

President's Message

Hello UVCA Members!

I am excited to be your new President! I know I follow a lot of distinguished chiropractors, and I hope to continue in their successful footsteps! Although I've been on the executive committee for awhile now, it's a little different being the president. If any of you have any thoughts, ideas or comments to share please reach out to me, anyone else on the Board, or the UVCA staff. And if you have any interest in joining the leadership or getting more involved in the association, let us know.



It was great to see so many people at our fall convention here in Virginia Beach a couple weeks ago. It feels like we are slowly getting back to some normalcy with in-person events. Be on the look out for District Connections in your area soon. One thing I learned this past year and a half is to never take for granted human connection. It shows how important it is to belong to something like the UVCA.

I am thankful for the friends I have made in this organization. They helped make me feel less alone while going through such crazy times. Reach out to your fellow DCs and stay connected!



Dr. Michelle Rose
UVCA President

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MUCH, MUCH MORE!

Supporting Supplier News



ChiroHealthUSA recently announced the recipient of the Foxworth Family Scholarship.

For the sixth consecutive year, a chiropractic student was awarded a \$10,000 scholarship, \$5,000 cash, and a \$10,000 donation was made to the student's chiropractic college. This year's scholarship winner is Ashley O'Steen at Palmer College of Chiropractic – Florida Campus. Learn more at www.chusascholar.com.



Three organizations recently announced their collaboration with Perla to enhance their members' access to trusted healthcare

advisors: the Medical Society of the District of Columbia (MSDC), the American Physical Therapy Association of Maryland (APTAMD), and the Medical Society of Northern Virginia. To learn more about Perla, visit <https://www.goperla.com/>.

Fall Convention Highlights

Over 150 doctors, 40 CAs, 24 rad techs and 20 supporting suppliers contributed to greatly-missed camaraderie at the UVCA Fall Convention and Annual Meeting, October 8-10 at the Sheraton Virginia Beach Oceanfront.

The weakest aspect voiced by all was the hotel.

- No one could have predicted that a pandemic would cause renovations to be postponed for over a year and a half, nor that there would be such staff shortages in every department of the hotel.
- Fortunately, the view from the Palladian windows made things a bit more palatable. Who doesn't love watching dolphins passing by and dogs playing in the surf? (And super low hotel room rates also helped.)
- However, the UVCA will not consider using this property again until renovations have been completed.



The greatest praise went to the phenomenal speakers. Literally every speaker and class received a high percentage of "Very Satisfied" reviews! While it's difficult to rank them because they all received positive evaluations, two sessions emerged as definite stand-outs:

- Dr. David Fletcher's** keynote presentation, "33 Reasons Why Chiropractic is so Relevant Today" and
- Dr. Christine Foss'** class on "Humans in Motion: Factors of Age in the Diagnosis & Assessment of the Athlete."

A HUGE thanks to the following speaker sponsors:

- CHelpDesk** - Ms. Brandy Brimhall
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Continued from page 1 Dr. Chris Perron was named **Chiropractor of the Year** and recognized at the awards dinner party, including a roast by Dr. Will Sonak.

New officers were elected:

- Dr. Michelle Rose (President)
- Dr. Bob Pinto (VP)
- Dr. Taylor Myers (Treasurer) and
- Dr. Carly Swift (Secretary).
- Dr. Chris Perron moves to the position of Immediate Past President.

In addition, Dr. Christine Fallwell was appointed director of district 5 to fill the vacancy left by Dr. Pinto's ascension to VP.

In addition to the Chiropractor of the Year presentation, the awards dinner also featured a prize and 50/50 cash raffle benefitting the Legal/Legislative Fund, along with a UVCA version of "Family Feud." The raffle raised \$1697! Thanks to over 20 exhibitors, doctors and CAs, there was a wide range of products, gift items, and gift cards to create excitement – and incentivize attendees to purchase tickets. A big thanks goes to Ms. Susette Goodwin of The Cox Clinic for managing and running the raffle.

Doctors voiced the necessity to support the Virginia Chiropractic Political Action Committee and encouraged their colleagues to join with them. A big thanks to supporters who either donated for the first time or upgraded their donation to recurring, including but not limited to Dr. Alicia Haupt, Dr. Robert Ioven, Dr. Wendy Jacobs, Dr. Bob Leib, Dr. Lawrence Svihla, Mrs. Ruth Waddell, and Ms. Brittany Watts. For a complete current list of CPAC contributors, see page 8.

For the minutes from the October 9th General membership Meeting, [click here]. Thanks to the talents of Dr. Nelson Marquina of Laser Biotech International, convention photos start on page 23.

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UVCA Board October 10, 2021. 1st row: Dr. Christine Sewart, District 1 Director; Dr. Shawn Keegan, District 2 Director; Dr. Michelle Rose, President; Dr. Carly Swift, Secretary; Dr. Christine Fallwell, District 5 Director; Ms. Julie Connolly, Executive Director. 2nd row: Dr. Bob Pinto, Vice President; Dr. Eric Carlsen, District 4 Director; Dr. Chris Virusky, District Director At-Large; Dr. Chris Perron, Immediate Past President; Dr. Aaron Trochim, District 3 Director; Dr. Taylor Myers, Treasurer. [Photo by Kendall Warner]

OUR 75TH
ANNIVERSARY
YEAR MAY BE
WRAPPING UP,
**BUT WE'RE
JUST GETTING
STARTED.**

If we've learned anything this milestone year, it's that 75 years is just the tip of the iceberg. We look forward to serving you and helping to further the profession for many years to come.



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Neuroplasticity & Learning

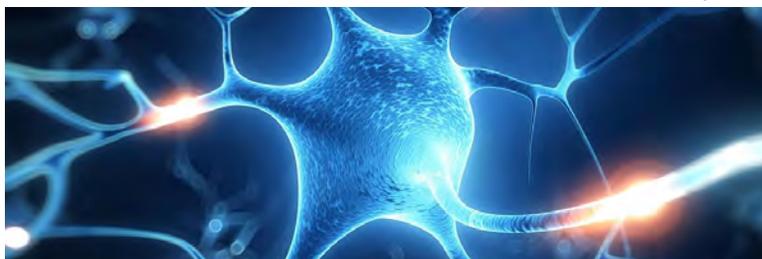
By James A. Munse, DC, DACNB, MPA

This article will explore the current understanding of neuroplasticity in relation to the process of learning. The idea of using principles of neuroplasticity to optimize learning is vital for all of us – as individuals and as a society. We can use this knowledge to enhance our continued learning as chiropractors, and we can disseminate this information to our patients, friends, and family members. Whether your patients are competitive athletes, school children, or wellness patients – this information can be relevant and helpful for all. The article begins with an overview of the term neuroplasticity, and then discusses neuroplasticity in relation to the learning process. The article concludes with a protocol to boost neuroplasticity for optimal learning. And it should be noted that these principles apply to all types of learning (visual, auditory, kinetic, etc.). As such, it doesn't matter if you're learning new academic content, learning a new sport, learning a new adjusting technique, or learning to play an instrument...these principles apply.

So what is neuroplasticity? To put it simply – it's the nervous system's ability to change in response to experience. Neurons are not fixed or static – in fact, they are in constant motion. The brain is dynamic and has the amazing capacity to reorganize itself, maximize its efficiency, and compensate for lost functions. As long as neurons have stimulation and fuel – they can grow and strengthen their communication with other nerve cells. Neuroplasticity has given rise to the practice of functional neurology. And we can harness our nervous system's ability to rewire itself in response to our environment, experiences, and behaviors. This allows us to learn and improve overtime – both individually and as a species.

There are two types of neuroplasticity. Neuroplasticity can be either “adaptive” or “maladaptive.” Adaptive neuroplasticity is neuronal change that occurs for the better...to improve our functionality. Whereas maladaptive neuroplasticity is rewiring that occurs for negative reasons. This article will focus on adaptive neuroplasticity. Neuroplasticity can also be “passive” or “active.” Passive neuroplasticity is when learning occurs purely due to environmental exposure to various stimuli or behaviors. An example of passive neuroplasticity is a child that learns purely from seeing, hearing, or being exposed to various situations, activities, and experiences. Research reveals that passive neuroplasticity is possible for those under the age of 25. Active neuroplasticity occurs when learning is intentionally sought out; the individual must be alert, focused, and pay attention to the task at hand. Active neuroplasticity is possible for all age groups and is the focus of the remainder of this article.

The actual re-wiring of neuronal connections occurs during sleep. Specifically, this occurs within the rapid eye movement (REM) stage of sleep. When we sleep – we transition through various sleep cycles. Each sleep cycle lasts approximately 90 minutes and consists of multiple stages...and REM sleep is one of the later stages within each cycle. And it should be noted that the duration of REM sleep within each sleep cycle increases as you progress throughout the night. And it is during REM sleep that memories are consolidated and rehearsed – and learned! As such, we complete “neuronal repetitions” of learned activities when we sleep – and eventually, these activities become “reflexive” and committed to memory. Fascinating new research has revealed that this process does not only occur when we are completely asleep. These neuronal repetitions also occur



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during “sleep-like” or “non-sleep deep rest” (NSDR) moments. Examples of NSDR moments include meditation, complete relaxation, and naps. Research has revealed that these NSDR moments improve the depth and speed of learning. And for athletes, post-training meditation promotes motor memory consolidation. This is possible because these NSDR moments have been shown to mimic deep sleep.

