

ON THE AGENDA

NYS CA

March 2024

New York State Chiropractic Association

PRESIDENT'S REPORT

Anthony Palumbo, D.C.



SPRING CONVENTION

April 12-14, 2024

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2022 - 2023

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Ms. Antoinette Kranz
antoinette@nysca.com

WELCOME NEW MEMBERS

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

NEW MEMBERS

Dr. Anthony Chang D7
Dr. Brandon Frank D1
Dr. Jamie Wentz D6

NEW LICENTIATES

Dr. Jonathan Arbitto D7
Dr. Nicholas Bush D12
Dr. Alexander Curran D15
Dr. Brian Dickinson D15
Dr. Cal Forster D1
Dr. Victoria Franco D7
Dr. Gaige Hoot D17
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Dr. Kevin Strong D17

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Dr. Ron Mazza D7
Dr. Alicia Savino D10
Dr. William Uhl D1

STUDENT MEMBERS

Northeast College of

Health Sciences

Isabella M Audette
Andrea H Chaddock
Gavin M D'Souza
Kian M Durno
Sharp L Facemyer
Annalise N Ginocchi
Clayton D Hollinger
Sabrina Jagota
Sierra L Logan
Allahjustus Mathelier
Zachary A Matthews
O'Reilly R Miani
Jordan T Potynski
Aubin R Queh
Taylor M Reese
Ceara E Smith
Mohammad I Sufyan
Justin E Vautour
Colton W Winters

2024 Spring Convention

April 12-14, 2024

at

Mohegan Sun Casino & Resort

Sky Convention Center | 1 Mohegan Sun Blvd, Uncasville CT | mohegansun.com

Earn up to 16 CE credits from 2 full course tracks across 3 days!

PRESIDENT'S REPORT



Anthony M. Palumbo, D.C.

Greetings to all our NYSCA members. I hope this message finds you and your families well.

Over the past several months the NYSCA has been persistently working to further its commitment to what I consider the three most important aspects of focus for our association.

Membership is the bedrock of our organization. Members such as yourself are the NYSCA's driving force. It is why the NYSCA exists, and you are the definition of the NYSCA. The Officers and Board of Directors understand the value of your membership and we work hard to provide value back to you all. It is equally important to realize that being a member of a professional organization is more than just a title; it is a commitment to excellence, growth, and collective advancement.

Please realize that the NYSCA serves you as a backbone of support (pun intended), providing invaluable **resources**, networking opportunities, and professional development avenues. One of our best resources for you is our Insurance Committee, which does an extraordinary job of providing much-needed updates, fielding member questions, and acting as a liaison between the members and their patients and insurance carriers.

As for networking opportunities and professional development avenues, our convention committee has been hard at work formulating these types of events at our up-

coming **2024 Spring Convention**, scheduled April 12-14 at Mohegan Sun. The convention committee has also been diligent in trying to provide a more wide-ranging speaker lineup that encompasses the science, art, and philosophy of chiropractic. Please consider attending this fantastic event.

When attending NYSCA Conventions and District meetings, you have the opportunity to converse with like-minded peers and gain access to the latest industry trends and best practices in a rapidly evolving health-care landscape.

Additionally, being a member of a professional organization is an investment in one's own success and the collective advancement of the profession. Membership strengthens the voice of the profession, especially when we advocate for legislative changes and recognition of our great profession on a broader scale. As a reminder, the **NYSCA legislative priorities** are scope modernization (A4150A/S6047), Title VIII coalition partnership bill (A715/S5581) and retrospective audit look back bill A7590/S7076).

Our legislative committee and our lobbyist continue to meet with stakeholders and to garner support for this legislation as we move forward. I am happy to report that since my last message to you all, our committee has had positive correspondence and meetings with the orthopedic surgeons' group and the physical therapists' group to discuss the need for and importance of this legislation for our profession and our patients. We continue to move forward with positive dialogue.

Passing legislation is arguably the most crucial ingredient in the recipe for the success of our profession going forward. Legislation provides the framework and legitimacy necessary for the evolution of our profession while ensuring standards of practice and safeguarding the public by establishing our wide array of qualifications. Moreover, legislation can open doors to expanded opportunities, including better inclusion in fee schedules and interdisciplinary collaboration. Without legislation, our profession risks stagnation. We will continue to lean on our basic chiropractic values and principles while we champion legislation as a vital step towards elevating and evolving the profession.

As a member, we encourage you to volunteer for one of our **committees** or – better yet – run for a leadership position **at the district level** or **in NYSCA central**. Volunteering for or holding an office for an organization is a powerful act of service that benefits your patients, your community, and your profession. Your voice may be the missing key to addressing a critical need that might otherwise be unfulfilled.

Additionally, serving in the NYSCA promotes personal and professional growth by providing valuable experiences, allowing the potential to network with colleagues and develop new skills. Furthermore, it allows your voice to be heard while strengthening the collective responsibility.

As a reminder, we have **2024 District Officer elections** which will be held in May at regularly scheduled district meetings and **2024 Board of Directors elections** in May. This year, Directors in Regions 2 (Long Island) and 4 (Western NY) will be up for election. I am making a personal plea for you to please consider running for an office or **volunteering for one of our seven standing committees**.

Lastly, while membership and legislation are pivotal to our growth and success and finding current, new leaders with innovative ideas is vital, the future of our profession is our students. The current students in the chiropractic colleges represent the next generation of leaders, innovators, and caretakers. Supporting them is an investment in the future of our profession since their success is intertwined with the advancement of our profession. By providing mentorship, resources, and opportunities for growth, we empower students, fueling their passion and ensuring a continuing pipeline of talent and expertise. Moreover, fostering a culture of humble collaboration with these rising stars helps bring to us fresh perspectives and energy to tackle emerging challenges. There will be many students attending our upcoming conventions, please consider providing them with some time to interact with you and access your wisdom.

I hope to **see you all at Mohegan Sun**. I am grateful for you allowing me to humbly serve as your President.

Yours in Health,
Anthony Palumbo, D.C.



Presenting the New York State Chiropractic Association

2024 Spring Convention

April 12-14, 2024 at Mohegan Sun Casino & Resort

Sky Convention Center | 1 Mohegan Sun Blvd, Uncasville, CT

It is our pleasure to announce and formally invite you to participate in the NYSCA 2024 Spring Convention! We look forward to seeing you in person at our next live event to be held in the Sky Convention Center at Mohegan Sun!

Earn up to 16 CE Credits over 3 days and across 2 tracks!

We encourage you to arrive early for the Friday session to check in and visit with our event exhibitors. Classes on Friday will be from 2pm-6pm and will offer up to 4CE, followed by our Welcome Reception. The Saturday session will be from 8am-6pm and will offer up to 8 credits, along with a banquet luncheon and dessert reception with sponsors and exhibitors. The Sunday portion will be from 8am-12pm and will offer up to 4 credits.

[Make Hotel Reservations](#)

[Learn More & Register Online](#)

[Visit the Virtual Expo](#)

Up to 6 Category 1 credits; Up to 16 out of state credits. Registration MUST be received by 5pm on Friday, 03/29/2024.

Speaker Lineup



Scheduled speakers include: Anish Bajaj DC (Foot Levelers); James Forster DC (Nutri-West NY); Warren Hammer DC (NCMIC); Jeff Lewin DC CCSP (Eclipse Practice Management Software); Lev Lewin Esq (Lewin & Baglio LLP); Eric Russell DC (NCMIC); Robert Silverman DC DACBN DCBCN (Erchonnia); Patricia Woz (Protect A Life CPR/AED BLS Training); Michael Raucci DC; Sarah Tirimacco DC; James Walters DC

Event Schedule Overview

Friday, April 12, 2024

1:15pm-2:00pm Registration
2:00pm-6:00pm Classes (4 CE)
6:00pm-7:00pm Welcome Reception

Saturday, April 13, 2024

7:15am-8:00am Registration
8:00am-12:00pm Classes (4 CE)
12:00pm-1:30pm Banquet Luncheon
1:30pm-2:00pm Exhibitor Reception
2:00pm-6:00pm Classes (4 CE)

Sunday, April 14, 2024

7:15am-8:00am Registration
8:00am-12:00pm Classes (4 CE)

Save \$50 when you register by 03/29/24 Special pricing for Association Members

Association Member Registration is \$319

Non-member registration is \$419. At the door registration applies as of 03/30/2024

‡ Attend NCMIC's seminar for a total of 8 hours on Saturday to receive a discount for 3 years on the renewal of your NCMIC malpractice insurance premium. 5% discount for full-time DCs; 2.5% discount for part-time DCs premium.

Policy Statement: The NYSCA 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. Please visit the NYSCA event webpage to review our Registration and Cancellation policies, along with accommodations details.

License Renewal: Continuing education credit (CE) is provided by Northeast College of Health Sciences. Pending for NY, PA, FL. Pre-Approved: CO, CT, DE, DC, ID, IL, IN, IA, MA, MD, MS, MT, NC, NE, ND, NH, NJ (DC only), OH, OR, RI, SC, UT, VT, VA, WA, WY, Puerto Rico, Canadian Provinces (except AB)

This seminar is 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. It remains attendees' responsibility to contact the state board(s) from which they seek continuing education credits for purposes of ensuring said board(s) approves both the delivery method and content as they relate to this event. Neither a speaker's or exhibitor's presence at said event, nor product mention or display, shall in any way constitute Northeast College endorsement. Northeast College's role is strictly limited to processing, submitting, and archiving program documents on behalf of course sponsors.





The New York State Chiropractic Association

2024 Spring Convention

Please register online with a credit card at www.NYSCA.com

OR mail this registration form with check payable to: NYSCA, PO Box 557, Chester NY 10918

Convention Registration

NYSCA Member Council Member ACA Member Other State Assoc. Member Unaffiliated

Doctor Name _____

NY Lic# _____ Other State _____ # _____

Mailing Address _____

City/State/Zip _____

Phone _____ Fax _____

Email _____

Registration Category

	Early by 01/19/24	Standard by 03/29/24	At The Door after 03/29/24
<input type="checkbox"/> Non-Affiliated DC	\$369	\$419	\$469
<input type="checkbox"/> NYSCA/Council/ACA Member	\$269	\$319	\$369
<input type="checkbox"/> 1st or 2nd Year Licentiate Member	\$109	\$159	\$209
<input type="checkbox"/> CA attending with registered DC - Indicate #: _____	\$99	\$139	\$179
<input type="checkbox"/> 50+ yrs. in practice NYSCA member	\$0	\$0	\$0
<input type="checkbox"/> DC student or full-time college faculty	\$0	\$0	\$0

(student/faculty registration does NOT include CE or lunch; meal tickets must be ordered separately)

Saturday Luncheon

1 lunch is included in registration unless otherwise noted

Chicken _____ Salmon _____ Veg _____ Other: GF _____ DF _____ Kosher _____

Not attending luncheon

Additional luncheon tickets # _____ @ \$45.00 each \$ _____

Children under 10 (Chicken Nuggets) # _____ @ \$25.00 each \$ _____

Total: \$ _____

Registrations may be submitted online or by postal mail. Faxed registrations are NOT accepted.

