NYSCA

ON THE AGENDA • DECEMBER 2026



NYS CHIROPRACTIC ASSOCIATION

Feature Articles

Pg 6 **Our Mission:** Empower, Advance, Thrive

Pg 8 **Our Vision:** Respected, Trusted, Essential

Pg 14 Physician Mental Health Lessons for the Chiropractic Office

Pg 18 The Price of Pay-to-Play How Questionable Publishing Practices Can Affect Chiropractic Credibility

Pg 28 Where NY Patients Look Before They Call: What 130 ChatGPT Answers Show

NYSCA OFFICERS

President
Christopher Piering, DC
president@nysca.com

Vice President
Gerald Stevens, DC, MS, MPH
vicepresident@nysca.com

Recording Secretary
Allison Fleming, DC
secretary@nysca.com

Communications Secretary
James Walters, DC
comm.secretary@nysca.com

Treasurer
Lloyd Kupferman, DC
treasurer@nysca.com

Past President
Anthony Palumbo, DC
pastpresident@nysca.com

NYSCA BOARD OF DIRECTORS 2026-2027

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

ACA Affiliate Director
Caitlin Simpson, DC [District 15]

NYSCA STAFF

Executive Vice President of Operations
Elizabeth Kantrowitz
liz@nysca.com

Executive Vice President of Professional Affairs
Michael Martin
mike@nysca.com

Administrative Assistant and Membership Coordinator
Jacquelyn Earl
jackie@nysca.com

WELCOME NEW MEMBERS

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

Dr. Todd Aordkian
Dr. Rita Capaccio
Dr. Benjamin Carlow
Dr. Michael Christopher
Dr. Braden Davis
Dr. Marie-Anne Forestal
Dr. Christina Frantzeskos
Dr. Ryan Funke
Dr. Elise McAllister-Heffron
Dr. Brian Justice
Dr. Alex Kaminsky
Dr. David Kesselman
Dr. Martin Kotlar
Dr. Douglas Monteleone
Dr. Anthony Moustakas
Dr. Michael Panzarino
Dr. Stefanie Pawelek
Dr. Nicholas Perrino
Dr. Hamed Radpasand
Dr. Darren Rief
Dr. Charles Ryu
Dr. George Schwegler
Dr. Rachel Skolnick
Dr. Deborah Turner

IN THIS ISSUE

President's Message 3
2027 Spring Convention 4
Member/Sponsor Spotlight ... 5
ARTICLE: Our Mission: Empower, Advance, Thrive .. 6
Upcoming CE Webinars 7
Ad: Nutriwest NY..... 7
ARTICLE: Our Vision: Respected, Trusted, Essential 8
Ad: NCMIC 9
ARTICLE: Your Career Changes. Find Support That Fits 10
Compliance Support 11
ARTICLE: When an Insurance Problem Becomes an Advocacy Issue 12
Ad: CGI Digital..... 13
ARTICLE: Physician Mental Health Lessons for the Chiropractic Office 14
Ad: Foot Levelers 15
ARTICLE: Could Stronger Professional Connections Help Your Practice Grow? 16
ARTICLE: Chiropractic Concepts, Evolving Perspectives 17
Ad: Student Loan Tutor..... 17
ARTICLE: The Price of Pay to Play: Chiropractic Research 18
Ad: Atlas Orthotic Lab 19
Ad: ChiroHealthUSA 21
Research Center 22
Clinical Compass 23
ARTICLE: Considering an Adjunctive Modality? 24
Ad: Saving Center 25
ARTICLE: A Fresh Look at Headache Care 26
Practice Resources 27
Ad: Harlan Health Products 27
ARTICLE: Where NY Patients Look Before They Call 28
Ad: F4CP..... 29
Refer a Colleague..... 30
Ad: Chiropractic FCU 31
Practice Alerts 32
Classified Ads 32
Insurance Updates 33
Member Advantages..... 33
Legislative Updates 34
Support Your PAC..... 35
Medicare Modernization..... 35
Membership Application 36

Image by Dominik Rheinheimer from Pixabay

PRESIDENT'S MESSAGE

Dear Association Members, Colleagues, and Friends,

The direction of NYSCA should reflect the needs and experiences of the members we serve. Our recent practice survey and strategic planning discussions have given us valuable guidance as we prepare for the year ahead.

Thank you to everyone who completed the survey, contributed to the planning discussions, or shared a concern with a local leader. Your input helps us better understand both the pressures facing chiropractors across New York State and the opportunities we can pursue together.

Turning Member Input into Action

The survey highlighted familiar challenges, including reimbursement, insurance administration, and attracting new patients. It also revealed varied needs across career stages, from navigating practice responsibilities to managing burnout and planning for succession. Scope modernization and stronger collaboration within healthcare emerged as important opportunities for the profession.

Our strategic planning discussions brought those findings into conversations about NYSCA's purpose and priorities. The mission and vision statements are featured in this issue, and their themes provide a useful direction: **Empower. Advance. Thrive.** and **Respected. Trusted. Essential.**

These ideas connect practical support for members with the long-term standing of chiropractic in New York. Our next task is to translate that direction into focused, achievable priorities that make thoughtful use of the association's resources. We must also consider how members experience that work. A useful resource has greater value when you know it exists, can find it, and understand how it applies to your practice.

Making Support Easier to Find

That is one reason we have continued improving the NYSCA website. Our redesign and ongoing updates are intended to make information, member benefits, educational opportunities, and practice resources easier to access. When you have a question about your practice or profession, we want you to think: Start with NYSCA.com. Whether you need an update, a resource, or a connection to someone with specialized expertise, the website should help you take that next step.

Our work is not done. We will continue organizing and refining resources, improving navigation, and using your feedback to address gaps. We will turn the survey and planning discussions into priorities, follow through on the work we undertake, and communicate our progress. As members' needs evolve, we will keep evaluating how NYSCA can respond effectively and sustainably.

Looking Ahead to 2027

That commitment also guides our preparations for the legislative session beginning in January. Scope modernization and reimbursement concerns remain central to what we are hearing from members. Progress requires sustained advocacy, reliable information, and relationships with lawmakers. Members have an important role in explaining how policy affects their practices and the patients they serve. Please watch for legislative updates and opportunities to participate as the legislative session develops.



Christopher M. Piering DC
NYSCA President

We also look forward to gathering at Mohegan Sun for our Spring 2027 Convention, where **we will once again be joined by CTChiro**. Coming together with our Connecticut colleagues broadens opportunities to learn, exchange ideas, and strengthen professional relationships across state lines. The convention offers time to build clinical knowledge, explore practical approaches, and connect with colleagues who understand the demands of practice. I encourage you to review the developing program and make plans to join us.

There is meaningful work ahead, and your participation helps give it direction. Whether you share an experience, respond to an advocacy request, attend an educational program, or help a colleague find a resource, you contribute to a stronger association.

Thank you for your membership, your trust, and your commitment to chiropractic in New York. I look forward to continuing this work together.

Christopher M. Piering DC
NYSCA President



License Renewal: Continuing education credits provided by Northeast College of Health Sciences. Pre-approved in multiple states, with additional approvals pending. Registration deadlines, hotel accommodations, and eligibility requirements apply. For pricing, full CE details, state approvals, and policies, please visit our website. View CE Details & Policies

Share Your Voice with the New York State Chiropractic Community

We are now accepting submissions for the next edition of *On the Agenda*. If you've written an article, blog post, or professional piece that advances knowledge in chiropractic care, we encourage you to share it with us. Our members appreciate practical tools, research-based insights, and perspectives that support growth in daily practice. Please note that submissions must be educational and non-commercial in nature (**advertorials are not accepted**). Multiple submissions are welcome and may be considered for future issues.

Publication Schedule & Deadlines

On the Agenda is published electronically in March, June, September, and December. Articles must be submitted by the 10th of the month prior to publication: February 10 for the March edition, May 10 for the June edition, August 10 for the September edition, and November 10 for the December edition. Articles submitted after the deadline may be considered for the next edition.

Email your submission and author attribution to newsletters@nysca.com.

We look forward to hearing from you and sharing your expertise with our statewide audience!

MEMBER SPOTLIGHT

Anthony Palumbo, DC



A dedicated advocate for the chiropractic profession, Dr. Palumbo is the Immediate Past President of the NYSCA and continues to share his time, knowledge, and experience in service to the organization and its members. His involvement extends across several key committees, where he serves as Chair or Co-Chair, including Membership, Convention, and Chiropractic Science and Philosophy. His commitment to organized chiropractic reflects his passion for advancing the profession and supporting fellow chiropractors throughout NYS.

Dr. Palumbo is a Diplomate in Electrodiagnosis (DIBE) and has dedicated his career to clinical practice, professional education, and advancing the science of chiropractic. He also serves as an adjunct instructor of postgraduate studies at Northeast College of Health Sciences, sharing his expertise with the next generation of chiropractic professionals.

But there's more to Dr. Palumbo than his professional accomplishments and association leadership!

Outside the office and committee meetings, he enjoys spending time with his family. He is a proud husband and father of two, including a son who serves as a police officer in Albany. When he's not busy with chiropractic or family life, you might find him cheering on his beloved New York Islanders or enjoying all things *Star Wars*.

Whether he's advocating for the profession, mentoring future chiropractors, or spending time with his family, Dr. Palumbo embodies a commitment to service that extends well beyond the office.

Thank you, Dr. Palumbo, for your continued dedication, leadership, and contributions to the chiropractic profession!

SPONSOR SPOTLIGHT

ChiroHealthUSA®
The Network That Works for Chiropractic!

We are excited to welcome ChiroHealthUSA as a corporate sponsor and state association partner! Through this partnership, our members will have access to a valuable resource committed to helping them overcome financial obstacles, strengthen their practices, and keep quality chiropractic care within reach for more patients.

