Get your leadership in alignment

How to teach a life of wellness

Should you be involved in corporate wellness?

The mechanics of finding good staff members

Fabrizio Mancini, DC

A healthy approach to Chiropractic Education

Plus Supplies Resource Guide p. 84
Calcifood®, Ostrophin PMG®, and Cataplex® D, used together, were found to decrease urinary deoxypyridinoline (Dpd), while maintaining osteocalcin levels (see chart).

These bone health supplements are unique because they provide readily absorbed nutrients from bone tissues to support the process of rebuilding and maintaining bone.*

During a three-month trial, patients with osteopenia were given Calcifood®, Ostrophin PMG®, and Cataplex® D at the regular dosage. Osteocalcin was unchanged while urinary Dpd, a marker used to assess relative rates of bone loss secretion, decreased 18%. Decreased Dpd suggests that less bone was lost over the three months. No change in osteocalcin further suggests a positive environment for bone formation.

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.
Normal, healthy bone

Compressed, weakened bone

To find out more about these and other Standard Process products, call 800-558-8740 and ask for our Bone Health Literature Packet (L6213) or visit standardprocess.com.
clinical research
Keeping current with the evidence ...................... 17
By Ronald Rupert, DC

marketing
Are your gatekeepers hurting your bottom line? .......... 23
By Lisa Roberts
Team Tips: Plant the seed for referrals .................. 26
By Susan Hoy

personal development
It it's broken, fix it! ...................................... 33
By Dennis Schone, DC
Align your leadership .................................. 36
By Monica Wofford, CSP
There is no better time to be a chiropractor .......... 40
By Charles E. Ward, DC

wellness
A life of wellness ... or not? .............................. 47
By Gilles Lamarche, DC
Should you be involved with corporate wellness? .... 50
By David E. Wade, DC, CCSP, CCST, CHC

feature
A healthy approach to chiropractic education ............ 58
By Stanford Erickson

practice management
The mechanics of finding your next staff member .... 71
By Laurie Mosier, MPA
Practice freedom with an associate .................... 76
By Ed Sharp
Coding Questions: What’s your coding IQ? ............ 80
By Marty Kotlar, DC, CHCC, CBCS
Consult the Coach: High-velocity practices eliminate friction . 82
By Mark Sanna, DC ACRB Level II, FICC

studentDC.com
Building a successful practice through education .......... 92
By Brian Jensen, DC
THE WORLD’S MOST ADVANCED LOW LEVEL LASERS.

Handheld Technology in a Precise and Reliable Package.

- First low level laser to receive FDA 510(k) market clearance for the treatment of chronic pain.
- ISO 9000 compliant.
- Enhanced dual line generated beams.
- Full 2 year warranty.
- 635nm

Call today for a Free DVD!
1-888-242-0571
**NOW ONLINE**

**HOME PAGE FOR THE SUCCESSFUL DOCTOR OF CHIROPRACTIC**

**Resources for you at ChiroEco.com**

**Find us online!**

Check out *Chiropractic Economics* on Facebook and Twitter.

www.ChiroEco.com/facebook

www.ChiroEco.com/twitter

**Resource Centers**

**Lasers**

www.ChiroEco.com/erchonia

- What are you treating with lasers?
- The highs and lows of lasers

**Instrument Adjusting**

www.ChiroEco.com/neuromechanical

- Bring adjusting instruments to the table
- Integrating instrument adjusting in your practice

**Electronic Health Record**

www.ChiroEco.com/futurehealth

- Guest Editorial—How to keep EHRs secure
- A case study in billing

**Chiropractic Tables**

www.ChiroEco.com/hill

- Four factors to consider when investing in a table
- The pros and cons of new, used, and reconditioned tables

**Job Board**

Visit www.ChiroEco.com/jobboard for employment opportunity listings for:

- Associates
- Billing
- Chiropractic Assistants
- Doctors of Chiropractic
- Faculty
- Front Office/Reception/Scheduling
- Independent Contractors
- Marketing
- Massage Therapists
- Multidisciplinary Practice Opportunities
- Office Management
- Temporary Positions
- Other

**More from this issue**

Find charts from David E. Wade’s corporate wellness article at: www.ChiroEco.com/wade

**Resources for Canadian DCs**

Our Web site section for Canadian DCs features news from schools, organizations, and seminars. The site also includes Canada-specific coding and billing information. Check it out at www.ChiroEco.com/Canada.

**Resource Guide and Directory**

Our patient retention resource guide and directory is now available online at www.ChiroEco.com/directory.

**Online Poll**

*Do you have a wellness program for your employees?*

To enter your response and view the results of our last poll, visit www.ChiroEco.com.

**Expert Insights**

Blogs by Jean Murray, Perry Nickelston, Gerry Clum, Kelly Robbins, Kathy Mills Chang, Jasper Sidhu, Paul Varnas, and the *Chiropractic Economics* editorial staff. We have chosen these bloggers from different niches: Practice startup, reimbursement, strategies from the ‘real world’ of chiropractic, and the chiropractic press. We do this to make sure you get the big picture about chiropractic success.

**Let’s Talk Chiropractic**

*Would you like to attract new patients?*

Lisa Roberts

www.ChiroEco.com/roberts

**ChiroMasterMind**

*Who invented the laser and how does it work?*

Perry Nickelston, DC

www.ChiroEco.com/nickelston

**Don’t practice on your practice?**

*Burden of proof*

Dr. Paul Varnas

www.ChiroEco.com/varnas
Largest Selection of Equipment & Supplies!

Financing Available! $0 Down and $50/mo for the 1st 9 months!

ScripHessco Offers the Largest Selection of Reconditioned Equipment in the World!

Choose Your Brand & Model

Supplies You Need with Prices to Match!

Call today 800-747-3488 or visit us online www.ScripHessco.com

Please Mention Source Code: 6070110
editor’s message

Living life to its fullest

Jumping out of airplanes, diving off cliff sides, hang gliding across canyons, and racing cars at their highest speeds — these are some people’s idea of living life to its fullest.

But that isn’t everyone’s idea — and it doesn’t need to be.

Living life to its fullest is different for different people. For some, it is the “daredevil” acts that do it for them; for others it is just living a full life. In order to accomplish either of these feats, however, you need to be well.

Wellness is defined in the article “A life of wellness … or not?” on page 47. In it the author discusses how some of the most commonly described subdimensions of wellness relate directly to the art, science, and philosophy of chiropractic.

He goes on to explain that since subluxations can be caused by physical, chemical, or emotional stresses, it makes sense to communicate a clear and consistent message relating to the appropriateness and effectiveness of chiropractic care in order to improve the health of the nation.

Wouldn’t you, as a doctor of chiropractic, want to be part of improving the health of the nation? Since many of you enrolled in chiropractic school to help people, the answer is more than likely yes. But have you considered how you could help more?

“Should you be involved with corporate wellness?” on page 50 offers another opportunity for you and your practice. With many worksites promoting healthy habits and employers reaping the rewards of fewer sick days, greater overall productivity, and lower health insurance costs, the author explains how you should take a lead roll in corporate wellness and what tools, programs, strategies, and sales and marketing is needed.

And speaking of taking a lead role in wellness, see our Editorial Director Stanford Erickson’s interview with Parker College of Chiropractic’s President Fabrizio Mancini. “A healthy approach to chiropractic education” on page 58 discusses how since Parker College of Chiropractic appointed Fabrizio Mancini, DC, president, Parker has emerged as one of the more financially sound chiropractic colleges in the country — with Dr. Mancini gaining acclaim as a leading educator and proponent of chiropractic worldwide.

Chiropractic worldwide — that sounds nice doesn’t it? And you can be part of it by improving the health of the nation through wellness and by living life to the fullest — however that may be for you.

Wishing you success,

Wendy Bautista, Editor
HIGH POTENCY Meets CONVENIENCE

Introducing NEW Biofreeze® Pain Relieving Wipes

Your patients will thank you because they can now carry instant pain relief wherever they go. NEW Biofreeze Wipes provide longer-lasting, high-potency relief in a single-use disposable wipe, small enough to fit in a pocket.

Add Biofreeze Wipes to your practice:

- Empower your patients to manage their pain anywhere
- Extend your level of care
- Generate incremental revenue

Wipe the pain away.

biofreeze.com
TOP NEWS

Parker opens state-of-the-art facilities

Parker College of Chiropractic has opened the new Erchonia Laser Health Care Center and the Standard Process Student Activity Center.

The Erchonia Laser Health Care Center was opened to provide better facilities and laser equipment for patient care, to increase public awareness, and to improve chiropractic education. Not only will students have the opportunity to learn about laser technology, but as interns they will gain real-world experience as they treat patients with Erchonia’s low level laser equipment.

Made possible due to Standard Process Inc.’s $1 million donation to Parker, the two-story, state-of-the-art Standard Process Student Activity Center will help advance the college’s academic potential and further the education of future doctors of chiropractic.

The Standard Process Student Activity Center will also help to maintain the health and wellness philosophy that Parker promotes. It will assist in producing positive lifestyle choices and a healthy environment with its gymnasium, locker rooms, and student lounge.

Source: Parker College of Chiropractic, www.parkercc.edu

Virtual world offers students unique patient experience

New technology that will give chiropractic students the opportunity to conduct an online clinical rotation with a virtual geriatric patient is being introduced at Northwestern Health Sciences University.

Second Life is a 3-D virtual world that uses avatars, moveable icons representing people, to interact through free voice and text chat. During the winter trimester, the Northwestern clinical education department will administer a Second Life beta test that will allow students to conduct virtual interviews with patients in an online simulated clinical training environment.

Glori Hinck, DC, assistant professor and pioneer of this program, has been working to integrate the technology into an active education program.

Source: Northwestern Health Sciences University, www.nwhealth.edu/nwtoday/index.html

HEALTH NEWS

ACA: Proper mattress can improve sleep comfort, reduce pain

A good night’s sleep is an essential part of a healthy lifestyle; however, an estimated 70 million Americans complain of sleeplessness.

A 2006 study published in the Journal of Chiropractic Medicine showed that sleeping on a new mattress can significantly reduce stiffness and back pain. Researchers found that study participants reported immediate and sustained benefits after sleeping on a new mattress. This was especially true of participants who entered the study with back pain complaints, as they reported a 63 percent improvement in back discomfort with a new mattress.

Source: American Chiropractic Association, www.acatoday.org

INDUSTRY NEWS

Foot Levelers donates $23,000 to COCSA

Foot Levelers donated $23,000 to the Congress of Chiropractic State Associations (COCSA). This donation will support the COCSA mission, which is “to provide an open, nonpartisan forum for the promotion and advancement of the chiropractic profession through service to member state associations.”

“We are honored to support the Congress of Chiropractic State Associations,” said Foot Levelers President and CEO Kent S. Greenawalt. “COCSA
TRUST. IN NUTRITIONAL HEALTH.

Ultra Preventive® X

Trust Douglas Laboratories® for Complete Health.

Trust Douglas Laboratories® for the nutrients adults need with our world-class Ultra Preventive® X, a carefully balanced multivitamin formula that contains more than 50 nutritional ingredients. Douglas Laboratories® is proud to introduce our revised Ultra Preventive® X multivitamin with the following enhancements:

- Now contains Folate from Metafolin®
- Now contains Organic Fruit and Vegetable Blend
- Now contains 1000 IU of vitamin D3 per serving
- Continues to carry the 5-Star Standard Gold rating from the Comparative Guide to Nutritional Supplements

POLISHING OUR GOLD

Ultra Preventive® X was ranked the highest rating (5-stars) for a multiple vitamin and mineral formula, in the Comparative Guide to Nutritional Supplements, 4th Edition, over 500 nutritional products were evaluated on a comprehensive 14 quality selection criteria.

Together with health professionals like you, we have helped millions of patients improve their health and look forward to helping millions more because...

You trust Douglas Laboratories. Your patients trust you.

1-888-DOUGLAB or
1-800-245-4440 (US) douglaslabs.com
1-800-245-4440 (CAN) douglaslabs.ca
news flash

provides an opportunity for state associations to work together and learn from each other and Foot Levelers is proud to contribute to this effort.”

In our tradition of continuing support to the chiropractic profession, Foot Levelers has donated millions of dollars to chiropractic colleges and causes over the years.  
Source: Foot Levelers, www.footlevelers.com

COLLEGE NEWS

Palmer receives full NCA regional accreditation

Palmer College of Chiropractic recently received regional accreditation for all three of its campuses. The Higher Learning Commission of the North Central Association of Colleges and Schools (NCA) notified Palmer that the college — including the main campus in Davenport, Iowa, and the branch campuses in Port Orange, Fla., and San Jose, Calif. — has been granted the full, 10-year accreditation by the NCA.

The Davenport and Port Orange campuses were granted reaccreditation, and the West Campus was granted accreditation by the NCA for the first time.

Source: Palmer College of Chiropractic, www.palmer.edu

NUHS awards first ND diplomas since 1952

In historic commencement ceremonies on Dec. 17, National University of Health Sciences (NUHS) awarded three graduates the institution’s first doctor of naturopathic medicine degree (ND) since 1952.

The landmark commencement day honored Steven Moore, DC (valedictorian); Carlos Quezada, DC (salutatorian); and Lisa Leonard as recipients of the doctor of naturopathic medicine degree.

National’s current ND program opened its doors for the first class of students in the Fall of 2006. The addition of a naturopathic program was a major part of the university’s commitment to integrative medicine.

NUHS is the only naturopathic medical school in the Midwest and one of only two universities in the country to offer degrees in naturopathic medicine, chiropractic medicine, acupuncture, and Oriental medicine on the same campus. Although only three years old, the ND degree program at NUHS is thriving and continuing to expand with the addition of new faculty and growing admission rolls.

Source: National University of Health Sciences, www.nuhs.edu

Sherman returns to original name: Sherman College of Chiropractic

Sherman College of Straight Chiropractic is now known as Sherman College of Chiropractic.

The college’s Board of Trustees voted unanimously to authorize the college’s name change on Oct. 17, 2009, during its fall meeting.

Sherman College of Chiropractic is the name under which the college was founded in 1973; the college added the word “straight” to the name in the late 1970s.

Source: Sherman College of Chiropractic, www.sherman.edu

WHCCS at forefront of CAM research

The Wolfe-Harris Center for Clinical Studies (WHCCS) at Northwestern Health Sciences University has earned an international reputation as a leader in clinical research for complementary and alternative medicine (CAM) treatments.

The research team at Northwestern is led by Gert Bronfort, DC, PhD, vice president of research; and Roni Evans, DC, MS. In addition to obtaining the federal grant funding, Drs. Bronfort and Evans direct an active research faculty and staff that is continually pursuing a number of projects, as well as speaking and presenting at conferences around the world.

Source: Northwestern Health Sciences University, www.nwhealth.edu/hwtoday/index.html

To see some highlights of WHCCS’s research visit, www.ChiroEco.com/WHCCS.
We believe

in the power of chiropractic

so much so that we built an entire business around it. For 58 years we’ve been giving chiropractors just like you the support they need to help patients feel better, longer.

Research proves that our Spinal Pelvic Stabilizers – together with your care – can and will change your patients’ lives. Like C1 and C2, we’re made for each other.

Introducing the new Family of Elite Energy™

ENERGY • EDGE • PERFORMANCE

• Magnets strategically placed to boost energy and vitality
• Smart top keeps feet dry and controls temperature
• Luxury leather top offers comfort and durability
• Added cushioning provides more shock absorption and arch stability
• Postural correction now – whole body protection for the future

We believe in you.
We want you to believe in us.
Call 800.553.4860 (USA)
800.344.4860 (CAN)
FootLevelers.com

©2010 Foot Levelers, Inc.
Fast Acting OTC Topical Pain Synergistic Nutraceutical

Advanced Pain Relief

What is Orthogel® with ILEX, Glucosamine and MSM? Orthogel is a cold therapy topical analgesic that combines the natural benefits of ILEX, MSM and Glucosamine. ILEX is extracted from a holy shrub grown in South America and has been used by the Paraguay Indians to enhance the effects of their medicines for centuries. Who can use Orthogel®? Those who benefit the most are those who suffer from back and neck pain; muscle spasms, injuries, and sprains; and arthritis and tendonitis sufferers. Orthogel® can also be used to relieve pain prior to ultrasound treatments, rehabilitative exercises, soft tissue trigger point therapy and massage therapy.

- Contains ILEX, MSM, Curcuminoinds, Glucosamine, Aloe, Vitamin E and Boswellia Serrata
- Menthol 3.5% (6 oz. Spray 6%), Camphor .2%
- 3 Year Shelf Life
- FDA Compliant Packaging
- Made with High Quality Ingredients
- Greaseless, Stainless and Has No Lingering Odor
- Lasts for Several Hours
- Fast Acting, Deep Penetrating
- No Animal Testing
- Made in the U.S.A.
- Patient Brochures and 5g Patient Samples Available


Foot Pain Relief

PODIAGESIC® is packaged in a small easy to carry roll-on applicator and provides fast pain relief associated with arthritis, sore foot muscles after long hours on the golf course, work, running, walking, trade shows and countless other related issues. Be the first to stock your shelves with our FDA approved PODIAGESIC® Foot Pain Relief.

- 6.5% menthol, 3.5% camphor, peppermint oil, ILEX, arnica, MSM, Vitamin E, Aloe, Boswellia Serrata
- Specially Formulated to Penetrate the Hard Skin Around the Ankle and Feet

orthogel.com (866) 254-0932
Nutritional Supplements

These high quality over the counter nutraceutical products can be taken with Orthogel® and are sold through leading healthcare providers and pharmacies. Orthopedic Pharmaceuticals specializes in OTC pain relief products and muscle, bone and joint support nutraceutical products. Some of our leading nutraceutical products are offered in advanced liquid filled vegetarian capsules. Our customers are the healthcare leaders that are always striving to provide their patients with the most advanced care and advanced supporting products. Healthcare providers can be authorized now to sell these high quality products by calling or going to www.orthogel.com and filling out the online or printable setup form and faxing it to Orthopedic Pharmaceuticals. Wholesale pricing will be faxed or mailed with a sample when the required information is received.
SOMBRA®
natural pain relieving gel

The Sample Pack That Keeps Them Coming Back

Order the Gravity Dispenser Box through your distributor

Get Your Sample Kit Today
Call 1-800-225-3963

*Valued at $25.00 Just pay shipping ($7.00)
**Available only in the contiguous USA

www.sombraUSA.com
We have all heard the term “evidence-based” with respect to chiropractic, medicine, and other disciplines.

We know that the many key issues related to where the chiropractic profession will be with respect to healthcare reform, scope of practice, and reimbursement are closely linked to this issue of evidence.

Chiropractors endure a lengthy education process with undergraduate college, chiropractic college, and annual license renewal continuing education. Would you consider this enough to keep up with important clinical information that impacts your patient’s care, or do you need to invest a little more time with exposure to new information?

Test how well you are current and see if you can answer the following eight clinical questions (links to the answers can be found at the end):

1. Do you know how to determine the proper dosage of vitamin D for your patient?
2. Do you know which orthopedic tests are most accurate in diagnosing biomechanical sacro-iliac joint pain?
3. What new nutritional supplement may be most effective in reducing the symptoms of osteoarthritis and has the evidence to confirm it?
4. How strong is the evidence for the use of low level laser in the treatment of fibromyalgia, osteoarthritis and carpal tunnel syndrome? What wavelength and power is most effective?
5. What diet changes may reduce the risk of asthma in children?
6. The acai berry — just how good is it for you?
7. What does the evidence say is the best conservative method to care for fibromyalgia?
8. Based upon a review of all the scientific evidence, what is the best approach to the treatment for cervicogenic headache?

How well did you do? If you are like most chiropractors, keeping up with the evidence is an unmanageable task, and you probably did not know some of the answers or missed some you thought you knew.

Examining evidence-based care

Let’s take a minute to examine the concept of evidence-based care because there is a great deal of misunderstanding and a high level of emotionally charged opinions surrounding the concept.

The evidence-based movement is an attempt to put more structure and sophistication to what clinicians have always done. Good clinicians are lifetime learners. They want to keep up with the literature and adopt what is best for their patients, families, and themselves.
Bloodletting, trephining, leaches, phrenology, Rife machines, along with thousands of other diagnostic and treatment procedures are not believed to be as valuable today as they once were. So, one of the keys to evidence-based care is to develop and use skills for finding and critically evaluating literature that can translate into better patient care.

The second component is how this new grasp of better information is used. This is the source of a lot of controversy. The evidence is not meant to be a standalone component of how you treat your patients. If that were the case, most medical as well as chiropractic procedures would not be permitted.

In true evidence-based care, the three components are the patient’s needs and desires, the doctor’s experience and expertise, and the evidence. Why would you dictate care the patient can’t tolerate or pay for? Why would you use an old treatment procedure you knew was demonstrated to be ineffective or harmful? Why not use the evidence and what is best for the patient if the patient is agreeable and if you feel from your experience it will serve the best interests of that particular patient?

The problems with evidence-based chiropractic

There are problems associated with the evidence-based approach. First and foremost is the misuse of evidence. Some third-party payers and governmental agencies are completely ignoring the expertise of the doctor and the needs and desires of the patient and are basing reimbursement solely on evidence.

To make matters worse, they are insisting on high-level evidence; primarily rigorous randomized clinical trials. These trials are difficult and typically very expensive. This becomes a significant challenge to a profession that has extremely limited financial resources and even fewer researchers.

Based upon the misuse of evidence, the concept of evidence-based practice draws a lot of criticism from many of those in practice.

The original publications related to evidence-based care were directed at elevating the skill sets of the physician in order to make more educated decisions based upon the evidence. There are several troublesome issues embedded here.

What constitutes “evidence”? How do you weigh this evidence? To answer the latter question, the research community has developed dozens of evaluation strategies. Some for randomized trials, some for meta-analysis, and some for other levels of evidence like nonrandomized
A Beautiful Custom Website Shouldn’t Cost You Thousands!

Setup Fee & $39.95 /month
No Contract
No Obligation
Unlimited Support

The simplicity and professional websites you have to offer are far beyond anything else I have ever seen. I love being able to change the design of my website with a click of a button. The monthly price is perfect and the search engine optimization is fantastic. I love being able to Google my practice and see a top listing. OnlineChiro is an excellent company with outstanding customer service and superior websites. I highly recommend online Chiro without any reservation.

Dr. Todd Woodward - Florence-Carlton Chiropractic

Every Website Features:

Beautiful Designs – A huge selection of stylish, high-end designs customized to your specific practice.

Practice Specific – Over 40 pages of content written for your general or specialist practice. Change it all at the click of a button.

Fully Customizable – Unlimited Content, pictures, video and links for your practice with unlimited customer support.

Patient Interaction – Online Storefront, Google maps, music and 3D Interactive Spine.

Patient Education Center – Printable patient forms, appointment requests, educational spotlight on your practice specialty, testimonials and over 30 custom education videos.

Call Today! We’ll Walk You through it!
1-888-932-5560
www.OnlineChiro.com
clinical research

cohort studies, case series, or case reports.

Other problems are associated with elevating the skills of the physicians to become more critical consumers of the literature. Some of these include:

- Understanding the multiple biomedical databases, their search interfaces, and the indexing structure and terms.
- Developing critical reading skills that include a variety of research design concepts, selection bias, randomization strategies, threats of internal and external validity, and proper statistical analysis, to name a few.
- Being able to set aside the time to gather, critically read, and weigh the evidence.
- Much of the biomedical literature is not open access. Being able to meet the high cost of purchasing the many articles that may exist on any one topic can be cost prohibitive to the average practitioner.

Theoretically, it would be ideal to have highly trained chiropractors as well as other health providers that can execute all of the above, but the reality is they can not.