Cancellation Policy: Cancellation and refund requests must be made in writing and sent to controller@nysca.com. Refunds will be issued in the manner in which payment was received and will be subject to a 15% processing fee if received more than one week prior to the scheduled event. All postage fees are non-refundable. Cancellations within one week of the event may be subject to additional administrative fees. Please review our [Convention Policy Statement](#) for details.

Invalid credit cards are subject to a \$10.00 fee and returned checks are subject to a \$20.00 fee.

Pricing

To qualify for member pricing, your membership with the NYSCA, New York Chiropractic Council, or American Chiropractic Association must be active and current. Association membership subject to verification. Contact our administrative office for more details.

Registration Deadline

Early registrations must be received with payment by 01/19/24.

Standard registrations must be received with payment by 03/29/24.

At-the-door pricing will apply for registrations completed after 03/29/24.

Faxed registrations are NOT accepted.

Questions?

Please contact the event coordinator:
Elizabeth Kantrowitz
518-312-4236
controller@nysca.com

Upcoming Events

Additional CE events may be coming up at the district level. Please contact the individual districts for more information.

Learn More

www.NYSCA.com

MEMBER SPOTLIGHT



Dr. William Lauretti
Region 4 Director

American Chiropractic Association Presents
2024 Annual Awards

William Lauretti, DC, of Seneca Falls, N.Y., received the Academician of the Year Award. Dr. Lauretti is a respected professor in the Department of Clinical Sciences at Northeast College of Health Sciences in Seneca Falls, where he leads a course on chiropractic technique. He has also developed courses on coding, documentation, patient education, and practice management and the law.

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WEBINARS

Earn Continuing Education credits from the comfort of your office

In addition to CE available at our statewide conventions, the NYSCA now offers continuing education credit via webinar through Northeast College of Health Sciences Post-Grad. NYSCA Webinars are held monthly, usually on a Wednesday at 1pm EST.

Anti-Inflammatory Diet to Enhance Chiropractic Results

Presented by: **Neil Levin DC DAAML**

Mar 27, 2024 | 1pm-2pm (1CE)

[Register Online](#)

This presentation will help doctors understand how incorporating anti-inflammatory diet recommendations can improve patient outcomes in chiropractic practice.

Cauda Equina Syndromes (CES) with Review of Lumbar Fractures and Disc Herniation Nomenclature

Presented by: **Rishi Bodalia DC MS**

May 29, 2024 | 1pm-2pm (1CE)

[Register Online](#)

This webinar will help participants to identify signs and symptoms of CES: - Discuss various etiologies for CES - CES radiographic evaluation and Referral - Review of Compression, Burst, and Chance fractures - Review of Lumbar Disc Herniation Nomenclature - Understanding the significance of early diagnosis and complications

Women in Weightlifting

Presented by: **Sarah Tirimacco DC**

June 12, 2024 | 1pm-2pm (1CE)

[Register Online](#)

Assessing and diagnosing women's health complaints in a chiropractic setting can often be challenging, especially when the pelvic floor is involved. Many female strength athletes experience pelvic floor complaints in addition to MSK complaints. These pelvic floor conditions are often the missing link associated with stubborn low back, pelvic or hip pain in a chiropractic setting. Learn the basics of pelvic floor dysfunction and urinary incontinence, in addition to discussing breathwork, bracing and RED-S. Management in a chiropractic office will also be reviewed.

Maximizing No-fault Bill Recoveries

Presented by: **Joseph Sparacio, Attorney at Law**

Sept 4, 2024 | 1pm-2pm (1CE)

[Register Online](#)

The presenter will walk participants through the no-fault process from the initial patient visit, and how to successfully defeat denials, including IME cut-offs etc. We will also discuss issues such as requests for additional verification, IME no-shows, EUO requests, easy proof of bill submission to prove timeliness.

Tuition Discount

Association Members are eligible to receive a discount on tuition for NYSCA-sponsored webinars via coupon code at registration check-out. Please be sure to check your email for the discount code, which is included for all NYSCA members. You must have your discount code BEFORE registering. Please note, once you register, the discount code cannot be applied retroactively. Contact the NYSCA Administrative Office at 518-785-6346 for more information.

Registration Deadline

Attendees MUST be registered and paid via credit card or check by 3:00 pm, one week before the course is to take place, to avoid additional fees. All unpaid/late registrations and at door registrations are subject to the following non-refundable fees: add \$5 (1-hr webinars). Northeast College Continuing Education Policy

License Renewal

Continuing education credit (CE) is provided by Northeast College of Health Sciences. These seminars are valid for CE credits in "pre-approved" states, so long as they fall within the scope of practice as outlined by the corresponding state board. It remains attendees' responsibility to contact the state board(s) from which they seek continuing education credits for purposes of ensuring said board(s) approves both the delivery method and content as they relate to this event. Neither a speaker's or exhibitor's presence at said event, nor product mention or display, shall in any way constitute Northeast College endorsement. Northeast College's role is strictly limited to processing, submitting, and archiving program documents on behalf of course sponsors.

Medicare 2024 Deductibles and Premiums

On October 12, 2023, the Centers for Medicare & Medicaid Services (CMS) released the 2024 premiums, deductibles, and coinsurance amounts for the Medicare Part A and Part B programs, and the 2024 Medicare Part D incomerelated monthly adjustment amounts.

[READ MORE](#)

Medicare Update from ACA:

According to the 2024 Medicare Physician Payment Schedule (MPFS), chiropractors are experiencing a 5.37 MPFS percent cut this year. Included in the federal spending package to be signed into law today intended to keep the federal government running through the fiscal year, is a provision that calls for a 1.68% reduction to the 5.37% cut that chiropractors are currently facing. This provision would effectively reduce that cut for the rest of the calendar year to 3.69 percent. It will be in effect as of March 9th and will not impact payments for services delivered between January 1st and March 8th, 2024. In essence, the cut is NOT retroactive, but will apply to claims filed on and after March 9th.

Be aware, in addition to our work on the [Chiropractic Medicare Coverage Modernization Act](#), ACA is committed to [working with our coalition partners](#) to find remedies to the broken Medicare payment system in general. Stay in touch with ACA communications for updates and calls to action on these and other legislative issues.

Workers' Comp Corner

- **Timeliness of level three PAR reviews.** On January 29th, the NYS Workers' Compensation Board (WCB) posted notice that they have steadily reduced the backlog of level three (Medical Director's Office) Prior Authorization Requests (PARs). Level 3 PARs requiring more urgent review are triaged. The WCB noted that other variance and confirmation PARs are resolved within two to three weeks. Please continue to share your feedback with NYSCA on the PAR process - both the successes and challenges (including response time) so we can share with the WCB.

[READ MORE](#)

- **COMING SOON! Provider Delegate PAR Submission/Escalation.** This enhancement will allow for a health care provider's delegate to submit and escalate PARs on the provider's behalf, rather than requiring the provider to do this themselves. The Board will be announcing the availability of this, and other future enhancements, via WCB Notifications – [sign up](#) today if you haven't already!

[READ MORE](#)

- **Form HP-1.0 Updates.** The attestation required as part of a submission of Form HP-1.0 will be updated. This alert details the new attestation, as well as provides information on efforts to prevent duplicate Form HP-1.0 submissions.

[READ MORE](#)

Please note the WCB will only consider documentation submitted at the time of Form HP-1.0 submission and will not retrieve information from the case file in support of the claim. Health care providers must provide supporting documentation with every submission of a Request for Decision of Unpaid Medical Bills (Form HP-1.0), even if documentation was previously submitted to the Board when the bill was initially sent. HP-1.0 forms without adequate supporting documentation may be denied on that basis, without further review. Have you had an HP-1.0 denied for lack of clinical information (e.g, Medical Narrative or SOAP notes?). Please contact the NYS-CA Workers' Compensation Committee to discuss your denial.

Emblem Health Provider Network Change

For dates of service beginning 1/1/24, the provision of physical therapy, occupational therapy and CHIROPRACTIC CARE for EmblemHealth members will transition from Palladian to EmblemHealth. Preauthorizations and referrals will NO longer be required. Claims for these services should be submitted to EmblemHealth or the managing entity as listed on the member's ID card. Claims contacts are also listed in the Directory chapter of the Provider Manual. INFORMATION TAKEN FROM PALLADIAN HEALTH UM PORTAL

American Postal Workers Union Health Plan (APWUHP)

EFFECTIVE JANUARY 1, 2024 Some American Postal Workers Union Health Plan (APWUHP) High Option members will be switching from Cigna to United Health Care.

[READ MORE](#)

Fedex Employee Benefit Transition to United Health Care

Starting Jan. 1, 2024, UHC will provide benefits for FedEx employees nationwide.

[READ MORE](#)

Northwell Direct

EFFECTIVE JANUARY 1, 2024 The Third Party Administrator (TPA) is changing from Brighton Health Plan Solutions to HealthComp.

[READ MORE](#)

- HEALTHCOMP PAYER ID: 36149
- HEALTHCOMP CLAIMS ADDRESS: PO BOX 2920, MILWAUKEE, WI 53201-2920
- PROVIDER SERVICES: 866-316-8438
-

TWU Local 100/MTA Bus Medicare-eligible retirees

Beginning January 1, 2024, all TWU Local 100/MTA Bus Medicare-eligible retirees and their Medicare-eligible dependents will automatically be enrolled in the Aetna Medicare Plan PPO ESA. MAKE SURE TO ASK YOUR PATIENTS FOR THEIR NEW ID CARDS. MANY DO NOT REALIZE THAT THEIR PLANS CHANGED FROM TRADITIONAL MEDICARE TO A MEDICARE ADVANTAGE PLAN.

[READ MORE](#)

Empire BCBS

As previously reported, effective January 1, 2024, the Empire BlueCross BlueShield and Empire BlueCross names are Anthem Blue Cross and Blue Shield and Anthem Blue Cross. Although it is reported that this will not impact member 'coverage, access to care, or level of support', the NYSCA Insurance Committee has engaged American Specialties Health (ASH) to forward discussion on Empire's preauthorization requirements. Note that BCBS plans who contract with ASH to manage their chiropractic benefits in other states typically utilize the ASH tiering structure to guide utilization review - removing a significant administrative burden to their network chiropractors. We look forward to the dialogue with the goal of implementing the same protocols here in NY.

Highmark BCBS

Navinet is being phased out in March. Availity is finally live. Feb. 5, 2024 is the date when all Highmark providers should start using Availity to complete electronic transactions for Highmark commercial and Medicare Advantage plans. Highmark Wholecare and Highmark Health Options will not transition to Availity; providers should continue to use their current portals for transactions related to these plans. Availity has a dedicated portal, [availity.com/Highmark](https://www.availity.com/Highmark), to assist the docs who are not already utilizing Availity for other insurers. Availity is also offering a wide range of training resources, which can be accessed on Highmark's WNY website here: [1 Week to Availity Transition: Preparing for the New Portal \(highmarkprc.com\)](#). Please note the Navinet deadlines, including the deadlines to submit new Claim Investigation will end after February 29, 2024.

