Naturals](#).



**Medicare Patients and Families:**  
Help ensure full patient access to essential chiropractic services.

#MedicareEquality

acatoday.org/equality

 National Medicare Equality Petition

## Petition the President and Members of Congress

### Give Seniors the Medicare Coverage They Need and Deserve: Full Access to and Reimbursement for Services Provided by Doctors of Chiropractic

Studies have shown that essential services provided by doctors of chiropractic (DCs) can help aging Americans live healthier and happier lives, yet every day our nation's seniors are being unjustly denied full access to Medicare covered services by doctors of chiropractic that could improve their quality of life.

Why? Because the federal government continues to rely on an antiquated statute that discriminates against Medicare's chiropractic patients by not covering medically necessary and mandated services delivered by DCs.

This needs to stop. Our aging population deserves the best health care this nation has to offer. And research has shown that safe and effective services provided by DCs are a part of the solution.

[Sign the Petition](#)

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Signature \_\_\_\_\_ Exp. Date \_\_\_\_\_

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

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

For CCA use only: ☐ Verify record ☐ Processed ☐ Confirm e-ltr \_\_\_\_\_



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Cancellations received in the CCA office up to 14 days prior to Symposium will be subject to a 25% cancellation fee. Cancellations received 2-14 days prior to Symposium will be subject to a 50% cancellation fee. Cancellations within 2 days of the Symposium and "no shows" the day of the Symposium are liable for the entire fee. 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.

**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.

For more information visit [calchirosports.org](http://calchirosports.org)



# Chiropractic Needs A Global Voice

By Richard Brown DC, LL.M  
WFC Secretary-General

2017 marks 20 years since the WFC was officially recognized as a non-governmental organization in official relations with the World Health Organization. This status led to the landmark *2005 WHO Guidelines on Basic Training and Safety in Chiropractic*, a document that has helped to frame international chiropractic education and contribute to the development of the profession around the world.



In the same year, the WFC published the results of its global identity consultation, a multi-stakeholder exercise that concluded that chiropractors should be positioned as spinal health care experts in the health care system.

With low-back pain repeatedly shown as the world's leading cause of disability, and neck pain also featuring highly in the Global Burden of Disease studies, there is undoubtedly a need for chiropractic services and a huge opportunity for the profession to realize its potential. The emergence of the opioid crisis as a major public health concern in the U.S. and elsewhere has amplified the appeal for non-drug, non-surgical solutions within the spinal health care marketplace. Guidelines support interventions that chiropractors are perfectly positioned to deliver.

In nations where chiropractic has achieved greatest success, the provision of modern, evidence-based education, the utilization of high-level scientific

research, and a willingness to embrace collaborative models of care has seen chiropractic accepted as an uncontested, modern health care profession.

Working alongside other health care providers in the best interests of patients and communities, generates trust and a recognition of the value that chiropractors can provide within the health care system.

Under the leadership of President Dr. Espen Johannessen, Council has committed the WFC to advancing awareness, utilization and integration of chiropractic internationally. Success will depend on clear messaging, consistent with its established identity, but also on innovation and a positioning of chiropractic as an accessible, credible and viable solution to a global epidemic of spinal disorders.

Progress inevitably means adopting new ways of doing things whilst being prepared to discard those that society sees as outdated. In an era of technological advance and patient empowerment, society has come to expect its providers of health care to use the best means available to optimize their well-being. It expects its doctors to speak to each other, tailor treatment to individual needs and deliver the most effective care that scientific evidence dictates at that time.

Chiropractic needs a global voice. The WFC is committed to advocating for and on behalf of the chiropractic profession. Through its work with the World Health Organization, the dissemination of current evidence through the [WFC Suggested Reading List](#), its education and biennial congresses, public health

initiatives such as [World Spine Day](#) and the sharing of best practices, the WFC is constantly working towards its vision of a world where people may enjoy universal access to chiropractic so that populations may thrive and reach their fullest potential.

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*Working alongside other health care providers in the best interests of patients and communities, generates trust and a recognition of the value that chiropractors can provide within the health care system.*

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As we embark on another year, all of us at the WFC are excited about what 2017 has in store. I look forward to seeing as many of you as possible in Washington DC at our 14th Biennial Congress, which we are holding jointly with the ACC and ACA under the banner of a theme of DC2017: Impact Spinal Health. In the meantime, I wish you a happy, healthy and successful New Year.

**About the WFC:** The World Federation of Chiropractic (WFC) is a global not-for-profit organization that supports, empowers, promotes and unites chiropractors. The WFC's mission is to advance awareness, utilization, and integration of chiropractic internationally. National associations in over 85 countries belong to the WFC both for member benefits (e.g. information on the profession, assistance with educational legislative and other professional issues, representation at the World Health Organization and other international organizations) and to support the international development of the profession. Visit the WFC online at <https://www.wfc.org>.

## Support The CCA PAC



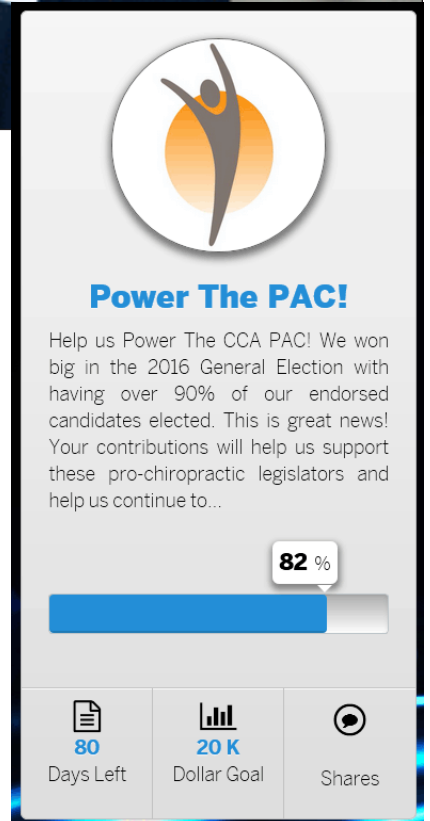
Dr. Lance Casazza, center, presented a \$5,000 check to CCA President Dr. Leslie Hewitt during the Legislative Conference to the CCA PAC.