ChiroHealthUSA is dedicated to helping chiropractors make care more accessible and affordable for patients while providing doctors with practical solutions to navigate the financial and regulatory challenges of running a practice.

Through its nationwide network, ChiroHealthUSA offers a compliant discount program designed to help reduce financial barriers to care while supporting the long-term success of chiropractic practices.

Our new partnership represents an exciting opportunity to bring additional resources and value to our members while supporting the continued growth of our profession.

Learn more about ChiroHealthUSA and how they support chiropractic practices

!! Healthcare Provider Education and Training !!

- **NYS Sexual Harassment Prevention** (required annually) https://www.ny.gov/combating-sexual-harassment-workplace/
- **Medicare Fraud and Abuse Training** (required annually) https://www.cms.gov/Outreach-and-Education/
- **Cultural Competency Training** (required annually by some networks) https://thinkculturalhealth.hhs.gov
- **No Suprises Act's Good Faith Estimates** https://www.cms.gov/files/document/gfe-and-ppdr-requirements-slides.pdf
- **Mandated Reporter Training (Updated 09/01/2025)** - **Due November 2026** www.op.nysed.gov/about/training-continuing-education/child-abuse-identification-reporting

OUR MISSION



EMPOWER

Resources, knowledge, and connections



ADVANCE

Advocacy, opportunity, and progress



THRIVE

Sustainable practices and fulfilling careers

NYSCA's work begins with the needs of its members: practical support for today's challenges, a collective voice on issues affecting the profession, and opportunities to build a fulfilling career.

Those priorities helped shape an updated mission statement following our strategic planning discussions:

> ***"NYSCA exists to empower its members so that New York chiropractors can thrive at every stage of their careers."***

It expresses a purpose that connects everyday member support with the long-term strength of chiropractic in NY.

Empower: Building knowledge and confidence

Empowering members means helping them gain the knowledge, tools, connections, and confidence to make informed decisions.

That might mean understanding an insurance update, finding reliable practice guidance, evaluating technology, or recognizing when specialized advice is needed. An answer can resolve today's concern. Learning how to find and assess reliable information can help with tomorrow's, too.

NYSCA offers a clear starting point and access to expertise while helping members strengthen their own judgment.

Advance: Strengthening our collective voice

Some challenges require action beyond an individual practice. Scope modernization, reimbursement concerns, and insurance administrative burdens call for organized advocacy.

NYSCA brings people and expertise together. Members contribute experiences, inform priorities, and strengthen efforts to improve practice conditions.

Naming members in the mission establishes a responsibility to use their dues and the association's resources thoughtfully. That commitment can also benefit the broader profession and the patients New York chiropractors serve.

Thrive: Supporting every career stage

Needs change throughout a career. New practitioners may be navigating employment or insurance participation. Established chiropractors may be managing staff, adopting technology, or seeking a more sustainable balance. Later, practice transitions and succession planning may become priorities.

Thriving may mean financial stability, professional growth, manageable demands, or a successful retirement transition. NYSCA's role is to help members access useful support as those needs evolve.

Members help shape that support. Sharing a question, describing a recurring challenge, or suggesting a resource helps NYSCA understand where its work can make the greatest difference.

Start with one resource. Visit the Member Resources section at NYSCA.com, and explore something relevant to your needs. Cannot find the right starting point? Let us know. Your feedback helps make that support more useful for others, too.

NEW YORK STATE CHIROPRACTIC ASSOCIATION
— Advocate. Advance. Lead. —

Documenting and Managing Spine Conditions in the Injured Worker

with Dr. Joseph Merckling, Jr.

February 24, 2027 | 1:00 PM to 3:00 PM ET

2 CE | NYSCA Member Discount Available

Support Better Patient Outcomes.

Grow Your Practice Naturally.

Partner with Nutri-West NY to provide evidence-informed nutritional support your patients can trust.



Your patients already trust your recommendations.

Help them achieve better health with professional-grade nutritional supplements available exclusively through licensed healthcare providers.

- Practitioner-exclusive products
- Made in the USA
- Education and clinical support
- Personalized consultations

Nutri-West NY helps chiropractors:

- ✓ Enhance patient care
- ✓ Improve clinical outcomes
- ✓ Build stronger patient loyalty
- ✓ Create an additional revenue stream without increasing patient volume

NUTRI-WEST NY "When You Want The Best"

Provider Exclusive Since 1986

To schedule your complimentary consultation:

Call us at (888) 227-5469 OR Email us at amber@nutriwestny.com

https://nutriwest.com/

Helping New York chiropractors provide *comprehensive care* for their patients.

OUR VISION



RESPECTED

Known for our contribution to health and well-being



TRUSTED

Confidence built through knowledge, care, and integrity



ESSENTIAL

An integral part of New York healthcare

A future where patients have confidence in chiropractic care, healthcare colleagues value chiropractors' expertise, and policymakers seek informed perspectives is worth working toward.

That aspiration helped shape an updated vision emerging from NYSCA's strategic planning discussions:

> ***"We envision a New York where chiropractic is integral to healthcare and NYSCA is its trusted professional voice."***

Three words capture the direction it describes: **Respected. Trusted. Essential.**

Respected: Valuing chiropractic's contribution

Respect grows when people understand the expertise chiropractors bring to patient care. Patients should know when to consider chiropractic. Healthcare colleagues should understand chiropractors' capabilities. Policymakers should have reliable information about the profession and the issues affecting access to care.

That understanding develops through patient conversations, professional relationships, public education, and advocacy. NYSCA can help communicate chiropractic's contribution while drawing on members' experiences in practice.

New York is where our members serve patients and communities. It is also where the association can focus on policies, public understanding, and practice conditions.

Trusted: Earning confidence through professionalism

Trust develops when people can depend on the care, information, and representation they receive.

For chiropractors, that includes sound judgment, clear communication, and appropriate collaboration. For NYSCA, it means listening carefully, checking information, consulting appropriate expertise, and explaining issues clearly.

Credibility also requires acknowledging uncertainty and respecting differences in practice. Members should see their concerns reflected in NYSCA's work. Healthcare professionals, policymakers, and the public should find a reliable source of information.

Essential: Contributing to comprehensive healthcare

The vision is for chiropractic to be valued as an essential part of New York's healthcare system, with its contribution understood and appropriately included in patient care.

Chiropractors bring their expertise while recognizing other professionals' contributions and referring when patients' needs fall outside their scope. These relationships support informed choices and coordinated care.

Members' experiences give substance to NYSCA's voice. Credible advocacy helps communicate the profession's contribution and address barriers to progress.

What does this vision look like in your community? Share a concern, an example of progress, or a perspective NYSCA should hear with your local leadership or through NYSCA.com. A trusted professional voice begins with listening.

More Than Malpractice

Because we made a promise

In 1946, we opened our doors specifically to offer malpractice insurance to doctors of chiropractic. It became the foundation of our business, our purpose.

But we had to do more. We'd promised to look after DCs. It soon became clear that malpractice insurance was just the beginning.

We forged ahead, and today a full range of insurance and financial products and services are available to our doctors. Whether you need equipment financing, term life insurance, a business owner's policy, or something else, we can help.



NCMIC

Learn about our DC offerings

ncmic.com/product-guide | 800-247-8043

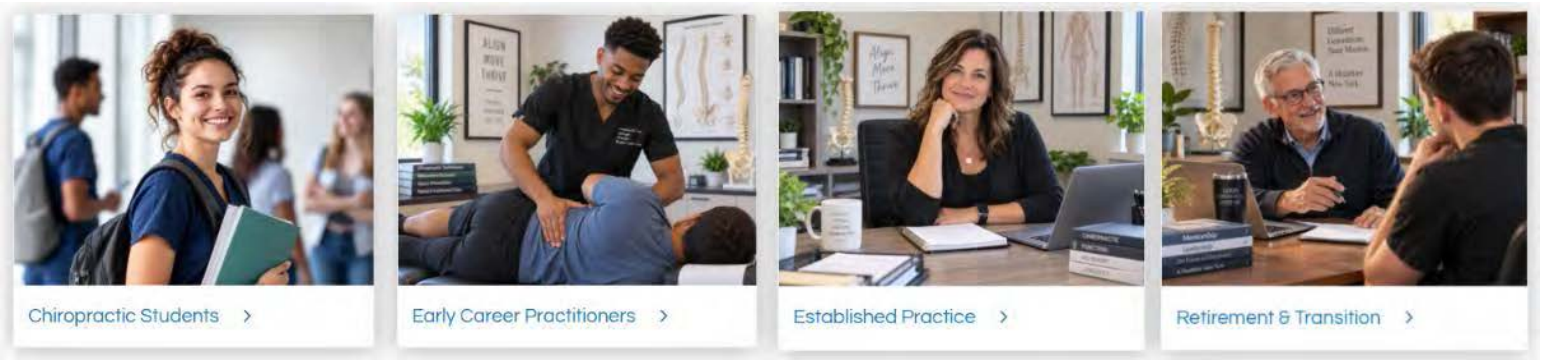
Product terms and availability may vary by state. The NCMIC Individual Malpractice Insurance Plan is underwritten by NCMIC Insurance Company. In the states of Florida and New York, the NCMIC Individual Malpractice Insurance Plan is issued by NCMIC Risk Retention Group, Inc. Financial products are offered by NCMIC Finance Corporation. MilesAway is a registered trademark of NCMIC Finance Corporation, the card issuer. Business and Personal insurance is offered through NCMIC Insurance Services, a licensed insurance agency. Insurance coverage is underwritten through some of the nation's leading insurance carriers. CA license #0B84564. In NY: NCMIC Insurance Agency. In MI: NCMIC Insurance Services Agency, Inc.