Prior Authorization Requirements

It is anticipated that Highmark will require prior authorization for the following outpatient physical medicine services, starting April 1, 2024: Physical therapy, Occupational therapy, Chiropractic and Home health. This requirement will apply to Highmark's commercial plan members only. To help providers with these changes, Highmark will offer both live and on-demand training. Training dates and information will be posted on the Provider Resource Center and be included in upcoming issues of Highmark's Provider News, closer to the April 1, 2024, implementation date. NYSCA will host a meeting with our members to discuss these and other important issues over the next several weeks.

District Legislative Update

As a reminder, the NYSCA legislative agenda includes scope modernization (A4150A/S6047), Title VIII coalition partnership bill (A715/S5581) and retrospective audit look back bill A7590/S7076)

Scope modernization is our priority legislation and to that end, the legislative committee and our lobbyist Amy Kellogg Esq. are continuing to meet with stakeholders who have questions and to garner support for this legislation as we move forward. These meetings have been positive in clarifying issues from other groups and setting our agenda as we move forward. The committee, with Ms. Kellogg will continue to meet and discuss the need and importance of this legislation for our profession and our patients.

If you have questions about this or other legislative priorities, please do not hesitate to contact Legislative committee chairpersons Dr. Mariangela Penna or Dr. Joseph Lezamiz. Additional details are available [on the NYSCA website in the Lobbying Center](#).

[READ MORE](#)

Medicare Coverage Modernization Act

Chiropractic leaders from NYSCA joined the America Chiropractic Association (ACA) on Capitol Hill on Thursday, January 25th. As part of the ACA Engage conference, the primary goal of lobbying was increasing support and cosponsors for the Medicare Coverage Modernization Act (H.R. 1610 / S. 799). At present the bill has significant support including 152 sponsors in the House of Representatives and the newer Senate version is up to 10 cosponsors.

Our leaders were joined by students from Northeast College of Health Sciences and D'Youville College, as they met with New York's Senators and many House members to increase understanding and expand support for the bill. The feedback received was very positive.

If your Representative is not yet [cosponsoring](#), please reach out and ask for their support. You can also send letters of support via the [ACA website](#). If you need further assistance in getting a meeting with your representative or answering their questions, please contact New York's ACA Representative Dr. Mariangela Penna, ACA Alternate Delegate Caitlin Simpson, or NYSCA ACA Affiliate Dr. Jason Brown.

The Chiropractic Medicare Coverage Modernization Act:

- Is bipartisan legislation that provides patient access to all Medicare-covered benefits allowable under a chiropractor's state licensure.
- Appropriately defines a Doctor of Chiropractic (DC) as a "physician" in the Medicare program.



NORTHEAST COLLEGE ADDS UNDERGRADUATE PROGRAMS: IMAGING SCIENCES, HEALTH CARE ADMINISTRATION DEGREES BEGIN FALL 2024



After 100+ years of leadership in graduate healthcare education, Northeast College of Health Sciences will now also offer undergraduate degree programs: two Associate in Applied Science (AAS) degrees, one in radiologic technology and another in diagnostic medical sonography, and a Bachelor of Science (B.S.) degree in health care administration, all beginning Fall 2024.

The charter change, approved by the New York State Education department in November 2023, allows Northeast College to add even more in-demand academic programs so students can focus on rewarding career opportunities. In addition to the three new undergraduate degrees beginning in Fall 2024, Northeast also anticipates offering a future M.S. in physician assistant studies.

“We are excited to expand our offerings at the College and continue to educate future healthcare leaders for the increasingly collaborative healthcare environment,” said Dr. Anne Killen. “With our rich experience evolving to meet the growing needs of healthcare education, Northeast College will continue to deliver opportunities that foster academic excellence, leadership and professional best practices.”

[READ MORE](#)

NORTHEAST COLLEGE FACULTY, STUDENTS VISIT U.S. CAPITOL, RECEIVE LEADERSHIP AWARDS AT ACA ANNUAL CONFERENCE



Working together to advocate for the chiropractic profession and the future of healthcare, Northeast College of Health Sciences students, faculty, administrators and alumni attended the American Chiropractic Association (ACA) Engage 2024 annual conference on January 24-27, 2024, in Washington, D.C.

With financial support from the College and its community members, including alumni and corporate partners, 28 students from Northeast College attended the ACA event for cutting-edge education, networking and leadership development opportunities.

A highlight of the event, Chiropractic’s Day on Capitol Hill, allows conference attendees to visit congressional offices and affirm the importance of the Chiropractic Medicare Coverage Modernization Act (H.R. 1610/S. 799), thank key leaders for their support and educate others on the benefits of many chiropractic services.

Northeast students were joined by faculty and administrators including College President Dr. Michael Mestan, Vice President of Stakeholder Engagement Dr. Todd Knudsen, Assistant Vice President of Academic Affairs Dr. Jean-Nicolas

[READ MORE](#)

NORTHEAST COLLEGE RECEIVES COMMUNITY AWARD FROM SENECA COUNTY CHAMBER



Northeast College of Health Sciences received the Project/Initiative of the Year Award for its establishment of new undergraduate programs at the Seneca County Chamber of Commerce 2024 Annual Dinner and Community Awards presentation on Jan. 18, 2024.

Since relocating to Seneca Falls in 1991 from its Long Island location, Northeast College has been dedicated to building connections within the community and working together to support and strengthen the area’s history of providing strong leadership and paving the way for progress and opportunity.

Most recently, Northeast College added in-demand academic programs to prepare even more healthcare leaders with its new undergraduate degrees, launching in Fall 2024: an AAS in radiologic technology, an AAS in diagnostic medical Sonography, and a B.S. in health care administration, along with the continued development of our Physician’s Assistant program. These new programs are in addition to the College’s certificate in Massage Therapy, also beginning Fall 2024, and its existing and well-respected flagship Doctor of Chiropractic program and online master’s degree programs in applied clinical nutrition and human anatomy and physiology instruction.

[READ MORE](#)

Your Vote, Your Voice

NEW YORK STATE CHIROPRACTIC ASSOCIATION

OFFICER, BOARD OF DIRECTORS, AND DISTRICT ELECTIONS

Polls open May 1st at 12am | Polls close May 15 at 5pm

Exercise Your Membership Benefits | Affect the future of your profession | Let your voice be heard

NYSCA Governance

Governance elections for the NYSCA Officers and Regional Directors are beginning to ramp up. Members interested in campaigning for a position on the NYSCA Board of Directors should start planning now.

As most of us have said from time to time under a variety of different circumstances, “if only I were in charge.” Well, if you have not before, here is your opportunity to put those sentiments into an affirmative action plan to contribute to the future of our profession in New York state.

Plan to make your mark on chiropractic by getting involved now!

As a not-for-profit professional trade organization in New York, the NYSCA Constitution and Bylaws dictate the qualifications needed to campaign for either an officer’s position or a seat on the Board as a regional director.

2024 NYSCA Elections—Open Positions

Because this is an even numbered year (2024), there are six regional directors’ positions open on the Board:

- three (3) each representing Region 2 comprised of NYSCA Districts 6 & 7 (Nassau and Suffolk Counties); and
- three (3) each representing Region 4 comprised of NYSCA Districts 12, 15, 16, & 17 (Cayuga, Cortland, Jefferson, Lewis, Onondaga, Oswego, Genesee, Livingston, Monroe, Orleans, Ontario, Schuyler, Seneca, Wayne, Yates, Chemung, Steuben, Tioga, Tompkins, Allegany, Cattaraugus, Chautauqua, Erie, Niagara, and Wyoming Counties).

Certain incumbent directors will be eligible to re-run for the position each now holds.

2025 NYSCA Elections

Positions for NYSCA officer – president, vice president, secretary, treasurer, and communications secretary – or Regional Director in Regions 1 and 3 will be open for election next year, 2025, since it will be an odd-numbered year.

Candidates for the Position of Regional Director

To be eligible to campaign for the position of regional director, candidates must meet the following qualifications:

- The candidate must work or reside in a district that falls in the area represented by either Region 2 or Region 4;
- The candidate must have served as an officer of the district or a delegate representing a district to the NYSCA House of Delegates within either Region 2 or Region 4;

- The candidate must have been an active member of the Association for the three (3) years immediately preceding nomination; and
- The candidate must have attended at least seventy percent (70%) of district meetings in the year immediately preceding nomination.

Nomination and Application Process

NYSCA members meeting the qualifications for office may self-nominate themselves for a position on the NYSCA Board or they may be nominated by other NYSCA members for a position on the Board. All candidates aspiring to a Board position need to formally accept their nomination by filling in an **“Intent to Run”** form, linked on the NYSCA Elections page under **“Application Process.”**

In addition, candidates will also need to fill out a **“Disclosure form”** – part of the **“Intent-to-Run”** packet, in order to provide the Association membership with notice involving any potential conflicts of interest the candidate may have and which the Association should be made aware of in its deliberations that may involve any private or personal interests of the candidate or their practice enterprises the nominee may hold in their private or professional life. Disclosure of a conflict does not disqualify a candidate from holding office necessarily but may require that a conflicted officer or director abstain from voting on one or more relevant issue or activities involving the Association whenever and wherever the stated conflict may arise.

Finally, all candidates must fill out a **curriculum vitae (CV)** – again, part of the **“Intent-to-Run”** packet -- highlighting their education and training, licenses held, and personal and professional achievements and awards received. The Association uses the information obtained from the CV form to construct a biographical sketch on each candidate that is supplied to NYSCA members when ballots in a contested election are sent to the NYSCA membership.

All three items – the Intent to Run, Disclosure and CV forms -- necessary to declare an intent to campaign for a NYSCA leadership position are found in the **“Intent-to-Run”** packet noted above.

For this year’s election, interested nominees must submit the components of a completed Intent-to-Run form to the Association by **April 1**. Ballots in contested elections are scheduled to be emailed (or mailed if email is unavailable) by May 1. Successful candidates assume elected office on June 1, the beginning of the next NYSCA fiscal year.

Continued on page 11

Your Vote, Your Voice

2024 Local District Elections

If you wish to qualify for serving as an Officer or Director of the Association, the best way to start is by being active in [your local district](#)! Since this is an even-numbered year (2024), district elections will be held this May at your regularly scheduled local district meeting.

The District President and Vice president are elected from among the district's membership. To be eligible to campaign for the position of District President or Vice President, nominees:

- must be an active (regular, associate, in-state affiliate, disabled, retired, or life) member of the Association.
- must reside or work within the boundaries of the district for at least one year prior to nomination.
- must have attended at least seventy percent (70%) of district meetings in the year immediately preceding nomination.

In general, the District President serves as Delegate and the vice president serves as an Alternate Delegate to represent the district to the NYSCA House of Delegates. In some cases, the district president may choose to appoint a different district member in good standing to serve as the district's delegate or alternate delegate.

Additionally, a Secretary and/or Treasurer may be appointed by the district President from among the district members in good standing and willing to serve, unless objected to by a majority of district members.

If members have any comments or questions regarding this process, please contact NYSCA at info@nysca.com.

NYSCA Committees

The NYSCA has [seven standing committees](#) in place to assist our members and coordinate efforts to protect, promote, and support the profession in the state of New York. If you have particular skills, experience, or interest in working with one of the NYSCA Committees, we urge you to reach out to express your interest!