During the CCA Legislative Conference, CCA member Dr. Lance Casazza generously donated \$5,000 to the CCA PAC. He urged others to step up. Led by the spirited Dr. Brian Stenzler, doctors and districts gave lavishly. By the end of the day, the CCA PAC had reached 82% of the \$20,000 goal.

THANK YOU Dr. Casazza and thank you PCCA Members for supporting this important work.

If you have not yet made your donation, please do so today via the PAC website at: <https://calchirogive.org/>.

There you will find information on the Power of the PAC, the 500 Club and CCA's Media Blitz.





## ***An Excellent Way to Support the CCA Political Action Committee***

Dr. Lance Casazza has pledged to donate \$2,500 to the CCA Political Action Committee if 20 CCA members attend this seminar. CCA members get a \$300 discount for you and two CAs! For more information, click the ad or visit [www.InnateLegacy.com](http://www.InnateLegacy.com).

# It's Time to **RE>CONNECT** To Yourself, to Your Team and to Chiropractic

Do you feel you have lost the passion you once had? Wouldn't it be great to look forward to going to the office everyday. How about reconnecting to the things that are important to you. Our team is here to help. Join us in Sacramento for Summer Session June 8-10, 2017.

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## Time for a New Medical Lien and New Procedures?

***Taking steps to ensure your interests are protected  
is crucial to the financial health of your practice***

**By Michael L. Coates Sr., Esq.  
President, Medical Lien Recovery**

While many chiropractors and other healthcare providers are expanding their use of medical liens to increase revenue from personal injury cases, there remains considerable confusion about the nature of medical liens, as well as the provider's rights and responsibilities. Unfortunately, most provider liens are deficient — poorly worded, missing provisions, or having other contractual defects — usually to the financial detriment of the doctors using them. Typical office procedures for handling liens are not much better.

Medical and personal injury liens are

signed agreements — contracts — that codify terms when a healthcare provider agrees to delay payment for services rendered in cases where a third party may be responsible for the patient's injuries.

If you want to strengthen your practice and improve your financial bottom line in the medical lien area, begin by using a well-drafted medical lien agreement and adopting prudent office procedures that protect you in the event of disputes with patients or their attorneys. Otherwise, you may need to resign yourself to the indigestion that comes from swallowing the 70 to 90 percent reduction in your bill often demanded by a patient's personal injury attorney.

Please note that providers whose fees are excessive, who indulge in overtreatment, or who otherwise violate ethical standards will not benefit from the guidelines presented in this article.

### **Common Pitfalls**

A first, crucial step is to avoid some all-too-common potential procedural mistakes, including:

- Treating a patient without a signed lien;
- Having the patient — but not the attorney — sign the lien (including when the attorney is hired by the patient after treatment is rendered);



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- Failing to fax a copy of the fully signed lien agreement back to the attorney;
- Failing to have the printed names of the patient, the attorney and the law firm below each signature;
- Failing to also mail a copy of the fully signed lien agreement to the patient;
- Not keeping a record (such as a fax confirmation) in your file proving everyone received the fully signed lien.
- Not maintaining an ongoing internal communications log detailing the date and content of each contact with the attorney's office and/or patient after the lien has been signed. (I recommend tracking the progress of the pending lawsuit until you are paid.)
- Failing to ensure that every discount your office agrees to is specified in writing and signed by you, with a deadline for you to receive that payment.

These errors may sound familiar; they certainly are not uncommon. Fortunately, they are also entirely avoidable.

Attorneys representing patients have little fear of medical providers, so they often provide minimal information, hide information, or even misstate the law. Consequently, you need to protect yourself from patients' attorneys seeking to take advantage of you, for example by:

- Hiding the full settlement results (e.g., prior "med pay" recovery, or not disclosing a separate underinsured motorist claim lawsuit on top of the primary lawsuit that settled for the insurance policy limits);
- Seeking to bully you into accepting a fraction of your bill from the settlement proceeds, while the attorney hasn't reduced his own fee or the patient's mon-

etary recovery; or

- Falsely asserting that California law limits your share of the settlement proceeds automatically (e.g., by incorrectly citing California Civil Code Section 3040).

Having the lien signed by the patient's attorney is critical, because signing imposes fiduciary duties upon the attorney. Since these fiduciary duties are the highest standard of care the law imputes, the attorney has an obligation of full disclosure, to not mislead you, and to protect your lien interest as well as keep you informed about case status.

The signed lien provides you the greatest leverage in the event of a dispute over payment, especially if the attorney has deposited proceeds of any kind related to that lawsuit (e.g., settlement checks or "med pay"). Trust account mishandling is probably the most reviewed area by the California State Bar. Remember: once an attorney signs your lien, he or she has fiduciary trust accounting duties to you as well as his own client (your patient).

## Recovering Attorney's Fees

The medical lien should contain a specific provision allowing the recovery of your attorney's fees in the event lien terms are violated and you are forced to take legal action. In California, you generally can only recover attorney's fees if a statute specifically states you are entitled to them, or if both sides agree in writing (e.g., the written lien agreement) to the reimbursement of attorney's fees. It is critical your lien not only contains such a provision, but also physically positions that provision properly within the lien terms.

Often the attorney fee provision is placed below the patient's signature line

and part of a paragraph directly above only the attorney's signature. That's a mistake in my opinion. By placing that provision below the patient's signature you may lose enforcement of any attorney's fees from the patient because people don't usually read wording below their signature line. You generally aren't bound by what you don't read.

It is critical to have the patient bound by the attorney fee provision even more so than their attorney being so bound in my opinion, because it can create legal exposure for the attorney with his own client. If, as a result of the attorney violating the lien agreement, the patient is now exposed to your attorney's fees, the patient probably won't be happy and is more inclined to file a malpractice action against his own attorney. That can create quite an incentive for an attorney to resolve your lien dispute more favorably to you.

