

ON THE AGENDA

NYS CA

June 2019

New York State Chiropractic Association

NYS CA SUPPORTS MEDICARE PARITY



PRESIDENT'S REPORT

Jason Brown, D.C.

NYSCA OFFICERS

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Jason Brown, DC [Region 3]
president@nysca.com

Vice President

Lloyd H. Kupferman, DC [Region 2]
vicepresident@nysca.com

Recording Secretary

Gerald Stevens DC [Region 4]
secretary@nysca.com

Communications Secretary

Chris Piering, DC [Region 4]
comm.secretary@nysca.com

Treasurer

Anthony M Palumbo, DC [Region 1]
treasurer@nysca.com

Past President

Louis Lupinacci, DC [Region 2]
pastpres@nysca.com

DIRECTOR ROSTER

Malcolm Levitin, DC - Director - Region 2
doclevitin@aol.com

Joseph I Lezamiz, DC - Director - Region 2
drlezamiz@gmail.com

Joseph R. Merckling, DC - Director - Region 2
mercklingdc@optonline.net

Bruce A Silber, DC - Director - Region 2
silberfive@aol.com

Robin A. Stein, DC - Director - Region 2

Robert Brown, DC - Director - Region 4
lcodc@aol.com

John P Gerlach, DC - Director - Region 4
jgerlachdc@gmail.com

Amorette B. Smith, DC - Director - Region 4

Mariangela Penna, DC - ACA Affiliate Director
acadelegate@nysca.com

NYSCA STAFF

Executive Director - Karl Kranz, DC, Esq.
ed@nysca.com

Controller - Elizabeth Kantrowitz
controller@nysca.com

Executive Administrative Assistant -
Ms. Antoinette Kranz | antoinette@nysca.com

WELCOME NEW MEMBERS

The NYSCA would like to welcome new and returning members! Your participation in professional organizations is essential to the advancement of our work for our members and our patients. Thank you!

Gary Carr, DC, D-10
Kendra Clark, DC, D-17
Rick Debiase - Affiliate OS
Angelo Dimaggio, DC, D-5
Raymond Doner, DC, D-17
Sheryl Drake, DC, D-10
Philip Gura, DC, D-6
Mark Heyligers, DC, D-1
Aidan Kaye, DC, D-15
Michael Kolansky, DC, D-6
Gleb Koslove - Affiliate OS
Alyssa Lloyd, DC, D-7
Samuel Lobell, DC, D-6
Janelle Martin, DC, D-17
Dominick Senzamici, DC, D-4
Andrew Terrotola, DC, D-4
Brian Yonks, DC, D-7

STUDENTS

Nathalie Sodhi - D'Youville
Zeryab Khan - D'Youville
Amanda Palumbo - D'Youville
Shaniece Cathay - D'Youville
Neli Daneshvar - D'Youville
Virsika Yogeswaran - D'Youville
Desiree Smith - D'Youville
Jake Eberth - D'Youville
Shawn Noaman - D'Youville
Kyle Moslow - D'Youville
Benjamin Gadsby - D'Youville

Heather Heim - NYCC
Jesus Rio-Quinones - NYCC
Matthew R. Nesheiwat - NYCC
Brett Poniros - NYCC



NYSCA

2019 CONVENTIONS

Save the Date

New York State Chiropractic Association

2019 Fall Convention & NYCC Centennial Celebration

September 20-22, 2019

New York Chiropractic College
2360 State Route 89, Seneca Falls, NY

2019 Fall Symposium

October 26, 2019

Hilton Garden Inn Troy
235 Hoosick Street, Troy, NY

Benefit from first-rate continuing education programs covering topics in industry, insurance, no-fault, workers' compensation, and practice management. These events offer educational seminars, license renewal, exhibits, and special guest speakers in family-friendly venues.

Online Registration, Hotel
Reservations, Event Schedule and
Event Agenda Coming Soon!



NYSCA

**PRESIDENT'S
REPORT**
Jason Brown, D.C.

Spring is always a busy time for the NYSCA. We had an exceptional convention in March at Mohegan Sun. Stellar speakers delivered great content CE credits to the attendees and as always, we thank our vendors for their support. NYSCA's luncheon featured some impactful remarks from NYCC President, Dr. Mike Mestan, ACA Legislative Chair and Past President Dr. Keith Overland, and Texas Chiropractic President Dr. Devin Pettiet. We thank each of speakers for sharing their vision for the profession. Members in attendance were reminded of the bright future for chiropractic education, the need for Medicare changes on the national level, and the pressing need to modernize our scope so it matches our education and training. NYSCA District 17 (Buffalo area) was awarded NYSCA District of the Year and Dr. Robert Martin was honored with a Lifetime Achievement Award.

Our Board meetings were also highly productive. Some of the main issues included our legislative agenda, unity, and updating of the NYSCA website. On the legislative front the profession continues to advocate and act in a unified manner through our Joint Legislative Task Force. Together we organized a lobby day with current chiropractic students, representing the next generation of chiropractors, helping NYSCA and Council Board members carry our message. Joint lobbying efforts included continued support for the Partnership Bill, Modernization of Scope of Practice, and efforts to promote chiropractic as a safe, effective alternative to opioid prescriptions. Following our lobbying efforts a bill was then introduced by Senator Rivera recommending alternative treatments, such as chiropractic, prior to opioid prescription. We will support this bill and continue to shine light on chiropractic as an alternative to the darkness of addictive prescriptions.

As we have for many years, we continue to work towards Unity. We are pleased to report that our progress has been reenergized. Some of the outstanding issues have been addressed and a joint Unity meeting is planned for mid-June. We will keep you posted of further developments.

On the membership front, we continue to look for candidates

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May 2019 New York Chiropractic Lobby Day

By Mariangela Penna, DC - NYSCA Legislative Chair



On May 14, 2019 members of the Board of Directors from the New York State Chiropractic Association and New York Chiropractic Council held a joint legislative task force lobby day with students from New York Chiropractic College. Appointments were arranged and the day coordinated by NYSCA lobbyist Amy Kellogg with the assistance of Council lobbyist Perry Ochacher and students were coordinated with NYCC through faculty advisor Dr. William Lauretti and SACA (student) chair James Walters. The day began with the group being addressed by Assemblyman Lentol and Senator Gaughran, sponsors of our scope modernization bill. We then broke into groups and had 37 meetings arranged, mostly with members of the Higher Education Committee in both the Senate and Assembly.

Meeting with the legislators in groups with students was a terrific experience. The students were engaged and enthusiastic and well-spoken on the various bills we have submitted from the student perspective. They explained the difficulty of deciding to practice in this state, which for some of them is home, where they cannot practice to the fullest extent of their education and their choices for practice styles are limited as partnerships with medical colleagues and full integration is not allowed. The poise and confidence with which they spoke gives us hope for the future leaders of this profession. It is our responsibility to work toward improving the laws to keep these soon-to-be doctors here in NY not only for the future of the profession but for all the patients who would benefit from the full spectrum of services a chiropractor can and should be allowed to provide.

I would be remiss if I didn't of course thank those students who took time out of their day and traveled from the Rochester and Buffalo regions to participate in this lobby day. We look forward to doing this again and working with you in the future!



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We are proud to be a Premier Sponsor of the New York State Chiropractic Association.

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NYSCA 11160

NYSCA SUPPORTS MEDICARE PARITY

As you are aware, the ACA has submitted legislation to increase Medicare coverage for our profession in November 2018. This bill would allow Medicare beneficiaries to access the full scope of chiropractic coverage. This bill does not take away or add new services to Medicare, these are services already reimbursed when provided by other healthcare practitioners that chiropractors are also licensed to provide. This bill modifies the language in federal law that limits chiropractors to manual manipulation of the spine and allows for us to be covered for all services provided in our state scope of practice laws, just like any other healthcare practitioner. This bill will take time to pass as do many of the laws that affect changes in insurance coverage and scope of practice. In addition, other federal laws and regulations that limit chiropractic coverage will need to be updated. These include those that guide nutrition, wellness exams and one that allows an opt-out for Medicare participation. New York is among the states that signed on to support this initiative in an open letter to Congress urging this change.

While Medicare patients may only encompass a small portion of practice for some of us, Medicare's impact on the practice of health care as well as provider reimbursement is significant—and will become more so as the baby boomer generation continues to age. Medicare serves as a model for private insurance plans and currently serves more than 55 million individuals and various projections forecast the number of people age 65 or older increasing by about one-third over the next decade. The time for change is now!

What can you do?

What You Need to Do

1. Ask your patients and supporters to visit www.acatoday.org/equality to sign the petition and have their voice heard in Washington. We need to let the White House and members of Congress know that the time for Medicare equality for chiropractic patients is now. (Ex: Have a laptop or iPad available with the website on screen at check-in.)

[View the online petition](#)

2. As an alternative, you may also print out a paper petition that you can have patients sign, and fax or mail back to ACA. To comply with HIPAA regulations, you will need to have your patients complete and sign the petition, then you will need to make three copies: one for your patient to keep, one to put into their patient record, and one to mail or fax back to ACA at 1701 Clarendon Blvd, Suite 200, Arlington, VA 22209 or 703-243-2593.

[Download the paper petition](#)

Names and other information will be protected and not sold or shared with any third party. Individuals who join the petition will be sent periodic Action Alerts to let them know when and how to contact their members of Congress to advocate for unimpeded chiropractic inclusion in Medicare. They will also receive ChiroHealth, a monthly e-newsletter containing health and wellness tips and information.

DISTRICT 3 PROMOTES CHIROPRACTIC ACTION

The New York State Chiropractic Association (NYSCA) Queens District 3 has embodied the spirit of promoting the Chiropractic profession by providing ACA memberships to dedicated NYSCA members. NYSCA District 3 realized the importance of a strong National Association to go along with a strong State Organization—and there is certainly strength in numbers. The NYSCA and the ACA have a strong working relationship. The District felt it necessary to promote membership in the ACA to go along with membership in the NYSCA. Since 2015, NYSCA District 3 has carried on a tradition of providing ACA memberships to active NYSCA members in a “drawing” at every meeting that followed the NYSCA's annual March convention. Since 2015, District 3 has provided 7 ACA memberships to lucky NYSCA members.



In this photo the two most recent winners (holding their ACA applications) along with NYSCA leaders are pictured from left to right: Dr. Donald Keith, Dr. Joseph Lezamiz (NYSCA Director), Dr. Anthony Palumbo (NYSCA Treasurer), Dr. Sang-woo Mah



The Time is **NOW**

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Your Vote, Your Voice

NEW YORK STATE CHIROPRACTIC ASSOCIATION

BOARD OF DIRECTORS AND HOUSE OF DELEGATES ELECTION

2019 Board of Directors Election Results

The New York State Chiropractic Association is proud to announce the results of our May 2019 elections.

The following individuals have been elected to serve on the Board of Directors:

- Joseph Campisi DC — Region 1
- Angelo Ippolito DC — Region 1
- Joseph Lezamiz DC — Region 1
- Robert Martin DC — Region 3
- Robert DeSantis DC — Region 3
- Michael O'Leary DC — Region 3

The following individuals have been elected to serve as NYSCA Officers:

- Jason Brown DC, President
- Lloyd Kupferman DC, Vice President
- Gerald Stevens DC, Rec. Secretary
- Chris Piering DC, Comm. Secretary
- Anthony Palumbo DC, Treasurer

These will be joining our current Board of Directors incumbents:

- Louis Lupinacci DC—Past President
- Joseph Merckling DC—Region 2
- Bruce Silber DC—Region 2
- Robin Stein DC—Region 2
- Robert Brown DC—Region 4
- John Gerlach DC—Region 4
- Amorette Smith DC—Region 4

Additionally, Mariangela Penna DC will continue to serve as the ACA Affiliate to the Board of Directors.