Please [use the Contact form](#) on the NYSCA website to connect with the committees that you would like to support.

Your Vote, Your Voice

NEW YORK STATE CHIROPRACTIC ASSOCIATION

OFFICER, BOARD OF DIRECTORS, AND DISTRICT ELECTIONS

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NYSCA Spring Speakers

Protocols for Longevity: Optimizing Healthspan and Human Performance

Dr. Robert Silverman is a chiropractic doctor, clinical nutritionist, national/international speaker, author of Amazon's #1 bestseller "Inside-Out Health," founder and CEO of Westchester Integrative Health Ctr. The ACA Sports Council named Dr. Silverman "Sports Chiropractor of the Year" in 2015.

[READ MORE](#)

A Concussion of Forces: The Science, Neurology, and Philosophy of a Vertebral Subluxation

Dr. Eric Russell is a chiropractor and chiropractic educator. He stimulates his audience to understand and apply the core concepts of chiropractic. Dr. Russell strives to inspire chiropractors to be the best they can be at the philosophy, science, and art of chiropractic.

[READ MORE](#)

Nutritional Effects on Blood Chemistry

Dr. James Forster is a 2nd generation doctor of chiropractic in his 39th year of practice. Teaching CE since 2016 on this topic, Dr. Forster evaluates more than 500+ labs per year. He has spoken for many institutions, as well as on the radio on the benefits of chiropractic, nutrition, and health.

[READ MORE](#)

The Evolution of Pelvic Floor Management in a Chiropractic Setting

Dr. Sarah Tirimacco's extensive training in prenatal and postpartum chiropractic care and rehabilitation gives her a unique approach to common neuromusculoskeletal complaints. Her understanding of the complex physiological and biomechanical changes that pregnant people go through from conception well into their postpartum period allows Dr. Tirimacco to help patients with more than just pain.

[READ MORE](#)

Necessity of Fascial Manipulation® in a Chiropractic Practice.

Dr. Warren Hammer energizes his audiences with a wry sense of humor and personal experiences from more than 50 years. Although his lectures are steeped in evidence-based information, he shares his personal experiences with soft tissue and articular situations that he states, "science has not caught up with yet."

[READ MORE](#)

UPCOMING EVENTS



CHIROPRACTIC
ASSOCIATION
OF IRELAND

PRESENTS

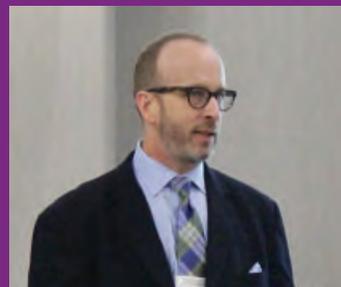
The Philosophy & Art of Chiropractic

11th & 12th MAY 2024



Tullamore Court Hotel

Tullamore, Co. Offaly, Ireland,
R35 D506



SPEAKERS:

**Dr. Ron Oberstein, Dr. Mary Oberstein,
Dr. Peter Amlinger, Dr. Eric Russell & Dr. Rion Zimmerman**

**CLICK HERE
TO BOOK**



Labor and Employment News – 2023 Year-End Reminders and a Look Ahead to 2024

As the year draws to a close, employers are faced with a myriad of crucial tasks, deadlines, and essential legal updates. In anticipation of year-end responsibilities and strategic planning for the upcoming year, this LEGAL currents offers a concise overview of recent developments and timely reminders that businesses need to be aware of as they move into 2024.

New York’s Ban on Non-Compete Agreements

The Senate bill that would prohibit employers from entering into non-competition agreements with their employees was sent to the Governor’s desk on December 12, 2023. If signed as is, New York would join a growing list of states around the country clamping down on non-competition covenants. The “Act shall take effect on the thirtieth day after it shall have become a law and shall be applicable to contracts entered into or modified on or after such effective date.” Stay tuned for a further legal update from HSE if Governor Hochul signs the bill into law.

UPDATE: Late Friday, December 22, 2023, Governor Hochul vetoed S3100A, bowing to numerous industry groups that opposed the New York State Legislature’s attempt to ban non-competition agreements. We expect efforts to reach compromise legislation will continue in 2024.

New Amendments to Nondisclosure Law Expands Complainant Protections

On November 17, 2023, Governor Hochul signed into law Senate Bill 4516, further limiting the utility of non-disclosure and non-disparagement provisions in certain employment agreements.

Key Changes

NY law prohibits the use of non-disclosure provisions in settlement agreements involving claims of discrimination. Such agreements cannot prohibit the disclosure of the underlying facts and circumstances of a person’s discrimination claim unless certain procedural requirements are met. Confidentiality has to be the complainant’s preference reflected in a separate written agreement, and he/she has to be given twenty-one days to consider the non-disclosure agreement. Additionally, the complainant can revoke the agreement for seven days after signing. Additionally, the law provides that any non-disclosure provision in a contract between an employer and employee that prevents the disclosure of factual information concerning future claims of discrimination is void and unenforceable unless the agreement specifically provides that it does not prohibit the employee from speaking with law enforcement, federal/state/local fair employment agencies (i.e., the EEOC, SDHR, or NYCCHR), or a private attorney.

The amendments to this law:

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As U.S. Department of Justice Suffers Setbacks, New York Continues Crackdown on No-Poach Agreements

Seven years ago, in October 2016, the Department of Justice (DOJ) and the Federal Trade Commission (FTC) issued joint guidance for human resource professionals, identifying certain employment practices that violate antitrust laws.¹ The guidance addressed two specific types of hiring-related agreements that the agencies believed to unlawfully limit competition between employers to hire and recruit employees: wage-fixing and no-poach agreements. In wage-fixing agreements, companies set wages, benefits, or other employee compensation to agreed-upon levels or ranges. No-poach agreements arise when competitors agree not to solicit or hire employees from each other’s company.

As it warned, in the years following the issuance of the October 2016 guidance the DOJ has launched several criminal prosecutions against companies for their involvement with no-poach agreements. Despite the DOJ’s focus in this area and devotion of resources, those criminal prosecutions have been largely unsuccessful, with no guilty verdicts secured. In November 2023, the DOJ voluntarily dropped its last remaining criminal no-poach case.

As the DOJ reviews its position in light of its failed criminal prosecutions, it appears unlikely to abandon its efforts entirely. Public statements from the DOJ indicate that it will continue to evaluate bringing cases against companies involved with no-poach agreements, though such cases may steer more toward the enforcement of civil penalties.

The DOJ has not been alone in its attempts to rein in the use of no-poach agreements, as several state enforcement agencies have commenced investigations of their own. New York has been especially focused in this area. In late October 2023, the New York Attorney General’s Office (“NYAG”) announced a \$4.5 million settlement with First American Financial Corporation, one of the nation’s largest title insurance companies, after a NYAG investigation discovered that First American entered into illegal no-poach agreements with several of its competitors, agreeing not to solicit each other’s employees.²

This settlement represents the latest chapter in the NYAG’s crusade against no-poach agreements, which has affected companies of all sizes including ski resorts in Central New York, 3 home care companies in Brooklyn,⁴ and even some of the nation’s largest fast food restaurant chains.⁵ Other state attorneys general, as well as private litigants, also continue to challenge the use of no-poach agreements.⁶

What Are No-Poach Agreements?

[READ MORE](#)



Immune system reboot: Unlock your patients' longevity potential

Robert Silverman, DC

The key isn't chronological age, but immune age — and you can turn back that clock

The average life expectancy is 73 years for a man and 79 years for a woman in America today. While overall life expectancy has declined in the past few years, the number of those over age 85 has increased. The U.S. Census Bureau reports 5.7 million Americans are between the ages of 85 and 94; approximately 631,000 are over age 95. The number of centenarians has risen to an all-time high of nearly 90,000, nearly twice as many as there were in 2004.¹

Many of these oldest Americans are in good physical and cognitive health and continue to live active, independent lives. The centenarians have achieved a life span that is 20 years longer than the average American's, while also achieving a long health span — the length of time when they're not just alive, but healthy. These aged individuals have postponed the most common causes of death, such as heart disease and cancer, until their 80s or even 90s, while experiencing poor physical and cognitive health only for a compressed period near the end of life.²

How do they do it? A big part of their long life span comes from an immune system that remains robust and resilient as they age. What we can learn from the eldest doesn't guarantee you'll become a centenarian, but

a more robust immune system may help you achieve a longer health span.

Aging and immunity

As we age, proper immune function tends to decline.

Immunosenescence generally begins around age 60, weakening immunity and increasing the risk of autoimmune disease, cancer and severe illness from infectious diseases, such as influenza and COVID-19. The neutrophils of the innate immune system begin to slow down and malfunction, making the immediate response to an invader slower and less efficient. Faulty neutrophils are an underlying cause of “inflammaging,” the low-level chronic inflammation common in older adults. The T and B cells of the adaptive immune system also slow down, taking longer to mount an antibody defense and sometimes “forgetting” how to respond to an invader they have seen before.

Your chronological age and your immunological age aren't the same. For some, the immune system ages faster. Others, including the advanced aged, have immune systems that are more resilient and continue to provide effective protection as they age. Centenarians possess a unique immune cell composition and activity, giving them a highly functional immune system. This allows them to live longer and display

high levels of immune resilience, which empowers them to withstand or bounce back from infections and inflammatory stressors that could otherwise lead to autoimmune disease.

Recent research using advanced laboratory techniques to assess the relative proportions of CD8+ and CD4+ T cell levels suggests a lower ratio of CD8 cells to CD4 cells confers the most immune resilience. People who are the most immune resilient can restore this ratio of T cell types after recovering from an illness or other inflammation-inducing stressor.³ Advanced cell sequencing techniques have also shown the oldest cells have an unusually high percentage of cytotoxic CD4 T cells, also known as killer T cells. These cells can recognize antigens, directly kill pathogens and destroy mutated or cancerous cells. Killer T cells are scarce in the immune system, making up only about 2.8% of all helper T cells in most people. In the eldest people, however, they make up about 2% of all T cells. The presence of so many killer T cells helps explain why the eldest are able to avoid infectious disease, autoimmune disease and cancer — their immune system has a heightened ability to destroy pathogenic or defective cells before they can do real damage.⁴

[READ MORE](#)



Doctor's Head in the Sand Regarding Responsibilities

A patient visits a DO, an MD and a DC. Which one was responsible for her injuries?

Sue Lenz, 56, was working as an exterminator. On March 12, 2017, she was performing a pest inspection at a local club, and while looking between a cabinet and countertop, she became startled. She thought she saw a large object and abruptly twisted her neck, striking her face on the countertop.

Sue immediately complained of pain in her head and neck. She filed a workers' compensation claim and was sent to her employer's company doctor, Jason Jones, DO, who diagnosed an orbital fracture. This injury required surgery and on April 18, 2017, Sue underwent an open reduction and internal fixation of a left orbital fracture.

After Sue was discharged by Dr. Jones, she was referred by the workers' compensation carrier to orthopedist Thomas Burns, MD, to address her neck complaints. At Sue's initial evaluation on Sept. 10, 2017, Dr. Burns diagnosed a cervical herniated disc at approximately C5-6 with acute onset of cervical radiculopathy.