It is doubtful if many of recent graduates from chiropractic colleges have these skill sets.

So, as a profession, we have a long way to go. But, in the interim, we do not need to be without high-quality evidence to insure the best patient care as well as evidence to support reimbursement.

Ronald Rupert, DC, is dean of research at the Research Institute of Parker College of Chiropractic. During 20 years of full-time private practice, he developed the MANTIS, the chiropractic and alternative medicine literature database, which has nearly 400,000 scientific articles.

LINKS TO THE ANSWERS


Question 2: www.chiroaccess.com/EBRs/Biomechanical-Sacroiliac-Joint-Pain-Diagnosis.aspx

Question 3: www.chiroaccess.com/Articles/An-Evidenced-Based-Intervention-for-Osteoarthritis-Avocado-soybean-Unsaponifiables.aspx?id=0000112

Question 4: www.chiroaccess.com/Procedures/Laser-Therapy-Low_Level.aspx

Question 5: www.chiroaccess.com/EBRs/Asthma-Prevention.aspx

Question 6: www.chiroaccess.com/Articles/Acai-is-it-Berry-Berry-Good-for-You.aspx?id=0000097

Question 7: www.chiroaccess.com/EBRs/Fibromyalgia-Therapy.aspx

Question 8: www.chiroaccess.com/EBRs/Cervicogenic-Headache-Therapy.aspx

Join the crowd that already knows about E·Z BIS chiropractic software

E·Z BIS Office now with Electronic Health Records

Call for a free demonstration copy! (800) 445-7816

Email: info@ezbis.com · Visit our website: www.ezbis.com

See E·Z BIS EHR in action at the Las Vegas Parker Seminar - Booth #407
Master the Method

The World’s #1 Instrument Adjusting Technique!

Becoming an expert takes time, training and the right tools. Give us your time, and we’ll deliver the training and the tools you need to master the Activator Method®.

Activator Methods Seminars† — The Path to Proficiency

Spring 2010
Intermediate and Advanced Seminars*

HONOLULU, HI
January 21-23

HOUSTON, TX
January 30-31

ORLANDO, FL
February 6-7

COLUMBUS, OH
February 20-21

PORTLAND, OR
March 6-7

KANSAS CITY, KS
March 6-7

BOSTON, MA
March 13-14

ORANGE COUNTY, CA
March 27-28

CHICAGO, IL
April 10-11

SAN JOSE, CA
April 17-18

WASHINGTON, DC/HERNDON, VA
April 24-25

ATLANTA, GA
May 1-2

DENVER, CO
May 1-2

CALGARY, AB
May 15-16

MINNEAPOLIS, MN
May 22-23

NEWARK, NJ
June 5-6

Register today!
Call 1.800.598.0224
or visit www.activator.com

Step 1: Basic
Use Activator Online, our web-based seminar, to learn the Basic Scan Protocol of the Activator Method. Log on to www.activatoronline.com 24 hours a day, seven days a week to begin training now!

Step 2: Intermediate
Network with the industry’s best and learn to manage more complex cases using the Activator Method. Attend a seminar in one of many cities and enjoy technique training and management tips.

Step 3: Advanced
Become a master of the Activator Method at our advanced program, where Activator experts deliver training on highly-complex cases, complementary treatment options and strategies for clinic success.

†The basic level seminar will be offered in select cities. Please contact Activator Methods for more information.
*All seminars provide up to 12 Continuing Education credits, co-sponsored by Palmer College of Chiropractic. Information is correct at time of printing and subject to change.
You’ve just found the way to become a part of this multi-billion dollar a year industry!

Earn $150,000 to $258,000 per year

Recoup your Investment within 90 days or we pay the difference...
We’ll show you how!
1-800-800-0838

Here’s what Dr. Luke C. Mayes of Boise Idaho had to say in a true Testimonial
“A Beautiful Image VIP Event director came to my office and trained my staff and now my clients and I are both reaping the benefits with great results. Once all the preparations were in place, the endeavor paid off in a BIG way. I had over $14,000 in sales in one day. You have an amazing product.”

The secret is in the palm of your hands!

Beautiful Image™
Facial & Body Sculpting

The Lunch Time Facelift
Advanced Technology for Skin Rejuvenation

www.BeautifulImageLLC.com
Chances are, if you’ve been in practice for any length of time you now have a team assisting you with patient care and your front desk.

Hopefully, you have made the right choices when it comes to the hiring of these key players.

More times than not, hiring a front desk person, CA, and/or office manager is based only on his or her technical skills without giving proper consideration to “people skills” or personality — which can be equally important. What is sometimes forgotten or not even considered is the fact that attitude and people skills really can’t be taught, but technical skills can.

Hiring someone that smiles often, is friendly, and has a positive attitude is as important, if not more important, than hiring for office know how. Your “gatekeepers” play an intricate role in the success or failure of your practice.

Determining the proper players

Here are a few questions to help determine if you have the proper team players.

• Have I had any feedback (positive or negative) on the person who handles the front desk?

Remember, your front desk person can be more influential than you, especially where a new patient is concerned. When new and existing patients walk into your office, that front desk person is the first person they will see. Any negative behavior or attitude can pollute your practice and cause you to lose patients.

• Does my team want my practice to grow? You may think the answer is a no-brainer, but it isn’t. Many make the mistake of assuming the entire team has the same goal for the practice and that the growth of the practice is a priority for all involved. Wrong!

Once you have determined that all team members have the same goals for the practice, here’s an idea to keep everyone excited and motivated: Offer an incentive.

Remember, if you’re seeing 10 new patients a week and your staff is working harder but see no rewards, then it is not a win-win situation.

If it’s not a win-win for all involved, your team has no reason to want to help you expand. Offering rewards and incentives is a good way to keep everyone motivated. In-office rewards and contests keep your staff fired up as they become busier.

• Is my staff maintaining payments and collections? It really doesn’t matter how many patient
visits you have weekly if you’re not getting paid. The simplest way to avoid embarrassment for your staff or patient is to be sure your patients are not allowed to accrue any big balances on their account.

You deserve to get paid for your services and the best way to insure you will is to establish from the beginning what is expected from the patient financially.

The biggest injustice you can do for yourself, staff, and patients is to allow them to get behind on their bill. If a patient owes you money and is not able to pay, they will just stop coming to avoid embarrassment.

If you keep your patient on the payment plan that has been set up, your collections will increase and your patient retention rate will also.

• **Is my team sold on chiropractic?** Are all of your staff members under chiropractic care? Do they really understand chiropractic? Can they explain the benefits to a patient or prospective patient? If you’re not sure, or think not, then you may need to reassess your team.

It’s highly unlikely that any member of your staff can truly add to the prosperity of the practice if he or she is not under chiropractic care.

Your patients are looking for an advocate and a friend. They’ll need to be educated and re-educated during their course of care. If your entire staff is not chiropractic active, they can’t be effective educators.

• **Is my staff amicable, but abiding, to patients and their care schedules?** Remember, every appointment missed by a patient results in the delay of attaining optimum health.

It’s crucial your staff reiterate the importance of staying on track during care to the patient.

If patients believe that missing appointments is no big deal, they will miss appointments. If patients feel accountable to you and your staff, they will not miss scheduled appointments.

Posture yourself and your chiropractic team so that all know and understand the value of your time and treatment.

Remember, your bottom line is in the hands of all your staff members.

You can be assured that by underestimating the significance and merit that each team member brings to the table will truly cost you patients and money.

Beware of the misguided staff member. The harm they may bring to your practice could be irremediable.

Lisa Roberts is vice president of business development for Metro Marketing LLC. She can be reached at 800-696-7788 x251 or through www.chirometromarketing.com.
One Phone Call Away ...

When You Need Us

As an NCMIC policyholder, you call one place when you need answers. Whether you’re calling about your policy, a claim or to strategize on the defense of your case, the number is the same.

We don’t outsource our services to large medical organizations like some do. Every D.C. policyholder is important to us, so we handle the inquiries ourselves. That way, you get the expert, personalized service you deserve. After all, “We Take Care of Our Own”

Find out how you can benefit from NCMIC’s malpractice insurance plan.

Call 1-800-769-2000, ext. 3114.
Plant the seed for referrals

By Susan Hoy

It is believed that the best new patients are those who have been referred by existing patients or medical professionals.

Therefore, it stands to reason, that the task of enticing new patients begins with encouraging existing patients and professionals to refer. It’s simple to do, but takes a small step outside your comfort zone.

The following are some simple suggestions that will increase the flow of new patients to your office.

Patients who receive an extra dose of enthusiasm during the course of their treatment probably received more than they expected. They listened to you and your staff, got excited about the things you discussed, and can’t wait to share what they found with others.

The first way to go about getting referrals from patients is to let them know you want them. In other words, plant referral seeds and ask!

Here are some simple ways to ask for referrals that won’t leave you feeling uncomfortable.

Let patients know you like referrals during the first phone call by simply asking, “Were you referred by one of our patients or a medical professional?”

You have planted the seed for referrals and given the potential new patient confidence that you receive referrals from professionals too.

The next opportunity to ask for referrals is during the new patient consultation. For example: You could say, “Good morning Mrs. Jones, I’m Dr. Smith. I’m glad you’re here. I’d like to welcome you to our office and personally thank Jane for referring you. It always makes people feel good to know when they’ve helped someone else. When you begin feeling better, I hope you will take the time to call Jane to thank her and think about referring others.

Our goal is to improve the health and well-being of our patients, their families, and the community.”

Planting seeds is a very nonthreatening way to let patients know you love referrals.

Try targeting patients who refer. For example: Looking at your schedule you notice Mr. Smith has an appointment today. Mr. Smith recently referred his friend Jim. Tell each team member to thank Mr. Smith personally for his confidence. This works especially well when you thank Mr. Smith for his referral within hearing range of other patients. It gives them a subliminal message that you appreciate referrals.

Another nonthreatening way to get patients to refer is to have pamphlets throughout your office about the different kinds of conditions that can be helped with chiropractic care.

One of the best places to display pamphlets is in your exam room. This is where a new patient waits for you or another team member to arrive. During that time, the new patient can browse at the different educational displays. Very often, the new patient does not know the scope of chiropractic care and this is the perfect time to let them know the other conditions you treat.

New patients are looking for ways to connect with you, so discussing some of these symptoms is an easy way for them to relate to you. Not to mention, an educational opportunity as well.

It is a proven fact that most patients refer others early in their treatment when they are getting better and are excited about the results. So be on the lookout for the perfect time to ask.

For example: Patient: “I am grateful for Dr. Smith! I feel better than I did last week. I never would’ve thought chiropractic would be so effective.”

Team member: “I am happy to hear that! Why don’t you call the person who referred you and thank them. It makes people feel good when they’ve helped others.

“Also, if you know anyone who would benefit from chiropractic we would appreciate it if you would tell them.
Why Is Your Practice Upside Down?

NEW YORK TIMES SURVEYS report that 64% of people are undecided about the validity and effectiveness of chiropractors.

GALLUP POLL SURVEY participants ranked chiropractors among the lowest in perceived trustworthiness at only 36%.

A ENVIRONICS RESEARCH GROUP SURVEY showed that typical chiropractic marketing not only doesn’t work but is negatively influencing consumer views of the profession.

It’s time to change your practice to education based marketing.

Study after study shows education focused marketing is upwards of 70% more effective than price-focused marketing.

THE ANSWER IS CHIROGLYPHIX ANIMATION SOFTWARE

Chiroglyphix takes the selling out of patient care. Chiroglyphix is patient education and marketing software that uses 3D animations to help you teach current and prospective patients about their conditions. Chiroglyphix will give your practice the edge to succeed in rough economic times.

Special Limited Time Offer (first 1,500 DC’s only)

- Chiroglyphix 3D Animation Software
- Pre-Installed on a Brand New Dell Mini-Notebook Computer
  (fantastic for having in the treatment room with you)
- Nearly 500 animations and stretching/exercise images
- Includes tech support and training tutorial

Only $1217 (YES, this price includes the software AND the computer!!!)

Funds a bit tight? Ask about our easy to afford payment plans.

Don’t Need a Computer? Purchase the software for your existing computer at a discounted rate. Don’t forget to ask about our money back guarantee!

To Order:
www.chiroglyphix.com -or-
800-456-2622, extension 0
(mention the Chiroglyphix offer)
(sorry no retroactive discounts)

marketing

Our business comes almost totally from satisfied patients!"

Patient: “I have been telling everyone! I just haven’t been successful in convincing them yet.”

Team member: “Don’t push too hard. As long as you told them, they’ll call us when they’re ready. I do have a suggestion though.”

At this time offer a new patient referral packet or a complimentary phone consultation card. This card gives the potential patient an opportunity to have a phone consultation with you.

The contents of the new patient referral packet should include:

- Your practice brochure,
- A pamphlet about chiropractic,
- A pamphlet about the specific symptom the person is having,
- Two business cards,
- Any published article from or about you, the doctor, and
- A newsletter or any other promotional item.

Finally, at your front desk have this framed statement: “We apologize if we have not yet given you the opportunity to change someone’s life. New Patient Referral Packets are available at the front desk.”

Asking for referrals may be a step out of your comfort zone; however, it is imperative that you understand how important it is to your practice.

The more people you can serve, the more successful you feel, and you are fulfilling your purpose to make a difference!

Susan Hoy is an award-winning team trainer and consultant. She presents training seminars for teams throughout the country and is the author of two team training manuals. The newest is called Systemize, Organize, Simplify. She can be reached at 215-674-0130, suzhoy@aol.com, or through www.beefitup.net.
The Health of your patients is your top priority.

The Health of your practice is ours.
TRUSTED BY TOP CHIROPRACTORS TO GROW THEIR PRACTICES AND GENERATE NEW REVENUE

"The majority of patient complaints result from inflammation, and the technology developed by Multi Radiance Medical is providing us with an effective tool to manage inflammation as an extension of care using the Activator Method. Our partnership with Multi Radiance Medical will enable us to bring new innovations to chiropractors around the world who are seeking solutions to chronic patient care issues."

Arlan W. Fuhr, D.C.
Co-founder and CEO,
Activator Methods International
TerraQuant Laser device owner

Insurance Reimbursement
LaserStim™ allows for third party reimbursement.

TARGET™ Technology
Treatment Area Recognition and Guidance Enhanced Technology.

25 to 50 Watts of Super Pulsed Laser Power
More power than most class IV lasers.

1.888.373.2212
www.MultiRadiance.com
chiroeco@MultiRadiance.com

6 Months No Payment—No Interest*

*Subject to credit approval

© Multi Radiance Medical Inc. All rights reserved. US and International patents pending.
THE WAIT IS OVER
3 YEARS IN THE MAKING | 13 GROWING BRANDS | 1 CENTRAL WEBSITE
WWW.PIVOTALHEALTHSOLUTIONS.COM

2007
OUR JOURNEY BEGINS

In 2007 PIVOTAL HEALTH SOLUTIONS was founded with the mission to manufacture and sell the "best" quality health and wellness products in the market. Quality business practices and quality people are the fundamentals for providing affordable, technology driven products you can build your practice around.

2008
PLATFORM ESTABLISHED TO ASSEMBLE OUR QUALITY BRANDS

The growth of our trusted brands began with the launch of Eurotech Tables.

2010
OUR GLOBAL QUEST

In our quest to become a leading provider of quality health and wellness products, Pivotal Health Solutions has strategically brought together some of the industry’s finest brands ... and we are not done.

Integrating Health and Wellness... One Step At A Time.
WWW.PIVOTALHEALTHSOLUTIONS.COM

Visit our booth, 1405-1411 at the 2010 Parker Las Vegas Show and discover the global impact that Pivotal Health Solutions is going to have in the health and wellness market in 2010.

Our Trusted Brands

EUROTECH
FEEL THE DIFFERENCE

ERGOSTYLE

ITRAC

CUSTOM CRAFTWORKS
Touch Essentials

Cloud 9

LACEGEL PRODUCTS
LOST

Time.
Money.
Innocence.
To Bad Software

*Reward*

Control
Sanity
Peace of Mind

Looking for Eclipse

1.800.966.1462
www.INeedEclipse.com

ECLIPSE is a registered trademark © of MPN Software Systems • Copyright © MPN Software Systems 2009
If you’re sitting there trying to figure out why your practice didn’t change in 2009 and continues to be a replica of 2008, then it must be broke — and you need to fix it.

You and your team are the heartbeat of your practice. If your practice is not growing or has declined in this recent economy, then you must look at you and your team and what you need to change.

To continue to practice in the world of sameness will only get you and your team the same results you’ve already been getting.

Here are some things that may need to be fixed.

1. **You:** Sit down in a quiet place and review your mission statement and purpose. Become clear as to what it is you’re doing. Many times just working on you and fixing your mission and purpose can propel you to become something bigger and better. When you change you, your world changes, too.

2. **Goals:** Many of you have probably never taken the time to write down your goals. Not having a road map to where you want to go is almost always a sign of failure. Some of you may have written goals, but maybe they are either very old or haven’t been looked at after writing them down.

   Take some time today and write down your goals. Be clear about what you want and when you want it. Review these goals everyday and remember, you have to “see before you can be.”

3. **Team:** When was the last time you held team reviews? Do you continue to tolerate mediocrity? Do you have on-going training to help your team succeed?

   Make sure your team supports your goals. If your team is broke, you need to spend time fixing their problems.

   Remember, you and your team are the heartbeat of your practice. Your practice is where it is because of your team’s efforts. When you and your team change, so does your practice.

4. **Procedures:** Spend some time with your team and review your procedures. Start out with all your forms and make sure they are up to date.

   Review your procedures for using the phone,
Our prescription for healthy living.

Stay fit, restore energy and reduce stress with MediCordz®, an engineered line of performance resistance tools that help promote health and wellness. Designed for maximum function and comfort, MediCordz increase range of motion, strengthen muscles and improve flexibility:

- Overhead chest press
- Double bicep curl
- Trunk extension and rotation
- Leg extension

Order today! Call 800.886.6621 or visit medicordz.com now.

Chiropractic Economics NEWSFLASH

Get chiropractic news delivered to your e-mail for FREE!

- Keep up-to-date with the latest chiropractic industry news
- Delivered bimonthly to your e-mail (1st and 3rd week of the month)
- Immediate alerts of breaking news
- Also for FREE, you can receive our Products Spotlight (2nd week of the month) and studentDC.com E-Bulletin (4th week of the month).

Signing up is FREE at www.ChiroEco.com

personal development

consultations, examinations, releases, results of tests, new patients, re-exams, payment plans, etc. Tear them apart and put them back together; but this time, better. Find a way to improve at least one thing with each procedure.

5. Healthcare class: Many of you probably have never tried a healthcare class. Maybe changing the name of it to “special consultation” can improve the value of the class. Are your new patients attending this class? Are they bringing a guest?

This is a very valuable tool that can help educate your patients to lifetime wellness care. It is also a great way to introduce chiropractic to their friends and family. If you haven’t already incorporated a class like this, it’s important to do so. If you have, this class must become bigger and better for practice growth.

6. Marketing plan: Do you have a marketing plan? Is it written down and reviewed each day? Is it visible to the whole team and is everyone involved in it?

If the answer is no to any of these questions, then you need to fix it. Make sure you have many marketing projects going on inside and outside of the office each and every week. The weaker the marketing plan the weaker the practice. It’s time to get busy with your team and fill up your marketing calendar.

It’s time to have the practice of your dreams. Make your practice contagious. When you decide to fix what’s broken you will be on your way to maximizing your potential.

Dennis Schone, DC, is a consultant and partner of ProPractice Partners. He can be reached at 614-361-4833, or www.drschone.com, or www.ProPracticePartners.com.
Join 1,000’s of Health Professionals world-wide who are serving more clients and increasing revenue with ZYTO Biocommunication Technology.

Ask about our EAV/EDS Equipment Trade-In Program

Call ZYTO™ Today!
(866) 369-2265 Ext.102
You treat patients almost daily with loving care and hope that they will continue to improve, heal, and return for regular care.

Do you, however, provide the same sort of TLC to your leadership skills, behaviors, and attributes? That would mean you work on it, practice new techniques, always put the needs of those you work with as a priority, and spend dedicated time being an even more effective leader.

Maybe you don’t do all of that, but you should at least begin with the basics.

One thing to consider is your corporate wellness — meaning the wellness of your practice and its ability to last into the future and even become something you leave as a legacy. Your corporate wellness depends largely on how well you lead — now and in the future.

Your ability to lead begins with you. How well are you leading you and is it in alignment with how you lead others and your practice?

The concept of alignment

A direct correlation exists between how well you lead yourself and how well you lead others. Much like you try to align a patients’ spine and have all the parts working well and in concert with each other for the betterment of body, mind, and spirit, you also have moving parts in your leadership: being you, leading you, and leading others.

• Being you. When you are trying to be your most adored chiropractic college professor, you are not being you. You might be doing a wonderful job of being someone else, but it’s still not you. However, in order to be you and share that pure authenticity, you must first know who that is and what you look like.

With authenticity and the ability to be just you, comes a feeling of calm about your actions and behaviors. That is also accompanied by a sense of confidence and a comfort in your own skin. If you feel those things, then you are likely being authentic and being you.

If you consistently question what you are doing and feel a bit lost, then this is an area of focus. If you are consistently edgy or find yourself reacting instead of responding, then it is quite possible that whoever you are “playing on TV” is rather far from the real you. That kind of disconnect can cause some real communication problems and can be rather easily resolved with a bit of awareness about who you are and the permission, from yourself, to be just that.

• Leading you. The saying “lead by example” exists for a reason. People who work with you watch how you lead yourself to determine if what you are telling them to do has any credibility. This is why the “do as I say, not as I do” rule is so laughable, yet true.

When you know who you are and are comfortable in your own skin, your actions will match your words. Those you work with pay attention. If you instruct everyone to remember patients’ names and treat them with exceptional courtesy, then you must do so as well.
Meyer is in the business to provide you with the best answer to your chiropractic supply needs!

Parker Show Special!
Visit us at booth #800.

**sale price**
$1,795.00

**TQ Solo Portable**
- Compact, portable, handheld device provides relief for chronic and acute pain
- Laser: 15 W peak power; 905 nm wavelength
- Infrared LEDs: 60 mW; 875 nm wavelength
- Red LEDs: 7.5 mW; 660 nm wavelength
- Rechargeable lithium battery lasts up to 18 hours
- FDA cleared

Call 1-866-248-8034 to order today!
Offer code: CE1001  Offer ends: Feb. 15, 2010

To request a **FREE** copy of our 2010 Chiropractic Supplies Catalog, please call 1-866-248-8034 or visit [www.meyerdist.com](http://www.meyerdist.com).
personal development

If you snap at patients when they are not on time or at an employee who has done something wrong, then you are not leading you and your actions well. Leading you comes from practice, focus, discipline, development, concern for the needs of others, and a distinct desire for consistency in your words and actions.

Take a close look at your actions. Even ask for an outside objective opinion on how you behave or ask for someone to gently remind you when you behave outside of what you would prefer in order to maintain consistency. Sometimes leading yourself is merely about awareness and the breaking of bad habits.

• Leading others. Before you can lead others, you must first be you and then lead you — it really is that simple. Leading others can be more complex, however, when you look at the multitude of behaviors, actions, and beliefs that truly effective leadership takes.

Take a close look at your actions. Even ask for an outside objective opinion on how you behave or ask for someone to gently remind you when you behave outside of what you would prefer in order to maintain consistency. Sometimes leading yourself is merely about awareness and the breaking of bad habits.

Leading others is the key to your long-term success, yet often so much more time is spent selecting lobby furniture or buying a new adjusting table or traction gadget than is spent on your leadership skills and development. That is much like spending more time planning a vacation than picking out your retirement plan.

