

ON THE AGENDA

NYSCA

September 2019

New York State Chiropractic Association

Great Things are Happening in Our Profession!

Is Pain Holding You Back?

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PRESIDENT'S REPORT

Jason Brown, D.C.

2019 Fall Convention & NYCC Centennial Celebration

September 20-22, 2019

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

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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!

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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

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



NYSCA

PRESIDENT'S REPORT
Jason Brown, D.C.

NYSCA Members,

It's been a beautiful summer throughout New York and as it ends I am pleased to be able to sit down and write this President's message with some very positive news for chiropractic in our state.

The NYSCA Board has several key objectives as part of our strategic plan. One of the overarching goals is PARITY. It is felt on a daily basis by New York's chiropractors that we are not valued to the same degree as some other health care professions. This inequity exists in policy decisions, reimbursement models, and dozens of other ways.

I am pleased to announce that through the efforts of the NYSCA Board and Workers Compensation Committee, working harmoniously with the Council, we will be seeing increased parity. After years of advocacy and dialogue, the NYS Workers Compensation Board has heard our concern about inequities in the chiropractic conversion factor and taken steps to address this issue. The WCB recently proposed an increase in the chiropractic conversion factor making it similar to other professions. We are pleased to report that if this goes forward as planned, it will create an environment where chiropractors are paid more closely to the national average, create a notable (33%) increase in fees, and to create a degree of parity with other professions.

This is a moment of progress we should all stop and appreciate. It is rare that we get to appreciate a benchmark moment in the ascension of New York chiropractic. The efforts towards parity have been ongoing and will remain strong. The NYSCA will continue to strive to place chiropractic in its rightful place as respected and fairly compensated doctoral level, conservative spine specialists.

When you see the NYSCA WC Committee members and Board members at an upcoming convention or district meeting, please take a moment to show them your gratitude for their great work on this issue.

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Great Things are Happening in Our Profession!



The NYSCA, in conjunction with the Foundation For Chiropractic Progress teamed to put up this billboard on Interstate 690 near the New York State Fairgrounds on August 12th. The Billboard will run for a month, during the entire duration of the Great New York State Fair, an annual event visited by over 1 million people.


The F4CP paid 50% of the cost of the ad and the members of District 12 paid the other half, increasing the impact of both organizations.

By putting the message out about drug free pain relief, the NYSCA and F4CP are working to enhance the cultural authority of the profession and present our services as the treatment of choice for neuromusculoskeletal complaints.

NYSCA members are automatically entitled to membership in the F4CP so make sure that you are registered.

If you need further guidance on how to get registered, contact Liz at controller@NYSCA.com.

District 17 has taken a similar initiative and is erecting the same billboard on Interstate 290, near Buffalo beginning September 2nd.



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NYSCA 11160

ANNALS OF INTERNAL MEDICINE EXAMINE Chiropractic and Stroke

By Christopher M Piering DC

The March 2019 edition of the Annals of Internal Medicine carried an article that reviewed the risks associated with chiropractic care and cervical artery dissection as well as suggesting a risk assessment strategy for health care practitioners.

Perhaps the key take away from the article is that Cervical Spine Manipulation does not increase the risk of cervical artery dissection and there is ample data to support this conclusion.

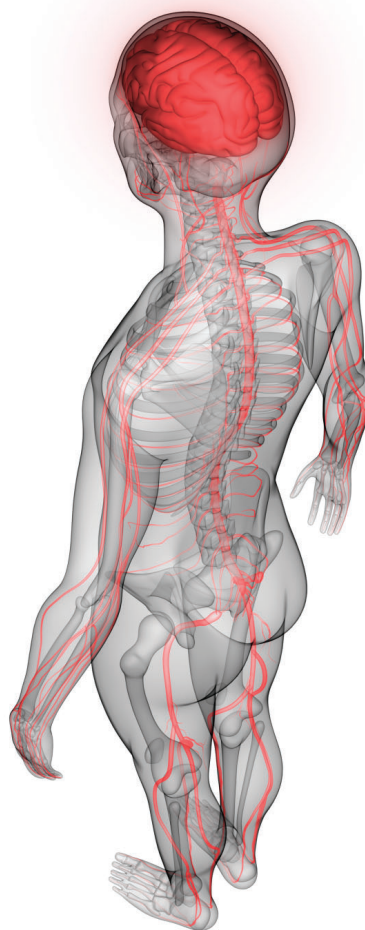
The article goes on to describe the current state of research as well as suggesting procedural steps to consider in risk management of patients who present with cervical spine complaints.

It certainly presents the facts and portrays cervical spine manipulation as a safe option for patients presenting for treatment of common, head, neck and other musculoskeletal complaints amenable to conservative management.

In my opinion, this information should be widely shared within our profession and disseminated to all health care providers.

Here is the link to the article in the Annals of Internal Medicine:<https://www.tandfonline.com/doi/pdf/10.1080/07853890.2019.1590627?needAccess=true&>

An excellent summary was published by the Illinois Chiropractic Society and can be reviewed here:<https://www.ilchiro.org/news/446077/Stroke-New-Evidence-and-Our-Responsibility.html>




ACA Update on Medicare Equality

As you are aware, the ACA has submitted legislation to increase Medicare coverage for our profession in November 2018. This bill, HR 3654 introduced by two NY representatives, Congressman Brian Higgins (D-NY 26) and Congressman Tom Reed (R-NY 23) 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 health-care 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 health-care 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.


When this bill becomes law, the federal rulemaking process will determine implementation. Details related to codes, reimbursement and billing will not take place until then. While it is not known exactly which codes would be covered, at a minimum, if passed in its current form, the legislation would include selected evaluation

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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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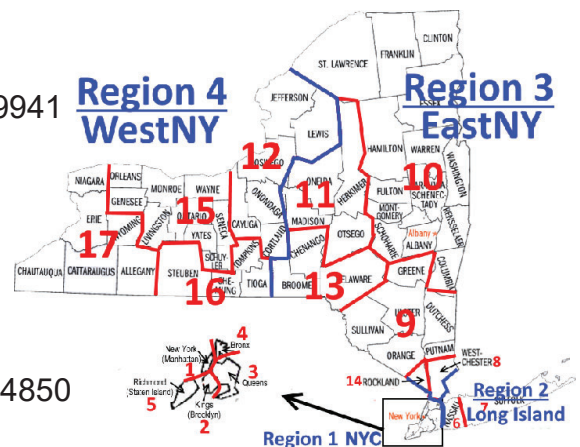
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Optimal Performance... The Ultimate Domain of Chiropractic

By Dr. Peter Gorman and Dr. Chelsea Keesler

No doctor is better prepared than the New York State Doctor of Chiropractic in handling the healthcare performance of all, whether they would be 9 or 99. The well-trained Doctor of Chiropractic must be able to help all patients move from 'Point A to Point B' as effectively and as efficiently as possible for as long as possible. To do this, the Doctor of Chiropractic performs protocols based on the triad of health which shows that all must be evaluated from an EMOTIONAL, CHEMICAL, and PHYSICAL understanding. The physical understanding of our patients has been the classic role of chiropractic since DD Palmer made the first well placed adjustment to a patient.

Gait is the great interpreter of movement. The parameters of gait: step, stance, swing, single-support, double-support, load response, pre-swing, etc., all tell a story that must be understood so that care can be most beneficial. Within these parameters, balance is the common denominator for function. As our patients walk, they go from single support to double support to single support, and repeat this process over and over. As injury takes place, whether it would be physical or neuro-cognitive, balance is negatively affected and function is diminished. Balance is not only the critical component of movement but balance has been shown to be related to brain function. In his classic study, Dr. Tabara shows us that the better the balance, the better the MRI of the brain. We would like today for all chiropractors to band together to not only help their patients feel better but to also make sure that each and every patient is helped in improving their balance and their dynamic function.

Today we declare the formation of the Chiropractic 2-minute Club. Each doctor is asked to challenge their patients and help them to become a member of this club by being able to stand for one minute with eyes open on each leg. YES! There will be extreme challenges to do this; America is already plagued with a 70 billion dollar healthcare crisis caused by falls. Knowing this, whether the patient is 9 or 99, the Doctor of Chiropractic will help each and every one start at a comfortable level-which may mean standing at the kitchen sink and holding on and only lifting their hands for a second or two. But whatever the starting point, a sincere and concerted effort must be made to help each and every one to improve their own balance control.

Balance is affected by visual, vestibular and proprioceptive input. Of the three, it is proprioception where a hidden deficit may lie and go unnoticed. If our vision became slightly blurry, we would know right away. If our vestibular system acted up, whether it be through mild infection or degeneration, the resulting vertigo and dizziness would be easy to recognize. However, because many are visually dominant, a proprioceptive deficit can exist in the patient and not be detected because of compensations through the visual process. This HIDDEN DEFICIT is simple and easy to challenge to see if it exists. Have your patient stand on one leg with eyes open for 15 seconds and then repeat by having the patient perform the same test with their eyes closed. Any sway or movement is an indication that a proprioceptive deficit does exist.



In our office, Barefoot Science (BFS) has been effectively used to help improve this proprioceptive deficit. Barefoot Science is a non-orthotic mid-arch stimulator. Due to its ability to create mid-arch activation, BFS mimics barefoot walking in sand and over time can dramatically help to reduce a proprioceptive deficit and improve foot strength. We highly recommend that all take a look at this wonderful product.