## Accruing Interest

Another useful provision calls for the accruing of interest on the monies owed. If payment is delayed for two years, the value of those same monies is reduced with the passage of time — in effect lowering the value of your then-market fees.

The solution is to either establish a small interest rate, such as five percent, or to state that any arrearage accrues interest at 10 percent or the maximum legal rate permitted by law. You can choose to make the interest accrual from the date the services were rendered (which I recommend), or, alternatively, from the date the attorney first received any settlement funds. You ultimately may cede some or all or of your claim of interest on the monies owed if the attorney agrees to pay you an amount with which you are content. But the decision

*Continued on next page*

## Time for a New Medical Lien and New Procedures?

*Continued from last page*

to waive the interest accrual will be yours to make.

Do not underestimate how waiving a large interest accrual can help you resolve a lien payment dispute. In California, Civil Code Section 3289(b) may allow you to assert an interest entitlement of 10 percent, even if your lien is silent on the issue of an interest entitlement. However, it is best to remove uncertainty and ensure all parties understand — in advance — of the right to an interest accrual by stating it explicitly in your lien agreement.

### Points of Order

Only sign the lien yourself after it is signed by the patient and the attorney (assuming the patient has already retained an attorney). This affirms that the lien has been agreed to in writing, has been signed by both the patient and the attorney, and contains no objection-

able modifications.

Remember, this is a contract. To be safe, your standard procedure should be to 1) Sign the agreement last; 2) fax the (signed) agreement to the patient's attorney; 3) mail a copy to the patient; 4) retain all paperwork and transmission proofs in your files; and 5) diligently follow up with the attorney and the patient on the progress of the lawsuit and keep a communications log of those contacts and attempts.

Failure to have a solid lien agreement, and failure to follow appropriate lien procedures, will place you at a huge disadvantage when dealing with a patient's attorney when it is time for your bill to be paid.

Remember: your expertise is healing the patient, not fighting with lawyers. You are like a fish out of water when arguing contractual liens and recovery rights with an attorney — and many attorneys will take advantage of you, your

staff and those third-party billing companies that (from all indications) have no understanding of this area of the law.

**DISCLAIMER:** This column is provided for educational purposes only. The information presented is not as legal advice and no attorney-client relationship is hereby established.

**Michael L. Coates Sr., Esq.,** is a California attorney and owner of Medical Lien Recovery, which helps doctors maximize financial return on their medical liens. Michael represents medical providers of all specialties throughout California. Upon request, Michael will provide you with his medical lien and related forms at no charge. He can be reached at 714-470-2927 or [mcoates@medicallienrecovery.com](mailto:mcoates@medicallienrecovery.com).



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Note: Checks returned due to insufficient funds and/or stop payment are subject to a \$25 returned check fee. If you fax your registration, you **MUST** pay by credit card. Retain a copy of this form for your records. **All cancellations must be in writing.** A 25% cancellation service fee will apply.



## SCU's New Doctor of Chiropractic, Sports Medicine Honors Program

Southern California University of Health Science (SCU) is excited to announce its new Doctor of Chiropractic, Sports Medicine Honors Program. The Sports Medicine Honors Program is designed to provide chiropractic students interested in sports medicine with a more rigorous immersion of sports medicine education. Students will be taught by some of the top leading sports medicine chiropractors, as well as other athletic and sports professionals, to better prepare them to work in the sports medicine field and interdisciplinary environment.

The program includes 30 sports medicine specific chiropractic classes which are designed to elevate students to a higher level of exposure and preparedness in the world of sports medicine. Students will take classes such as: Emergency Management and Standards of Care, which includes certifications in First Aid, CPR for Professionals, O2, and Emergency Medical Responders, as well as nutritional classes taught by top sports nutritionist Douglas Anderson and Research and Clinical experience classes preparing students to be certified strength and conditioning specialists.

The Sports Medicine Honors Program at SCU is the ideal program for students hoping to seek a Chiropractic Sports Medicine Residency at SCU, as well as to

become a Certified Chiropractic Sports Physician, Diplomate Sports Physician and/or Certified Strength and Conditioning Specialist. SCU is excited to be paving the way forward in the education of future sports medicine doctors.

### Dr. RiveraMelo earns RMSK Certification

We are honored to announce that Dr. Hector RiveraMelo, Director of Southern California University of Health Sciences (SCUHS) Center of Diagnostic Imaging, recently became registered in Musculoskeletal Sonography, receiving an RMSK certification. He is the first full time faculty at (SCU) to be awarded an RMSK certification and one of a few select chiropractors in the United States to receive it.

The RMSK certification is a physician only certification, requiring candidates



to complete 30 hours of hands on training, 150 patient scans, and pass an examination of several hundred questions. Musculoskeletal Ultrasound has proven to be a safe, cost-effective, and prompt in the assessment of musculoskeletal injuries, with exceeding advantages over MRIs, X-Rays, and CTs.

Dr. RiveraMelo hopes the certification will open up many more offerings and opportunities for SCU. The SCU Health System has already began incorporating musculoskeletal ultrasound into their Diagnostic Imaging department. Several doctors have begun referring patients and various conditions that might have otherwise gone undiagnosed have been confirmed.

SCU is proud of Dr. RiveraMelo's achievement and his continued dedication to helping SCU be at the forefront of developments in health.

### SCU's Dr. Hiwot Melka, DC collaborates on international research project

SCU is proud to announce that Dr. Hiwot Melka, DC, a member of our Primary Spine Care Residency Program at Southern California University of Health





Sciences is currently collaborating with World Spine Care Director Dr. Scott Haldeman DC, MD, PhD on a research project. World Spine Care and other global charity organizations have established primary spine care clinics with providers trained in primary spine care, providing sustainable, integrated evidence based spine care to patients in underserved communities.