Group Insurance coverages are issued by The Prudential Insurance Company of America, a Prudential Financial company, Newark, NJ.

1091285-00001-00

©2026 NCMIC NFL 18152337345

Your Career Changes. Find Support That Fits.



The question on your desk today may be very different from the one you faced five years ago. Perhaps you are considering an associate position, reviewing an unfamiliar insurance issue, evaluating new technology, or wondering what will happen to your practice when you step away.

Finding relevant information should not become another project.

NYSCA's career-stage hubs bring resources together around the decisions and responsibilities that arise throughout a chiropractic career. Here is how to find a useful starting point.

Preparing to enter practice

The **Chiropractic Students** and **Early Career Professionals** pages address the transition from college into practice. Students can find the *Road to Practice: New York* guide, while early-career resources cover licensure and registration, employment and ownership options, documentation, insurance, and professional connections.

For example, if you are weighing an associate position against ownership, the early-career page points to resources exploring both paths and considerations to investigate before committing.

Managing an established practice

Experience brings confidence, but practice responsibilities continue to change. The **Established Practitioners** hub connects readers with insurance and business resources, compliance tools, patient education materials, research, and information about emerging technology.

If keeping up with compliance feels scattered, start with the Compliance Dashboard. If communicating with patients is your priority, explore the available marketing and patient education resources. Choose the resource that addresses the task in front of you.

Thinking about what comes next

You do not need a retirement date to explore **Retirement and Practice Transition** resources. The public overview raises questions about succession, practice readiness, and unexpected changes. A members-only guide offers further information about preparing to sell, transition, or close a practice.

A useful first question is: Could someone else understand and maintain the systems your office depends on?

Start with one question

These stages overlap. An established practitioner may be exploring ownership for the first time, while an early-career chiropractor may benefit from understanding succession planning.

Visit NYSCA.com and select "Career Stages" under Membership. Choose one question you are working through and explore the relevant hub. Some resources require member login. If you cannot find the right starting point, contact NYSCA. Your questions help identify where clearer guidance or additional resources would be useful.

StatusFI

COMPLIANCE MADE SIMPLE.

Your Compliance. All in One Place.



STAY COMPLIANT. STAY CONFIDENT.

We've got your back.

As a NYSCA member, you have **exclusive** access to **StatusFI**—your all-in-one compliance dashboard built for chiropractic practices in New York.

EVERYTHING YOU NEED. NOTHING YOU DON'T.

StatusFI helps you meet New York's compliance requirements with less stress and more confidence—so you can focus on what matters most: your patients.

POWERFUL TOOLS. PRACTICAL BENEFITS.

CENTRALIZED DASHBOARD

Track and manage all your compliance requirements in one easy-to-use place.

SMART REMINDERS

Get alerts before deadlines so you never miss a renewal or requirement.

EDUCATIONAL RESOURCES

Access plain-language guides and templates to help you stay informed and audit-ready.

REAL-TIME PROGRESS

See your compliance status at a glance and stay on track with confidence.

NEW YORK FOCUSED

Built for chiropractors in New York with state-specific requirements and updates.

SUPPORTS YOUR PRACTICE

Reduce risk, save time, and build a stronger, more compliant practice.

GOOD-FAITH EFFORT *is your best defense.*

StatusFI helps you document your compliance efforts and stay prepared in the event of an audit, inspection, or patient inquiry.

> "StatusFI has made compliance so much easier to manage. I finally feel organized, informed, and confident that I'm meeting my obligations."
>
> – NYSCA Member

YOUR COMPLIANCE DASHBOARD IS READY!

Log in today and take control of your compliance.

VISIT: newyork.statusfidashboard.com

INCLUDED WITH YOUR NYSCA MEMBERSHIP

Not a member yet?
Join today and get access to StatusFI and all the benefits of membership.



When an Insurance Problem Becomes an Advocacy Issue

An unexpected denial. A payment that does not match expectations. Repeated requests for information already submitted. Insurance problems consume time your office would rather spend caring for patients.

But when does an individual problem signal something broader?

Start with the specific issue

A denial or payment discrepancy may require clarification, correction, or an appeal through the payer's process. Similar-looking problems can have different causes, so review the explanation and circumstances.

Reporting a concern to NYSCA does not replace that process. Continue tracking applicable deadlines while seeking guidance.

Look for a pattern

Is the same explanation appearing across multiple claims? Has a process changed? Are repeated requirements delaying care?

One report may reveal a wider concern. Repeated problems may also have an explanation specific to a practice, plan, or service.

Similar experiences can help NYSCA identify questions warranting committee review, payer clarification, or coordinated advocacy. Not every concern requires legislation; the response depends on the underlying issue.

Why your experience matters

Your office sees the practical effects: repeated work, payment uncertainty, or difficulty explaining coverage to patients. Those details provide more useful information than simply reporting that a payer is "difficult."

NYSCA cannot guarantee a resolution or payer response. Your inquiry can, however, help determine whether different members' experiences point to a shared concern.

Check for an existing update

Search NYSCA.com for recent practice alerts or insurance updates before submitting an inquiry. Choose specific keywords, such as the payer or administrator's name and "payment reduction," "denial," or "documentation."

If needed, try a shorter phrase or different term. Check the article's date, plan, and circumstances before applying its guidance.

Start with NYSCA's insurance hubs

Under **Membership Resource Hub**, explore the Commercial Insurance, Medicare, Workers' Compensation, and No-Fault resources. Member login is required.

For commercial insurance questions or payer issues, select **"Submit an Insurance Inquiry"** to contact the Insurance Committee.

Make your inquiry useful

If you still need assistance, summarize:

- **Payer and plan:** Include the coverage type, if known.
- **What happened:** Note the stated reason for the decision or request.
- **Your follow-up:** List dates, contacts, reference numbers, and responses.
- **The effect:** Describe repeated occurrences, administrative time, or care delays.
- **Your question:** Explain what remains unclear and any NYSCA guidance reviewed.

Follow submission instructions and avoid patient-identifying information in an initial inquiry.

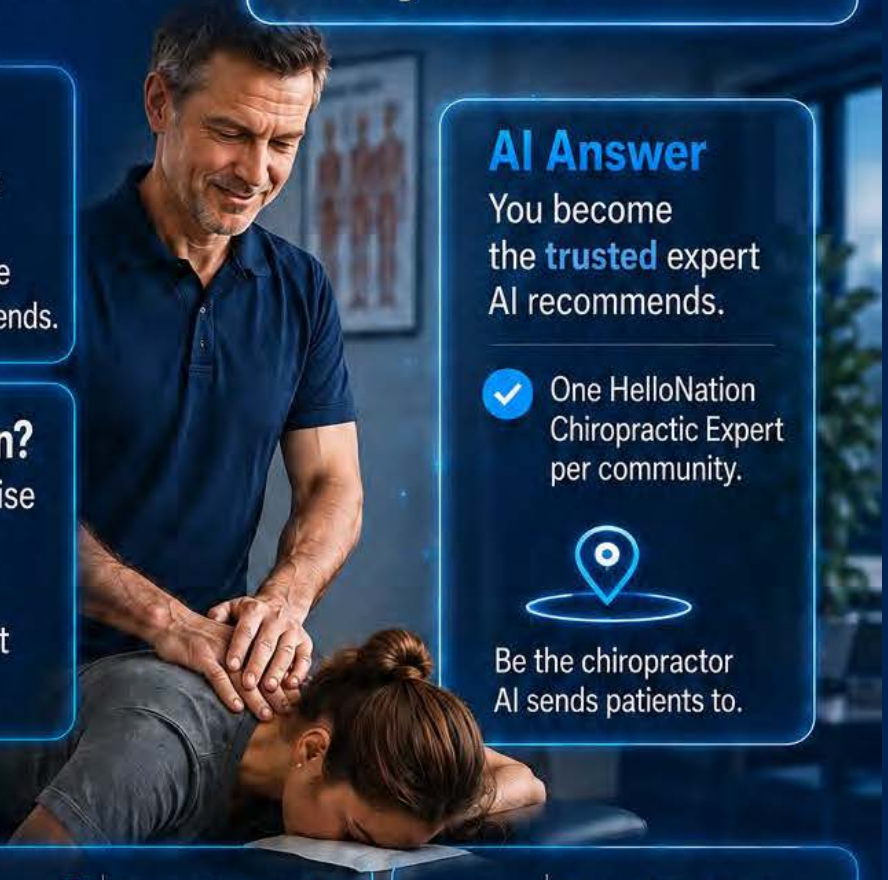
Start with NYSCA.com, review available guidance, and submit an inquiry when you need help. Your experience may also reveal a broader barrier worth addressing.

ChatGPT Claude Gemini Google

cgi DIGITAL | hello nation

When Patients Ask AI, Will It Find You?

Who is a trusted chiropractor in my area?



What Is AEO?

AEO (Answer Engine Optimization) helps chiropractors become the answer AI recommends.

Why HelloNation?

We turn your expertise into trusted digital signals that AI and search engines can't ignore.

AI Answer

You become the trusted expert AI recommends.

- One HelloNation Chiropractic Expert per community.

Be the chiropractor AI sends patients to.

Build Authority

Earn credibility with content that proves your expertise.

Strengthen AEO

Create the right signals so AI can find and recommend you.

Grow Visibility

Reach more local patients across AI, search, and community channels.

You've earned the expertise. HelloNation helps make it visible.



What could AEO mean for your practice?

Contact Geoff Toomey

Community Relations Manager • CGI Digital | HelloNation

585-450-3487 | gtoomey@cgicompany.com

REAL EXPERTISE • MEANINGFUL STORIES • STRONGER VISIBILITY

CGI DIGITAL & HELLONATION • COMMUNITY EXPERIENCE SINCE 1987

Physician Mental Health Lessons for the Chiropractic Office

By Martha Fernandez, LCSW

Most of what we know about burnout in health care comes from physician mental health research. Chiropractors are rarely in those samples, but the pattern the research describes will be familiar to anyone who runs a busy office: the clinician keeps the schedule full long after the tank is empty. For doctors of chiropractic who carry both the adjusting table and the business, care for clinicians who care for everyone else is not a luxury. It is part of keeping the office open.