We've talked about balance, we understand proprioception, and now we can make a judgement on each position of the foot as it goes through the foot-strike cycle (FSC). The FSC: dorsiflexion-pronation-supination-plantar flexion can be very easily mimicked and understood by using a classic slant board. We highly recommend, if you purchase a slant board, to get one that is at least 16" x 18", starts at 13 degrees and can increase its angle at least two times. To use the slant board, have the patient look straight ahead, stand with one foot in the middle of the board in dorsiflexion and then be instructed to lift

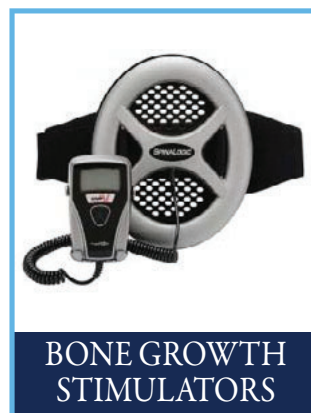
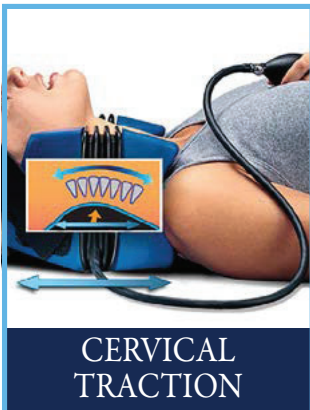
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Top 10 Head-to-Toe Research Quotes

By Dr. Tim Bertelsman

Check out 10 chiropractic research blurbs pulled from the latest, published literature that will affect the way we practice.

Head & Neck

1 “Maladaptive postures can activate C1-C3 nociceptors. Convergence with trigeminal afferents at the trigeminocervical nucleus could explain spinal headache.”

Mingels S, Dankaerts W, Granitzer M. Is There Support for the Paradigm ‘Spinal Posture as a Trigger for Episodic Headache’? A Comprehensive Review. *Curr Pain Headache Rep*. 2019.

2 “Women with TMD, regardless of self-reported headaches, showed limited flexion/extension ROM, limited upper cervical spine (C1-C2) mobility, and poor deep cervical flexor performance.”

Ferreira MP et al. Mobility of the upper cervical spine and muscle performance of the deep flexors in women with temporomandibular disorders. *J Oral Rehabil*. 2019 Jul 10.

Shoulder

3 “The use of MRI before a trial of conservative management in patients with atraumatic shoulder pain, minimal to no strength deficits on physical examination, and suspected cuff tendinopathy other than full-thickness tears provides negative value”

Cortes A et al. A value-based care analysis of magnetic resonance imaging in patients with suspected rotator cuff tendinopathy and the implicated role of conservative management. *J Shoulder Elbow Surg*. 2019 Jul 4. pii: S1058-2746(19)30247-2.

4 A systematic review of tests for proximal long head of the biceps tendon pathology concluded: “The accuracy of orthopedic tests varied

greatly across studies. The only test of value was Yergason’s maneuver.”

Bélanger V et al. Accuracy of examination of the long head of the biceps tendon in the clinical setting: A systematic review. *J Rehabil Med*. 2019 Jul 8;51(7):479-491. doi: 10.2340/16501977-2563.

* Editor’s note: This data varies from prior research by Kibler et al. that found the most sensitive tests for biceps tendinopathy are the Bear Hug (0.79) and Upper Cut (0.73), and the most specific are Belly Press (0.85) and Speed’s (0.81).

Kibler BW, Sciascia AD, Hester P, Dome D, Jacobs C. Clinical utility of traditional and new tests in the diagnosis of biceps tendon injuries and superior labrum anterior and posterior lesions in the shoulder. *Am J Sports Med*. 2009 Sep;37(9):1840-7.

Yergasons

[Click here to watch](#)



Spine

5 “The effects of the lumbar belts on trunk postural control were small.” Shahvarpour A. et al. The effect of extensible and non-extensible lumbar belts on trunk postural balance in subjects with low back pain and healthy controls. *Gait Posture*. 2019 Jun 20;72:211-216.

6 Researchers tested five predictors for determining which disc herniation patients will benefit from lumbar traction:

- limited lumbar extension range of motion
- low-level fear-avoidance beliefs regarding work
- no segmental hypomobility in the lumbar spine
- short duration of symptoms
- sudden onset of symptoms

“For the patients with at least three of the five predictors, the probability of their Oswestry Disability Index greatly improving increased from 23.3% to 48.7% when compared to patients without these (three) predictors.”

Hirayama K et al. Developing a clinical prediction rule to identify patients with lumbar disc herniation who demonstrate short-term improvement with mechanical lumbar traction. *Phys Ther Res*. 2019 Apr 20;22(1):9-16. doi: 10.1298/ptr.E9973. eCollection 2019.

7 “Active TENS applied while walking is no better than de-tuned TENS for improving walking ability in patients with degenerative lumbar spine stenosis and therefore should not be a recommended treatment in clinical practice.”

Ammendolia C et al. Effect of active TENS versus de-tuned TENS on walking capacity in patients with lumbar spinal stenosis: a randomized controlled trial. *Chiropr Man Therap*. 2019 Jun 19;27:24. doi: 10.1186/s12998-019-0245-z. eCollection 2019.

Hip & Knee

8 A systematic review of 15 studies including more than 8400 athletes concluded: “Programs that include

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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



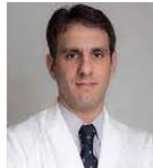
Dr. Hunter Mollin



Dr. Paul Dougherty



Dr. Mary Balliett



Dr. Anthony Palumbo



Dr. Jason Brown



Dr. William Lauretti



Dr. Chris Montanaro



Dr. David Seaman



Dr. Peter Nickless



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Dr. Lisa Bloom



Dr. Robert Ruddy

Earn up to 12 Continuing Education Credits (up to 6 Category 1 Credits!)

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. [View the 2019 Centennial Celebration At a Glance](#)

Registration is now open!

NYCC Alumni registration

Non-Alumni registration

Registration Fee: \$40 per person. Tuition Fee: \$17 per CE/PD. Weekend registration includes breakfast, lunch, and breaks Saturday and Sunday. Late Registration Fee: Additional \$10 per person applied after 12:01 AM (ET) Friday, 09/20/2019

For questions regarding alumni programs, email Diane Zink at dzink@nycc.edu, or call Alumni Relations at 800-234-NYCC (6922), extension 3065. Please visit www.NYCC.edu/Centennial for more information.

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.



Laser vs. Shockwave: What is the Best Choice for Soft Tissue Injuries?

By Mark Callanen, PT, DPT, OCS

lightforce
therapy lasers

Modalities are generally devised to help promote healing and/or decrease pain. Two advanced devices that focus on treating soft tissue injuries include Class IV laser and shockwave technology. While both can be effective, how they work and what conditions they are best suited for can be confusing.

Mechanism of Action

While laser imparts photonic energy into tissue to create photochemical changes at the mitochondrial level in a process referred to as photobiomodulation (PBM), therapeutic shockwave (ESWT) devices deliver radial or dispersive sound waves into tissue. The uni-phasic waveform of a shockwave provides peak pressures that are 1000 times greater than a biphasic ultrasound wave, followed by a second phase of negative peak pressure that creates a cavitation effect. This is believed to create microscopic damage to tissue which spurs on the inflammatory responses^{1,2}.

Clinical Effects

While shockwaves' MOA is not completely understood², established treatment effects include the following, some of which are shared with PBM:

- Mechanical stimulation
- Increased local blood flow*
- Increase in cellular activity* – release

of substance P*, prostaglandin E2*, NO*, TGF β *, VEGF, and almost certainly other inflammatory cytokines*

- Transient analgesic effect on afferent nerves*
- Breakdown of calcific deposits (primarily, but not exclusively in tendon)

* Indicates shared treatment effects with PBM. It should be noted that laser generally downregulates inflammatory mediators and associated pain factors like Substance P, as opposed to the increase Shockwave creates. This is an important differentiator.

Target Tissues

Since laser impacts mitochondrial activity, it can influence most eukaryotic cells. This means it can be used on nerves, tendons, muscle, ligaments, joint capsules, bone, and wounds. This provides significant flexibility when treating both acute and chronic conditions in different areas of the body.

Shockwave is best applied to recalcitrant problems such as chronic insertional tendinopathy (lateral epicondylitis, plantar fasciitis, patellar tendonitis) and calcific tendonitis of the shoulder^{1,2}. There is also research that supports treatment of non-union fractures of long bones^{3,4,5} and avascular necrosis of the femoral head^{6,7,8,9}.

Similarities/ Differences

The two modalities are similar in that they both can help improve blood flow and promote growth factors to damaged tissue. They differ in that while they both influence inflammation, laser generally helps reduce it, while shockwave increases it. Think of the laser as cellular concierge helping guide cells through the stages of healing in a faster and more efficient manner. Shockwave is a professional wrestler that is body slamming tissue; restarting the inflammatory process in order to promote blood flow to areas that need it.

Recent Research

Despite their differences, a 2019 study endorsed the use of both devices together to treat plantar fasciitis. Laser was applied after shockwave which had better outcomes than using either modality independently¹⁰. A separate 2017 plantar fasciitis study concluded that laser and shockwave were equally effective for improving pain and functional scores, and that both were more effective than treating with standard ultrasound¹¹.