Through a pilot study, descriptive data on the current practices of chiropractors in Botswana and Ethiopia has been collected for possible publication. The expansion of this project is hoped to generate descriptive statistics and understanding of the geographic distribution and legislation of chiropractors in the continent of Africa. The project will allow for future research on the burden of musculoskeletal disorders and sustainable management approaches to address spine related complaints. This research was made possible through the collaboration with

World Spine Care Director Dr. Scott Haldeman, DC MD, PhD, and guidance from SCU's Associate Vice President Dr. Robb Russell, DC, and Research Director Dr. Jim Whedon DC, MS.

### **SCU faculty members receive APHA appointments**

We are pleased to announce that SCU faculty members, Dr. Anupama Kizhakkeveettil and Dr. James Whedon have received American Public Health Association (APHA) appointments. The APHA's mission to promote and protect the health of people in the communities where they live, learn, work and play is in alignment with SCU's commitment to educate students as competent, caring, and successful integrative healthcare practitioners.

Dr. James Whedon, Director of Health Services Research has been selected to serve as the Co-Chair of the Policy Com-

mittee of the Integrative Complementary Traditional Health Practices (ICTHP) Section of the APHA. This position gives Dr. Whedon a unique opportunity to influence public health policies of the ICTHP. The ICTHP's main goal is to promote public health by strengthening the role of integrative medicine.

Dr. Anupama Kizhakkeveettil, Director of Ayurveda Programs has been reappointed to the Action Board of APHA to represent the Integrative Complementary Traditional Health Practices (ICTHP) Section. APHA's Action Board helps coordinate the association's grassroots and grassroots advocacy activities and improves participation in advocacy initiatives among the association's Sections, SPIGS, Caucuses, State Affiliates and other units. She has been actively participating in the Action Board meetings for the past three years and the reappointment is an affirmation of her good work in the public health arena.

## **MedX now offered at SCU as part of Sports Medicine Center of Excellence**

Southern California University is proud to now offer MedX Cervical & Lumbar Strengthening and Rehabilitation as part of our Sports Medicine Center of Excellence. MedX is recognized as the Gold Standard for treating and reducing chronic back pain and dysfunction. Over the last 15 years, the Universities of Florida and San Diego, along with various orthopedic clinics around the world, have published some of the most compelling research to date. This research shows that specific spinal strengthening exercises using the MedX Lumbar and Cervical Extension Machines help people get better, even after multiple failed attempts at other forms of treatment. With more than 75 published articles in peer-reviewed journals, the proof lies in both the research and the testimonials of thousands of people.

SCU is in the process of scheduling Physician Education Events on our campus with Dr. Joseph Horrigan, DC, DACBSP, Executive Director of Tactical Sports

Medicine. If you are interested in attending a future event, email:

[healthsystem@scuhs.edu](mailto:healthsystem@scuhs.edu)





## **National Director of Chiropractic Services for the Veterans Health Administration, West alumnus Anthony Lisi, D.C., named ACA “Chiropractor of the Year”**

In 2004, Anthony Lisi, D.C., a 1996 graduate of Palmer’s West campus, became the first chiropractor appointed to the medical staff of the Veterans Administration’s Connecticut Healthcare System, where he developed processes for integrating hospital-based clinical services and interprofessional clinical education.

Three years later, Dr. Lisi was named National Director of Chiropractic Services for the Veterans Health Administration, a role in which he oversees all national programmatic issues for chiropractic services in the largest integrated health-care system in the U.S.

The American Chiropractic Association recently saluted Dr. Lisi’s distinguished career of service by presenting him the with “Chiropractor of the Year” award,



*Palmer West ‘96 alumnus Anthony Lisi, D.C., received the “Chiropractor of the Year” award (presented by ACA President Anthony Hamm, D.C.) during special ceremonies at the recent House of Delegates meeting in Washington, D.C..*

the ACA’s highest honor, during special ceremonies at the annual House of Delegates meeting in Washington, D.C.

Dr. Lisi was instrumental in the establishment and implementation of the first federally funded chiropractic residency training program in the VA. The residencies, now in their third year, provide chiropractic graduates with advanced clinical training in complex cases, knowledge of hospital practice, policies and procedures, and opportunities to collaborate with other healthcare professionals in team care.

“I thank my ACA colleagues for giving me this honor, and thanks to all colleagues who have worked with me and are deserving of the same recognition,” said Dr. Lisi, who also serves as associate professor of clinical sciences at the University of Bridgeport College of Chiropractic as well as assistant clinical professor at the Yale Center for Medical Informatics.

“We are proud of Dr. Lisi and his work at VA,” said Dr. Poonam Alaigh, acting undersecretary for Health for VA’s Veterans Health Administration (VHA).

“It is always great to be recognized for your work and especially meaningful when that recognition comes from your peers. When Veterans receive care, we believe it is important that we take a holistic approach. Chiropractic care is an

important and valuable specialty.”

In his VHA role, Dr. Lisi oversees national clinical program and policy matters related to the integration of chiropractic services into the VA health-care system, and also serves as Chiropractic section chief at the VA Connecticut Healthcare System. The VA began providing chiropractic care in 2004 with 26 clinics caring for 4,000 Veterans. Since then, it has grown to 79 clinics, offering care to more than 44,000 Veterans annually.

“Together, we’re committed to improving the health of the patients who our trainees will ultimately serve. Over the past 12 years, the VA chiropractic program has grown substantially, and continues to do so. I’m proud of our expansion in academic initiatives, but also in research, administrative efforts, and most importantly, our clinical care for veterans,” said Dr. Lisi.

Visit [www.rehab.va.gov/chiro/](http://www.rehab.va.gov/chiro/) for more information about the VA chiropractic program.

### **West alumni receive service awards as Fellows of Canada’s national governing sports organization**

Brad Yee, D.C. (’91), and Bill Jacobs, D.C. (’97), graduates of Palmer College of Chiropractic’s West campus in San Jose, California, recently received special awards honoring their 20 and five years, respectively, of distinguished service as Fellows of the [Royal College of Chiropractic Sports Sciences](http://www.rccss.ca/) RCCSS(C), the national governing organization for sports chiropractic in Canada.