You can lead others regardless of your title, personality, or current skill level. The key is to determine what they need and provide it within parameters you are comfortable with and that will help your business grow.

You are running a business, not a day care center, yet if you find yourself “babysitting,” do not think for a minute that your own leadership or lack thereof, is without blame in that equation. Leading others takes practice and patience, power and persistence, consistency and consequences, love and care, and dedication — as well as action. Leading others isn’t something you just show up to do it’s what makes you want to show up in the first place.

Simply put, leading others begins with you and ends with them. In the middle, there must be an alignment of your actions, beliefs, and behaviors, as well as the alignment of where you are going and whether your current leadership level will take you there.

The future of your practice depends on how well you are aligned and how well you lead.

Monica Wofford, CSP, is the CEO of Contagious Companies Inc., an Orlando-based training and consulting firm. Her 20 years of leadership experience makes her a highly sought after coach, consultant, speaker, and trainer. She can be reached at 866-382-0121 or through www.contagiouschiropractic.com or www.contagiouscompanies.com.
## Pain Management

**Acute Pain Management**
Acute neck, back, or other musculoskeletal pains

<table>
<thead>
<tr>
<th>Treatment:</th>
<th>Salizain™ (white willow bark and other natural COX2 inhibitors)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goal is analgesia -</td>
<td>Treatment time is 1 - 4 weeks.</td>
</tr>
</tbody>
</table>

White willow bark is a natural COX-2 inhibitor for the treatment of low back pain—recommended by the American Pain Society and the American College of Physicians.


**Acute Inflammation/Injury**
Acute injuries, whiplash, sprains/strains

<table>
<thead>
<tr>
<th>Treatment:</th>
<th>Zymain™ (bromelain, trypsin, chymotrypsin, biotin, and more)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goal is inflammation reduction -</td>
<td>Treatment time is approximately 1 - 4 weeks.</td>
</tr>
</tbody>
</table>

Proteolytic enzymes can speed recovery; up to a 50% faster return to work and a 30% faster return to exercise.


**Chronic Pain and Inflammation**
Chronic myalgias, arthralgias, and systemic inflammation pains

<table>
<thead>
<tr>
<th>Treatment:</th>
<th>Pro-Enz™ (Turmeric, ginger, boswelila, and more)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goal is inflammation and pain reduction -</td>
<td>Treatment time is long term.</td>
</tr>
</tbody>
</table>

The use of botanicals such as ginger can reduce a patient’s reliance on ulcer producing anti-inflammatory drugs.


---

For more detailed information about these products available only through Anabolic Laboratories

Please call 1-800-344-4592

www.anaboliclabs.com
The first thing to ask yourself about being a chiropractor in the 21st century is “Am I thinking big enough?”

Are you realizing your potential? Do you know that people need chiropractic now more than ever?

With the stresses people are facing everyday — including emotional, chemical, and physical stress — you must realize there is no better time than now to be a chiropractor.

What causes vertebral subluxation?

Stress! Who detects and corrects vertebral subluxation? You! So if everyone has stress and most people are subluxated, then why don’t you have a line of people out your door, waiting to see you?

The answer to this is fear. Not theirs, but yours. The only thing that holds you back from telling thousands the truth about the devastating effects of subluxation on the nervous system (the master control system of the body) is fear of rejection.

Too many of you tell people what you think they want to hear, and not the truth. This is why chiropractic is not the number one healthcare system in the world.

If everyone knew what you know, there would be no question. So how do you work through your fears and be a warrior for chiropractic?

Your success is directly related to your passion. And success comes only as a result of time, determination, and prolonged effort. Success is also directly related to your belief.

Believe to succeed

What are your beliefs about yourself, your city or town, and your practice? Do you believe you can be successful? Do you realize success is 85 percent attitude and 15 percent ability, and that all of your success in life is determined by the choices you make?

Have you decided to tell the truth about what you do? Have you decided to tell the people that come into your practice the truth about vertebral subluxation and how it affects their health and well-being, and the health and well-being of their children and their loved ones? A wise man once said, “The truth shall set you free.”

When you make a conscious decision to master your profession and back it with high levels of energy and enthusiasm, you will move ahead further and faster than anyone around you. When you decide what you want and what you need to change to have it, you will begin to move toward it. When you back each of those desired goals with unshakable confidence and persistence, and...
Are YOU Prepared to Thrive in this New Economy?

If you can’t unequivocally answer YES, then be one of the next 597 to register by 2/12/10 and receive your FREE NeuropathyDR™ Ebook-Series by Dr. John Hayes, Jr., Dr. David Phillips and Dr. Michael Beck.

Learn Precisely What is the biggest difference between this and other systems used in private practice.

Why other systems and approaches can fail to produce adequate results.

The Biggest pitfalls and how to avoid some very expensive mistakes. The EXACT tools and systems you’ll require in 2010 and beyond to build, promote, and maintain a powerful, private practice.

Precisely how we attract and market to your ideal NeuropathyDR™ patients using modern tools and systems that gets your message across and lights up your phone lines with patient calls...

The Clinical Systems (also used by our MDS PTS, DPMs & Cancer Treatment Centers of America) that has achieved a 94% Success Rate.

Exactly how to provide this cutting edge care, and be the go-to doctor in your community.

John Hayes, Jr, DC DABCO is President of Perfect Practice Web and author of Living and Practicing by Design and Beating Neuropathy. His passion since 1981 has been effective, multidisciplinary healthcare with a focus on integrated case management, working actively with all members of the healthcare community.

David B. Phillips, Ph.D., has been inventing, manufacturing, and marketing medical devices since 1975. He is most recognized for the GST System for Breast Cancer Detection, FirstTemp infra-red ear thermometer (for which he received the Inventor Of The Year Award in 1988) and now the ReBuilder Neurostimulator. He holds several international patents.

Michael Beck, DC took his practice from near bankruptcy to $30k a month using new marketing strategies he learned from top marketing experts. These included newspaper ads, internet and email marketing, yellow pages, networking and more. Dr. Beck also is an experienced copywriter and has written successful copy for very high conversion websites and newspaper ads.

To Date, the NeuropathyDR™ System has been used in:

- Diabetic Peripheral Neuropathy
- Post ChemoTherapy Neuropathy
- Diabetic Lumbopelvic Plexopathy and Incontinence
- Failed Lumbar Back Surgery
- Carpal Tunnel Syndrome
- Multiple HNPs with bilateral Radiculopathies
- Idiopathic Polyneuropathy
- Chronic, intractable Myofascial Pain

REGISTER ON LINE (OR CALL NOW! 781-754-0599 24/7)
http://perfectpracticeweb.com/Ndoc-1.html
Perfect Practice Web, LLC

NeuropathyDR™ …providing you the tools and systems which create enduring personal and financial freedom.
personal development

keep on keeping on no matter what adversity you face, your future will be unlimited.

The first thing you need to do is decide — decide to have a line of people out your door, down the street, and around the corner. The second thing you need to do is write a plan. How are you going to get there? To have a solid foundation for success you must master the basics.

Part of that plan should include items such as having an educational system in place that helps everyone in your practice understand how the nervous system works, what subluxation is, and how it affects overall health and well-being, and having a team willing to do what it takes to lift your practice to the next level. Do you take a strong leadership role and provide the tools needed to support you in your growth? You should be meeting and training once a week so your team gains confidence in your procedures.

Does your team wow your patients on the phone and in person? Are you exceeding the expectations of all your patients?

During consultations, are you looking patients in the eye and truly listening to how this interference to their nervous system is really affecting their lives?

Do you give a solid report of findings that helps patients understand what caused these problems and why it is going to take time to make the necessary corrections needed?

You need to have the courage to tell them the truth and not just tell them what they want to hear.

There are certain things that hold you back from being as successful as you deserve to be. One thing for certain is you have to work on yourself first. You have to find that passion for what you do and look forward to going to the office every day and serving people.

There is fire within everyone; it sometimes just gets buried under garbage you have allowed to build up over time. If you dig down far enough, however, you will find that glowing ember. All you have to do is blow on it and the fire will burn bright again.

Remember, it is up to you to tell people about the importance of a strong nervous system and how vertebral subluxation interferes with their life force and how devastating that can be on overall well-being.

The beginning of your success is YOU! So decide now to be the best you can be — not only for yourself, but for your family, your loved ones, your team, and your patients. 

Charles E. Ward, DC, is a Ward Success Systems head coach. He can be reached at 925-855-1635 or through www.wardsuccess.com.
much more than decompression

Triton DTS® from Chattanooga allows you to offer the broadest possible range of treatments using one highly versatile, patient-friendly, and affordable platform.

The multi-position treatment table and innovative traction device combine to deliver powerful, effective, programmable therapy.

Triton DTS delivers more than decompression. It delivers progress by allowing you to treat patients more successfully and improve your bottom line.

To learn more about Triton DTS call today!

chattanooga™
chattgroup.com
800.592.7329
For years, ice has been recognized as the surest, safest, and cheapest form of cryotherapy. After all, it’s naturally produced and proven to be effective in reducing pain and swelling.

But is it really as convenient and effective as previously thought?

Topical analgesics have become an increasingly popular form of cryotherapy for doctors and patients — and research is starting to prove its superior efficacy.

A recent study, completed by Robert Topp, PhD, RN, compared blood flow in the arm after ice and a specific topical analgesic were applied. The results concluded that applying this topical analgesic reduced blood flow more rapidly than when ice was applied.

The application of ice didn’t significantly reduce blood flow until 20 minutes after application. At 20 minutes following the application of these treatments, the study showed that this specific topical analgesic provided significantly greater muscle function.

However, while it reduced blood flow much quicker than ice, the reduction did last longer in the ice condition. This quick reduction may be a great benefit in the very acute stages of injury, but more research is needed.

A second study, completed by Barton Bishop, PT, DPT, SCS, TPI CGFI-MP2, CKTP, CSCS, indicated that the same topical analgesic used in the Topp study had twice the pain reduction as ice and lasted longer nine times out of 10.

Both Topp and Bishop, however, say that while the research speaks for itself, the benefits of using certain topical analgesics extend beyond just documented performance.

Maybe the most noticeable difference between cryotherapy as a cream and cryotherapy as ice is the convenience factor.

“Being able to apply a gel to your body and within a minute it’s dry … and still receive the cooling effect and the pain-relief effect, is a huge convenience factor to patients,” says Bishop. “You can put it on at work … and not be worried about trying to figure out a way to add ice to your body and so on.”

Topp adds that topical analgesics are not only more portable and less messy than the alternative, but he admits that excessive use of ice can be damaging to tissue.

“You can actually get tissue damage by leaving ice on too long,” says Topp. “But with topical analgesics, you can keep putting it on up to four times each day and there’s no risk of damage that we know of.”

In fact, both Topp and Bishop believe that certain topical analgesics may actually have the potential to improve a patient’s overall wellness.

“We don’t necessarily know whether long-term topical analgesic use is going to create overall functional improvements in patients,” says Bishop. “What we do know is that in the immediate short term, you have studies which proved patients received twice the pain relief and it was more comfortable.

“So if we can have the patient’s confidence in us … then they’re more likely to come back. And if they’re likely to come back, then they’re more likely to have a better, overall, long-term function and wellness.”

A patient’s overall wellness can also be improved with the avoidance of using prescription medication and nonsteroidal anti-inflammatory drugs (NSAIDs). Something both Topp and Bishop say is another benefit of using a topical analgesic.

“There are definitely advantages over pharmacological treatment of pain,” says Topp. “There doesn’t seem to be a systemic affect that you would get from say, NSAIDS, or dependency on narcotics.”

Bishop added, “If they would use that [topical analgesic] instead of taking prescription medication, then they’d have better wellness. They wouldn’t have the potential ill effect of taking any sort of prescription narcotics or over-the-counter drug that has long-term deleterious effects on the body.”

Because of these obvious advantages, Bishop says
doctors — especially chiropractors — should consider, and
would ultimately benefit, from selling certain topical
analgesics in their practices.

“With the way insurance companies are paying us, we
need to find ways to not only earn extra income to help
make a living, but to help patients at the same time,” says
Bishop.

Having certain topical analgesics in his practice allows
Bishop to provide his patients with a quick and effective
form of pain relief. He says this would benefit
chiropractors as well.

“It allows immediate pain relief for my patients,” says
Bishop. “As a nonphysician physical therapist, I’m not
able to prescribe anything that would give them pain
relief, other than cryotherapy.”

For Bishop and Topp, topical analgesics are not just
another pain-relieving formula; it’s their go-to pain-
relieving formula.

“The biggest thing to get across is that it is affordable,
effective, and is proven to provide great benefit for
patients,” says Bishop. “So using it is a no-brainer.”

Biofreeze Pain Reliever is the #1 clinically used recommended
topical analgesic in the U.S. For more than 18 years, Biofreeze
products have helped people mange discomfort by offering a
variety of benefits that assist in pain relief, therapy, and overall
comfort. Using natural menthol as the active ingredient, Biofreeze
products penetrate quickly, to help prevent or relieve pain
through cryotherapy.

Although ice is the time-honored means of delivering cryotherapy, it
does have its disadvantages. It can cause muscle stiffness, decreased
range of motion, pain, numbness, prolonged vasoconstriction, skin
irritation, and risk of frostbite and nerve damage.

Biofreeze Pain Reliever has been shown to be as effective as ice in
reducing pain and inflammation, but without the disadvantages.
Two recent studies have demonstrated specific benefits of
choosing Biofreeze versus ice. One study compared the effectiveness
of Biofreeze and ice on blood flow and pain and muscle function, and
the other studied the effects of Biofreeze versus ice on acute,
noncomplicated neck pain.1, 2 The short-term pain relief provided by
Biofreeze Pain Reliever facilitates ease of movement, which can
promote faster, long-term healing and recovery.

Two new Biofreeze products from Performance Health/Hygenic
Corporation, Biofreeze Pain Relieving Wipes and Biofreeze
Pain Relieving Gel with Hands-Free Applicator, provide patients
with more options for managing their pain during treatment, at
home or on the go.

Patients who experience
Biofreeze Pain Reliever welcome
the opportunity to purchase the
product through their chiro-
practor’s office. Performance
Health offers a Build Your Practice
program, which can generate
revenue with merchandising and
marketing tools that are every bit
as effective as Biofreeze products.

One of the newest support tools
is the online Where-to-Buy service.
Available on www.biofreeze.com,
this service helps potential patients
and consumers identify practi-
tioners in their area where they
can purchase Biofreeze Pain
Reliever and receive treatments.

To participate in the Where-to-
Buy program, complete a simple
online registration process. Register
at www.biofreeze.com/wheretobuy
signmeup. Use PR01 as the
invitation code.

For more information about
Biofreeze Pain Reliever,
visit www.biofreeze.com or call 800-
246-3733.

1 Topp R, Winchester LJ, Sannes SH, Mink AM, Kaufman JS, Jacks
DE. A comparison of Biofreeze and ice on blood flow, pain and
muscle function (Abstract). Proceedings of the 11th Annual TRAC
2 Bishop B, Greenstein J, Topp R. Effects of Biofreeze vs. ice on acute,
PediaSmart® is the only organic beverage offering complete nutrition for children ages 1 through 13 years. This beverage is recommended for children who suffer from chronic illness, growth failure and injuries — or just picky eaters.

PediaSmart® is nutritionally comparable to leading brands and meets 100% of the Dietary Reference Intakes (DRI) for protein, fat, carbohydrate, vitamins & minerals. This product can be used as a sole source of nutrition or for tube feedings under special direction and supervision of a healthcare professional.*

**Organic Quality • Same Nutrition • Comparable Price**

<table>
<thead>
<tr>
<th></th>
<th>PediaSmart®</th>
<th>PediaSure®</th>
<th>Boost Kid Essentials®</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complete Nutrition</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>USDA Organic Certified</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Non-GMO &amp; Pesticide Free</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>No Artificial Flavors or Colors</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Can Free</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Lactose Free &amp; Gluten Free</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

For more information:
1-888-227-7122 or HCP@NaturesOne.com
www.NaturesOne.com

HCPCS Code: B4160

*Not intended for infants less than 12 months of age.

PediaSure is a registered trademark of Abbott Laboratories.
Boost Kid Essentials is a registered trademark of Société des Produits Nestlé S.A.

©2010 Nature's One, Inc.
The term wellness has been utilized within the chiropractic profession for decades. Now, when you look around, you will notice it being utilized in so many other industries, as well.

What is the definition of wellness? You hear it in the news, read it on billboards, see it on commercial signs, and people talk about it in social settings and at work, but interestingly enough, there is no universally accepted definition.

You would think the definition would certainly relate to health. The definition of health as described by The World Health Organization (WHO) is as follows: “Health is a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity.” This definition has not been amended since 1948.

If this is the case, then why are we such a sick society? Why have most healthcare practitioners not embraced the definition and what can you as a chiropractor do to help humanity discover improved health and well-being?

The goal is to get you to embrace this concept and serve your patients so they will get the “big idea.”

The WHO definition embraces total health, which can also be referred to as wellness — which in most circles is a tough word to define.

Charles B. Corbin of Arizona State University gives this definition: “Wellness is a multidimensional state of being describing the existence of positive health in an individual as exemplified by quality-of-life and a sense of well-being.”

This is not much different than the definition written by WHO 60 years ago. Even though the words may be different, the concept is not. Wellness is an ongoing and active process of becoming aware and making consistent wise choices toward a more successful and fulfilling life.

If you break that down it means:

- Process shows that improvement is possible;
- Awareness means we are seeking information on how to improve;
- Choice refers to having options, and our capacity to select options in our best interest; and
- Success is determined by each person. In the context of health, most would consider success to be related to the capacity of living a fulfilled life based on each individual’s expectations — living a life filled with joy, vitality, energy, and an overall sense of accomplishment.

The most commonly described subdimensions of wellness include: physical, mental, spiritual, social, occupational, financial, emotional, and family well-being.

Physical, mental, and spiritual well-being relate directly to the art, science, and philosophy of chiropractic. Since
wellness

Subluxations can be caused by physical, chemical, or emotional stresses, it makes sense to communicate a clear and consistent message relating to the appropriateness and effectiveness of chiropractic care in order to improve the health of the nation.

If you have chosen to share this message of health with your practice, congratulations, you are steps ahead of many. But, have you chosen to teach the message to your community, and are you a living example of someone who makes wise choices regarding your physical, mental, spiritual, and emotional well-being?

If you are going to become the best wellness practitioner you can be, you must first live the paradigm. The physical dimension of wellness encourages cardiovascular fitness, flexibility, strength, endurance, good posture, and a nervous system free of interference.

As you gain control of your physical health, you will value every step you take to maintain good physical health. You will recognize that it’s better to consume food that enhances your health rather than food that impairs it. You will see the viability of making continuous wise choices, and that it is much better to be physically fit than out of shape.

Once you live this experience, it will become simple to teach others. People do not learn well by the “do as I say, not as I do” concept and are much more willing to participate when the person sharing the information is congruent with the message they are teaching.

Now, some may say that this can be an arduous task. But, ask yourself what your life will be like if you do not start making these wise choices. What will the life of your practice members be like if you don’t share this knowledge with them and help them begin their path to wellness?

With knowledge comes responsibility. Will you choose to act responsibly in service to yourself, and your family, community, and practice members? Too many have made unwise health choices over the years, and the cost to them and their families has been extraordinary. Not just in terms of economics, but in quality of life.

Chiropractic is well positioned to be the leading profession when it comes to health and wellness. You are well educated on the subject and understand the value of good nutrition, proper supplementation, and an active lifestyle. You understand the value of a nervous system free of interference.

Join the wellness movement and then choose to teach the paradigm. Become part of the solution rather than focusing on the problem.

Gilles Lamarche, DC, maintained a successful practice for 25 years before becoming director of Parker Seminars and vice president of Parker College of Chiropractic. He can be reached at glamarche@parkercc.edu.

REFERENCE

1 The bibliographic citation for this definition is: Preamble to the Constitution of the World Health Organization as adopted by the International Health Conference, New York, 19 June - 22 July 1946; signed on 22 July 1946 by the representatives of 61 States (Official Records of the World Health Organization, no. 2, p. 100) and entered into force on 7 April 1948.
Tri-Core
ComfortZone

Outlast® temperature regulating fabric absorbs heat when you get too warm, and releases it back when you cool down.

Indented center provides proper neck support
Outlast® Thermocules™ maintain your optimum temperature for restful sleep
High-resiliency fiber for shape and support

The Original Tri-Cores are still available!

Original Tri-Core® Pillow 24” x 16”
Mid-Core™ Pillow 22” x 15”
Petite-Core™ Pillow 19” x 12”

CorPak™ Comfort Packs
Hot & Cold Packs for any Budget or Body Part

CorFit Support Belts
Proportional Sizing Fits Right the First Time

Jeanie Rub Massager Consistent Massage with the Flip of a Switch

Lumbar Cushions Promote Proper Posture in any Chair

Contact Your Local Distributor, Call 1-800-365-3047 or Visit Online at www.coreproducts.com
Employers everywhere struggle to address the increasing cost of health insurance and workers’ compensation.

Whether you are fully insured or self insured, the issue is the same — risk drives cost. Unfortunately, most fail to implement strategies to avoid claims to begin with.

The cost of healthcare for businesses threatens the nation’s ability to compete in the global marketplace. The escalating cost of health has taken a toll on private and public sectors and is projected to continue to spiral. Healthcare spending in these sectors doubled from 1990-2001, and if the trend continues, the entire gross national product will be spent on healthcare.

Is it your moral responsibility to do something about the problem? Worksites are becoming a prime venue for promoting healthy habits, and employers who improve employee wellness can reap the rewards of fewer sick days, greater overall productivity, and lower health insurance costs. You should take a lead roll in corporate wellness. Employers need your assistance to participate in their wellness and preventive programs to help improve the health of their employees and dependents.

So what tools, programs, strategies, and sales and marketing is needed to cash in on the most significant growth opportunity for healthcare providers over the next decade — wellness and prevention?

What is wellness?

Wellness has become such a broad term it could mean nutritional intervention, stress management, body wraps, immunizations, or lifetime chiropractic care — depending on whom you talk to.

In this article, wellness means practicing all the things that keep a person well. It involves activities such as maintaining proper nutrition, exercising, controlling stress, as well as having good personal, family, and social relationships.
Extend your healing influence with Tempur-Pedic

...and GROW your practice with MORE Profit!

Offer your patients the clinically proven benefits of Tempur-Pedic products and increase your bottom line at the same time. Join the Tempur-Pedic Professional Program today!

Recommend our products...
Provide solutions to your patients...
Increase your profits...

FREE Info PLUS FREE Pillow with your first order!
Up to a $100.00 value.

Call for your FREE PRO PAK and start sharing Tempur-Pedic products with your patients!

800-790-0475

Tempur-Pedic...the most highly recommended bed in America.™

© 2009 Tempur-Pedic Management, Inc. | Clinical Source Information available at www.temppedic.com
wellness

Most importantly, wellness relies on practicing behaviors that prevent illness and disease.

Many Americans are realizing that preventing an illness makes more sense than treating it once it has already occurred.

More than 95 percent of healthcare spending in the United States goes toward diagnosing and treating existing illnesses, yet we know that 70 percent to 80 percent of these costs are from lifestyle risks that can be prevented. That’s why there has never been a better time for wellness.

As healthcare costs continue to be a concern for employers, wellness programs offer a proactive way to help employees and their families maintain and improve their health.

Proposed tax breaks

A bill pending in Congress will provide tax credits to companies who offer qualified company wellness programs. The bill would give companies a tax credit of $200 each for the first 200 employees participating in a qualified company wellness program, and $100 each for each additional participant.

This legislation is attempting to encourage companies to be proactive and address health risks that lead to the spiraling high cost of healthcare that businesses are facing today.