Contraindications

Regarding contraindications, laser can be used over total joints, hardware, and lung fields; whereas shockwave should not be used over lung tissue and can cause ce-

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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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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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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 complimentary 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

View all current NYSCA Member Benefits and Privileges

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 Goettsch
membershipcommittee@nysca.com

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

JOIN TODAY!



DRUG-FREE PAIN MANAGEMENT AWARENESS MONTH

Sponsored by the Foundation for Chiropractic Progress. National Drug-Free Pain Management Awareness Month is a national observance and annual campaign geared toward raising public awareness of chiropractic care as the preferred first-line approach to safe, effective, drug-free management of low back, neck and neuromusculoskeletal pain.

The Foundation has developed a Marketing Roadmap to walk the individual doctor in practice, like yourself, through a step-by-step September marketing plan.

[CLICK HERE TO DOWNLOAD THE SEPTEMBER ROADMAP](#)

Celebrate National Drug-Free Pain Management Awareness Month by utilizing the Foundation material on a local level - press releases, advertisements, infographics, PowerPoint presentations, patient handouts and more.

Let's work together to inspire those in our community about the safe, effective, drug-free care that doctors of chiropractic can provide.

NYSCA PRESIDENT'S REPORT CONTINUED FROM PAGE 3

This fall the NYSCA has partnered with New York Chiropractic College for the college's Centennial Celebration. We will gather in Seneca Falls, New York September 19-22 to celebrate the college's 100th anniversary. Continuing education and social events are planned. We welcome you to join us, details and registration is online @ www.nycc.edu/centennial

The NYSCA will also be hosting a one-day CE event in Troy, NY (Albany area) on October 26th, 2019. We have a great line up of speakers and hope to see you there.

Lastly, if you haven't already, I invite you to check out the new and improved NYSCA Website (www.nysca.com). Special thanks to the exceptional NYSCA Staff, and Drs. Chris Piering and Joe Merckling for making this happen. Also a big thank you to districts 3, 7, 12 and 15 for providing funding for this project.

I hope everyone had a great summer and is ready for the transition back to the school year. I'm thrilled to be able to share such positive news with you. Please help us share it with the unaffiliated chiropractors and invite them to join the NYSCA. We welcome all chiropractors who are inclined to help chiropractic thrive in New York.

Jason Brown, DC
NYSCA President



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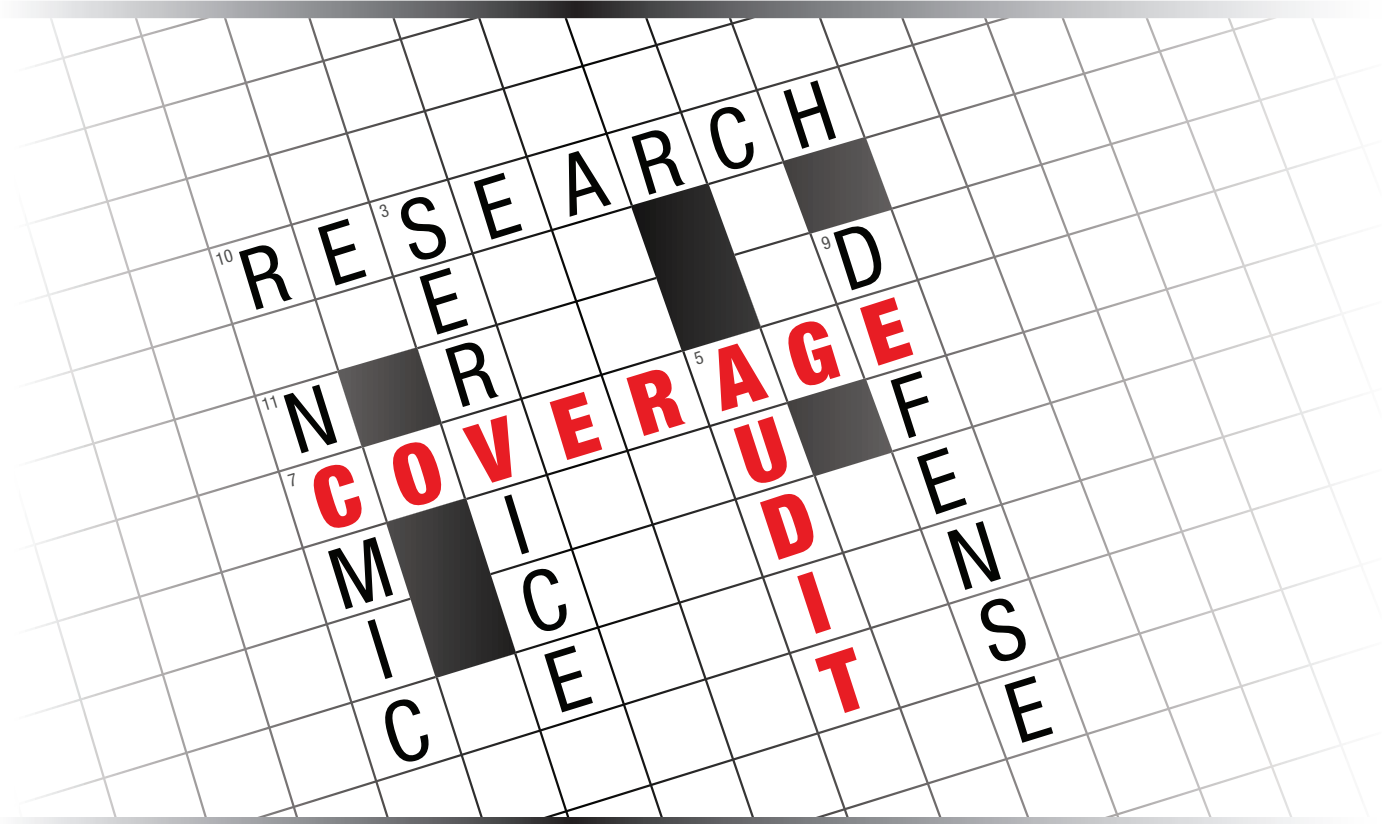
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How to Build Your Chiropractic Practice by Using Public Speaking

By Dr. Edward Martin, DC

Are you looking for a way to find new Chiropractic patients for your practice? Well, many chiropractors fail to find effective marketing methods that can help them attract new patients.

This situation does have a solution. As a chiropractor and a public speaking & marketing consultant, Dr. Martin says that chiropractors can become more successful by using public speaking in their marketing plan.

Here, we discover that there are many speaking opportunities that you can use to attract more patients. Dr. Martin states that there are thousands of groups that need a guest speaker at their meetings and conferences. Here, he gives a few examples of groups that need guest speakers : Local business groups, charity groups, associations, corporations, conferences, conventions, organizations, schools and colleges, groups for professionals, churches, special interest groups, organizations for healthcare providers and attorneys, government organizations and many other types of groups.

Now, let's look at an example of a possible "small" marketing plan that uses public speaking. Imagine if you started by giving a 30-minute speech about a chiropractic topic each week to different groups (average attendance of 50 people per group). In a period of 50 weeks, you would have spoken to 2500 people. Also, you would have the chance to answer their questions and shake hands with them. Just imagine how many potential new patients you might attain from giving fifty speeches each year. You would also acquire referrals, as you start speaking to a variety of groups and community organizations.

Furthermore, this is just a starting point. Many ambitious chiropractors, with large financial goals, can start giving 50 to 200 speeches each year and they can begin to speak to much larger groups.

So, you might be wondering, why isn't everyone using public speaking to attract more patients? Well, there are two main obstacles that keep people from using public speaking. First, public speaking is a very common fear for many people. The second obstacle is that most of us were never told that public speaking was a great marketing tool for attracting new patients. So, as a result, we never bothered to learn how to use public speaking to get more patients.