Research has also shown that intermittent rest breaks during a session of active learning enhances the speed and depth of learning. These breaks only need to last for duration of 10-60 seconds...and the learner simply closes their eyes and focuses on their breathing. The individual is not instructed to focus on anything in particular – they are told to just relax and “zone out” (for a lack of better words). During these “rest breaks” – there is rapid replay of the material and/or activity being learned. In fact, the brain replays these events approximately 10-20x their normal speed. These mental reps allow for memory consolidation, which inherently involves the strengthening of neuronal pathways and/or the development of new ones.

So how can we apply these principles of neuroplasticity to enhance learning in the real world? Is there a protocol for optimal learning? Well, the answer is...yes! However, it must be noted that this protocol will continually evolve as new research and information becomes available. Furthermore, it should be noted that this protocol is derived from peer-reviewed studies using human subjects. I emphasize this point because most studies in neuroscience involve animal (commonly rodent) subjects. As such, this protocol is directly applicable to us. Another point worth mentioning is that this protocol emphasizes behavioral changes to enhance neuroplasticity. It does not discuss dietary factors, nutritional compounds, or

pharmaceuticals that could impact this process (which is beyond this article's scope). Furthermore, there is not a pill or medication that directly induces neuroplasticity. Only behaviors that are linked to a specific goal can create

Continued on page 6

Continued from page 5 adaptive neuroplastic changes.

Using principles of neuroplasticity to optimize learning:

Be alert

Research suggests that playing “white noise” or other background sounds enhances alertness in the brain. You can also close your eyes and complete a quick meditative practice in which you conduct a “body scan” and pay close attention to how your body feels at that particular moment. You can simultaneously close your eyes and focus on your breath...follow this pattern: one nasal inhalation for a duration of 4 seconds – then hold your breath for 4 seconds – and then exhale out your mouth for 4 seconds (do this for about 8-12 reps). You should notice that you become alert, present, and calm after you complete this exercise. You must be alert before you become focused. Complete this before the learning activity begins.

Be focused

A way to increase focus is via the utilization of your visual apparatus. Simply draw a visual target (or grab a random object) and place the target at the same distance as the work you are about to complete (so...at the same distance as your computer or textbook – for example). And then visually focus on this target for about 10-60 seconds and try to limit your blinking as much as possible (each blink resets your perception). The act of visually focusing on a target for this amount of time will bring online the neuronal systems involved with maintaining an alert and focused state. As such, this activity primes and enhances these neuronal circuits and pathways. The ability to be alert AND focused creates motivation.

Motivation is the driving factor for continued and effective learning. The neurotransmitter for motivation is dopamine (which is further discussed below).

Generate repetitions

This should be obvious. Once we learn something – we need to rep it until it becomes truly known and understood. An important aspect of performing repetitions is that it allows for errors to occur. And errors are great for learning! Errors increase alertness and focus and allow for recalibration to occur within the brain.

Insert micro-rests into active learning sessions

These small rest breaks should only last between 10-60 seconds. And as stated above, the learner just simply closes their eyes and takes a mental break. They are not told to focus on anything in particular. During this time – their brain will perform repetitions of the material being learned at a rate of 10-20x the regular speed. The number of micro-breaks in a given session depends upon the material being learned and the overall time duration of the learning session. This could happen at random intervals or at predetermined times (like every 10-15 minutes). The implementation for this can vary from individual to individual and from subject to subject...but this is very important for improving the depth and speed of learning. And this will likely feel refreshing and be enjoyed by the learner.

Utilize random, intermittent rewards

Do not reward yourself (or the learner) every time a learning session is completed or goal obtained. Instead, provide the reward at random intervals. This will boost and modulate the amount of dopamine in the system – *Continued on page 7*



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Continued from page 6 and thus maintain motivation. If one expects a reward (and they work purely for the reward), and that reward is given on a predictable, consistent timetable...then they will eventually need a larger and larger reward to feel the same satisfaction. To avoid this trap – only reward yourself (or the learner) at random intervals – and not all the time. This random and intermittent reward cycle will keep dopamine at a healthy level and subsequently enhance intrinsic motivation and enjoyment for the learner.

Limit active learning sessions to less than 90 minutes

Learning is incredibly taxing. In fact, the brain burns more calories than any other organ in the body. Research suggests that neurological and cognitive functions become less efficient after 90 minutes of consecutive work. As such, limit active learning sessions to 90 minutes or less. Once you have finished with a 90-minute learning cycle – take a NSDR moment.

Take NSDR moments following active learning sessions

As mentioned above, these non-sleep deep rest moments allow for memory consolidation and vastly improve the speed and depth of learning. Essentially – your brain is doing the same thing during these NSDR moments as it does during REM sleep. These NSDR moments can take the form of a meditation, a nap, or deep relaxation – and they should last for a duration of 5-30 minutes. You should complete a NSDR moment after each 90-minute active learning session.

Increase the duration and quality of sleep

In particular, the 2nd half of the night is more important for learning and cognitive function because this is when the percentage of REM sleep is at the highest. And again – the REM sleep stage is when most learning and memory consolidation occurs. I will write a future article about the architecture of sleep and how we can best achieve a consistently calm and rejuvenating night's rest.

These principles of neuroplasticity (and its relation to learning) are relevant and important for all of us. And not just for us as chiropractors – but also for our families, friends, and patients. I hope you found this article informative and helpful. It should be noted that most of the material contained within this article was derived from a presentation given by Dr. Andrew Huberman (from the Stanford School of Medicine) at the "Rethink Education: The Biology of Learning" series. A special thanks to Dr. Huberman.

James A. Munse, DC, DACNB, MA of Chantilly Chiropractic Center in Chantilly, Virginia is a Diplomat of the American Chiropractic Neurology Board, which he earned through the Carrick Institute. He is proficient in Full Spine Diversified (Palmer Package), Gonstead, Activator, Thompson, Extremity Adjusting, Flexion-Distraction, and Functional Neurology diagnosis and rehabilitation. In addition to full-time practice, Dr. Munse serves as an adjunct professor at George Mason University and an assistant coach for the Westfield High School varsity football team. He can be reached at jamunse@gmail.com.



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Why is Supporting CPAC So Important?

Rules and regulations impacting the practice of chiropractic in Virginia are primarily created by the legislative process during legislative sessions annually in Richmond. Key committees and subcommittees review bills directly and indirectly affecting access to chiropractic and the rules regulating our practices. Access to and influence with those key committee members is crucial for the success and/or failure of those legislative efforts.

We as an industry lack the significant numbers and resources to have our message heard. Banding together as a group of individuals provides chiropractic with a better chance of our message being heard. Coordinating our distribution of political contributions provides for better access.

Although our numbers are growing, chiropractic represents a small fraction of the political dollars spent. Big Medicine and Big Pharma have huge sums of monies donated to political campaigns that provide them access and influence on lawmakers. It is incumbent upon chiropractors to develop a different strategy. By coordinating political contributions through CPAC of Virginia we gain access and influence with those same lawmakers.

Several years ago, there was a push by the automobile insurance industry to have chiropractic care excluded from Med Pay. That crisis was averted through the political process and required large sums of money for our voice to be heard.

More recently, through action of the political process we were able to codify into Virginia law that chiropractors have the right to provide therapeutic modalities and other ancillary services including acupuncture. Additionally, we have been able to codify our right to perform DOT examinations, record patient medical information and perform physical examinations and diagnosis.

These incremental steps (moving the chains) have solidified our ability to function as "real" doctors and be paid for those services by medical insurance. Those incremental steps are moving us into a stronger position to protect our rights to practice chiropractic and allow patients access to our services.

Are we through yet? Absolutely not. We must continue to search for opportunities to strengthen our position in Virginia law and increase our standing in the healthcare industry. We must continue to develop

Continued on page 9

Please add your support now!

<https://www.virginiachiropractic.org/page/35>

Continued from page 8 strategies that help us help our patients. That takes money.

Every business owner understands the term "cost of doing business." In chiropractic businesses that includes rent/mortgage payments, staffing costs, advertising, websites, practice management, utilities, telephone, internet service just to name a few. It is the costs that we must incur to run our businesses and serve our patients and community. Included in those costs are association dues.

One cost that is often overlooked: Political Action. Like it or not developing relationships with politicians is crucial for our short term and long-term success. Actively engaging in the political process is absolutely required for doctors of chiropractic to achieve legislative goals to protect our rights to practice and provide the public access to chiropractic. That is why donating to the Chiropractic Political Action Committee is another cost of doing business.

Donating directly to worthy candidates is admirable and necessary but you get more bang for the buck by contributing to CPAC. Pooling scarce dollars with other likeminded individuals allows for a broader reach. Working with the Legislative Committee

and our lobbying firm: The Keeney Group allows for a more focused distribution of funds to the Virginia Legislators who can help us or hurt us in meeting our legislative goals.