Research shows that a qualified wellness program can save a company money.

_for example:_ Being overweight costs the nation more than $117 billion dollars annually according to a report released by the American College of Sports Medicine. Inactivity adds another $76 billion of preventable healthcare cost yearly.

A wellness program needs to be properly planned to be effective. The proposed legislation requires a program to have, at the least, the following elements to qualify for tax breaks:

• **Provide health screenings and assess health risks.** The assessment is to identify harmful behavioral and lifestyle risk factors. Your program should offer a health risk assessment (HRA) including clinically obtained biometric data for enhanced validity and optional health screens including cholesterol testing, PSA, bone density, and more.

• **Provide health events to raise awareness.** Intervention is started once the risk factors are identified through the HRA. Your program should offer a variety of options to fit each participant’s preferences and needs to be designed around the employee risks.

• **Provide seminars or educational programs.** This
will assist people in behavioral changes, such as losing weight, stopping smoking, reducing spinal stress from repetitious movements, getting fit, and lowering blood pressure and cholesterol levels.

Include a health risk review to evaluate the HRA with each participating employee. Offer wellness coaching to assist one-on-one in addressing risk factors, and perhaps make life coaching available. Invite health challenges to get everyone motivated, and provide Web-based tools for additional wellness information including customized nutritional and exercise programs.

- **Appoint a wellness committee.** They will be responsible for overseeing the organization’s wellness program to be sure it is run effectively.

  The wellness committee can change the wellness culture of the company with educational resources to assist individuals in selecting a healthier lifestyle, including a monthly health and wellness newsletter, on-site presentations, healthy campaigns, and health fairs all based on risks identified.

  This legislation, if passed, could substantially help the chiropractic corporate wellness and prevention industry become a valuable and integrated part of healthcare benefits in most American companies. It could also significantly help improve the health of the nation while helping curb high rates of healthcare expense.

**Why implement a wellness program?**

Adults with multiple risk factors are expensive employees in terms of insurance utilization, reduced productivity, and increased absenteeism.

In fact, an employee with five or more risks will have approximately 21 hours of excess nonproductive time every month according to research done at the University of Michigan by Dee Edington, PhD.

This equates to a $10 per hour employee with five or more risk factors costing a company $210 per month, just
wellness

in lost productivity. By identifying and reducing those risk factors of the employees you can show a demonstrable improvement in productivity and profitability.

Approximately 50 percent of the workforce experiences a problem known to reduce productivity that often can be successfully addressed through an effective wellness program. On average, more than 50 percent of each employer's employees will have three or more risk factors — categorizing them as moderate to high risk.

If you are not actively developing relationships with local corporations, you are missing out on the hottest growth area of healthcare.

However, developing corporate relationships isn’t as easy as it sounds. You can do it on your own, but you should consider an affiliation with an organization that provides efficient and effective ways to develop corporate relationships and can provide you with training in corporate wellness and who can assist you in providing support of your comprehensive wellness program.

David E. Wade, DC, CCSP, CCST, CHC is the president and founder of the Wellness Education Foundation a nationwide nonprofit organization. He can be reached at 800-287-9488 or through www.wellnesselecturefoundations.org.

REFERENCES
Creating Healthy States: Building Healthy Worksites
NGA Center for Best Practices, Feb 26, 2006
Healthy Workforce 2010: An Essential Health Promotion Sourcebook for Employers, Large and Small

To view wellness charts related to this article, go to www.ChiroEco.com/wade.

Quick Tip
Offer a wellness drink
At community events, offer samples of a fruit and vegetable phytoneutrient green-drink powder, mixed with juice, tea, or ice and lemon. (Make sure it cannot be purchased in stores.)
Let samplers know the drink is available through qualified health professionals only. Providing samples helps expand your image from a back-pain doctor to a wellness-care practitioner.

— John H. Maher, DCCN
BioPharma Scientific Inc.
www.biopharmasci.com
858-622-9493
Hands-Free Ultrasound

Save staff time and get better results!

IFC/Premod and Infrared Light

$3195
$2945
Includes cart, treatment arm and accessories

See Video Demonstration

Curve Restorer Really Works!

Resell, Educate and Track Patient Progress

1 for $129
5 or more, just $99 a/pcc.

See Video Demonstration

The Curve Restorer

By Dr. Calvin Hargis
and Hill Laboratories Company

In just a few minutes a day your patients can exercise away neck and upper back pain while while improving spinal posture. Treat headaches, TMJ, and much more.

Call Today!
1-877-445-5020
www.HillTherapy.com

Hill Laboratories COMPANY

PRO-SERIES SEMINARS PRESENTS

The Essentials of Sports Medicine for Chiropractors


Two Days
$250 for Pre-reg, Day-of: $275

Learn from the best in the business about

- The Chiropractor’s Role on the Sports Team
- The Kinematics of Sport Activities
- The Demands of Sports and Injury Prevention
- The Use of Modalities, Manual Therapy and Joint Mobilization
- Participation Guidelines, Kinesiotaping and Orthotics

And much more...

Locations
Houston 2/20-21
Denver 3/20-21
Phila 4/10-11
Pittsburgh 4/24-25
Richmond 5/15-16
Newark NJ 6/5-6

Register now at ProSeriesSeminars.com or call Toll-Free 877-711-7371
TRUE STRENGTH
TRUST. IN NUTRITIONAL HEALTH.

Trust Douglas Laboratories, the choice of thousands of physicians for over 50 years.

Trust Douglas Laboratories for best-in-class, science-based natural supplements manufactured exclusively for health professionals. We are proud to offer you the largest and most innovative selection of premium-quality products and formulations to help promote the wellness of your patients. Together with health professionals like you, we have helped millions of patients improve their health and look forward to helping millions more because...

You trust Douglas Laboratories. Your patients trust you.

Trust Douglas Laboratories® for Complete Health. Trust Douglas Laboratories® for the nutrients adults need with our world-class Ultra Preventive® X, a carefully balanced multivitamin formula that contains more than 50 nutritional ingredients. Douglas Laboratories® is proud to introduce our revised Ultra Preventive® X multivitamin with the following enhancements:

- Now contains Folate from Metafolin®
- Now contains Organic Fruit and Vegetable Blend
- Now contains 1000 IU of vitamin D3 per serving
- Continues to carry the 5-Star Standard Gold rating from the Comparative Guide to Nutritional Supplements

douglaslabs.com
1-888-DOUGLAB
When Parker College of Chiropractic appointed Fabrizio Mancini, DC, president, Parker has emerged as one of the more financially sound chiropractic colleges in the country, with Dr. Mancini gaining acclaim as a leading educator and proponent of chiropractic worldwide.

A healthy approach to chiropractic education

By Stanford Erickson

The first thing you notice about Dr. Fabrizio “Fab” Mancini — “Fab” is short for “fabulous” as his admirers are quick to point out — is his smile. It is ear to ear and joyous. The second thing is the hug. He wraps his arms around you with real affection before saying, “I love you.”

This infectious quality personifies the philosophy of chiropractic first established by the college’s founder, Dr. James “Dr. Jim” Parker, and most effectively integrated into Parker’s educational program by Dr. Mancini.

“Parker College is a leading advocate of chiropractic wellness — a set of values and behaviors that promote physical, mental, and spiritual well-being that enhance the length and quality of life,” says Dr. Mancini.

“Scan the shelves at any pharmacy and you’re likely to find hundreds of pills promising to cure your sickness. Then look at the state of health in the United States and you’ll see that those pills aren’t making anyone well. People are taking more medication today than at any other time in history, but ironically are the unhealthiest they’ve ever been. The truth is that health doesn’t come with a prescription.”

“The body is designed to be self-healing and health-regulating on all three levels — body, mind, and soul,” continues Dr. Mancini. “At Parker, we teach that the body is controlled by a master system — the nervous system.”

Everyday wear-and-tear on your body can create slight
features

misalignments in your spine. Since the spine affects nerves in all parts of the body, adjusting to ‘unlock’ misplaced vertebrae usually restores normal flow of nerve energy and assists the body back into its normal healthy state.”

But, as Dr. Mancini never tires of explaining to new students when discussing the mission of Parker, a healthy nervous system is just one piece of the puzzle. Proper nutrition and plenty of exercise not only fuel the body, but tend to balance emotional moods. Just as important, however, is nourishment of the spirit.

“Spiritual wellness is a search for meaning and purpose in life that gives a sense of direction, awareness, and peace. With peace, you are not living in guilt about the past or the fear of the future; you are living right now in gratitude of the moment. Ultimately, unconditional love of self and others facilitates this,” says Dr. Mancini.

How does this all translate to chiropractic wellness? Dr. Mancini flashes his engaging smile. “One of several key principles Dr. Parker taught and lived by was ‘Loving service is my first technique.’

Dr. Parker taught what we teach at Parker today, that the philosophy of chiropractic has never changed, but that the application changes as we evolve the art and science of chiropractic. Also, on a personal basis, chiropractic does not change, but as we challenge ourselves to be more useful to our patients, we chiropractors become more of whom we are destined to be.”

Jim Parker’s legacy

Parker College of Chiropractic is the natural extension of the Parker Seminars, which was first developed by Dr. Parker 58 years ago.

Parker Seminars is one of the largest gatherings of chiropractic professionals and service and product vendors anywhere in the world. Its largest gathering takes place each year in Las Vegas in January with more than 6,000 attendees.

Dr. Parker was one of Dr. B.J. Palmer’s esteemed protégés. While a senior in chiropractic college, Dr. Parker published a book on chiropractic and opened two successful practices in Illinois. After graduating from Palmer School of Chiropractic
Celebrating Our 10th Anniversary!

Versatile | Researched | Effective | Affordable
Two Price Points To Choose From

Interchangeable Dual Styluses for the Cervical and Lumbar Spine Available For Both

- Micro-chip Computer With Auto-Sense® Technology
- Validated Accelerometer to Detect Spinal Motion
- Audible Feedback For Doctor and Patient
- Stainless Steel Bezel For Precise Action
- Lightweight and Durable Lexan® Housing
- LED Indicator for Preload Control
- Choose from Three Force Settings

Neuromechanical Innovations

To order now call Toll-Free:
(888) 294-4750 or visit
www.neuromechanical.com

View Comparison Videos On Our Website

CODE:P-CHIR ECO
in 1946, he moved to Fort Worth, Texas, and in 18 months established 18 clinics throughout Texas. When fellow chiropractors began besieging him to assist them by showing up at his various clinics, he began formally holding postgraduate seminars in 1951. These seminars over the last half century evolved into Parker Seminars, with more than 40,000 chiropractors and 250,000 chiropractic assistants in attendance since inception.

Because of the success of the seminars, Dr. Parker was encouraged to open Parker College of Chiropractic in Dallas in 1982.

The legacy renewed
Dr. Mancini, who was born in Colombia and relocated with his family to Miami at age 12, never intended to be a chiropractor.

While a pre-med student in 1987, an orthopedic surgeon referred him to a chiropractor for treatment after a car accident. Impressed, he approached learning about chiropractic with his normal thoroughness. He interviewed 62 chiropractors over six months and then, satisfied that he was "destined" to be a chiropractor, switched from pre-med to enroll at Parker.

After graduation in 1990, his practice led him to a one-year contract to run the Nagel Chiropractic Clinic in Belgium, the most successful chiropractic clinic in Europe at the time with 130 patients a day. "I was making $10,000 a month, provided a house, a car, and a housekeeper," says Dr. Mancini.

When he returned to the states, he intended to relocate to Colombia and introduce chiropractic to that country. He sought Dr. Parker's advice. Dr. Parker did not think Dr. Mancini was ready for that yet, so instead asked Dr. Mancini to work for him.

"I asked him what he could offer me. He said $1,000 a month with no benefits and I would have to work 16 hours a day, seven days a week. I agreed, but with one condition: Allow me, I said, to learn from you, be in your space, attend all your meetings, attend sessions with you, board meetings, and meetings with you and the faculty."

Dr. Parker agreed, naming Dr. Mancini assistant to the president and director of admissions.

"Why did I agree to that?" asks Dr. Mancini. "The truth is I would have paid Dr. Parker for the privilege to learn from him. But I also knew that Dr. Parker did not have the patience or inclination to teach anyone. He was a loner; he ran everything himself. I knew that to learn from him, I had to be there, every day, in his space. I did this for two-and-a-half years because I wanted to develop the passion and conviction that Dr. Parker had for chiropractic.
simply Revolutionary

K-Laser is proud to introduce to you the new K-series 1200. This is the most advanced Class IV therapy Laser Platform in the world. The K-Series offers:

- AC or Battery Operation (*lithium ion Rechargeable*)
- Touch Screen
- Over 45 multistep pre-programmed protocols
- Dual or single wavelength delivery
- Continuous Wave, Modulation, and Intense SuperPulse mode
- Updates and Upgrades through USB
- 120 Custom multistep protocols for the expert user
- Favorites Section
- Zoomable Hand piece
- Online Forum for users
- Marketing Starter Package

*plus much more!*

**Testimonial**

I have owned a K-Laser for the past 3 years and will say that I have had incredible results treating my patients. I recently traded in my older K-Laser for a new K-Series. I’m blown away with not only the results, but the features are unbelievable. These guys know what they are doing and I would highly recommend anyone who is looking to purchase a laser talk to K-Laser USA.

**David Marquis DC, DABCN**

To learn more about the K-Series or to schedule a demonstration please call **866-595-7749**

311 S. Royal Oaks Blvd  •  Ste 140-A  •  Franklin, TN 37064  •  phone: 866.595.7749  •  www.k-laserusa.com
— a 50-year passion that cost him millions of dollars and many personal sacrifices."

Dr. Mancini also endured sacrifice in that two-and-a-half years working alongside Dr. Parker. Aside from the monetary and time sacrifice was the constant cigar smoke Dr. Mancini had to ingest when he was around Dr. Parker. “My girlfriend, now my wife, would not let me near her until I took a shower or two,” says Dr. Mancini.

To some degree, because of the hands-on, controlling management style of Dr. Parker and his enormous personal prestige, the transition from Parker College and Dr. Parker also proved to be difficult. Although Dr. Mancini had his own highly successful practice, in June 1999, the Board of Trustees asked Dr. Mancini to become president following Dr. Parker’s death.

“I thought I was too young, not seasoned enough, and agreed only if it was a unanimous decision by the board — knowing full well that three members of the board were among the 60 candidates being considered to be president,” says Dr. Mancini.

“To my amazement, only two days later, the board was unanimous in its decision to hire me. I accepted, but only with the condition that if in three to six months, it was apparent that the board had made a mistake, I would leave. “I kept my practice, which I had built up over six years...
assuming I would be at Parker a short time," continues Dr. Mancini. “Six months later, my accountant said the revenue from my practice had declined drastically. It came down to where I could personally have a greater impact and that was an easy decision for me. I sold my practice and have been here more than 10 years. Since that time, this role has been a calling to help not only promote the Parker suite of services, but also to advance our profession.”

The three concerns of the alumni

Over the last decade, Dr. Mancini has methodically attempted to integrate the three concerns of the alumni raised when he first surveyed them when he became president: emphasizing the philosophy of chiropractic; providing students with practical business education; and exposing students to hands-on clinical application of what they learn in the classroom.

“Our emphasis on the philosophy of chiropractic has positioned Parker as the pre-eminent wellness chiropractic college in the country,” says Dr. Mancini. “But also for years, chiropractic colleges focused on training students to be great doctors; the doctor-only mentality of chiropractic education which has neglected a very important aspect — business.

“In today’s marketplace, where some of the country’s top corporations are going under, what is the likelihood a doctor with no business training will stay afloat? That is why Parker College of Chiropractic has been on a mission to teach students to be not only superior doctors and clinicians, but also entrepreneurs with a keen understanding of ethical business practices.

“Parker students are taught budgeting, cash management, marketing, financial interpretation, negotiating a lease, evaluating taxation status, determining legal liability, insurance, billing, and many other hands-on business practices,” says Dr. Mancini.

Under his leadership, clinical hands-on care by chiropractic students begins in their first year. “We don’t exactly let them treat patients starting on the first day,” says Dr. Greg Page, assistant dean of clinics and director of the campus-based Public Clinic. “We have a staff of well-chosen and highly qualified chiropractors who treat patients,” he says. “But first trimester students watch treatments in observation rooms and then as they become more proficient, assist our doctors of chiropractic.”

Parker College also supports an abroad program designed to educate and raise awareness for chiropractic around the world. Tri-nine students are given the opportunity to study abroad at Mexico's Univesidad Estatal del Valle de Ecatepec. Additionally, Parker students will actively support the Colombian Olympic Committee to prepare...
Feature

Back home, advanced students also work at The Chiropractic Wellness Clinics located in Dallas and Irving, Texas, and serve as chiropractic interns for the Veterans Affairs in the greater Dallas area.

“In 2010, we will open a new type of clinic here in the Dallas/Ft. Worth area,” says Dr. Mancini. “We will employ three or four highly professional doctors of chiropractic at a clinic that we operate and oversee, and where our tri-nine students serve as interns not only to learn to work with patients, but also to develop the entrepreneurial business skills necessary to own their own practice.

“Students will be exposed to a professionally developed marketing plan and will actively participate in the strategic decisions and execution of that plan. The clinic will look and feel like an actual clinic, where students will learn in a real-world environment. As this model proves successful, we plan to expand it geographically.”

Under Dr. Mancini’s leadership the college also expanded its educational program to include a School of Massage Therapy and certification programs in sports medicine, neurology, science, animal chiropractic, and chiropractic pediatrics.

Future journey

What has Dr. Mancini meant to Parker College of Chiropractic in the 10 years he has served as president?

“Dr. James W. Parker deserves all the honor and credit for developing Parker College,” says Matt Eiserloh, chief marketing officer at Parker.

“What Dr. Mancini has contributed, aside from a charismatic style of leadership, is that he has assembled a group of talented faculty and staff to contribute fully in all aspects of education, research, and service. He encourages all of us to fulfill our own potential and reminds us that it is up to us to bring more credibility and a higher set of standards to advance chiropractic.”

It would appear that Dr. Mancini’s style of management emulates the healthy wellness that Parker espouses in its philosophy of chiropractic.

“I believe life is a journey with meaning and the more you seek meaning, the more meaning life has for you,” says Dr. Mancini. “The staff and faculty at Parker College not only are dedicated to operating Parker College of Chiropractic as a highly professional and successful institution of chiropractic wellness, but to establish higher education and clinical models that can be emulated worldwide.

“Parker graduates practice in 31 countries throughout the world. The seminars always have been a vanguard to help promote this vision. They have taken us to Canada, Mexico, Australia, Asia, and Europe. The seminars have enabled us to raise funds for chiropractic research and higher education in all those countries.”

As part of his personal journey, Dr. Mancini also is “involved and evolved” in continued opportunity to bring together diverse approaches to chiropractic education and care in a mutually supportive profession that is highly professional in caring for and treating patients.

With his broad engaging smile and arms wide open, Dr. Mancini says, “As Dr. Jim Parker always said, loving service needs to be our first technique.”

Stanford Erickson is the editorial director for Chiropractic Economics. He can be reached at 904-567-1555, serickson@chiroeco.com, or through www.ChiroEco.com.

To find your own meaning in each Parker Principle, visit www.ChiroEco.com/Principles.
Remodeling the gut?
Introduce proprietary probiotic support...
...while nourishing the individual’s own unique flora.

A healthy gut contains hundreds of probiotic strains, some of which are unique to the individual. Flooding the gut with just a few supplemental strains can worsen any imbalance and even alarm the immune system. **Dr. Ohhira's Probiotics 12 PLUS Professional Formula** is the only product that replenishes important strains and contains organic acids that improve intestinal pH to create a supportive environment for all beneficial bacteria.*

Cultured 5 years to ensure only the strongest organisms flourish, 12 PLUS has demonstrated its ability to cohere in the digestive tract during scientific studies. These are live bacteria fermented together to avoid the territorial competition that occurs with combined freeze-dried strains. 12 PLUS also contains TH10, a proprietary lactic acid bacteria that is six times stronger than other probiotics.

- Seasonal temperature fermentation – No refrigeration needed
- Vegetarian, soft capsule, blister-packed for freshness
- Hypoallergenic – No dairy, soy or gluten
- 20 years of university-based scientific research

Key to whole health, probiotics help:

- Create essential fatty acids and vitamins (A, B1, B2, B3, B6, B12, K, and Biotin)
- Improve digestion and create lactase to digest milk
- Detoxify dangerous substances and hormone excess
- Crowd out and help fight harmful bacteria and fungi
- Maintain healthy cholesterol and triglyceride levels
- Encourage healthy immune, cell repair, and inflammatory response
- Available in 30, 60 and 120 count boxes

---

*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.
When the topic of compliance is brought up, one word usually comes to mind — insurance.

For some, however, the idea of compliance stretches beyond the walls of insurance, and instead, starts with patients.

Patient compliance sounds simple, but its most important aspect — trust — is something many chiropractors struggle with.

Jeff Chamberlain, DC, says building trust has to start the moment a patient walks into your practice. He says the key to this is creating a dependable and thorough care plan.

“The care plan really makes a big difference in making chiropractors better doctors,” says Chamberlain. “and it’s a benefit to the patient as well. The patient feels more in control. They know exactly why they’re there, what they’re doing, what it’s going to cost, and what the insurance will pay. It really gives control to the patient as well.”

Chamberlain believes, however, that the majority of chiropractors don’t have a clear definition of what a good care plan should entail.

“Most chiropractors think a care plan is three times per week, then two times per week, etc.,” says Chamberlain. “However, that is considered a treatment schedule, not a care plan. A care plan is not just about the frequency of care, it’s about defining and recording your recommended treatment, the frequency for that treatment and most importantly, your goals and rationale for that patient’s treatment and frequency of care. That’s what a care plan is really defined as. That is what we, as doctors, are responsible for. That is what auditors are expecting from us … as they should.”

According to Dean DePice, DC, creating a thorough care plan is beneficial to more than just the doctor and patient.

“Care plans … help the patients gain a better understanding of the bigger picture, help the CAs and team care for a patient without being bogged down by paperwork, and ultimately help third-party payers understand what they should pay for and why they should pay for it,” says DePice.

“Utilizing each of these steps, a practice spends less time and money on the very things that drain a team and doctor. The result includes a more prosperous outcome.”

Both Chamberlain and DePice say care plans not only help with patient compliance, but despite common misconceptions, may also help chiropractors get paid more.

DePice says third-party payers would be more willing to pay for care if they understood why it is being provided.

“Staging of care means that you are defining how a patient will transition through the various chapters of their recovery, therefore clearly defining to the third-party payer, justification for the services,” says DePice.

“The care plan then defines how we know the patient is progressing, and why the care should continue to be paid for. We can ultimately provide greater quality of service to the patient if we can correctly document how we are helping them.”

Chamberlain says that creating a care plan can actually decrease the number of audits from insurance companies.

“For me, the biggest misconception is that if I have great notes, I’m safe,” says Chamberlain. “That is just not true. If those notes, no matter how great they are, don’t point back to written goals and rationale, then they’re just
nice looking notes, and you’re still open to audit or worse, losing an audit.”

Many chiropractors who shy away from creating detailed care plans not only fear that they will be too complex to write, but are also afraid that becoming more compliant will cause changes in their usual routine and slow them down.

Chamberlain, however, says the exact opposite is actually the case.

“I can create a detailed, accurate, and compliant care plan, that can easily be entered into my computer software program, in anywhere from 45 seconds to a minute and a half,” Chamberlain says. “That’s exciting, because I don’t really have to change my practice, or anything I’m doing as a doctor to be compliant now.”

