

ON THE AGENDA

# NYSCA

December 2023

New York State Chiropractic Association



## PRESIDENT'S REPORT

Anthony Palumbo, D.C.

## SPRING CONVENTION

April 12-14, 2024

## NYSCA OFFICERS

### President

Anthony Palumbo, DC  
president@nysca.com

### Vice President

Chris Piering, DC  
vicepresident@nysca.com

### Recording Secretary

Lloyd H. Kupferman, DC  
secretary@nysca.com

### Communications

#### Secretary

Amorette Smith, DC, MS  
comm.secretary@nysca.com

### Treasurer

Gerald Stevens, DC, MS, MPH  
treasurer@nysca.com

### Past President

Jason Brown, DC  
pastpres@nysca.com

## BOARD OF DIRECTORS

### 2022 - 2023

Joseph Campisi, DC [Region 1]  
Christine Antoldi, DC [Region 1]  
Mariangela Penna, DC [Region 1]  
Joseph Merckling, DC [Region 2]  
Bruce Silber, DC [Region 2]  
Robin Stein, DC [Region 2]  
Robert DeSantis, DC [Region 3]  
Robert Martin, DC [Region 3]  
Michael O'Leary, DC [Region 3]  
Bethany Buryta, DC [Region 4]  
Allison Fleming, DC [Region 4]  
William Lauretti, DC [Region 4]

### ACA AFFILIATE DIRECTOR

James Walters, DC

## NYSCA STAFF

### Executive Director

Karl Kranz, DC, Esq.  
ed@nysca.com

### Controller

Elizabeth Kantrowitz  
controller@nysca.com

### Executive Administrative Assistant

Ms. Antoinette Kranz  
antoinette@nysca.com

# WELCOME NEW MEMBERS

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

## NEW MEMBERS

Laura Bartner D9  
Nicholas Fennelli D2  
Kim Leis-Keeling D10  
Lee McGunnigle D9  
Kathleen Meyer-Siebert D6  
Andrew Sorensen D10  
Anthony Zammiello D9

## NEW LICENTIATES

Ryan Klijanski D17  
Alan Leonard D16  
Marwah Muhammad  
Affiliate Out of State

## RETURNING MEMBERS

Bruce Berns D7  
Victor Casanova D1  
Michael Cocilovo D14  
Raymond Delucci D17  
James Dragonette D17  
George Etzl D12  
Nicholas Frankie D16  
Jodie Lasky D15  
Donna Lieberman D12  
Gregory Roth D15  
David Williams D1  
Brian Yonks D7

## STUDENT MEMBERS

### Northeast College of Health Sciences

Brianna Allice  
Angelica Baiocchi  
Gavin Bedell  
Jillian Blow  
Andrew Boyle  
Raegan Bracchy  
Kaley Brennan  
Hannah Brule  
Ashley Cadet  
Lakeisha Calixte-Bataille  
Cody Casagrande  
Billy Cerezo  
Nicole Deangelis  
Gabrielle Doran  
Samantha Farmer

### Northeast College of Health Sciences Cont.

Dylan Fedorowicz  
Christopher Fiorentino  
Susann Foley  
Arion Fotibu  
Branden Fronzaglio  
Eric Fuentes-Puerto  
Mason Gardner  
Daniel Ghassali  
Margaret Gilman  
Luke Hoan Ha  
Jacob Hunkele  
Dalton Jones  
Lindsay Kirkpatrick  
Joseph Malicki  
Kaila Markland  
Erik Medford  
Kylie Morrow  
Kimberly Moulton  
Eliza Mulloy  
Soroush Neghab  
Mitchell Orzell  
Aqilah Painter  
Ryan Palmer  
Ritika Patel  
Alexis Pierson-Thomas  
Abigail Prall  
Shannon Ramgoolam  
Luke Reeves  
Lilly Ries  
Amber Schirmer  
Luca Sciulli  
Jonathan Sebhatu  
Jessica Slater  
Jacob Smith  
Jeffrey Su  
Hannah Sullivan  
Hannah Sunday  
Maddison Sutherland-Ouellette  
Masiel Tejada  
Thomas Tooma  
Everett Ulsrud  
Earl Vinas  
Demonic Viscuso  
Rebekah Waldo  
Xavier Wright  
Gregor Yoell  
Leon Yi Chong Zheng



Anthony M. Palumbo, D.C.

Dear Members,

As we reflect on the past year and look toward the future, I am grateful for your dedication to our organization. Your membership is the backbone of our success, empowering us to champion the future of chiropractic care.

Together, we've made strides in supporting and promoting legislation that will advance our profession. We are currently advocating for our scope modernization and Title VIII partnership bills and are having productive conversations with a key member of the State Senate to help advance our priorities. We are also working closely with the New York Chiropractic Council on several bills that will strengthen patient care.

We hope to continue this momentum, advocating for policies that elevate chiropractic healthcare to new heights and allow us to serve our communities in a better capacity.

Growth is the driving force behind our potential long-term successes. Growth as practitioners, as individuals, in membership, and as a profession.

As we navigate the ever-evolving landscape of our profession within the framework of healthcare, it is imperative that we remain steadfast in our commitment to principles that define our identity. Yet, embracing change is equally crucial for relevance and progress. Let us continue to find common ground and unite in fostering the next gen-

eration of leaders, imparting the wisdom of our principles while embracing positive change and incorporating new ideas.

Embracing change does not mean compromising our values; rather, it is a testament to our resilience and adaptability. Together, we can shape a future where our profession thrives, staying true to our core principles while effectively providing quality healthcare in a better capacity; a future which allows us to serve our communities to the full extent of our educational backgrounds.

The NYSCA is currently in the process of rebranding, implementing a fresh and more modern presence. This includes a new logo and access across all social media platforms. Our hope is to create a community where members can access forums, give and get needed advice and direction, and interact with one another in a positive, colleague centric atmosphere.

We have a great core of young practitioners who are leading this project with enthusiasm and energy that is truly inspiring. Using these younger members as a bridge to the students in the NYSCA chapters at Northeast College and D'Youville has been effective at increasing student involvement and at helping to dispel misinformation about practicing in NYS.

One of our goals going forward is to have more frequent engagement with students and continue to encourage graduates to stay and practice in NYS. Keeping these young individuals engaged in their future, here in NYS, is vital to the sustainability of our profession.

In the spirit of the season, I encourage you to cherish moments with loved ones. Amid our professional pursuits, family remains a cornerstone. I am hoping for you all to have a joyous holiday season filled with warmth and connection. Wishing you and yours a blessed New Year filled with health, happiness, and prosperity.

Thank you for allowing me to humbly serve you as President.

Respectfully,  
Anthony Palumbo, DC

## Earn Continuing Education credits from the comfort of your office

In addition to CE available at our state-wide 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.

## The Function of Neurotransmitters

Presented by:

**Robert G Silverman DC  
DACBN DCBCN**

January 17, 2024 | 1pm-2pm (1CE)

In this incisive, 60-minute webinar, Dr. Robert Silverman will lead participants through the evolving research on neurotransmitters and the latest clinical developments. Dr. Silverman will share leading-edge protocols, including dietary approaches, selected nutritional supplements, and optimizing patient well-being.

[Register Online](#)

### 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.



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 \$100 when you register by 01/19/24 Special pricing for Association Members

## Association Member Early Registration is \$269

Non-member early registration is \$369. Standard registration applies as of 01/20/2024

‡ 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](http://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](mailto: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](mailto: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](http://www.NYSCA.com)



**Dr. Allison Fleming**  
Region 4 Director

Dr. Fleming is owner of Align Chiropractic of Rochester and provides NYSCA membership for her associates and encourages their active participation in the Association. She has served as a NYSCA Region 4 Director since 2021 and is a past president of NYSCA District 15. She also serves on the Steering Committee for the Rochester Area Birth Network (RABN).

Outside of the office Dr. Fleming enjoys cooking and staying active. Her favorite activities include gardening, running, spinning, yoga, and walking her dog, Bruno.

Learn more about Dr. Fleming at <https://www.alignchiropracticroc.com/>



**Dr. Brenda Covell**  
District 17 President

Dr. Brenda Covell's involvement in NYSCA began in her final year of chiropractic college. She was a student delegate for a NYSCA convention in 2016 and after graduation served as secretary for District 17.

In 2022, Dr. Covell began her term as the NYSCA District 17 president. She works diligently to secure engaging and educational speakers for the District's monthly meetings. Dr. Covell hopes to encourage chiropractic students to continue their involvement in their state association wherever they decide to practice. She also endeavors to promote the value of association membership for New York Chiropractors.

In February 2023, the NYSCA and the New York Chiropractic Council gathered for a social event to celebrate and promote chiropractic unity in Western New York. In March 2024, NYSCA District 17 will offer a 2-hour virtual continuing education presentation: "Beyond the Binary - An Introduction to Gender and Sexual Identity."

Dr. Covell is passionate about supporting and treating patients throughout the unique challenges of pregnancy and postpartum. She's happy to practice in a profession that brings healing to people in all stages of life.

Learn more about Dr. Covell at <https://www.covellchiropractic.com/about-us>

## NYSCA 2023 Fall Convention



The NYSCA recently held its semi-annual convention, September 29-October 1 at the Kartrite Resort (Monticello NY), where a panel of engaging speakers presented a robust educational forum that highlighted changes in healthcare and the potential role for chiropractic.

Friday afternoon began with Dr. Joseph Merckling and Dr. Robin Stein (NYSCA District 7 members, Region 2 Directors, and members of the NYSCA Insurance Committee) providing New York State Workers' Compensation Updates as regards the HP-1, PAR process, and new forms needed for patient care. This was followed by a continuation of the Chronic Spine Pain and Rehabilitation series by Dr. David Kartzman Saturday morning included a dynamic presentation by Dr. David Seaman and sponsored by NCMIC, instructing participants on Key Lab Markers and Nutritional Issues as they relate to chronic spine pain. This was followed in the afternoon by an engaging lecture by Dr. Mark Charrette and sponsored by Foot Levelers - From the Ground Up: Adjusting The Typical Foot.