Because we are a small group and do not have the resources like the Virginia Medical Society, the Hospital Associations or Big Pharma we must be deliberate in our distribution of funds to Virginia legislators. Throughout the year we receive requests from member doctors asking for support for their personal favorite candidates. As worthy and "chiropractic friendly" these candidates may be, unfortunately, we cannot honor many of those requests. Due to limited funds, we must strategically distributed contributions to candidates that sit on or will potentially sit on committees and subcommittees that will hear and vote on legislative initiatives that directly affects chiropractic in Virginia.

Currently there are 71 doctors/offices that contribute to CPAC. There are 707 members of the UVCA. There are approximately 1400 actively practicing chiropractors in Virginia. The math tells us only 10% of UVCA members and 5% of chiropractors in Virginia contribute to CPAC. WE MUST DO BETTER!

As a cost of doing business, we plead with you to donate \$10, \$20, \$50, \$100 per month to ensure your chiropractic future. You can sign up with Pay Pal for monthly donations. You will never miss it and you will be glad you did.

Chiropractically yours,

Brad N. Robinson, DC, FICA
Former UVCA President
Chairperson Virginia CPAC

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One Family Chiropractic
Vienna, Virginia
Phone: 571-543-1342
drmegha@
onefamilychiropractic.com
Member Type: 4th Year + DC
Drop Techniques – Thompson;
Logan Basic; Low/Non Force;
Upper Cervical - Toggle;
Webster

Campbell, DC, Thomas

Sherwood Hall Medical Center
Alexandria, Virginia
Phone: 703-619-1002
Member Type: 4th Year + DC

Constantinides, DC, Marion

Applied Health
Virginia Beach, Virginia
Phone: 757-965-2476
Dr.C@appliedhealthva.com
Member Type: 4th Year + DC
ART; Applied Kinesiology;
B.E.S.T.; Cranial Sacral;
Diversified; Drop Techniques;
Extremity Adjusting; Flexion-
Distraction – Cox; Full Spine;
Graston; Instrument Adjusting
– Activator; Integrative;
Kinesiotaping; Low/Non Force;
Motion Palpation; NET; Sacro
Occipital Technique; Soft
Tissue; Upper Cervical - Toggle

Harris, Anne

Member Type: Student
Drop Techniques – Thompson;
Dry Needling; Extremity
Adjusting; Flexion-Distraction
– Cox; Gonstead; Activator;
Kinesiotaping; Motion Palpa-
tion; Myofascial Release;
Palmer Package

Huynh, DC, Hoi (Peter)

Spinal Health Group
Springfield, Virginia
Phone: 703-333-2848
drpeter@spinalhealthgroup.
com
Member Type: 4th Year + DC
ART; Acupuncture; Cold
Laser; Cranial Sacral;
Decompression; Diversified;
Drop Techniques – Thompson,
Other; Extremity Adjusting; Full
Spine; Gonstead; Graston;
Activator; Motion Palpation;
Myofascial Release; Sacro
Occipital Technique; Soft
Tissue

Morris, Brian

Member Type: Student

Nebling, DC, Ralph

Aligned Chiropractic &
Wellness
Virginia Beach, Virginia
Phone: 757-937-8430
ralphneblingdc@gmail.com
Member Type: Third Year DC

Rohan, DC, Peter

Trochim Family Chiropractic
Rocky Mount, Virginia
Phone: 540-481-1811
trochimfamilychiropractic@
gmail.com
Member Type: First Year DC
Diversified
*Referred by Aaron Trochim,
DC*

Trudeau, DC, Julia

Greenbrier Family Chiropractic
Chesapeake, Virginia
Phone: 757-436-6677
gfcpc@hotmail.com
Member Type: DC Spouse

Attn.: ALL NEW MEMBERS

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PERLA, INC

Ghafoorian, Reza
Washington, District of
Columbia
Phone: 202-800-5858
Support@goperla.com
<https://www.goperla.com/>
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The logo for Palmer College's 125th anniversary features a circular emblem with a white horse head in the center. The text 'PALMER COLLEGE' is written around the top inner edge of the circle, and '1897' and '2022' are on the bottom left and right respectively. Below the circle, the number '125' is prominently displayed in a large, bold font. The background is a vibrant purple with yellow arrows pointing outwards.

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MULTI-SPECIALTY HEALTHCARE



Multi-Specialty HealthCare LLC, the nation's premier multi-disciplinary health care services provider in the personal injury and workers' compensation space, is inviting Virginia Chiropractors to attend a virtual presentation outlining an exciting joint venture business opportunity with the company.

The presentation will highlight:

- An introductory overview of Multi-Specialty HealthCare*
- A breakdown of the joint venture business opportunity*
- Discussion followed by a question and answer session*

Stay tuned for upcoming announcements on the joint venture business opportunity for Virginia Chiropractors with MSHC.

For information, contact cthorne@amm.bz

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Have You Addressed the Financial Impact of the Pandemic on Your Practice?

Your Fees

While many of our colleagues saw increases in patient volume in the wake of the pandemic, many saw reductions. One thing that has become consistent is that the cost of doing business has increased. If you have been putting off evaluating your fees or haven't addressed them in years, it is time to stop procrastinating. Regardless of your patient volume, if your fees don't reflect the impact of increased costs to your practice, it is going to have a negative effect on your practice revenue.

All practice owners need to know the cost of doing business. According to a national survey a few years back, overhead in a typical chiropractic practice can average 50%. I would be surprised if that average hasn't increased, considering the increased cost of addressing a pandemic, compliance mandates, rising overhead, and lower reimbursement models. To calculate your average cost of providing an office visit and the percentage of overhead, use this simple calculator. This number is key to knowing your bottom dollar for maintaining profitability in your practice. While this is not as exact as a formal Profit and Loss Statement, it will give you an excellent ballpark idea of your costs.

Next, you need to determine the average charges for services offered in your area. Unfortunately, the Sherman Anti-Trust act prevents you from reaching out to colleagues in your community and asking what they charge, as this can be seen as price-fixing. There are multiple ways you can gather this information, however. You can hire a consultant to collect this information for you or utilize websites such as ChiroCode.com or fairhealthconsumer.org, which calculate fees in your zip code.

Finally, start a spreadsheet and list every code that you use in your practice. Then list the reimbursement rates for each code



from Medicare, in-network, and out-of-network insurance companies. Next, add the information you gathered on average fees based on your zip code. Start by comparing the averages in your area to the current fees in your practice. Are you above or below the

average? Then, using your actual fees, determine what you are currently charging per visit, on average. Are you falling above or below your cost per visit? Finally, you will want to compare your cost per visit to your reimbursement rates with provider agreements. Do you have any contracts that pay you less than your cost per visit? Finally, if you are in a state where there is a state mandated fee schedule for Workers Compensation or Personal Injury, be sure and review these numbers as well. In working with thousands of clinics, we have found many are charging BELOW what is allowed. This leaves substantial revenue on the table.

Now that you have this information in front of you, what's next? Now is a great time to determine if you need to make any adjustments to your current fees. Even a slight change of \$5 per visit for the average practice can have a significant financial impact on your bottom line. Just \$5 more per visit is the equivalent of getting paid for 13 months while only working 12. If you have any provider contracts that are not meeting your desired cost per visit, reach out to negotiate your agreement. If they are unwilling to negotiate, you may want to reconsider your participation.

If raising your fees gives you heartburn, and you have concerns that doing so will run off your patients with limited benefits, high deductibles, or no insurance at all, then *Continued on page 14*



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Brad Schardein

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Continued from page 13 consider using a Discount Medical Plan Organization, like ChiroHealthUSA. Providers who offer these types of memberships to their patients give their patients the same kinds of discounts that insurance carriers have negotiated for those same services. As a result, the discounts to patients are often the same or lower than the co-pays they are accustomed to paying for their treatment with robust insurance plans. In addition, having a contractual network agreement with a DMPO makes the discounts you offer legal and compliant.

This fee analysis may take a little time, but I challenge you to sit down and evaluate your fees. It will allow you to see where you could be losing money and correct those areas of concern to become more profitable in 2021 and beyond.

Your Staff

COVID-19 and Staffing Challenges

No sector has worked harder than healthcare to protect both society and themselves during the pandemic, with chiropractors deemed essential in March 2020. Since then, the pressure of COVID-19 has rolled many critical practice issues into one and made it more vital than ever to cover those bases.

Chiropractors are facing numerous staffing challenges including retaining and supporting their existing teams and finding adaptive and innovative ways to onboard new personnel. Let's look at some of these hurdles and how your practice can start trying to surmount them.

Acknowledge the Many Pandemic Stresses on Existing Staff

When it comes to staffing pains, retention is better than replacing. Pandemics mean staff will get ill and need to take time off, or they must do the same for a loved one and sometimes for unpredictable



periods. Those staffers who are able to remain at work are facing added stress to make up for the shortfall, with many team members suffering burnout and depression as a result.

In all those cases, it's essential to provide emotional as well as professional support to your staff. This empathy reassures them that their employer has their back in a bad time. That's a priceless feeling that can retain personnel even in the worst conditions and prevent the need to look for new ones.