DePice adds: “When you have a well-written care plan, you always get paid more. My experience … is that on average, every doctor ends up raising their dollar visit average approximately $5 to $7 per visit.”

Most important, Chamberlain says that care plans not only create patient compliance and insurance compliance, but they actually help each doctor become more educated and ultimately a better doctor.

“Having an accurate and documented care plan is the number one way to enhance your practice,” says Chamberlain. “The care plan is the foundation from which your financial plans, insurance compliance, compliance in Medicare laws, etc. are formulated. It will make you more aware in every aspect. And that also allows you to have a better practice, a stronger practice, a practice that doesn’t have any holes in it. Having a well-documented care plan is an advantage for the doctor and the practice as a whole.”

Melissa Heyboer is the editorial assistant for Chiropractic Economics. She can be reached at mheyboer@chiroeco.com.

One can certainly understand why you, as a chiropractor, don’t want to deal upfront with compliance issues, or have to figure out in advance what your next step would be after the insurance company notifies you that a post-payment audit is looming.

Having said that, what if we showed you how a few simple clicks of the mouse could implement an effective care plan compliance strategy that’s designed to avoid these potential nightmares?

Attorney John Leardi, special counsel to the Association of New Jersey Chiropractors and co-counsel to national class actions brought against Aetna and BCBS, states – “A detailed and compliant care plan is an invaluable tool in limiting potential audit liability and ensuring that claim denials can be successfully appealed. Simply put, it is a provider’s best weapon against so-called ‘medical necessity’ denials.”

Many chiropractors believe a one-page treatment plan summarizing a menu of procedures/modalities prescribed 3x/wk for 2 weeks; 2x/wk for 2 weeks, and that finishes off with estimated costs is all that’s necessary to be care-plan compliant — WRONG!

In contrast, one can be care-plan compliant in a way that is simple, effective, cost-effective, and most importantly, easy to implement.

“PayDC is what chiropractors need to create fully compliant care plans; it’s an ideal solution to help streamline practice flow while increasing patient and practice compliance,” says David Klein, president of DK Coding & Compliance, and co-founder of PayDC. PayDC is the first-of-its-kind software that lets you automate the process of creating care plans quickly and efficiently. And most importantly, it’s based on federal guidelines. This innovative Web-based software solution revolutionizes how chiropractors can create, explain, and manage the patient’s entire course of care.

PayDC can quickly develop highly detailed and customized care plans; maximize reimbursement by accurately estimating monies due by both insurance companies and patients; streamline the patient’s financial report of findings; legally systematize patient discounts; draft detailed SOAP notes, and automate credit card processing.

If PayDC is guilty of anything, it’s in making care plan compliance simple — like “adding water and stirring”!

For more information, visit www.PayDC.com or call 888-306-1256.
Join us in bringing chiropractic to the world.

Being a chiropractor is a tremendous privilege and a great responsibility. Your patients are putting their health in your hands and trusting your ability to unlock their body’s potential. Oftentimes, helping them achieve true wellness goes beyond the adjustment. So it’s good to know Parker SHARE can help with the rest.

**Parker SHARE helps chiropractors build the foundation of their practice by providing a broad selection of innovative, quality products and current information on chiropractic wellness.**

Because your patients are your first priority, we’ve created an entire line of patient education resources to help them fully understand the healing power of chiropractic so they can get the most out of their care.

We also make it simple for you to run an efficient, effective practice through our office and business products. Designed with your success in mind, our easy-to-use patient forms and clinic supplies are setting the standard within the profession.

**Parker SHARE is committed to offering our customers:**
- Low price guarantee
- Hassle-free return policy
- Fast and easy web service
- Same day shipping
- Friendly customer service

When you buy from Parker SHARE, you are also contributing to the future of our profession. We call it our **100 percent Commitment to Chiropractic**. Simply put, we invest all of our proceeds back into chiropractic education, research, and public relations.

Make an investment in your practice and in the lives and health of your patients. Visit our online store at [www.parkershareproducts.com](http://www.parkershareproducts.com) to place your order today!
Your office manager just gave you two weeks notice after being with you for 12 years.

Your front-desk assistant left for lunch and never came back. Your massage therapist is following through with plans to study advanced Shiatsu techniques in Japan for a year.

While these scenarios may or may not be yours, they are very real and the impacts of these and similar “disruptions” can feel devastating to a practice.

Whatever you do, don’t hire a replacement on impulse.

Hiring your next staff member, either due to practice growth or as a replacement for a departed staff member, is the single most important task that contributes to practice success. Do so thoughtfully, intentionally, and methodically.

Here are some tips on how to do just that:

**Tip #1: Know the details of the position.** If you already have a written job description for the position, make sure it is current and applicable to how the job is performed today. If you don’t have a written job description or it is outdated, it’s time to start fresh.

Thinking in terms of competencies required to perform the job will simplify this process. Competencies are the knowledge, skills, abilities, drives, motives, and ethics associated with the position. By using competencies, you are able to define the job and create a firm yet flexible framework for the position.

**Tip #2: Create the job ad.** Front desk asst. – chiropractic clinic. F/T. 555-1212. This type of ad is a waste of time. The vast majority of responses you will receive from this ad will not be qualified, interested, or available.

Spending up front time crafting a very specific ad will save you time and headaches later in the hiring process. Keep in mind that your ad is the first contact you will have with potential employees. Pay attention to grammar and punctuation and be professional.

Include the full job description, position hours (including any evening and/or weekend work), your practice location, a link to your practice’s Web site, and ask for applicants to take action by replying to a question or formatting their e-mail in a specific way.

For example: Have you ever worked in a chiropractic clinic? or When submitting your resume, use the following format for the subject line: LAST NAME, FIRST NAME resume attached.

By having the applicants complete a simple response or task, you will immediately know who follows directions and can eliminate those who don’t.

**Tip #3: Develop an advertising plan.** Gone are the days when a two-line classified ad is your sole source of advertising. Today’s job seekers are online, belong to any...
practice management

number of social networking groups, visit coffee shops, and may be sitting in your reception area right now.

In order to capture the attention of as many qualified job seekers as possible, focus your energy everywhere — place some online ads, some classified ads, and hang some posters at the same time you are sending a Tweet and updating your Facebook status. You want to use a fire hose to spread the word.

Tip #4: Use a meaningful job application form. A job applicant’s resume is their marketing material and, as such, it shows them in the best light possible. A job application form will pull out additional information from applicants that they otherwise would keep to themselves.

This is not meant to imply that applicants are sneaky and deceptive; they are simply presenting their best self. You know the needs of the practice and by asking for a few bits of additional information, can determine if you should proceed to an interview.

Reasonable and appropriate items for a job application form include recent work history and experience, salary history, reason(s) for leaving last employment, three to five professional references, and a consent area with check boxes that indicate the applicant is aware of and consents to a background check, drug screening, and a reference check.

Tip #5: Collect applications. Set up a separate phone extension or e-mail address specifically to handle applications and applicant questions, and then set aside time each day to review the messages. Certain carriers offer free e-mail accounts that can be set up quickly and customized to your needs.

Some of them even offer automatic reply features that would allow you to automatically send a preformatted reply perhaps listing your practice’s Web address or outlining your timeline for hiring.

Tip #6: Screen applications. You’ve collected dozens of applications and need to find the best of them. How do you do that efficiently and effectively? If you included an action step in your ad, start there.

Not following simple instructions in a job ad is a definite
NEW!

BIOFREEZE®

New Products Promotion

– Offer valid January 1 thru February 15, 2010 –
– Limited Time Offer –

Buy 9 4 fl. oz. Biofreeze Gel Tubes with Hands-Free Applicator

Get 3 Tubes Free

FREE 24-count Box of Biofreeze Pain Relieving Wipes

Product #  Product Description            MSRP
BUSAWSU-048  Pain Relieving Wipes – Single Use 24-count    $19.99 ea
BUSAT04A-144 4 fl. oz. Gel Tube with Hands-Free Applicator $15.99 ea

Buy 9 24-count Boxes of Biofreeze Pain Relieving Wipes

Get 3 Boxes Free

FREE 4 fl. oz. Biofreeze Gel Tube with Hands-Free Applicator

Contact your Distributor to order!

Biofreeze® is a registered trademark of The Hygenic Corporation. Unauthorized use is strictly prohibited. ©2009 The Hygenic Corporation. All rights reserved. 10/09.
practice management

red flag regarding the applicant’s ability to perform in your practice.

Several job-related screening tests are available online. Search “chiropractic competency test,” “chiropractic employment test,” or “chiropractic job screening” to find one right for your practice.

 Ideally, a screening test will provide you with information on the applicant’s ability to perform on the job and will be administered without your direct involvement, thereby saving you time while your applicant pool reduces to a manageable size.

**Tip #7: Interview.** Once you have a manageable number of qualified applicants, conduct phone interviews, group interviews, or one-on-one interviews. Your personal style and available time will likely determine which you choose for the first interview.

Regardless of format, it is critical to ask the same questions of all interviewees.

Failing to do so will result in you not having a fair comparison. Once you have narrowed the candidate pool to the top three applicants, it’s time for the second interview. This should be conducted in person and involve the prospective employee’s supervisor.

Keep in mind that good applicants can have an off day during an interview and poor applicants can have an exceptionally good day. Doing multiple interviews normalizes these anomalies.

**Tip #8: Use references and conduct background checks.** Always contact the references and ask two things: The name of another person who can act as a professional reference for the applicant, and “Would you hire this person again.” With the first thing, you will likely get more information from this other person than you would from the person named on the application form.

And with the second thing, it is direct and removes much of the awkwardness involved when discussing performance.

Before finalizing a hire, conduct background checks and drug screening as per your practice policies and state laws. In the long run, it is far easier to go without a staff member than it is to get rid of a bad one.

By focusing on the mechanics of hiring, you are increasing the likelihood of having a good fit, long-term staff member join your practice.

Laurie Mosier, MPA, is responsible for education and marketing for Harkcon, developers of the Chiropractic Competency Toolbox, authors of The Chiropractic Hiring Guide, and specialists in chiropractic human resource solutions. She can be reached at 800-499-6456 or through www.harkcon.com.
Welcome to the World of TOUGH TABLES...
our name says it all!

Introducing the fabulous K-1-4 Spinal Decompression Table. The most revolutionary new spinal decompression table on the market today. Fully priced at only $9,995 complete. There is NOTHING like it, anywhere, from anyone, at any price. Combine the K-1-4 with the Huddleston S.M.A.R.T. Training for optimum results. Go to our website and see.

The Storm Electric Flexion
$4,495 Loaded

The Thunder Manual Flexion
$2,995 Loaded

The Cyclone Stationary
$2,495 Loaded

www.toughtables.net
Our lasers, interferentials, tables, S.M.A.R.T. Training, and pricing will change the way you practice forever!

1-877-231-8833
drg4000@att.net
There is nothing wrong with a doctor who owns the practice to want to step back and have more freedom and time.

He or she has more than likely been working hard and long hours for many years and wants some freedom to enjoy the fruits of his or her labors.

However, there is a difference between “freedom from” and “freedom to.”

Freedom from is to run away from something or leave it. Freedom from means they were or are “trapped.” This is where the clinic is running them — not them running the clinic. They feel stuck with having to be there all the time. It is also called “burnout.”

Freedom to, however, is quite different. It is freedom to do what they want, and to pursue other goals. Freedom to means they can now enjoy the new earned time. Goals give fuel or purpose to the accomplishment of the targets need to create a stable, absentee clinic.

Personal goals, therefore, are very important at this level, and may be as varied as the individual doctors themselves. What motivates one person to get up in the morning may make another one want to stay in bed.

These goals are worthwhile to achieve for his life and happiness.

What to look for

One important step and the primary solution to have time to accomplish these goals is to hire an associate, but these desires and goals can get crushed if the following areas are not successfully handled:

- **Hiring the right staff.** Hiring the right staff and having them well trained is vital or you will find yourself continually having to solve problems your staff should have handled from their jobs. Hire well, train well, turn over the job, and then keep an eye on it.

  You can keep an eye on it from afar if you have statistical management, but once you have given a job to someone and they know how to do it, and are doing it, then you must step back and let them get on with it and resist any temptation to do their jobs. If you do otherwise, you will by natural law end up doing their jobs.

  Knowing when it is time to step back and let them get on with it and knowing when you must step back in and do the job is an art you must master.

- **Executing an effective report of findings.** Since you will now have more expenses with an associate, your demand for new patients and retaining them will be...
As you adjust to reduce bulges Back-Huggar® helps keep the disc in place.

BACK-HUGGAR® helps to stop the progression of disc protrusions, bulges and herniations.

You and your patients want your adjustments to provide lasting benefits. The original Back-Huggar® Lumbar Support Cushion has helped significantly in this capacity since Bodyline invented it in 1968.

The first and still the best, Back-Huggar® relieves pressure on the lower back, reduces pain, improves posture, and keeps bulges and protrusions in check between visits.

Your patients can start benefiting from their Back-Huggar® cushions immediately after the adjustment, on the ride home! They'll be grateful to you for the added support. And you'll profit from this additional revenue source.

You can offer your patients the Back-Huggar® in a variety of styles and colors. See the full line. Log onto: www.bodyline.com

ORDER TODAY!

CONTACT US ANY ONE OF THE 3 FOLLOWING WAYS!

CALL 1-800-874-7715  FAX 1-800-323-2225  E-MAIL INFO@BODYLINE.COM

For more information, visit our website at www.bodyline.com
practice management

higher — which makes an effective report of findings vital.

This, however, is the last thing you would want to turn over to your associate, as he is trained in adjusting patients, not in sales. You don’t want this area done incorrectly. The sales will drop (patient retention) and it will endanger your ability to have an associate.

When the owning doctor is still doing the reports and re-exams, he can stay in touch with the clinic’s patients and how they are progressing on their care plans. Then slowly turn this action over to the associate until he or she can do that very well.

- Marketing that creates a consistent volume of new patients. Marketing must be internal and external and continuously done. That means, you must have a lot of cost-effective outflow to get a lot of inflow of qualified people that want your help. The successful patterns and actions of the clinic’s marketing must be known and those areas reinforced before new areas are tried. Get this turned over to your CA or your office manager. In most cases, there needs to be more patient visits to warrant keeping the associate busy. That means more new patients.

- Strong financial planning and control. Of course, none of these things matter if there is not strong financial control. The clinic must be making a profit and it has to pay the new associate without the owning doctor taking a pay cut. Reserves need to be accruing. All too often the clinic costs rise too much in comparison to the income increases.

- Strong executive skills using statistical management. Finally, the doctor leaving for his new found freedom must be able to accurately keep an eye on what is going on. You can run the clinic from your boat if you have statistical management and the rest of the above points in. It is more than just keeping numbers. You must graph your vital areas. Graphs tell you a story. They tell you what area(s) to repair or reinforce. Handling the wrong area will only frustrate the situation. Without some measurement of what the practice is doing, and watching the numbers carefully, you are flying blind.

Learn these areas well. Get them under better control and you can start to successfully back out of your clinic and still be successful. Do them incorrectly or neglect them and you will probably be back, usually with a smaller practice that you will have to rebuild.

Ed Sharp is president of Sharp Management & Consulting, which manages clinics or delivers consulting. He can be reached at esharp@verizon.net or through www.thesharpmanagement.com.

Lifting your patients to a new level may help control:

- Leg Deficiencies
- Back Pain
- Achilles Tendonitis
- Gait Problems

Please call for information, samples & a catalog
1-800-235-4387 or Fax 573-885-3202
www.gwheelift.com
Congratulations

Dr. Fabrizio Mancini

For 10 years of your visionary leadership at Parker Seminars & Parker College of Chiropractic.

From your friends at

Standard Process

©2009 Standard Process Inc. All rights reserved.
practice management | CODING QUESTIONS

What’s your coding IQ?

By Marty Kotlar, DC, CHCC, CBCS

1. CPT code 99201 requires you to perform what type of history?
   a) Detailed
   b) Expanded problem focused
   c) Problem focused

2. What does the GA Medicare modifier represent?
   a) Maintenance care is being provided
   b) Patient is responsible to pay for the spinal adjustments
   c) You have a signed ABN form on file
   d) All of the above

3. The medical decision-making process provides how many points for ordering or reviewing x-rays?
   a) 1
   b) 3
   c) 5

4. HCPCS codes are used to bill for certain supplies and procedures. What does HCPCS stand for?
   a) Happy Chiropractors Providing Caring Services
   b) Healthcare Common Procedure Coding System
   c) Healthcare Common Providers Coding Services

5. CPT code 99203 requires you to review how many systems?
   a) None
   b) 1
   c) 2-9

6. Which of the following is not considered an extraspinal CMT region?
   a) Abdomen
   b) Pelvis
   c) Head

7. The level of risk categories include the presenting problem(s), the diagnostic procedure(s) ordered, and the management option selected. What determines the overall level of risk in the medical decision-making table of risk?
   a) The highest level of risk in any one category determines the overall risk
   b) The lowest level of risk in any one category determines the overall risk
   c) The presence of a chronic subluxation

8. CPT code 99213 requires how many past, family, or social history components?
   a) None
   b) 1
   c) 2-9

9. CPT code 99214 requires how many HPIs (history of present illness)?
   a) 2
   b) 4
   c) 6

10. The medical decision-making process provides how many points for the review and summarization of old records and/or obtaining history from someone other than patient and/or discussion of case with another healthcare provider?
    a) 1
    b) 2
    c) 3

Marty Kotlar, DC, CHCC, CBCS, president of Target Coding, is certified in healthcare compliance, certified in CPT coding, and has been helping chiropractors with reimbursement issues using proper and compliant CPT coding for more than 10 years. Target Coding, in conjunction with Foot Levelers, offers CE seminars on CPT coding and compliant documentation. He can be reached at 800-270-7044, drkotlar@targetcoding.com, or through www.TargetCoding.com.

How did you do? Check your answers here and see what your coding IQ is.


Answers to quiz:
Foot Levelers’ 2010 Seminar Series

12 CEUs FOR $199

Register Online and SAVE $10! CALL $79, Students FREE

Seminar Schedule: Saturday: Noon - 6pm • Sunday: 8am - 2pm

ARIZONA
Phoenix • January 23-24
Dr. KSJ Murkowski
Modern Diagnosis, Treatment & Documentation Protocols

CALIFORNIA
San Francisco • March 20-21
Dr. Mark Charrette
Extremity Adjusting Protocols

DELAWARE
Wilmington • March 6-7
Dr. Steve Agocs
Thompson Terminal Point Technique

ILLINOIS
Chicago • January 30-31
Dr. Mark Charrette
Extremity Adjusting Protocols

IOWA
Davenport • March 13-14
Dr. Steve Troyanovich
Dr. Steve’s Fables: Clinical Lessons from the Trenches

KENTUCKY
Lexington • February 27-28
Dr. John Lockenour
How to Incorporate Low Tech Rehab & Active Care into the Chiropractic Office

MASSACHUSETTS
Boston • March 6-7
Dr. John Hyland
ChiroPractical Rehab™ – Integrating Active Training & Exercise for Spinal Health & Wellness

MINNESOTA
Minneapolis • March 13-14
Dr. Mark Charrette
Extremity Adjusting Protocols

NEBRASKA
Omaha • March 27-28
Dr. Tim Maggs
Structural Management™ Seminar Series

NEVADA
Las Vegas • March 20-21
Dr. Kevin Wong
Practical Spinal & Extremity Adjusting

NEW JERSEY
Newark • March 27-28
Dr. Mitch Mally
Extremity Adjusting Techniques for the “Magnificent 7”

NEW MEXICO
Albuquerque • March 6-7
Dr. Michelle Binkowski
Anti-Aging, Prevention Through Chiropractic Care

NEW YORK
Albany • February 20-21
Dr. John Hyland
ChiroPractical Rehab™ – Integrating Active Training & Exercise for Spinal Health & Wellness

North Carolina
Charlotte • February 6-7
Dr. Steve Troyanovich
Dr. Steve’s Fables: Clinical Lessons from the Trenches

Raleigh • March 6-7
Dr. Laura Hanson
Neuro-Functional Fitness

OHIO
Columbus • February 27-28
Dr. Tim Maggs
Structural Management™ Seminar Series

PENNSYLVANIA
Pittsburgh • February 20-21
Dr. Mitch Mally
Extremity Adjusting Techniques for the “Magnificent 7”

RHODE ISLAND
Providence • February 20-21
Dr. Kirk Lee
The ASR Approach to Sport Injuries

TEXAS
Houston • February 6-7
Dr. Darwin Griffeth
Common Patterns of Postural Abnormalities

Austin • March 20-21
Dr. Laura Hanson
Neuro-Functional Fitness

VIRGINIA
Arlington • January 30-31
Dr. Kirk Lee
The ASR Approach to Sport Injuries

Roanoke • March 27-28
Dr. John Lockenour
How to Incorporate Low Tech Rehab & Active Care into the Chiropractic Office

WASHINGTON
Seattle • February 20-21
Dr. KSJ Murkowski
Modern Diagnosis, Treatment & Documentation Protocols

WISCONSIN
Madison • February 27-28
Dr. Mark Charrette
Extremity Adjusting Protocols

*CEUs applied for. **Add $30 if less than 14 days prior. Please note, only licensed chiropractors will be permitted to participate in any hands-on technique portions of a seminar.

Call Today to Learn From the Best in the Business
Phone: 1.800.553.4860 • Fax: 1.540.345.0202 • FootLevelers.com

©2010 Foot Levelers, Inc.
New imperatives are forcing you to rethink your fundamental business assumptions.

Your practice is under pressure to perform at increasing efficiency, and there's no letting up. More than ever, your practice is being driven by intensified competition and patients with increasing need.

Knowledge and speed are the primary forces behind the extraordinary economic expansion the world is now experiencing.

Savvy healthcare consumers

There was a time when the most crowded room in any practice was the reception room. You can understand then why this room came to eventually be known as the “waiting room.”

Doctors who practiced in the 1950s and early 1960s remember a time when patients dressed up to attend their appointments, just as they dressed up for traveling on an airplane. They saw their physician as a sort of demigod and followed his or her recommendations unquestioningly. As a result, patients would therefore wait for indeterminate periods of time to receive services.

Today’s healthcare consumer is savvier about options for their healthcare. They demand the highest quality service delivered in the most efficient time frame possible.

Time is very valuable to your patients. Successful practitioners have learned to deliver a diversified menu of services, while still remaining sensitive to time demands.

More and more, chiropractors are incorporating diverse healing modalities into the list of services they offer. It is highly likely that a patient entering a chiropractic practice today will find a combination of chiropractic care, massage therapy, acupuncture, physical therapy, nutrition, medical services, and more.

Cultivate a mastery of “flow”

A successful practitioner must cultivate a mastery of “flow.” Flow is the speed at which you are delivering your services to patients. Analyze your practice on a regular basis for “capacity blocks.”

A capacity block is a bottleneck in the healthcare delivery system of your practice that creates a roadblock to the growth and expansion of your practice. A capacity block creates friction, which reduces the efficiency of your practice.

Today’s educated healthcare consumers demand convenience. Just as “location, location, location” is the mantra of the real estate profession, the mantra of your new practice paradigm should be “convenience, convenience, convenience.”

The more responsive you are to the demand for diversified services, the faster you’ll achieve success.

A great way to do this is to adopt a perpetual drive toward eliminating friction.

In the end, this friction will hurt the flow in your practice. Work relentlessly to address — and meet — the time demands of your patients.

Do what the most successful practices do: Address your patients’ needs more effectively by performing an analysis of patient flow. Most practices have times during the day that are more productive than others. Begin your search for friction in your flow by analyzing the busiest hours of your practice day.

Just as a fish doesn’t perceive the water it is swimming in, it may be difficult for you to perceive the capacity blocks within your practice — you’re too close to it.