The service awards were presented at the 2017 Western Canada Sports Chiropractic Conference in Vancouver, B.C., and recognize distinguished RCCSS Fel-



lows for outstanding dedication to their patients, athletes, community, the chiropractic profession, and for advancing the specialized field of sports chiropractic in Canada.

Earning the status of RCCSS(C) Fellow requires completion of a five-year post-graduate program, which entails more than 1,000 hours of study and care in the specialized field of clinical sports care, research, and publication, culminating with the requirement of passing the Fellowship Exam.

Fellows of the RCCSS(C), established in 1984, have been working with Canada's elite athletes for more than two decades. Since the 1998 Winter Olympic Games in Nagano, Japan, the Fellows have been part of the Core Health Care Team for Canada's Olympic athletes.

Serving elite athletes has led to affiliations with many institutions and associations, including the Canadian Olympic Committee (COC) and the Canadian Sports Centres. Fellows of the RCCSS(C) are also members of the Service Provider Expert Group that advises the COC on healthcare policy development and provider selection for various International Games.

"Dr. Tom Souza (dean of Academic Affairs at Palmer West) was one of my mentors as a chiropractic student, and he was the driving force that inspired me to continue my postgraduate studies in sports science," said Dr. Yee, who served as president of the Palmer West Associated Student Government (ASG), and has maintained a practice at the [Chiropractic and Rehabilitative Exercise Clinic](#) (CARE) in Vancouver, B.C., for more than 25 years, and earned his RCCSS(C), Fellowship in 1996.

Dr. Jacobs practices at Sumas Mtn.



*From left, Palmer West alumni Dr. Brad Yee, Dr. Todd Marshall, and Dr. Bill Jacobs.*

Chiropractic and Wellness Clinic in Abbotsford, B.C., with fellow Palmer West graduate Todd Marshall, D.C. ('99), who was recently elected vice president of the RCCSS(C), and presented the service awards to the two honorees.

"It was an honor to receive a five-year service award at this year's annual RCCSS(C) Conference," said Dr. Jacobs, who served as vice president of the inaugural Palmer West student chapter of the ACA Sports Council, formed in 1994, followed by a term as Sports Council president in 1995.

"As the other recipients and I reminisced about our starts in this fine profession, the topic of Palmer West and its ACA Student Sports Council came up repeatedly. Drs. (Edward) Feinberg and Souza, among others, instilled a passion and commitment to excellence that I still carry with me today in my sports chiropractic career."

"It was special presenting the awards to two of my fellow Palmer West alumni – and I credit the success we have achieved in practice to the fundamental education we all received," said Dr. Marshall, who played on the ice-hockey team at Palmer West as a student, and also is a Fellow of the RCCSS(C).

## **Dr. Meeker co-authors F4CP report on opioid crisis**

The Foundation for Chiropractic Progress® (F4CP) launched its latest national campaign, "Save Lives. Stop Opioid Abuse. Choose Chiropractic" during a press briefing on March 14, at the National Press Club in Washington, D.C. West Campus President Bill Meeker, D.C., M.P.H., is among the co-authors of the white paper, "[Chiropractic: A Safer Strategy than Opioids.](#)"

You can see the webcast of the press briefing at: <http://www.f4cp.com/pressclub2017/>.

## **Palmer's West campus opens new outreach clinic**

Palmer's West campus has opened a new outreach clinic at Fellowship Plaza in Saratoga, a senior-housing community managed by non-profit EAH Housing, with more than 150 apartments. Andre KnustGraichen, D.C., a clinician in Palmer's outreach program for more than 25 years, says, "Our network of outreach clinics, which include other EAH-affiliated properties, provide care for the underserved and disadvantaged. The educational experience for the interns, and the health benefits to the patients, make for a mutually rewarding experience."

Through its network of satellite clinics, Palmer has provided complimentary chiropractic health care services to disadvantaged members of the South Bay community for nearly three decades at various off-site facilities in association with Santa Clara County social-service organizations, for which Palmer has received a special commendation from the San Jose City Council, and Congressional Recognition from the office of past U.S. Rep. Mike Honda.

## Palmer College earns prestigious award for large-scale military research project

Low-back pain is the most common cause of disability worldwide, but it's even more prevalent in active-duty military personnel. More than 50 percent of all diagnoses resulting in disability discharges from the military—across all armed services—are due to conditions like low-back pain.

To help alleviate this widespread problem, Palmer College of Chiropractic, through the Palmer Center for Chiropractic Research, has collaborated with the Rand Corporation and the Samueli Institute to conduct a large-scale, multi-site clinical trial studying the effectiveness of chiropractic care for active-duty military personnel with low-back pain. It's funded by a \$7.5 million, four-year grant from the Department of Defense.

This is the largest randomized controlled trial in chiropractic to date. The first part of the trial, a project called "Assessment of chiropractic treatment for active-duty, U.S. military personnel with low back pain: a randomized controlled trial (ACT I)" has completed clinical activities and analysis and is being readied for publication. It included 750 study participants across three military treatment facilities in the U.S. This project was a platform presentation at the March 16-18 DC2017 conference in Washington, D.C., and was awarded the prestigious Scott Haldeman Award for Outstanding Research by the World Federation of Chiropractic.

"I'm deeply honored to be recognized by my peers for this award—the most prestigious for chiropractic research," said Palmer College of Chiropractic Vice Chancellor for Research and Health Policy Christine Goertz, D.C., Ph.D., F.P.A.C., who is a co-principal investigator for the study. "What's even more gratifying is



*Scott Haldeman, D.C., M.D., Ph.D., with Dr. Goertz at the research award ceremony. (Photo by Øistein Holm Haagensen for the World Federation of Chiropractic.)*

that this particular research project will impact the type of care our active-duty military personnel receive for low-back pain. Our aim is to decrease the number of military personnel receiving disability discharges for low-back pain."