Use Winning Recruitment Tricks

Making it easy to apply for a position in your practice is step one in gaining new staff, fast. One bright side of pandemic recruiting is that time and space are now far more flexible for hiring managers who can adapt to COVID restrictions. Try these streamlined recruiting tips:

- Prioritize the submission of resumes over long application forms.
- Promote remote interviews and virtual *Continued on page 15*

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Continued from page 14

- everything wherever possible.
- Be open to applicants' pandemic-related personal responsibilities.
- Cut down the number of interview staff new hires must be approved by.
- Host a digital job fair.

Remember that compassion and cooperation are qualities that will make your practice a place people want to work.

Adopt Some CDC Suggestions

The CDC has a long list of solid staffing solutions for practices to consider in a pandemic. Some of the most immediately actionable ones are:

- Hire retired health care professionals or work with students and volunteers.
- Make staff benefits such as sick leave, vacation time, and simple personal times a loud and clear "selling" point when pitching to new hires.

Even when you've got the necessary staff onboard, they still have to be fully compliant with current pandemic procedures such as the latest OSHA regulations and wider CDC guidelines.

ChiroHealthUSA offers free, on-demand COVID-19 webinars for your team to learn more about best practices in this pandemic, covering topics such as:

- OSHA compliance for staff
- The necessity of a disaster recovery plan
- HIPAA matters
- Telehealth
- and much more.

We're here to help you run a perfectly protected practice that stays productive and prosperous at all times. Contact us to learn how.

Dr. Ray Foxworth is a certified Medical Compliance Specialist and President of ChiroHealthUSA. A practicing Chiropractor, he remains "in the trenches" facing challenges with billing, coding, documentation and compliance. He has served as president of the Mississippi Chiropractic Association, former Staff Chiropractor at the G.V. Sonny Montgomery VA Medical Center and is a Fellow of the International College of Chiropractic. You can contact Dr. Foxworth at 1-888-719-9990, info@chirohealthusa.com or visit the ChiroHealthUSA website at www.chirohealthusa.com. Join us for a free webinar that will give you all the details about how a DMPO can help you practice with more peace of mind. Go to www.chirohealthusa.com to register today.

TOP 15 CYBER THREATS

1  Malware	2  Web-based attacks	3  Phishing	4  Web application attacks	5  Spam
6  DDoS	7  Identify theft	8  Data breach	9  Insider threat	10  Botnets
11  Physical manipulation, damage, theft and loss	12  Information leakage	13  Ransomware	14  Cyberespionage	15  Cryptojacking




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Help Life University With National COVID-19 Study

Life University is conducting a national practice-based research survey designed to understand the symptoms and severity of COVID-19 disease among patients receiving chiropractic care. This information could be important and may help develop an understanding of the impact of COVID-19 on patients under chiropractic care and the relationship between COVID-19, patient characteristics, and chiropractic care. If you are a practicing chiropractor and would like to participate in this study, please register at <https://form.jotform.com/210895344022148>.

Logan University Receives \$1 Million Gift Toward Campus Renovation Campaign

As part of its ongoing commitment to advancing education and transforming lives through evidence-based, patient-centered health care, and thanks to a generous lead gift of \$1 million from Arlan W. Fuhr, DC ('61) and Mrs. Judi Fuhr, chairman/founder and CEO, respectively, of Activator Methods International, Logan University has announced plans to renovate and expand the newly named Fuhr Science Center (formerly Science and Research Center) as well as renovate portions of the Administration Center on its Chesterfield, Missouri, campus beginning in 2022.

With an additional 14,400 square feet, the updated Fuhr Science Center will house state-of-the-art anatomy labs, a simulated imaging center, technique labs, faculty offices, student collaboration and study areas, and anatomage tables—the most advanced, 3D-simulation systems used by leading health care institutions throughout the world. To learn more, visit www.logan.edu.

HELP US UNDERSTAND MORE ABOUT COVID-19

Our office is participating in a national research survey about the effects of COVID-19. All chiropractic patients over the age of 18, whether new or life-long are invited to take part.

It's as Easy as 1-2-3

1. Scan the QR code below.
2. Answer a few questions.
3. Hit submit.

You may also access this survey by visiting:
<https://form.jotform.com/210875576421156>.

If you have any questions, you may reach out directly to the investigators at Life University at 770-426-2639 or Research.Studies@LIFE.edu.



This study has been approved by the Life University Institutional Review Board.



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Top Studies Rank Chiropractic Care Higher Than Alternatives for Patient Satisfaction

Historically, the chiropractic profession has performed well in terms of patient satisfaction - which is one of four key healthcare performance indicators. As far back as three decades ago, studies were documenting high levels of chiropractic patient satisfaction. But how does chiropractic compare with other healthcare providers today?

Check out ChiroUp's recent blog for an unbelievable snapshot of the latest research on how chiropractic care ranks against other providers for overall patient satisfaction, Net Promoter Score (NPS), likelihood to refer, and even online reviews. Go to:

<https://chiroup.com/top-studies-rank-chiropractic-care-higher-than-alternatives-for-patient-satisfaction/>.



H.R. 2654 Surpasses Last Session's Cosponsor Count

The Chiropractic Medicare Coverage Modernization Act (H.R. 2654) has now surpassed last session's cosponsor count of 91 representatives!

The Chiropractic Medicare Coverage Modernization Act (H.R. 2654) would allow Medicare beneficiaries access to the chiropractic profession's broad-based, non-drug approach to pain management, which includes manual manipulation of the spine and extremities, evaluation and management services, diagnostic imaging and utilization of other non-drug approaches that have become an important strategy in national efforts to stem the epidemic of prescription opioid overuse and abuse.

H.R. 2654:

- Provides patient access to all Medicare-covered benefits allowable under a chiropractor's state licensure.
- Requires that DCs complete a documentation webinar.
- Appropriately defines a Doctor of Chiropractic (DC) as a "physician" in the Medicare program.
- Is bipartisan legislation, introduced by 16 cosponsors from both political parties.

keep that cosponsor count rising. Learn more about how you can help at HR2654.org.

UVCA Member Specialists to the Rescue

Billing Dually Eligible Patients

Question: I am reading that we have to wait to bill dually eligible patients until we receive denial from both Medicare and Medicaid. But if we know we're out of network with Medicaid and that Medicare and Medicaid will deny the maintenance code, can we still collect at time of service? This is the article I have been reading: <https://www.cms.gov/files/document/r10862cp.pdf#page=27>.

Answer: The truth is that this issue is particularly problematic in Virginia where our Medicaid coverage is severely limited and only happens for co-payment when Medicare pays first OR for minor children. You are asking about the dual enrollment provision and how that will work when your provider is NOT enrolled in Medicaid, which is a common situation in Virginia since chiropractic is not generally covered for the Medicaid population.

What the experts are saying is that executing an ABN should allow you to collect from the patient, but you must wait until you have received adjudication from at least the Medicare Part B side. By not being enrolled, you will never receive adjudication from Medicaid, so once you receive denials from the Part B, and you've used appropriate modifiers, you should be able to collect the total amount for "maintenance care". The part you may not be able to collect is the co-payment on covered services (20% of the allowed amount for Medicare).

I recommend that you utilize a regular Advance Notice for the "never-covered" portion of the care such as exams, x-rays and therapies and collect at time of service since an ABN is not applicable to those services and only use an ABN when the care becomes maintenance. However, create a policy about collecting after you receive the denial from Medicare on maintenance care

services and a policy that states you will collect at time of service on "never-covered" services from Medicare. You will still have to wait until the GA type CMT is returned by Medicare as not medically necessary before you collect.

Rebecca Walter, MCS-P, CCA

M54.50 DC Code Rejections

It has come to my attention that CareFirst BCBS (which serves parts of VA) is rejecting claims being billed with the M54.50 code for DOS' after 10/1. This is a claims processing edit/error that is taking place with many BCBS payers (as well as several other commercial payers) around the country. Most of them are getting them resolved, but it's taking time. BCBS TX just resolved theirs Oct 15, BCBS IL has not, and it's apparent that BCBS CareFirst does not have this resolved yet. It is an error that is taking place at the payer sites, not your clearinghouse (InfinEDI, Trizetto, Office Ally etc.) For the CareFirst rejections, my recommendation would be to call your clearinghouse and find out what sub vendor the claims are going to. They can be one of 4. So, for example if InfinEDI is your clearinghouse and they are forwarding CareFirst claims to Change Healthcare, then have your billing manager call Change at the number below and report the processing error, and that M54.50 is a valid billable dx code as of 10/1 but is not being recognized as such:

- ChangeHealthcare (formerly known as EMDEON) at (866) 369-8805
- Allscripts (formerly known as Payerpath) at (877) 623-5706, ext. 1 or ext. 2
- Availity at (800) 282-4548
- RelayHealth at (800) 527-8133, #2

Continued on page 18

Continued from page 17

Unfortunately none of us really know when this is going to all get resolved, so a good policy at this point would be to hold the claims until you know a projected fix date. And if you can't get anywhere with the payer, then I'd submit one or two claims every few days and wait for a payer response. Once you get an accepted claim you can release all the rest. My account managers are keeping an ear to the ground and are reporting back to me when they receive any resolutions on this. If any of them affect VA docs, I will share with you. In the meantime, feel free to reach out with any further questions you may have about this matter!