We would like to take a moment to thank our outgoing directors for their hard work and fine efforts in supporting the NYSCA and the interests of Chiropractic in New York.

- Malcolm Levitin DC — Region 2
- George Rulli DC — Region 2

The terms of office of the newly elected board members will take effect as of June 1, 2019. The NYSCA thanks all the candidates that participated in this year's election and sends its congratula-

tions to the nominees selected.

To learn more about the NYSCA Election process, visit www.nysca.com/elections.asp

NYSCA Governance

The NYSCA is governed by a democratically elected Board of Directors and House of Delegates. All governing officials are licensed Chiropractors who volunteer their time and efforts and pay full membership dues. Many of these officials also serve on committees, often more than one, which are tasked with specific projects as needs arise.

Further, New York State is divided into seventeen regional districts, each having its own elected officials and hosting monthly meetings and events. Each active district has representation in the House of Delegates to ensure that your voice is heard.

NYSCA Elections

Election of Executive Officers, as well as election of Directors in Region 1 and Region 3, occurs in May of each odd-numbered year. Election of Directors in Region 2 and Region 4 occurs in May of each even-numbered year.

Ballots for Board of Director / Executive Officer positions are mailed to all eligible members at the beginning of each May.

Those nominees elected to the office will assume the duties and responsibilities of their office at 12:01 AM on June 1

Questions?

If you have other questions about the election process, are interested in serving your profession as a member of the NYSCA Board of Directors, or wish to nominate someone with leadership abilities, please contact the NYSCA president at president@nysca.com.

NYSCA Committees

At the House of Delegates meeting held in March 2017 in conjunction with the 2017 Spring Convention, NYSCA Delegates voted affirmatively to revise the governance of the New York State Chiropractic Association.

This is a major change that has transformed the New York State Chiropractic Association to better serve the needs of our members in meeting the challenges of the changing healthcare environment. These changes have made the NYSCA a more efficient and cost effective organization.

In conjunction with this change, there have been updates to the permanent (standing) committees:

1. Clinical Practice Committee
clinicalpracticecommittee@nysca.com
2. Membership Recruitment, Retention and Benefits Committee
membershipcommittee@nysca.com
3. Education Committee
educationcommittee@nysca.com
4. Health Benefit and Insurance Relations Committee
insurancecommittee@nysca.com
5. Legislative Relations Committee
legislativecommittee@nysca.com
6. Rules, Revisions, and Policy Committee
rrpcommittee@nysca.com
7. Ethics Committee Ethics, Professional Conduct & Peer Review
ethicscommittee@nysca.com

For details on the functions and duties of the permanent committees, please visit us online at www.nysca.com.



A Modernized Website Experience

To better serve our members, the NYSCA is excited to announce that we are upgrading NYSCA.com to a new web platform in mid-June 2019.

Included in this website renovation are enhanced security features that better protect the personal data of our members. There will also be many new features that improve communication and enhance your experience as a NYSCA member, including:

- A faster and more responsive site
- An improved mobile experience
- Simpler navigation
- Better search functionality
- Increased communication from the central office and between members

Website Access – Username and password

When the change goes live, you can expect to receive an email notification, informing you of your username and prompting you to log in and update your password. If you do not have an email address on file with the NYSCA, or you prefer to receive your invoice at a different address, please contact the administrative office at 518-785-6346.

Membership Invoices Update

With this change, the NYSCA will no longer be postal mailing dues invoices. Please expect that 28 days prior to your membership renewal date you will receive an EMAIL with your dues invoice attached. The email will also contain a link which you can follow to renew your membership online, or you may choose to print the invoice and return it with a check payment.

Auto-pay: If you have previously set up your membership for auto-renewal, please remember to sign in and confirm your preferences to continue with this payment option.

Please update your profile in NYSCA's Find-A-Doctor Database

Once this update goes live, we request that you take a moment to log into the members' only section of the NYSCA website (www.nysca.com) & update your profile. On your profile dashboard, you can update your user name, password, personal and practice details – anything that you would like to use to distinguish your practice.

Be sure to list your specialties!

We have had many requests from patients looking for a chiropractor who uses a specific technique or therapy, or who treats a specific condition. Please be sure to update your profile to include this. If your specialty is not listed, please give us a call at the administrative office for assistance.

What information is shared publicly and with patients?

Basic information regarding your practice (doctor name, business address, website address, and phone number) can be viewed on NYSCA's Membership Directory (available online to members only) or in the Find-a-Doctor online searchable database.

I don't want my email address to be available to the public.

No problem. The NYSCA is committed to safeguarding the privacy and confidentiality of information collected from members and other users. It is the NYSCA's intention to do all it reasonably can to make sure your information is kept strictly private and confidential. Therefore your email address will never be shared with a third party without your express permission.

Need Assistance?

If you don't have your NYSCA login ID or password, feel free to contact us at 518-785-6346 Monday through Friday between 9:00 am and 5:00 pm EST or by email at manager@nysca.com.

We hope you enjoy the new site and look forward to any comments or suggestions you might have for us!



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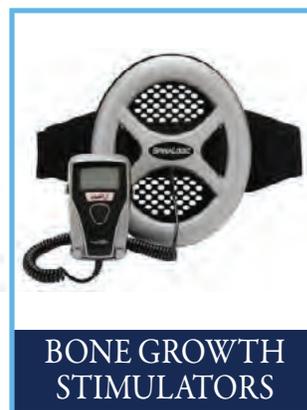
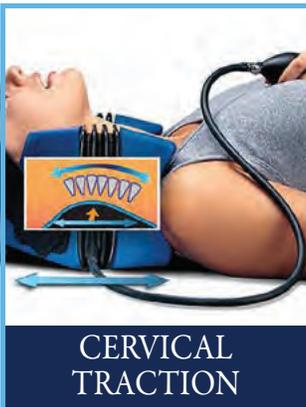
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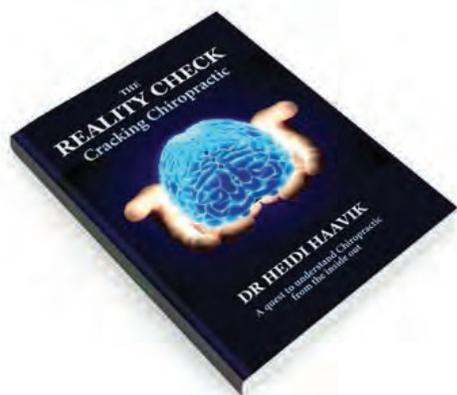
EFFECTS OF AN ADJUSTMENT

By Dr. Heidi Haavik BSc(Physiol), BSc(Chiro) PhD | Dr. Kelly Holt BSc, BSc(Chiro), PGDipHSc, PhD

Recent scientific studies are revealing a new understanding about how chiropractic spinal adjustments work. Today, over a hundred years on from the first chiropractic adjustment, we know much more about how the brain and the rest of the central nervous system functions. And we are beginning to understand the big picture of how chiropractic adjustments really work.

What is a subluxation?

Chiropractors adjust dysfunctional segments in your spine called subluxations. Originally, many people thought that dysfunctional 'subluxated' spinal segments were 'out of place', or misaligned, and that this put pressure on the nerves exiting the spine. We now know that this theory is not really the best way to describe what a subluxation is. We have come to understand that we don't really put bones back in place when we adjust the spine. A vertebral subluxation is not so much the condition of a bone being out of place; it is more that a bone is functioning or moving in a less than ideal way – in a manner that is not 'normal' for the body.



The Reality Check Book

If you would like to know more about this cutting-edge chiropractic research, Dr. Heidi Haavik has written a book about it called *The Reality Check: A quest to understand Chiropractic from the inside out*. Available for purchase at heidahaavik.com

A recent wave of scientific discovery has quite clearly revealed that the brain retains its ability to adapt to its ever-changing environment throughout life. It has also become clear to neuroscientists how important it is for our brains to maintain an accurate and up-to-date inner 'map' of the location of our muscles and joints in 3D space. Without this inner map, our brain is unable to properly control our body.

Spinal function seems to be one factor the brain uses as part of its integration of all information to create your inner virtual reality.

If you think about it, it's really very simple. Most of what you perceive as reality is simply what your brain considers reality to be, or your brain's translation and interpretation of all the infor-

mation it gets from its sensory receptors (in your ears, eyes, skin, muscles, etc.). With this in mind, can you be sure that what you see is a complete and accurate reflection of what is in front of you? Neuroscientists know that this is not the case. For example, our eyes interpret the color of an object based on what color we think it should be, which is influenced by the color of nearby objects. Our brain basically fills in the gaps, as needed, based on past experiences and expectations.

This is where chiropractic comes into the picture. Research indicates that vertebral subluxations lead to changes in the information that part of the spine sends to the brain. Instead of the brain receiving information that the subluxated spinal segment is moving as it should, it will get different information. It may get information that the subluxated segment is moving more than 'normal', not moving much at all, or just moving differently to 'normal'. What's really interesting is that when spinal segments don't move properly it influences how the brain perceives and responds to other sensory information. Spinal function seems to be one factor the brain uses as part of its integration of all information to create your inner virtual reality. When this happens it can result in a breakdown in proper movement control that influences human performance and can end up causing pain and other dysfunction.¹



Klutz syndrome

Chiropractic care plays a role in assisting those who display poor proprioceptive function which has been dubbed 'Klutz Syndrome'. Proprioception means your brain's ability to know where all your body parts are when you close your eyes. You rely on this sense to be able to move without making mistakes. If a subluxation alters your inner map your proprioceptive function will be

Continued on page 25

As the Opioid Epidemic Rages On, Chiropractic Care is Recognized As A Safer Option for Pain

by Sherry McAllister, DC, executive vice president, Foundation for Chiropractic Progress



The opioid epidemic continues unabated. According to the Centers for Disease Control and Prevention (CDC), in a span of 17 years (1999-2016), more than 350,000 people died from an overdose involving opioids.

Sales of prescription opioids in the U.S. nearly quadrupled from 1999 to 2014, yet there has been no overall change in the levels of pain Americans report. In 2016, the number of overdose deaths involving opioids (including both prescription and illegal opioids) was five times higher than in 1999.

In 2017, the Department of Health and Human Services (HHS) declared the opioid epidemic a public health emergency and announced a 5-Point Strategy to fight the opioid crisis. Unfortunately, the numbers since then have not improved. Since Q3 2016 through Q3 2017, the number of opioid deaths has increased approximately 30 percent, according to a recent report from the CDC.

While the nation's attention on the opioid epidemic has heightened, interest in options for non-pharmacological care for pain has also increased. More consideration is being given to chiropractic care as a safe, effective, drug-free solution – especially for people with low back, neck and headache pain. Doctors of chiropractic (DCs) are specifically trained to diagnose, evaluate and provide non-pharmaceutical care and rehabilitation to individuals suffering from acute, subacute and chronic back, low back and neck pain, headaches, neuro-musculoskeletal conditions and other related syndromes.

The Foundation for Chiropractic Progress (F4CP) has released its Opioid Toolkit 3.0. This toolkit will provide the necessary resources to effectively tackle the opioid epidemic, including the Foundation for Chiropractic Progress' (F4CP) (www. f4cp.org) landmark positioning paper in eBook format, 'As the Opioid Epidemic Rages On, Chiropractic Care is Recognized As A Safer Option for Pain,' as well as print advertisements, infographics, social media postings, public service announcements and more!

To download the toolkit, visit: <https://www.f4cp.org/opioid-toolkits/toolkit-3/>



New patients are looking for you!

From the Foundation for Chiropractic Progress

But, they won't be able to find you if you don't update your Directory listing!