A professional practice management consultant can provide you with an objective analysis of your capacity challenges and make suggestions for facilitating flow within your practice.

After all, your patients are doing things smarter and faster than ever before — so must you!

Mark Sanna, DC, ACRB Level II, FICC, is the president and CEO of Breakthrough Coaching. He can be reached at 800-723-8423, info@mybreakthrough.com, or through www.mybreakthrough.com.
ENGINEERED FOR PERFORMANCE

To View all 16 SpiderTech™ Pre-Cut applications visit www.spidertech.com

Pre-Cut Kinesiology Taping
Solutions for the Clinician

A professionally engineered
dynamic therapeutic support,
designed exclusively for use by
the professional therapist.

Full Knee  Elbow  Wrist

All SpiderTech™ products use Nitto Denko Kinesiology Tape, the Original and World’s Best Kinesiology Tape from Japan.
resource guide

Supplies

Chiropractic Economics is pleased to present the profession’s most comprehensive Supplies. The information in the resource guide was obtained from questionnaires completed by the listed companies. Companies highlighted in RED have an advertisement in this issue.

For a complete resource guide of services these companies provide, please visit www.ChiroEco.com/directory.
Finding answers in the midst of chaos.

The profession of Chiropractic is getting harder not easier. Recent studies show that only ½ of all Chiropractors make it to their 5th year in practice. For the entire profession, profits have been steadily decreasing since 2003. Insurance company restrictions, complicated rules, and ‘hoops’ to jump through are approaching unbearable levels. If that wasn’t bad enough the current economy brings us the highest unemployment rate in over 25 years with nearly 15 million people out of work.

Needless to say, the time of doing things the way we have for decades is behind us. You probably are already working as hard as you can or even more than you should. It’s time to work smarter. The Chiro8000 Software from Forté Holdings is a unique blend of billing and practice management with an additional emphasis on business development. Chiro8000 Patient Relationship Software gives you smarter tools to run your office and access the right information quickly in these turbulent times. Today, Chiro8000 is helping thousands of practices achieve better collections, simplify documentation, and make better business decisions.

Meeting the business challenges of today requires better and more intuitive software. When you’re ready to work smarter we can help.
resource guide

**Chiro Design Group**
512-301-0821
www.chirodesigngroup.com

**Chiro One Source**
866-318-3251
www.chiro1source.com

**Chiro-Manis Inc.**
800-441-5571
www.chiromani.com

**Chiro-Matic**
800-526-3116
www.chiromatic.com

**Chiro950 Microcurrent**
by TBI Inc.
877-496-8838
www.chiro950.com

**Cryoderm**
www.cryoderm.com
800-344-9926

**Crescent Products**
800-989-8085
www.crescentproducts.com

**Cryotherm**
800-344-9926
www.cryotherm.com

**CryoMyo**
866-765-5423
www.icetube.com

**CuraMedix**
877-699-8399
www.curamedix.com

**Custom Craftworks**
800-627-2387
www.customcraftworks.com

**Cypress Creek Marketing**
800-549-5773
www.wondawedge.com

**D-MED Inc.**
800-872-3633
www.dmed.com

**Davlen Associates Ltd.**
631-924-8686
www.davlendesign.com

**Deseret Biologicals**
800-827-9529
www.desbio.com

**DMX-Works Inc.**
800-839-6757
www.dmxworks.com

**Docs Inc.**
800-655-7627
www.docstore.com

**DoctorPromo**
516-867-8237
www.doctorpromo.com

**Dodgen Mobile Technologies**
800-247-1835
www.dodgennonitex.com

**Dynatronics**
800-874-6251
www.dynatronics.com

**E-Z BIS Inc.**
800-445-7816
www.ezbis.com

**Earthgear**
800-508-1937
www.earthgear.com

**Edom Laboratories**
800-723-3366
www.edomlaboratories.com

**Elite Electromedical**
800-743-7738
www.eliteelectromedical.com

**Elite Manufacturing**
800-689-4730
www.elite-chirotables.com

**Elsevier Sciences**
800-325-4177
www.harcourt.com

**Eniva USA**
888-295-9519
www.enivausa.com

**Enzymes Inc.**
800-637-7893
www.enzymesinc.com

**Erchonia**
888-242-0571
www.erchonia.com

**Essence Therapeutic Innovations**
800-508-1937
www.escentherapeutic.com

**Exercise To Heal LLC**
866-432-5356
www.exercisetolealth.com

**F & B Chiropractic Inc.**
800-461-0507
www.fbcchiropractic.com

**Face Cradle Insert**
701-775-2854
www.facecradleneisert.com

**Fenestra Corp.**
702-612-5029
www.seefenestra.com

**Fitness Together Franchise Corporation**
877-683-0880
www.fitnesstopgether.com

**Foot Levelers Inc.**
800-553-4860
www.footlevelers.com

**Forme Systems Inc.**
727-723-0040
www.formesystems.com

**Freeman Manufacturing**
616-651-2371
www.freemanmgf.com

**Gallery Art/dba Art-Work**
516-867-8237
www.galleryart.com

**Giovane Medical Services Inc.**
888-333-8629
www.giovanemed.com

**GMP FITNESS**
888-467-3488
www.gmpfitness.com

**Golden Sunshine (USA) Inc.**
800-798-3977
www.golden-sunshine.com

**Graston Technique**
866-926-2828
www.grastontechnique.com

**GW Heel Lift Inc.**
800-235-4387
www.gwhheelift.com

**H.E. Hill & Associates Inc.**
800-434-4551
www.UsedChiroEquipment.com

**Harlan Health Products Inc.**
800-345-1124
www.HarlanHealth.com

**Harvey Professional Supply Co.**
631-585-1234
www.harvenprofessionalsupply.com

**Hausmann Industries Inc.**
888-428-7626
www.hausmann.com

**Health Gear Inc.**
800-272-0035
www.healthgearweb.com

**Health Visions Patient Education**
888-480-1350
www.healthvisions.com

**Healthways**
800-486-6613
www.healthways.com

**Hickory Brands**
800-560-1869
www.tenseconds.com

**Hill Laboratories Company**
610-644-2867
www.hilllabs.com

**Himalaya Herbal Healthcare**
800-869-4640
www.himalayausa.com

**Human Touch by Interactive Health LLC**
866-369-9426
www.interhealth.com

**Hygenic Corporation/Thera-Band**
800-321-2135
www.theraband.com

**IHIS-Institute for Integrative Healthcare Studies**
800-364-5722
www.naturalwellnessline.com

**Illum Innate**
626-383-2527
www.spine24.com

**Inform for Life**
800-234-8325
www.InformForLife.com

**Innersense Organic Beauty**
877-bi-sful
www.innersensebeauty.com

**Innovative Healthcare Solutions**
561-791-1198
www.ihis-health.com

**Integral Orthopedics Inc.**
888-608-2225
www.mollersupport.com

**InteMedica LLC**
800-856-7250
www.intemedia.com

**International Medical Electronics Ltd.**
800-432-8003
www.magnatherm.com

**Jones & Bartlett Publishers**
978-443-5000
www.jbpub.com

**Judah Manufacturing**
800-618-9793
www.judahmanufacturing.com

**K-LaserUSA**
866-595-7749
www.k-laserusa.com

**K-LaserUSA**
866-595-7749
www.k-laserusa.com
Solutions for S.A.D.™

65% of Americans are overweight…1 in 4 has metabolic syndrome...an epidemic proportion. Our ancestors consumed organic foods that contained 8 times more micronutrients, fiber and essential oils than the Standard American Diet (S.A.D.).

The majority of meal replacement powders available are made from whey or soy, and then refined to isolated protein lacking the fiber and omega oils that S.A.D. patients so desperately need.

It’s Time for a Better Solution...

Certified Organic Clinical MetaCore™

Going beyond conventional meal replacements, certified organic, Clinical MetaCore is a multi-care meal replacing 13-15 grams of fiber, 1.3 grams of omega oils, 15 grams of hemp seeds, a complete multi-vitamin, enzymes, 3 billion probiotics, glutathione precursors, and green tea. Part of a great solution to a S.A.D. dilemma.

Clinical-MetaCore Supports:

► Altered Body Composition
► Detoxification
► Healthy Cholesterol & Blood Sugar Levels

Great tasting, easy to mix.
Available in convenient single-serve 6-packs and multi-serve canisters.

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

For more information & a free sample of Clinical MetaCore call Innate Response: 800-634-6342 www.InnateResponse.com
<table>
<thead>
<tr>
<th>Company Name</th>
<th>Phone Number</th>
<th>Website Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kinesio USA</td>
<td>888-320-TAPE</td>
<td><a href="http://www.kinesiotaping.com">www.kinesiotaping.com</a></td>
</tr>
<tr>
<td>King Bio SafeCareRX</td>
<td>800-543-3245</td>
<td><a href="http://www.safeecarex.com">www.safeecarex.com</a></td>
</tr>
<tr>
<td>Kool Fit America Inc.</td>
<td>800-852-5665</td>
<td><a href="http://www.koolfit.com">www.koolfit.com</a></td>
</tr>
<tr>
<td>Kustomer Kinetics Inc.</td>
<td>800-959-1145</td>
<td><a href="http://www.kustomerkinetics.com">www.kustomerkinetics.com</a></td>
</tr>
<tr>
<td>KYRO Manufacturing Company</td>
<td>817-336-1319</td>
<td><a href="http://www.kyromanufacturing.com">www.kyromanufacturing.com</a></td>
</tr>
<tr>
<td>Laser Therapeutic Technology Inc.</td>
<td>800-235-3540</td>
<td><a href="http://www.laserhealing.net">www.laserhealing.net</a></td>
</tr>
<tr>
<td>Laser-Therapy</td>
<td>877-527-3750</td>
<td><a href="http://www.ColdLaserTherapy.us">www.ColdLaserTherapy.us</a></td>
</tr>
<tr>
<td>Leander Health Technologies</td>
<td>800-532-6337</td>
<td><a href="http://www.leaderhealthtechnologies.org">www.leaderhealthtechnologies.org</a></td>
</tr>
<tr>
<td>Learning Curves</td>
<td>800-613-2528</td>
<td><a href="http://www.learningcurves.us">www.learningcurves.us</a></td>
</tr>
<tr>
<td>Leasing Partners Capital</td>
<td>800-275-8800</td>
<td><a href="http://www.leasingpartnerscapital.com">www.leasingpartnerscapital.com</a></td>
</tr>
<tr>
<td>Legacy for Life</td>
<td>800-746-0300</td>
<td><a href="http://www.legacyforlife.net">www.legacyforlife.net</a></td>
</tr>
<tr>
<td>Lhasa OMS Inc.</td>
<td>800-323-1839</td>
<td><a href="http://www.lhasoms.com">www.lhasoms.com</a></td>
</tr>
<tr>
<td>LifeTec Inc.</td>
<td>800-822-5911</td>
<td><a href="http://www.lifetecinc.com">www.lifetecinc.com</a></td>
</tr>
<tr>
<td>Lippincott Williams &amp; Wilkins</td>
<td>800-638-3030</td>
<td><a href="http://www.lippincottwilkins.com">www.lippincottwilkins.com</a></td>
</tr>
<tr>
<td>Lords International</td>
<td>800-222-6372</td>
<td><a href="http://www.lordsinternational.com">www.lordsinternational.com</a></td>
</tr>
<tr>
<td>Lotus Brands</td>
<td>262-889-8561</td>
<td><a href="http://www.lotusbrands.com">www.lotusbrands.com</a></td>
</tr>
<tr>
<td>LSI International</td>
<td>800-832-0053</td>
<td><a href="http://www.lsiinternational.com">www.lsiinternational.com</a></td>
</tr>
<tr>
<td>Mannatech</td>
<td>541-482-7099</td>
<td><a href="http://www.mannapages.com/abbylazerow">www.mannapages.com/abbylazerow</a></td>
</tr>
<tr>
<td>Martike Products</td>
<td>800-995-8965</td>
<td><a href="http://www.stopneckpain.com">www.stopneckpain.com</a></td>
</tr>
<tr>
<td>Massage Elements</td>
<td><a href="http://www.massesageelements.com">www.massesageelements.com</a></td>
<td></td>
</tr>
<tr>
<td>Massage Warehouse</td>
<td>800-910-9955</td>
<td><a href="http://www.massagewarehouse.com">www.massagewarehouse.com</a></td>
</tr>
<tr>
<td>Master Massage Equipment</td>
<td>888-710-7206</td>
<td><a href="http://www.mastermassagetable.com">www.mastermassagetable.com</a></td>
</tr>
<tr>
<td>Matrix Sales &amp; Marketing</td>
<td>800-628-3162</td>
<td><a href="http://www.matrixtapessupport.com">www.matrixtapessupport.com</a></td>
</tr>
<tr>
<td>Mavidon</td>
<td>800-654-0385</td>
<td><a href="http://www.mavidon.com">www.mavidon.com</a></td>
</tr>
<tr>
<td>MD Global Medical Products</td>
<td>914-500-3894</td>
<td><a href="http://www.mdgmp.com">www.mdgmp.com</a></td>
</tr>
<tr>
<td>Medi-Stim Inc.</td>
<td>800-363-7846</td>
<td><a href="http://www.medi-stim.com">www.medi-stim.com</a></td>
</tr>
<tr>
<td>Medical Arts Press</td>
<td>800-328-2179</td>
<td><a href="http://www.medicalartspress.com">www.medicalartspress.com</a></td>
</tr>
<tr>
<td>Medical Electronics Inc.</td>
<td>866-633-4876</td>
<td><a href="http://www.medichinatics.net">www.medichinatics.net</a></td>
</tr>
<tr>
<td>Medical Quant</td>
<td>800-373-0955</td>
<td><a href="http://www.medicalquant.com">www.medicalquant.com</a></td>
</tr>
<tr>
<td>MediCords by NZ MFG LLC</td>
<td>800-886-6621</td>
<td><a href="http://www.nzmf.com">www.nzmf.com</a></td>
</tr>
<tr>
<td>Mediflow</td>
<td>905-470-7072</td>
<td><a href="http://www.mediflow.com">www.mediflow.com</a></td>
</tr>
<tr>
<td>Medistik – Natureteq Inc.</td>
<td>877-469-4006</td>
<td><a href="http://www.medistik.com">www.medistik.com</a></td>
</tr>
<tr>
<td>Medlink/ChiroPro</td>
<td>800-456-7800</td>
<td><a href="http://www.medlinkaging.com">www.medlinkaging.com</a></td>
</tr>
<tr>
<td>MedX Corporation</td>
<td>800-876-6339</td>
<td><a href="http://www.medicalx.com">www.medicalx.com</a></td>
</tr>
<tr>
<td>MedX Health</td>
<td>888-363-3112</td>
<td><a href="http://www.medxhealth.com">www.medxhealth.com</a></td>
</tr>
<tr>
<td>Membrell LLC</td>
<td>800-749-1291</td>
<td><a href="http://www.themembrell.com">www.themembrell.com</a></td>
</tr>
<tr>
<td>Mettler Electronics Corp.</td>
<td>800-854-9305</td>
<td><a href="http://www.mettlerelectronics.com">www.mettlerelectronics.com</a></td>
</tr>
<tr>
<td>Meyer Distributing Company</td>
<td>800-472-4221</td>
<td><a href="http://www.meyerdist.com">www.meyerdist.com</a></td>
</tr>
<tr>
<td>Microlight Laser</td>
<td>469-385-4600</td>
<td><a href="http://www.microlightlaser.com">www.microlightlaser.com</a></td>
</tr>
<tr>
<td>Moller Back Support</td>
<td>888-795-8832</td>
<td><a href="http://www.mollersupport.com">www.mollersupport.com</a></td>
</tr>
<tr>
<td>Morgan Professional Products</td>
<td>800-403-5295</td>
<td><a href="http://www.morganprofessionalproducts.com">www.morganprofessionalproducts.com</a></td>
</tr>
<tr>
<td>Mother Earth Pillows</td>
<td>800-344-2072</td>
<td><a href="http://www.motherearthpillows.com">www.motherearthpillows.com</a></td>
</tr>
<tr>
<td>MPower Media</td>
<td>888-232-9062</td>
<td><a href="http://www.mpowermedia.com">www.mpowermedia.com</a></td>
</tr>
<tr>
<td>Mt. Capra Products</td>
<td>360-748-4224</td>
<td><a href="http://www.mtcpapra.com">www.mtcpapra.com</a></td>
</tr>
<tr>
<td>Multi Radiance Medical – Super Pulsed Lasers</td>
<td>800-373-0955</td>
<td><a href="http://www.multiradiance.com">www.multiradiance.com</a></td>
</tr>
<tr>
<td>National Access Medical Supply</td>
<td>888-678-1770</td>
<td><a href="http://www.namedical.com">www.namedical.com</a></td>
</tr>
<tr>
<td>National Health Education Society Inc.</td>
<td>800-241-7705</td>
<td><a href="http://www.nhseduc.com">www.nhseduc.com</a></td>
</tr>
<tr>
<td>Neck Orthotic Inc.</td>
<td>586-727-7557</td>
<td><a href="http://www.neckorthotic.com">www.neckorthotic.com</a></td>
</tr>
<tr>
<td>Noromed Inc.</td>
<td>800-426-0516</td>
<td><a href="http://www.noromed.com">www.noromed.com</a></td>
</tr>
<tr>
<td>North American Bancard</td>
<td>212-920-1385</td>
<td><a href="http://www.nabtoday.com">www.nabtoday.com</a></td>
</tr>
<tr>
<td>North American Distributors Inc.</td>
<td>800-995-0510</td>
<td><a href="http://www.nadnc.net">www.nadnc.net</a></td>
</tr>
<tr>
<td>Nutreucetics Corporation</td>
<td>877-664-6684</td>
<td><a href="http://www.nutreucetics.com">www.nutreucetics.com</a></td>
</tr>
<tr>
<td>Omni Manufacturing &amp; Design</td>
<td>800-543-6474</td>
<td><a href="http://www.chirotables.com">www.chirotables.com</a></td>
</tr>
<tr>
<td>Pain &amp; Stress Center</td>
<td>800-669-2256</td>
<td><a href="http://www.painsstresscenter.com">www.painsstresscenter.com</a></td>
</tr>
<tr>
<td>Panasonic</td>
<td>570-823-0834</td>
<td><a href="http://www.panasonic.com">www.panasonic.com</a></td>
</tr>
<tr>
<td>Parker Laboratories Inc.</td>
<td>800-631-8888</td>
<td><a href="http://www.parkerlabs.com">www.parkerlabs.com</a></td>
</tr>
<tr>
<td>Parker Share Center</td>
<td>972-438-6932</td>
<td><a href="http://www.parkersharecenter.com">www.parkersharecenter.com</a></td>
</tr>
<tr>
<td>Patient Media Inc.</td>
<td>719-488-6663</td>
<td><a href="http://www.patientmedia.com">www.patientmedia.com</a></td>
</tr>
<tr>
<td>PBI Myo-Vision</td>
<td>800-969-6961</td>
<td><a href="http://www.pbi.myovision.com">www.pbi.myovision.com</a></td>
</tr>
<tr>
<td>PDI</td>
<td>866-715-6770</td>
<td><a href="http://www.aboutpdi.com">www.aboutpdi.com</a></td>
</tr>
<tr>
<td>PEL Supply</td>
<td>216-267-5775</td>
<td><a href="http://www.pel-supply.com">www.pel-supply.com</a></td>
</tr>
<tr>
<td>Performance Health/Biofreeze</td>
<td>800-246-3733</td>
<td><a href="http://www.biofreeze.com">www.biofreeze.com</a></td>
</tr>
<tr>
<td>Perspectis Inc.</td>
<td>866-586-2278</td>
<td><a href="http://www.backvitalizer.com">www.backvitalizer.com</a></td>
</tr>
<tr>
<td>PI Professional Therapy Products</td>
<td>888-818-9632</td>
<td><a href="http://www.pi-tp.com">www.pi-tp.com</a></td>
</tr>
<tr>
<td>Pivotal Health Solutions</td>
<td>800-743-7738</td>
<td><a href="http://www.eurotechtables.com">www.eurotechtables.com</a></td>
</tr>
<tr>
<td>Polar Products Inc.</td>
<td>330-253-9973</td>
<td><a href="http://www.polarsoffice.com">www.polarsoffice.com</a></td>
</tr>
<tr>
<td>Positive Touch</td>
<td>972-480-0678</td>
<td><a href="http://www.positivetouch.org">www.positivetouch.org</a></td>
</tr>
<tr>
<td>Posture Perfect Solutions</td>
<td>604-985-0634</td>
<td><a href="http://www.postureperfectsolutions.com">www.postureperfectsolutions.com</a></td>
</tr>
<tr>
<td>Practice Makers Products Inc.</td>
<td>800-345-3099</td>
<td><a href="http://www.practicemakers.com">www.practicemakers.com</a></td>
</tr>
<tr>
<td>PrePak Products</td>
<td>800-544-7257</td>
<td><a href="http://www.prepakproducts.com">www.prepakproducts.com</a></td>
</tr>
<tr>
<td>PrescriptionBeds.com/</td>
<td>800-457-6442</td>
<td><a href="http://www.prescriptionbeds.com">www.prescriptionbeds.com</a></td>
</tr>
<tr>
<td>Prince of Peace/Tiger Balm</td>
<td>510-723-2428</td>
<td><a href="http://www.popus.com">www.popus.com</a></td>
</tr>
</tbody>
</table>

Don’t Let Anything Stand In Your Way!

In a recent poll, 59% of DC’s surveyed said they’d leave our profession if they had the opportunity … in addition, the average chiropractor has seen their income decrease by 15-20% each of the past two years!

Obviously, it’s easy to lose your spark and purpose and begin to question why you became a chiropractor in the first place. You are not alone. There are many reasons for this and you should know that help is available and to help you fix it FAST!

If you:
• Are disappointed in practice, your results or your income
• Question your ability to consistently create miracles chiropractic is famous for
• Want to work smarter and easier
• Want to feel more fulfilled personally and professionally
• Have any doubt that Chiropractic is the BEST profession in the world
• Or just need to reignite your passion and purpose

Then:
• You Want And Need A Professional Coach To Reclaim Your Greatness!

The Masters Circle has helped chiropractors just like you, increase their net income by 25% this year! We can help you by identifying the areas of practice you need to concentrate on and the action steps you should take that will guarantee that 2010 is your best year yet!

"Since joining The Masters Circle, I have increased my practice 33% in the first three months. I have become a magnet for attracting the kinds of patients, staff and community awareness that I have been seeking as a chiropractor for the last ten years!"

— Debra A. Burns, DC
Connecticut

The secret to transformation is in choosing the right guide, so let The Masters Circle guide you.

The Masters Circle is coming to a city near you!
Visit www.tmcUNITYtour.com for more information about 35 informative, inspirational and empowering seminars!