What the research on physicians shows

A 2026 CEREVITY report, Burnout and the Physician Shortage, gathers the national data. Burnout among U.S. physicians peaked at 62.8 percent in 2021 and stood at 45.2 percent in 2023, according to the triennial survey run by the American Medical Association with Mayo Clinic and Stanford Medicine. In a survey of 20,665 health workers cited in the 2022 U.S. Surgeon General's advisory, about one in three physicians, advanced practice providers and nurses said they intended to reduce their work hours.

The report's central point is that burnout costs clinical hours long before anyone leaves. It describes this with what it calls the Capacity Withdrawal Model, four stages that show up in a schedule before they show up in a resignation.

The four stages, in a chiropractic office

The model was written for health systems, but each stage has a clear equivalent in private chiropractic work.

1. **Absorption**. You take on the gap. You add patients at the end of the day, finish notes at night and cover for the associate who left. Your numbers look fine, so nothing tells you there is a problem.
2. **Withdrawal**. Discretionary work goes first. You skip the district meeting, put off the seminar you meant to attend and stop mentoring the student who shadows you. The schedule still looks full.
3. **Contraction**. Clinical hours shrink. A five-day week becomes four. Saturday hours disappear. You start talking about selling the practice "in a few years."
4. **Exit**. You leave the profession, sell, or close. By then the capacity has been gone for a long time.

The value of naming the middle stages is that they are reversible. A doctor in the absorption or withdrawal stage can still change course without losing the practice. A doctor in contraction usually needs more help than a long weekend can give.

Why chiropractors may be especially exposed

Many chiropractors are owner-operators. That means the person delivering care is also the person handling payroll, insurance disputes, marketing and staff turnover. Hospital physicians at least have an administrator to blame. In a small office, every problem lands on the same desk.

The work is also physical and relational. Doctors of chiropractic spend the day with their hands on people who are in pain, many of them frustrated or frightened. Being the steady presence for every patient, every day, is a real demand, even when the clinician enjoys it.

Finally, clinicians are trained to treat discomfort as information to work through. That is useful at the table. It is less useful when the discomfort is your own exhaustion and the plan is simply to push harder.

What helps, starting this week

Look at your own schedule the way you would look at a patient's history. Have your hours crept up while your energy dropped? Have you quietly stopped doing the parts of the job you

(Continued on page 20)

What if This Was Your Report of Findings?

Learn how the **Posture Check 3D™** can improve the way you communicate with your patients.



Balance Distribution



Pronation Stability Index



Impact Force Assessment



Tech Neck Index



Forward Head Posture



Orthotic Recommendation

Take the time to **explore a better future** for your patients and your practice.

Click here to Watch a Short Video

800.553.4860

FOOT LEVELERS



Could Stronger Professional Connections Help Your Practice Grow?

When you think about attracting new patients, what comes to mind? Updating your website? Posting on social media? Asking patients to recommend your office?

Each can help people discover your practice. Professional connections deserve attention, too.

In NYSCA's 2026 New York Chiropractic Practice Survey, about one in four respondents identified attracting new patients among their top three practice challenges. That included nearly 40% of the respondents working in multidisciplinary practices. Working alongside other healthcare professionals does not necessarily make patient growth easy.

Respondents also saw opportunity in those connections. Healthcare integration and collaboration appeared in numerous responses about the profession's biggest opportunities over the next five years.

Relationships develop through experience

A recent *Dynamic Chiropractic* article, "The Relationship Behind the Referral," explores the importance of professional relationships in referral decisions.

That raises a useful question: What helps another provider feel confident recommending your office?

Clear communication, thoughtful clinical judgment, and reliable follow-up help colleagues understand how you care for patients. Those experiences can make future conversations and coordination easier.

Appropriate referrals build confidence

Here in New York, that responsibility includes recognizing when a patient's condition falls outside the chiropractic scope of practice and helping them connect with an appropriate provider.

Explaining why another evaluation or service is needed shows that the patient's needs come first. It can strengthen confidence in your judgment while helping healthcare colleagues understand chiropractic's contribution.

These everyday decisions also help build chiropractic's "cultural authority": recognition of chiropractors as trusted, responsible contributors to healthcare.

Put it into practice

Choose one healthcare professional whose patients you already treat, or whom you contact when a patient needs care outside your scope. Then take one practical step:

- **Introduce your clinical focus.** Briefly explain the patients and conditions you manage, and ask about theirs.
- **Agree on communication.** Ask how they prefer to receive referral questions or updates.
- **Follow through.** Where appropriate and permitted, provide a concise update after a referral, including relevant findings and next steps.

Follow applicable privacy and consent requirements when discussing shared patients.

You do not have to share an office to build a productive relationship. Start with one useful exchange and build from there.

Patient growth may be one benefit. The lasting value is the confidence patients feel knowing you will help them get the care they need.

Looking for opportunities to connect? Visit NYSCA.com to find upcoming district meetings and association events, explore practice resources, and stay informed about issues affecting your practice.

Survey findings reflect 183 validated responses from a voluntary sample and are not necessarily representative of all New York chiropractors.

Chiropractic Concepts, Evolving Perspectives

How do we explain chiropractic's distinctive approach to care in ways that honor its foundations and reflect our growing understanding of health and human function?

A recent paper by Henry Pollard, "Advancing the Chiropractic Explanation of Subluxation: An Evidence-Informed Dynamic Model for Adjustment, Manipulation and Accountable Care," offers one perspective. Published in the *Asia-Pacific Chiropractic Journal*, it explores how subluxation and adjustment terminology might connect chiropractic's professional traditions with contemporary research and clinical practice.

Pollard proposes understanding subluxation through a changing functional state involving movement, sensitivity, sensorimotor responses, and a patient's capacity to meet everyday demands. He also considers the relationship between chiropractic adjustment and spinal manipulation, encouraging clearer descriptions of clinical reasoning, procedures, and outcomes.

The paper invites reflection on questions relevant across chiropractic's diverse perspectives: How do we explain our findings to patients? How do we assess meaningful improvement? How can professional language support communication with other healthcare providers?

NYSCA shares this paper as a contribution to ongoing professional dialogue. Respect for chiropractic's philosophical foundations can accompany thoughtful consideration of research, clinical experience, and patients' needs and preferences. Members are encouraged to explore the author's perspective and consider how clear explanations and meaningful outcomes can strengthen patient confidence and understanding of chiropractic care. Read the full paper



The Price of Pay-to-Play

How Questionable Publishing Practices Can Affect Chiropractic Credibility

In collaboration with Douglas Van Vorst, DC, DACRB

"Predatory journals" are generally understood to be publications that have been criticized for charging authors publication fees while providing limited editorial oversight or meaningful peer review.

Although many legitimate open-access journals maintain rigorous scientific standards, questionable journals can make it more difficult for clinicians to distinguish well-supported research from studies that have not undergone the same level of scrutiny.

For the chiropractic profession, which has worked to strengthen its role within evidence-informed healthcare, the ability to critically evaluate published research remains an important professional responsibility.

How Questionable Publishing Practices Can Affect Chiropractic

The chiropractic discipline relies on high-quality research to inform patient care, support clinical decision making, and contribute to broader healthcare conversations.

Journals with inadequate editorial standards can create several challenges:

- **Making it difficult to distinguish research quality.** Studies with weak methodology, insufficient review, or unsupported conclusions may appear alongside more rigorous research, making critical evaluation essential.
- **Influencing perceptions of the profession.** When poorly supported studies receive attention, they may contribute to misunderstandings about the quality of evidence within chiropractic and other healthcare disciplines.
- **Affecting clinical decision making.** Practitioners who rely on inadequately reviewed research may unintentionally incorporate conclusions that have not been thoroughly validated.
- **Adding noise to the scientific literature.** High-quality studies can become more difficult to identify when literature searches include publications with inconsistent editorial standards.

Recognizing Potential Warning Signs

Researchers and academic organizations have identified several characteristics that may warrant closer evaluation when assessing a journal:

- Claims of unusually rapid peer review or publication.
- Aggressive, unsolicited email invitations encouraging manuscript submissions.
- Limited transparency regarding editorial policies, review processes, or publication fees.
- Editorial boards that are difficult to verify.
- Claims of indexing or impact metrics that cannot be independently confirmed.

No single characteristic determines whether a journal is credible, but these factors may warrant additional investigation before relying on published findings.

A Chiropractor's Guide to Evaluating Research Sources

To help ensure that clinical decisions are based on reliable evidence, consider the following when reviewing research or selecting a publication for submission:

- **Verify Indexing Status:** Check whether the journal is indexed in recognized, high-vetting databases like MEDLINE, PubMed, or Scopus.
- **Cross-Reference Trusted Resources:** Look for inclusion in resources such the Index to Chiropractic Literature (ICL) or the Directory of Open Access Journals (DOAJ).
- **Inspect the Editorial Board:** Review the listed editorial board and publication policies. Legitimate journals are generally transparent about their editorial leadership and review

(Continued on page 20)

NYSCA WELCOMES

ChiroHealthUSA®

The Network That Works for Chiropractic!



A Powerful New Partner.

Meaningful Impact for New York Practices.

The New York State Chiropractic Association is proud to welcome **ChiroHealthUSA** as our newest corporate partner.

Together, we're supporting doctors across New York with practical solutions that strengthen patient access, improve practice performance, and elevate the chiropractic profession.