As a member of the Foundation for Chiropractic Progress (F4CP), you receive a listing in the Foundation's National Find-A-Doctor Directory. When patients search for a doctor of chiropractic in their local area, they will find you!

In addition, all of the F4CP's national marketing promotions, including billboards, train wraps, print advertisements and more, feature a link to the Directory to help connect patients to you and the care that you provide.

If you haven't already done so, please visit www.f4cp.org to create an account and optimize your listing to ensure patients can find you!

To get started, please enter your email and click "I Forgot My Password." A temporary password will be emailed to you.

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NYSCA Conventions

Continuing Education Opportunities of the Highest Caliber

Save the Date for the New York State Chiropractic Association

2019 Fall Convention & NYCC Centennial Celebration

September 20-22, 2019

New York Chiropractic College | 2360 State Route 89, Seneca Falls, NY

We invite you to participate in NYCC's Centennial Celebration "Learn, Connect, Lead."

New York Chiropractic College (NYCC) and the NYSCA have announced the first-ever joint NYCC homecoming and NYSCA Fall Convention to be held at NYCC's Seneca Falls campus. The homecoming—known this year as the Centennial Celebration since NYCC is celebrating the 100th year of its founding—and the convention will feature continuing education opportunities for healthcare professionals, guest speakers, networking and social events, exhibitors, and more. Its innovative format will include plenary sessions, panel discussions, and breakout sessions with panelists, promising a rich and varied educational experience for attendees.



Dr. David Graber



Dr. Christine Foss



Dr. Donald Murphy



Dr. Karyn Marshall



Dr. Jack Barnathan



Dr. Hunter Mollin



Dr. Paul Dougherty



Dr. Mary Balliett



Dr. Anthony Palumbo



Dr. Jason Brown



Dr. William Lauretti



Dr. Chris Montanaro



Dr. David Seaman



Dr. Peter Nickless



Dr. SanHua Leng



Dr. Lisa Bloom



Dr. Robert Ruddy

Among the speakers and presenters at this unique Centennial event are Dr. Jack Barnathan, who will be giving the keynote speech on Sunday morning (Sept. 22); Dr. Christine Foss, who will be presenting on Sports Medicine; Dr. David Seaman, who will address nutrition; and Dr. Don Murphy, who will discuss primary spine care. Other topics to be addressed during the Centennial Celebration will be acupuncture and integrative health systems. Additionally, as the College has played an influential role in chiropractic and other healthcare professions from 1919 to the present day, some of the school's educational, research, evidentiary, and historical contributions to healthcare will be examined.

For questions regarding alumni programs, email Diane Zink at dzink@nycc.edu, or call Alumni Relations at 800-234-NYCC (6922), extension 3065.

Registration will begin in July online at www.NYCC.edu

Registration Fee: \$40 per person (\$20 per student). Tuition Fee: \$17 per CE/PDA

Please note: Late registration fee applied after 12:01 AM (ET) Friday, September 20, 2019.

Weekend registration includes breakfast, lunch, and breaks Saturday and Sunday

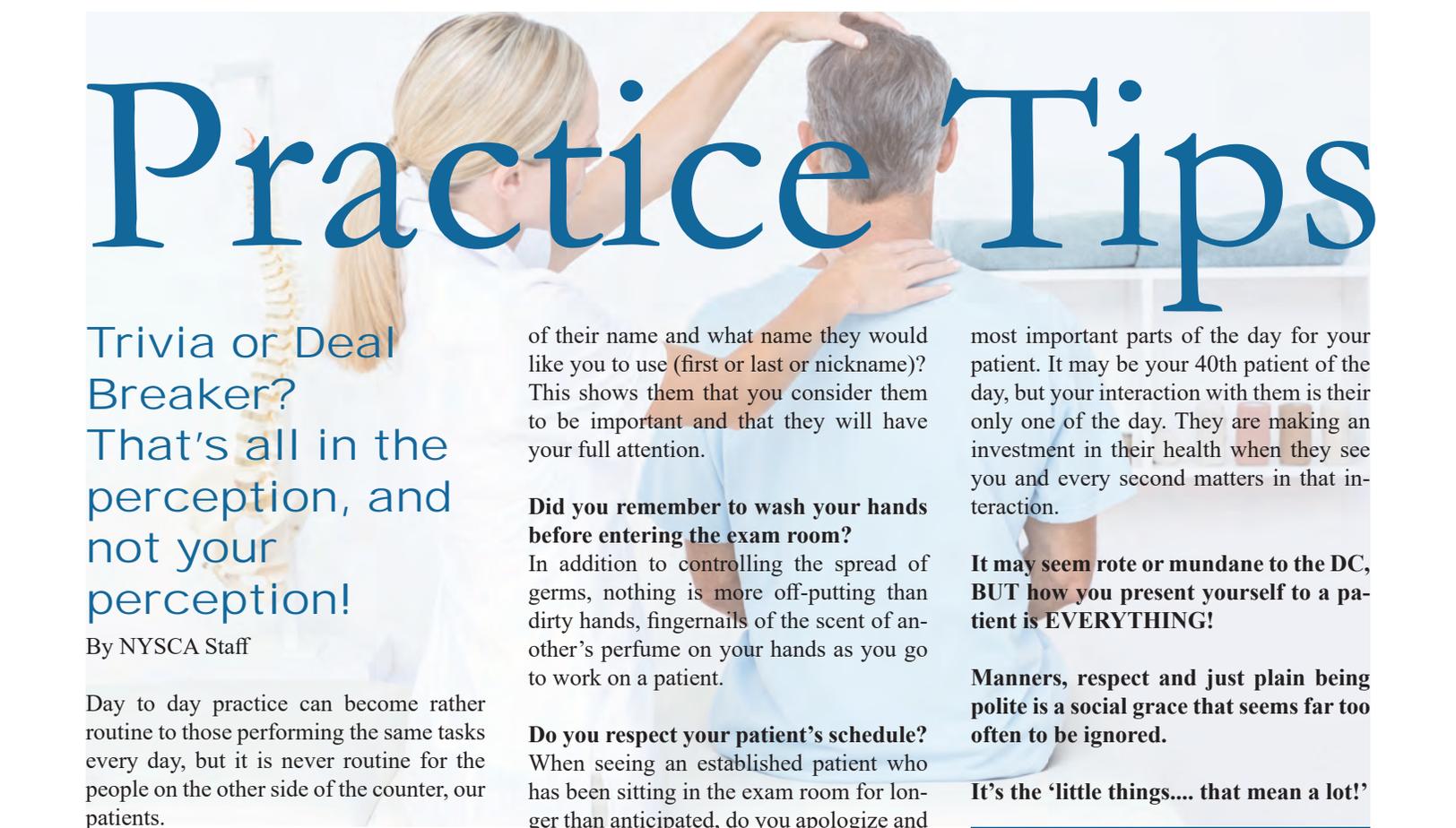
Please visit www.NYCC.edu/Centennial for more information. NYCC Graduates, please register through the Alumni Connection portal at: <http://alumni.nycc.edu>.

Rooming

Please visit www.nycc.edu/centennial for rooming information. Reservations must be made by 08/20/19.

The NYCC Postgraduate Department makes every attempt to offer programs as publicized. We nevertheless reserve the right to alter and/or adjust program details, including but not limited to dates, locations, times, instructors, and presentation sources and sequences. You are encouraged, therefore, to contact the NYCC Postgraduate Department to confirm program details before attending sessions. NYCC is not responsible for expenses and/or consequential damages suffered by registrants of altered programs.

License Renewal: Appropriate applications relating to credit hours for license renewal in selected states have been executed for this program. For information regarding these applications, please contact the NYCC Postgraduate Department at 1-800-434-3955, ext. 3551. We are committed to providing you with the highest quality continuing education opportunities, not only allowing you to meet your licensing requirements, but also to better yourself both professionally and personally.



Practice Tips

Trivia or Deal Breaker? That's all in the perception, and not your perception!

By NYSCA Staff

Day to day practice can become rather routine to those performing the same tasks every day, but it is never routine for the people on the other side of the counter, our patients.

Some of the seemingly trivial things can get by in day to day practice and be overlooked by the staff of a busy office but stand out like a red herring to a person with a different perspective.

Here are a few things to consider when going about our day to day in office duties.

Does your greeting set a positive tone?

When meeting a patient for the first time - do you introduce yourself by looking them square in the eyes while shaking their hand firmly?

This little act instills confidence and a sense of well being in a person who does not know what to expect and may be very nervous or in pain.

Is your staff well trained and professionally attired?

You only have one chance to make a good first impression!

Knowing what to say on the phone and in the initial visit sets the tone for your relationship with a patient.

A poorly trained or careless staff can sabotage your best efforts.

Invest in your staff and their training.

If you take good care of your staff, they will take care of you.

Do you acknowledge the Person?

Do you ask them the correct pronunciation

of their name and what name they would like you to use (first or last or nickname)? This shows them that you consider them to be important and that they will have your full attention.

Did you remember to wash your hands before entering the exam room?

In addition to controlling the spread of germs, nothing is more off-putting than dirty hands, fingernails or the scent of another's perfume on your hands as you go to work on a patient.

Do you respect your patient's schedule?

When seeing an established patient who has been sitting in the exam room for longer than anticipated, do you apologize and thank them for their patience?

Their time is as precious as yours and should be treated as such.

Do you look at the office through the eyes of your clientele?

As you approach your front desk, look at the lighting, the walls and floors and determine if they need repair or cleaning.

Is your furniture worn out or damaged?

What about the adjusting tables? Get on the table as your patient would and look in the cracks and crevices. Dust, dirt, hair and other debris finds their way into the little spaces that you may never see. Sometimes a Q-tip or rag on a stick is the only way to clean all those little areas that really need your attention.

Do you wear cologne or perfume in your practice?

As study published in the Journal of Environmental Health showed 30.5% of Americans were irritated by scented products on others and 19% reported adverse health effects.

This is not only intrusive to others but can cause serious negative health effects on those with asthma or chemical sensitivities.

How is your tableside manner?

Likely, the visit to your office is one of the

most important parts of the day for your patient. It may be your 40th patient of the day, but your interaction with them is their only one of the day. They are making an investment in their health when they see you and every second matters in that interaction.

It may seem rote or mundane to the DC, BUT how you present yourself to a patient is EVERYTHING!

Manners, respect and just plain being polite is a social grace that seems far too often to be ignored.

It's the 'little things.... that mean a lot!'

The Jeanie Rub Massager

By Robert Brown, DC, DABCO

One thing we do in our practice that just about everyone raves about is the use of the Jeanie Rub Massager which is now sold by Core products and can be ordered from any supply house or Amazon of course.

The Jeanie Rub Massager delivers a pleasing vibratory massage that we use after our regular adjustment (we are Activator practice) but could certainly be used before to prepare the patient for a more physical type of treatment. We find there is a palpable change in the muscle tone after its use. It also provides robust stimulation of mechano-receptors which produces a euphoric feeling for the patient. One need only use it for a minute or two to get a noticeable result. The patients frequently ask if they could come in just for the Jeanie Rub treatment because they like it so much. We also sell them in our practice since everyone wants one after we use it on them. It is a very well made device made in the USA that lasts for years with no maintenance. Just my practice tip for you.



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F4CP Joins the National Academy of Medicine's Action Collaborative on Countering the U.S. Opioid Epidemic



San Jose, Calif. – April 30, 2019 – The Foundation for Chiropractic Progress (F4CP) proudly announces its commitment to the National Academy of Medicine's (NAM's) Action Collaborative on Countering the U.S. Opioid Epidemic. As a Network Organization, the Foundation joins an expanding interdisciplinary and cross-sector network working toward reversing national trends in opioid misuse, abuse and overdose.