The winner of the Scott Haldeman Award for Outstanding Research was

selected from all abstracts accepted for platform presentation at DC2017, and that haven't been previously published. The presentations were judged on the content of the abstract and its platform presentation. Once the winning presentation has received "in press" status in a journal, the researchers will be paid the prize of \$10,000.





## LIFE CHIROPRACTIC COLLEGE WEST

### Life West Achieves WSCUC Accreditation

The Life West Board of Regents and Interim President, Dr. Ron Oberstein have announced that Life Chiropractic College West has achieved regional accreditation from WASC Senior Commission of Universities and College (WSCUC).

Dr. Oberstein congratulated the Life West team, "The Life West community continually impresses me with the level of service and commitment to excellence I see on campus every day. This victory is a win for each and every one of us and most importantly for the students who graduate from Life West and shape the future of this great profession."

Accreditation with WSCUC represents a great step for Life West and demonstrates the quality of a Life West education. Life West began its candidacy status on July 15, 2015 and since that date many hours of diligence and planning have led to this exciting news.

The Chairman of the Life West Board of Regents, Dr. Jimmy Nanda, thanked the entire community who pulled together to make this moment a reality. "I never doubted that this team would accomplish this important goal. The team at Life West is unparalleled in their passion, determination and commitment to producing the very best chiropractors on the planet. The entire Board of Regents feels great pride in this accomplishment and as an alumnus of Life West, I have never been more proud."

"This achievement would not have been

possible without the incredible work of so many brilliant people across campus. We have had tremendous assistance from faculty, staff and administrators, working countless hours to make this vision come to life for Life West," stated Life West Vice President of Academic Affairs, Dr. Scott Donaldson.

Now that Life West has achieved regional accreditation, students who graduate with a DC degree from LCCW can transfer those credits to other accredited undergraduate or postgraduate programs, depending on the institution. These benefits are retroactive to all those who have graduated since Life West received candidacy status on July 15, 2015.

#### **The WAVE 2017: *Minds That Matter***

Chiropractic conferences mean different things to different people. Some attendees love the opportunity to learn the latest science and research in the chiropractic profession. Others love to see the parallel work being done in other professions. Still others love reconnecting to the big idea of chiropractic and remembering why we do the work we do.

We come for information. We come for community. We come for collaboration. The WAVE 2017 is set to deliver all of that, plus 24 hours in CE credits.

This year The WAVE will focus the conversation around understanding and

communicating how the chiropractic adjustment affects the brain. The role of the brain and chiropractic is integral to understanding and explaining why a chiropractor belongs on every family's health care team. We will review the latest in brain health, chiropractic neurology, concussion, optimal performance, pediatric chiropractic and how to effectively communicate chiropractic value and philosophy to your patients.

The WAVE will be held August 4-6 and more information can be [found here](#).

#### **Life University seeking research volunteers**

The Dr. Sid E. Williams Center for Chiropractic Research is looking for participants with prior concussions for an upcoming study testing sensory integration care.

Participation in this study will require approximately two, one-hour sessions per day with a 3 ½ hour break for five consecutive days. Plus, multi-step testing for 60 minutes including auditory, visual, balance and neurocognitive testing 1 week before, prior to the first one-hour session; the following Monday after the fifth day's second session; and both 1 week after and 1 month after the five consecutive days.

We are looking for individuals who are 18 years of age or older to participate. If you are interested in taking part in this very exciting study, please call 770-426-2636 for more information or to see if you qualify as a participant.

## 2017 SCHEDULE

# Right in Your Back Yard!

## 12 Hour Re-Licensing Seminars

### Lake Tahoe

**June 24-25, 2017**

**The Village at Squaw Valley**

1750 Village East Rd, Olympic Valley, CA 96146

(866) 818-6963 • [squawalpine.com](http://squawalpine.com)

**Special rate of \$219/night by 5/26/17**

### Saturday, June 24, 2017

#### **QME Re-certification\***

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

**Wayne Whalen, DC & Moses Jacob, 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!

#### **Prebiotic Soluble Fiber Through the Lens of Evolutionary Biology**

(2 hrs) 7:30am – 9:30am

**Peter Swann, MD, FACOEM, FAAFP**

Gut health: are Probiotics without prebiotics causing more harm than good? Learn about the critical missing dietary ingredient: prebiotic soluble fiber through the lens of evolutionary biology.

#### **Ethics\*\***

(2 hrs) 10:00am – 12:00pm

**David Benevento, DC**

Join CCA past president Dr. David Benevento 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.

#### **Practicing with Certainty through the Art, Science and Philosophy of Spinal Correction**

(4 hrs) 1:00pm – 5:30pm

**Dennis Nikitow, DC**

Dr. Dennis Nikitow will help you understand the relationship between wellness and chiropractic, how posture affects health, using an effective report of findings, your patient communication systems, the role of articular neurology, and systematic adjusting in your clinic.

### Sunday, June 25, 2017

#### **Diagnostic Imaging for the Chiropractor**

(5 hrs) 8:00am – 1:00pm

**Cliff Tao, DC, DACBR**

Come find out what the latest news in diagnostic imaging is! Learn when, what, and how to order advanced or follow-up imaging, and why. Test your radiologic interpretation skills as we review common and not-so-common findings on x-rays and other types of imaging.

\*\* 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.

**Register at [CalChiroSeminars.org](http://CalChiroSeminars.org)  
or call (916) 648-2727.**

## **Sports & Rehab SYMPOSIUM**

Aug. 18-20, 2017 | Disney's Grand Californian Hotel® & Spa



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 LOCATION & DATE.