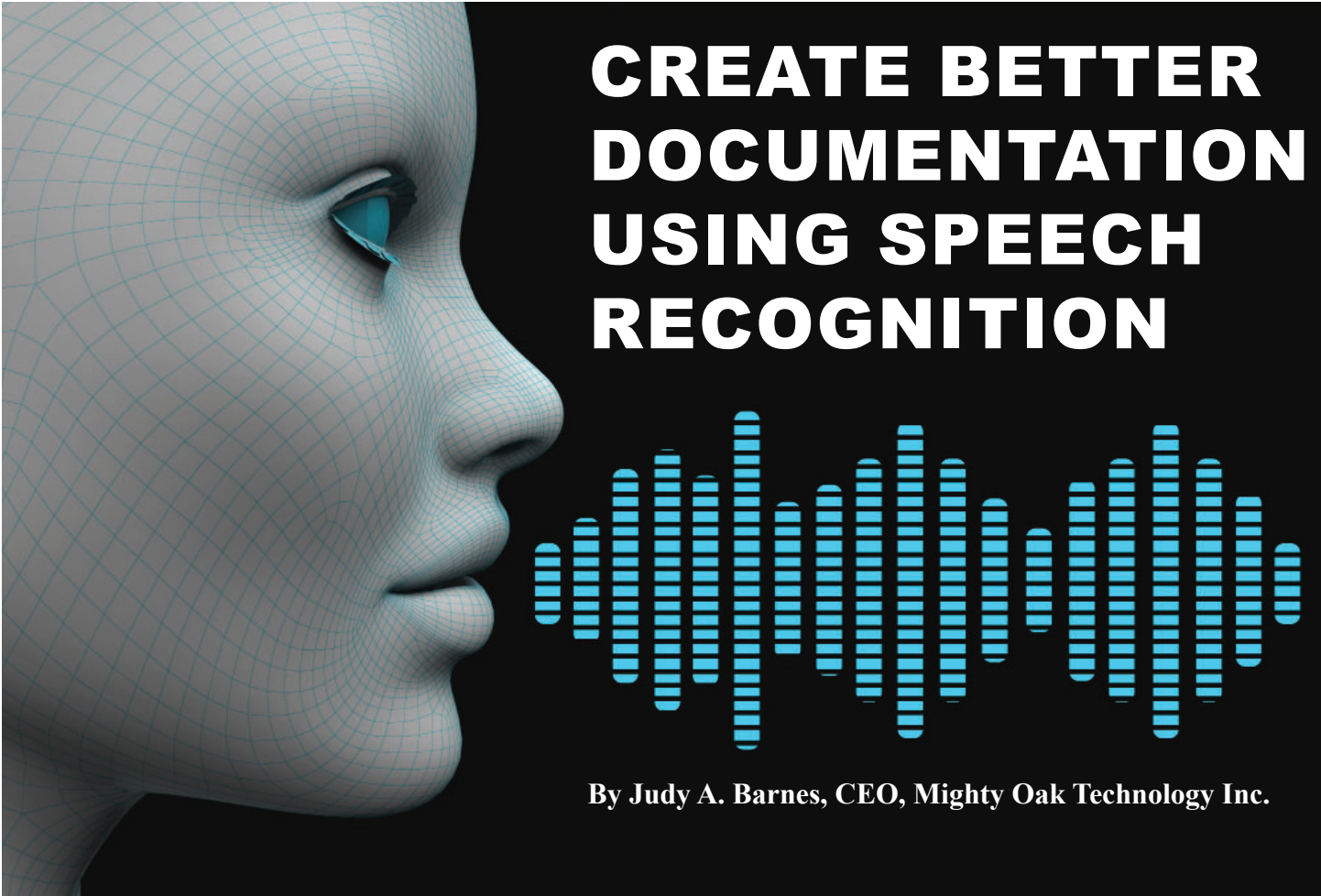
But there is good news. We can learn to conquer these two obstacles. Here is a "Four Step Plan" that will help you find more patients by using public speaking:

Step #1 - "Know Your Specific Reason or Goal for Using Public Speaking".

Here, you will have to think about the "specific" goal that you want to achieve by giving speeches. For example, you might want to attract 100 new patients in the next twelve months. Or, maybe you would like to earn an extra two hundred thousand dollars in the next year.

Now, each person may have their own goal, but make sure that you have a "specific" goal to aim at. Having a "specific" goal will motivate you to put in the effort that is required for making your public speaking successful.

Continued on page 25



CREATE BETTER DOCUMENTATION USING SPEECH RECOGNITION

By Judy A. Barnes, CEO, Mighty Oak Technology Inc.

Ask any chiropractor what the biggest problem in their practice is and most will answer, without hesitation, “Documentation!”

Creating top notch patient documentation that will please any insurance company or attorney can be challenging. “Telling the story” of a patient encounter can be difficult and awkward with a software system that only allows clicking boxes and canned phrases.

Speech recognition is the Gold standard for chiropractic documentation. There are different types of speech recognition available. You can use speech recognition in any EHR. If your EHR is truly cloud-based, you can probably dictate right on your phone or mobile device.

If you tried speech recognition in the past and gave up, you should try again. The technology has come a long way and the accuracy is incredible. Some doctors achieve 100% accuracy right out-of-the-box using Dragon Medical. There is a chiropractic vocabulary built in so it picks up the chiropractic terminology very well.

Dragon is the best speech recognition software by far when it comes to features and benefits. But it is not free. However, there are no-cost and low cost alternatives such as Microsoft speech, Siri, Google Speech and some others. Dragon has a great feature that the others don’t, which enables a doctor to create “dictation shortcuts” for the phrases they use most often. You can dictate using Siri or Google Speech, but because of HIPAA concerns, you must not say the name of the patient or give out any identifiable information about the patient while dictating on mobile devices. The ability to tell the story of each patient encounter in your own

words, or even in the patient’s own words, will give you the highest quality and best success with your documentation. With a little practice, you can create excellent and very detailed patient notes in about 30 seconds.

Benefits to the Doctor

- Better Documentation FASTER
- Better Records
- Getting Paid Faster
- Protection in Court, Having Very Detailed Records
- Time for More Patients and More Time for Patients
- Peace of Mind, Always Having Documentation up to Date
- More Time for Family and Self
- Eliminates Transcription Fees
- Eliminates “Generic” Looking Canned Notes
- Documentation That Proves Medical Necessity
- Great Documentation Can Lead to More Referrals

Below is a paragraph directly quoted from the Medicare website regarding documentation requirements.

“Documentation should detail the specific elements of chiropractic service for this particular patient on this day of service. It should be clear from the documentation why the service was necessary that day. Service supported by repetitive entries lacking encounter specific information will be denied.”



NYSCA Calendar of Events

Please visit www.NYSCA.com/meetings-events-calendar to view our full calendar. District meeting dates, times, and locations are subject to change. Please check with your district president to confirm meeting schedule and location.

Sept'19				Oct'19			
<i>The NYSCA Fall Convention & NYCC Centennial Celebration will be held September 20-22, 2019 in Seneca Falls NY!</i>				<i>The NYSCA Fall Symposium will be held October 26 in Troy NY!</i>			
Mon	9/2	All Day	Labor Day—Admin Office Closed	Tues	10/8	12:30pm	D14 Rockland Meeting
Weds	9/4	1pm	NYSCA Webinar	Tues	10/8	8pm	D3 Queens Meeting
Mon	9/9	7pm	D16 Southern Tier Meeting	Weds	10/9	7pm	D17 Buffalo Meeting
Tues	9/10	12:30pm	D14 Rockland Meeting	Weds	10/9	8pm	D2/5 Brooklyn/Staten Island Meeting
Tues	9/10	8pm	D3 Queens Meeting	Thurs	10/10	7pm	D15 Rochester Meeting
Weds	9/11	7pm	D17 Buffalo Meeting	Mon	10/14	7pm	D16 Southern Tier Meeting
Weds	9/11	8pm	D2/5 Brooklyn/Staten Island Meeting	Tues	10/15	8pm	D6 Nassau Meeting
Thurs	9/12	7pm	D15 Rochester Meeting	Tues	10/15	7:30pm	D9 Hudson Valley Meeting
Tues	9/17	8pm	D6 Nassau Meeting	Weds	10/16	All Day	World Spine Day
Tues	9/17	7:30pm	D9 Hudson Valley Meeting	Weds	10/16	7pm	D12 Syracuse Meeting
Weds	9/18	All Day	CHIROPRACTOIC FOUNDER'S DAY	Weds	10/16	8:30pm	D7 Suffolk Meeting
Weds	9/18	7pm	D12 Syracuse Meeting	Sat	10/26	8am	NYSCA 2019 Fall Symposium
Weds	9/18	8:30pm	D7 Suffolk Meeting	Weds	10/30	1pm	NYSCA Webinar
Sat	9/21	All Day	NYSCA 2019 Fall Convention				
Sun	9/22	All Day	NYSCA 2019 Fall Convention				
Nov'19				Dec'19			
Weds	11/6	1pm	NYSCA Webinar	Mon	12/9	7pm	D16 Southern Tier Meeting
Mon		7pm	D16 Southern Tier Meeting	Tues	12/10	12:30pm	D14 Rockland Meeting
Tues		12:30pm	D14 Rockland Meeting	Tues	12/10	8pm	D3 Queens Meeting
Tues		8pm	D3 Queens Meeting	Weds	12/11	1pm	NYSCA Webinar
Weds		7pm	D17 Buffalo Meeting	Weds	12/11	7pm	D17 Buffalo Meeting
Weds		8pm	D2/5 Brooklyn/Staten Island Meeting	Weds	12/11	8pm	D2/5 Brooklyn/Staten Island Meeting
Thurs		7pm	D15 Rochester Meeting	Thurs	12/12	7pm	D15 Rochester Meeting
Tues		8pm	D6 Nassau Meeting	Tues	12/17	8pm	D6 Nassau Meeting
Tues		7:30pm	D9 Hudson Valley Meeting	Tues	12/17	7:30pm	D9 Hudson Valley Meeting
Weds		7pm	D12 Syracuse Meeting	Weds	12/18	7pm	D12 Syracuse Meeting
Weds		8:30pm	D7 Suffolk Meeting	Weds	12/18	8:30pm	D7 Suffolk Meeting
Thurs	All Day	Thanksgiving—Admin Office Closed		Tues	12/24	All Day	Christmas Eve—Admin Office Closed
Friday	All Day	Black Friday—Admin Office Closed		Weds	12/25	All Day	Christmas Day—Admin Office Closed



Now Hiring: Ideal Team Players

Nothing hurts quite as much as having a valued employee submit their resignation. From the data that we have collected, the average employee turnover in a chiropractic office is approximately 18 months. Employee turnover can become one of the most costly expenses for your practice. Replacing a single employee can be financially devastating for a clinic, and losing more than one, well...

It's not just a matter of the finances but also an issue of diminished productivity. You also run the risk of compliance concerns when tasks are overlooked due to being shorthanded, or lack of experience when bringing new employees on board. It can very quickly stop the most productive office in its tracks. A new employee may take months to a year to reach the same level of productivity as an existing employee. It can hurt the overall morale of your team, and what does it say to the patients you serve if every time they walk into your office, they are greeted by a new face?