Sue was treated with anti-inflammatories and physical therapy until Oct. 10, 2017 when she had an MRI of the cervical spine. The MRI showed disc herniations at C5-6 on the right and at C6-7 on the left. On Oct. 18, 2017, Sue underwent an anterior cervical microscopic discectomy and arthrodesis at C5-6 and C6-7 with machined allograft spacers, bone morphogenic protein and anterior cervical plating. Postoperatively, Sue continued to be followed by Dr. Burns until her discharge on Feb. 12, 2018.

The day after being discharged by Dr. Burns, Sue went to perform a bed bug inspection at a local hotel. As she was lifting a king-size mattress, she developed significant neck and right upper extremity pain, as well as a grabbing and burning sensation throughout the right trapezius muscle that extended into her right arm and thumb. Sue returned to Dr. Burns, and his physical examination revealed she had approximately 80% of her normal cervical range of motion with good strength and sensation in the upper extremities.

[READ MORE](#)



Herniation Complicates Patient's Case Against DC

Brett Stern treated with William Petra, DC, hoping to alleviate his neck, shoulder and arm pain. Was a preexisting herniation the cause and did the DC's treatment make it worse?

Brett Stern presented to William Petra, DC, in April 2021 complaining of recent neck pain and stiffness, and pain radiating into his left shoulder and arm. Dr. Petra's evaluation of Brett included positive cervical distraction and compression tests, and his working diagnosis was cervical radiculopathy.

An April 2 X-ray showed spondylosis at C5-6 with foraminal osteophyte production and bilateral foraminal narrowing. Brett was referred for a CT scan in lieu of an MRI because he had cardiac stents placed recently. An April 8 CT showed bilateral joint hypertrophy at C5-7 and mild bilateral neural foraminal stenosis at C5-6. Also, an April 15 EMG nerve conduction study revealed bilateral C5-6 radiculopathy and carpal tunnel syndrome.

Dr. Petra treated Brett with light manipulations and intervertebral differential dynamic (IDD) decompression therapy until late May 2021, when Brett's condition worsened.

A Lawsuit Ensues

Brett claimed that Dr. Petra was negligent in treating him with the decompression therapy, considering his symptoms, and that the treatment caused his herniation, cord compression and need for surgery.

To challenge causation, Dr. Petra's counsel retained a neurosurgeon and a neuroradiologist. The neurosurgeon said Brett was a candidate for conservative chiropractic care. He explained that Brett responded well to conservative chiropractic care at first, but later required surgery to rem-

[READ MORE](#)

Chiropractic Shown to Reduce Lumbar Spine Re-Surgery

By Dr. Piering

Association between spinal manipulative therapy and lumbar spine reoperation after discectomy: a retrospective cohort study

In our offices, we witness the positive effects on quality of life that our patients experience because of our treatment. Research has verified that Chiropractic care has a great effect on pain reduction and improved mobility with high rates of patient satisfaction.

Multiple mechanisms have been investigated to explore the reasons for positive outcomes and research continues to show that there are reasons ranging from proprioceptive feedback after adjustments to improved circulation at the joint level manipulated improving function and health.

In an article recently published (Jan, 2024) in BMC Musculoskeletal Disorders, Chiropractic Spinal Manipulative Therapy (SMT) was shown to significantly reduce the risk of surgery in patients with previous lumbar spine surgery.

The authors hypothesized that adults receiving Chiropractic care for ongoing lumbar radiculopathy would be less likely to require reoperation over a two year follow-up period.

This study showed that those receiving lumbar discectomy without fusion often continued to experience lumbar radiculopathy and that ongoing pain results in lumbar spine reoperation in a significant portion of surgical cases.

By reviewing 10 years of patient data, the authors were able to determine that the patient cohort which received SMT had a re-surgery rate of nearly half that of the non SMT cohort.

The authors discuss several aspects of their study in the journal article and suggest that SMT may be an effective treatment modality for patients after receiving lumbar disc surgery.

While we know that Chiropractic produces results far beyond pain relief, this study demonstrates the importance of the Chiropractic profession in the management of patients after surgical intervention.



ASSOCIATION BETWEEN SPINAL MANIPULATIVE THERAPY AND LUMBAR SPINE REOPERATION AFTER DISCECTOMY: A RETROSPECTIVE COHORT STUDY

[READ STUDY](#)

5 Strategies to Become The “Top Doc” In Your Area

By Noah St. John, PhD

In the ever-evolving world of chiropractic care, becoming the top doc in your area isn't just about healing hands—it's about strategic excellence. The most successful chiropractors don't simply practice their craft; they master the art of marketing and personal brand development. Today, I'll share five essential strategies that will set you on the path to becoming the top doc in your region, drawing from my expertise as a renowned marketing coach.

1. Craft a Compelling Brand Story

To stand out in your area, you need a brand story that resonates with your audience. Your story should reflect your passion, values, and the unique approach you bring to chiropractic care. Are you a pioneer in a specific technique? Do you have a remarkable success story with a patient? Share these narratives to connect with your community on a personal level.

2. Harness the Power of Digital Presence

In today's digital age, your online presence is your storefront. Invest in a professional website that's not just informative but also visually appealing. Optimize it for search engines to ensure you're easily discoverable by local searchers. Maintain active social media profiles to engage with your audience and share valuable health tips, testimonials, and insights.

3. Create a Stellar Patient Experience

Your reputation hinges on patient satisfaction. Go above and beyond to create a memorable patient experience. Train your staff to provide exceptional customer service, from the first phone call to follow-up care. Encourage patient feedback, listen to their concerns, and use their input to continually improve your practice.

4. Build a Network of Referral Partners

Establishing relationships with other healthcare providers in your area can significantly boost your practice. Collaborate with local physicians, physical therapists, and fitness trainers to create a network of referral partners. When these professionals trust you, they'll refer their patients to your chiropractic care, expanding your reach.

5. Leverage Smart Marketing Investments

Effective marketing isn't about spending a fortune; it's about making strategic investments. Analyze your marketing efforts to determine which channels yield the best results. Invest in targeted online advertising, community outreach, and educational workshops to position yourself as an expert. Track your marketing ROI diligently to ensure you're getting the most bang for your buck.

By implementing these five strategies, you'll not only become the top doc in your area but also experience remarkable practice growth. Your brand story will resonate with your community, your digital presence will attract new patients, and your commitment to patient satisfaction will create raving fans. Building a network of referral partners and making smart marketing investments will solidify your position as the go-to chiropractor.

I've helped countless chiropractors achieve unprecedented success by mastering these strategies. If you're ready to take your practice to the next level, I invite you to connect with me for personalized coaching. Together, we'll chart a course to elevate your practice, increase your influence, and ultimately, boost your bottom line.

Remember, success in chiropractic care isn't just about the adjustments you make; it's about the strategic moves you take to establish yourself as the top doc in your area. Start today, and watch your practice thrive!

Patient Referral Services

Have you ever received a marketing email like the one below in your inbox?

We can send 20 new patients your way each month, and you pay only when they show up. There are no monthly retainers, no initial set-up fees, and no bait-and-switch tactics. Possibly interested? Reply with "yes" and I'll get back to you on how this can help your practice.

No doubt such advertisements may seem enticing, but are they legal for New York State chiropractors?

The short answer is no, such arrangements are not legal in New York State. New York Public Health Laws, [Article 45, § 4501 - Medical referral service businesses prohibited](#), states the following:

1. No person, firm, partnership, association or corporation, or agent or employee thereof, shall engage in for profit any business or service which in whole or in part includes the referral or recommendation of persons to a physician, dentist, hospital, health related facility, or dispensary for any form of medical or dental care or treatment of any ailment or physical condition. The imposition of a fee or charge for any such referral or recommendation shall create a presumption that the business or service is engaged in for profit.

Additionally, healthcare providers are prohibited from entering into agreements to accept referrals from for-profit companies who provide such services.

Further, [the NYSED Rule of the Board of Regents, § 29.b1](#) – General provisions state:

b. Unprofessional conduct in the practice of any profession licensed, certified or registered pursuant to title VIII of the Education Law..., shall include: (3) directly or indirectly offering, giving, soliciting, or receiving or agreeing to receive, any fee or other consideration to or from a third party for the referral of a patient or client or in connection with the performance of professional services; (4) permitting any person to share in the fees for professional services...

Finally, [the American Medical Association Code of Ethics, chapter 11.3.4](#) specifically warns against this type of referral arrangement, stating "Payment by or to a physician or health care institution solely for referral of a patient is fee splitting and is unethical."

For these reasons, solicitations for referral services such as those noted in the marketing email above should not be considered for Chiropractic practices in New York. Members are encouraged to consult qualified legal counsel when considering any contracts related to their practice of Chiropractic in New York.

Did you know? NYSCA members receive a monthly 60-minute consultation/information inquiry free of charge with a respected legal firm regarding No-Fault, Workers Comp and Commercial Collections, and general law and general contract questions. [Click here to learn more!](#)

No Attorney-Client Relationship: The NYSCA cannot provide legal advice. Communication of information by, in, or through this message and your receipt or use of it is not a substitute for obtaining legal advice from a qualified attorney. If the questioner has one or more legal questions that require specific legal advice, the NYSCA and sender strongly encourage the questioner to retain competent legal counsel, well-informed and knowledgeable about the areas of law and practice in which the inquirer has an interest.

Special Event at Yankee Stadium



The New York Yankees are celebrating Healthcare Appreciation Week!

Join your fellow healthcare professionals and the New York Yankees for select games this spring at Yankee Stadium.

Games are scheduled 5/17, 5/18, 5/19, 5/20, 5/21, & 5/22!