“Joining the Action Collaborative as a Network Organization strategically aligns with the Foundation’s mission to promote safe, effective, drug-free care to manage pain prior to the utilization of prescription opioids,” says Sherry McAllister, DC, executive vice president, F4CP, who points out that the Foundation has been actively growing its own campaign, Save Lives, Stop Opioid Abuse, Choose Chiropractic, during the last three years. “When 130 lives a day are being lost to an opioid-related overdose, the critical need for organizations to come together and share their insight is accentuated and critical to the improvement of public health.”

The Foundation commits itself to creating and sharing evidence-based strategies that adhere to the Action Collaborative’s focus areas:

- Health professional education and training
- Opioid prescribing guidelines and evidence standards
- Prevention, treatment and recovery services
- Research, data and metrics needs

Dr. McAllister states, “Since 2016, the Foundation has developed and distributed three Opioid Toolkits complete with white papers, press releases, advertisements, infographics, social media content, public service announcements and more, which each educate the public about safer, more effective, non-pharmacological care options, including chiropractic care.” She continues, “Becoming

Continued on page 27

NYSCA Calendar of Events

Please visit www.NYSCA.com/meeting.asp to view our full calendar. You may also use this URL to add the NYSCA calendar to your personal calendar. District meeting dates, times, and locations are subject to change. Please check with your district president to confirm meeting schedules and locations.



Member Spotlight

I have been a proud member of NYSCA for over thirty five years. My pride comes from being a part of an organization that has been a leader for the advancement and promotion of Chiropractic and is a strong advocate for not only the doctors of Chiropractic, but also for our patients and the profession that I have devoted my career to.

I look forward to continuing my association with the NYSCA for many more years to come.

Dr Robert S. Wilder, Smithtown



June '19		Elections Reminder: Elected statewide and local candidates take office 6/1	
Mon	6/10	7pm	D16 Southern Tier Meeting
Tues	6/11	8pm	D3 Queens Meeting
Weds	6/12	7pm	D17 Buffalo Meeting
Weds	6/12	8pm	D2/5 Brooklyn/Staten Island Meeting
Thurs	6/13	7pm	D15 Rochester Meeting
Tues	6/18	8pm	D6 Nassau Meeting
Tues	6/18	7:30pm	D9 Hudson Valley Meeting
Tues	6/18	12:30pm	D14 Rockland Meeting
Weds	6/19	7pm	D12 Syracuse Meeting
Weds	6/19	8:30pm	D7 Suffolk Meeting
Thurs	6/20	7pm	D10 Capital Region Meeting
July '19		Have a wonderful summer! No District Meetings Scheduled!	
Wed	7/4	All Day	Independ. Day—Admin Office Closed
Aug '19		Have a wonderful summer! No District Meetings Scheduled!	
Sept '19		The NYSCA Fall Convention & NYCC Centennial Celebration will be held September 20-22, 2019 in Seneca Falls NY!	
Mon	9/2	All Day	Labor Day—Admin Office Closed
Weds	9/4	1pm	NYSCA Webinar
Tues	9/10	12:30pm	D14 Rockland Meeting
Tues	9/10	8pm	D3 Queens Meeting
Weds	9/11	7pm	D17 Buffalo Meeting
Weds	9/11	8pm	D2/5 Brooklyn/Staten Island Meeting
Thurs	9/12	7pm	D15 Rochester Meeting
Mon	9/16	7pm	D16 Southern Tier Meeting
Tues	9/17	8pm	D6 Nassau Meeting
Tues	9/17	7:30pm	D9 Hudson Valley Meeting
Weds	9/18	All Day	CHIROPRACTIC FOUNDER'S DAY
Weds	9/18	7pm	D12 Syracuse Meeting
Sat	9/21	All Day	NYSCA 2019 Fall Convention
Sun	9/22	All Day	NYSCA 2019 Fall Convention
Tues	9/24	7pm	D10 Capital Region Meeting

Save the Date

New York State Chiropractic Association

2019 Fall Convention & NYCC Centennial Celebration

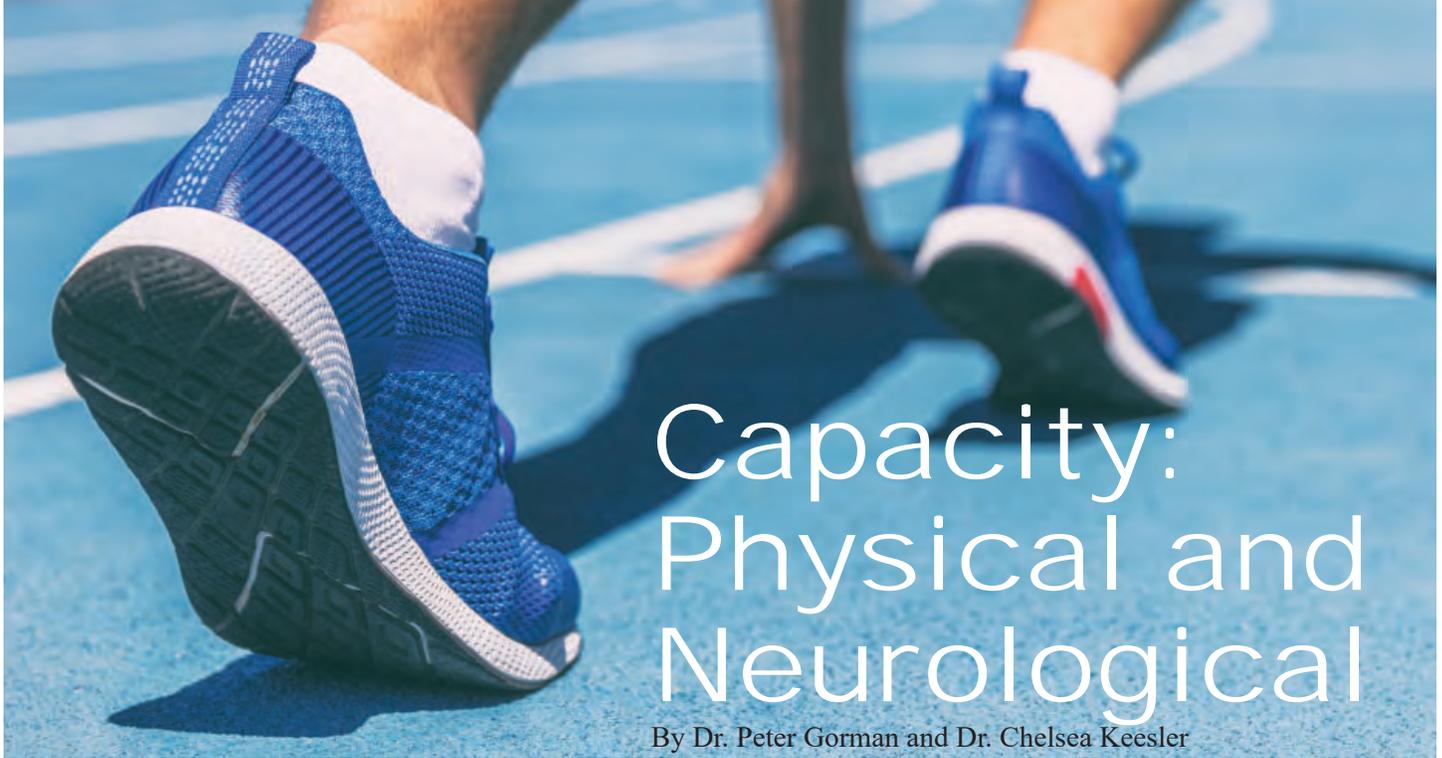
September 20-22, 2019

New York Chiropractic College
2360 State Route 89, Seneca Falls, NY

2019 Fall Symposium

October 26, 2019

Hilton Garden Inn Troy
235 Hoosick Street, Troy, NY



Capacity: Physical and Neurological

By Dr. Peter Gorman and Dr. Chelsea Keesler

The ability to compensate is known as an individual's capacity, or resistance to change. Capacity has foundations in both the physical and neurological aspects of performance and should be analyzed in an environment that equals or exceeds game speed. This article will explain both the physical and neurological sides of capacity and how they can impact performance and quality of life.

Physical

The center fielder is running in to catch the ball and pulls his hamstring. On the very next play the shortstop ranges left for the ball and as he does, pulls his groin. How many times have you heard a coach say, "I can't believe what happened to my athlete. He was in the best shape of his life, and while performing a simple task on the field, end ups with a season ending injury."

Yes, some injuries are instantaneous- for example if you were running, stepped on a rut and twisted your ankle. However, most injuries are accumulative in nature. What this means is that asymmetries are slowly created in the movement cycle, until the athlete/patient can no longer compensate. Then, just like the proverbial straw that broke the camel's back, the ability to compensate is exceeded and an injury occurs.

Why tell an athlete that their movement screen looks good on a static forward lunge, knowing that an athlete's capac-

ity to compensate might be fooling the examiner? Does looking good mean that the athlete is going to perform well? Does the good-looking lunge guarantee that as the athlete accelerates at game speed, they will also have equal leg speed, equal acceleration left and right and equal contact and flight time? The 30-yard sprint (in an OptoJump system) is a Game Speed test that exceeds an athlete's capacity to compensate. In less than five seconds, this test can answer many important questions on lower extremity imbalance. Once the imbalance is shown to exist, THEN employing various movement screens can help pinpoint the cause.

It was not until increased demand and exertion was applied that imbalances appeared, and potential injuries were brought to light. Knowing that athletes harbor varying degrees of capacity to compensate for their imbalances, we have to test the athlete at the highest demand possible so that we are looking at the true athlete and NOT the compensatory process. This high demand testing is designed to exceed an athlete's capacity, thus eliminating the compensatory ability to mask asymmetries and imbalances. Remember, we never want the game to be the evaluator. Often in this high-tech world, many are still marveling at an athlete's sprint time, not knowing if the fundamental movements are symmetrical or not. It is all about capacity...we must identify and correct all asymmetries so that they do not

accumulate and eventually result in injury caused by simple and/or complex game movements.

This capacity to compensate for an inherent weakness is seen everyday in life. Physically, a person will compensate and compensate and compensate until they eventually fall down. And we have a 70 billion healthcare crisis due to falls. Metabolically/chemically, a person will compensate and compensate and compensate until we end with a crisis supported by the diagnosis of type II diabetes and the ensuing healthcare risks that evolve from it. Emotionally, a person will compensate and compensate and compensate and slowly work themselves through the four stages of Chronic Traumatic Encephalopathy, too often resulting in a tragedy.



Neurological

Ted Williams, known to many as the greatest hitter of all time once said, "Baseball is the only field of endeavor where a man can succeed three times out of ten and

Continued on page 27

Billing and Coding for Elastic Therapeutic Taping

Question: Dr Kotlar, “I just started using therapeutic taping on my patients. Is this a payable service by insurance companies? If yes, how do I bill for it?”

Answer: Let’s start with a little background. Elastic taping is typically used to facilitate the body’s natural healing process while providing support and stability to muscles and joints without restricting the body’s range of motion. Taping can help alleviate pain and can facilitate lymphatic drainage. It can be applied in various ways and has the ability to reduce inflammation, enhance performance, prevent injury and promote good circulation and healing, and assist in returning the body to homeostasis.

According to the AMA, “Kinesio® tape is a supply. Its application is included in the time spent in direct contact with a patient to provide either re-education of a muscle and movement or to stabilize one body area to enable improved strength or range of motion. The application of tape is usually performed in conjunction with educating the patient on various functional movement patterns. The tape is applied based on the patient’s specific patterns of weakness or strength. The tape is left in place after instruction related to movements designed for improving strength, range, and coordination is provided and documented. However, if the purpose of the taping is to immobilize the shoulder, then the strapping codes may be appropriate as those codes describe the use of a strap or other reinforced material applied post-fracture or other injury to immobilize the joint. If the taping is performed to facilitate movement by providing support, and the tape is applied specifically to enable less painful use of the shoulder and greater function (ie, restricting in some movement, facilitating others), application of tape in this manner is typically part of neuromuscular re-education (97112) or therapeutic exercise (97110), depend-

By Marty Kotlar, DC, CPCO, CBCS



ing on the intent and the outcome desired. This includes application of Kinesio® tape or McConnell taping techniques.”