The reality is that some employee turnover is just part of running a business. The key is understanding your turnover rate. How many employees have left in the past 2-3 years? Why are they no longer working in your office? Conducting exit interviews with your employees is an excellent opportunity to get feedback about their time in your practice. Don't take it personally. Be open to the idea that some changes

may need to be made to prevent future employees from leaving. (Boyer, 2018)

When it comes to hiring new employees, it is essential to take your time in selecting the right candidate for your office. I used to place a lot of stock in hiring employees with the right skills, but after 34 years in practice, I learned that skills could be taught, but having the right attitude and personality, not so much! Now I hire based on character, not on skills alone. The book, *The Ideal Team Player* by Patrick Lencioni (a favorite author in our office), discusses the three virtues that make some people better team players than others. It provides tools for identifying, hiring, and developing team players for any business. His website even offers free tools and resources for interviewing new employees based on these virtues, evaluating your current employees, and how to mentor your team in areas where they may be lacking. (The Table Group, 2016)

The three virtues for the ideal team player are:

Humble

Ideal team players lack excessive ego or concerns about status. They quickly point out the contributions of others, share credit, and emphasize team over self.

Hungry

Ideal team players are always looking for more: more to do, more to learn, more re-

sponsibility. They never have to be pushed to work harder and are self-motivated and diligent. They are always thinking ahead to the next step and next opportunity.

Smart

Ideal team players have common sense when it comes to people. They tend to know what is happening in a group situation and know how to deal with others effectively. They have good judgment and intuition and understand the impact of their words and actions.

The combination of these attributes will improve your ability to develop a highly productive team for your practice. But let me caution you. The lack of even one attribute in a candidate can make teamwork difficult or eliminate it altogether. In my opinion, a lack of teamwork in my office is worse than being short staffed. Establishing a culture of teamwork in your office won't eliminate turnover in your practice, but it will help you to retain employees longer, and avoid potential problems when employees leave the practice. If you discover during your exit interviews that there are issues that need to be addressed, don't sweep them under the rug. Resolving them quickly can help to reduce additional employee turnover in the future. Even if employee turnover in your office is not currently an issue, I encourage you to pick up this book. Having a staff of team players, cultivating and maintaining the team mindset is critical to your practice success and sanity.

Corporate Sponsors

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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www.acatoday.org

★ **New York Chiropractic College**
Contact: (800) 234-6922
www.nycc.edu

★ **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.

* 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 not valid on students, retired/disabled, or associate applications. Eligibility subject to verification; Subsequent year's dues payable at usual rate. New member discount offer is not valid for retired or associate members and may not be combined with other membership discounts.

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



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Investing During Volatile Markets

Understanding the stock market's unpredictable tendencies is a challenge during the best of times. But what happens when price swings grow abnormally large? It is essential for investors to understand how market volatility affects them and their investments.

Volatility: Definition and Causes

It is in the stock market's nature to fluctuate sharply during the short term, making volatility inevitable. The market's volatility is measured by its standard deviation, how spread apart the data is from the expectation. Periods when prices fall or rise quickly cause spikes in volatility that take time to revert back to the norm. While driven by a number of factors, uncertainty is a primary culprit.

But what drives uncertainty? Everything from emotional responses from investors to differing opinions from experts. Invest-



tors tend to overreact to specific events in the market, causing a contagion-like episode that spreads from one institution to another. The 24-hour news cycle and differing opinions from market experts also complicate matters. Emotional reactions along with oversaturated financial information drive volatility.

Investment Strategies for Volatile Markets

Investors must understand their personal risk tolerance levels to succeed during volatile times. Remaining disciplined to proven strategies can be effective, but regular audits of your portfolio and adjusting your risk tolerance levels accordingly is also prudent. The investor must determine whether a conservative or aggressive investing strategy is right for them. A conservative approach might call for minor portfolio adjustments while still focusing on the long term. On the other hand, an aggressive risk-taking strategy may focus on capitalizing on the highs and lows of volatile markets. Either way, understanding personal risk tolerance is crucial.

Investors who want to take advantage of volatile times may consider the following strategies:

- Dollar-cost averaging involves investing small incremental amounts instead of committing all of the capital at once. This reduces investor risk because total capital is never fully at risk.

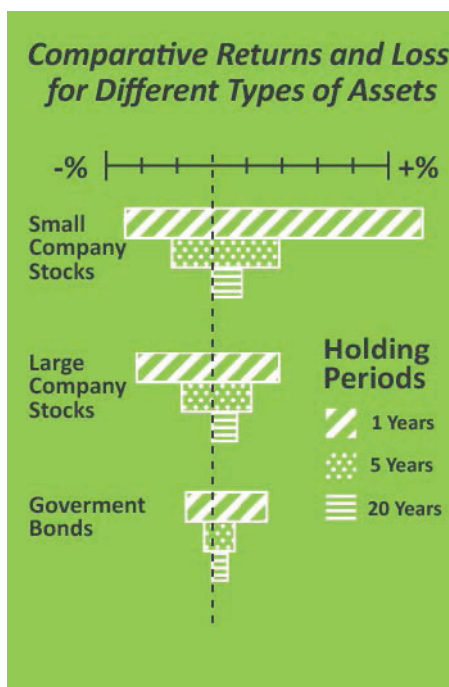
- Adjusting stops and targets to reflect stock's price range can also be an effective strategy. Consider using the Average True Range (ATR) to monitor a stock's average price overtime when adjusting your stops and targets. ATR tries to show the commitment of traders. Large or increasing ranges can indicate that traders may continue to bid up or sell down a stock. A decreasing range can suggest waning interest.

- Portfolio rebalancing is the strategy of buying and selling bits of a portfolio to return each asset class to its original proportion. This method also works if the investor's risk tolerance level has changed and the portfolio needs to adjust similarly.

In Conclusion

It is the stock market's nature to be volatile over the short term. Staying informed, understanding your risk tolerance, and sticking to your long-term goals and planning is usually in your best interest. The investing experts at Prudential can help guide you through volatile times.

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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

Documenting Exacerbations under NY Worker's Comp- A Template For NYSCA Members

By Dr Douglas VanVorst

From a clinical and documentation perspective, there are some key points to avoid filings of C8.1's by carriers and most importantly, these key recommendations will help you in defending your documentation.

As we all know, NYS WC Bulletin MDO2012#1 requires documentation of the date the exacerbation happened, how it happened and deviation of clinical information and activities from baseline. Typically, an exacerbation will occur when a person bends, reaches and has pain, sits too long and gets up, lifts something, as well as several additional scenarios. Be cautious documenting re-aggravations/exacerbations in which the person falls or is involved in an activity which could be mistaken for an entirely new injury. Careful documentation is also critical if the person has experienced symptoms which are worse than that experienced at the time of the original accident. This is true even if the pain is in the same area and has the same clinical findings etc. This scenario is a likely red flag for the carrier. Additionally, pay close attention to the specific location of the pain and symptoms. If the original injury states, for example, left low back, stating at that the person suffers from right low back pain as a result of this exacerbation will be another red flag and reason for the carrier to deem it a new injury. Although this may seem obvious, it is a common documentation error.

It is very important when documenting an exacerbation that you use VAS scores, degrees of tenderness, spasm, loss of ROM (including baseline ROM), + Orthopedics tests, including quantifying degrees, as with SLR. Again, if you can include baseline orthopedic testing (ex. SLR is 60 degrees on right and baseline is 90 degrees) helps to quantify. Neuro testing and muscle strength are additionally important. I use Oswestry Questionnaire forms with most low back cases. This form can also be used to support functional improvement. Being able to show functional improvement is heavily emphasized in the NYS WC MTG's; how long can someone sit, stand, drive, sleep, can they bend to the ground, can they vacuum or rake for X amount of time? These specifics should be reported with baseline capabilities.

Make sure that re-exams are done according to the MTG's at 3-4 weeks. Your documentation needs to be bulletproof. You don't necessarily have to show improvement in all areas but generally and overall, your documentation needs to reflect the improvement of the patient.

In the most recent case, won by Attorney Dell, the patient had not been treated by myself for nearly a year and a half but had a history of a significant work accident. She had been treated numerous times before and had an MRI which did show disc damage at the level that corresponded to her clinical findings. It was important to note that she was able to manage minor bouts of pain she had during this time away from the office with self care. Again, I documented that her pain was in the same area as the original injury, that her clinical signs were identical to her original injury, that her original injury was severe enough to cause recurrent bouts and that the mechanism of injury ie. Flexion/lifting is directly related to disc re-aggravation and radicular signs. I also stated that "this is NOT a new injury" based on the above information. It is important to view your medical treatment note as a basic form of testimony. If you view it this way and provide all testing, details of symptoms and clinical findings with accuracy and attention to the MTG, you will avoid potential carrier complications.

For those of you that see a lot of workers compensation patients and have survived the denials the first two years of the MTG's, I would suggest that you take a look at the [Castler vs. National Grid](#) case and read the Appellate Courts reasoning to their ruling. That case is very important to chiropractors in NYS as it set the gold standard for documentation of exacerbations.

Exacerbation template lumbar:

INTERIM EXAMINATION: for exacerbation D.10.a documented per MDO-2012#1

HISTORY/CHIEF COMPLAINT: A patient returns to our

Continued on page 26



NYSCA Webinar Series

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Members of the New York State Chiropractic Association are eligible to receive a discount on tuition for NYSCA-sponsored webinars via coupon code at registration check-out. Contact the NYSCA Administrative Office at 518-785-6346 for more information.