Over a hundred attendees and more than a dozen exhibitors enjoyed camaraderie and networking while attending the Friday evening President's Welcome Reception. On Saturday afternoon, members of Student NYSCA assisted Dr. Karl Kranz and Ms. Antoinette Kranz in hosting an ice cream social during the lunch break in honor of past NYSCA President, Dr. Jack Beige.

The weekend rounded up with a very informative demonstration of Pediatric Chiropractic by Dr. Karissa Maggio, member of NYSCA district 6, who specializes in pediatrics and pregnancy in her private practice.

The NYSCA is currently diligently planning its 2024 Spring Convention, scheduled for April 12-14, 2024 at Mohegan Sun Casino & Resort. We look forward to seeing you there! Learn more at [www.nysca.com/spring-convention](http://www.nysca.com/spring-convention)

# Member Alert

The NYSCA Legislative Committee is pleased to share a legislative update regarding the passage of a bill that will create a level playing field for all health care providers who are assisting a patient in a lawsuit. Chapter 585 of the Laws of 2023 amend New York's Civil Practice Law and Rules to extend provisions that allow for the submission of health care statements under the penalty of perjury instead of requiring a notarized statement from the health care provider.

For a number of years, attorneys, physicians, osteopaths and dentists have been allowed to submit an affirmation of truth in litigation affirming their health care opinion as an alternative to the notarized statement required of all other health care providers. With this change, all health care providers licensed under Title VIII of the New York State Education law will be allowed to submit an affirmation of truth and will no longer need a notarized statement.

While this may seem like a small change, it is another example of legislation that is showing how New York is recognizing the vital role of all health care providers, including doctors of chiropractic. This legislation was signed into law on October 25, 2023, and it took effect immediately. If you have any questions, please contact a member of the Legislative Committee.

We look forward to continuing to support legislation to level the playing field for all providers in New York.



## Highlights of the 2024 ICD-10 Changes

by Mario Fucinari, DC, CPCO, CPPM

Whether you have a cash practice, personal injury, or a hybrid practice, you must keep up with the yearly diagnosis changes. Every year, the ICD-10 diagnosis codes are updated by the World Health Organization (WHO) and the Centers for Medicare and Medicaid Services (CMS). The code updates frequently include additions, deletions, and modifications. The changes occur on a fiscal year basis; therefore, the ICD-10 codes 2024 go into effect on October 1, 2023.

The ICD-10-CM (clinical modifications) encompass the codes that apply to your office. For the fiscal year 2024, there are 395 new codes, 22 revised codes, and no deletions. There are several different subspecialties in chiropractic. As such, some offices may use codes such as Parkinson's disease, endocrine, and metabolic disorders. Although these codes have changed for 2024, we will not be looking into those codes in this article.

Every year, codes continue to become more specific. As anyone who has tried to assemble an Ikea dresser, it is crucial to read the instruction manual first. Each year, WHO and CMS continue to emphasize that it is essential that every provider codes to the highest level of specificity. Only in the United States do the codes we choose determine the number of treatments approved for patient care. Diagnosis codes such as cervicgia are outdated and should be avoided. Signs and symptoms codes are only used if that is all the doctor knows. You should ask yourself, why do they have neck pain? For example, if your answer is degenerative disc disease (DDD), the more specific diagnosis code would be DDD.

[READ MORE](#)

## 2024 Medicare Part B Premiums and Deductibles

On October 12, CMS released the 2024 premiums, deductibles, and co-insurance amounts for the Medicare Part A and Part B programs, and the 2024 Medicare Part D income-related monthly adjustment amounts.

### Medicare Part B

The annual deductible for all Medicare Part B beneficiaries will be \$240 in 2024, an increase of \$14 from the annual deductible of \$226 in 2023.



## NEW NORTHEAST COLLEGE SNYSCA E-BOARD

Congratulations to the new Executive Board for 2023-24 for Northeast College's Student New York State Chiropractic Association!



Left to Right: Treasurer: Neil Harrison; Vice President: Zachary Hudson; President: Michael Giovannini; Public Relations: Hannah Anderson; Secretary: Yashvi Limbasiya

## College Launches New Strategic Plan, Northeast College BLUEprint: Charting the Course 2023-2028



The College's new plan builds on the success of the previous strategic plan (concluded in 2023), drawing inspiration from past achievements while moving forward towards even greater success as leaders in healthcare education.

Northeast College President Dr. Michael Mestán, along with senior staff, presented the

[READ MORE](#)

## Redmond Named as Northeast College's Vice President of Enrollment Management



After an extensive nation-wide search, Amie Redmond has been appointed as the new Vice President of Enrollment Management at Northeast College of Health Sciences, effective Oct. 9, 2023. She will also join the team responsible for developing institution-wide strategic planning and policies as a member of the College's Senior Staff.

Northeast College President Dr. Michael Mestán, along with senior staff, presented the BLUEprint plan to employees on Sept. 12, 2023, sharing key strategies and answering questions.

[READ MORE](#)

## Alumni Weekend 2023 Celebrates Lifelong Learning, Honors Northeast Community

Northeast College of Health Sciences welcomed more than 200 participants for Alumni Weekend 2023, Oct. 6-8. The three-day event dedicated to leadership, learning and networking brought attendees to campus from across the United States, representing 14 states from New York to California, Canada and as far away as South Korea.



Leadership Excellence Award: Anthony Palumbo, D.C., President of NYSCA (pictured with Dr. Mestán)

[READ MORE](#)

## Northeast College Students Perform Strong on Chiropractic Board Exams

It is well known that Northeast College of Health Sciences has one of the most rigorous academic programs in chiropractic education, with many students noting that one of the reasons they choose Northeast is to ensure strong preparation for the national chiropractic board exams.

[READ MORE](#)

## Northeast College Holds Donor Memorial Ceremony, Celebrates First Patients, Silent Teachers

Northeast College of Health Sciences held its 2023 Memorial Ceremony on Oct. 26, 2023, to honor all who donated their bodies for study.

[READ MORE](#)



## CGI Digital Receives Prestigious Service to Cities Award for Dedication to Building Stronger, Innovative, and Resilient Communities

CGI Digital, a leader in providing high-impact video tours for cities, towns and villages, is thrilled to announce that they have been honored with the prestigious 2023 Service to Cities Award by the National League of Cities (NLC). This esteemed award recognizes CGI Digital's dedication to improving and promoting communities across the nation. Their commitment to building stronger, more innovative, and resilient communities led them to stand out among 80 competing businesses for the award.

CGI Digital has provided exceptional videos to over 1,000 NLC member cities, towns and villages through their Community Showcase Video Program. This program allows cities to tell their stories and highlight businesses' impact on their community. Unlike other digital marketing firms, CGI Digital offers these services to NLC members at no cost.

They have unparalleled experience and expertise in finding what makes each city, town or village unique and creating high-quality video content that showcases it. Over the years, CGI Digital has produced over 40,000 videos for communities nationwide, covering economic opportunities, workforce development, tourism, public safety, sustainability, diversity, education, and healthcare.

One aspect of CGI Digital's work that stands out is its commitment to supporting nonprofit organizations and community entities. In every Community Showcase Video Program, CGI Digital dedicates one video to exclusively promoting these organizations. This opportunity has benefited over 10,000 nonprofits across the country, helping them expand their reach and engage a wider audience. By giving free exposure to these organizations online, CGI Digital is making a decisive contribution to their missions and addressing critical societal issues.

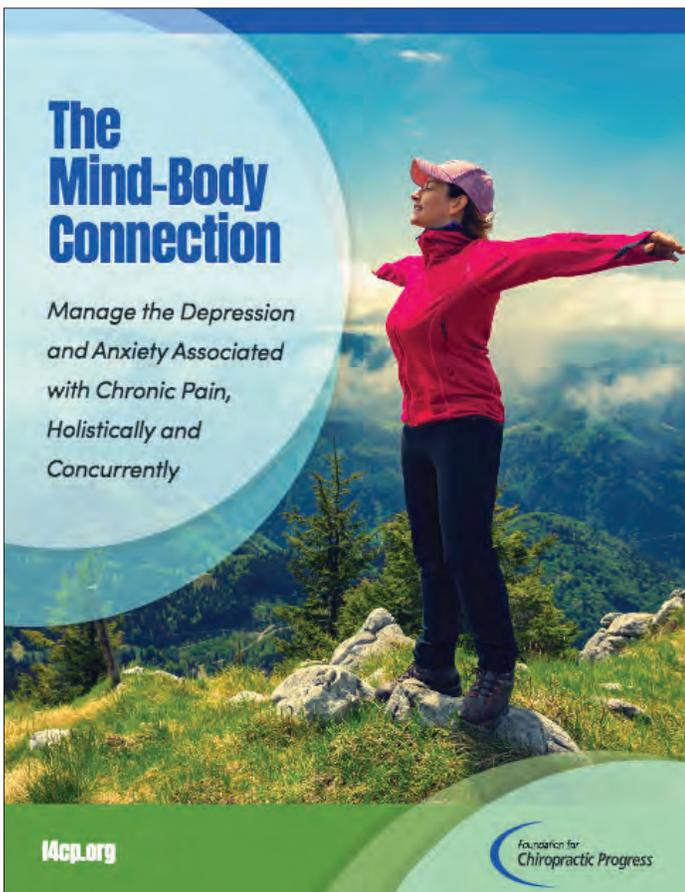
The finished video content is available on each community's official website and social media platforms, providing them with captivating digital marketing material that can be refreshed and utilized for years. CGI Digital's partnership with municipalities goes beyond providing video tours. They are dedicated allies in their partners' online success, building lasting relationships and serving as a reliable resource and advisor on all things digital.

"We are honored to receive the Service to Cities Award from the National League of Cities," said Nicole Rongo, Vice President of Government Relations & Strategic Partnerships at CGI Digital. "This Award is a testament to our commitment to helping communities thrive."

Through their partnership with the National League of Cities, they have brought new opportunities and transformed communities nationwide.