For more information or to schedule your complimentary coaching call, contact Vanessa at 800.451.4514, ext. 125 -or- vanessa@themasterscircle.com

• grow your practice • increase your profitability • attract more new patients • create a wellness practice • understand the foundational principles of success • strengthen your patient retention • have more life balance • develop a knowledgeable and valuable support team • maximize your care recommendations • deliver a powerful report of findings • implement effective and efficient systems and procedures •
resource guide

Professional Co-op Services
954-989-9970
www.professionalco-op.com

Professional Suppliers Inc.
800-332-4696
www.professionalsuppliers.com

Qpin Inc.
714-685-0900
www.qpin.com

Quality Health Products Inc.
800-834-7058
www.qhpin.com

Quantum Products
800-359-9686
www.quantumbadges.com

Quantum Products Inc.
800-307-7909
www.chiro-supplies.com

Real Bodywork
888-505-5511
www.realbodywork.com

Rehabicare Inc.
800-212-4013
www.rehabicare.com

Rehabilitation Management
866-738-6282
Satori
310-738-6282
www.satorimassagechairs.com

Schiek’s Sports
www.schiek.com

Scrip Chiropractic Supply
800-747-3488
www.scripinc.com

Select Comfort Corporation
800-693-0059
www.selectcomfort.com

Serola Biomechanics Inc.
800-624-0008
www.serola.net

Simple Slant
866-928-5100
www.simplesslant.com

Siren Publishing LLC/Trial Guides
800-309-6845
www.colossusbooks.com

Sissel Inc.
604-820-2578
www.sissel-online.com

Somra Professional Therapy Products
800-225-3963
www.somrausa.com

Soothing Touch
505-820-1054
www.soothingtouch.com

Spinal Care Products
800-877-6953
www.spinalcarereproducts.com

Spinal Reflex Analysis
877-259-5520
www.spinalreflex.com

Spine Research Institute of San Diego
800-423-9860
www.srisd.com

Steam Embrace
800-231-7832
www.steamembrace.com

Step Forward Company
253-631-0683
www.stepforward.com

Straight Arrow Products
800-827-9815
www.straightarrowinc.com

Stronglite Portable Massage Equipment
800-289-5487
www.stronglite.com

Suncoast BioResearch
800-476-4112
www.ventregeaenterprises.com

Swedish Backcare System Inc.
770-850-9150
www.mastercare.se

Sybaritic Group
800-445-8418
www.symedex.com

SynCon Tables
419-448-4868
www.syncontables.com

Techno-Derm
305-892-4588
www.spineforce1.com

The Jojoba Company
207-832-4001
www.jojobacompany.com

The Physical Therapy Equipment Company
800-202-0590
www.thephcco.com

The Posture Pleaser/MagEyes Inc.
800-210-6662
www.mageyes.com

The Saunders Group
800-779-2044
www.thesaundersgroup.com

The Spa Exchange LLC
952-938-2652
www.thespaexchange.com

The Vitality Depot
866-941-8867
www.thevitalitydepot.com

Thechirobook
800-333-3301
www.thechirobook.com

Theralase
866-843-5273
www.theralase.com

Therapeutaica Inc.
800-348-5729
www.therapuestica.com

Therapy & Health Care Products Inc.
800-842-8212
www.thcpcweb.com

Theraquip
800-632-1312
www.theraquip-inc.com

TheWriterWorks.com LLC
800-632-1312
www.writerworks.com

The Vikings Group
800-779-2044
www.thevikingsgroup.com

The Saunders Group
800-779-2044
www.thesaundersgroup.com

The Spa Exchange LLC
952-938-2652
www.thespaexchange.com

The Vitality Depot
866-941-8867
www.thevitalitydepot.com

Thechirobook
800-333-3301
www.thechirobook.com

Theralase
866-843-5273
www.theralase.com

Therapeutaica Inc.
800-348-5729
www.therapuestica.com

Therapy & Health Care Products Inc.
800-842-8212
www.thcpcweb.com

Theraquip
800-632-1312
www.theraquip-inc.com

TheWriterWorks.com LLC
800-632-1312
www.writerworks.com

Thrive Nutraceuticals LLC
570-575-2365

Top Massage Tables
877-589-0048
www.topmassagetables.com

Tough Tables
877-231-8833
www.toughtables.net

TPK/Back Saver Wallet
800-433-4653
www.backsaverwallet.com

Trekken Chest Productions – Miracle Bear
888-511-7709
www.miraclebear.com

Truwell Health & Wellness
866-878-9355
www.truwell.net

Ulan Nutritional Systems Inc.
866-418-4801
www.ulousinc.info

Universal/DeL Medical
800-800-6006
www.delmedical.com

UPC Medical Supplies
800-790-4888
www.goacupuncture.com

UPRIGHT Golf
319-268-0939
www.uprightgolf.com

Ventura Design
913-239-8465
www.posturepro.com

Visual Odyssey Inc.
800-541-4449
www.neurogaiatholator.com

Vital Age International Inc.
208-578-0800
www.vitalage.com

Vitaminerals Inc.
800-432-1856
www.vitamineralsinc.com

Viztek
904-226-0340
www.viztek.net

Warren Labs
800-232-2563
www.warrenlabsaloe.com

Watt Media Inc.
800-250-8233
www.watt-media.com

WAVE Whole-Body Advanced Vibration Therapy
866-420-7546
www.wavexercisec.com

Wei Laboratories
408-961-9223
www.wei-lab.com

Wellness Wall/Scarborough Chiropractic
207-885-9415
www.wellnesswall.com

Westside Barbell
614-801-2060
www.westside-barbell.com

Yamuna Body Rolling
800-877-8429
www.yamunabodyrolling.com

ZICO LLC
201-483-8467
www.zico.com

Zimmer Medizin Systems
www.zimmerusa.com

Zonsite
866-966-2778
www.zonsite.com
“WHAT RECESSION?” He’s Celebrating the New Year by Putting His Clinic on Auto-Pilot—and Incredibly—No Longer Sees Patients!

BEST PART: Mild-mannered Stephanie, his wife, wouldn’t budge—“I DON’T want him spending more time at the office!” So they took their longest vacation in 18 years...and he hasn’t missed his kids’ soccer games since!

“A BROKEN NOSE? No Problem!”

Despite my nose, the blood, and Andy, my 8-year-old son crying at my side (he whacked me with a baseball bat), I was as happy as a clam. Why? Because a sweeping practice turnaround has given me a don’t-sweat-the-small-stuff attitude, a booming practice, a crackpcker, and a “we-can-handle-it-staff”—nothing like it used to be. So a broken nose was no big deal. Heck, not long ago, I was hardly playing with my kids AT ALL. And no matter how much time I spent at the office, I never really made any money. Oh, I was doing OK, since the economy was cheery with the Dow pushing 11,000 (today I’d be terrified), but I was a hamster on a wheel—until the free lunch.

A Tree at 65 MPH...and a FREE LUNCH

My name is Chris Gehrisch, I’m a DC in Mansfield, Ohio, and when I was 19, I hit a tree at 65 mph. It almost killed me. I also herniated a disk. My Chiropractic Institute of Chiropractic in Mansfield, Ohio—“I’m grateful in a way. But when I became a DC, I didn’t feel grateful for the struggling, trying to figure out the business of chiropractic. And I didn’t really “get it” until I heard Dr. Chris Tomshack speaking during a lunch seminar. I only went for the free food—but it changed my life because he was talking about a total, double, practice transformation—with the freedom, finances and flexibility (if I figured it was only for other docs). It looked great—but too good to be true...the low stress, seamless, McDonald’s-like systems running by “remote control”...”working ON your business instead of IN it...highly motivated, well-trained staff...push-button statistics...PLUS, lots of time-off to have a life. I could hardly imagine it was so easy—so exhaust...as you have TO if the practice is fueled solely by your personality and enthusiasm. His system showed another possibility...that...

Success is EASY—Just Connect the Dots!

It’s called HealthSource ChiropracticSM, and it evolved during his 13 years in practice near Cleveland where he spent thousands of hours working out the details (and the bugs) while running 4 clinics in a depressed area with average jobless rates. I thought...

“Even if 1/10 of what Dr. Tomshack said is true, I’d be crazy NOT to dig deeper. Especially with 10 full-time professionals consistently refining their systems with the feedback of 250 clinics. So I finally took...

$5000 New Year’s Gift: The “Swiss Watch” of Success Systems

Henry Ford’s SECRET

Once, when Ford was accused of being ignorant, he said he had a row of electric push buttons that would summon experts he’d hired who knew everything he needed to know. Well what if you had his head with useless information? It’s the same with doing try to do everything yourselves—insurance expert, marketing wizard, personnel manager, accountant, etc. “One Ranger” practice is a vanishing fast, but the HealthSource model, with a team of experts, is flourishing—growing to 250 docs across the US, so our “brand identity” gets stronger every day. And we’re not just for clinics that are on the ropes. Our unique, integrated systems are designed to streamline ANY practice and make it ultra profitable...create an incredible New Year and opt out of the recession—to create the practice you’ve always dreamed about but thought couldn’t ever happen—check our $500 FREE offer. We’ve got the most accurate GPS on the shifting chiropractic map. We show you, step-by-step, how to turn the pottoles to gold, the shortcuts and fast to go. So why struggle alone?

The doctor in this ad achieved his results by closely following and implementing the HealthSource Method.

BROKEN NOSE? Two black eyes? Who cares, when a formerly stagnant clinic is rockin’ now! (see story in col. 1)

Because having everything ready-made and mapped out does NOT create constraints and stifles creativity. It’s the opposite—the ultimate liberation—like pouring energy into your body because you’re not reinventing the wheel everyday.

Stephanie was worried I’d feel trapped—like someone else was in control of my practice—but it’s just the reverse. I’m finally delegating like the experts tell you to do—but never show you how. So if you’re even slightly interested, read the offer below. And don’t wait! They ARE turning doors away (91, so far).

P.S. I know how to get reimbursed for services I quit doing—like rehab—because I wasn’t getting paid. My patients are happier and so am I!

P.P.S. I even have an “exit strategy” where I’m planning my retirement at 40 years old. I can’t decide if I want to keep adjusting, position the business to sell (I now know how to get the max) or just manage. It’s an amazing choice to have.

NOTE: Recently, Stephanie and I, and all 4 kids, packed up and went on a 2 week, 4-wheeler camping trip—our first 2-week vacation in 18 years. We could finally swing it financially. And just this past fall, I treated myself to a 2-week hunting trip of my own where I was able to relax and enjoy the outdoors!

ONE FINAL BONUS: HealthSource spends a ton every year on the best copywriters, graphic designers and marketing strategists. And the materials are so powerful, our lawyers are constantly sending cease and desist letters to DC’s who are stealing our ads, fliers, reports, etc.

24/7 Hotline: 800-773-8410

GET MORE INFORMATION NOW—BEFORE IT’S TOO LATE.

This letter is a small peek at what’s waiting for you. To get ALL the information with DVD and 20-page FREE REPORT, just call our toll free, 24/7 hotline at 1-800-773-8410. There’s no obligation, and everything is confidential. ONE FRANCHISE PER AREA—250 docs already—so if you haven’t locked someone down, why not build the practice you’ve always wished you had...even MULTI-CLINICS you thought were only for business geniuses. No one else has access to the HealthSource systems, brochures, marketing—we sell our services...you’re expected to buy nothing! $500 FREE OFFER! Get the free information and come to our FREE Discovery Day to “kick the tires.” If you’re not satisfied in any way, we’ll even pay for your flight—up to $500! It’s a money-making opportunity everyone’s talking about.
Patient education and continuing education benefits your patients, your practice, and yourself.

Patient education and continuing education for you are vitally important to the success of your practice. Simplicity is the key to patient education. The general public is not very well educated about chiropractic and it is up to you to help your patients understand how chiropractic care can benefit them. It’s also important to explain to your patients how chiropractic care can help them get back to the activities they enjoy.

The best way to educate patients about their problems is to have them “see it, feel it, and rate it.” For example: Let’s say your patient, Mary has neck pain. If you have Mary do range-of-motion (ROM) exercises in front of a mirror, she can see for herself how the problem limits her movements. When you do deep palpitation over a tender spot in her neck, Mary will feel where the pain is located. Finally, you should have Mary rate her pain on a scale of one to 10. As a doctor of chiropractic, you will, of course, do all of the appropriate tests to thoroughly evaluate Mary’s condition.

Having patients see, feel, and rate their pain during each visit will help you monitor their improvements. Patients will see their ROM improve, feel less pain with palpitation, and realize that their pain ratings are getting lower. This will remind your patients of the progress they have made and help them stay committed to their program of care.

Continuing your education and keeping your skills up-to-date makes it possible to educate and care for your patients more effectively. Seminars offer practical information, which you can put to immediate use in your practice. Covering topics such as chiropractic rehab, caring for special populations, extremity adjusting, and insurance regulations, these seminars are designed to improve your adjusting techniques, build your practice, and enhance your care.

Education is an investment that will pay off through a more successful practice and healthier patients.

Brian Jensen, DC, is the associate director of education and research for Foot Levelers. He shares more than 20 years of practice experience in chiropractic colleges and seminars around the world, speaking on a wide variety of topics including orthotic therapy, structural preservation, breaking free of the medical model of healthcare, and innovations in nutrition.
Feeling A Little Dated?

Don’t get left in the dust! We all know doctors of chiropractic need 40 continuing education hours each biennium. Without these CE hours, your practice could become extinct — and that would be the pits! The Florida Chiropractic Association has five conventions in convenient locations around the state every year, offering doctors 20 CE hours at each event — hours are approved not only in Florida, but by over 40 other states! There are classes for CCPAs and CAs offered at every convention — even courses for LMTs and CRTs added to the National Convention schedule — so you can bring your entire clan!

Each convention also offers a two- or three-day expo with exhibitors offering products, services and equipment to help your practice thrive! And “Convention Cash” programs give away over $20,000 in cash prizes every year! That’s a lot of greens! It’s never been easier, or more enjoyable, to get the credits you need in your own backyard! Join us and see if you don’t agree!

Sink your teeth into these opportunities!

FCA Panhandle Convention • January 21-24, 2010
Hilton Sandestin Beach Golf Resort & Spa • Destin

CURRENT BIENNIAL ENDS — MARCH 31, 2010
DON’T FORGET TO RENEW YOUR LICENSE!

FCA Spring Convention • May 6-9, 2010
Hyatt Regency Jacksonville Riverfront • Jacksonville

FCA Summer Convention • June 17-20, 2010
Boca Raton Resort & Club • Boca Raton

FCA National Convention • August 26-29, 2010
Gaylord Palms Resort & Convention Center • Kissimmee

FCA Winter Convention • November 18-21, 2010
Naples Grande Resort & Club • Naples

Florida Chiropractic Association • 217 N. Kirkman Road Suite One • Orlando FL 32811 • 407 290 5883

www.fcachiro.org
<table>
<thead>
<tr>
<th>Activator Methods International</th>
<th>Feb. 20–21, Europe Feb. 27–28, Las Vegas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chiro Advance Services Inc.</td>
<td>Heel Inc. 505-559-2954 July 12, Miami</td>
</tr>
<tr>
<td>715-635-5211</td>
<td>K-LaserUSA 866-595-7749 Feb. 20–21, Atlanta</td>
</tr>
<tr>
<td>April 30–May 1, Minneapolis</td>
<td>March 13–14, Philadelphia April 10–11, St. Louis</td>
</tr>
<tr>
<td>Sept. 17–18, Minneapolis</td>
<td></td>
</tr>
<tr>
<td>ChiroPractice Mentoring</td>
<td>Koren Specific Technique 800-537-3001 Feb. 6–7, Toronto, Ontario</td>
</tr>
<tr>
<td>608-489-7542</td>
<td>Feb. 27–28, Sydney, Australia March 20–21, Chicago</td>
</tr>
<tr>
<td>Jan. 30, Charleston, S.C.</td>
<td>April 10–11, Denver May 15–16, Calgary, Alberta</td>
</tr>
<tr>
<td>Cox Seminars 800-441-5571</td>
<td>May 22–23, Irvin, Calif.</td>
</tr>
<tr>
<td>March 13–14, San Francisco</td>
<td>Feb. 27–28, Sydney, Australia March 20–21, Chicago</td>
</tr>
<tr>
<td>April 17–18, Atlanta</td>
<td>April 10–11, Denver May 15–16, Calgary, Alberta</td>
</tr>
<tr>
<td>July 17–18, Boston</td>
<td>May 22–23, Irvin, Calif.</td>
</tr>
<tr>
<td>Sept. 18–19, Portland, Ore.</td>
<td>Meditech International Inc. Feb. 19–21, Canada</td>
</tr>
<tr>
<td>Oct. 9–10, Fort Wayne, Ind.</td>
<td>March 19–21, Canada March 27–28, Canada</td>
</tr>
<tr>
<td>Nov. 12–14, Lombard, Ill.</td>
<td>April 16–18, Canada May 14–16, Canada</td>
</tr>
<tr>
<td>Graston Technique 888-926-2727</td>
<td>May 29–30, Canada June 11–13, Canada</td>
</tr>
<tr>
<td>Jan. 30–31, Folsom, Calif.</td>
<td>July 16–18, Canada Aug. 20–22, Canada</td>
</tr>
<tr>
<td>Feb. 19–20, Europe</td>
<td>Sept. 17–19, Canada Oct. 2–3, Canada</td>
</tr>
<tr>
<td></td>
<td>Oct. 22–24, Canada Nov. 6–7, Canada</td>
</tr>
<tr>
<td></td>
<td>Nov. 19–21, Canada Dec. 10–12, Canada</td>
</tr>
<tr>
<td></td>
<td>Minnesota Chiropractic Association 952-882-9411 Feb. 25, St. Paul, Minn.</td>
</tr>
<tr>
<td></td>
<td>May 21–23, Minnetonka, Minn.</td>
</tr>
<tr>
<td></td>
<td>March 6–7, Seattle March 6–7, Canada</td>
</tr>
<tr>
<td></td>
<td>March 20–21, Chicago March 27–28, Morristown, N.J.</td>
</tr>
<tr>
<td></td>
<td>April 10–11, Boston</td>
</tr>
<tr>
<td></td>
<td>April 17–18, St. Louis April 24–25, San Francisco</td>
</tr>
<tr>
<td></td>
<td>May 1–2, Los Angeles May 22–23, Denver</td>
</tr>
<tr>
<td></td>
<td>Palmer College of Chiropractic 866-592-3861 Aug. 12–14, Davenport, Iowa</td>
</tr>
<tr>
<td></td>
<td>Parker College of Chiropractic 800-266-4723 Feb. 6–7, Dallas</td>
</tr>
<tr>
<td></td>
<td>Target Coding 800-270-7044 Feb. 6, Atlanta</td>
</tr>
<tr>
<td></td>
<td>Feb. 20, Ft. Lauderdale, Fla. March 4, LaGuardia Airport, N.Y.</td>
</tr>
<tr>
<td></td>
<td>March 6, Newark, N.J. March 27, Chicago</td>
</tr>
<tr>
<td></td>
<td>April 8, Philadelphia April 10, Columbus, Ohio</td>
</tr>
<tr>
<td></td>
<td>April 15, Boston April 22, Los Angeles</td>
</tr>
<tr>
<td></td>
<td>April 29, New York May 1, Phoenix</td>
</tr>
<tr>
<td>For a searchable list of more seminar and show dates, visit <a href="http://www.ChiroEco.com/datebook">www.ChiroEco.com/datebook</a>. Submit your event dates at <a href="http://www.ChiroEco.com/datebook/submitevent.html">www.ChiroEco.com/datebook/submitevent.html</a>.</td>
<td></td>
</tr>
</tbody>
</table>

---

**FAST and LONG LASTING pain relief:**

Neck and back pain, shoulder and arm pain, hip and leg pain, muscle spasms, painful joints, sport injury pain, arthritis or bursitis pain, sciatica, rheumatic and rheumatoid arthritis, traumatic injury and more.

Peel off liner and apply the plaster to center of pain area or acu-point. Each plaster can last up to 5 days. Please remove plaster before shower. Afterwards, cut along the edge of the herbal paste and reaply a new adhesive patch.

Warning: Do not use on pregnant woman.

---

Mr. Wang, 85-year-old, had difficulty walking and climbing stairs from excessive knee movement during exercise. Hospital treatments and a few other plasters had no significant effect on him, but “Taiyi” was able to help him recover almost fully after only 2 months use.

Mr. Gorden, a 26-year-old fire fighter, sprung his ankle during training, and had trouble walking ever since. Cosily western medicine did not help him, but after using “Taiyi” for only 3 treatments, he was fully recovered.

Mr. Lee, 60-year-old, had mobility difficulty due to lumbar disc herniation. A variety of treatment was ineffective. After using “Taiyi” for 3 months along with acupuncture treatments, his pain disappeared.

Mr. Tsui, 23-year-old, had arthritis for many years. Her knees were swollen and she was unable to walk for two years. All kinds of treatments she tried had no significant effect. After using “Taiyi” for about three months, she can now walk with ease.

Ms. Chen, 55-year-old, suffered from bone spur (osteophyte). It was painful to walk and climbing stairs was impossible. The condition lasted for about 5 years. Many different types of treatment she tried were unsuccessful to help. But after using “Taiyi” for about 1 month... the pain was gone. When she went back to her M.D. for a new x-ray, the spur disappeared.

---

**Tel:** (626)448-6622 (666)224-8325 **Fax:** (626)448-6633 (877)224-8325 **www.caicorporation.com**  **info@caicorporation.com**
THE FIRST EVER

Patient Education Video Streamed DIRECTLY
to your Web Site

BRAND NEW PATIENT EDUCATION VIDEOS
BRAND NEW Report Of Findings VIDEO
BRAND NEW SPINAL CARE CLASS VIDEO
STUDIO PRODUCED VIDEOS (not a power point)

THE ONLY CHIROPRACTIC
PATIENT EDUCATION VIDEO PACKAGES
CUSTOMIZED TO YOUR PRACTICE.
YOUR VERY OWN VIDEO BUSINESS CARD!

www.EduChiro.com

Introducing... THE BIG IDEA!
BEST CHIROPRACTIC VIDEO EVER

The BIG IDEA VIDEO contains the most BRILLIANT, highest quality, chiropractic Animation and 3D motion Graphics ever created.

Professionally mastered, studio produced and filmed in High Definition
Entertaining, exciting, and simple to understand.
Educate your patients, build your practice, GROW Your Profits...
That’s the BIG IDEA!

Shows with clarity, the science of Chiropractic utilizing stunning animated 3D models and graphics.

The BIG IDEA VIDEO has been created by Chiropractors for Chiropractors as an essential tool to educate patients of the true benefits of chiropractic healthcare.