I have not read any health plan policies that state taping, as a stand-alone service, is payable for alleviating pain, reducing inflammation and promoting good circulation. You can include the amount of time spent taping as part of 97110 or 97112. You should consider stand-alone taping a non-payable service by most health plans. If you need to bill an insurance carrier for taping, I recommend you use CPT code 97139 (unlisted therapeutic procedure) or CPT code 97799 (unlisted physical medicine/rehabilitation service or procedure). You can also bill HCPCS code A4450 per 18 sq. inches of tape (non waterproof) or A4452 per 18 sq. inches of tape (waterproof).

When reporting an unlisted code to describe a procedure or service, it will be necessary to submit supporting documentation (e.g., procedure report) along with the claim to provide an adequate descrip-

tion of the nature, extent, need for the procedure, and the time, effort, and equipment necessary to provide the service. If you would like to receive a sample taping procedure report, send an email to info@targetcoding.com.

Billing health plans for taping doesn’t necessarily mean it will be reimbursed – sometimes you need to bill just for denial purposes. Cash or insurance, you need to show clinical necessity for performing the procedure. This includes an exam, history, making a proper diagnosis and report frequency and duration of care. Your SOAP notes should include the clinical rationale for performing the service and if the functional goals are being reached. You should contact all carriers to verify coverage and obtain their policies and guidelines on the procedures prior to billing the insurance company or patient.

I do not recommend billing CPT codes 29200, 29240, 29260, 29280, 29520, 29530, 29540 or 29799 for elastic thera-

Continued on page 23

NYSCA Member Privileges

Membership with the NYSCA also makes you eligible for members-only savings from a variety of businesses through the NYSCA Member Privileges Program. Have you taken advantage of the privileges NYSCA membership offers? Here are some of the opportunities open to you:



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Order online

These NYSCA Sponsors are **trusted business partners** who have supported your organization for many years. Their valuable contributions help the NYSCA achieve its goals in advocating for you and your patients. NYSCA Sponsors also have a **proven track record** in assisting NY chiropractors with reaching their individual practice goals and in staying on the cutting edge of the health and wellness revolution in their communities.

For all they do, we owe it to them to first take a look at their products and services before going elsewhere and to support those who are supporting us. Remember — when doing business with NYSCA Sponsors, you are supporting your professional organization!



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Have you registered for Office Depot discounts yet?

NYSCA members have access to exclusive FREE savings on office essentials, cleaning/breakroom products, copy & print services, technology items, and more! Not signed up yet? It's easy: [Click Here](#)

Member Benefits

Take full advantage of your NYSCA Member Benefits

Membership with the NYSCA makes you a part of the largest community of practicing Doctors of Chiropractic in New York State. This affords you an unparalleled opportunity for camaraderie with colleagues in your local area, to share with them in the trials and triumphs of day to day practice.

There are many ways for you to increase your benefit of being a NYSCA member:

- Join your local NYSCA Facebook Group
- Submit a complementary classified ad
- Check (and update) your practice listing
- Become (or request) a practice mentor
- Attend a local NYSCA event
- Access members-only content online
- Learn more about current legislation
- Participate in the annual NYSCA elections
- Enroll in Monthly CE Webinars
- Register for upcoming CE Conventions

Download the NYSCA Member Benefits and Privileges Toolkit

Be sure to keep your NYSCA membership and dues current so that you can continue to enjoy these Member Benefits and Privileges. As always, please feel free to continue to support your local vendors. If you are not yet a member, **join today** and start taking advantage of these special programs!

Yours in Good Health,
Dr. Chris Piering & Dr. Carrie Goetsch
membershipcommittee@nysca.com

**Not yet a NYSCA member?
What are you waiting for?**

JOIN TODAY!



SMART MONEY TIPS FOR THE SELF-EMPLOYED

With so many looking for jobs and the opportunities out there limited, many are considering opening their own business. Working for yourself, setting your own hours and calling the shots are appealing. But what about managing your money? Working for yourself offers flexibility, but it also presents unique financial challenges.

Whether you are currently an independent contractor in today's work force, or just considering making the leap to entrepreneur, here are four quick tips to help you plan your financial future.

Manage Your Cash Flow

It's so important to be prepared to deal with periods of uneven cash flow. To ensure you always have money reserves, develop a budget that allows for swings in your income. Determine an average of how much revenue you can count on each month and use that as a base for monthly expenses. During months that you earn more, resist the urge to splurge. Instead, stash away extra cash in an interest-earning savings account or money market account. Also, when setting up your budget, consider paying yourself a set salary and keeping your personal and business cash in separate accounts. These steps alone will greatly simplify your life when tax time rolls around.

Keep Uncle Sam Happy

As an independent contractor, you should receive a Form 1099-MISC from every organization that pays you \$600 or more during the tax year. But, you should also keep your own records on what you receive because the income is taxable whether or not you receive a Form 1099-MISC. Since no taxes are withheld, you will need to calculate the amount you owe. Now is the time to invest in a good tax software program or lining up a good tax advisor. The IRS website (www.irs.gov) also has guidelines on calculating quarterly tax payments. Keep in mind; you will also have to pay your own Social Security and Medicare taxes. The good news is that the self-employed enjoy many unique tax breaks. Contribu-

tions to retirement plans, health insurance premiums, travel costs, and office-related expenses may be deductible. Your personal tax advisor can help you determine which deductions are applicable to your business.

Prioritize Protection Planning

When working for yourself, it's up to you to provide your own health, disability and life insurance to protect your business and your family. At the very least, you should have enough coverage to protect against potential loss of income due to illness or disability, medical and dental expenses not covered by government health plans, and potential medical expenses while you travel. You may also need to boost your home insurance coverage or purchase liability insurance if you have a home-based business. Your best bet is to speak to a financial professional or accountant to determine how much coverage you really need.

Invest in Your Future

It's never too soon, or too late for that matter, to start saving for retirement. Fortunately, the government affords the self-employed many generous tax breaks when it comes to retirement accounts. There are a number of retirement accounts for business owners, including the traditional IRA, Roth IRA, Keogh plan, SIMPLE-IRA, SEP-IRA and the Solo 401(k) Profit Sharing Account that you can consider.

Working for yourself can be both exciting and overwhelming, with many new challenges to face, and an equal number of opportunities. Developing a strategy that will help address your goals for economic security and success is an important step to your success.

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Provided courtesy of Prudential in Newark, NJ. For more information, contact Rosanne Gil, RICP. Rosanne Gil is a Financial Advisor with The Prudential Insurance Company of America's agency located in Babylon, NY. Rosanne Gil can be reached at (631) 482-8277. Offering investment advisory services through Pruco Securities, LLC (Pruco), doing business as Prudential Financial Planning Services (PFPS), pursuant to separate client agreement. Offering insurance and securities products and services as a registered representative of Pruco, and an agent of issuing insurance companies. 1-800-201-6690.

Understanding the Differences Between LED and Laser Therapy

By Mark Callanen, PT, DPT, OCS

There is currently a lot of discussion in rehab circles surrounding the efficacy and therapeutic potential of light-based modalities. From professional sports teams to private practices, these technologies are starting to be used on a daily basis to treat injured tissue. Light-based therapy used to treat pain and inflammation can be delivered by both lasers and LEDs, and consumers often want to know the operational and therapeutic differences between them. Let's take a look at the similarities and differences between the two.

Both laser and LED therapies rely on being able to deliver an adequate amount of energy to the target tissue in order to precipitate a photochemical process known as photobiomodulation (PBM). PBM "is a nonthermal process involving endogenous chromophores eliciting photophysical and photochemical events at various biological scales. Some processes that are impacted include, but are not limited to, the alleviation of pain or inflammation, immunomodulation, and promotion of wound healing and tissue regeneration."

Both sources of light share the same mechanism of action and are both commonly generated using diode technology. When used and studied in therapeutic applications, both lasers and LEDs are often built to emit similar wavelengths, either in the red or near-infrared spectrum, and have been shown to have pain and inflammatory reduction properties. Significant differences between the two do exist, however; including the power generated, the specificity of wavelength, and the physical characteristics of the beam generated

from the diode.

Laser light is unique, in that it is monochromatic, coherent, and collimated. These traits make it well-suited to many medical applications. The monochromatic, or single wavelength, beam is ideal for stimulating chromophores in biological tissue that only respond to very specific wavelengths. Coherent photons are organized where non-coherent photons are not. This property is important to minimize photon scatter as light interacts with tissue. Lastly, since injured tissue is normally deep in the body, laser's collimated beam helps focus energy in a narrow, direct path which is ideal for treating tissues at depth.

LEDs usually emit light in a small band of wavelengths (~20 nm wide) but cannot emit a single specified wavelength (~1 nm wide). This bandwidth impacts their ability to dial in the wavelength to optimally target desired tissues. Additionally, LEDs produce neither a collimated nor coherent beam which is less ideal when treating deeper tissues. Lastly, LEDs operate at significantly lower power (wattage) than most lasers, which impacts their ability to reach deeper tissues in smaller windows of time.

When trying to target deeper tissues, wavelength is a critical variable that can play a significant role in the light's ability to penetrate tissue. But it is not the only determining factor in therapeutic effectiveness. Power is a second variable that also plays a large role in determining both proper use and consistency of outcomes

for light-based therapies. Lasers are generally capable of producing much higher powers than LEDs, which significantly impacts their ability to reach deeper tissues.

This is due to the concept of therapeutic depth, which involves getting an adequate amount of photonic energy to injured tissue to have a photobiomodulation effect. Since a significant amount of light is lost as it passes through tissue, having more initial power at the surface improves the modality's ability to provide adequate amounts of energy at depth.

For superficial uses, such as wound healing, therapeutic effects can be achieved with a minimal amount of energy applied to the surface, for which LEDs are well suited. For deeper or more wide-spread conditions, such as fibromyalgia or chronic low back pain, a greater amount of energy must be delivered for a sufficient therapeutic effect to be achieved.

Knowing what types of injuries will be treated with your light-based modality will impact which device will be most beneficial to the practice. LEDs often get a lot of initial attention because they are much cheaper than laser technology. Lasers used to treat deep tissue (that offer a wider range of power), however, give providers the most flexibility in terms of treatment capabilities as they can be used to treat both superficial and deep conditions. Weighing the considerations listed above should help you make the right decision when it comes time to purchase one of these devices.



7 Free Webinars to Help Chiropractors Improve Billing, Increase Profits

By ACOM Health

These free webinars help chiropractors and billing staff send cleaner claims, maximize reimbursements, and improve documentation.

If you're a chiropractor or a chiropractic office biller, you know how frustrating the billing process can be. And with constantly changing codes, rules and regulations, it's difficult to keep up with them all. That's why continuous education and training is crucial for successful chiropractic businesses.

Fortunately, there are lots of resources out there that don't require travel expenses or conference fees. Some great options include our lineup of seven powerful and informative webinars designed to help you improve your chiropractic billing process. Even better ... they're free. Whether you're trying to better understand coding and documentation, or you're looking for quick tips to increase revenue, you can access and enjoy these presentations by industry experts on your own time, whenever and wherever you want.

1 **CD-10 Billing, Coding & Documentation**
In this 30-minute webinar, Dr. Marty Kotlar discusses ICD-10 billing, coding and documentation. As a certified coding and compliance expert, he provides the most recent ICD-10 updates, and the most common chiropractic diagnosis codes. This webinar is great for DCs and CAs.