## F4CP is excited to announce that as a valued member, you now have access to the NEW Mind-Body Connection White Paper!

New eBook:  
How to Serve Content at the Right Time in the Patient Acquisition Journey



[DOWNLOAD WHITE PAPER](#)

## F4CP Hosts First Regional ChiroThon

Last year, F4CP hosted the first-ever National ChiroThon -- a modern, in-person and live streamed version of a Jerry Lewis-inspired telethon -- to celebrate, elevate and support the chiropractic profession. The result - over 85k viewers and \$175k raised to market chiropractic.

Due to the success of the national event, F4CP and the Michigan Association of Chiropractors (MAC) teamed up to host the first-ever Regional ChiroThon with the same mission during MAC's fall conference.

Twelve, live streamed vignettes featured incredible speakers such as: Dr. Alessandra Colón from TLC's Crack Addicts, Medal of Honor recipient, Leroy Petry and more. These live-streamed events reached over 73k individuals and raised \$35k to market chiropractic in Michigan!

15 Sep	4:15 PM	<b>Importance of Chiropractic &amp; Back Health for Michiganders</b> Special Guest & Dr. Krista Burns
	5:30 PM	<b>Women's Health: Nutrition, Pregnancy, &amp; Family Care</b> Dr. Cindy Howard, Kirsten Douglass, Dr. Cindy Shaft-Toll
	9:15 AM	<b>Yoga for Pain Management</b> Carly Kish
16 Sep	10:30 AM	<b>Chiropractic Care Enhancing Veteran Lives</b> Medal Of Honor Recipient: Leroy Petry
	11:30 AM	<b>Advocating for Your Health: A Personality Discussion</b> Dr. Janice Hughes
	12:00 PM	<b>Discussion with Star of TLC's Hit Show Crack Addicts</b> Dr. Alessandra Colón
	2:00 PM	<b>Personal Stories of Chiropractic</b> Dr. Eric Hartman & Nancy Nixon
17 Sep	3:30 PM	<b>Simple Steps to Healthy Living</b> Dr. Lisa Olszewski
	5:00 PM	<b>Small Steps to a Big Adventure</b> Kayaking Guinness Book World Record Holder: Cyril Derreumaux
	9:15 AM	<b>Chiropractic Around the World</b> Dr. Stephen Simonetti
	10:15 AM	<b>Men's Health in a Changing World</b> Dr. Eric DiMartino

[LEARN MORE](#)

As a NYSCA member, you are already a member of F4CP through Group Membership. In order to access your F4CP benefits, you must first activate your online account. To do so, please follow the steps listed below:

1. Visit [www.f4cp.org/opt-in](http://www.f4cp.org/opt-in) to opt-in to F4CP Group Membership.
2. Select 'Join Now' under the State Association section.
3. Choose your state association and fill out the form with your clinic or practice information and hit SUBMIT.
4. Upon submitting the form, you will receive an email from Membership Director, Marta Cerdan, with your login information.



## Doctor Ignores Warning Signs, Leads to Adverse Action

**When a doctor stays the course despite finding several reasons to re-evaluate his care, it's cause for concern. Read how one DC learned the hard way.**

Posted in Case Studies on Wednesday, November 1, 2023

Laura Berg, 47, presented to the Birdland Chiropractic Clinic for the first time on April 17, 2016.

She was suffering from low back pain and numbness that extended down her left leg—complaints that started when she was in the seventh grade. At that time, she had fallen off some playground equipment and was seen by her primary care physician. Though she was diagnosed with a sprain/strain, Laura continued to have low back pain throughout her life. Her symptoms became worse when she tried to lift a heavy box into the trunk of her car.

On April 17, Laura was seen by Jack Leland, DC, who took a complete history and examination that revealed positive Romberg's, Fabere's and Lasegue's tests. Dr. Leland also had taken a set of lumbar X-rays on the initial visit that confirmed moderate degeneration throughout the region.

Dr. Leland's chiropractic care plan for Laura called for three visits a week for four weeks, and then twice a week for the next month. This plan consisted of lumbar spine adjustments in the side posture position and treatments with electrical muscle stimulation, ice/heat and massage.

[READ MORE](#)



## 5 Considerations Before Taking Video in Your Practice

**Setting up security cameras to record video in your practice can be beneficial. But before you start rolling, think about these five things.**

Posted in Articles on Wednesday, November 1, 2023

Recording in health care environments has its place: It can enhance security and safeguard against false accusations. And because better technology means easier installation and affordable options, surveillance videos in practices is becoming increasingly common. But there can be a downside. Consider these five things when using and storing video in your practice.

### 1. HIPAA Compliance

Adhering to HIPAA regulations is, as always, important. Recording patients undergoing treatment without their explicit written consent constitutes a HIPAA violation. Patients' privacy, particularly in areas like treatment rooms, must be respected. If filming is necessary, it's essential to obtain consent and create private treatment spaces for non-consenting patients.

### 2. Transparency Through Signage

Whether in treatment rooms, waiting areas, or hallways, posting visible signs to inform patients about surveillance is crucial. This sort of transparency ensures patients are aware of the recording and can lead to better acceptance of the practice.

Cameras should never be used in areas where patients would expect privacy, such as changing rooms or restrooms.

[READ MORE](#)

## CAUSES BEHIND CYCLIC LOW BACK PAIN IN THE FEMALE

By Christine Foss, MD, DC, M.S.ED., ATC, DACBSP, DACRB, ICSC

Women's health concerns in general are multifactorial. Women are integrated into the workspace and thriving. However, with a 50% decrease in upper body strength, hormonal changes that alter the stability of the musculoskeletal system regularly and different adaptations to environment and stress, the female presents with unique considerations for the healthcare provider.

An interesting research article by Eliasson et al, found that an astounding 78% of females with low back pain (LBP), had reported urinary incontinence<sup>1</sup>. Pelvic floor and its relationship to childbearing, menstrual irregularities and low back pain is in dire need of deeper research. With the increasingly active jobs that females hold, now more than ever, the practitioner needs to consider, assess and treat this relationship.



[DOWNLOAD](#)

## FOOT LEVELERS GIFTS OVER \$1 MILLION TO F4CP TO MARK 20<sup>TH</sup> ANNIVERSARY



On Oct. 16, Foot Levelers, the world's leading provider of custom-crafted, flexible orthotics, announced it is donating \$1 million, plus gift matching funds up to another \$1 million, to the Foundation for Chiropractic Progress (F4CP), a not-for-profit organization Foot Levelers helped establish and generously supported over two decades as a way to give back to the chiropractic profession. The F4CP has 35,000 members.

The clock is ticking, with a goal to reach the optimal matching funds by a Dec. 31, 2023, deadline. All doctors of chiropractic (DCs) and other global stakeholders in F4CP, including companies and organizations serving the profession, are urged to make their contributions as soon as possible and reach out to colleagues to remind them to also donate in a timely manner so the F4CP can realize the full benefits of this endowment.

Contributions to the F4CP Foot Levelers Matching Fund Campaign should be made here.

Kent S. Greenawalt, chairman and CEO of Foot Levelers, says, "It has been so gratifying to witness the remarkable member expansion and achievements of the F4CP, an organization that continues to advocate for this esteemed profession and advance its mission to educate the public about chiropractic care through positive press. With stellar leadership and expanded support from chiropractic colleges, sister organizations worldwide that also support the F4CP and numerous companies, F4CP enjoys a robust footprint in the US and worldwide. The entire Foot Levelers team joins me in congratulating the F4CP Board of Directors and all those who have given tirelessly to advance this incredible growth trajectory."

[READ MORE](#)

# Basic Arthritis panel

Dr. Joe Merckling, District 7, Region 2 Director

Laboratory testing is an underutilized skill for Chiropractors in NY. Here is a simplified version of how you can start to order tests in your office. For more information visit our website: [NYSCA.com](http://NYSCA.com) Laboratory Tests

**C-Reactive Protein (CRP)** - Used as a test for infections, inflammatory diseases, and neoplastic diseases. CRP is a more sensitive, rapidly responding indicator than Erythrocyte Sedimentation Rate (ESR). CRP may be used to detect early postoperative wound infection and to follow therapeutic response to anti-inflammatory agents. Progressive increases correlate with increases of inflammation/injury.

**Rheumatoid Arthritis (RA) Factor** - The test for Rheumatoid Arthritis (RA) Factor is used to help diagnose rheumatoid arthritis. The test may also be used to help diagnose an arthritis-related condition, Sjogren's syndrome. About 80% to 90% of patients with this syndrome have high amounts of RA in their blood.

**Antinuclear Antibodies (ANA)** - Is used to help diagnose Systemic Lupus Erythematosus (SLE) and drug-induced lupus, but may also be positive in cases of Scleroderma, Sjogren's Syndrome, Reynaud's Disease, Juvenile Chronic Arthritis, Rheumatoid Arthritis, Antiphospholipid Antibody Syndrome, Autoimmune Hepatitis, and many other autoimmune and non-autoimmune diseases. For this reason, SLE, which is commonly known as Lupus, can be tricky to diagnose correctly. Because the ANA test result may be positive in a number of these other diseases, additional testing can help to establish a diagnosis of SLE

**Uric Acid** - The uric acid test is used to learn whether the body could be breaking down cells too quickly or not expelling uric acid quickly enough. The test is also used to monitor levels of uric acid when a patient has had chemotherapy or radiation treatments.

**Erythrocyte Sedimentation Rate** - Blood test used to screen for inflammation, cancer, and infection. A high Sedimentation Rate is found in wide varieties of inflammatory, infectious, and malignant diseases, the presence of an abnormality which needs further evaluation.