Each Special Event Ticket includes:

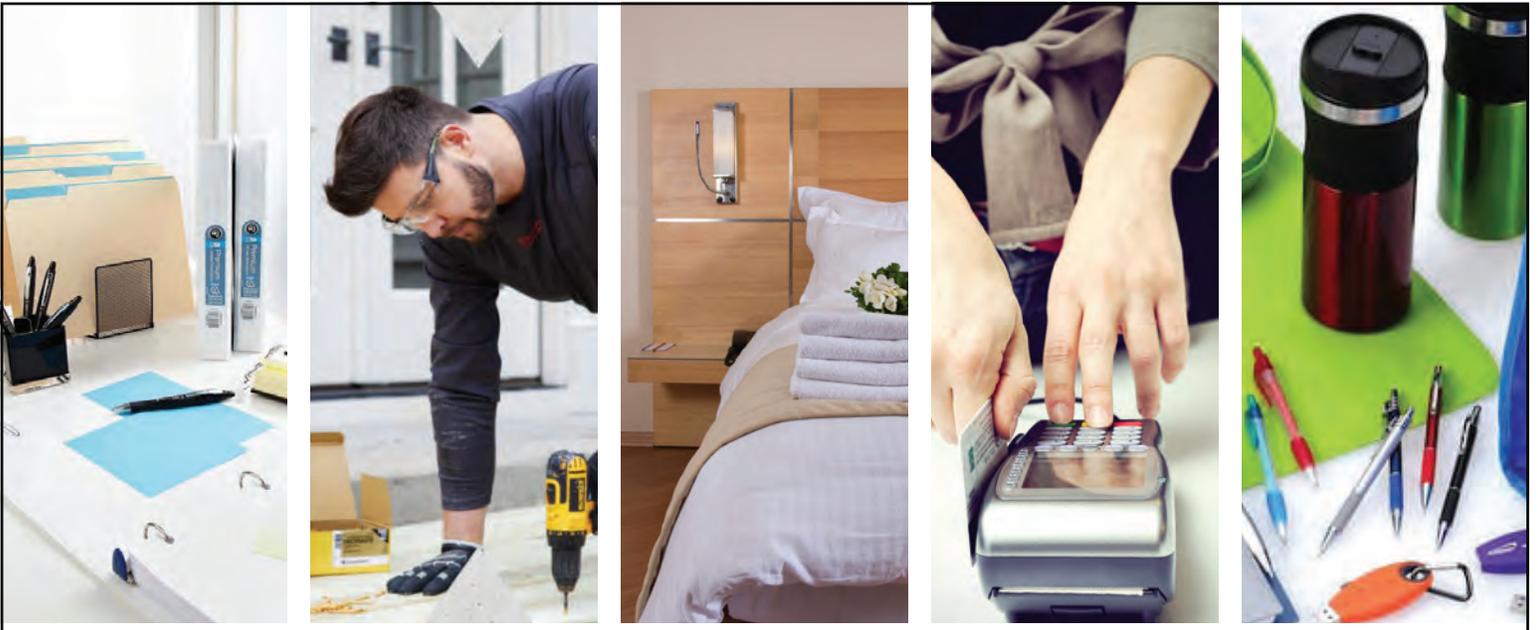
- Either a New York Yankees Scrub top or tumbler co-branded with our healthcare appreciation logo
- \$15 New York Yankees Food & Beverage Voucher* (ONLY FOR 5/20, 5/21, 5/22, 5/23 GAMES)

Using the link below, once one of the six games is selected, you will be able to see which seating sections are offered at each price; you will also be able to see what the view of the section will look like by clicking "SEATMAP" under each ticket option.

Order your Special Event Ticket here!

Please note that you must purchase a Special Event Ticket in order to have access to this exclusive offer.

Item Pickup: Once inside the Stadium, please head over to the redemption table located on the Field Level (100 Level) next to Gate 2 up to 60 minutes after the originally scheduled first pitch.



Every Year Members Save Thousands

on products and services they already use.



With these member benefits from NYSCA, get money-saving discounts that benefit you, your business, and your family.



Start Saving Today: [NYSCA.SavingCenter.net](https://www.nysca.savingcenter.net)



888.868.4030 | membercare@savingcenter.net



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!**

- Enclosed is my donation for*** (check one)
- \$100 \$250 \$500 \$1000 \$5000 other \$_____.

Please send your personal check payable to:
NYCPAC
PO Box 440,
Chester NY 10918
NYCPAC.info@gmail.com

My contribution is from a/an:

- Individual/Sole Proprietorship Partnership PC/Corp PAC/Labor Union LLC

Please check each line to affirm that each of the following is true and accurate:

- I am a United States Citizen or permanent resident alien (green card holder).
- I am at least 18 years of age.
- I have not been and will not be reimbursed for making this contribution by another person or entity.

Please complete the following information:

Preferred Mailing Address: Home Work

Name _____

Company Name _____

Address _____

City _____ State _____ Zip Code _____

Occupation _____ Employer _____ (If student, list school)

Daytime Phone _____ Evening Phone _____

Email Address _____

Signature _____

To make a one-time credit card contribution online, visit NYCPAC.net and click "Make a Contribution"

Please note: Voluntary contributions by individuals are subject to a contribution limit of \$150,000 during a calendar year to all sources and \$84,400 to a political action committee. The annual donation limit for a corporation is \$5,000 in a calendar year to all sources. Each affiliated or subsidiary corporation, if a separate legal entity, has its own contribution limit. For more information on contribution limits in New York, please visit the New York State Board of Elections website at <http://www.elections.ny.gov>.

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

Corporate Sponsors

NYSCA Sponsors are trusted business partners whose valuable contributions help NYSCA achieve its goals in advocating for you and your patients. 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!

DIAGNOSTIC/LAB SERVICES

★ Hudson Valley Neurodiagnostic

Contact: 845-592-4722
hvcradm@yahoo.com

★ McHugh Neurosurgery

Contact: 631-780-4470
mchughneurosurgery.com

EQUIPMENT/SUPPLIES

★ Electronic Development Labs

Contact: 800-342-5335
edl-inc.com

★ Foot Levelers

Contact: 800-553-4860
footlevelers.com

INSURANCE SERVICES

★ NCMIC Malpractice Insurance

Contact: 800-769-2000, x3555
ncmic.com

★ OUM Chiropractor

Contact: 800-423-1504
oumchiropractor.com

MARKETING SERVICES

★ CGI Digital

Contact: 585-427-0200
cgidigital.com

NUTRITION/SUPPLEMENTS

★ NutriWest NY

Contact: 888-227-5469
nutri-westny.com

★ Optimal Laboratories

Contact: 877-522-7220
optimallaboratories.com

SUPPORTING ORGANIZATIONS

★ American Chiropractic Association

Contact: 703-276-8800
acatoday.org

★ Foundation for Chiropractic Progress

Contact: 866-901-F4CP
f4cp.org

★ Northeast College of Health Sciences

Contact: 800-234-6922
northeastcollege.edu

Earn FREE Membership

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

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

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

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

Membership Has Privileges

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

with collective energy and pooled resources.

What is the NYSCA?

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

Why Should All New York DCs Be NYSCA Members?

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

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

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

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

—James Cash Penney

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



DID YOU KNOW YOU'RE A MEMBER OF F4CP?



www.f4cp.com

As a member of your State Association, you're part of the Foundation for Chiropractic Progress! (F4CP)

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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:



Complementary group membership with the Foundation for Chiropractic Progress

[Activate your F4CP Account](#)



Significant savings in time and money with Office Depot and other premier suppliers.

[Start saving today!](#)



WE TAKE CARE OF OUR OWN:

Special pricing on credit card processing, tailored for the chiropractic industry

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Insurance Reimbursement Solutions



Save up 20% off MSRP for practice management and coding resources when you order through NYSCA.com

[Order online](#)

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

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



HP INK & TONER - SAVE UP TO 40% EVERY DAY!

With NYSCA, you have access to exclusive everyday low pricing on HP ink and toner with discounts up to 40% off at Office Depot. Hundreds of items to choose from, with unbeatable quality and pricing. Count on HP to deliver peak performance.

Have you registered for Office Depot discounts yet?

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

Member Benefits

Take full advantage of your NYSCA Member Benefits

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

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

- Join your local NYSCA [Facebook Group](#)
- Attend local NYSCA [events](#)
- Attend semi-annual NYSCA [conventions](#)
- Enroll in Monthly CE [Webinars](#)
- Access [members-only content](#) online
- Participate in the [members-only forums](#)
- Benefit from the [Member Privileges Program](#), including group membership with [F4CP](#)
- Update your [listing](#) in our website's find-a-chiropractor search
- Apply to be paired with or to become a [practice mentor](#)
- Submit complementary (FREE) [classified ads](#) (resource for career opportunities!)
- Participate in the annual NYSCA [elections](#)
- Receive [assistance](#) from NYSCA's full-time administrative staff with routine questions - or for more detailed assistance, contact NYSCA committee chairpersons, who are practicing doctors of chiropractic with expertise in the area of their committee

[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!

[JOIN TODAY!](#)



New York State Chiropractic Association

PO Box 557, Chester NY 10918 | 518-785-6346 | 518-785-6352 FAX

info@nysca.com | www.nysca.com



APPLICATION FOR MEMBERSHIP

Contact Information

Last Name:	First Name:	MI:	<input type="checkbox"/> M <input type="checkbox"/> F <input type="checkbox"/> NB
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	Annual / Monthly*
<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**

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

- a full-time staff member in residence at a chiropractic or other accredited university, college, school, or institution; or
 - a full-time employee of any recognized governmental agency; or
 - a member of the Armed Forces of the United States on active duty; or
 - 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
 - practicing exclusively in a state or jurisdiction other than New York State
- \$60**

[†]out-of-state affiliate members may neither vote in NYSCA elections nor hold office

*Membership Dues – Auto-Renewal (Monthly debit from credit card)

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

Payment Information

Select One: Annual Monthly*

Payment Method

Card Holder:

Card #:

Expiration Date:

Security Code:

Billing Address:

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

Check here if you do **NOT** want 7% of your dues monies earmarked for 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:

Special Event at Yankee Stadium



The New York Yankees are celebrating Healthcare Appreciation Week!

Join your fellow healthcare professionals and the New York Yankees for select games in May at Yankee Stadium.

Each Special Event Ticket includes:

- Either a New York Yankees Scrub top or tumbler co-branded with our healthcare appreciation logo
- \$15 New York Yankees Food & Beverage Voucher* (ONLY FOR 5/20, 5/21, 5/22, 5/23 GAMES)



Please note that you must purchase a Special Event Ticket in order to have access to this exclusive offer.

Using the link below, once one of the six games is selected, you will be able to see which seating sections are offered at each price; you will also be able to see what the view of the section will look like by clicking "SEATMAP" under each ticket option.

Item Pickup: Once inside the Stadium, please head over to the redemption table located on the Field Level (100 Level) next to Gate 2 up to 60 minutes after the originally scheduled first pitch.

	Healthcare Appreciation - Chicago White Sox vs. New York Yankees Fri, May 17, 7:05 PM	From \$42.38 including taxes + \$7.50 fees
	Healthcare Appreciation - Chicago White Sox vs. New York Yankees Sat, May 18, 1:05 PM	From \$45.00 including taxes + \$7.57 fees
	Healthcare Appreciation - Chicago White Sox vs. New York Yankees Sun, May 19, 1:35 PM	From \$45.00 including taxes + \$7.57 fees
	Healthcare Appreciation - Seattle Mariners vs. New York Yankees Mon, May 20, 7:05 PM	From \$50.00 including taxes + \$7.72 fees
	Healthcare Appreciation - Seattle Mariners vs. New York Yankees Tue, May 21, 7:05 PM	From \$50.00 including taxes + \$7.72 fees
	Healthcare Appreciation - Seattle Mariners vs. New York Yankees Wed, May 22, 7:05 PM	From \$50.00 including taxes + \$7.72 fees

Order your Special Event Ticket here!





NYSCA Calendar of Events

Visit www.NYSCA.com to view our full calendar. View individual events to download the iCal file to import into your personal calendar. Please note: district meeting dates, times, and locations are subject to change. Please check with your district president to confirm meeting schedules and locations.