HELP MORE PATIENTS SAY YES TO CARE... AND GROW YOUR PRACTICE!

ChiroHealthUSA provides a simple, compliant way for your practice to offer financial flexibility to the people who need your care, but may be holding off.

MAKE CARE MORE ACCESSIBLE

Help patients move forward with recommended care through discounted self-pay rates without changing how you practice.

SUPPORT PRACTICE GROWTH

Increase case acceptance, patient retention, and lifetime value, all while strengthening your community reputation.

STAY COMPLIANT. STAY CONFIDENT.

Our DMPO program is built for chiropractic and designed to meet federal regulations, so you can offer financial flexibility with peace of mind.

EASY TO INTEGRATE

Quick to implement. Simple for your team. Seamless for your patients. Built to fit your workflow from day one.

FOCUSED ON WHAT MATTERS

We handle the details so you can stay focused on delivering exceptional care and building a thriving practice.

A PARTNERSHIP *That Delivers*

Through this partnership, NYSCA members have access to exclusive resources, education, and support from ChiroHealthUSA, helping you create more opportunity for your patients and your practice.

We're excited for what we'll accomplish together.

NYS CHIROPRACTIC ASSOCIATION

ChiroHealthUSA® The Network That Works for Chiropractic!

Proud to Partner. *Committed to New York.*

Learn more at **chirohealthusa.com**

(Continued from page 14)

Physician Mental Health Lessons

used to enjoy? Those are stage markers, not character flaws.

Protect one thing that is not clinical. The research on physicians suggests discretionary work disappears first, and it is often the work that keeps clinicians connected to their profession. Keep one meeting, one study group or one mentoring relationship on the calendar on purpose.

Close the day on paper. Unfinished decisions follow clinicians home. A short end-of-day list of what was decided, what is waiting on someone else and what can wait lets the mind stop rehearsing.

Talk to someone outside the office. Owner-operators rarely have a peer who can tell them the truth about how they are doing. A colleague in another town, a trusted mentor or a licensed therapist can serve that role. Confidential care outside your own network of referrals means you do not have to worry about who might hear.

Chiropractors spend their careers helping other people keep moving. The same attention, turned inward a little earlier, can keep the doctor in practice too.

References

American Medical Association. (2024). National physician burnout survey: what the latest study shows.

CEREVITY. (2026). *Burnout and the Physician Shortage: The Link Leaders Miss*.

Office of the U.S. Surgeon General. (2022). *Addressing Health Worker Burnout: The U.S. Surgeon General's Advisory on Building a Thriving Health Workforce*. U.S. Department of Health and Human Services.

About the Author

Martha Fernandez, LCSW, is a licensed clinical social worker with eight years of clinical experience and a co-founder of CEREVITY. CEREVITY is a private-pay concierge network of independent licensed clinicians built for high achievers: executives, founders, physicians, attorneys and finance leaders. She is the author of *Wired to Burn: A Therapist's Guide for High Achievers Running on Fumes* (2026). Learn more at Cerevity.com

(Continued from page 18)

The Price of Pay to Play

process.

- **Analyze the Timeline:** While publication times vary, meaningful peer review generally requires sufficient time for independent review and revision, often taking months instead of days.
- **Evaluate Website and Communications:** Professional presentation, complete contact information, and clearly described editorial policies can all provide helpful context.
- **Use "Think. Check. Submit.":** The international Think. Check. Submit. initiative provides a practical checklist to help researchers and clinicians evaluate journals before submitting or relying on published work.

New York chiropractors are encouraged to exercise due diligence when selecting postgraduate education and evaluating published research to ensure that the information they apply in practice is accurate, well supported, and clinically relevant. Likewise, chiropractic colleges, educators, and continuing education providers play an important role in maintaining high standards by carefully considering the quality of the evidence supporting the programs they offer.

By promoting thoughtful evaluation of scientific literature and supporting rigorous research standards, we can continue strengthening the credibility of chiropractic and advancing evidence-informed patient care.

References

- Elmore SA, Weston EH. Predatory Journals: What They Are and How to Avoid Them. Toxicol Pathol. 2020 Jun;48(4):607-610. doi: 10.1177/0192623320920209. Epub 2020 Apr 22. PMID: 32319351; PMCID: PMC7237319.
- Massachusetts General Hospital Scholarly Publishing Guide: Predatory Journals (Accessed July 14, 2026)
- Ohio State University Health Sciences Library: Understanding Predatory Journals (Accessed July 14, 2026)
- SUNY Upstate Medical University Faculty Resources: Predatory Journals (Last Updated: May 20, 2026)

Atlas
Orthotic Lab

Support or Style?

With Atlas, patients have both.



Devices Starting At **$79**

Over 1 Million Devices Manufactured, since 2006.

Browse Devices & Shoes

The Atlas Difference

- Digital Platform
- 5-7 Day Turnaround
- 3D Scanning Technology
- Fast & Accurate Shipping



We Offer Hundreds of

TOP FOOTWEAR BRANDS

Many styles may be eligible for FSA & HSA reimbursement (plan dependent), making it easier for patients to say yes, and for clinics to deliver more value.

Ready to make the switch? Visit atlasorthoticlab.com or contact us at 1 800 260-2305 to learn more.

RESEARCH CENTER

Staying current with emerging research is an important part of professional practice. The NYSCA Research Center highlights recent studies and publications relevant to chiropractic care, clinical practice, and the evolving role of the profession in healthcare.

- **Association between spinal manipulative therapy and cervical artery dissection in patients with neck pain or headache: a retrospective cohort study**
  Trager RJ, Baumann AN, Labak CM, et al. *Chiropr Man Therap* 34, 53 (2026). doi.org/10.1186/s12998-026-00678-4
- **Assessment and Treatment of Acute Low Back Pain (ALBP): A Systematic Review**
  Skelly AC, Chou R, Brodt ED, Blazina I, Choo EK, Dana T, Diulio-Nakamura A, Fu RF, Yu Y, Carney NA, Totten A, Mauer K, Riopelle D, Stabler-Morris S. Pain Med. 2026 Sep 26:pnag131. doi: 10.1093/pm/pnag131. Epub ahead of print. PMID: 42799684.
- **Preliminary accuracy, inter- and intra-rater reliability of a 4-point cervical artery dissection diagnostic decision support tool in an ambulatory setting using real and simulated cases: a quality improvement project**
  Snodgrass TH, Cupler ZA, Farrell CJ, Rae LR. *Chiropr Man Therap* **34**, 59 (2026). https://doi.org/10.1186/s12998-026-00679-3
- **Immediate clinical and neuromechanical effects of cervical spine manipulation compared to cervical spine mobilization among individuals with chronic neck pain: a randomized mechanistic crossover trial**
  Bouqartacha S, Conconi D, Schwendenmann Y, et al. *Chiropr Man Therap* **34**, 49 (2026). https://doi.org/10.1186/s12998-026-00674-8
- **Immediate effects of spinal manipulation, exercise therapy, and open-label placebo on lifting performance and pain in individuals with chronic non-specific back pain: a motion laboratory-based crossover randomized controlled trial**
  Borg F, Gedin F, Franzén E, Grooten WJA. *Chiropr Man Therap* **34**, 60 (2026). https://doi.org/10.1186/s12998-026-00680-w
- **Multidisciplinary expert consensus on clinical diagnosis and therapies for low back pain**
  Gao B, Chai R, Wang G, Song Y, Shang L, Huang J, Cao X, Hai Y, Luo Z Bone Res. 2026 Aug 27;14(1):92. doi: 10.1038/s41413-026-00572-y. PMID: 42660880; PMCID: PMC13522480.
- **Spinal Manipulation and Clinician-Supported Self-Management for Preventing Chronic Low Back Pain Impact: The PACBACK Randomized Clinical Trial**
  Bronfort G, Meier EN, Leininger B, Schneider M, Evans R, Greco C, Hanson L, McFarland C, Chou R, Connett J, Delitto A, George SZ, Glick RM, Keefe F, Licciardone J, Schulz C, Turk D, Comstock BA, Vasconcelos AG, Heagerty PJ. JAMA Intern Med. 2026 Aug 1;186(8):952-963. doi: 10.1001/jamainternmed.2026.1893. PMID: 42223934; PMCID: PMC13227338.
- **Impact of asymmetrical load magnitude and location on postural sway metrics in healthy young adults**
  Rafi, A., Smith, D.L., Berg, W.P. et al. Chiropr Man Therap 34, 57 (2026). https://doi.org/10.1186/s12998-026-00682-8

Want to Explore More Research?

These studies and other chiropractic research resources are available through NYSCA's participation with the Clinical Compass Evidence Center.

As a NYSCA member, you receive complimentary access to the Evidence Center, where you can explore current research, clinical practice guidelines, best-practice documents, and other evidence-based resources. Learn more



FREE ACCESS FOR NYSCA MEMBERS

CLINICAL COMPASS EVIDENCE CENTER



LEARN MORE AT
www.clinicalcompass.org

WHAT'S INCLUDED

PEER-REVIEWED RESEARCH SUMMARIES
Concise, annotated bibliographies of current, peer-reviewed literature on topics most relevant to chiropractic practice.

INFORMED CARE TOOLS
Evidence to support everyday clinical decisions, policy inquiries, and patient education efforts.

COMMUNICATION PATHWAYS
Direct access to a team of experts for assistance interpreting and applying scientific evidence.

WHY IT MATTERS

STRENGTHEN PATIENT TRUST
through informed, evidence-based care plans.

SUPPORT CLINICAL DECISIONS
with authoritative, peer-reviewed evidence.

DEFEND THE VALUE OF CHIROPRACTIC
in interactions with insurers, policymakers, and interdisciplinary providers

WHAT IS CLINICAL COMPASS

Clinical Compass is a nationally recognized nonprofit dedicated to chiropractic research and evidence-based practice. Access is made possible through our association's partnership in the State Association Program.