## Common ICD-10 codes for Lab studies

M19.90 Unspecified Osteoarthritis, Unspecified Site

M79.18 Myalgia unspecified

M79.7 Fibromyalgia

R20.2 Paresthesia

R53.81 Other Malaise      R53.83 Other Fatigue

Z00.00 Encounter for general adult examination without abnormal findings

Z13.1 Encounter for screening for diabetes mellitus

Z13.21 Encounter For Screening For Nutritional Disorders

Z13.220 Encounter For Screening For Lipoid Disorders

Z13.29 Encounter for screening for other suspected endocrine disorder

Z13.828 Encounter for screening for other musculoskeletal disorder

Z13.858 Encounter for screening for other nervous system disorders

Z13.9 Encounter For Screening, Unspecified



# A Roadmap to Professional Wellness

Suzanne Tanner, creator of [AbleSafety.org](https://www.ablesafety.org)

Navigating the dual demands of physical labor and mental sharpness, chiropractic professionals must adopt a personalized self-care regimen to prevent burnout and sustain top-tier performance. This resource, courtesy of the [New York State Chiropractic Association](#), provides chiropractors with actionable measures to bolster long-term professional vigor, ensuring they can continue to deliver exceptional care while preserving their own health. It serves as a beacon for those in the field, emphasizing the importance of personal well-being as a cornerstone for patient health. Thus, it aims to equip practitioners with the tools needed to thrive in both their professional and personal spheres.

## Be Selective

Mastering the ability to judiciously choose professional responsibilities is essential for those in the chiropractic field. The [demanding physical work](#) involved in patient care and the intricate details of managing a practice necessitates a keen ability to gauge and limit one's commitments. By distinguishing between opportunities that align with one's capacity and those that could lead to overextension, chiropractors can preserve their well-being and uphold the quality of care their patients deserve. Adding to this, consistently applying such selectivity in daily practice can also foster a more sustainable and satisfying career trajectory.

## Get Physical

For chiropractors, personal physical health is not only a lifestyle choice but a professional necessity. Regular, targeted exercise that maintains core strength and flexibility can prevent the occupational injuries common in this field. Prioritizing one's physical well-being through such activity is integral to providing effective care and exemplifying

healthy living to patients. Start by walking regularly, which contributes to better health by improving cardiovascular fitness, promoting weight management, and reducing the risk of chronic diseases. Choose an area with a high walk score for your strolls to ensure [easier access to amenities and safety](#).

## Strive for Growth

The chiropractic profession thrives on the collaborative energy generated through peer support and ongoing education. Creating a circle of colleagues for the exchange of ideas and collective learning combats the sense of isolation and [keeps practitioners current](#) with the latest industry advancements, enriching both patient treatment and their own professional growth. This commitment to continuous improvement and community engagement not only broadens a chiropractor's expertise but also contributes to a more dynamic and innovative practice environment.

## Cultivate Professional Connections

Building a network of support within the chiropractic community is invaluable. Regular interaction with fellow chiropractors can provide a sense of solidarity and shared purpose. Such connections offer an exchange of knowledge, a platform for mutual support, and a buffer against the professional strain, contributing to a more resilient career. [Join the NYSCA today](#).

## Move Forward in Your Career

Chiropractors stand to gain considerably from a routine evaluation of career aspirations and job satisfaction. It's important to recognize when it's time for a change, whether that means finding a new job in your current field or even embarking on a less stressful career journey altogether. One crucial aspect of this transition is crafting an impressive Curriculum Vitae (CV) that highlights

your skills and experiences. To make this process easier, you can [check into a tool like this](#), which offers professionally designed templates and user-friendly interfaces to create an appealing CV that stands out to potential employers.

## Value Breaks

[Taking a deliberate pause](#) from the chiropractic profession can rekindle the enthusiasm necessary for the job. Planned intervals of rest, from extended sabbaticals to brief respites, provide an opportunity for practitioners to rejuvenate and gain new insights. Upon return, chiropractors often find their passion renewed and their approach to care invigorated.

## Maintain Overall Health

Chiropractors [are not immune](#) to the mental strains that accompany healthcare provision. Actively managing stress through mindfulness or other therapeutic techniques is crucial. By maintaining their mental and emotional health, chiropractors ensure they remain focused and empathetic practitioners, able to connect with and treat their patients effectively.

For chiropractors, career longevity hinges on the balance between personal well-being and professional dedication. By practicing selective commitment, maintaining physical health, seeking collaborative growth, navigating professional milestones, upholding mental health, nurturing connections, and valuing time away, chiropractors can cultivate a sustainable practice. These strategies serve not only to enhance personal well-being but also to ensure the highest quality of patient care—a dual benefit that underscores the heart of chiropractic philosophy.

## YOUR MUSCULOSKELETAL HEALTH: TAKE STEPS TO STRENGTH AND STABILITY

The musculoskeletal (MSK) system is the "backbone" of your body, literally. It's comprised of not only the spine but all your muscles, bones and joints. It's what gives your body form. It's what makes it possible for you to move and do the things you enjoy. Keeping this vital system strong is essential for a full and active life.

When your MSK system is functioning well, you feel stronger and healthier; however, when there's a problem you might experience pain and even disability. More than one in two adults report experiencing a musculoskeletal condition such as back pain, neck pain, joint pain, arthritis and osteoporosis. They are the most commonly reported medical conditions among those under age 65 and the second most common condition for people age 65 and older.<sup>1</sup>

[READ MORE](#)

## RESOURCES AND SUPPORT FOR OLDER ADULTS LIVING ALONE: A COMPREHENSIVE GUIDE (2023)

We put together a comprehensive guide of resources for older adults living alone, empowering them to thrive independently and access essential services

Written by: Lauren Sherman, MS  
Medical Reviewer Christopher Norman, MSN, APRN, APHN-BC, GNP-BC  
Reviewed By: Kathleen Cameron, BSPHarm, MPH, Senior Director, NCOA Center for Healthy Aging

### Key Takeaways

A variety of organizations offer programs and services tailored to the needs of older adults,

[READ MORE](#)



## Branding: Is It Necessary for Your Chiropractic Practice?

Carolyn KreuzKamp, BS, MBA

### WHAT YOU NEED TO KNOW

- Start by clarifying your mission, vision, and values. Consider what sets you apart as a chiropractor and what you want to be known for.
- Understanding your target audience is crucial for tailoring your brand to resonate with the right people.
- Review your website, social media profiles, marketing materials, and patient interactions to see if your brand elements, such as logo, colors, and tone, are consistently applied.
- Creating a clear and compelling brand as a chiropractor in 2023 is essential for standing out in a competitive market and building a loyal patient base.

### Why?

Branding is crucial for attracting new patients as a chiropractor because it establishes a strong and memorable identity that builds trust and resonates with potential patients. According to a study by Nielsen, 59% of consumers prefer to buy products and services from familiar brands they trust. This doesn't just include household brands like Tide and Pantene, but also local brands that are familiar and meaningful to the community in which they operate.

### So, what exactly is a brand?

Your brand is not just a logo and the colors on a website! A chiropractic brand encompasses:

- A practice's background, purpose and founders' story
- A practice's mission, vision, and value statements
- A practice's "voice" and "vibe"
- A practice's unique differentiation
- A practice's target audience and your connection points to them
- A practice's business objectives
- A practice's marketing and advertising channels
- A practice's logo, typography/fonts, and color palette

[READ MORE](#)

# The Ultimate Report of Findings

By Dr. Tim Maggs

The report of findings is the cumulative by-product of many aspects of a chiropractor's belief system, confidence, knowledge, experience, and compassion for the patient. It's everything, and the patient will know immediately if this is the office they want to work with. It amazes me how many offices will put the new associate in this position as many practitioners see this position as a frustration and would rather choose to be the treating partner. This position in no way should be a frustrating position. This is where you get to speak soul-to-soul and begin to develop the Dr./patient relationship.

A variety of objectives need to occur during the report, and if each of the critical objectives are met, the report will usually end up success-

ful. The first goal of mine is to educate the patient to a level where they'll more clearly understand their problem when I explain it. So, the first step, once they've told me their story, is to always remind them of Crooked Man<sup>SM</sup> (Fig. 1). This helps the patient understand they don't just have "a bone out of place". They have biomechanical faults starting at the feet producing a domino-like effect going up the structure. Humans are architectural structures influenced by gravity, aging, and stress. So, we'll need to examine your feet as we know they are a big part of whatever you have going on. I further show them the picture of the 5 stages of foot collapse (Fig. 2). Research has shown that 100% of the population has some degree of collapse, and that the feet continue collapsing over time. (T. Maggs, 2023)



Fig. 1

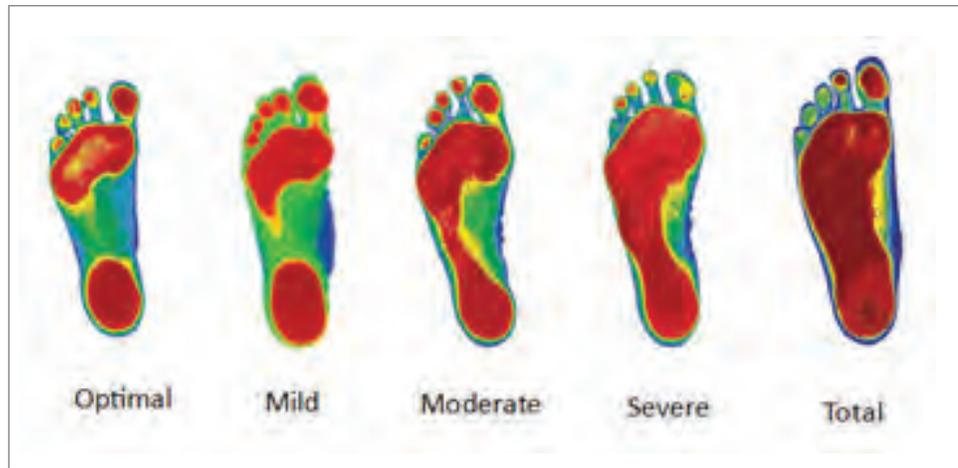


Fig. 1

To "fix" the feet, we tell the patient we must start with orthotics. I remind them our goal is to create symmetry and support in the feet as they are the foundation of the body. The next step is to look at the A-P L-S x-ray, one of 4 x-rays taken on the examination. The x-ray is taken barefoot with the central ray 1" below the umbilicus to standardize our procedures and to reduce magnification (Fig. 3). The first finding we look for is femoral head height difference (fhhd). With the advent of digital x-ray, this measurement is very easy and accurate to get. 3mm or less difference is considered normal. Anything above 3mm is considered abnormal. However, if the fhhd is under 3mm, that doesn't ensure the hips are level. We've now learned that fhhd while barefoot doesn't always equal fhhd with orthotics in the shoes. (Maggs, 2020) We tell the patient that fhhd often changes once orthotics are in the shoes. It can increase, decrease, or stay the same.