Mar'24		NYSCA Elections: NYSCA Officer & Director Nominations Begin March 1st	
Tues	03/12	8pm	D3 Queens Meeting
Tues	03/12	8pm	D6 Nassau Meeting
Wed	03/13	7pm	D17 Buffalo Meeting
Wed	03/13	7:45pm	D2/5 Brooklyn/Staten Island Meeting
Thurs	03/14	7pm	D15 Rochester Meeting
Mon	03/18	7pm	D16 Southern Tier Meeting
Tues	03/19	7:30pm	D9 Hudson Valley Meeting
Wed	03/20	7pm	D12 Syracuse Meeting
Wed	03/20	8:30pm	D7 Suffolk Meeting
Sat	03/23	All Day	NYCouncil Lyceum
Sun	03/24	All Day	NYCouncil Lyceum
Wed	03/27	1pm	NYSCA CE Webinar

Apr'24		NYSCA Elections: Completed "Intent to Run" forms must be received by April 1	
Tues	04/09	8pm	D3 Queens Meeting
Tues	04/09	8pm	D6 Nassau Meeting
Wed	04/10	7pm	D17 Buffalo Meeting
Wed	04/10	7:45pm	D2/5 Brooklyn/Staten Island Meeting
Thurs	04/11	7pm	D15 Rochester Meeting
Fri	04/12	All Day	NYSCA Spring Convention
Sat	04/13	All Day	NYSCA Spring Convention
Sun	04/14	All Day	NYSCA Spring Convention
Mon	04/15	7pm	D16 Southern Tier Meeting
Tues	04/16	7:30pm	D9 Hudson Valley Meeting
Wed	04/17	7pm	D12 Syracuse Meeting
Wed	04/17	8:30pm	D7 Suffolk Meeting

May'24		NYSCA Elections: Voting opens 5/1; District officers elected at district meetings	
Wed	05/08	7pm	D17 Buffalo Meeting
Wed	05/08	7:45pm	D2/5 Brooklyn/Staten Island Meeting
Thurs	05/09	7pm	D15 Rochester Meeting
Tues	05/14	8pm	D3 Queens Meeting
Tues	05/14	8pm	D6 Nassau Meeting
Wed	05/15	7pm	D12 Syracuse Meeting
Wed	05/15	8:30pm	D7 Suffolk Meeting
Mon	05/20	7pm	D16 Southern Tier Meeting
Tues	05/21	7:30pm	D9 Hudson Valley Meeting
Mon	05/27	All Day	NYSCA Administrative Office Closed
Wed	05/29	1pm	NYSCA CE Webinar

June'24		NYSCA Elections: Elected statewide and local candidates take office 6/1	
Tues	06/11	8pm	D3 Queens Meeting
Tues	06/11	8pm	D6 Nassau Meeting
Wed	06/12	1pm	NYSCA CE Webinar
Wed	06/12	7pm	D17 Buffalo Meeting
Wed	06/12	7:45pm	D2/5 Brooklyn/Staten Island Meeting
Thurs	06/13	7pm	D15 Rochester Meeting
Mon	06/17	7pm	D16 Southern Tier Meeting
Tues	06/18	7:30pm	D9 Hudson Valley Meeting
Wed	06/19	7pm	D12 Syracuse Meeting
Wed	06/19	8:30pm	D7 Suffolk Meeting



The Time is NOW

INVEST TODAY FOR A BETTER TOMORROW

#NYChiroScope Learn more at bit.ly/NYChiroScope



Office Coverage Needed

Seeking coverage for my Accord NY practice in Ulster County 1 day a week from around Feb 20 until around Memorial Day. All or part of that time period would be helpful. 845-532-7312, bones@hvi.net

Office Coverage Available

Available for coverage Fridays. Travel limited to Nassau, Southern Queens, western Suffolk counties. 4/81 grad NYCC with extensive experience. Contact josephkelbermandcpc@gmail.com

Office Coverage Available

Experienced, Retired DC available for coverage NY/NJ. Well versed in many techniques and PT modalities. Please call for more information. 201-906-8791.

Associate Wanted

Excellent opportunity has just become available for a willing and ambitious DC to associate - with the intention and foresight of owning- in beautiful Rockland County, NY (20 mins from Bergen County NJ , Westchester County NY, or Manhattan). Est for 38yrs with a highly respected reputation in the community. Contact Dr. Michael Cocilovo by email at newcitychiropractic@gmail.com for more info or call 973-489-2949. Don't delay- seize the moment!

Associate Wanted

Elmsford Chiropractic Health & Wellness Center, the office of Dr. Brett Axelrod, is seeking an enthusiastic, high energy, wellness-based DC in Elmsford, NY (Westchester County). Needs to have integrity, be sincere and a good communicator. Strong leadership skills are highly recommended. Must have a solid chiropractic philosophy and have a do whatever it takes attitude. This is a full-time position. I am looking for the right person to be trained as an associate with the potential for partnership. Send CV to draxelrod@elmsfordchiropractic.com.

Associate Wanted

Islandia, NY - Seeking experienced DC, clinically proficient & experienced with treating injured pts. Personal Injury experience is preferred but not required. Must be a very good people person, willing to gain experience and help lots of people. Responsibilities E&M of pts, X-rays, CMT. Required: Must be reliable, attend regular office meetings, willing to learn and attend advance training paid for by the company. Qualifications: DL. NY DC lic. WC number (preferred, not required. Bonus Pay will be calculated based on productivity, this reimbursement can range between \$0 - \$150,000 or more. Contact drthomasDow@gmail.com

Associate Wanted

Busy Staten Island and Brooklyn offices. Call Dr. Charles Fundaro at 732-735-0766

Associate Wanted

Queens NY - full time in a multi-specialty

environment. Competitive salary paid time off & holiday pay 401k w/ bonus incentives Send resume to rmazza@chirosporth rehab.com.

Associate Wanted

Farmingville NY, Suffolk County, Long Island: Busy DC office seeks a full-time or two part-time DC(s) to join its thriving practice. The ideal candidate(s) will be very personable, driven, and thrive in a fast-paced, family-oriented healthcare environment. The practice has a warm and comfortable atmosphere with long-term employees and patients. This is an excellent opportunity for a NY Board Certified seasoned DC or a new grad (certified or pending certification). Very competitive salary, benefits, bonuses, and commission opportunities. www.southshorechiropc.com. E-mail a cover letter and resume to campo4@optonline.net or call Dr. Campo at (516) 857-5644.

Associate Wanted

Lynbrook, NY - DC/ PT licensed Associate wanted FT. Call Dr. Luecken 516-728-7720.

Associate Wanted

Albany area, NY - HIRING associate for busy practice! We are looking for a positive, energetic, and motivated DC to add to our team. Competitive base salary, generous commission, and flex hours. We treat patients of all age groups as well as MVA and WC. New grads are encouraged to apply. If interested, email Dr. Carolyn at cliftonparkchiropractic@gmail.com with your resume and any questions. Please visit us at www.cliftonparkDC.com to learn more about our practice. We look forward to speaking with you about becoming part of our team!

Associate Wanted

Richmond area, VA - Dynamic, experienced DC or new grad needed for a PT position. Hoping to make it FT with the right person in the near future. We are Chiro Guys, a brand-new, modern practice in two locations. We are a wellness DC office. We offer the following adjunctive therapies: LightForce class 4Laser, decompression, assisted stretch and massage. We are seeking a dedicated and passionate licensed DC in the state of VA to join either of our locations, Henrico and Midlothian. Base salary +/- % bonus, 1-week paid vacation. Please send your CV to chiroguys2023@gmail.com.

Office Space for Rent

ALBANY , NY Medical building 2400 + sq ft, located a quarter mile from interstate 90 exit 5. For sale or lease with option to buy. 4 treatment rooms , reception area , waiting area, private office with private entrance, finished open space Approximately 20x 40. Handicap access . Ample private parking Contact : Advent associates , Rino Crisafulli 518 857 8598 Rino_Crisafulli@Hotmail.com

Office Space for Rent

Manhattan DC office available to rent on

Wednesdays, Fridays, and Saturdays. Modern office with x-ray located at 211 East 43rd Street between 2nd and 3rd Avenues. Building lobby with 24hr concierge a block and a half from Grand Central Terminal. Please inquire: Dr. Robert Coreth (914) 384-1622

Office Space for Rent

Roslyn Heights NY - Office space to sublet. Convenient location, building newly renovated. Available on Tuesdays, Wednesdays, Thursdays, and Saturday. Please call Dr. Silverman for details at (516) 484-0776

Office Space for Rent

310 W. 72nd St, New York NY - Manhattan NY (Upper west side) - Professional Office Space in Upper West Side -Lincoln Square at with view of Riverside Park. Elegant Private Office. Private Street Entry Maisonette. Professional Office Space 16'2"x11'0" Original Beautiful Hardwood Floors, Unfurnished, in 680 Sq. Ft. Suite. Renter has access to full 680 Sq. Ft. on days renter is there, including storage space. Light and Bright With 10ft Ceilings and Big Windows. Available to Professionals Who See Clients By Appointment All Days Except Thursdays On West 72 Street At Riverside Drive. Doorman Building With Private Street Level Entryway. Windows Looking North With Views Facing West 72 Street and Riverside Park in Lincoln Square At The Head Of Riverside Drive and a Block Away From The 72nd Street Broadway Transportation Hub. Gorgeous Limestone Facade. Reduced to \$2,985 Per Month - Lock in This Great Deal Now. Available All Days Except Thursday. All interested please Call or E-mail to Discuss. Dr. Friedman: JLfriedmanMD@aol.com (201) 314-7648 Long Term Rental Preferred.

Practice for Sale

Nestled in the heart of Belleville, NJ for over 40 yrs, this is an established DC practice with a legacy of exceptional care and community dedication. Founded in 1982, it has blossomed under the passionate guidance of its current owner, Susan Guriano who is now poised for a well-deserved retirement, leaving behind a thriving center primed for its next chapter of success. Contact David Foster for more information at 973-885-8078

Practice for Sale

MELVILLE, NY – 36yr successful practice collecting \$397,768.00. Net cash flow [after add backs] \$223,109.00. 3,654 total visits. DC only works 3.5 days weekly. Equipped. All mgmt systems in place - total 'turn-key'. Ideal location (street level signage – busy route 110) within central Long Island, accessible to the northern state parkway & the Long Island expressway. This is a low overhead - low stress - enjoyable practice!!

Continued on page 27

CLASSIFIEDS CONT.

DC retiring ~ perfect for the next DC to step in and 'grow practice with little effort'! Financial available OAC. Will sacrifice for 110k!! Contact dr.cancellieri@gmail.com

Practice for Sale

Busy Bronx Park Chester practice for sale - 1112 A White Plains Rd. Bronx, NY 10472 - Terms negotiable. Please call Dr. Fundaro at 732-735-0766.

Practice for Sale

Massapequa Park, NY - DC retiring after 41 years, highly successful practice. This is a great opportunity for a highly motivated, responsible DC. Doctor owns the building and willing to transfer practice to the right practitioner. This is a turnkey opportunity for a new practitioner or established practitioner to increase their practice. Contact 516-798-8363, or email uplanddoc@aol.com

Practice for Sale

Syracuse, NY – Robust clinic, Easy to Run. Secure DC clinic with reliable collections + income for long-term financial stability. PRICED BELOW NET! The meticulously designed practice attracts + retains affluent patients. Relax with low-stress operations at this 26-year-old business with 3 private treatment rooms. Embrace a smooth post-closing transition with an EHR system already in place. Huge growth potential! This is a profitable clinic with part-time hours, providing a superb work-life balance. Seller open to longer transition. Call 888-508-9197 <https://www.progressivepracticesales.com/syracuse-new-york>

Equipment for Sale

Rochester NY - Colleagues--I am looking to sell some of my equipment, including chiropractic tables, therapy equipment, an exam table, and maybe some hydrocollator units. Please see listing on NYSCA.com for details.