USA/Canada Toll Free: 888-215-5662
Australia Toll Free: 1-800-005-177
New Zealand Toll Free: 0-800-464-281
Global Phone: +61-7-3105-2898
Global Fax: +61-7-3105-2839
E-mail: clientcare@eduChiro.com
<table>
<thead>
<tr>
<th>Advertisers/Description</th>
<th>Pg#</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACDM Health</td>
<td>.101</td>
</tr>
<tr>
<td>Activator Methods Inc.</td>
<td>.21</td>
</tr>
<tr>
<td>Anabolic Laboratories</td>
<td>.39</td>
</tr>
<tr>
<td>Beautiful Images LLC</td>
<td>.22</td>
</tr>
<tr>
<td>Biosan</td>
<td>.87</td>
</tr>
<tr>
<td>Bodyline Comfort Systems</td>
<td>.76</td>
</tr>
<tr>
<td>Bodyline Comfort Systems</td>
<td>.103</td>
</tr>
<tr>
<td>C.A.I. Corporation</td>
<td>.94</td>
</tr>
<tr>
<td>Cash Practice</td>
<td>.103</td>
</tr>
<tr>
<td>Cell Science Systems Ltd.</td>
<td>.28</td>
</tr>
<tr>
<td>Celsis</td>
<td>.101</td>
</tr>
<tr>
<td>Chattanooga Group Inc.</td>
<td>.43</td>
</tr>
<tr>
<td>Core Products</td>
<td>.49</td>
</tr>
<tr>
<td>Douglas Laboratories</td>
<td>.11</td>
</tr>
<tr>
<td>Douglas Laboratories</td>
<td>.56-57</td>
</tr>
<tr>
<td>EduChiro</td>
<td>.95</td>
</tr>
<tr>
<td>Eon Systems</td>
<td>.65</td>
</tr>
<tr>
<td>Erchonia</td>
<td>.5</td>
</tr>
<tr>
<td>Essential Formulas</td>
<td>.67</td>
</tr>
<tr>
<td>EZ Bis</td>
<td>.20</td>
</tr>
<tr>
<td>Florida Chiropractic Association</td>
<td>.93</td>
</tr>
<tr>
<td>Foot Levelers</td>
<td>.13</td>
</tr>
<tr>
<td>Foot Levelers</td>
<td>.72</td>
</tr>
<tr>
<td>Foot Levelers</td>
<td>.81</td>
</tr>
<tr>
<td>Foot Levelers</td>
<td>.108</td>
</tr>
<tr>
<td>Foot Levelers</td>
<td>.100</td>
</tr>
<tr>
<td>Forte Systems</td>
<td>.27</td>
</tr>
<tr>
<td>Forte Systems</td>
<td>.85</td>
</tr>
<tr>
<td>Foundation for Chiropractic Progress</td>
<td>.102</td>
</tr>
<tr>
<td>Fujifilm Medical</td>
<td>.60</td>
</tr>
<tr>
<td>Future Health</td>
<td>.52</td>
</tr>
<tr>
<td>Future Health</td>
<td>.53</td>
</tr>
<tr>
<td>Gaia Herbs</td>
<td>.100</td>
</tr>
<tr>
<td>GW Heel Lift Inc.</td>
<td>.78</td>
</tr>
<tr>
<td>H2O Massage Systems</td>
<td>.103</td>
</tr>
<tr>
<td>Healthsource</td>
<td>.91</td>
</tr>
<tr>
<td>Herbalsway Labs</td>
<td>.101</td>
</tr>
<tr>
<td>Hill Laboratories</td>
<td>.55</td>
</tr>
<tr>
<td>Hill Laboratories</td>
<td>.106-107</td>
</tr>
<tr>
<td>Hill Laboratories</td>
<td>.101</td>
</tr>
<tr>
<td>Hydromassage/ITL Enterprises Inc.</td>
<td>.38</td>
</tr>
<tr>
<td>Impac Inc</td>
<td>.54</td>
</tr>
<tr>
<td>Integrity Management</td>
<td>.Belly Band</td>
</tr>
<tr>
<td>Kinesio USA</td>
<td>.99</td>
</tr>
<tr>
<td>Klaser</td>
<td>.63</td>
</tr>
<tr>
<td>Living Fuel</td>
<td>.100</td>
</tr>
<tr>
<td>Magnus Magnetcia</td>
<td>.101</td>
</tr>
<tr>
<td>Medical Arts Press</td>
<td>.24</td>
</tr>
<tr>
<td>Medi-Stim</td>
<td>.100</td>
</tr>
<tr>
<td>Meyer Distributing</td>
<td>.37</td>
</tr>
<tr>
<td>MPN Software</td>
<td>.32</td>
</tr>
<tr>
<td>Multi Radiance Medical</td>
<td>.29</td>
</tr>
<tr>
<td>Nature’s One Inc.</td>
<td>.46</td>
</tr>
<tr>
<td>NCMIC</td>
<td>.25</td>
</tr>
<tr>
<td>Neuromechanical Innovations</td>
<td>.61</td>
</tr>
<tr>
<td>Northwestern College of Chiropractic</td>
<td>.97</td>
</tr>
<tr>
<td>NuCap Medical</td>
<td>.83</td>
</tr>
<tr>
<td>Nutra Research</td>
<td>.100</td>
</tr>
<tr>
<td>NZ Manufacturing</td>
<td>.34</td>
</tr>
<tr>
<td>Online Chiro</td>
<td>.19</td>
</tr>
<tr>
<td>OPTP</td>
<td>.64</td>
</tr>
<tr>
<td>Organix-South</td>
<td>.100</td>
</tr>
<tr>
<td>Orthopedic Pharmaceuticals</td>
<td>.14-15</td>
</tr>
<tr>
<td>Parker College</td>
<td>.70</td>
</tr>
<tr>
<td>Parker College</td>
<td>.101</td>
</tr>
<tr>
<td>PayDC</td>
<td>.68-69</td>
</tr>
<tr>
<td>Perfect Practice Web</td>
<td>.41</td>
</tr>
<tr>
<td>Performance Health/The Hygenic Group</td>
<td>.9</td>
</tr>
<tr>
<td>Performance Health/The Hygenic Group</td>
<td>.44-45</td>
</tr>
<tr>
<td>Performance Health/The Hygenic Group</td>
<td>.73</td>
</tr>
<tr>
<td>Pivotal Health</td>
<td>.30-31</td>
</tr>
<tr>
<td>Products Solutions</td>
<td>.101</td>
</tr>
<tr>
<td>ProSolutions</td>
<td>.74</td>
</tr>
<tr>
<td>Schiek’s Sports</td>
<td>.103</td>
</tr>
<tr>
<td>Scrip Chiropractic Supply</td>
<td>.7</td>
</tr>
<tr>
<td>Sombra</td>
<td>.16</td>
</tr>
<tr>
<td>Standard Process</td>
<td>.2-3</td>
</tr>
<tr>
<td>Standard Process</td>
<td>.79</td>
</tr>
<tr>
<td>Standard Process</td>
<td>.100</td>
</tr>
<tr>
<td>Tempur-Pedic</td>
<td>.51</td>
</tr>
<tr>
<td>The Masters Circle</td>
<td>.89</td>
</tr>
<tr>
<td>Tough Tables</td>
<td>.75</td>
</tr>
<tr>
<td>Transformation Enzyme</td>
<td>.42</td>
</tr>
<tr>
<td>Traial Guides</td>
<td>.101</td>
</tr>
<tr>
<td>UAS Laboratories</td>
<td>.98</td>
</tr>
<tr>
<td>UAS Laboratories</td>
<td>.100</td>
</tr>
<tr>
<td>Ulan Nutritional Systems Inc.</td>
<td>.18</td>
</tr>
<tr>
<td>Vital Nutrients</td>
<td>.101</td>
</tr>
<tr>
<td>Zyto</td>
<td>.35</td>
</tr>
</tbody>
</table>

**Why Doctors Prefer Multi-Flora Probiotics**

- Contains superior L. acidophilus DDS®-1 plus other premium strains
- Acid and bile resistant
- Human origin, adapts to human body
- Produces hydrogen peroxide, lactic acid and acidophilin (natural antibiotic)
- High potency
- Non-dairy, free of wheat, gluten, corn, soy and non-GMO
- Listed in Physicians’ Desk Reference
- Backed by 40 years of university research

**Helping Patients Since 1979**

Free Samples Available – Call Today

9953 Valley View Rd • Eden Prairie, MN 55344 • USA
1-800-422-3371 • 952-935-1677 • Fax: 952-935-1650
Email: info@uaslabs.com • www.uaslabs.com

Private Label Available
Mark your calendars for
Northwestern College of Chiropractic’s

2010 Homecoming
& Winter Gathering

Join us on campus
February 4 - 6, 2010

Catch up with old friends, check out an array of vendor booths,
enjoy featured presenters, and visit our new 48,000-square-foot
addition, the Wolf-Harris Center for Excellence.

20+ CEU hours for only $225

Alumni Association members receive a 10% discount – join today.

Plus, an exciting and beneficial Chiropractic Assistant Program.

Special Reception for Reunion Years – 1945, 1950, 1955, 1960,

Don’t forget to vote for Alumnus of the Year!
Nominations forms can be found on the Alumni Relations

Visit www.nwhealth.edu
for more information or call the University's Office
of Alumni, Development and Career Services
at (952) 888-4777, ext. 163 or 237.
products and services

**Nutrition supplement**

Living Fuel’s SuperEssentials Omega is a blend of antioxidants and essential fatty acids designed to promote a healthy lifestyle. Together with vitamin E and all-natural vitamins A and D, SuperEssentials Omega is marketed as combining the health benefits of Omega 3 and E and Pure D and A supplements into a softgel.

Call 866-580-3835 or visit www.livingfuel.com.

**Immune system defense**

Quick Defense Liquid Phyto-Caps from Gaia Herbs are a combination of high potency organic Echinacea, elderberry, ginger, and andrographis, and intended to support the body’s immune system at onset. It was developed to be fast acting and is intended to only be used for short periods of time during sinus and respiratory challenge.

Call 888-917-8269 or visit http://gaiaherbs.com.

**Digestion support**

Zypan from Standard Process contains proteolytic enzymes and pancreatin, which is meant to support protein digestion. Betaine hydrochloride is formulated to provide the foundation for proper gastric pH. Fatty acids are included to help coat the pancreatin for optimal digestion. These statements have not been evaluated by the Food and Drug Administration.

Call 262-495-2122 or visit www.standardprocess.com.

**Probiotics guide**

The Consumer’s Guide to Probiotics from UAS Laboratories is marketed as an informative, comprehensive, and easy to understand resource on probiotics. Written by S. K. Dash, it cites research on effects of probiotics on IBD, IBS, ulcerative, colitis, Crohn’s disease, peptic ulcers, indigestion, leaky gut syndrome, constipation, lactose or gluten intolerance, food allergies, and other digestive issues.

Call 800-422-3371 or visit www.uaslabs.com.

**Hot/cold packs**

Polar Products Reusable Hot/Cold Packs distributed by Medi-Stim are intended to be heated in the microwave or stored in the freezer. They include one reusable 6-inch by 9-inch nontoxic wrap and one 3-inch by 27-inch elastic hook-and-loop belt, which holds packs on the body while allowing continued mobility.

Call 800-363-7846 or visit www.medi-stim.com.

**Stress aid**

Stress Ease from Organix-South contains adaptogens, ashwagandha, and shatavari. This formula uses ancient Ayurvedic herbs combined with carbon dioxide extracts and hydrophilic extracts, designed to be fast-acting, with results appearing within 15 minutes to 30 minutes.

Call 888-989-6336 or visit http://organix-south.com.

**Orthotics**

The Gait Cycle System by Foot Levelers is a system of shock-absorbing, supportive, and propulsive materials, which are a key component in a variety of Foot Levelers’ custom-made Spinal Pelvic Stabilizers. The product includes zorbacel in the heel to absorb damaging heel-strike shock, a StanceGuard for full weight-bearing support, and propacel in the forefoot to provide a propulsive boost at toe-off.

Call 800-553-4860 or visit www.footlevelers.com.

**Joint supplement**

ArthroAid Plus from Nutra Research Inc. is a complete joint supplement formula designed to offer both pain relief and joint cartilage care. This product contains seven ingredients, including white willow bark extract, glucosamine, Chondroitin, MSM, collagen, Hyaluronic acid, and CM complex.

Call 888-386 8872 or visit http://nutraresearch.net.

---

For a comprehensive, searchable products directory, go to www.ChiroEco.com and click on “Products and Services.”
CRAMPING, SORENESS AND FATIGUE:
CONCEPTS ALL SOON TO BE COVERED SOLELY IN TEXTBOOKS.

If your patient is injured or in chronic pain, it’s time you put your foot down. Through the lifting effect generated by its patented wave-pattern adhesive, Kinesio® Tex Gold™ reduces pressure on nerve receptors. This means that Kinesio® Tex Gold™ has the ability to significantly reduce or eliminate pain in the target area.

Kinesio® Tex Gold™ was designed by Dr. Kenzo Kase to provide therapeutic or rehabilitative benefit for three to five days per application making it ideal for treating patients long after they’ve left a clinical setting. Kinesio® Tex Gold™ is made from gentle materials, does not limit your range of motion and is 100% latex free!
Immune defense
ViraCon from Vital Nutrients is intended to help support and maintain respiratory function, energy, and immune defense. It’s a combination of herbal extracts that are important for supporting healthy immune system function, particularly in the winter months. They are meant to function as potent immune enhancers to help boost cell defense and immune factors.
Call 888-328-9992 or visit www.vitalnutrients.net.

Calorie burner
Celsius Calorie Burning Beverages and Packets are designed to burn 100 calories by raising metabolism and providing sustained energy. They’re also designed to increase loss of fat mass and gain muscle mass and improve endurance. Celsius is made with green tea, ginger, guarana, caffeine, vitamins B and C, calcium, and chromium.
Call 561-276-2239 or visit www.celsius.com.

Skin treatment
Aklarus Blue and Red Combination System from Hill Laboratories Company is developed to treat acne and photo-damaged skin. This product is noninvasive and aims to reduce inflammatory acne lesions. The narrow band blue light helps destroy the P. Acne bacteria while the red light helps penetrate deeper to stimulate cellular mechanisms responsible for tissue repair and regeneration.
Call 610-644-8598 or visit www.hilltherapy.com/aklarus.html.

Electro-magnetic therapy
The Delta Pulse from Magnus Magnetica LLC is constructed to generate a high-powered PEMF, which is intended to penetrate and radiate through the entire area that the magnetic coil is placed, generating vaso-dilation within two minutes.
Call 323-660-5411 or visit www.MagnusMagnetica.com.

Patient education software
Patient Education Software from ACOM Health is designed to show your patients exactly what’s happening with their bodies through precise 3-D images. This product will also help encourage greater compliance of exercises through explanatory, step-by-step videos patients can watch at home. You’ll also help patients understand how their condition evolved and what your plan will accomplish.
Call 866-286-5315 or visit www.acomhealth.com.

Anti-aging formula
HerbaSway Laboratories’ 7 Acai Blend is a formula including seven superfruit antioxidants marketed as having anti-aging properties. It includes fruit from around the world that are intended to provide optimum health benefits and help support healthy and youthful skin. It can be served hot or cold.
Call 866-846-0446 or visit www.herbaswayspa.com.

DVD guide
Traumatic Injuries from Trial Guides is a DVD lecture featuring Dr. Aaron DeShaw, Esq. It’s designed to guide you through advanced medical imaging and how it can be used to prove serious injuries. It looks into how cutting edge imaging proves C1 instability using motion x-ray studies, using the Krakens protocol MRIs to image Alar and Transverse ligament damage.
Call 800-309-6845 or visit www.trialguides.com.

Acupuncture stimulation
TheLaserLift distributed by Products Solutions are FDA approved, Class III-A lasers for acupuncture stimulation. They are 635nm and 532nm wavelengths and feature laserlift tips, which were developed by chiropractors. The tips are designed to afford a safe, sanitary application of the lasers while helping shield the doctor and patient from harmful scattered laser radiation, thus aiming to eliminate potential retinal exposure.
Call 719-201-8581 or visit www.thelaserrlift.com.
PARKER SEMINARS

MONTREAL
May 20-22

ITALY
June 24-26

DALLAS
September 23-25

LAS VEGAS
January 2011

2010 Upcoming Seminars
www.parkerseminars.com | 888.727.5338
“I did a lot of things to stay in the game, but regular visits to my chiropractor were among the most important.”

NFL Football Legend & “Dancing with the Stars” Celebrity

— JERRY RICE

Jerry Rice, one of the game’s most durable players, a 13-time Pro Bowl football player who owns 38 career records and three Super Bowl rings, shares his positive experiences with chiropractic care.

“I am proud to communicate with the American public about the value of chiropractic care. Professional football is a very rough and vigorous sport, and I attribute my longevity and durability to a vigorous exercise program and chiropractic adjustments. Chiropractic gave me the edge to succeed, not only on the gridiron but also on the dance floor.”

He continues to rely upon chiropractic adjustments to keep himself healthy and active.

Learn the facts about chiropractic care and its vital role in America’s well being. Visit www.yes2chiropractic.com
Deep Muscle Stimulation • Reduces Tension
Relieves Pain and Stiffness

Introduce your clients and practice to the ULTIMATE SERIES
110-220 that delivers the best in soft & deep tissue massage.
The H2Omassage bed combines whirlpool treatment, heat and
massage, into a single adjunct modality. Increase your patient
load and patient compliance by increasing efficiency and
productivity with uninterrupted operation.

2010 Catalog
Call Now For Your Free Catalog

If you have any questions,
please call our office and ask
to speak to one of our executive
sales reps.

www.H2OMed.com 866.783.0668

The New Cervical Decompression
NECK FIXER

Patient controlled. Inflates safely, evenly to comfortably
decompress and stretch discs for immediate and cumulative
relief of neck, arm and shoulder pain, and cervico-brachial
neuritis. Professional Price: $47 plus shipping.
1-800-874-7715

Get More Referrals......Prescribe

Schiem
The Shape That Fits

We have three patents to
back you up!

Back Support Belts
• PATENTED hip and rib contour for extra comfort
• PATENTED one way velcro closure for exact fit
• PATENTED downward angle design
• Lumbar and lumbo/sacral series
• Wide in front for extra abdominal support
• 2 year warranty
• Sizes up to 5XL

Sacralic Belt
• Non-slip webbing interior
• 3" Woven cotton shell
• Dual closure tension straps

“Make More Cash!”
FREE Cash Practice®Mini-Course

Cash Practice® Systems gives you
the ability to create payment plans
for your care, process recurring
auto-debits and send email mar-
keting campaigns in one seamless
integrated web application.

The Cash Plan Calculator®, Auto-
Debit System® and Drip-Education®
Email Marketing Systems are avail-
able by month-to-month member-
ship to CashPractice.com for only
$97 per month.

We Had Our Best Collections Ever!
Dr. Dennis Nowack

Absolute Must Have
Technology!
Dr. Jason Deitch

Use Cash Practice®, You’ll be Thrilled!
Dr. Noel Lloyd

More Patient Sign-Ups for
Bigger Case Fees.
Dr. Russ Rosen

CASHPRACTICE®
Cash Plans, Auto-Debits & Email Marketing

Live Personal Demo - Call Today
www.CashPractice.com 877.FIFTY.50

CASHPRACTICE®, CashPlan Calculator®, Auto-Debit System® & Drip-Education® are registered trademarks of Cash Practice Inc.
ASSOCIATE WANTED

MDs for DCs
MDs AVAILABLE in every specialty who want to work with you. Complete MD/DC practice startup, MD training, and ongoing support. Call today to speak to Marc H. Sencer, MD, President and Founder.

1-800-916-1462 or visit www.MDsforDCs.com

MARKETING

TAKE ACTION NOW... I show Passion and Purpose Driven Doctors how to Systematize perpetual income flow Utilizing the Internet and personal development... on Your Time. www.scottocletti.com

MISCELLANEOUS

CHIROPRACTIC MISSION TRIPS: Nov. Trinidad/Tobago-Full Dec. Cuba-Full Jan.1-5, 2010 Haiti Limited Space available Jan.6-10 Dom. Republic LSA February Trinidad/Cuba-Full April-Cuba LSA Visit www.mission-chiropractic.com or write chirorye@aol.com for more info

NUTRITION

Wobenym® N
A Doctor’s Supplement

Natural Support for immune, joint, muscle and tendon health.

1.800.245.4440 www.douglaslabs.com

S.A.M.* Since 1984
Over 11,000,000 New Patients and Thousands of Practices Built Worldwide!
1-800-724-3223 or MoreNewPatients.com

Every ad that runs here, also runs on our Web site:
www.ChiroEco.com

PRACTICES FOR SALE

MULTIPLE COASTAL FLORIDA OFFICES FOR SALE. Established clinics + newer satellite clinics available. Collections from $10K-$65K per month. Fully staffed and equipped clinics. Pain Management Physician also available for co-coordinating patient care when needed. e-mail: DocPacko@aol.com

PRACTICE MANAGEMENT

DISABILITY CLAIMS ADVICE PROVIDED
ART FRIES, RHU
1-800-568-1911
www.afries.com
friesart@hotmail.com

CHIROPRACTIC BILLING AND COLLECTIONS
Is your firm under paid?! Not getting paid in these tough economics times?! Let HMR Inc. make a positive influence and conduct and efficient process in your cash flow. For information on collecting your past due receivables please contact Mr. G. Hernandez. Phone: 845-343-9600 Fax: 845-343-9614 Website: www.HMRmedical.com

PRODUCTS


Correct the Curve!

Triple the Equipment... Triple the Results!
Tri-Flex® provides a total-body, 3-in-1 workout system for your office

Includes:
• NECKSYS® for cervical rehab
• BACKSYS® for thoracic/lumbar rehab
• Thera-Ciser® for extremities

1.800.553.4860
Call today!

DON’T MISS A SINGLE ISSUE!
Our free, bimonthly newsletter provides students with information on starting their own business, managing their finances, preparing for their career, attracting patients, and more. To sign up FREE, log on to www.studentDC.com

www.ChiroEco.com
Vol 56: Issue 1 • January 21, 2010

To place an ad call Tina Farber at 904-567-1551
PRACTICE OWNERSHIP

HAVE YOUR OWN SUCCESSFUL OFFICE NOW! FOR DETAILS CALL 1-800-300-2205 or visit us at www.chapmanmanagementcorp.com

PRODUCTS

ADD 2 PROFIT CENTERS FOR $1500 Ion Cleanse footbath, single diode, 5 mw cold laser plus Dr. Winchester instructional DVD on integrating muscle testing, detoxification and nutrition into your practice. CALL Dr. Shelly Dowling – 877-315-8638.

SUPPLIES

Dress Your Patients for Success!

denise lynn

PATIENT EXAM APPAREL

Premium Quality Best Selection Factory Direct

Starting at $99 per dozen

Professional Suppliers 1-800-332-4696 www.professionalsuppliers.com Serving Chiropractors for 35 Years

All-in-one Joint Supplement

Reduces pain and helps support healthy joints

ArthoAid Plus™ Over 10 Years Supporting Chiropractic Patients

Contains Natural Pain Reliever (White Willow Bark Extract), Natural Joint Building Blocks (Glucosamine, Chondroitin, MSM, Collagen, Hyaluronic Acid) and a Powerful Nutraceutical (CM Complex)

CALL TODAY.
YOUR PATIENTS WILL THANK YOU OR WE GIVE YOU YOUR MONEY BACK!

Nutra Research Inc. 888-386-8872
Check out the science and research behind it! www.nutraresarch.net

Our Customers Walk All Over Us

And We Like It That Way!
The Metascan is a complete diagnostic software that is totally unique to Footmaxx.

1.800.779.3668
Call us today to get the Metascan in your office!
Table companies

Legendary Quality
Hill Anatomotor Massage/Traction. Starts at $2095

but we just k

Now entering our 65th Year...........

HA90C Drop Table
Starts at $2095

Air90C Air-Drop Table
$4995

A-F-T Automatic Flexion Table
Starts at $4595

Every Hill Table is made-to-order according to your specifications,
backed by a one-year warranty and the Hill tradition of value and customer service.

Call now for a Hill representative in your area and for details on our leasing programs.
come and go...

Progressive Innovation
Air-Flex Flexion-Distraction. Optional Auto-Distraction for Decompression. Starts at $4295

keep on going.

and Fourth Generation.

Repex Table
$8500

Evolution Decompression Table
Call for Pricing

Hill HiLo Table
$2995

A Chiropractic Institution Since 1945.
1-877-445-5020 • www.HillLabs.com
We believe in the power of technology.

By listening to doctors who use our Associate® Platinum scanner technology, we created a new version of the software — one that makes it faster and easier to recommend the Spinal Pelvic Stabilizers patients need.

INTRODUCING THE ASSOCIATE PLATINUM VERSION 7

• Scans patients faster
• Shows patients that their feet are the foundation of the kinetic chain
• Allows patients to better understand the benefits of Stabilizers
• Makes it easier for doctors to recommend the right Stabilizers for each patient
• Can be operated by anyone on staff

For 58 years we’ve been giving chiropractors just like you the tools they need to help patients feel better, longer.

We believe in you.
We want you to believe in us.
Call 800.553.4860 (USA)
800.344.4860 (CAN)
FootLevelers.com

Visit us at Parker Vegas to take advantage of our exclusive seminar prices and free giveaways! You will not want to miss the deals - plus an interactive sneak peek of V7.