"So, if and when you get orthotics, we'll retake this one x-ray so we know exactly what your fhhd is with orthotics in your shoes". The explanation incentivizes the patient to get the orthotics and have the x-ray re-taken.

Once we've gone through the A-P L-S, we'll then go either to the lateral L-S or the cervical spine, wherever the patient's primary complaint is. All I do, once we rule out pathology, is compare their x-ray with a biomechanically correct x-ray. With or without symptoms, a biomechanically incorrect x-ray is breeding ground for increased vulnerability to injury and acceleration of degeneration. I tell them of The Law of Tissue Tolerance; When the loading of a tissue exceeds the capacity of that tissue, compensatory physiological changes occur. "You will age prematurely."

*Continued on page 18*

## The Ultimate Report of Findings Cont.



Fig. 3



Fig. 4

I explain that once we balance your feet and, if necessary, apply a lift to level your femoral heads, we then want to work on healing the involved area. I recommend cold laser therapy (Fig. 3) as this can be used for virtually every type of injury that comes into a chiropractic office. We treat strain/sprains, fractures, abrasions, contusions, pre-surgical injuries, post-surgeries, concussions and many more. I explain that laser provides an acceleration of healing while also reducing pain and inflammation faster than any other therapy. In addition, we also recommend spinal decompression to many patients (Fig. 4). We all live in a compression world, so whether it's findings on an MRI, or degenerative compressions seen on an x-ray, spinal decompression is extremely beneficial for many chiropractic patients. It is always an out-of-pocket expense, so you must have some solid evidence to get people to accept this recommendation. We use both x-ray and MRI findings to achieve this.

### Close of Report of Findings

Once I've explained all of the findings to the patient, I tell them that what I've just shown them is objective information. What they do with that information is subjective. There are people who get their teeth cleaned once a month, and there are people who never go to the dentist. So, what that patient does with that information is usually very individualized. I let them know of the wide range of options they have now that they know this information, and I do this in an effort so the patient doesn't sense that I'm trying to sell them anything. My position is merely one of information with solutions, and if that's what the patient is looking for, then our office is there to help. Ironically, the more you push them away, the more they trust you.

The other alternative to this is the patient who takes no action upon your recommendations. Over the years, I've come to understand that everyone has "stuff" going on in their life, and your recommendation may not require immediate attention in their eyes. Either way, you've done your job.

When it comes to how many visits the patient will need, I approach this with a constant method of operation. I know the body accumulates stresses over a lifetime, and no one has kept their body healthy to the highest level. Most patients have no understanding how the back works. They've been trained to only deal with pain, and too many groups of chiropractors endorse that approach, such as The Joint. Long term wellness and improved quality of life will never occur with that approach. I always recommend 10 visits so we can collect some data and hopefully the patient will be feeling better. I tell them the best results will come at 3x's/week, but I let the patient choose the frequency. We go over scheduling, costs and how much the patient will be responsible for. I tell them my goals are for us to see how much improvement they've made after 10 visits. At that point, if necessary, we'll consider an MRI if the patient hasn't improved enough. If they've made any improvements, we discuss the next round of care.

This approach is both thorough and the beginning of developing a trusted and professional relationship with your community.

### Bibliography

Maggs, T. (2020). When Correcting the Collapse of Arches of the Feet with Custom Orthotics, are Other Areas of the Body Affected? A Revolutionary Approach towards Reduced Injuries and Better Outcomes. *Orthopedics and Rheumatology Open Access Journal*, 001-008.

T. Maggs, S. B. (2023). Each Person's Collapse of the Arches of the Foot May be Unique but its Correction is Standard. A Large Study Explains Why. *Orthopedic and Rheumatology Open Access Journal*, 001-006.

## Time to Hit the Range: New York State's Pay Transparency Law Now in Effect

Although golf season in New York is slowly coming to an end, many employers across the state are hitting the range—the pay transparency range, that is. Effective September 17, 2023, the New York State Pay Transparency Law (“PTL”) requires employers to disclose pay ranges and job descriptions for all advertised job postings. The NYS Department of Labor also issued proposed regulations for the PTL and is accepting comments on these proposed regulations until November 12, 2023. Though these regulations are not yet finalized, employers should take note of their new obligations under the PTL.

Who does the PTL apply to?

As we previously reported, the PTL requires employers with at least four employees to disclose the pay range and job description, if such description exists, for any internal or external advertised job positions, promotions, or transfer opportunities. The PTL applies to jobs physically performed in-state, as well as jobs physically performed out of New York but that require reporting to an in-state supervisor, worksite, or office. If the proposed regulations are accepted in their current form, positions requiring infrequent or incidental presence in the state, such as for meetings or conferences, are exempt from the PTL obligations.

[READ MORE](#)

## All Employers Must Use Form I-9 Starting November 1, 2023

Beginning November 1, 2023, all U.S. employers must use the new 08/01/2023 edition of the Form I-9. U.S. law requires employers to complete the Form I-9 for all new employees to confirm valid employment authorization. The new form edition includes important changes and allows E-Verify enrolled employers to virtually examine employee documents – a process that has historically been completed in-person.

[READ MORE](#)



## The Power Habits® of Highly Successful Chiropractors

By Noah St. John, PhD

In the dynamic landscape of chiropractic care, the bridge between potential and success is built through habitual excellence. The most accomplished chiropractors distinguish themselves not just by their manual dexterity but through the adoption of Power Habits®. These are the daily, transformative practices that yield a prosperous practice and a balanced life. Let's delve into five pivotal Power Habits® that can redefine your chiropractic journey.

### 1. Embracing the Affirmations® Method

Success begins in the mind, and Affirmations® are the key to unlocking a positive mindset. Unlike affirmations that assert a belief, Affirmations® are empowering questions that prompt your brain to search for answers, thereby naturally leading to a change in belief and behavior. By asking, “Why am I such a successful chiropractor?” rather than telling yourself that you are, you engage your brain's problem-solving abilities, setting the stage for genuine and sustainable transformation.

### 2. Prioritizing Continuing Education

The healthcare landscape is perpetually evolving, and staying updated is not just a requirement but a habit of the successful chiropractor. Whether it's the latest research in functional medicine, innovations in patient care, or new business management strategies, continuous learning fuels growth. It's the appetite for knowledge that keeps you at the forefront of your field, ready to provide the best care for your patients and keep your practice ahead of the curve.

*Continued on page 34*

## NEW WHO GUIDELINES PROVIDE STRONG ENDORSEMENT FOR EPIC CHIROPRACTIC

Toronto, December 7, 2023. The World Health Organization (WHO) today launched its Guideline for the Non-Surgical Management of Chronic Primary Low Back Pain in Adults in Primary and Community Care Settings.

The WHO Guideline presents a strong endorsement of the EPIC (evidence-based, people-centered, interprofessional and collaborative) pillars that were set out by the WFC in 2017.

Led by Professor Andrew Briggs - a keynote speaker at the 17th WFC Biennial Congress in Australia - the launch set out key elements of the guideline's recommendations, both in terms of those interventions to be utilized and those to be avoided.

Spinal manipulation was one of the physical therapies recommended for use in all patients, including older adults. Other recommended physical therapies included dry needling, a structured exercise program and massage.

Structured and standardized education and advice were also part of the key management recommendations, as was cognitive behavioral therapy.

TENS, therapeutic ultrasound, traction and lumbar braces/supports were all found not to be of value, with recommendations against their use as part of care for adults with chronic, primary low back pain.

The Guideline was also scathing of most forms of commonly used forms of pharmacological interventions, with only non-steroidal anti-inflammatory medication receiving a conditional recommendation.

Opioids, benzodiazepines, antidepressants, anticonvulsants, muscle relaxants, cannabis-related preparations and paracetamol (acetaminophen) all received the thumbs-down, with explicit guideline advice not to use or recommend. With the exception of topical cayenne pepper (capsicum), no herbal remedies were recommended.

The Guideline was supportive of the use of multicomponent biopsychosocial interventions, repeatedly advocated by the WFC, and presenters at the launch repeatedly stressed the value of shared decision-making and the need to acknowledge patient needs, preferences and context.

Speaking after the launch, WFC Secretary-General Richard Brown commented, "This important WHO Guideline is a strong endorsement of what many evidence-based chiropractors do in their clinics and offices around the world, every single day.

"As a non-state actor in official relations with WHO, the WFC has for many years strongly advocated for a dedicated low back pain guideline that is applicable for all adults, including older people.

"We are particularly pleased to see a powerful endorsement of a biopsychosocial approach to spinal pain and disability, the importance of rehabilitation and interventions for which chiropractors are specifically trained, included in this guideline.

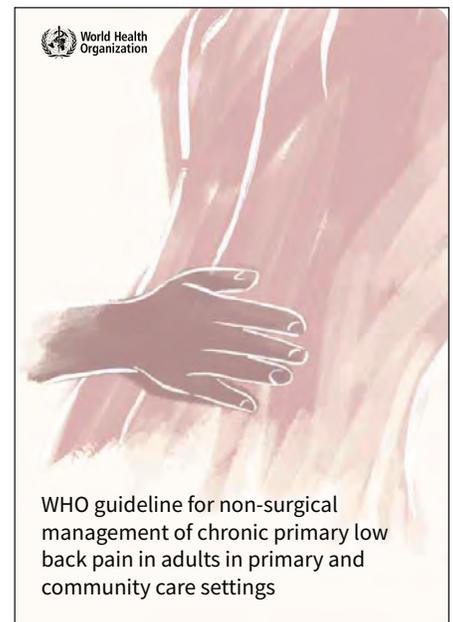
"Chiropractors have consistently high levels of patient satisfaction as a consequence of strong, empathic communication, a hands-on approach, their use of exercise and lifestyle advice, and their support for interprofessional and collaborative care models. The

recommendations in this Guideline provide a strong case for Member States to consider integrating chiropractic within health systems at high-, middle- and low-income levels."