Lisa Maciejewski-West, Gold Star Medical Business Services

ICD-10 Code Updates

Every year there are updates to the ICD-10 codes. These codes take effect 10/1/2021. This year's coding updates that will affect chiropractic claims are listed below:

M54.5 Low back pain. Loin pain and Lumbago NOS have been deleted from the description

New Code: M54.50 Low back pain, unspecified. This includes Loin pain and Lumbago NOS.

New Code: M54.51 Vertebrogenic low back pain, Low back vertebral endplate pain

New Code: M54.59 Other low back pain

M54.8 Other dorsalgia. Revise low back pain (M54.5) to low back pain (M54.5-)

G44.86 Cervicogenic cephalgia (Code also the associated cervical spine condition, if known. Cervicogenic cephalgia is a secondary code.

Please update your records to include these changes effective 10/1/21 to avoid payment delays or denials.

Mario P. Fucinari D.C., CPCO. CPPM. CIC

New Adventure!

**Brenda Cassell
announces the opening of her new
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ChiroUp is an evidence-based, online subscription service that provides chiropractic offices with multiple resources: best practice protocols, patient education videos, outcome tracking, business management tools, and more. UVCA members receive a free 14-day trial subscription, followed by a \$50 discount for the first 6 months of paid subscription. Visit <https://chiroup.com/> for further insights. To sign up or ask questions, contact Becki Wollenburg, phone 844-462-4476 x702; email becki@chiroup.com.



Gold Star Medical Business Services provides chiropractic office administration needs: billing, consulting, staff training, compliance, and more. UVCA members are invited to a free 30-minute phone consult with Lisa Maciejewski-West or one of her team specialists. Members receive a discount on billing services, consulting, and staff training fees. Visit <https://www.goldstarmedical.net/> to learn more or call Lisa at 866-942-5655; email info@goldstarmedical.net



Personal Injury Training Institute provides comprehensive online PI training for DCs and attorneys and is providing big savings to members on its powerful self-paced personal injury course. UVCA members receive 24-hour unlimited access to the program for 6 months. For more information, visit <https://personalinjurytraininginstitute.com/>. To purchase the program, go https://www.bodzin.net/cashpractice/Page_Index_Blank.php?Page=Gateway&MID=Z5tkpQ&GID=12770943&FID. Questions? Contact Dr. Jeffrey States, phone 801-288-9539 x4 or email pitidr@gmail.com.

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The programs listed above are merely the NEWEST offerings to UVCA members. Other valuable member affinity programs include:

- **ChiroHealthUSA:** Safe, legal discounting for patients
- **Computer Troubleshooters:** On-site and remote IT services
- **Infinedi:** Electronic claims services
- **Chiropractic Medical Insurance Program:** Group and now individual health insurance
- **Foot Levelers:** Custom orthotics
- **Quartermaster Tax Management Services:** Tax and financial
- **Assistants for Chiropractic Excellence (ACE):** CA training
- **ChiroCode:** Coding and documentation resources
- **ChiroCredit.com:** Online CEUs and staff training
- **Dry Needling Institute:** Dry needling certification



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VCA doctalk to the Rescue Again...
"All Work and No Play"

Dr. Chris Bruno of Reston recently posted:

SO with Covid, I really don't want to jump on a plane and be left at the hands of the airlines right now. Too many cancellations and now the airlines are re-writing the contracts so that if they cancel, they will refund your money for the portion of the trip and you have to figure out how to get home.

I am thinking of driving around Virginia to visit some of the towns in the mountains, small towns, and quaint little towns on the water. I am looking for recommendations to those that live out in our Virginia districts and have possibly done this from their place of residence and maybe did day trips or weekends away. Wineries, great unknown restaurants, maybe a cool air bnb you stayed at, etc. Thanks!

A number of members quickly came to Dr. Bruno's aid...

Scott Banks:

Definitely visit St. Michaels, Maryland eastern shore and Cape Charles, Virginia eastern shore (quaint little towns on the water).

Allison Schwartz:

- We love Floyd - small quaint town on the Blue Ridge.
- Looking to check out Fairy Stone State Park soon.
- Newport News has a great city park for boating, biking, hiking and camping.
- Agreed to the Eastern Shore area suggested above.
- Smithfield is a fun small quaint town.

Susan McClelland:

Yes, Floyd is a great little town... In addition to "downtown", there is an Amish-Mennonite store/bakery and Chateau Morrisette (winery/restaurant)!

Carly Swift:

Check out Fort Louis Lodge out past Staunton, VA almost to Warm Springs.
 FireFox Winery out past Cville on the east side of Wintergreen is very cool.

Tiffany & Lou Fernandez:

Love this thread. Virginia has so many fun getaways. We are headed to the Virginia Maple Syrup trails this weekend to catch the Fall colors and stay at this hidden gem: <https://wildandfree.lodgify.com/>. Check out <https://www.highlandcounty.org/virginia-maple-syrup-trail/>

Julie Connolly:

The area called "Nelson 151" has become a destination for wine, craft beer, hard cider, distilleries, music, and outdoor recreation. Route 151 is a designated scenic byway on the sunrise side of the Blue Ridge outside of Charlottesville and before Wintergreen. Orchards, farms, unique shopping, BNBS, local restaurants, hiking, biking, golf, fresh air, and unforgettable views! Visit <https://www.nelson151.com/>. While a short beautiful drive from Route 151, we love <https://www.irisinn.com/>.

Linda Larsen:

Rockbridge County. Lexington is a beautiful small town with 2 colleges to tour. There are many trails to hike, the AT is in the county, there is the Devil's Marble Yard which has boulders pushed up from the



deep earth when tectonic plates collided. These rocks are only found in 2 places in the world, and then there is Goshen Pass. An amazing gorge with a pristine river running through the gorge. I fell in love with this place 42 years ago and my affection for the place has only gotten stronger.

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UVCA Classifieds

10/30/2021

UVCA DC Members may place a classified ad in *The Virginia Voice* & on VCA's website free of charge. Fee is \$50 for member vendors & \$88 for all non-members. Listing will remain on website for 3 months + appear in at least 1 issue of VCA's newsletter & e-blast to DCs throughout VA. For more information, e-mail Elaine at admin@virginiachiropractic.org.

Events

For DC & staff training from the Unified VCA & its partners, visit the Calendar section of the web site..

Coverage Needed

No listings currently.

Coverage

VACATION RELIEF SVCS: Keep yr ofc open. Yr practice run your way. 28 yrs exp ofc coverage. Proficient in many techniques. NCMIC insd. Statewide coverage. Refs. Reasonable rates. Call J Terry Fowler, DC at 770-597-2872 (cell), or email jtfowlerdc@yahoo.com.

Is peace of mind, keeping your office open & continuity of care important? Yes. I am Dr Pat Boulogne. +I have over 30 yrs of experience & versed in the majority of techniques. NCMIC insured. References available upon request. Let's talk to see if we are a fit.... call or email: drpatb@gmail.com & phone 202-642-2335.

Practice Wanted

No listings currently.

Non-DC Position Available

A friendly, patient-focused chiropractic office is looking for a dependable part time administrative assistant in Springfield. Duties include answering the phone, scheduling patients, taking payments & assisting the doctor. Candidate needs to be professional, pleasant, positive, organized & reliable. This position is excellent for someone looking for part time income or someone interested in

gaining experience in healthcare. Please submit your resume to drcollins@collinschiropractic.co. [listing#092221a]

An Interesting Case



“Even after 27 years of practice, you learn something new every day.”

Dr. Jin Kim recently shared the following with fellow VCA doctalk subscribers:

I had a 68 year old female patient who came into our office with a diagnosis of “Itchy Back Syndrome”.

I thought she was joking at first, but apparently it is a real thing. After extensive neurological examination that included an MRI of the T-spine, she was diagnosed with “Itchy Back Syndrome” by her neurologist. Apparently, multiple levels of disc herniations in the upper thoracic spine causes a feeling of intense itchiness in the mid back. She would wake up in the middle of the night with intense itchiness in the mid back. Thinking that it was some kind of weird skin reaction, she used many different types of lotions and topical steroid creams with no relief. After developing multiple areas of abrasion injuries from the constant scratching, she went to see her primary who promptly referred her to a neurological specialist. This is when the MRI was ordered and subsequently revealed the thoracic spine disc herniations. The neurologist offered several different treatment options which included Chiropractic adjustments.

The patient was started on Chiropractic adjustments at 2 times a week for 4 weeks. After the first 2 treatments, she felt improvement with significantly less itching. After the full 4 weeks, her itchiness completely resolved. After her initial discharge, the itchiness returned in about 1 month's time. She returned for additional adjustments which promptly resolved the itchiness. Now, she returns on a PRN basis. She has taken up yoga and other posture improving exercises which has also helped.

I thought this was an interesting case because I've never heard of Itchy Back Syndrome. Even after 27 years of practice, you learn something new every day.

Dr. Kim's observations yielded a range of responses from a diverse group of colleagues, including the following..