Lake Tahoe

June 24-25, 2017

The Village at Squaw Valley

1750 Village East Rd

Olympic Valley, CA 96146

(866) 818-6963 • [squawalpine.com](http://squawalpine.com)

Special rate of \$219/night by 5/26/17



Mention California  
Chiropractic Association's  
name for the special  
hotel rate

## Sign me up for: (check below)

### Back Yard Seminar

☐ Doctor of Chiropractic

☐ Student

☐ Chiropractic Assistant/Guest

### MEMBER

\$25 enrichment + \$81 deposit\*

\$59

\$99

### NON-MEMBER

Early Bird / After  
(Lake Tahoe: 6/9)

\$205 / \$235

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

\$119

### 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)

## HOW TO RESERVE YOUR SEAT

**MEMBERS:** To save your seat, you must provide a credit card authorization in the amount of \$45 for Enrichment (hospitality features may include hosted lunch, Wi-Fi, charging stations, coffee and tea) and \$81 for a deposit. \$45 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 \$45 and \$81, and if you attend the \$81 check will NOT be cashed. 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-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. 10 or 12 **WEB** [www.calchiroseminars.org](http://www.calchiroseminars.org)

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 REGISTRANTS:** All cancellations must be in writing. "No shows" or cancellations the day of Convention 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. If you fax your registration, you MUST reserve/pay by credit card. **CCA MEMBERS:** Cancellations received in the CCA office 14 days prior to Convention date will not be subject to a service charge, and the \$45 for Enrichment will be refunded. After the 14-day deadline, a \$50 cancellation fee will apply (the \$45 for Enrichment will not be refunded and an additional \$25 will be charged.) "No shows" the day of the Convention automatically will be charged \$81, and the \$45 for Enrichment will not be refunded. **NON-MEMBERS:** Cancellations received in the CCA office 14 days prior to Convention 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-ltr \_\_\_\_\_



CALIFORNIA  
CHIROPRACTIC  
ASSOCIATION

# CCA Seminars and Events Calendar

## May

### May 16 – Riverside

#### **CCA-Riverside County District**

#### ***The Neurology and Biochemistry of Concussions***

Approved for 2 mandated (history taking/physical exam) CE hrs:

CA-A-16-12-13030

Speaker: Julie Brown, DC

The Mission Inn – Santa Barbara Room,

3649 Mission Inn Ave, Riverside

To register, contact [CCARiverside@gmail.com](mailto:CCARiverside@gmail.com) or (951) 789-7671.

### May 17 – Duarte

#### **CCA-San Gabriel Valley District**

#### ***Extremity Evaluation & Adjusting***

Approved for 2 mandated CE hrs: CA-A-17-01-13183

Speaker: Sean Drake, DC, CCSP

Old Spaghetti Factory, 1431 Buena Vista St, Duarte

To register, email to [ccasangabrielchapter@gmail.com](mailto:ccasangabrielchapter@gmail.com) or phone/text Dr. Pujayana at (626) 806-4166.

## June

### June 1-4, 2017 – San Diego

#### ***Join the Evolution***

#### ***2017 CCA Convention & Marketplace***

Paradise Point Resort & Spa, San Diego

Submitted for 30 CE hours.

For more info: [www.calchiroconvention.org](http://www.calchiroconvention.org)

**CCA Members:** \$45; Non-members - \$349 early-bird by 5/25; see online for other registration rates.

Register online at [www.calchiroconvention.org](http://www.calchiroconvention.org)

or call CCA at (916) 648-2727

### June 24-25 – Lake Tahoe

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

Submitted for 13 CE hrs: QME, Prebiotics, Ethics, Practice Certainty & Radiology

The Village at Squaw Valley,

1750 Village East Road, Olympic Village

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

Register online at [www.calchiroseminars.org](http://www.calchiroseminars.org)

or call CCA at (916) 648-2720, ext. 10 or 12.

### June 24-25 – Fresno

#### **CCA & Rocktape**

#### ***FMT Basic & FMT Performance Certifications – Levels 1 and 2***

Approved for 8 gen. CE hrs for each level: CA-A-16-09-12681 & -12682

Speaker: Shante Cofield, DPT

CSU-Fresno, Physical Therapy & Intercollegiate Bldg,

5315 N. Campus Dr, Fresno

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

## August

### August 18-20 – Anaheim

#### **CCA Sports & Rehab Symposium**

Multiple Speakers.

Will be submitted for CE hours & ACBSP CE.

Member and Non-member fees

Disney's Grand Californian Hotel® & Spa,

1600 S. Disneyland Dr, Anaheim, [www.disneyland.com](http://www.disneyland.com).







## LEROY PETRY

In a 2011 ceremony, U.S. Army Staff Sergeant Leroy Petry receives the Medal of Honor for acts of gallantry on May 26, 2008, during Operation Enduring Freedom in Afghanistan.

# I TRUST CHIROPRACTIC CARE



“After watching several of my military buddies get chiropractic care, I became interested in what a Chiropractic Doctor could do for my chronic neck and shoulder pain. My trust was firmly established after receiving several “chiropractic adjustments” and expert healthy living advice. Chiropractic care helped me to feel much better without relying on pills or shots. I am grateful to the Doctors of Chiropractic nationwide who are part of the Patriot Project  
- [www.patriot-project.org](http://www.patriot-project.org) - founded by Dr. Tim Novelli.  
Chiropractors embrace the motto, ‘Serving those who serve.’”



*Today's chiropractor has a minimum of seven years of higher level education.*

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# Classified Ads

## Associate Wanted

**LAKE ELSINORE, CA — A tremendous opportunity for a new graduate or someone looking to relocate to sunny Southern California.** Eclipse Chiropractic, in Lake Elsinore, is seeking a doctor to join our team and become a 50/50 business partner. Our practice is a vibrant and steadily growing pediatric, prenatal and family wellness clinic located in one of the fastest developing communities in the country. The current doctor exclusively practices the activator technique, so the incoming doctor should be proficient in that technique, however; this does not need to be his/her sole technique and could be combined with an alternative technique. If your interesting in this wonderful opportunity, please contact us today at [drashleydeboer@gmail.com](mailto:drashleydeboer@gmail.com).