The Guideline Development Group included chiropractors and received evidence commissioned by WHO from sources including WFC Research Committee Chair, Dr Sidney Rubinstein, who led three of the systematic reviews informing the guideline recommendations.

**To access the full Guideline, Executive Summary and recommendations, go to**

<https://www.who.int/publications/item/9789240081789>





## Dr. Gerry Clum

Remembering & Honoring F4CP Founding Board Member, Dr. Gerry Clum

On October 27, the chiropractic profession lost a dedicated leader with Dr. Gerry Clum's passing.

Dr. Clum served as an F4CP founding board member, spokesperson and executive committee member for 20 years. Beyond his dedicated service to supporting F4CP, he was active throughout his entire career tirelessly serving many organizations.

His knowledge and distinct service to the chiropractic profession was recognized in the form of many prestigious awards.

The weight of his departure is felt immensely amongst the F4CP executive committee, board of directors and staff. Dr. Clum's professionalism, perspective and humor will be greatly missed as we move forward without him.

"Dr. Clum was a giant in this profession. I concur with this statement. The legacy of a true giant is not measured in height or strength, but in the lasting impact they leave on the hearts and minds of those they touched. In their absence, we find inspiration to stand tall and carry their torch forward," states Kent S. Greenawalt, F4CP founder and chairman.

To learn more about Dr. Clum's tremendous impact, click here.

<https://www.chiroeco.com/remembers-gerard-william-clum-dc-fica/>

## Marna Olinger

Marna Olinger graduated from Northeast College of Health Sciences (formerly New York Chiropractic College) in 1982 and was licensed 4/29/1983. She practiced in the Bronx. She was a member of the New York State Chiropractic Association from 2010 to her passing. She is survived by her husband Bruce and daughters Alona and Olivia.



## Dr. Robert Carl Gerlach

Dr. Robert Carl Gerlach, 100, from Pittsford, NY passed away peacefully on Monday October 2, 2023, at home. Robert (Bob/Pops) is survived by 7 children, 17 grandchildren, 15 great grandchildren, sister Marilyn Vandenberg and many nieces and nephews. He was preceded in death by his wife of 72 years, Norma Gerlach; his son David; his parents, Julia and Carl Gerlach; brothers-in-law Dr. James Vandenberg and Paul Bertini; sister-in-law Ruth Bertini; and grandchildren, Christen, Derek and Billy. Robert served in the U.S. Army Air Corps for 3 years in WWII; he practiced Chiropractic in East Rochester for 47 years; he was an avid fisherman and loving family man. A memorial service with military honors will be held on Saturday, October 21, 2023, at 9:30AM at Faith Lutheran Church, 2576 Browncroft Blvd., Rochester, NY with livestreaming available at <https://livestream.com/flcpenfield>. The service will be followed by a reception at the church with light refreshments. A private interment will occur for the family later that day. In lieu of flowers, donations can be made to: The NYS Chiropractic Association District 15, c/o Dr. Rae Smith, 1225 Atlantic Avenue, Rochester, NY 14609 or to The Fish Hatchery at Powder Mills Park, 115 Park Road, Pittsford, NY, 14534. For the full obituary or to send a condolence to the family visit [www.anthonychapels.com](http://www.anthonychapels.com).



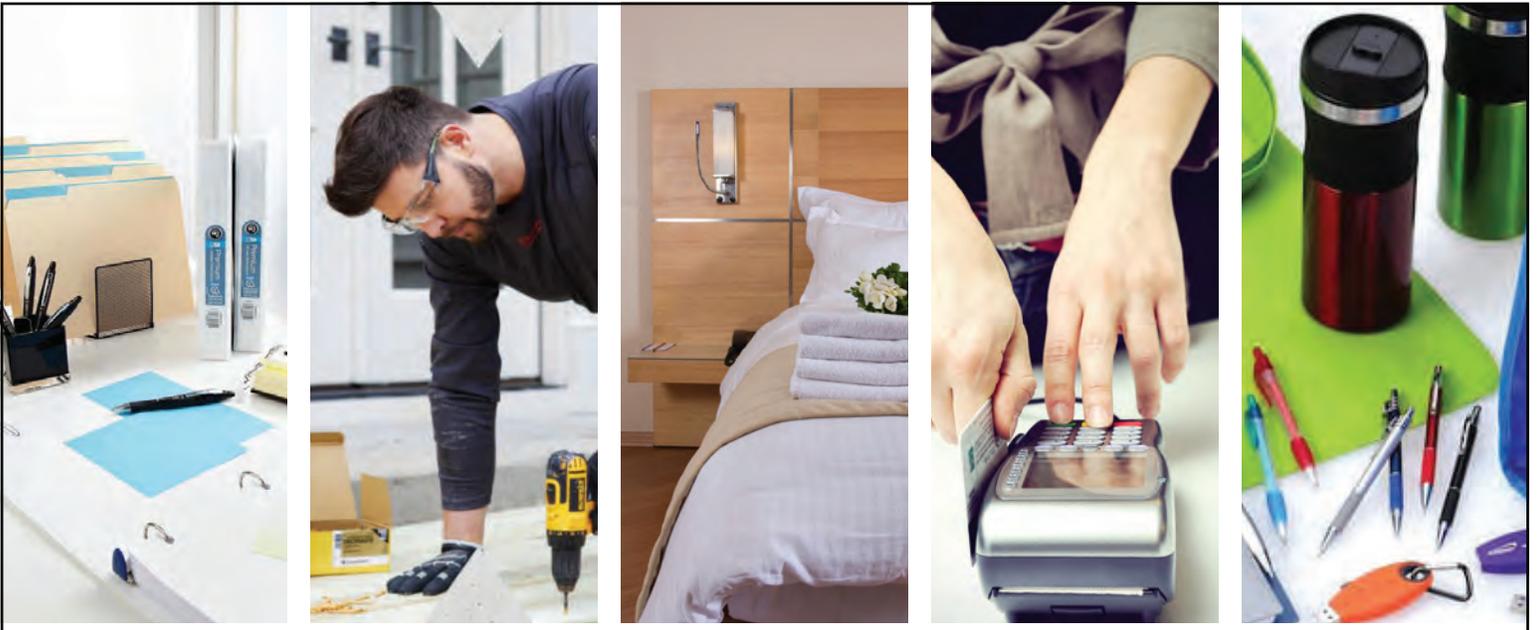
## Dr. David J. Redding

Dr. David J. Redding of Victor, NY passed away on December 3, 2023 at the age of 87 at Serenity House, Victor, NY following a long battle with cancer. He was surrounded by beloved family members at the time of his passing. David is survived by his 5 children: Mark (Patty) Redding, Lisa Redding, Karen (Jeff) Molyneux, Gary (Darla) Redding, and David G. (Kris) Redding. He is also survived by fourteen grandchildren, thirteen great-grandchildren and many nieces and nephews. He was preceded in death by his wife of 60 years, Dorothy Redding; his parents Daniel and Aleine Redding; and siblings Eileen (William) Agen, Jean (Anthony) Bassano, and Daniel (Teresa) Redding.

After graduating from Olean High School in 1954, he enlisted in the U.S. Marine Corps where he served until enrolling in the Canadian Memorial Chiropractic College. Upon earning his Doctor of Chiropractic, he moved to Dansville, NY where he practiced for 39 years. He was a pioneer of the chiropractic profession, becoming a charter member of both the New York State Chiropractic Association and the American Chiropractic Association. He held the highest offices of both organizations at different times of his career.

His civic involvement included 25 years (and past President) of the Dansville Lions Club, 60-year member of the Knights of Columbus, and Christian missionary trips to Mexico, Guatemala, and Jamaica. He and his wife Dorothy were active members at the Catholic churches where they resided over the years: St. Mary's in Dansville, St. Catherine's of Siena in Mendon, and St. Patrick's in Victor. "Papa Dutch" loved spending time with his grandchildren and great grandchildren.

Family and friends are invited to call Friday, December 8th, from 4-7pm at the Jarmusz Cotton Funeral Home, 26 Maple Ave, Victor, NY. A funeral Mass with military honors for David will be held on Saturday, December 9th, 11:30am at St. Catherine of Siena Church, 26 Mendon-Ionia Rd, Mendon, NY. Following his burial at Ascension Garden Cemetery, a Celebration of Life banquet will be held at Wild Wood Country Club, 1201 Rush West Rush Rd, Rush, NY 14543.



# 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](mailto: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](http://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](mailto: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 \_\_\_\_\_

**Scan the QR Code below to make a one-time credit card contribution, or visit [NYCPAC.net](http://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!**

## PREMIER SPONSOR

★ **OUM Chiropractor Program**  
Contact: 800-423-1504  
www.oumchiropractor.com

## BUSINESS/FINANCIAL SVCS

★ **NCMIC Malpractice Insurance**  
Contact: 800-769-2000, x3555  
www.ncmic.com

## MISCELLANEOUS

★ **Ultra Pain Products**  
Contact: 833-ANTI-PAIN  
ultrapainpro.com

★ **CGI Digital**  
Contact: 585-427-02003  
cgidigital.com

★ **GEM Elite Marketing**  
Contact: 315-309-0442  
gemelitemarketing.com

## DIAGNOSTIC/LAB SVC

★ **Hudson Valley Neurodiagnostic**  
Contact: 845-592-4722  
hvcradm@yahoo.com

## SUPPORTING ORGANIZATIONS

★ **American Chiropractic Association**  
Contact: 703-276-8800  
www.acatoday.org

★ **Northeast College of Health Sciences**  
Contact: 800-234-6922  
www.northeastcollege.edu

★ **Foundation for Chiropractic Progress**  
Contact: 866-901-F4CP  
www.f4cp.org

# 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](mailto:controller@nysca.com).

## Membership Has Privileges

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

\* New members are defined as DCs who have not been NYSCA members within the preceding 12 month period. The recruiting member's information must be included on the new member application. Only one member can receive the credit for recruiting a new member. Recruiting incentive is not valid on students, retired/disabled, or associate applications. Eligibility subject to verification; Subsequent year's dues payable at usual rate. New member discount offer is not valid for retired or associate members and may not be combined with other membership discounts.