“Great insight, thank you for sharing!” *Dr. Hannibal Hervey*

“Notalgia Paresthetica - I have it and very itchy if I'm not adjusted regularly!” *Dr. Elizabeth Shearin*

“Can't say I've ever heard of itchy back syndrome, but I did have a patient years ago report the same type of symptoms. It also responded well to chiro care. Thanks for sharing.” *Dr. Michael Tiso*

“Interesting. I must have this and always described it as a niggly rib. But it's an itch I can't get to go away until I get it adjusted. Wow. Good to know!!!” *Dr. Shara Posner*

“Similar symptoms can also result from dorsal scapular nerve entrapment/compression by the middle scalene (which can also compress the whole brachial plexus as a separate problem). Scapular flair due to rhomboid innervation and interscapular itching or pain is common.” *Dr. Nelson Gregory*

Are You Subscribed?

If you're not subscribed to VCA doctalk, the UVCA member doctors' list-serve, do you know what you don't know? To get signed up, call the UVCA office at 540-932-3100. Digest format available.

DC Position Available

Are you a passionate Chiropractor searching for an opportunity to grow financially and provide excellent care in a family/sports/wellness-based practice? Look no further. Relocation reimbursement up to \$2,000. Salary:

\$75,000-\$100,000 annually, easily attainable bonuses for earnings greater than \$100,000. Health/Dental/Vision Insurance options. Malpractice Insurance paid, 401k, Vacation/Personal days, and Major holidays paid. Send CV and cover letter to: doctors@kempsvillechiro.com.

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Chiropractic Associate, Gainesville Virginia. Family and Sports chiropractic office. Virginia Licensed or in process. Great work environment, fun and energetic office. Patient focused. Full-time work only 3.5 days per week. M/W/F and sat mornings. Will train additional sports techniques (including mulligan belt, cupping, flossing, instrument assisted myofascial). Competitive wages. Reimbursement stipend for malpractice and continuing education courses. Please email any interest to: Hollymoriarty@hotmail.com. [listing#012722a]

Looking for a compassionate & energetic full time associate for well established fast paced clinic. Diverse practice in one of three clinics in Newport News which treats all ages & conditions. Great opportunity to treat a variety of issues & work closely with medical community. Contact: (757)873-8701 nnrebound@aol.com. [listing#010822b]

Arlington, VA. Full time Chiropractic position. We are looking for a motivated Chiropractor who enjoys working with athletes and office workers. We utilize manual adjusting as well as variety of different muscle treatments. Competitive salary & flexible schedule, opportunity to start & own your practice. For more info please contact us at info@districtswellness.com. [listing#010822a]

Richmond: Full time DC associate wanted. Well established clinic using manual adjusting techniques, physiotherapies, rehab programs & acupuncture to achieve the best results for each patient. Will provide mentoring & support to grow. Buy in opportunity after two yrs. Guaranteed base salary+ incentive pay, retirement plan, paid malpractice insurance & time off. Must be licensed in Virginia. Email resume to rulichiro@gmail.com.

Looking for an energetic Doc for our Virginia Beach location. Busy shopping center w/excellent patient flow. 65k base salary plus malpractice. Bonus package will easily allow for six figures. Great work environment. Please reply to j.miller2676@gmail.com. [listing#122221a]

Ashburn, VA Associate Wanted. Join a multi-disciplinary team of Chiro's/PT's/ Acupuncturists/Reiki and treat patients utilizing evidence-based practices.

Beware of Classifieds Scams



Classified advertisers are occasionally contacted by purported buyers that turn out to be bogus/suspicious. We suggest the following.

- **Be alert to the fact that scams exist.** When dealing with uninvited contacts from people or businesses, whether it's over the phone, by mail, email, in person or on a social networking site, always consider the possibility that the approach may be a scam. Remember, if it looks too good to be true, it probably is.
- **Know who you're dealing with.** If you've only ever met someone online or are unsure of the legitimacy of a business, take some time to do a bit more research. Do a Google image search on photos or search the internet for others who may have had dealings with them. If a message or email comes from a friend and it seems unusual or out of character for them, contact your friend directly to check that it was really them that sent it.
- **Do not open suspicious texts, pop-up windows or click on links or attachments in emails** – delete them: If unsure, verify the identity of the contact through an independent source such as a phone book or online search. Don't use the contact details provided in the message sent to you.
- **Look for common warning signs** that someone may be trying to scam you:
 - The buyer can't meet in person.
 - The buyer requested you send the item to his/her "shipping agent."
 - The buyer offered you more money than you were asking.
 - The buyer asked you to send money through Western Union or MoneyGram to the "shipping agent."
 - The buyer only sends you text messages and won't speak to you on the phone.

Experience w/diversified manipulation/therapeutic exercise/ART/IASTM/Dry Needling a plus. Contact admin@mybwdoc.com w/C.V. Excellent salary, commission & benefits package. [listing#121621a]

Associated needed Woodbridge, VA in a fast-paced clinical environment. Base salary of 80 K Plus Bonus. Team members enjoy highly competitive benefits including performance-based incentives, PTO, & benefits including medical, dental & 401K profit sharing. Required Skills: Doctor of Chiropractic degree. Current Virginia state License to practice. Please send resume to virginiafamilych@aol.com.

[listing#121521a]

Hampton Roads: Live by the sea! Beach, boating, nautical vibe w/ close proximity to NC Outer Banks! Associate wanted for 30 yr old DC-PT family owned/operated practice. No weekends or screenings. Generous compensation & incentives! If you are excited about chiropractic, want to be around good people & are licensed in Virginia please text Dr Schaier at 747-641-0991. [listing#121021a]

Do you want to love where you work & live by the beach? We are looking for an Associate Chiropractor to join our family, are you the perfect fit?

Let's chat & find out! We are a busy, established Family Practice located in the Sandbridge area of Virginia Beach. Full-Time, Salaried position including Medical, Dental, Paid Time Off & Malpractice Insurance. Send Resume's to Officemanager@bodylogicvb.com. [listing#112721a]

ISO a brilliant technician that can customize their methods to the individual. Applicants must have prenatal chiropractic prowess & be a comprehensive practitioner. Soft tissue, rehabilitative & diagnostic skills are a must. Starting salary is 82k. Health benefits, paid time off, fun & exciting work environment awaits the right candidate. Do not respond if you are already in negotiations w/another office. Please reply to chrysanthi168@gmail.com. [listing#112521a]

FREDERICKSBURG: Join our team and achieve personal and practice success. Training provided at our family wellness practice w/2 locations. Competitive base pay w/unlimited bonus system. Malpractice, vacation, 401k, UVCA membership. Email resume: drchris.wfc@gmail.com. [listing#102321a]

Full time Associate needed for rapidly growing practice in Lynchburg. Located in Lynchburg for over 40 yrs, our well established family owned practice is looking for a highly motivated & coachable associate doctor. 434-384-1631 or email drarthur@lynchburgchiropractic.com for info. [listing#101421a]

Well established chiropractic practice in beautiful Fredericksburg, seeking full time chiropractic associate. This practice has been established for 20+ yrs in historic downtown Fredericksburg. Competitive salary plus bonuses, malpractice insurance, & paid vacation. Send inquiries and/or CV to henzlerdc@verizon.net [listing#100721a]

Positive & energetic associate wanted for established rehab practice in Williamsburg. We take care of you so you can focus on patient care. Great community, great practice, perfect location! Competitive starting salary - Incentive & Growth Opportunities. Excellent benefits. If these core values sound like you, Love ~ Integrity ~ Gratitude ~ Intention ~ Fun, email resume & cover letter to hr@pintochiro.com. [listing#100221a]

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Fall Convention Images

Following are just a few of the great shots Dr. Nelson Marquina caught at the recent Fall Convention, October 8-10 in Virginia Beach. Continued on next page. Thanks, Dr. Marquina!

Not ready to start a practice, but don't want to grow as an Associate only to eventually leave & have to start over? Consider joining our thriving Williamsburg Practice & earn a healthy living, have some fun, learn, work reasonable hours, & enjoy life! Guaranteed base + bonus, retirement plan, & (most importantly) direct path to partnership & ownership. (757) 876-0899, or email pchiro@performancechiropractic.com. [listing#101621a]

Exciting opportunity for DC Associate, licensed in Virginia, w/experience and/or desire to treat patients utilizing evidence-based practice. Experience w/diversified manipulation/therapeutic exercise progressions/& interest in joining a multi-disciplinary practice working w/other types of providers. We work as a team & have a lot of fun, but we take patient care seriously at the same time. Contact Rosemary@bcptva.com w/cover letter & C.V. Excellent salary & benefits package. [listing#092321a]

Great opportunity for experienced (2+ yrs) Chiropractor needed for dynamic multi-specialty practice in Williamsburg. Must be highly motivated & focused on integrated patient care. Competitive salary. Benefits available with FT status include health, dental, life, disability, cont. ed. & generous 401(k). Please send resume to hr@comberpt.com. [listing#091821a]

We have raised up multiple associates, in the Virginia Beach area, over the last 15 yrs in a well laid out clear cut model that has created doctors in hugely successful practices. If you are hardworking, dependable, & teachable then this position may be for you. Income includes base pay, commission, bonuses, education & more. Send your resume to askdrbobdc@aol.com or call 757-431-2225. [listing#091721b]