Visit www.NYSCA.com/clinicalcompass for your exclusive member access code and setup instructions.



Considering an Adjunctive Modality? Start with The Right Questions

Shockwave, low-level laser, and red light therapies are attracting attention. For practitioners, the useful question is how to evaluate whether a particular approach belongs in patient care.

A recent *Chiropractic Economics* article by **Brennon Bressler**, "Extracorporeal Shockwave Therapy and Low-Level Laser Therapy," offers a starting point. It discusses two studies comparing shockwave and low-level laser therapy for trapezius myofascial pain and chronic lateral epicondylitis.

Read beyond the conclusion

A study's findings become more useful when you understand how they were obtained.

For example, the lateral epicondylitis study used different treatment schedules for the two modalities. Participants also received medication and an exercise program, and outcomes were assessed shortly after treatment. Those details matter when considering what the findings might mean for your patients.

A comparison involving one condition and treatment protocol does not establish which modality is best for every patient. It provides evidence to examine alongside the broader research, clinical judgment, and patient preferences.

Bring these questions to your next course

Before adopting a modality or changing how you use one, ask:

- **Who was studied?** Does the diagnosis and patient population resemble those you treat?
- **What was delivered?** Identify the device, settings, treatment schedule, and accompanying care.
- **What improved?** Look at function and meaningful symptom changes, along with how long improvements were followed.
- **What are the limitations?** Consider study size, comparison groups, and unanswered questions.
- **What would implementation require?** Examine training, safety precautions, contraindications, costs, and applicable New York practice requirements.

Be equally specific when reviewing light-based treatments. Research involving a particular low-level laser protocol should not automatically be applied to every device marketed as red light therapy.

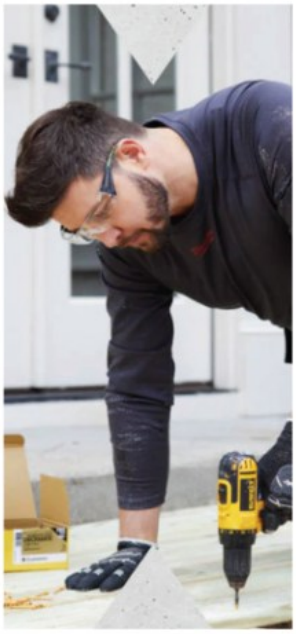
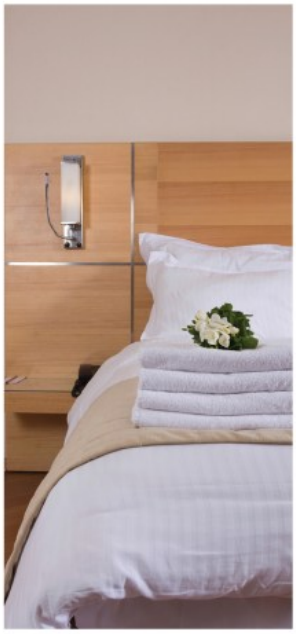
Put your questions to work this spring

One Friday track at **Spring 2027 Convention at Mohegan Sun** will include adjunctive modalities such as shockwave, low-level laser, and red light therapy.

Use the sessions to examine the evidence, clarify patient selection, and ask about practical considerations. Whether you already use these approaches or are exploring them, arrive with one clinical question you want answered.

Visit NYSCA.com to explore the developing program and plan your learning. The goal is to leave better prepared to evaluate an approach and explain your recommendations to patients.

With attribution to Brennon Bressler and Chiropractic Economics for "Extracorporeal Shockwave Therapy and Low-Level Laser Therapy" (May 7, 2026). This original NYSCA article references his overview and encourages readers to explore the cited research.



Every Year Members Save Thousands

on products and services they already use.

NYS CHIROPRACTIC ASSOCIATION

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

odp BUSINESS SOLUTIONS

The Home Depot ProXtra

WYNDHAM HOTELS & RESORTS

ACE The helpful place.

Constant Contact

BatteriesPlus BUSINESS

ADP

ROCKET RECEIVABLES

TICKET DEALS

ESTES

SINCH SimpleTexting

4imprint

AVIS Budget

1-800 flowers.com

& more benefits

Start Saving Today: **NYSCA.SavingCenter.net**

powered by windfall the power of group savings

888.868.4030 | membercare@savingcenter.net



A Fresh Look at Headache Care

When did you last compare your approach to headache care with current clinical guidance? A recently published guideline offers an opportunity to revisit assessment, treatment selection, and how you measure a patient's progress.

In Dynamic Chiropractic, **Nick Karapasas, DC, MS**, discusses the guideline in "Improving Your Headache Care: New Guideline." His article, submitted on behalf of Clinical Compass, introduces recommendations for managing adults with cervicogenic and tension-type headaches.

Look beyond treatment selection

Developed by Trager and colleagues, the guideline draws on a review of research and a 57-member expert panel. It addresses the patient encounter broadly, including history, examination, warning signs, imaging considerations, and outcome assessment.

One important distinction concerns spinal manipulation: the guideline recommends it for cervicogenic headache, while recommending its use within multimodal care for tension-type headache. Recommendations and evidence certainty vary across interventions, making the full guideline worth reviewing rather than relying on a short summary.

Put the guidance to work

Choose one part of your headache assessment or follow-up process to review:

- **Assessment:** Does your approach consistently address headache characteristics, relevant history, and findings that warrant referral?
- **Care planning:** Are you distinguishing headache types and considering the evidence relevant to each?
- **Progress:** Are you tracking changes in headache frequency, intensity, and impact on daily activities?

The guideline discusses patient-reported outcome measures, including headache-specific tools, to help assess change over time. Reviewing your existing process against these recommendations can identify a practical improvement without requiring a complete overhaul. Apply recommendations within your professional scope, individual competence, and the patient's circumstances.

Use the evidence access included with NYSCA membership

NYSCA members receive complimentary access to the Clinical Compass Evidence Center as a privilege of membership.

It provides access to research, clinical practice guidelines, and other evidence-based resources that can support informed clinical decisions.

Start with Dr. Karapasas's article, then explore the guideline and consider one change relevant to your practice. For member-access information, visit the NYSCA Member Privileges Directory and select **Clinical Compass Evidence Center**.

With attribution to Nick Karapasas, DC, MS, and Dynamic Chiropractic. This article provides an original overview and links readers to their reporting and the underlying guideline.

PRACTICE RESOURCES

Your NYSCA membership connects you with organizations, resources, and services designed to support your practice, expand your connections, and strengthen chiropractic.

Your Professional Network

Connecting you with advocacy, research, resources, and the broader chiropractic community.

State Affiliate | **Member Association** | **Association Partner** | **Association Partner**

Member Resources and Education

Practical tools, professional support, and educational opportunities available to NYSCA members.

HP

Harlan Health Products, Inc.

Experts in Shockwave, Laser, Decompression, and all Clinical Equipment

"All the products you need... and the personal service you deserve"

1-800-345-1124 • www.HarlanHealth.com

Sales@HarlanHealth.com

Our Premier Supporters

These organizations provide significant support for the NYSCA and our work on behalf of New York chiropractors.

Diamond Sponsors

Platinum Sponsors

Where New York Patients Look Before They Call

What 130 ChatGPT Answers Show

By Hamza Ait El Moudden, founder, ChiroVant

It's 2 a.m. in Astoria. Your future patient can't sleep because of her lower back, so she picks up her phone and asks ChatGPT: "Who's the best chiropractor near me for lower back pain?" She doesn't get ten blue links and a map. She gets a short answer with two or three clinic names, and she will likely call one of them in the morning.

That moment is happening across New York, from Brooklyn to Buffalo. Patients now ask AI assistants like ChatGPT, Gemini and Perplexity the same questions they used to type into Google. The difference is that an assistant doesn't show everyone. It picks a few names and explains why.

So the question for every New York practice is simple: when the assistant picks, does it pick you?

What 130 ChatGPT answers showed

At ChiroVant we study how AI assistants recommend local clinics. We asked ChatGPT the same question five times for each of 26 clinics across the U.S.: "Who is the best chiropractor for back pain in [city]?" That gave us 130 answers (ChiroVant, The AI Visibility Index, Nov 2026).

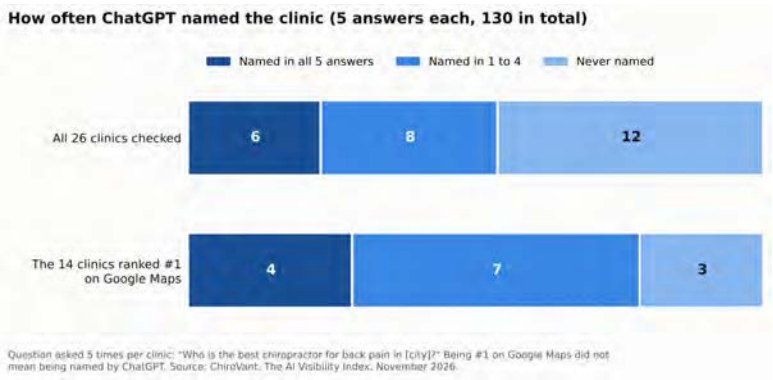


Figure: How often ChatGPT named each clinic in five answers. Source: ChiroVant, The AI Visibility Index, November 2026

Twelve of the 26 clinics were never named. Six were named every time. Of the 14 clinics ranked first on Google Maps in our check, only 4 were named every time, and 3 were never named at all.The clinic that gets named is not always the best chiropractor in town. It is the one the assistant can find the most proof about. Unlike a search ad, you can't pay to be the name in the answer. You earn it.