## What is the NYSCA?

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

## Why Should All New York DCs Be NYSCA Members?

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

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

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

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

—James Cash Penney



## DID YOU KNOW YOU'RE A MEMBER OF F4CP?



[www.f4cp.com](http://www.f4cp.com)

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

## FREE ACCESS TO NUMEROUS F4CP GROUP MEMBERSHIP BENEFITS SUCH AS...



## Learn more and start using your Group Membership with F4CP

If you need assistance setting up your account or utilizing the marketing materials, please contact Membership Director [Marta Cerdan, marta@f4cp.com](mailto:marta@f4cp.com)



©2017 Foundation for Chiropractic Progress

# 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

[Request a quote online](#)



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:		<b>All fields required unless otherwise specified.</b>	

### 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 <sup>st</sup> Year Licentiate – up to 2 years from date of licensure	\$120 or \$10/month
<input type="checkbox"/> 2 <sup>nd</sup> Year Licentiate – up to 3 years from date of licensure	\$240 or \$20/month
<input type="checkbox"/> 3 <sup>rd</sup> Year Licentiate – up to 4 years from date of licensure	\$360 or \$30/month
<input type="checkbox"/> 4 <sup>th</sup> Year Licentiate – up to 5 years from date of licensure	\$480 or \$40/month
<input type="checkbox"/> 5 <sup>th</sup> 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 <sup>st</sup> Year Licentiate – up to 2 years from date of licensure	\$60 or \$5/month
<input type="checkbox"/> 2 <sup>nd</sup> Year Licentiate – up to 3 years from date of licensure	\$120 or \$10/month
<input type="checkbox"/> 3 <sup>rd</sup> Year Licentiate – up to 4 years from date of licensure	\$180 or \$15/month
<input type="checkbox"/> 4 <sup>th</sup> Year Licentiate – up to 5 years from date of licensure	\$240 or \$20/month
<input type="checkbox"/> 5 <sup>th</sup> Year Licentiate – Greater than 5 years from date of licensure	\$300 or \$25/month

#### Affiliate Membership<sup>†</sup> – 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**

<sup>†</sup>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:



# ChiroCode Reference Manuals

**Exclusive Savings: NYSCA Members receive 20% off MSRP!**



### Complete & Easy HIPAA Compliance

Find-A-Code's Complete & Easy HIPAA Compliance - 4th Edition (updated 2017) is a simple and practical guide containing all you need to implement and maintain a compliance program for HIPAA, HITECH, and the Omnibus 2013 Final Rule components. This book is a must for every covered entity, business associate, or compliance officer.

### ChiroCode DeskBook for 2024

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



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

### ICD-10-CM Coding for Chiropractic for 2024

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

- A selection of Provider Documentation Guides – an exclusive clinical documentation improvement tool for ensuring highest specificity code reporting
- Large, easy to read font and custom-shortened code descriptions
- Chiropractic specific overview – learn the structure of ICD-10-CM with specific examples
- Abridged official guidelines – just the information chiropractors need to know



### Chiropractic Diagnosis & Documentation Cards for 2024

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

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

### Chiropractic ICD-10-CM Cheat Sheet for 2024

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

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



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

Brought to you by: **New York State Chiropractic Association**

## Order online at NYSCA.com

or complete the form below and make check payable to NYSCA

## Ways to Order

Online <https://www.nysca.com/chirocode->

Phone 518-312-4236

USPS PO Box 557, Chester NY 10918

Name \_\_\_\_\_

License # \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

NYSCA Member?  Yes  No

#	Description	Member	Non-Member
	HIPAA Compliance 4th Edition	\$149.00*	\$169.00*
	ChiroCode DeskBook	\$139.00*	\$159.00*
	ICD-10 Coding for Chiropractic	\$ 119.00*	\$149.00*
	Diagnosis & Documentation Cards	\$ 99.00*	\$ 109.00*
	Chiro ICD-10-CM Cheat Sheet	\$ 39.00*	\$ 59.00*

\*Includes shipping.

Non-Refundable Items - All sales for the Chiropractic ICD-10-CM Cheat Sheet and the Chiropractic Diagnosis & Documentation Cards are final. No refunds or returns are available on these products



# Resources for New Practitioners

**Congratulations! You've received your license to practice chiropractic!**  
What are you going to do next?

To help you through the ins-and-outs of establishing your practice, the NYSCA has dedicated a specific area of our website to new chiropractic practitioners in New York State! This area provides assistance on setting up your own practice with helpful links, such as the informational brochure "Road to Practice," practice management forms, outcome assessment tools, a Practice Management Resource Booklet, and more!

[Visit the New Practitioners page on the NYSCA website](#)

## **New Practitioner Mentor Program**

Aligning yourself with a professional association early in your career is a wise decision and we are honored that you have chosen the NYSCA. As a new practitioner, you are faced with new challenges and responsibilities. The NYSCA is here to help, and we encourage you to take full advantage of the benefits of being an Association member.

One of the benefits of being a member of the NYSCA for new practitioners is eligibility to apply for one-on-one assistance from a seasoned chiropractor near you through the **New Practitioner Mentor Program**. The Mentor program is offered to assist new members during their first three years of practice.

Through participation in this program, mentees will gain an enhanced understanding of chiropractic practice in the region of New York where they hope to practice to enhance their success. Mentors offer advice pertaining to but not limited to chiropractic office procedures, understanding the local business climate, interpersonal, patient management, and related issues inherent to successful practice.

The goal of this program is to give our members the opportunity to:

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

Learn more about this program and apply to participate online using the following link:

[Submit your Mentee Application to be paired with a Mentor](#)

*Would you instead like to BE a mentor to a newly licensed colleague? Use the link above to submit your Mentor Application.*

Thank you for your continued support of the NYSCA. If you have any questions, please feel free to send me an email.

Gerald L. Stevens DC, MS, MPH  
NYSCA Mentor Program Coordinator  
gstevens@northeastcollege.edu

## Associate Wanted

White Marsh, MD - Come be a part of a great team while you become super confident in your patient care skills, your patient management skills and how to run a successful high-volume practice. We're looking for an energetic, goal-oriented Chiropractor who's eager to learn. You'll learn the PIERCE technique and how to use state-of-the-art technology, including digital x-rays, video fluoroscopy and thermography. We love chiropractic, our patients, and our community. We need help with our mission to "empower people to live healthier lives". We are the EXACT opposite of a personal injury mill. If you genuinely like and want to help people and are excited to be a Chiropractor who's not afraid to work and fun to work with, you might be the person we're looking for. Good base, excellent bonus system with true 6-figure potential, plus paid vacation, malpractice insurance and practice management seminars. Contact [chirojamie@comcast.net](mailto:chirojamie@comcast.net)

## Associate Wanted

Hicksville NY (Nassau County, Long Island) - Great opportunity to work in a busy, diversified office. Competitive salary with 401k and health insurance. Please call doctor directly at 631-896-9104

## Associate Wanted

Ithaca NY - Associate Dr wanted to eventually take over busy Activator practice. Dr needs to retire due to health reasons. Just walk in and it could be yours. Located just outside Ithaca, NY and near Cornell University. Great boating, fishing, hiking, hunting, skiing. Contact [lcodc@aol.com](mailto:lcodc@aol.com)

## Office Coverage Available

Available as a Friday Associate Chiropractor or coverage until position obtained. NYCC 4/81 grad. Experienced, licensed and insured. Contact [josephkelbermandcpc@gmail.com](mailto:josephkelbermandcpc@gmail.com)

## Office Coverage Available

Experienced retired DC available for office coverage NY & NJ. Well versed in many techniques and physical therapy procedures. For more information please contact 201-906-8791.

## Office Space for Rent

310 W. 72nd St, New York NY Professional Office Space in Upper West Side -Lincoln Square at 310 W. 72nd Street With View Of Riverside Park. Elegant Private Office. Private Street Entry Maisonette. Now is The Time to Lock in This Amazing Deal At This Price!! 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 10 Foot High 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](mailto:JLfriedmanMD@aol.com) (201) 314-7648 Long Term Rental Preferred.

## Office Space for Rent

Looking for a new Doc or an established Chiro to share office space. I have been in practice for 24 years and am beginning to downsize and am only practicing a few hours, 3 days a week. The office is in Bay Ridge Brooklyn and is best described as a family practice. The office is accessible by 3 different bus routes and the R train. We are minutes from the Verrazzano bridge. We have three treatment rooms with Hill flexion and Lloyd elevation tables. The third smaller room has yet to be used. It is ideal for therapy or a spinaltor etc. The possibility of a eventual sale is possible. We are looking to help mentor a new graduate and will assist by referring some new and existing patients in your direction. Rent can be negotiated but will start at \$1250 per month. There is not much to buy, we have everything that is needed to start. If we match up and have a good fit, the space is available any time even if it overlaps my hours. Please email with any question or to stop by and take a look. Contact [chirocd@aol.com](mailto:chirocd@aol.com)

## Office Space for Rent

Prime Office Space for Health Professionals in Midtown Manhattan - Are you a chiropractor, physical therapist, or acupuncturist looking for a prime location to build your practice? Look no further! Our spacious office at 35 E 38 Street, Suite 1B, New York, NY 10016, is now available for part-time rental. -Features: Ideal Midtown Manhattan location. Suitable for chiropractors, physical therapists, or acupuncturists. Fully furnished and well-maintained space. Flexible availability: 2-3 days per week -Benefits: Join a professional and supportive environment. Convenient access to public transportation. Establish your practice in a sought-after area. Don't miss this opportunity to enhance your practice's visibility in the heart of Midtown Manhattan. -Contact Us: For inquiries and to schedule a viewing, please contact us at 212-933-0188. Don't wait! Secure your part-time office space today and take your practice to the next level.