Wednesday, Sept 4, 2019 1:00pm-2:00pm (1CE)

Workers Comp: Documentation Requirements for the Exacerbation

Course Instructor: Robert Martin DC

This course will cover: Documentation and management of exacerbations of work related spine injuries. Applying the MTGs. Understanding the patient's functional limitations as it relates to their daily work requirements. Communication of the minimum information necessary, Medical Director's Office Bulletin MDO-2012 #1. NYSCA created tools to assist. Review of common oversights and missteps in documenting care for an injured worker. Exacerbation examples. [REGISTER ONLINE](#)

Wednesday, Oct 30, 2019 1:00pm-2:00pm (1CE)

Navigating the Arbitration Process

Course Instructor: Benjamin Carpenter

Members of the American Arbitration Association (AAA) will provide a detailed roadmap of the no-fault arbitration process that will highlight the different reasons that applicants file no-fault arbitration to resolve disputes with insurance carriers. The webinar will break down the various aspects of the arbitration process, including how the AAA and parties leverage technology to manage the caseload and settle cases through our highly utilized online settlement tool. The AAA will also provide key statistical data on the no-fault arbitration program. There will be an opportunity at the end of the presentation for a Q&A session. [REGISTER ONLINE](#)

Wednesday, Nov 6, 2019 1:00pm-2:00pm (No CE)

Billing and Coding Medicare, Medicare Supplemental and Medicare Advantage / Commercial Plans

Course Instructor: Robin Stein BS DC

This course will cover How to properly bill Medicare and Medicare Commercial Plans using usual and customary fees not the Medicare fee schedule as well as how to properly bill Modalities and examinations with the proper modifiers. The registrant will learn when and if the patient needs to sign the ABN for non-covered services, when you can bill the patient for non-covered services, examples of insurances which do and do not allow you to, and understand the explanation of benefits to determine what services are non-covered and what you can charge the patient. You will leave with an understanding of the difference between coinsurance and non-covered services, and how to ensure the patient understands the difference too. We will also cover how to bill when Medicare is a secondary insurance. [REGISTER ONLINE](#)

License Renewal: Continuing education credit (CE) is provided by New York Chiropractic College (NYCC). While applications relating to credit hours for license renewal in selected states have been executed for these programs, it remains attendees' responsibility to contact the state board(s) from whom they seek continuing education credits for purposes of ensuring said board(s) approve both venue and content as they relate to any event. Neither a speaker's or exhibitor's presence at said event, nor product mention or display, shall in any way constitute NYCC endorsement. NYCC's role is strictly limited to processing, submitting, and archiving program documents on behalf of course sponsors. These courses are valid for CE credits in "pre-approved" states, so long as it falls within the scope of practice as outlined by the corresponding state board.



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SUCCESSFUL MARKETING IS ABOUT CONSISTENCY

By Dr. Ray Foxworth

When you consider the changes within the healthcare profession over the past decade, from regulatory and compliance crack-downs, to healthcare reform, it makes you wonder if marketing your practice is worth the risk. From personal experience, I can tell you that it IS possible to create a rock-solid marketing plan while staying compliant and attracting new patients to your practice.

Marketing Plan “Do’s”

Build Your Brand: Amazon founder, Jeff Bezos says, “Your brand is what other people say about you when you’re not in the room.” It’s all about the patient experience, building personal connections, and stirring human emotions. It takes months, even years, to build your brand, but you can start by simply walking from the parking lot to the front door and throughout your office to see and feel what your patients experience when they visit your clinic. Does it reflect the feeling you want to convey to your patients? If not, make changes to create the environment you want your patients to experience (Gosling, 2016).

Create an Online Presence: We are a society that is digitally connected to the world from our phones and laptops. Today, window shopping takes place online and it’s not on a stroll down Main Street. The lack of a website for your practice can result in lost business. Be smart when it comes to creating a website. Unless you

Continued on page 26

Chiropractors Helping to Create Champions



By NYSCA Staff Writer



On August 11, 2019, already boasting the best regular season record in the Arena Football League, the Albany Empire won the 2019 AFL Championship by besting the Philadelphia Soul 45-27. In just its second year in existence the Albany Empire has captured the hearts of the Capital Region as well as their first championship.

While every team sports triumph is based on teamwork on the field, it also takes dedication of coaching staff, front office, and the medical team. Two NYSCA chiropractors were an integral part of this team. Drs. Robert Block and Waqas Pervaiz of Malta Chiropractic worked in an integrated fashion with Athletic Trainers, Strength Coaches, and the other medical staff. Their game day services focused on performance enhancement and movement preparation. In between games, accelerated recovery and addressing injuries became the focus as they prepared the football players for practice. Drs. Block and Pervaiz also applied their expertise in active rehabilitation and recovery to help athletes and their dance team in addressing lasting issues and improve throughout the season. By crafting skillfully delivered active care in combination with chiropractic adjustments, they contributed to the exceptional season of the Albany Empire.

This is just one example of the great work being done by NYSCA Chiropractors and just one more example of how chiropractic can serve as an integral part of a healthcare team. If you have a local story to share please send it to comm.secretary@nysca.com

Step #2 - "You Must Have A Slow and Safe Way to Practice Public Speaking and to Develop the Right Kind Of Speech for Your Speech Topic".

Since public speaking is a very common fear, we are going to need a "slow and safe" way to build our confidence as speakers. This can be accomplished in small supportive seminars or teleseminars, where people can practice giving short speeches at their own pace. They can practice longer speeches when they feel ready for it.

In addition, it is important to practice your chiropractic speech in these safe rehearsal sessions. Here, we find that many traditional public speaking classes waste your time by having you practice speeches about current events. This does not get you ready to give a chiropractic speech in the next few weeks.

Step #3 - "Being Willing to Use Public Speaking All of The Time".

Here, we must decide if we are willing to use public speaking on a regular basis. For example, if you give one or two speeches each week, you will discover that you have given between 50 and 100 speeches in a 50-week period. It is this kind of commitment that will make public speaking an effective marketing tool for finding new chiropractic patients.

Furthermore, it is very important to plan for a specific number of speeches each year. For example: If you are acquiring an average of two new patients at each speech that you give, you can see that it will take 50 speeches to get 100 new patients in a year. So, start deciding how many new patients you want to acquire in the next 12 months. In addition, many chiropractors have much higher goals, so they might have to speak over 100 times per year.

Next, we come to Step #4 - "The Business Side of Public Speaking".

This involves learning how to make public speaking profitable for us. We also must decide "where" we are going to try to speak and what are good target markets for our type of practice. Here are a few important areas to evaluate: Should we try to get paid for public speaking or should we give free lectures on order to get new patients and referrals? Should we try to get speaking engagements at local community groups, business groups, associations, corporations, conferences, conventions, large organizations, schools and colleges, professional groups and many other types of groups I have already mentioned?

It is at this point, that we need to analyze our goals for our chiropractic careers. Here, in addition to acquiring new patients, would we also like our speaking engagements to get us hired for: high fee keynote speeches and consulting jobs, continuing education lectures and classes, teaming-up with other professionals to give

Continued on page 30

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ACA UPDATE ON MEDICARE EQUALITY

CONTINUED FROM PAGE 5

and management (E&M) codes, post therapy, and certain x-ray codes, if applicable

The bill needs the support of every chiropractor, family member, patient and friend. It is critical that Members of Congress hear a pro-chiropractic message directly from constituents, the people they represent! The ACA has resources, toolkits and templates available for you to use in your communication with policymakers and the general public to garner support and understanding of this important legislation. Just visit www.acatoday.org and follow the Medicare links. Every chiropractor is being asked to contact their Member of Congress and urge them to co-sponsor HR 3654. To that end, ACA has developed a key contact list and here in NY we have a few gaps that need filling. If you live or practice in any of the following congressional districts please let me know so that we may add you to the key contact list to reach out to your representative.

CD 8 Rep. Hakeem Jeffries Brooklyn

CD 9 Yvette Clarke Brooklyn

CD 11 Max Rose Staten Island

CD 13 Adriano Espilat Manhattan

CD 14 Alexandria Ocasio-Cortez Bronx/Queens

CD 15 Jose Serrano Bronx

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!

SUCCESSFUL MARKETING IS ABOUT CONSISTENCY

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have a background in digital marketing and design, I encourage you to use a professional. It is worth the added expense. There are a great variety of companies that can build and design the website of your dreams affordably (Leinbach-Reyhle, 2014).

There is a lot of power in social proof but be mindful of HIPAA rules before using patient testimonials. HIPAA require that you obtain a patient's permission before using their personal information for marketing purposes. This includes using the patient's name, face, and testimonial on your website, social media, print advertising, and in your office. In 2016, a Physical Therapy provider received a \$25,000 penalty for posting patient testimonials on his website (HIPAA Journal, 2016).

People do business with people they like: According to a 2013 study, 82% of consumers consider a company's social responsibility/community involvement when deciding where to spend their money for a product or a service (White, 2017). Join and attend networking events, ribbon cuttings, open houses, etc. These events put you in front of other business owners, medical profes-

Continued on page 30

DOCUMENTING EXACERBATIONS UNDER NY WORKER'S COMP- A TEMPLATE FOR NYS CA MEMBERS

CONTINUED FROM PAGE 22

office and is being reexamined for an exacerbation of right low back pain. She has no leg pain. She has filled out a NYS Workers Comp work sheet for exacerbation based on the MDO2012#1 bulletin and signed, see file. She reports that on *specific date* she lifted a box in her garage and felt back pain. It was worse the next day. ADL's limited with sitting to 25min, standing 25min (baseline is 2-3 hrs) It gradually got worse over the weekend. The pain is in the same area as her original injury of 1/4/12. She was last seen on 3/27/17 after an exacerbation and has done quite well up until this recent bout.