How AI assistants decide which clinic to name

An assistant can't watch you adjust a patient. It reads what the internet says about your practice and looks for proof it can repeat with confidence. Four kinds of proof matter most:

1. **Reviews that describe the problem.** "Great doctor" helps a little. "I came in with sciatica and was walking normally in three weeks" helps far more, because it matches what a patient asks.
2. **Answers to the questions patients ask.** A clear page on your site about neck pain from desk work, headaches or care during pregnancy gives the assistant something to quote.
3. **Consistent clinic details.** Your name, address, phone number and hours should match everywhere: your website, Google, Yelp, Healthgrades and any directory you're listed in. Conflicting details make an assistant less sure you're the right answer. In our study, Healthgrades was among ChatGPT's top five sources in 23 of 26 checks, more often than any clinic's own website.
4. **Mentions beyond your own website.** A local news story, a community health fair, a podcast or an article like this one all tell the assistant that other people vouch for you.

A five-minute test for your practice

Try this before your next patient:

1. Open ChatGPT, Gemini or Perplexity on your phone.
2. Ask the question your patients would ask, with your neighborhood or town: "best chiropractor in Park Slope for lower back pain," "chiropractor in Rochester who treats sciati-

(Continued on page 30)

Did You Know?

New York State Chiropractic Association members are also group members with the Foundation for Chiropractic Progress!

FOUNDATION FOR CHIROPRACTIC PROGRESS

F4CP Group Members are granted access to a wide array of benefits for their clinic

Group Membership Benefits



Monthly Marketing Roadmaps

A month-at-a-glance, week-by-week guide of turnkey practice-building materials suitable for delegation to staff for implementation.

Basic Listing in National Find-A-Doctor Directory

The F4CP directory is accessed by over 10k consumers every month.

Monthly newsletter & exclusive F4CP news updates

Stay in touch and keep up with events, resources and more from F4CP.

Brochures, White Papers, & eBooks on various topics

Evidence-based content suitable for DCs to share with patients

Access to live Practice Progress Webinars

Free, monthly webinars on a variety of topics for DCs, CAs and office staff.

Accessing Your Account

In order to access your membership benefits, you must first activate your online account. To do so, please follow the steps listed below:

1. Visit **www.f4cp.org/package/member/forgotpassword** and enter your email address (the email address you provided to NYSCA).
2. Go to your email account to get the temporary password.
3. Return to the F4CP website and **LOGIN** on the top right with your email address and the temporary password.
4. Scroll down to **PASSWORD** – Click **CHANGE** and input temporary password and new password then click **SAVE**.
5. To update or edit your F4CP Find-A-Doctor Directory listing, Click **Update Profile**, make changes and click **SAVE**.
6. If your email address is not currently in our system, please opt in at **www.f4cp.org/associations.** Once we verify your state association membership, we will set up your account and send you a welcome email with login information.

For any questions, please contact Membership Director, Marta Cerdan ✉ marta@F4CP.com

(Continued from page 28)

Where New York Patients Look Before They Call

ca" or "chiropractor near Saratoga Springs for headaches."

3. Ask it five times, each in a new chat. Write down every clinic it names.
4. Ask a follow-up: "Why did you recommend them?" The reasons it gives show you what proof it found.
5. Ask what it knows about your clinic by name. Check that your address, phone number and services are right.

If your clinic shows up, find out why and keep doing it. If another practice is named every time, its reasons are your to-do list.

Three things to do this month

- **Ask for reviews that tell a story.** When a patient thanks you, ask them to mention what brought them in and how they're doing now. Never write or edit reviews for them, and never share patient details yourself, even in a reply.
- **Write one page for each condition you treat most.** Use the words patients use, answer the questions you hear at the front desk, and keep every claim accurate and within New York's rules for professional advertising.
- **Clean up your listings.** Pick one version of your clinic's name, address and phone number, and make every listing match it.

None of this needs a big budget. It needs consistency, and it builds on itself: every review, page and mention makes it easier for an assistant to name your clinic next time.

The bottom line

Patients in New York are already asking AI where to get care. The practices that get named are the ones that make their proof easy to find. Run the five-minute test this week, and you'll know where you stand.

About the author

Hamza Ait El Moudden is the founder of ChiroVant, which helps chiropractic clinics get recommended by AI search. ChiroVant publishes The AI Visibility Index, a study of how AI assistants recommend chiropractors. chirovant.com

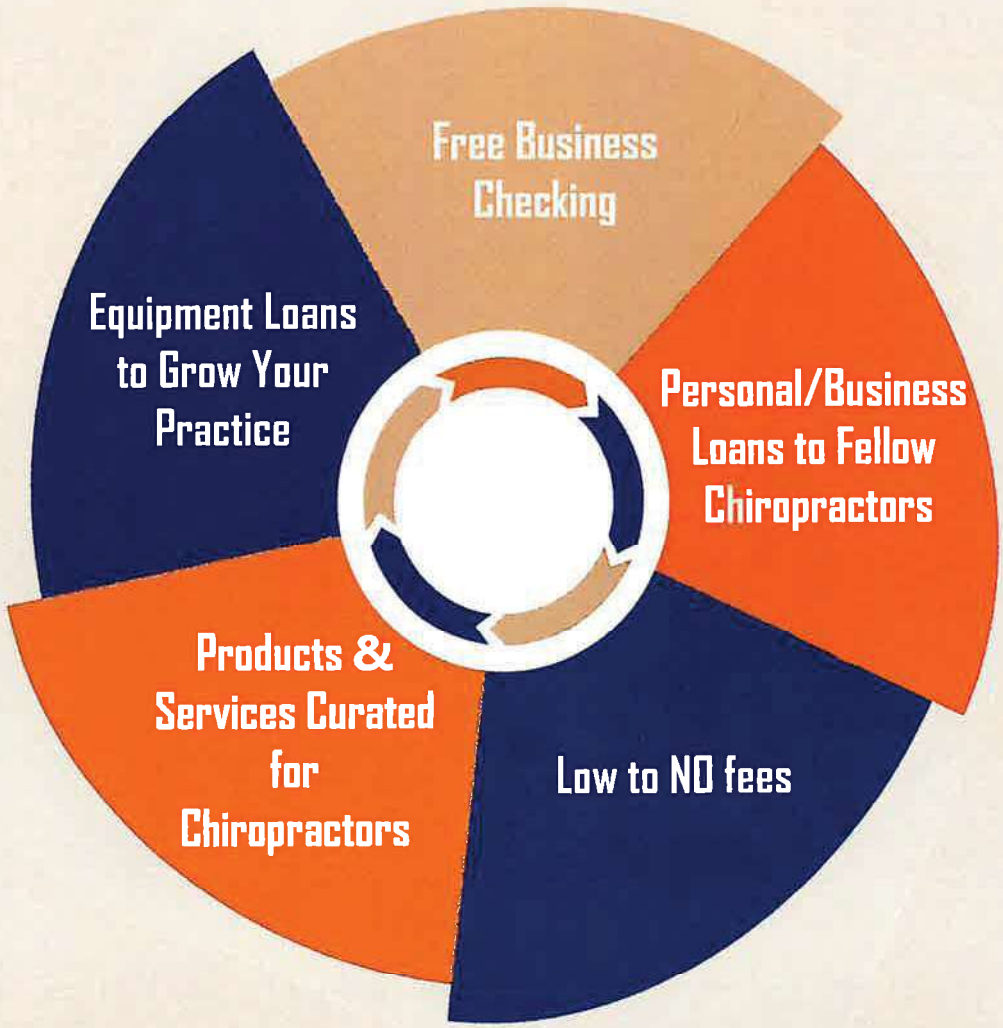
Source

ChiroVant, The AI Visibility Index, November 2026. ChatGPT was asked "Who is the best chiropractor for back pain in [city]? Name the clinics you would recommend." five times for each of 26 U.S. clinics (130 answers, November 6 to 10, 2026), with the top cited sources recorded for each check. Chart by ChiroVant, free to publish with credit.



Why Bring Your Money to CFCU?

When You Invest In Us, We Invest In You!



248.478.4020 • FAX 248.478.7632 • www.chirofcu.org

Federally Insured by NCUA

Stay Ahead of Practice & Compliance Requirements

Practical guidance for managing the business and regulatory side of your practice.

NYSCA members have access to timely Compliance & Practice Management articles covering regulatory requirements, office policies, cybersecurity, Medicare compliance, and other issues that affect day-to-day practice operations. New articles and important alerts are delivered directly to members by email as they are released, with an online library available anytime you need to refer back to them.

- **New Study Examines Cervical Artery Dissection Following Chiropractic Neck Care**

  A large study found no increased rate of cervical artery dissection after chiropractic cervical manipulation compared with an ibuprofen prescription among adults seeking care for new neck pain or headache..... READ MORE

- **Six Cybersecurity Questions for Your Office**

  The October 2026 cybersecurity newsletter from the HHS Office for Civil Rights highlights steps healthcare practices can take to protect electronic patient information and prepare for disruptions. For chiropractic offices, these six questions offer a practical starting point. ..... READ MORE

- **Billing Red Flags: Lessons for Healthcare Practice Owners**

  A recent federal appellate court decision involving a chiropractic practice offers a good example of why asking a few more questions about a new product, service, or billing opportunity that seems too good to be true may be wise..... READ MORE

- **Practice Alert: Take a Second Look at Unexpected Invoices**

  Help your team spot unexpected charges. Read the full practice alert on the NYSCA website and share it with your office manager, bookkeeper, or anyone who reviews and pays your practice's bills. .....READ THE MEMBER ARTICLE

- **Practice Alert: New York Employers Face New Personnel File Requirements**

  A new state law took effect November 8, 2026 that changes how New York employers maintain and provide access to employee personnel records.. .....READ THE MEMBER ARTICLE

Get More from NYSCA

These resources are available exclusively to NYSCA members. If you're not yet a member, join us and gain access to practical guidance, timely alerts, professional resources, and a network working to support chiropractic practice in New York. ..... LEARN MORE ABOUT NYSCA MEMBERSHIP



INSURANCE UPDATES

News from the NIC

Timely insurance information affecting chiropractic practices.