## Practice for Sale

Integrative Chiropractic Practice: Fascial Manipulation / Applied Kinesiology/ Nutrition. Gorgeous location, office overlooking Cayuga Lake! Thirty-eight-year established practice in Ithaca, NY. Check out my website:< <https://www.doctorreppert.com/practice-for-sale> >. Feel free to call or email me!

## Practice for Sale

Central Park West, NY, NY Cash practice Established 40 years with original 212 business phone number. Located in Prime Central Park West Manhattan location. Steady office visits and new patient flow. 90% referrals. Varied techniques include Diversified, CMT, Fascial Manipulation, Graston, ART, Stretching, Therapeutic Exercises, Heat, Cryotherapy and Kinesio Taping. Local pediatrician (also cash practice) loves sending kids over for ear and sinus drainage work as well as musculoskeletal injuries. The parents and siblings often become patients as well. 1,000 Sq. Ft. office with street and paid garage parking. Gross receipts over \$ 165K/Yr. Motivated seller willing to negotiate sale price with qualified buyer. Contact [greg@chiroequity.com](mailto:greg@chiroequity.com), 908-419-7510.

## Practice for Sale

Ulster County NY - Small part-time practice for sale in Accord NY. Dr. is retiring from practice by the end of 2023. I have been seeing 30-40 patients a week while being open 15 hours per week spread over 3 days. 640 SF office with one treatment room, located within a professional building owned by a woodworker. Very reasonable lease/rent with excellent landlord. No staff. Large patient base built up over 27 years in Accord, the demand exists for expanded hours and could certainly be a full time practice. All reasonable offers considered. Please call on my cell, 845-532-7312, or my email bones@hvi.net

## Practice for Sale

Sullivan County (Ferndale, NY) Super successful 30+ year practice located in Ferndale, NY a part of Sullivan County known for being a popular vacation spot, outdoor activities and the arts. Collections exceed \$ 600K/yr and techniques include Diversified, SOT, Flex/Distract and ART. Steady base of existing patients and high new patient volume. Doc ready to retire, mentor and transition practice to a vital, energetic and motivated D.C. desirous of immediate success. Contact greg@chiroequity.com, 908-419-7510 for further details.

## Equipment for Sale

Spinalight adjusting table with cervical and lumbo-pelvic drops in good condition located in Syracuse. \$600- Call 315-447-3080 or email drrick3@hotmail.com for more information and/ or photos

## Equipment for Sale

For chiropractor who want a cash pay practice. This is great opportunity to establish your niche for neuropathy, arthritis, neck pain, back pain, athletic injuries, work related injuries, auto injuries and many other conditions. "K-Laser Platinum 4", a state-of-the-art therapeutic laser designed to stimulate all cell types, including soft tissue, ligaments, cartilage, and nerves with precision and effectiveness. This 24W CW, 28W ISP laser is practically brand new and in excellent working condition. Originally purchased for a second office that has since closed, this cutting-edge equipment is now sale for chiropractors eager to establish a lucrative cash pay practice. This is Like Brand New: This

equipment is in excellent condition, having been barely used after its initial purchase for the second office. Rest assured that you are getting a top-tier device that performs like it just came out of the box. This is great potential to open up new cash pay revenue. Many Patients are increasingly seeking non-invasive, effective treatments, and the K-Laser Platinum 4 is your great opportunity to establish your niche in chiropractic practice. We are selling this K-laser Platinum 4 because we closed our 2nd office and we no longer need it. Don't buy brand New K-laser Platinum 4 which costs way over \$40,000. Don't miss out on this chance to elevate your chiropractic practice and differentiate yourself in the competitive cash pay practice. Take advantage of this opportunity to get the popular K-laser at less cost. For serious inquiries only. If interested, contact me at armanusa6@gmail.com for more information and pricing.

## Equipment for Sale

- Zenith Hylo in excellent condition, \$5999. Original purchased for \$17,000
  - E-3 Hydrocollator tanks \$175
  - Amrex Combo ultrasound/electric US 54 stim unit \$950
  - G5 Gk-3 prof massager \$495
  - Oak wood adjustable acupuncture/massage table with electric lift \$895
  - portable muscle stim MS 322unit \$150
  - X-ray view Box \$165
  - SOT Blocks and bd \$65
  - Amrex HVC 750 \$350
  - portable chiropractic table \$250
  - X-ray view box \$75
- Contact jsalayka@yahoo.com

[Submit your classified ad](#)

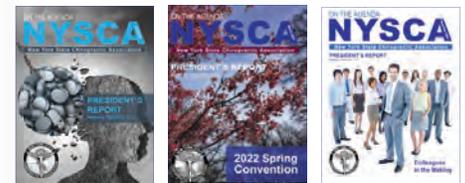
Additional out-of-state associate positions and practices for sale listed online at NYSCA.com

[View all current classified ads](#)

# Would you like to contribute to our next statewide newsletter?

## On The Agenda

March 2024 Edition



We're aiming for a publication date of March 6<sup>th</sup> 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 February 15<sup>th</sup>. Please also be sure to include any attribution information you wish us to include for your article.

Send articles to:  
[comm.secretary@nysca.com](mailto:comm.secretary@nysca.com)



FINALLY, THE MISSING PIECE OF  
THE INJURY PREVENTION PUZZLE

# dr. Maggs<sup>SM</sup>

## Feet First System



CLEAT

ORTHOTICS:  
FIRST STEP IN  
INJURY PREVENTION

- CUSTOM QUALITY
- OTC COST
- COMPLETE ARCH SUPPORT
- RESEARCH BACKED



FULL



[DRTIMMAGGS.COM/FEET-FIRST](https://www.dr. Maggs.com/feet-first)



# We protect chiropractors, regardless of their philosophy.

Discover why more chiropractors are choosing OUM as their trusted medical professional liability insurance provider.

(800) 423-1504, ext. 2750  
[www.oumchiropractor.com](http://www.oumchiropractor.com)



*Underwritten by a ProAssurance Company*

**Mixed methods. Straight support.**

---

Watch our video **The OUM Mission** on **YouTube** to learn more about OUM and our dedication to chiropractors and the chiropractic profession.

---



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

"OUM" and "OUM Chiropractor Program" do not refer to a legal entity or insurance company but to a program or symbol of a program underwritten, insured and administered by either PACO Assurance Company, Inc. or Podiatry Insurance Company of America (PICA), both ProAssurance companies, rated A- (Excellent) and A+ (Superior) by A.M. Best, respectively.

NYS CA 11160



## We take care of *you* first.

- ✗ Not the bottom line.
- ✗ Not quotas.
- ✗ Not our executives.
- ✗ Not stockholders.
- ✓ **You.**

WE TAKE CARE OF  
**OUR OWN.**<sup>®</sup>

Learn more about how we help you and the profession:

**[ncmic.com](https://ncmic.com)**

We Take Care of Our Own is a registered trademark of NCMIC Group Inc. and NCMIC Risk Retention Group, Inc. ©2022 NCMIC 10723



### 3. Cultivating a Patient-First Approach

At the heart of a thriving chiropractic practice is a deep-rooted commitment to patient care. This encompasses not only the technical aspects of treatment but also creating a welcoming practice environment and a patient experience that starts from the first phone call to post-treatment follow-ups. Successful chiropractors habitually seek patient feedback, adapt to their needs, and build long-lasting relationships that turn patients into practice advocates.

### 4. Investing in Strategic Marketing

Marketing is no longer an adjunct to running a chiropractic practice; it's a crucial habit for growth. This involves a strategic online presence, community engagement, and building a brand that resonates with your values and appeals to your target demographic. Successful chiropractors habitually analyze their market position, adjust their strategies accordingly, and invest time into marketing activities that yield the highest return.

### 5. Mastering Financial Acumen

Financial health is a clear indicator of a practice's overall health. The habit of regularly reviewing financial performance, understanding the levers of profitability, and making informed decisions based on financial data is indispensable. This also includes prudent investments in technology, staffing, and coaching that improve patient care and operational efficiency.

Adopting these Power Habits® positions you not just as a chiropractor but as a leader in holistic healthcare. They are the building blocks for a practice that doesn't merely survive but thrives. Begin by incorporating these habits one by one, starting with the revolutionary practice of Affirmations® to catalyze your journey towards success. Remember, the habits you cultivate today shape your practice's tomorrow.

#### About Noah St. John, PhD

DR. NOAH ST. JOHN is known worldwide as The Father of AFFIRMATIONS® and "The Mental Health Coach to The Stars." Get a FREE copy of his new book *The 7-Figure Chiropractor: Your Ultimate Guide to Scale Up Your Practice and Live a Freedom Lifestyle* at [7FigureChiropractor.com](http://7FigureChiropractor.com).



# NCMIC's Credit Card Processing

Gives you **MORE**

At NCMIC, we think you and your practice deserve more. It starts with our credit card processing program.



Matrix • Zimmer • Multi Radiance • Dynatronics

## All The Products You Need... & The Personal Service You Deserve!



*Magnetic Therapy • Laser Therapy • Soft Tissue Therapy  
Electric Stimulation • Ultrasound Therapy • TENS  
Tables • Traction • Rehabilitation Equipment  
Supplies • Electrodes • Pillows • Lumbosacral Supports  
Low Back Cushions • Cervical Collars • Paper Products  
Lotions • Gels • Tape • Exercise Bands  
Hot Packs • Cold Packs • and Much More!*

Ask About Our Working or Not Trade-in Promo



**Harlan Health Products, Inc.**  
**1-800-345-1124**  
Sales@HarlanHealth.com www.HarlanHealth.com

**DYNATRONICS AUTHORIZED DEALER**

Matrix Dynatronics

Dynatronics • Hill Tables • Lloyd Tables • Sciffit • Landice