Equipment for Sale

Utica NY - SoftWave TRT Orthogold for sale. 1 year old. Will be completely evaluated by company and come with a 1 year warranty plus 1 free applicator refurb and shipped directly to you. Worked flawlessly. Elevate your results and add significant income. Helps the body heal itself with non-invasive low intensity ESWT. True Stem Cell Regenerative Therapy. Neuropathy, Bell's palsy, torn rotator cuffs, knee injuries, plantar fasciitis, carpal tunnel and those stubborn, chronic cases that do not respond. Amazing for acute / sports injuries as well. I had a ruptured disc in my LB and suffered for 15 years. One treatment and no pain since! I bought two and due to the lack of finding staff we decided to downsize (semi-retire) and no longer need a second unit. I will help with all the paperwork and in office promotion and get you off to a flying start. Visit my website to watch videos and testimonials @ www.LaBarberaChiro.com. E-Mail DrLaBarbera@LaBarberaChiro.com.

Call 315 527-0929 (cell). \$55,000. I am in Utica so if you want to come by and see patient care in action you are welcome to.

Equipment for Sale

Lynbrook NY - Pro-Adjuster system for sale. Complete with computer/program, Hand adjusting instrument, printer, Specially designed adjusting chair, manuals and marketing materials. Will train. Make an offer! Call Dr. Luecken 516-728-7720.

Equipment for Sale

Full length spine on stand make an offer! Call Dr. Luecken, 516-728-7720.

Miscellaneous

Seeking Faculty Clinical Educator

GENERAL DESCRIPTION: Members of the faculty are responsible for the instruction of the curriculum and the assessment of student learning. Faculty also advance the mission of the institution through their work in the areas of research and scholarly activities and citizenship in accordance with the parameters of the Faculty Handbook.

POSITION DESCRIPTION: Full-time faculty position with teaching responsibilities in one or a combination of the departments of foundational sciences, clinical sciences, principles of healthcare practice, integrated DC therapies, or health centers. Teaching responsibilities in the health centers includes management of patient care.

QUALIFICATIONS: Possess earned doctorate or other terminal degree in the field in which they are teaching from an accredited institution. License to practice as a DC in New York State for teaching clinical science subjects, e.g. CLS, DIA, and TCH courses. Faculty who supervise clinical experiences must possess a license to practice in any jurisdiction where they are assigned. A demonstrated aptitude for teaching health science students. Excellent interpersonal and organizational skills with the ability to function in a team. Highly developed written and verbal communication skills.

Please submit a cover letter of interest, resume and contact information for three professional references to: the Office of Human Resources, 2360 State Route 89, Seneca Falls, NY 13148, or e-mail your response to: humanresources@northeastcollege.edu

[Submit your classified ad](#)

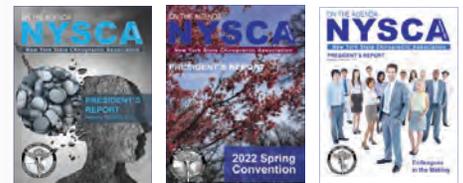
Additional out-of-state associate positions and practices for sale listed online at NYSCA.com

[View all current classified ads](#)

Would you like to contribute to our next statewide newsletter?

On The Agenda

June 2024 Edition



We're aiming for a publication date of June 6th and we are wondering if you have any recent articles or blogs that you might be willing to lend to this next newsletter. Of course, if you have more than one that you would like to submit, we can always consider them for use in subsequent publications.

We are interested in anything that advances knowledge in the profession. (Please, no advertorials.) Our members are hungry for information that they can use in day to day practice as well as anything that can enhance clinical skill and proficiency.

The deadline for article submissions is May 15th. Please also be sure to include any attribution information you wish us to include for your article.

Send articles to:
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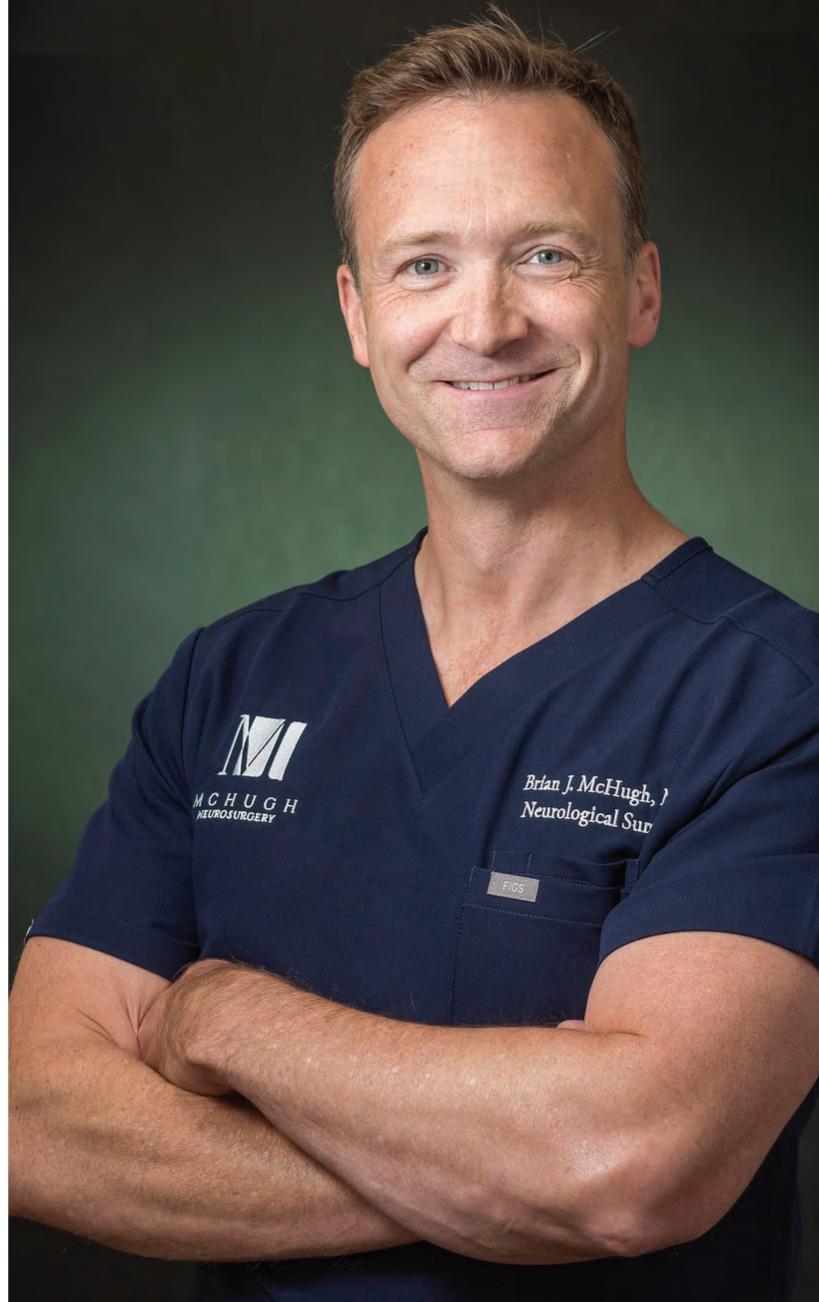
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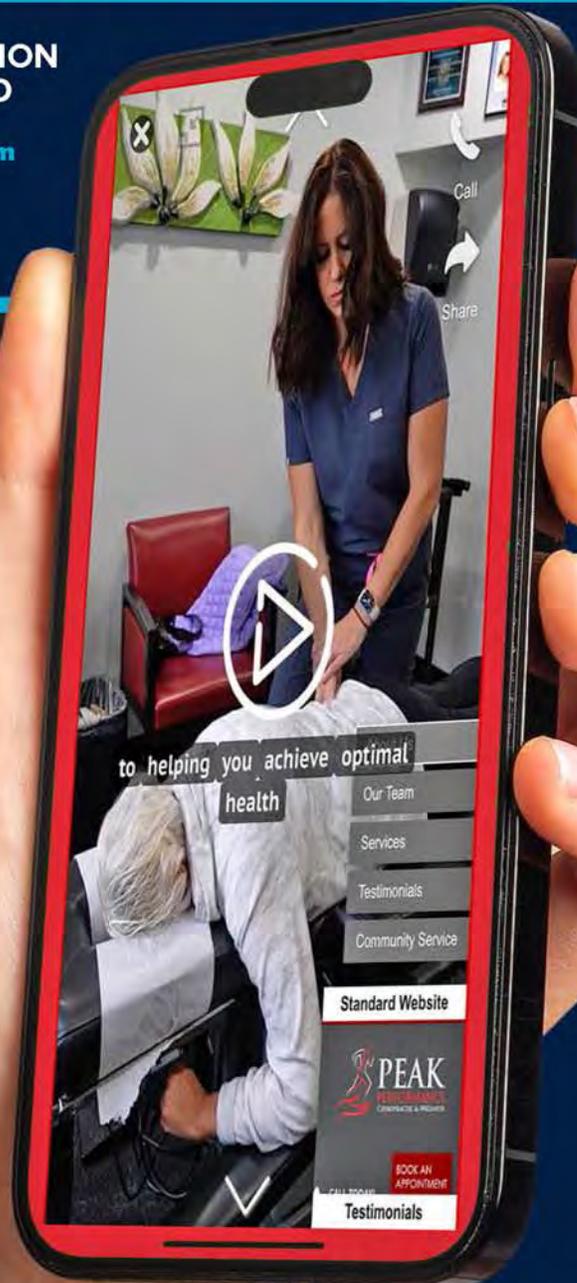
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NYSCA Volunteer Leadership Opportunities

The NYSCA offers its members opportunities to serve in a volunteer capacity on a variety of committees for the benefit of the profession in New York State.

NYSCA Committee chairpersons and members are appointed by the NYSCA President with input and the approval of the NYSCA Board of Directors. Chairpersons of the permanent committees submit reports of their activities to the NYSCA Board of Directors at every regular meeting of the NYSCA Board.

Description of Committees

The NYSCA Nominating Committee seeks individuals who possess leadership competencies in communications, business acumen, leadership, chiropractic expertise and/or relationship management.

Applying for a position on a NYSCA Committee

The NYSCA is [accepting applications](#) for the following committees:

Standing Committees and Sub-committees

- Clinical Practice Committee
 - Athletics & Sports Injury
 - Electro diagnosis
 - Hospital
- Membership Recruitment, Retention & Benefits
 - Awards
 - New Practitioners
 - Student Membership
- Education
- Health Benefit & Insurance Relations
 - Medicare
 - No-Fault
 - Workers' Compensation
- Legislative Relations
- Rules, Revisions, & Policy
- Public Information
 - Newsletter
- Ethics, Professional Conduct & Peer Review

Ad Hoc Committees

- I.D.E.A (Inclusion, Diversity, and Accessibility)
- Chronic Spine Pain

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[NYSCA Committee Application](#)

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