She was initially treated 1/6/12 for a chief complaint of right low back pain with radiation to the right leg. These symptoms began 1/4/12 due to a work-related accident. The patient reports that while at *specific task or event* she was sitting on a chair when it suddenly broke and she landed on her buttock. She had immediate back pain, and pain in to her right leg. She was treated and discharged at baseline on 3/6/12, see note for baseline indicators. Patient denies any previous back injuries.

PHYSICAL EXAM: Vitals (see chart). There is no evidence of scoliosis. Visual inspection reveals mild antalgia. The patient ambulates normally. The patient appears well nourished, alert, oriented times 3, cooperative and in acute distress. DTR's +2 e/a, motor and sensory are intact, toes are downgoing. Neg. Hoffmanns. There is grade 2 tenderness upon palpation, grade 2 spasm in the right lower lumbar area, decreased flexion 60 degrees, right rotation 15 degrees, right lateral flexion 10 degrees, positive SLR to 60 degrees for right LBP, positive Braggard's test, positive Kemp's test on the right, negative Fabere-Patrick test. Static and motion palpation reveals loss of intersegmental mobility L 45. The patient filled out an Oswestry Low Back Pain Questionnaire today and scored % (% at baseline). Pain diagram details right LB and buttock post leg.

DX/IMPRESSION: Exacerbation Sprain/Strain lumbar spine

Mrs. is experiencing an exacerbation of low back pain related to the above work accident. Per MDO-2012#1, when and how exacerbation occurred as well as objective changes from baseline function are documented above. A variance is not needed for an exacerbation. Expected type and frequency anticipated to return patient to baseline: treat two times per week for 4 weeks for up to 8 weeks for moderate severe exacerbation with reexam at 4 weeks. Treat with manipulative therapy, physiotherapy and review self care. Treatment today consists of CMT the hydroculator, 10min. therapeutic ex 10min. Patient will be treated 2 times per week for 4 weeks, reexamined for progress per MTG's, continued treatment or discharge. Goals: promote healing, decrease VAS and functional disability scores 50%, improve ADL's as above, increase pain free ROM 50%, improve movement patterns to avoid loading problem area, restore strength and stability moving from passive to active rehab during this period. She may continue working with previous limitations.



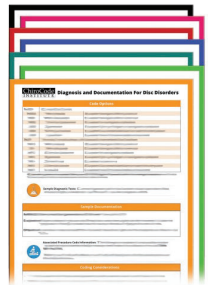
ChiroCode Reference Manuals

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2020 Diagnosis & Documentation Cards for Chiropractors

These cards will help you to quickly and easily view the top diagnosis codes and diagnostic tests, sample documentation, coding considerations, CPT crosswalks, and code-linked anatomic images.

These cards are full color, printed on PolyPrint durable material with helpful anatomic images.



2020 Chiropractic ICD-10-CM Cheat Sheet

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.

2020 ChiroCode DeskBook

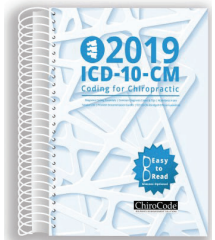
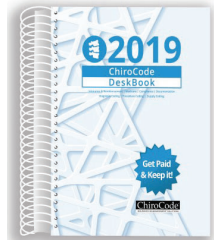
The ChiroCode DeskBook is your comprehensive go-to chiropractic reimbursement manual for the support you need to get paid properly and keep it. This comprehensive resource includes chapters on Insurance Reimbursement and Claims, Medicare, Compliance, Documentation, Diagnosis Codes (ICD-10-CM), Procedure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

2020 ICD-10-CM Coding for Chiropractic

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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- Code updates for 2020 – effective October 1, 2019



Please note: Products for next year will become available on or about 09/30 of the current year. Orders for such products prior to 9/30 will be considered pre-orders. These items will be charged immediately, and the pre-ordered items will be shipped once they become available.

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*Includes shipping.

their opposite leg and hold for five seconds. The doctor and the patient will note ease to do so or difficulty for each foot position of each leg. Each patient must be equally strong in all foot positions. This very simple device is almost like putting a high speed camera on the patient, by having the patient hold position and interpreting instant results. If you find a moment of weakness, for example- if pronation is difficult, then we must understand that as the foot goes through its cycle, each time it reaches pronation, the foot is no longer efficient and may cause saccadic movement and inherent dysfunction to the patient that can manifest itself anywhere along the kinematic chain. If a weakness is noticed in any position, check for restrictions in range of motion then check to see if the patient can activate the muscles by now understanding that they are going to shake and see if through repeated movement they can tell the involved muscle to wake up and start working properly. We have seen many times a person be weak in one of the positions and then, by having them repeat and THINK about what they are doing multiple times, they can now show strength within a few repetitions. Why say a hip or a hamstring is tight, proceed to do trigger point reduction therapy and range of motion enhancement, if we don't investigate further the probable cause. Correcting weakness in the foot can only help enhance the kinematic sequence that will follow.

In our office, once investigations have been made into balance, range of motion, proprioception and strength; we use an optical instrument to measure the effect of these weaknesses on the gait cycle. Having objective data helps us to clearly understand if our treatment protocol is not only helping the patient to look and feel better through reduction of asymmetrical differences in the movement cycle, but to see if the patient is actually becoming more effective and efficient in their movement by reducing their coefficient of variability (CV) for every step that they take. Once identified, asymmetries in the movement cycle can be treated in real time through the use of biofeedback while the patient is walking, running or marching. By employing neuromuscular re-education in real time with precise data to help guide the movement, we see that many imbalances are functional in nature and can be easily "walked off" in five to ten minute treatment intervals. If anyone would ever like to review this procedure, you are welcomed to visit our office to see and share ideas.

As asymmetries are reduced in the gait cycle, better timing and coordination of the patient is noted. Balance, timing and coordination are the hidden factors of performance. However, the mastermind component is cognitive ability, which can be easily baselined by performing validated cognitive trainings on the BrainHQ.com platform. **NO INJURY CAN TAKE PLACE TO THE BRAIN WITHOUT AFFECTING BRAIN SPEED.** Baselining brain speed for all should be an integral part of all treatment protocols; especially in the land of contact sport where return to play protocols should be constantly upgraded for effectiveness. Every moment of every play of every movement, whether on the athletic field or in the game of life itself, is think and move. No one just moves randomly. Every action is preceded by a thought and then a reaction to that thought and then a reaction to that thought.

NO MATTER HOW PHYSICALLY PREPARED THE PERSON IS, IF THEY THINK SLOW, THEY WILL MOVE SLOW. It is said that "what the mind perceives the body achieves", what it should say is "what the mind perceives the body achieves.... eventually". The gap delay between perception and achievement is known as a person's reaction time. We already know that chiropractors are the masters of physical involvement, but by performing cognitive training for their patients, the Doctor of Chiropractic can become masters of performance from the emotional side. The BrainHQ platform allows all doctors to help their patients with brain nourishment and improve speed of processing. If a person came to the office, and wanted to be helped with their running ability, would we give them lessons in running and performance first? Or, if they had a pebble in their shoe would we take the pebble out then supply the proper counseling? A patient suffers from rage, dementia, alcoholism; these patients need to be referred to proper counselors, psychologists, etc. However, with the BrainHQ platform we can help to identify imbalances in the brain (such as, the amygdala is a certain number of standard deviations above or below normal). By performing validated cognitive trainings, we help to remove the metaphorical pebble from the brain and start it on the road to nourishment and then refer it to the proper counselor for ultimate improvements in well-being. We highly recommend that everyone take a look at the BrainHQ platform. Our own Department of Defense has known its effectiveness. Our own Department of Defense has bought the platform for ALL active and retired military personnel. Because of its effectiveness, BrainHQ is covered by Medicare in many states. BrainHQ also can be started for free by using their program called the Daily Spark.

The last component of the triad that we should take a quick look at is the chemical side. Many chiropractors already help in the proper nourishment and dietary correction of their patients. And there are so many different approaches to the chemical side, which is beyond the scope of this simple introductory letter. We will leave it to its own letter at a later date. There is an old saying "you are what you eat". We have always said- what is the most important thing a person does every day, what the most important nutrient a person gets every day, it always started with air. If you don't believe us try going without it for a few minutes and see how you feel. From air we went to water and we want to make sure that you are well hydrated, not because you drank eight 8oz glasses in a day, but because your urine was clear and plentiful. No hydrogenated fats, no trans fats and, depending on the patients insulin resistance, make a judgment on where on the glycemic index can they make choices from. Like we said, at a later time we can address more thoroughly chemical and nutritional approaches. We firmly believe that the well trained DC is the master of that wonderful universe known as the human body. Nobody comes close to the Doctor of Chiropractic in helping each and every one reach optimal performance in that ultimate challenge known as the game of life. We look forward to sharing our office with everyone to get together to share ideas and to create simple solutions that can have profound effects for all. Looking forward to seeing and hearing everyone in the near future.



NEW YORK CHIROPRACTIC POLITICAL ACTION COMMITTEE

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.