**FRESNO — Established, growing multidisciplinary clinic seeks Chiropractor to join our team.** We pride ourselves on our exceptional/outstanding patient care and service. Ideal candidate will be a licensed Chiropractor who is passionate, dedicated, highly competent, self-motivated professional who exercises professional integrity and clinical expertise. Ideal candidate will also be comfortable in a team environment, with the long-term goal of building their career here at First Health to better service patients. We offer bonuses, health, dental and vision insurance as well as a 401k. Position available immediately. Please Contact Dr. Stephen Krikorian at [drk@firsthealthmedical.com](mailto:drk@firsthealthmedical.com) or (559) 227-2273.

## Positions Available

**HEALTH CENTER MENTOR —** Life College Of Chiropractic West, Hayward, CA. 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 at <http://lifewest.edu/about/job-opportunities/>. To apply, please email your resume to [jobs@lifewest.edu](mailto:jobs@lifewest.edu).



## Practice For Sale

**LAKE ISABELLA, CA — MOUNTAIN LAKE TOWN PRACTICE FOR SALE.** I currently work Monday, Wednesday, and Friday - 6 hour days. Last year we collected \$166K and after expenses net is about \$100K - we are about 60% cash. We have digital (direct to computer in about 3 seconds) x-ray. We also have a decompression table and offer the Ideal Protein Diet. I am asking \$100K. There is roughly \$100K in equipment and inventory for diet. I would like \$25K down and would take payments for the balance. Call 760-223-2840.

**THOUSAND OAKS, CA — EXCELLENT OPPORTUNITY IS BEING PRESENTED.** Practice has been in existence for 13 months, started out at \$0 and grossed \$215,000 in the first 12 months. Nearly 4,000 visits in first 12 months and 150+ new patients. FULL CASH PRACTICE. Incredibly equipped & decorated, digital X-RAY, MYOVISION EMG, MR4 SUPER PULSE COLD LASER, 7 pc. CYBEX EAGLE REHAB & WELLNESS Equipment. Practice is growing & easily sustainable, approximately 40% of patients have been converted to wellness model. Call Dr. Dean Wieben at 361.460.6419. Asking \$185,000.

**GLENDALE, CA — 25 YEAR PRACTICE IN A NEWLY ACQUIRED, ATTRACTIVELY APPOINTED 2,000 SQ. FT. STORE FRONT IN HEART OF BUSINESS DISTRICT.** Diversified & IQ Impulse supported with Acuscope, Myopulse, PiezoWave, Spinal Decompression. 67% cash. Transferrable relationships with two local hospitals, a medical IPA, and local corporation. Revenues in high \$500K. Owners retiring, Will insure smooth transition. The Paragon Group at (800) 582-1812 or [info@eparagongroup.com](mailto:info@eparagongroup.com).

**SOUTH OF FRESNO, CA — 26-YEAR FAMILY PRACTICE, DIVERSIFIED. COLLECTS \$120,000/YEAR WITH LOW OVERHEAD (ABOUT 39%).** Open only 3 ½ days per week. Lots of opportunity for growth. Doctor will help with transition. Voted Best Chiropractor 6 times! Asking \$99,000. Call Dr. Tom at (559) 916-3810.

**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.



## Space For Rent

**ANAHEIM, CA — SHARE SPACE IN ANAHEIM.** Are you looking to consolidate and cut expenses? Newly remodeled 1500 sq. ft. fully equipped office near Disneyland with x-ray, subluxation based, and wellness center. Great for starting a practice or bringing your own. Contact via [dr.glmajer@sbcglobal.net](mailto:dr.glmajer@sbcglobal.net) or text to 714.473.1137.

**GARDENA, CA — GARDENA MEDICAL CLINIC SPACE.** 1500 SQ FT. OFFICE SUITE AVAILABLE TO RENT. Features: Private front and back door; Shared Waiting room; Separate Reception/check-in / Bathroom; Private Doctor's Office; Four Treatment Rooms; Lab-

oratory Space. Strong Latin clientele. Heavy Traffic on Vermont Blvd. Signage Space Available. Space available for immediate move in. \$3000.00 - 16402 S. Vermont Ave, Gardena, CA. Contact Mr. Robinson at 310.666.4333.

## 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).

# Distance Learning CE Seminars

**Ethics** — Online Speaker: David Benevento, DC

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

To purchase this course (document links e-mailed out), contact CCA at (916) 648-2727, ext. 10 or 12.

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)
- Record Keeping (4 hrs)
- Segmental Drop Review of the Thompson Technique (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, or by e-mailing [mwitcraft@calchiro.org](mailto:mwitcraft@calchiro.org)

# The California Chiropractic Association

## The CCA Journal

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

### Ad Sizes and Rates

CCA reserves the right to determine the 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 an additional 20% for special positioning. **15% off these rates for CCA Members and Professional Affiliate Members!**

Ad Type	Ad Size	1 run	2 runs	4 runs	6 runs
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

Rates above are for full color ads per insertion. Ads published under a multi-run contract can be changed for each issue of *The CCA Journal* at no additional cost to the advertiser. Flash animation (.swf files), animations (.gif format) and video clips can be added to any ad. There is no extra charge for video clips or multi-media in ads unless "assembly" of the ad is required. Some file size limitations apply. For information contact C&S Publishing at (916) 729-5432 or email Steve at [CandSpublishing@gmail.com](mailto:CandSpublishing@gmail.com). Email camera-ready ads in high resolution Adobe Acrobat (.pdf) format to: [CandSpublishing@gmail.com](mailto:CandSpublishing@gmail.com). Ad creation and graphic design services are available through C&S Publishing at \$75 an hour — **FREE to CCA members!**

**Format:** *The CCA 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 CCA 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).

**Acceptance of Advertising:** Publisher reserves the right to refuse any advertisement with or without reason or explanation including any ad that, in the opinion of CCA, is unethical, makes extravagant claims, misrepresents, is unfair or harmful to other advertisers; violates postal, anti-trust or U.S. currency regulations; or is deemed inconsistent with the objectives of the CCA. The full CCA advertising policy is available online at [www.CCAjournal.com](http://www.CCAjournal.com) and all advertisers are asked to read the policy before placing an ad.