About the presenter: Dr. Marty Kotlar is the president of Target Coding, and has owned and operated a successful chiropractic and multi-specialty practice for 16 years. He has helped hundreds of chiropractors, physical therapists, acupuncturists and massage therapists with compliance as it relates to coding, billing, documentation, Medicare & HIPAA.

Dr. Kotlar is a Certified Professional Compliance Officer, Certified Billing & Coding Specialist, and a member of the American Academy of Professional Coders. He has produced 12 educational videos and a best-selling guidebook on proper billing and coding. He is a featured guest speaker for many conferences nationwide, and a contributing author to numerous coding and compliance journals and publications.

2 **How to Effectively Implement Profitable Chiropractic Services**
All too often, chiropractic practices implement new services and procedures only to discover that they have not increased cash flow. In this webinar, you'll learn about the appropriate steps for implementing a new service and getting paid, whether billed to insurance or cash-only.

Presented by Brandy Brimhall, a recognized expert in chiropractic billing, coding & compliance, this presentation is ideal for those DCs considering implementing something new or have done so without success.

Some of the key topics covered include:

- Common pitfalls to implementation of new equipment/instruments or standard services
- Why it matters for insurance billed and cash-only services
- Effective steps for implementation

About the presenter: Brandy Brimhall is a Certified Professional Coder, Certified Professional Compliance Officer, Certified Chiropractic Professional Coder, Certified Medical Compliance Officer, and Certified Professional Medical Auditor. She is a sought after speaker at state and national chiropractic conferences, and is a regular contributor to multiple chiropractic publications.

3 **New Patient Processing & How To Maximize Reimbursement**
Another 30-minute presentation by Dr. Marty Kotlar, this webinar discusses new patient paperwork and essentials as they relate to compliance, cash plans, deductibles and wellness care. You'll also learn about in-network vs. out-of-network pros and cons.

4 **Why You Really Document and Code**
This 30-minute session is the second in our series presented by Brandy Brimhall, and is for doctors, billers and CAs who are involved in data entry. You'll gain a better understanding of documentation and coding – the things you don't learn in school or during training.

5 **How Clean Are Your Claims?**
Do you know how to spot "red flags" in your chiropractic claims that can lead to an audit? Discover how to send the right message and minimize your risk for an audit/review in this 30-minute webinar.

Continued on page 29

NEW PRACTITIONER MENTOR PROGRAM

Program Goals

The goal of the program is to foster a successful mentoring relationship between new DCs and seasoned Doctor of Chiropractic, giving our members the opportunity to:

- Gain exposure to the business community
- Learn about and discuss specific practice paths
- Develop and cultivate a business network
- Understand the relevance of their continuing education
- See what tasks and issues doctors really face in New York
- Discuss attributes and experiences doctors are truly looking for in potential associates

Program Overview

New practitioners in New York have identified critical stages of business and practice where a resource is most needed; therefore, NYSCA's Mentor Program members are provided the following:

- Member support specialist to help in business and practice
- Helpful documents for your practice in New York
- Mentor matching based on specific needs
- FAQ

New Practitioner Expectations

A successful mentoring relationship truly depends on you, the DC. We ask our mentors to connect or interact with you at least two times per month; however, you are the catalyst to build and develop the relationship. We expect you to engage your mentor in your business and practice goals, so they may effectively guide you as needed. New DCs may enroll in the program. Once matched with a mentor, students receive more



detailed information.

Mentor Qualifications

To qualify to be a NYSCA mentor, the following must apply:

- 1) Current NY state Chiropractic License (to be submitted annually with mentor program application)
- 2) Current malpractice insurance (to be submitted annually with mentor program application)
- 3) At least 3 years post-graduation from an accredited chiropractic school

Note: A paid associate will not qualify as a mentee in this program as a paid mentorship is already occurring.

Mentor Expectations

- 1) Fill out a brief mentor application and send to the Mentor Program Coordinator, Dr. Gerald Stevens (gstevens@nycc.edu)
- 2) Approved members will be listed on the NYSCA website as available mentors in each district with contact information. Mentors should complete the application annually to continue to participate in the program.
- 3) Mentors will be paired with mentees in their own NYSCA

district of residence or practice and are asked to meet with assigned mentees at least twice per month for three months. Meetings may be in person and/or by phone and must be documented with an encounter form signed by both parties.

4) No funds will be provided by NYSCA (Albany) for mentor/mentee meetings. Individual districts may choose to fund mentor/mentee meetings as per district policy/vote.

5) Mentor will be asked to complete a short post program evaluation to ask for improvements and quality of experience.

6) If you no longer wish to participate in the mentor program, contact the Mentor Program Coordinator.

Mentor Benefits

A qualified mentor will receive \$100 credit towards their NYSCA membership fees upon completion of a three month mentorship and associated evaluation.

For more information, please contact: Gerald L. Stevens DC, MS, MPH, NYSCA Mentor Program Coordinator

NYSCA PRESIDENT'S REPORT CONTINUED FROM PAGE 3

who would make great NYSCA members. If you know one, please invite them to join and let us know you reached out. After your first contact, email controller@nysca.com and let us know who you invited to be a new NYSCA member.

The NYSCA website is in need of a much needed update. Thanks to the NYSCA staff and a small but dedicated committee, those changes will be coming soon. Keep an eye out for a fresh, redesigned website summer 2019.

Lastly, we are gearing up for a great fall event. We have a joint convention with New York Chiropractic College to help celebrate their Centennial Celebration, September 20-22, 2019 in Seneca Falls, NY. We applaud the college in its celebration of 100 years and look forward to a fantastic event. I look forward to seeing everyone there.

Jason Brown, DC
NYSCA President

NEW PATIENTS ARE LOOKING FOR YOU!

CONTINUED FROM PAGE 10

Then, return to www.f4cp.org and click on "Login" at the top right-hand side of the home page. Use your email and temporary password (If it does not work, type it in manually -- do not copy the temporary password).

Scroll down to "Password," click "Change" and input your temporary password and new password. Then click "Save."

Finally, to update/edit your Find-A-Doctor Directory listing, click "Update Profile," make any changes and click "Save."

And, in case you missed it: This summer, all Foundation members, including you, will also be added to WebMD's Doctor Directory, which enjoys more than 7 million searches each month.

We look forward to working together to build greater awareness for chiropractic!

BILLING AND CODING FOR ELASTIC THERAPEUTIC TAPING

CONTINUED FROM PAGE 17

peutic taping. In my opinion these casts and strapping codes are meant to "immobilize" a joint or body part and are therefore should not be used for taping. However, if the purpose of the taping is immobilization, then the strapping codes may be appropriate as those codes describe the use of a strap or other reinforced material applied to immobilize the joint.

End of article info:

Dr. Marty Kotlar is the President of Target Coding. Over the last 12 years, he has helped hundreds of chiropractors with compliance as it relates to billing, coding, documentation, Medicare & HIPAA. Dr. Kotlar is certified in compliance, a certified coding specialist, a contributing author to many coding and compliance journals and a guest speaker at many state association conventions. He can be reached at 1-800-270-7044, website - www.TargetCoding.com, email - info@targetcoding.com.

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2019 Diagnosis & Documentation Cards for Chiropractors
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These cards are full color, printed on PolyPrint durable material with helpful anatomic images.



2019 Chiropractic ICD-10-CM Cheat Sheet

ISBN:978-1-64072-045-9 | SKU: CCCHEATSHEET2019

This clean and simple Cheat Sheet is designed for chiropractors to use in conjunction with the ICD-10-CM Coding for Chiropractic book.

It lists about 75 of the most common conditions chiropractors treat, but many of the codes are hyphenated because there are so many options.

2019 ChiroCode DeskBook
 ISBN:978-1-64072-028-2 | SKU: 2019CCDB

The ChiroCode DeskBook is your comprehensive go-to chiropractic reimbursement manual for the support you need to get paid properly and keep it. This comprehensive resource includes chapters on Insurance Reimbursement and Claims, Medicare, Compliance, Documentation, Diagnosis Codes (ICD-10-CM), Procedure Codes (CPT®), and Supply Codes (HCPCS).

ICD-10 NOTE: Not all ICD-10-CM codes are included in this publication. The ICD-10-CM Coding for Chiropractic contains more about diagnostic coding and includes a more comprehensive list of applicable codes for the chiropractic office and the instructional notations and guidelines to use them properly.

2019 ICD-10 Coding for Chiropractic
 ISBN:978-1-64072-009-1 | SKU: CC2019ICD10

The ICD-10-CM Coding for Chiropractic is your comprehensive resource to understanding and using the ICD-10-CM codes you see on a day-to-day basis. In addition to a chiropractic specific Alphabetic Index and Tabular List, this book also includes:

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- Abridged official guidelines – just the information chiropractors need to know
- Code updates for 2019 – effective October 1, 2018



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	2019 Chiro ICD-10-CM Cheat Sheet	\$ 25.00*	\$ 29.00*

*Includes shipping.

EFFECTS OF AN ADJUSTMENT CONTINUED FROM PAGE 9

impaired. This may mean you may not accurately know where your arms or legs are when your eyes are closed, which means you are more likely to be clumsy and accident prone. Recent research has objectively demonstrated that chiropractic adjustments can improve proprioception,^{2,3} which means the brain will be better able to respond to sensory stimuli and control limb function and movement more accurately.

To put it simply, chiropractic care improves the communication between the brain and body and results in better control of the core muscles during body movements, so that you are at less risk of injury.⁴ Research is showing that a single session of chiropractic care may improve core muscle activation⁵ and increase muscle contractions that are equivalent to those seen following three weeks of strength training.⁶ This has got to be good news for patients seeking to enhance their athletic performance and prevent injuries from occurring!

1. Haavik & Murphy. J Electromyogr Kinesiol. Apr 5 2012;22(5):768-776.
2. Haavik & Murphy. Journal of Manipulative & Physiological Therapeutics. 2011;34:88-97.
3. Holt et al. JMPT. Apr 2 2016.
4. Malliou et al. Journal of Back and Musculoskeletal Rehabilitation 17: 101-104 101
5. Marshall & Murphy. JMPT. 2006;29:196-202.
6. Niazi et al. Exp Brain Res. 2015;233:1165-1173.



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The New York Chiropractic Political Action Committee (NYCPAC) is designed to help elect state legislators who are supportive of Chiropractic issues and positions. Please take a minute to get involved and see what the NYCPAC is focused on accomplishing--Visit NYCPAC.net.

Organized medicine, managed care organizations, and other anti-Chiropractic forces continue to spend hundreds of thousands of dollars each year to elect candidates that do not understand or value the Chiropractic Profession and the research and truths about the efficacy of Chiropractic care.

In order to help fight and educate these outside forces, we need you to please become part of our grassroots advocacy team. All New York Chiropractors, united together, CAN position our Profession to continue to be a viable livelihood and promote the wellbeing of our patients. Please, become part of the solution! We have designed a process to make it easy to donate to the NYCPAC. Don't overlook ANY contribution to the PAC, but please support at the highest level you can. NYCPAC can accept "one time" donations from you or can conveniently set up an **automatic monthly contribution** from your credit or debit card.

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Contributions to the NYCPAC are not tax deductible for state or federal tax purposes. The Federal Election Commission (FEC) prohibits contributions from individuals who are not citizens or permanent residents of the US. Contributions by one person in the name of another person are prohibited. PAC contributions are also not reimbursable by an employer or any other entity.



be considered a good performer.” Handling stressful conditions, controlling emotions, suppressing distractors, and quick speed of processing are just a few of the neurological functions that the wonderful game of baseball will constantly test during the game. What we find is a person can be prepared physically to perfection, but performance will suffer if their brain is not functioning at its optimal capacity.