When payer policies, billing requirements, or insurance issues arise, NYSCA's Insurance Committee (the NIC) works to keep members informed. Members receive timely NIC alerts by email as important developments occur and have access to the complete updates and guidance in the members-only section of NYSCA.com.

- **NY Workers' Comp: Sedgwick Corrects Claim Payment Reductions**

  After the NYSCA Insurance Committee raised concerns with the Workers' Compensation Board, Sedgwick reported correcting an error that reduced payments on certain claims. Learn what providers should know and how to review their payments.
  READ THE LATEST

- **Medicare Providers: Update Your NGS Medicare and NGSConnex Bookmarks**

  NGS Medicare and NGSConnex are now part of Wellpoint Federal. Learn what changed and where to find updated Medicare provider resources.
  SEE WHAT CHANGED



LEGISLATIVE UPDATE

Harter Secrest & Emery LLP
ATTORNEYS AND COUNSELORS

The 2026 New York General Election was held on Tuesday, November 3. This was a mid-term election year meaning that the four statewide office were up for election - Governor, Lieutenant Governor, Attorney General, and Comptroller - as were all 213 seats in the New York State Assembly and Senate.

In addition, the 26 New York House of Representatives were up for election. As of the writing of this newsletter, several races have still not been decided, but we do know the results of the majority of the elections.

Governor Kathy Hochul, and her Lieutenant Governor running mate, Adrienne Adams, defeated Republican Gubernatorial candidate Nassau County Executive Bruce Blakeman, and his Lieutenant Governor candidate Madison County, Sheriff Todd Hood, securing her second full term as Governor.

The election of Governor Hochul and Lieutenant Governor Adams is historic in that it is the first all-female gubernatorial administration in New York. In addition, Lieutenant Governor Adams has become the first black woman to serve in this role. Attorney General Letitia James defeated Republican challenger Saritha Komatireddy, securing her third term as Attorney General. Comptroller Thomas DiNapoli defeated Republican challenger Joseph Hernandez, securing his sixth term of office.

As noted, all 213 seats in the State Legislature were up for election this year. The Democrats gained several seats in both the Assembly and the Senate, increasing their majority party control in both houses. In the Senate, these gains mean that the Democrats have recaptured their veto-proof majority, which means that like the Assembly, they will have enough votes to override a gubernatorial veto of legislation.

In both the Senate and Assembly, while the majority party control will not change in either house, we will see significant change in both houses in terms of committee and house leadership given a large number of retirements in both houses this year as well as several incumbents that lost their seats in the Primary and General elections.

New Yorkers also voted in elections for all 26 of the State's House of Representatives seats. In New York, we saw one Republican House seat flip from Republican to Democratic control, adding to the tally of flipped seats that means that the U.S. House of Representatives will change from Republican control to Democratic control. In addition, while New York's Senators were not up for reelection this year, many other state Senators were, and based on those results, the U.S. Senate will also change from Republican control to Democratic control.

With the General Election behind us, we are preparing for the next legislative session, which will begin on Wednesday, January 6, 2027. Our main legislative focus will be the scope modernization bill, which is sponsored by Assemblymember Sarah Clark and Senator Andrew Goundardes.

As 2027 will mark the start of a new legislative cycle, we will work with our bill sponsors to get the bills reintroduced with new bill numbers. We will also be working with our sponsors to build on the momentum of this year's advances in the New York State Assembly and work to get the bill passed through both houses in the next legislative session. We are continuing to do outreach to the New York State Medical Society and the other specialty groups that expressed opposition to the legislation.

We will also work on getting the look back audit bill, which would limit the time period for look-back audits by insurance companies, as well as the partnership bill, which would allow healthcare providers to form business partnerships with each other and medical doctors, both reintroduced in both houses. For the partnership bill, we will need a new Assembly sponsor for next year as our current sponsor is retiring.

The State Board of Chiropractic held a meeting on Thursday, September 17, 2026 in New York City which I attended and provided an update on the legislative priorities for NYSCA.

The next State Board of Chiropractic meeting will be held on Thursday, January 14, 2027 in Albany. I will once again share an update with the board, and all those in attendance at the meet-

(Continued on page 35)

SUPPORT YOUR PAC

A New Session; A Continuing Commitment

The Legislature returns in January with 51 new members, who are all coming off a busy election season. As the new session starts, they will all begin thinking about their next elections.

Consistent Support Makes a Difference

NYCPAC supports candidates who support the chiropractic profession and understand the issues of importance to the profession. Consistent support helps to sustain these efforts as a new legislative cycle begins.

As you consider your year-end giving, please consider a contribution to NYCPAC or a recurring commitment for the year ahead. Participation at any level that works for you helps build a reliable foundation for continued political engagement. Our shared commitment to chiropractic's future carries forward.

MAKE A CONTRIBUTION >

Thank you for supporting a strong voice for Chiropractic in New York

Dr. Chris W. Piering
NYCPAC Chair

Legislative Update

(Continued from page 34)

ing, about our legislative efforts and our legislative priorities.

We would like to remind you that NYSCA has a Political Action Committee (PAC). The New York Chiropractic Political Action Committee (NYCPAC) supports candidates that support the profession and issues of importance to our members. The NYCPAC would love to see as much member participation as possible, and we urge you to visit this website and make a donation today.

As always, if you have any questions, please feel free to reach out to any member of the Legislative Committee or NYSCA leadership.

FEDERAL ADVOCACY



Advancing Medicare Reform

NYSCA is working with our national partners to support Medicare modernization.

Medicare reform continues to be an important issue for chiropractors in New York and across the country.

NYSCA continues to coordinate with the ACA and ChiroCongress in actively supporting the **Chiropractic Medicare Coverage Modernization Act**, federal legislation aimed at modernizing Medicare coverage of chiropractic services.

The legislation would expand Medicare coverage beyond the limited chiropractic benefit currently available, allowing chiropractors to provide additional covered services that are within their state-authorized scope of practice. Modernizing the benefit would give Medicare beneficiaries greater access to the full range of care their chiropractor is licensed to provide.

Federal advocacy is most effective when legislators hear not only from professional organizations, but **directly from the doctors and patients** affected by current policy. Chiropractors can help by learning about the legislation and contacting their members of Congress to express their support.

ChiroCongress has made bill information, talking points, and an easy-to-use advocacy tool available online using the link below:

ACT NOW: LEARN MORE & CONTACT YOUR MEMBERS OF CONGRESS

New York State Chiropractic Association

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

APPLICATION FOR MEMBERSHIP

Contact Information

Last Name:	First Name:	MI:	☐ M ☐ F ☐ NB
Business Address:		County:	
City:	State:	Zip:	
Office Phone:	Office Fax:	Email:	
Referred to NYSCA by:		**All fields required unless otherwise specified.**	

License Information

NY Chiropractic License Number:	Date of Issuance: (MM/DD/YYYY):
Other State Chiropractic License(s):	

Education Information

Chiropractic College:	Degree(s):

Personal Information (optional)

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

Membership Categories	Dues
Regular Membership	**Annual / Monthly**
☐ **Regular Full Time** – practicing more than 20 hours per week	$540 or $50/month
☐ **Regular Part Time** – practicing 20 hours or fewer per week	$300 or $25/month
☐ **Regular Associate** – spouse/employee of a regular FT member	$300 or $25/month
☐ **Regular Early Career**	
☐ **New Licentiate** – up to 1 year from date of NY licensure	$0 – No Dues
☐ **Early Career 1** – up to 2 years from date of NY licensure	$120 or $10/month
☐ **Early Career 2** – up to 3 years from date of NY licensure	$240 or $20/month
☐ **Early Career 3** – up to 4 years from date of NY licensure	$360 or $30/month
☐ **Early Career 4** – up to 5 years from date of NY licensure	$480 or $40/month
Affiliate Membership – must be licensed to practice chiropractic in New York	
☐ **Out of State Affiliate** – licensed in NYS but practicing/residing exclusively outside NYS *Note: out-of-state affiliate members may neither vote in NYSCA elections nor hold office*	$60/year
☐ **In State Affiliate** – licensed and residing in NYS but **not in active practice** due to one of the following:	
☐ Permanently disabled and/or retired from practice	$60/year
☐ Employed full-time as faculty of a NY-based chiropractic college or other accredited NY-based university, college, school, or institution	$60/year
☐ Employed full-time as supplier/vendor of chiropractic products and services or other practice equipment	$60/year

Payment Information

Select One: ☐ Annual ☐ [1]Monthly

Payment Method

☐ VISA ☐ MasterCard ☐ DISCOVER ☐ AMERICAN EXPRESS

[2]Card Holder:

Card#:

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.

[3]Signature:

For Office Use Only — Date Received: District Assigned:

[1] I understand that monthly membership requires a 12-month minimum commitment and cannot be cancelled during that period. After 12 months, I may cancel at any time using an easy and accessible method, provided notice is received at least 30 days before renewal. Membership benefits will continue through the end of the paid period.

[2] By supplying my credit card information, I authorize the NYSCA to charge my payment method automatically. Membership will automatically renew on my membership anniversary date at the applicable membership category and dues rate, which may change based on eligibility.

[3] By signing, I acknowledge that, if my application is accepted, I agree to abide by the Certificate of Incorporation, Bylaws, and Membership Policy of the New York State Chiropractic Association, as well as all rules and policies adopted by its Board of Directors. I understand that professional conduct standards are set and enforced by the New York State Board for Chiropractic and the New York State Education Department, and I agree to comply with all applicable New York State laws and regulations.