We need your support to ensure that we can truly be effective. Stand behind your Profession and **CONTRIBUTE TODAY!**

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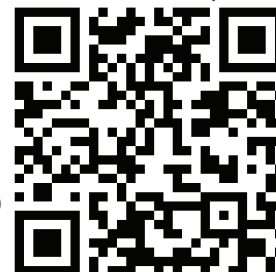
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the Nordic hamstring exercise reduce hamstring injuries by up to 51%.

van Dyk N, Behan FP, Whiteley R. Including the Nordic hamstring exercise in injury prevention program halves the rate of hamstring injuries: a systematic review and meta-analysis of 8459 athletes. *British Journal of Sports Medicine* Published Online First: 26 February 2019.

Nordic Hamstring, aka Eccentric Hamstring

Click here to watch



9 “The addition of trunk stabilization exercise to a typical FAI hip rehabilitation protocol improves short-term clinical outcomes and may augment nonoperative and postoperative rehabilitation.”

Aoyama M et al. A Prospective, Randomized, Controlled Trial Comparing Conservative Treatment With Trunk Stabilization Exercise to Standard Hip Muscle Exercise for Treating Femoroacetabular Impingement: A Pilot Study. *Clin J Sport Med*. 2019 Jul;29(4):267-275.

Foot & Ankle

10 A systematic review of fifteen studies concluded: “Treatment with fluoroquinolones was associated with 2.5 times increased risk of Achilles tendon rupture, 3.95 times increased risk of Achilles tendinopathy. Older age and concomitant use of corticosteroids seem to be additional risk factors for tendinopathy.”

Alves C et al. Fluoroquinolones and the risk of tendon injury: a systematic review and meta-analysis. *Eur J Clin Pharmacol*. 2019 Jul 4. doi: 10.1007/s00228-019-02713-1. [Epub ahead of print]

HOW TO BUILD... CONTINUED FROM PAGE 25

training sessions at hospitals and a variety of conferences, being a speaker for a variety of groups for physicians and attorneys, plus events at many other types of groups and organizations.

Overall, it is important to know that public speaking can make you a well-known chiropractor. It is also a great way to put you in front of many potential new patients. Finally, you will also have the chance to speak at a variety of local or national groups, that could make many referrals to you.

mented implants to loosen. Other contraindications are fairly similar between the two. You would not want to use these devices over an active infection, the lower trunk of pregnant women, epiphyseal lines, or active cancer sites.

Knowing the tissue type, pathology, and the acuity level of an injury should help define whether one or both of these modalities should be used to stimulate healing and maximize outcomes.

1. Watson, T. Electrotherapy on the Web. School of Health & Social Work University of Hertfordshire UK. <http://www.electrotherapy.org/modality/shockwave-therapies-#Return%20to%20Top>
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4. Schaden W, Fischer A, Sailer A: Extracorporeal shock wave therapy of nonunion or delayed osseous union. *Clin Orthop* 2001, 387:90-4.
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SUCCESSFUL MARKETING IS ABOUT CONSISTENCY CONTINUED FROM PAGE 26

sionals, and a host of potential new patients in your area. They also offer opportunities to participate in community events, promote your practice at local 5Ks, and educate other business professionals on the benefits of chiropractic.

Be CAREFUL offering discounts on services: There are rules and regulations, carrying high fines and penalties, that prohibit discounts. Additionally, there are consequences to offering discounts when you are a participating provider with insurance. Last year, a chiropractor agreed to pay \$80,000 to settle allegations that he provided free electrical stim to patients in his practice. We are also starting to see an uptick in investigations around the country involving dual fee schedules.

As busy business owners and doctors, you must keep in mind that marketing is an ongoing process. Your patients are looking for consistency and reliability in all areas of your business, from social media to print advertising. To be sure that your marketing message and strategy remain consistent, set aside time each fall to outline your marketing plan for the upcoming year (Belkin, 2019). This will make it easier for you and your team to prepare in advance and stay on target. It won't take long for you to see the long-term benefits of an effectively-executed marketing plan to your practice.

CLASSIFIEDS

OFFICE COVERAGE AVAILABLE

Statewide—Office Coverage and Associate Placement Statewide Since 1989—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.

ASSOCIATE WANTED

Brooklyn, NY - FT DC needed, with an active NY State license, who is goal oriented and committed to performing good work. Salary 90-100K with 2 weeks vacation. Seeking highly motivated and efficient individual for a multi-disciplined East New York Avenue practice in Brooklyn. The office is clean with a polite staff and easy parking. Salary and vacation upwardly negotiated after 1st year. Contact practice6419@gmail.com.

ASSOCIATE WANTED

Dutchess County, NY - Partnership Opportunity - Doctor Of Chiropractic Top Rated, Exceptional Location, Hudson Valley, NY Chiro/Pain/Wellness Practice Percentage, office share and buy-out options available dependent on qualifications. For full details and a video tour - <http://doctorlynn.com/practiceforsale>

ASSOCIATE WANTED

Brentwood/ South Shore Suffolk County - Well established referral driven multi D.C. office. Diversified practice has a full time position for an energetic enthusiastic chiropractor. Great compensation and benefits. Email resume gms1515@gmail.com or call 516 241 3522 to set up interview.

ASSOCIATE WANTED

Williston Park, Long Island NY—Looking for NYS licensed chiropractor to join our office. Right doctor will be assuming care of well established practice on Tues, Thurs, and Sat. Knowledge of myofascial release techniques is a plus. New grads welcome. Please fax (516-742-6807) or email resume (jnorrisdc@aol.com).

ASSOCIATE WANTED

Well-established multi-disciplinary practice seeking experienced, energetic, personable chiropractor to join the team. ([Visit NYSCA.com](http://VisitNYSCA.com) for full job requirements) Contact drjsadigh@gmail.com. Please include current CV along with an explanation as to why you are the best candidate for the position.

ASSOCIATE WANTED

Harrisburg, PA - New Grads are welcome! ([Visit NYSCA.com](http://VisitNYSCA.com) for full job requirements) What You Can Expect From Us: Relentless training in clinical skills, mentorship, patient communication and interpersonal skills, Competitive Salary Opportunities for Continued growth within the company. Salary Commensurate With Experience Hours: Full time, 32-38 hours. Please email drcohle@cohlechiro.com and attach two things: 1. Resume 2. Cover Letter- OR If you are just looking for more information please include your questions within the cover letter

OFFICE SPACE FOR RENT

Flushing, NY - Office space for rent in multidisciplinary building; 2 blocks from subway; corner of Union St. and 37th Ave.; 1200 sq. ft. ; can subdivide and/or sublet; \$2200/mo negotiable. contact nella7788@verizon.net

OFFICE SPACE FOR RENT

Manhattan, NY - Brand new, modern, new-construction shared medical office space in the heart of Downtown Manhattan and Tribeca in a 24hr doorman building with south and west facing window views and plenty of natural light. Two rooms (one is large-sized, second is medium-sized) are available for rent. Both rooms comfortably fit adjusting/traction tables and diagnostic testing equipment. Each room is equipped with HIPPA-compliant LAN/Wifi, phone jacks (bring your own number), and electric. Waiting area/front desk and pantry is available for communal use. \$4200/mo for both rooms. Perfect for start-ups! Email 804managementinc@gmail.com

PRACTICE FOR SALE

Office for sale in Upstate NY in a town on the St. Lawrence River valley, right on Main Street Massena, NY in a busy location where everyone goes by in town

daily; We have around 3000 chiropractic patients and 75 nutrition patients! ([See full details on NYSCA.com](http://SeeFullDetailsOnNYSCA.com)) I'm willing to sell the business for a great deal because I will be moving to AZ by December! I rent this location from an excellent landlord. Please call Nate at 315-740-8538 (cell) and leave a message or text and I will get back to you!

PRACTICE FOR SALE

Family Chiropractic practice for sale in Warwick N.Y. in beautiful Orange County. Great opportunity for young Chiropractor interested in Family, Sports, Nutrition. 36 year practice. Fully compliant practice. Turn key, electronic patient record keeping and medical insurance billing. If interested please fax resume to Dr. Wayne Rossi at 845-987-1950

PRACTICE FOR SALE

After 35 years in practice I've decided to retire. I have a lot of stuff and want to give back to the chiropractic community (especially the young people starting-keep overhead low. I have a bench table, a flexion/distraction table, a spinalator, 3 EMS machines, 2 ultrasound machines, ankle weights, dumbbells a file cabinets, a scale and more. Please call me to make arrangements for pick-up: 516-880-5928.

MISCELLANEOUS

D'Youville College: Director of Clinical Education, Doctor of Chiropractic Program Job -The Director of Clinical Education and provides direction and supervision of clinical education, direct supervision of clinical staff and the operation of all clinical sites. The Director of Clinical Education will have a crucial role in the preparation and transition of students into primary healthcare professionals using evidence-informed practice models and interprofessional collaboration. The Director of Clinical Education reports to the Executive Director of the D'Youville Chiropractic program and serves as a liaison between the academic and clinical faculty. [Learn more.](#)

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!](#)

[View all current classified ads](#)



New York State Chiropractic Association

PO Box 557, Chester NY 10918 | 518-785-6346 | 518-785-6352 FAX
manager@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	
[†] out-of-state affiliate members may neither vote in NYSCA elections nor hold office	

Payment Information

Select One: Pay in full EZPay*

Payment Method

VISA MasterCard DISCOVER AMERICAN EXPRESS

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 NYCPAC. 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:

***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.