We now know in neuroscience that the amygdala is the emotional center of the brain. Every region of the brain can function normally or in standards of deviation above and below normal that affect its function. Without diving too deep, we have also learned that the amygdala has two other sub regions that control emotions. As heartrate increases the amygdala can change its firing pattern. This will allow emotions to change and, in some cases, lead to rage, thus creating a more indecisive and inefficient player. All players and patients must know that training their brain is as important, if not more so, than training their body.

Each region of the brain can deviate from normalcy, lessening overall brain balance, function and capacity. At the same time brain speed can slow, which in effect also lessen the athlete’s capacity to perform optimally. As the brain goes out of balance, this can reflect itself in personality changes, or one’s ability to command life’s situations. The way your body can slow and go out of balance, your brain can also slow and go out of balance. As the brain slows, it effects processing speed and reaction time will increase, in turn effecting all aspects of performance. It is obvious that if an athlete has tremendous brain speed capacity, they would be able to compensate for a longer period of time before a serious condition is recognized. Anytime we determine brain speed is slowing, we must ask the question why, and make sure that we identify the problem. The answer may be as simple as improving hydration or getting a better night’s sleep. If a more serious condition is developing, it is always better to understand it early on, so that the most precise and effective treatment can be given.

Much like increasing demand and load can unearth imbalances physically, the same can be done neurologically. To make sure that we are identifying, nourishing, and balancing the brain properly, we recommend the BrainHQ.com cognitive platform. Brain HQ has numerus validated, peer-reviewed published papers which ensures that their cognitive trainings are as effective as possible. Designed by brain scientists, Brain HQ exercises have shown to improve a host of cognitive abilities directly related to performance like reaction time, processing speed, visual acuity, attention, and memory. Improvements in cognitive abilities and capacity can not only lead to more effective and efficient on-field performance, but also transfer to life’s daily tasks.

We must take pride in not only assessing the physical attributes of our patients/athletes, but also the neurological side as well. Evaluation and attention to both the physical and neurological attributes of the individual is highly recommended. By being more aware of your physical and neurological strengths or weaknesses, all athletes/patients will be better prepared to help reduce injury and reach their own unique OPTIMAL performance.

There is no better healthcare provider than the Doctor of Chiropractic to not only understand capacity for all athletes, but to understand capacity for everyone. The well trained Doctor of Chiropractic prides themselves in their approach to evaluation by looking at the physical, emotional and chemical aspects of the patient. By understanding capacity, the patient’s ability to compensate for an inherent problem, the doctor can identify asymmetries in physical movement, emotional understanding and chemical imbalance. Chemically, a patient’s blood work can give a profound understanding as to their functional and metabolic ability. Emotionally, understanding brain imbalances through the Brain HQ platform affords the doctor the ability to understand the underlying causes behind deficits in attention, brain speed, memory, people skills, intelligence and navigation. Again, correcting underlying imbalances is imperative to effective and efficient care that goes beyond symptom relief. On the physical side, technology has successfully brought information that can not only look at asymmetries in the movement cycle, but can actually understand discrepancies in efficient moment by moment movement by recording coefficients of variability. The well trained chiropractor is at the forefront of healthcare because like everyone else, he can understand and read the data from the categories above, but can also provide treatment to help remove the compensatory processes so that the true athlete/patient can be brought to optimal performance.

By sharing ideas and understanding, by always questioning what is presented to us and by being dedicated to the betterment of all, our profession will lead healthcare into the future so that the word “crisis” can be eliminated and the acronym “C.R.I.S.I.S.-Chiropractic Resourcefulness Inspired So Individuals Succeed” can actually come to fruition.

Proud to be a New York State Chiropractor,

Dr. Peter Gorman & Dr. Chelsea Keesler

“Use our office as a pitstop to reinvigorate your practice, your process, your patients and yourself”

F4CP JOINS THE NATIONAL ACADEMY OF MEDICINE’S ACTION
CONTINUED FROM PAGE 14

a Network Organization ignites another fire within the Foundation to continue its mission and active role in countering the opioid epidemic, but this time alongside a powerful force of like-minded organizations who are equally as passionate about conquering the same battle. The Foundation looks forward to sharing its resources and advances toward a healthier future with NAM and its Network Organizations, and positioning safer pain management options at the forefront of healthcare.”

The Action Collaborative is a public-private partnership which includes government, communities, health systems, provider groups, payers, industry, nonprofits, academia and more, all dedicated to sharing knowledge, aligning ongoing initiatives and advancing collective, multi-sector solutions.



NYSCA District Information

The NYSCA is a statewide professional Chiropractic association, comprised entirely of your peers and colleagues. We have joined together in the promotion, advancement, and defense of Chiropractic. In conjunction with our full time lobbyist, the NYSCA monitors all legislation that affects our profession while working to protect and expand practice rights. Our association is governed by a democratically elected Board of Directors and House of Delegates. Further, New York State is arranged into 4 Regions and 17 districts, each having its own elected officials and hosting monthly meetings and events. Each active district has representation in the House of Delegates to ensure that your voice is heard.

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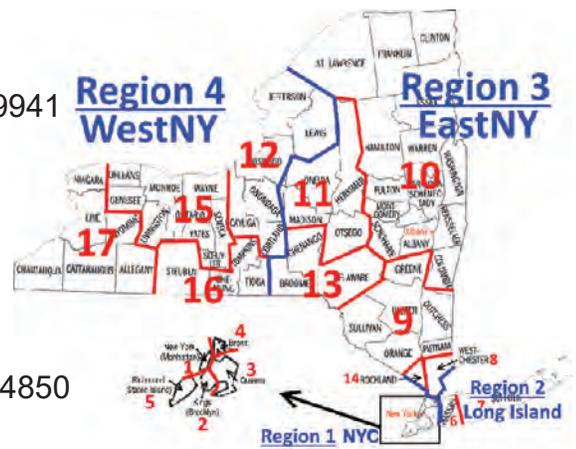
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Brandy Brimhall, will help you learn how to:

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- Respond when an audit does occur
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- Efficiently “scrub” your claims before they’re batched (or printed) and sent

6 Medicare Coding, Compliance & Documentation

Hosted by Dr. Marty Kotlar, you’ll explore coding, compliance and documentation regarding:

- Medicare guidelines on chiropractic, subluxation according to Medicare
- The Medicare P.A.R.T. evaluation
- Initial and subsequent visit documentation requirements
- The new Medicare MIPS program
- ICD-10 & Medicare
- The ABN form
- Participating vs. non-participating

7 Proper Utilization of the ICD-10 Coding in the Chiropractic Office

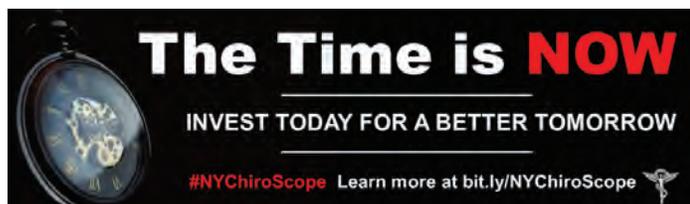
Presented by Dr. Mario Fucinari, this new 30-minute webinar debuts Jan. 29, and will explore the ICD-10 guidelines and implementation (which have changed once again). Learn the rules and regulations of coding and documentation pertaining to this diagnosis. Topics to be covered include:

- Increased Specificity in ICD-10 Coding
- ICD-10 Coding Rules for 2019
- Coding of the Subluxation
- The Hierarchy and Sequencing of Diagnosis Code

In addition, Dr. Fucinari will discuss how to effectively diagnose your patients, look for the red flags in coding, better utilize the coding guidelines, and check your progress in proper coding. You will learn:

- Top methods to evaluate your ICD-10 usage
- Utilization of the ICD-10 coding guidelines
- How the wrong codes will get you in trouble

About the presenter: Dr. Mario Fucinari is a member of the Carrier Advisory Committee for Medicare, a Certified Professional Compliance Officer (CPCO) and a Certified Chiropractic Sports Physician (CCSP®). As a Diplomat of the Academy of Integrative Pain Management (APMP), he has been presenting Continuing Education Classes for over twenty years, and is a nationwide speaker on Medicare, Clinical Documentation, ICD-10 Coding, Compliance and HIPAA.



New foundation honors passing of chiropractor Carol Ann Malizia

Rick Vach April 18, 2019



The chiropractic industry lost an inspiring, award-winning advocate with the passing of educator, author, consultant and coaching expert Carol Ann Malizia, DC, in April.

Dr. Malizia served as a speaker and consultant to professional and larger organizations seeking an integrated model of health care delivery, following her vision of achieving true quality of life for patients using the foundational principles of chiropractic care and whole-food nutrition to create sustainable solutions.

Her long list of awards and achievements included Chiropractor of the Year in 1996, Women Chiropractor of the Year from the World Congress of Women Chiropractors in 2005, the One Voice for Chiropractic Award and Chiropractor of the Year from Parker College of Chiropractic in 2008, and in 2012 Parker Chiropractic College recognized her international contributions to chiropractic in Japan, Australia, Italy and Canada. In 2017 the League of Chiropractic Women recognized Dr. Malizia with their highest honor, the Legacy Award.

For 25 years she maintained a full-spectrum chiropractic practice in Hudson Valley, N.Y., with an emphasis on lifestyle and longevity programs. Dr. Malizia graduated from New York Chiropractic College (NYCC) in 1989, completed her certification as a chiropractic sports practitioner, and completed a master’s degree in Applied Clinical Nutrition from NYCC.

She also served on the board of the Foundation for Chiropractic Progress. Along with Dr. Liz Anderson Peacock, Dr. Malizia created the “Girls, Gals and Gurus” program which helped support and elevate women at all stages of their life.

“She was a vibrant leader who donated so much to the chiropractic profession and our foundation,” said Sherry McAllister, MS (Ed), DC, CCSP, executive vice president for the Foundation for Chiropractic Progress. “She will be remembered as a warm, cheerful, talented and loving colleague and friend.”

An active advocate for Veterans, Dr. Malizia was a featured lecturer to the medical staff at Keller Army Hospital at West Point and numerous conferences for veterans. She participated in creating a U.S.-based nationwide education program for health care providers to support the unique needs of Veterans through whole food nutrition, named the Military Access Program.

Her husband, Kevin Hayes, has started a foundation in her honor to support various charitable initiatives with a focus on women’s empowerment, military support, chiropractic and wellness — the Dr. Carol Ann Malizia Legacy Foundation.

The family is asking for donations to the foundation in lieu of flowers at: <https://cfosny.org/our-funds/donor-advised/dr-carol-ann-malizia-legacy-foundation/>.

<https://www.chiroeco.com/chiropractor-carol-ann-malizia/>

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*NYSCA Sponsors are trusted business partners whose valuable contributions help NYSCA achieve its goals in advocating for you and your patients. NYSCA Sponsors also have a proven track record in assisting NY chiropractors with reaching their individual practice goals and in staying on the cutting edge of the health and wellness revolution in their communities. Many offer substantial discounts and value-added services to NYSCA members. For all they do, we owe it to them to first take a look at their products and services before going elsewhere and to support those who are supporting us. Remember — **when doing business with NYSCA Sponsors, you are supporting your professional organization!***

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★ **Dr. Peter Gorman DC**
Join me in sharing ideas and growing this great Association! Together, our Association can help foster profound changes in healthcare globally!

Earn FREE Membership

... each time you refer a new member to the NYSCA!

Current NYSCA members who recruit a new regular member (not student, affiliate, or retired) to join the NYSCA for a full year will in turn receive a 'thank you' from the NYSCA in the form of **two additional months** added to the end of their current membership term. Or, if the new member signs up for just a half year, the recruiting doctor receives one additional month of NYSCA membership. We have even sweetened the pot: there are **no limits** to how many times you can benefit from this incentive.