Associate Chiropractor for our integrative practice in Roanoke. Ideal candidate will be a natural leader, excellent adjuster, thrives in a team environment, empathetic, willing to learn, confident in clinical skills, excellent communication skills & ultimately does what's necessary to get the job done. Must be eligible for immediate licensure in Virginia. Competitive salary w/ bonus, health insurance, paid time



Clockwise from top: exhibitor Zero Gravity; speaker Dr. Christine Foss and UVCA member Dr. Lonnie Stone; outgoing president Dr. Chris Perron and his raffle tickets at the awards dinner party; Dr. Louis Crivelli's class on low back pain.

off, & IRA Match. Please contact jennifer@Balancewellspace.com. [listing#091421e]

The OM Center, voted #1 in Loudoun is expanding! We are looking for an associate that is looking to grow. Recent grads or experienced doctor welcome. Offering a competitive compensation package (salary + performance bonus), 401k, 1st year malpractice, UVCA membership, and paid CE's. Additionally, we offer ownership opportunities! Check us out at theomcenter.com! Fax resume, cover letter to 703-724-9897 or email to julie@theOMcenter.com. [listing#091021a]

Incredible opportunity for a Virginia Chiropractic Physician looking to establish roots & join our growing team. Our evidence-based practices focus on 5 C's. Compassionate Care, Competence, Collaboration, & Clinical outcomes. Superior compensation

package w/bonuses. Robust health benefits, matching 401k, malpractice, CE, license renewal, & available student loan & moving assistance. Up to 3 wks of PTO. No Saturday hrs. Submit CV confidentially to ContactUs@VACHiros.com.

Wanted: Dr w/great adjusting skills, basic knowledge of nutrition, basic applied kinesiology a +. We are an integrative practice of DCs/ applied kinesiologist, acupuncturist, nutritionist, MTs. Send your resume to drtomroselle@gmail.com. Salary, Bonus, Benefits (health insurance, malpractice insurance, 401K, paid vacation & holidays, possible stock options.) www.rosellecare.com.

Kaizo Health, a rapidly growing Chiro, PT & Rehab co is looking for highly skilled, ethical DCs w/ exc clinical, interpersonal & comm skills. Competitive salary, bonus structure, benefits plan inclusive of

health, dental, life, long term disability insurance as well as cont ed benefit, 401K match, ownership plan, more. For more info, pls contact Dr Jay Greenstein at drjay@kaizo-health.com.

Ariya Family Chiropractic Centers, Greater Richmond area, looking to make an associate's dream come true & offer rewarding compensation package, ask our current doctors. We offer 401k & cover 1st year malpractice, UVCA membership & conventions. The position consists of salary + performance bonus. Experience is a plus. For more information or questions call 804-526-7125. Please fax resume to 804-520-7624 or email ariyachiropractic@yahoo.com.

The Joint Chiropractic in Northern Virginia/Richmond is looking for full time & part time Drs. All cash practice, great adjustment skills
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required. Competitive Salary & great environment w/benefits & bonuses. Please email your CV to Dr Ahmed Migdadi amigdadi1988@gmail.com or fax to (888) 503-7522.

Practices

Yorktown VA Practice for Sale. Doctor retiring. Home/office complex. IDEAL location with exceptional visibility. Located on a well traveled road within a great school district. Very low overhead . Selling patient list, equipment, supplies, and building/property together or separately. Patient book of business, supplies, and equipment \$79,000. Owner financing of patient book of business, supplies, and equipment possible with 20% down payment. Email questions to cpksjk@cox.net. [listing#102122a]

Fredericksburg practice for sale, looking to retire. Very busy practice with ZERO marketing needed! 60% health insurance, 20% PI, and 20% cash. Mainly using Diversified, ART, Graston Technique. Four treatment rooms with rehab machines and reception area, located on high traffic Plank Road, Fredericksburg, VA. Contact: Matthew, 703-975-3954. [listing#011521a]

HELPING SELLERS FIND THE RIGHT BUYERS 'Are you ready to retire or sell your practice? Contact our company to help you find an energetic doctor. Send us an email with the basics of your business(location, yrs in practice, asking price, etc...) and let us help you move onto that next exciting chapter in life! Contact us at ' successfulpractice@gmail.com' [listing#121721a]

Unique opportunity! Practice for sale in Franklin, VA. Doctor retiring after 29 years. 50% cash patients, 50% insurance. Diversified, Thompson, flexion distraction techniques and extremity adjustments practiced in office. Transfer of equipment (x-ray, ultrasound, EMS, traction, etc.), EHR software with billing capabilities, and website with sale. Freestanding building location owned by doctor. Serious inquiries only. Please contact via email at taryn@franklinchiropractic.org. [listing#121421a]

Practice in Williamsburg, doctor retiring. Turnkey, 3,000sqft office fully furnished & equipped. 65%

More Fall Convention Images

Continued from previous page: a few of the great shots Dr. Nelson Marquina of Laser Biotech International caught at the recent Fall Convention in Virginia Beach.



Clockwise from top: Susette Goodwin and Pam Grove sell raffle tickets to benefit the UVCA's Legal/Legislative Fund; raffle winner receives prize; The "NoVa Mensas" (Dr. Bibhu Misra, Capt. Dr. Shawn Keegan, Dr. Hannibal Hervey, Ms. Marilyn Porras) decide their answer for the Chiro Family Feud; incoming President Dr. Michelle Rose and ED Ms. Julie Connolly.

cash collections. Digital X-Ray, 10 treatment rooms, 5 Lloyd Cox tables, 2 Earthlite electric lift massage tables, 2 Acupuncture Tables, Acugraph Software, exam table, rehab equipment, Foot Levelers scanner/software, consult room, 11 computers, Chirotouch software, up to date HIPAA program, lots more. The price is negotiable for the right buyer. Contact wqgwork@gmail.com. [listing#111621b]

MILLENNIUM CHIROPRACTIC in Woodbridge for Sale. Thriving practice with a prime location in the Mapledale Plaza Shopping Center. Fabulous client reviews (www.millenniumchiro.com). Fully-equipped turnkey facility with experienced staff. Contact Jerome Baker at 703-932-2626 or jerome@thejclawoffice.com. [listing#101621a]

Established practice since 1982 looking to retire. Mainly using Diversified, Thompsons & Cox Technique w/some SOT & Activator Methods used. Over 400K in Collections, located on high traffic volume main road 901 First Colonial Road, Virginia Beach, VA 23454. Contact: Dr Patrick Patzer DC PC Cell 757-651-1575. [listing#051122]

Products & Services

MXR Imaging has been the country's leading provider of diagnostic imaging equipment and service for over 60 years. MXR offers a wide array of chiropractic table options that include adjustment tables, decompression tables, intersegmental traction tables, and spa/massage tables. We are proud to say that we offer the widest selection of chiropractic specific direct

digital x-ray solutions, accessories, and supplies. <https://www.mxrimaging.com/>.

Equipment with Full Service: Bryanne Enterprises, Inc. will bring equipment to you at your convenience in our Mobile Showroom! Call us today to schedule a free demonstration on adjusting tables, spinal decompression, electrotherapy ultrasound combos, radial and focused pressure wave units, and laser therapy. We provide an on-site delivery with full training, service, support, marketing assistance and many other resources. Go to our website at www.bryanne.com or call us at 877-279-2663.

Ariya Chiropractic Group is continuing to expand in the Greater Richmond & surrounding areas through practice

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partnerships. Clinic owners/operators retain 100% ownership but also get the benefits of partnering w/our large group. We help you with the business of chiropractic, staff training/education, documentation, compliance, to see a full list of services- check us out on Facebook. For more info/questions call 804-526-7125 or email ariyachiropractic@yahoo.com. [listing#120721a]

Space Available

Turnkey space ready for lease. Currently fully furnished as a chiropractic and rehab minded 3700sq clinic located in the Willow Lawn desired area. Complete furnished rehab gym as well as multiple exam rooms. Looking to sublease to multiple DCs. All utilities/Rent/Cam included for flat monthly fee. Please contact Kelly at 804-402-3813. [listing#012922a]

Independent Contractor Space Available. Arlington VA (Courthouse Metro). Prefer like minded chiropractor/physical therapist with background in sports medicine and pain management. Potential to absorb patient overflow of current doctor. Office space is in a 3700 sq foot multidisciplinary practice with fully equipped rehab center. Direct proximity to metro with patient parking available. Call 703-465-1213 or email contact@schrefflerchiropractic.com. [listing#012122a]

Turn-key offices located in Arlington & Purcellville. Doctor working part time in both offices. Offices are fully equipped including x-ray & full physical therapy. Looking to sublease one and / or both offices for hours current doctor is not in offices. 4 days a week available for sublease in both offices. Contact Dr. Ward directly at 703-434-9669 or email to drward@novarehab.com. [listing#122921a]

Professional Chiropractic condominium space for lease in Hayes: Turnkey opportunity, 80 + percent fully equipped chiropractic office. 2733 sq ft. Great opportunity for a Chiropractor or a Massage Therapist to move right in and start seeing patients. The office is formally known as Gloucester Chiropractic & Massage Therapy Center. Second floor includes historical living quarters or alternative office space. Contact Peter E. Wilcox OD at doc@wilcoxeye.com.

More Fall Convention Images

Continued from previous pages: a few more glimpses of the camaraderie and fun at the recent Fall Convention in Virginia Beach.



Clockwise from top: Dr. Bryan Lowry, HF Hill's new owner Greg Smith, and Hugh Hill; Dr. Rob Ioven and Dr. Carly Swift, new UVCA Secretary; new Treasurer Dr. Taylor Myers and his team; Ms. Brandy Brimhall teaches CAs.

Independent Contractor space available for motivated chiropractor willing to share spacious suite with a colleague in Roanoke. Digital x-ray onsite. Call our office & leave a message for a return call from the doctor. 540-343-6636. [listing#091821c]

Equipment

FREE - New unopened x-ray film (1 box 35x43 & 1 box 24x30), used cassettes, additional leftover film, developer & fixer - all FREE - pickup at Family Chiropractic. Dr. John Lemon-804-758-1800. [listing#011922a]

Used Llyod 402 Flexion Elevation Table, \$5,500.00, Features: Flexion Distraction (manual), Lateral Bending, Axial Extension/Retraction (power), manual pelvic drop, T-bar and ankle straps, with Total Dimension Cervical Flexion (forward and straight drop, elevating, rotation, lateral bending, manual flexion). Doeskin.

Text: Dr. James Yeates (757) 893-0110, email: yeatesdc@msn.com. [listing#011322a]

Multiple Navy Blue Chiropractic Flat benches for sale. \$500 each. The more you buy, the better the discount. Pickup locations are in Ashburn, VA. We are willing to deliver. Email admin@mybwdoc.com for more information. [listing#121621b]

Old Konica X-Ray processor for sale. \$250 OBO. Works well. Serviced & new silver trap installed July 2021. Includes two mostly full boxes of films 14x17 & 8x10. Eight cassettes total in both sizes \$10 each. You pick up. Dr.McLean@cox.net. [listing#113021a]

Vielight Brain photobiomodulation unit. Has both 10 Hz & 40 Hz sending units. Will send pictures & more information if interested. Great for anxiety/depression, sleep, cognition. sbanksdc@cox.net. [listing#111721a]

Barnes Hi-Lo Chiropractic Table w/Pelvic Drop. Used & in Good Condition. Table is in Roanoke (24018). Ready for Pick up. \$250 negotiable. Call/Text Tanya at 239-888-5114 or Email TanyaFit@yahoo.com. [listing#111621a]

Gray Bench table w/silver metal legs in like new condition. Was hardly used & no longer needed in the office. Located near Richmond. \$125 Contact drbolte@healthlinkva.com. [listing#110921b]

13 Framed Chiro Art Available - Discover Chiropractic Series in black (metal & wood) frames; & more! All in very good or good condition & were replaced w/new art to update the office. Images available for all. Located near Richmond. \$25 each or make an offer! Contact drbolte@healthlinkva.com. [listing#110921a]

Triton DTS Traction Table. Unit is more than 7yrs old, still in excellent

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condition. Traction head just received an over-hall and calibration by DJO Global, still in the box. \$5,000 Call Dr. King 540 742-5935. [listing#102721a]

Cox manual flexion-distraction table in good condition and recently re-upholstered. \$25. Shoulder wheel for physical therapy of shoulder. Free. Call our Roanoke office to request more information or to have photos emailed or texted. 540-343-6636. [listing#091821b]

Pettibon SRT Spinal Rejuvenation Table- \$200 OBO. Pettibon SRT table in great, working condition, with all accessories included. Located in Alexandria. Pick-up only. Contact Kathryn at staff@potomacphysicalmedicine for more information. [listing#091721c]

Erchonia Zerona Lipo Reduction Laser in excellent working & physical condition. Very lightly used 2012 model. 24400 credits available in machine. Enough for 12200 sessions. Make a reasonable offer. Call or text for photos. Dr Ted Perih 703-389-9094 Falls Church Chiropractic. Retiring after 39 yrs in practice. Pick up only. [listing#091721a]

NEW/USED EQUIPMENT: 30+ yrs experience; HF Hill & Associates, Inc. Chiropractic showroom is located in Richmond (by appointment). We buy & sell new & used equipment: Lloyd Table Co., Richmar, Hill Labs, Pivotal Health, Chattanooga & more. Adjusting tables, laser, electrotherapy, ultrasounds, & traction tables (decompression & IST). Check out our NEW & USED EQUIPMENT IN STOCK - www.HFHill.net. 1.800.434.4551, ask for Hugh or Greg. [listing#080521a]

Spring Convention



May 13-15
The Omni Homestead Resort & Spa
Hot Springs, VA

Situated within the Allegheny Mountains, the landscape surrounding the iconic Homestead Resort provides a stunning backdrop for doctors to earn CEUs, staff to enhance skills, and all to expand horizons.

- **Personal Injury** by Dr. Jeff States, Personal Injury Training Institute
- **Philosophy** by Eric Russell, DC, DPhCS, MBA
- **Aligning, Bridging and Building The Future of Chiropractic** by Rob Scott, PhD, DC, Life University President
- **No Drugs, More Sex and Rock'n Roll - Managing Chronic Pain in Older Patients** by Carlo Ammendolia, DC, PhD, Mount Sinai Hospital and University of Toronto
- **What You Say Can Hurt You: Risk Management in Sports Medicine** by Alan Sokoloff, DC, CCSP
- **Mastering the Assessment & Management of Shoulder & Upper Extremity Problems** by Brandon Steele DC, FACO
- **Boot Camp Program for Lumbar Spinal Stenosis** by Dr. Carlo Ammendolia

Classes especially for CAs include:

- **Modalities** by Hugh Hill
- **Range of CA-specific topics** by:
 - Nisha Saggar-Patel, DC and Minesh Patel, DC
 - Lisa Maciejewski-West, CMC, CMCA-EM, CMOM, CMIS, CPCO
- **WHAT ELSE** should we cover for CAs? Let the UVCA know now!

Plus:

- Great rates on luxurious rooms.
- Hot springs, indoor and outdoor pools (radiant heat and spring-fed waters allow for outdoor fun even if chilly!).
- Homestead Spa and Spa Garden, tennis, golf, horseback riding, hiking, fishing, mountain biking, dancing, restaurants/pubs for all tastes and budgets, more!



THANKS, SPEAKER SPONSORS!

Ariya Family Chiropractic Center
ChiroHealthUSA
ChiroUp
HF Hill & Associates
Gold Star Medical Business Svcs.
Infinedi
Life University
Personal Injury Training Institute



Attn.: CAs & Office Staff!

What would you like more training on in 2022?
Any specific speakers you'd like to see?
Email your suggestions to jconnolly@virginiachiropractic.org now!

Unified VCA Education & Events

Rad Tech Certification Program & ACRRT Exam - *IN-PERSON + VIRTUAL HYBRID*

Consists of:

- October 9-10, Virginia Beach: 13 hours in-person training by Dr. Rich Reinhold (in conjunction with UVCA Fall Convention)
- October 23-24, Virginia Beach: 13 hours in-person training by Dr. Rich Reinhold
- November 6: 6 hours of LIVE VIRTUAL training by Dr. Victor Rizzo - NEW!
- November 13: 6 hours of LIVE VIRTUAL training by Dr. Victor Rizzo - NEW!
- Concurrent/completed before November 6: 12 hours of online/on-demand coursework
- December 4, Richmond: ACRRT Exam

We've Got Your Back -- *DISTRICT 2 DINNER & DISCUSSION WITH VIRGINIA SPINE INSTITUTE*

November 10, 2021

Eddie Merlot's Restaurant
Ashburn, VA

Pain Management of Chronic & Neuropathic Conditions: Integration of Lasers, E-stim & Ultrasound - *VIRTUAL HYBRID*

By Nelson Marquina, PhD, DC

Consists of:

- November 13, 2021 - 4-hour live webinar
- November 13-20, 2021 -- 6 hours of self-paced online/on-demand content featuring video demonstrations

Standalone 10-hour seminar OR part of the 50-hour Neuromusculoskeletal Medicine Program through the University of Bridgeport, depending on your goals/needs

Dry Needling Training

By David Fishkin, DC

November 19-21, 2021

Rockville, MD

The training you need to perform dry needling in Virginia

Watch VCA doctalk and your email for announcements as dates are set for the following programs, currently in development!

Medicare by Lisa Maciejewski-West, CMC, CMOM, CMIS, CPCO

Acupuncture by Jim Ventresca, AcuPractice

Immunity by Dr. Robert Silverman

Spring Convention -- *IN PERSON*

May 13-15, 2022, The Omni Homestead Resort & Spa, Hot Springs, VA

See page 26.

More Online/On-Demand for DCs & CAs:

- CA Training from Assistants for Chiropractic Excellence
- Online CEUs through ChiroCredit.com and EON!
- DOT Testing through TeamCME and NYCC
- Online Rad Tech CEUs through myicourse

For details, updates, pricing & to register, go to www.virginiachiropractic.org & click on Calendar.

See Supplier Member event listings, too!

The Virginia Voice

Fall 2021

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