To receive your incentive month(s), the new member must make a semi-annual or annual payment and list you on their application form as their referring NYSCA member. (You may want to give a partially filled out application form to colleagues you are recruiting.)

If you are interested in promoting this offer to your friends and colleagues who may have been considering joining NYSCA and are just waiting for someone to encourage them, and would like a list of non-members in your district, please contact your local district president or controller@nysca.com.

Membership Has Privileges

...and one of them is the self-respect a doctor feels, knowing that they are a part of something bigger than themselves, supporting their livelihood with collective energy and pooled resources.

What is the NYSCA?

The New York State Chiropractic Association is a statewide professional Chiropractic Association, comprised entirely of your peers and colleagues. We have joined together in the promotion, advancement, and defense of Chiropractic. In conjunction with our full time lobbyist, the NYSCA monitors all legislation that affects our profession while working to protect and expand practice rights.

Why Should All New York DCs Be NYSCA Members?

"NYSCA membership provides Chiropractors in New York State an unparalleled opportunity to advance their profession, by adding their voice of the unified defense of practice rights, scope of practice and a rightful place among mainstream Health Care."—Jack Beige, DC, Esq., NYSCA Past President

If YOU don't support your profession, who will?

For questions regarding this program, please contact the NYSCA Administrative Office at (518) 785-6346 or a member of the NYSCA Membership Committee.

Growth is never by mere chance; it is the result of forces working together

—James Cash Penney

* New members are defined as DCs who have not been NYSCA members within the preceding 12 month period. The recruiting member's information must be included on the new member application. Only one member can receive the credit for recruiting a new member. Recruiting incentive is

DID YOU KNOW YOU'RE A MEMBER OF F4CP?

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CLASSIFIEDS

ASSOCIATE WANTED

Smithtown NY—Growing sports based chiropractic practice. We are the team doctors for several division one colleges and growing. ART, SFMA, GRASTON, CBP, F/D & diversified. New grads welcomed will train. Salary + bonus w/ potential partnership opportunity. Send resume to Drjeff@blockchiropt.com

ASSOCIATE WANTED

Newport News, VA. This practice has served the local communities for 35 years offering the best chiropractic, physical therapy and rehab services. We are looking for the doctor who wishes to become a member of a stellar team Great Practice! Great Team! Great Opportunity! Call 757-873-9580 or email for details: Kimcharney@charneychiropractic.com

ASSOCIATE WANTED

BUFFALO, NY: Dr. Julius Horvath has been in practice for 26 years. In a few months he will be relocating his practice to a new and larger building. Dr. Horvath is presently scheduling interviews. jhorvath3@verizon.net or horvathchiropractic@verizon.net

ASSOCIATE WANTED

Forest Hills, NY - Our ideal candidate has excellent communication skills, great with patient retention, and is confident in adjusting people of all ages. Must be strong in diversified adjusting, Thompson drop, flexion distraction, extremity adjusting, and various soft tissue techniques (or must be willing to learn). Strong work ethic a must. Please send inquiries and applications directly to: Wellnessdoctorsny@gmail.com.

OFFICE COVERAGE AVAILABLE

MMA Chiropractors, America's Chiropractic Employment Agency specializes in emergency, maternity, short, and long term coverage as well as Associate placement. Full and half-day coverage rates. Largest database of well qualified licensed and insured chiropractors. Free 90-minute orientation with our cover doctor. Backups just in case. Call for a FREE quote 1-800-501-6111. www.mmachiropractors.com

OFFICE COVERAGE

Buffalo NY - Seeking coverage doctor for downtown Buffalo evidence-based practice. Mix of prenatal/wellness/athletic pa-

tient base. Starting in August/September of 2019. Potential to stay on as independent contractor and have some freedom to practice as you like following 12 week maternity coverage. Current techniques utilized in office include: Webster, ART, McKenzie, Diversified, Flexion Distraction, occasional Activator. Must be able to multi-task and stay organized. NYS license and malpractice required. New grads are encouraged to apply. Please include resume and 3 references to covellchiropractic@gmail.com

SEEKING OFFICE COVERAGE

Jefferson Valley (Westchester) NY - Seeking DC coverage when I am on vacation one to two weeks at a time approx. 3x/wk. Diversified techniques Cox Method used, EMS ,etc. Please contact docbiff@gmail.com or call at (914) 245-1400.

EQUIPMENT FOR SALE

Lloyd Galaxy McMannis stationary Stationary Table for sale. Great for new graduate. Asking \$250.00. Email: drmichaeljett@earthlink.net

EQUIPMENT FOR SALE

Zenith Chiropractic Table for sale. Good Condition. Sturdy Workhorse of a Table. Available for pick up. \$595 If interested, call Michael directly, 631-987-5086 for location & pick up times.

OFFICE SPACE FOR RENT

Wantage, NY - Fully furnished and equipped chiropractic office on main road on the south shore of Long Island. Ample on-site parking with available adjacent municipal parking. Immediately see patients of retiring practitioner (35 years). Interested parties can e-mail inquiries to backdocr@aol.com.

OFFICE SPACE FOR RENT

Forest Hills, NY - One block off Continental Avenue and Queens Blvd. Spacious waiting room, private office and 5 large treatment rooms. Also opportunity to purchase with practice. Contact drv1994@yahoo.com

OFFICE SPACE FOR RENT

New York, NY - Rare opportunity: Windowed treatment room w/ massage table & a separate furnished reception room. 3 full days Fri-Sat-Sun. Beautifully maintained 19thC office building with attended lobby. 24/7 access, WIFI, weekly clean-

ing, mineral water, drinking cups, tissues all included plus you may use our building's Business Center open M-F 8:00am-6pm (package delivery, admin services). Plenty of storage. Current license to practice & professional liability insurance required. No moxa permitted in building. 11 months remaining on principal lease, fully expecting to renew another 3 years. \$80/day or \$600 for the full month. drweymouth@wholelifethealthcare.com

PRACTICE FOR SALE

North Shore Nassau County, Long Island, finance available. Contact chirogiro@hotmail.com

PRACTICE FOR SALE

NYC - Midtown East. Dr. is retiring from upscale, 35+ year established practice with a strong practice base. and seeks dedicated, full time DC with skilled hands & good communication skills. Office is fully equipped, with digital x-ray, diagnostic testing, state-of-the-art adjusting and treatment tables, DRX, Spinal Decompression systems, cold laser, Active Ther. Mvmt and more! Email CV, along with a note telling me about yourself and why this would be a good fit for you. Contact: Draw409@gmail.com

PRACTICE FOR SALE

Binghamton NY Area - Retirement prompts the sale of this primary care practice. Low stress - enjoyable "Turn Key" practice. Applied Kinesiology, SOT and the Brimhall Method are the primary techniques utilized, supported by various therapy modalities. Nutritional counseling, acupuncture, high supplements sales, and massage services are offered. Low overhead and easy patient load perfect for new grad or existing chiro looking to acquire additional office. Sale includes all active/inactive patient files and equipment, transition period available. All offers will be considered. Email, call / text for more information. Confidentiality required. Beachgal14850@gmail.com 607-249-4440 text / call

ABOUT NYSCA CLASSIFIED ADS

NYSCA members receive free classified advertising (without photos) in the NYSCA e-newsletter and on NYSCA.com

Submit your classified ad today!

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New York State Chiropractic Association

PO Box 557, Chester NY 10918 | 518-785-6346 | 518-785-6352 FAX
info@nysca.com | www.nysca.com



APPLICATION FOR MEMBERSHIP

Contact Information

Last Name:	First Name:	MI:	<input type="checkbox"/> Male <input type="checkbox"/> Female
Business Address:		County:	
City:	State:	Zip:	
Office Phone:	Office Fax:	Email:	
Referred to NYSCA by:		All fields required unless otherwise specified.	

Education Information

Degree(s):	
Chiropractic College:	Year Graduated:
NY Chiropractic License Number:	Date of Issuance: (MM/DD/YYYY):

Personal Information

Date of Birth:	Home Phone (opt):	Mobile Phone (opt):
Home Address:		County:
City:	State:	Zip:

Membership Categories

Dues

Regular Membership	Full Year or EZPay*
<input type="checkbox"/> 1 st Year Licentiate – up to 2 years from date of licensure	\$120 or \$10/month
<input type="checkbox"/> 2 nd Year Licentiate – up to 3 years from date of licensure	\$240 or \$20/month
<input type="checkbox"/> 3 rd Year Licentiate – up to 4 years from date of licensure	\$360 or \$30/month
<input type="checkbox"/> 4 th Year Licentiate – up to 5 years from date of licensure	\$480 or \$40/month
<input type="checkbox"/> 5 th Year Licentiate – Greater than 5 years from date of licensure	\$600 or \$50/month
★ New Member Special ★	
One-time offer applicable to Regular Membership only when year is PAID IN FULL. Eligibility subject to verification. Subsequent year's dues payable at usual rate. Cannot be combined with other discounts	25% off
<input type="checkbox"/> Part-time, practicing 20 hours or fewer per week Discount applicable to Regular Membership only. A certification of working hours, signed by a NYSCA district officer, must be submitted to the administrative office; Cannot be combined with other discounts	50% off
Associate Membership – Include name of sponsoring NYSCA Member: _____	
<input type="checkbox"/> 1 st Year Licentiate – up to 2 years from date of licensure	\$60 or \$5/month
<input type="checkbox"/> 2 nd Year Licentiate – up to 3 years from date of licensure	\$120 or \$10/month
<input type="checkbox"/> 3 rd Year Licentiate – up to 4 years from date of licensure	\$180 or \$15/month
<input type="checkbox"/> 4 th Year Licentiate – up to 5 years from date of licensure	\$240 or \$20/month
<input type="checkbox"/> 5 th Year Licentiate – Greater than 5 years from date of licensure	\$300 or \$25/month
Affiliate Membership[†] – must be licensed to practice chiropractic in New York	
<input type="checkbox"/> a full-time staff member in residence at a chiropractic or other accredited university, college, school, or institution; or	\$60
<input type="checkbox"/> a full-time employee of any recognized governmental agency; or	
<input type="checkbox"/> a member of the Armed Forces of the United States on active duty; or	
<input type="checkbox"/> not in active chiropractic practice AND is employed full-time as supplier/vendor of chiropractic products and services, or other practice equipment, in service to members of the chiropractic professional field; or	
<input type="checkbox"/> practicing exclusively in a state or jurisdiction other than New York State	

*Membership Dues – EZPay (Monthly debit from credit card)

Cardholder understands and agrees that by opting into automatic billing his/her card will be charged on a monthly basis and will automatically renew on membership anniversary date. Renewal will be at current membership type associated with account. Monthly membership is not eligible for cancellation for the first 12 months.

Payment Information

Select One: Pay in full EZPay*

Payment Method



Card Holder:

Card #:

Expiration Date:

Security Code:

Billing Address:

Check Enclosed; Please make checks payable to:
New York State Chiropractic Association
PO Box 557, Chester NY 10918

Check here if you do **NOT** want 7% of your dues monies earmarked for NYCAC. Refusal to contribute will not affect your membership rights.

I fully understand and agree that upon acceptance of my application, I shall abide by the certificate of incorporation of the NYSCA, its Bylaws, Canon of Ethics, all rules and regulations adopted by the Board of Directors and House of Delegates, and the laws of the State of New York, the Board of Regents, and the State Education Department. I further understand that the NYSCA regularly communicates with its members by electronic means and therefore permit NYSCA to send me communications and advertisements (regarding upcoming events, etc.) via fax/email.

Signature:

For Office Use Only Date Received: District Assigned: