

## President's Message

Hello UVCA Members!

Hope everyone is having a great summer and not melting in the heat.

As much as we all love chiropractic and our patients, I hope you are taking time for yourself and your families. We have so many great places in Virginia to enjoy a little time off. Whether it's the beach or mountains, the museums in DC or Colonial Williamsburg, there's something for everyone.

In the health care profession we often forget to take care of ourselves. Please make yourself a priority so you can be the best you to take care of others.

You'll find topics such as self-care and others to keep you and your patients healthy at our fall convention, September 30<sup>th</sup> through October 2<sup>nd</sup> at the beautiful Arlington Renaissance Capital View. Registration and the hotel room block are open. Hope to see you there!




Dr. Michelle Rose  
UVCA President

## Supporting Supplier News & Tips



Did you know that 25% of women have pelvic floor pain? ChiroUp's recent blog highlights proven treatment options chiropractors can utilize to treat this underserved population. Go to:

<https://chiroup.com/blog/pelvic-floor-pain-a-chiropractic-perspective>



As part of its commitment to building the data needed to fight faulty insurance company claims regarding chiropractic billing, utilization, and outcomes, Infinedi Electronic Data Interchange is no longer charging for its standard ERAs (Electronic Remit Advice). To learn more about the importance of data to your practice, visit <https://infinedi.net/> or call 800-688-8087.



Foot Levelers recently announced a \$500,000 endowment to create the Foot Levelers Chair in Biomechanics and Human Performance at Northwestern Health Sciences University in Minnesota.

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## Improving Office Communication with Emotional Intelligence



Is your office heart smart? Learn more about how adding emotional intelligence to your interactions can create a more efficient and effective way to reach those you work with.

We've all heard of IQ – the intelligence quotient based on how well we perform on mental tests compared to our peer group. Less well known is emotional

intelligence. You may not have considered how your workplace requires a healthy blend of both IQ and EI (as its pioneers Drs. John D. Mayer and Peter Salovey originally abbreviated it in 1990).

Yes, smart and well-trained staff members are essential to running a superior chiropractic practice, but even the most Mensa-worthy employees will only get you halfway to your office communication goals. How team members speak, hear, and respond to each other can greatly improve when they learn to factor in their feelings – and those of their colleagues – as a vital counterbalance to simple administrative thinking.

This guide will explore the concept of emotional intelligence and explain how it works in practice so you and your colleagues can connect with greater clarity and compassion.

### What is Emotional Intelligence?

Your IQ rating can stand apart from your emotions, however; emotional intelligence can't be separated *Continued on page 4*



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## The Neurology of Memory

**By: James A. Munse, DC, DACNB, MPA**

It is estimated that approximately 55 million people around the globe live with some form of dementia or cognitive decline, with a new person being diagnosed every 3 seconds. And unfortunately, the Alzheimer's Association states that more than 6.5 million Americans currently have Alzheimer's disease, and this number is expected to double by 2050. In addition, 75% of older adults suffer from some degree of memory loss and this trend is steadily increasing amongst younger generations. Consequently, effective treatment plans, resources, and support for those who struggle with memory loss and cognitive decline will become increasingly important as we move into the future. Therefore, this article will discuss the neurology of memory. Specifically, we will explore the different types of memory as well as their neuroanatomical and functional connections. An understanding of the brain regions involved with memory formation is critical for the creation of a holistic, effective, and specific treatment plan for those with memory loss.

There are different types of memory, including working memory, long-term memory, and procedural memory. There is also a neuro pathway known as the "Papez circuit" that will also be discussed. Working memory (aka short-term memory) involves your immediate experience of perception. It's what you're going through "right now." For example, upon hearing or reading something, the information is obtained, processed, and then interpreted so that it makes sense. This process, which is often referred to as our ability to maintain "focus and attention," is known as working memory. This function primarily resides within the frontal lobes of the cerebral cortex. However, it should be noted that the parietal lobes are also involved with some aspects of the working memory process. In particular, the initial visual recognition and processing of letters and words (left cerebral hemisphere) and shapes and images (right cerebral hemisphere) occurs in the parietal lobes. For example, when reading, the left parietal lobe processes letters and words and sends this input to the frontal lobes for interpretation. And thus, the left parietal lobe initiates the "working memory process" when reading. To summarize, working memory is our ability to maintain "focus and attention" – the processing of information in the "here and now." Consequently, working memory is not concerned with the ability to recall information from the past.

*Continued on page 6*



## The VCA Vault, Your Profile, & More

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If you have already updated your UVCA log-in for the new system, take a few moments to discover what's there for you.

If you haven't, contact the UVCA office (phone 540-932-3100, email [admin@virginiachiropractic.org](mailto:admin@virginiachiropractic.org)) to send you a new invitation that will be active for 72 hours.

## Help With LBP Research in Va.

UVCA member Dr. Michael Ray of Shenandoah Valley Performance Clinic is currently conducting research on clinician beliefs about low back pain through Bridgewater College, where he is an Assistant Professor for the Health and Human Services Department.

He recently had this article published.

[https://www.mskscienceandpractice.com/article/S2468-7812\(22\)00091-1/fulltext](https://www.mskscienceandpractice.com/article/S2468-7812(22)00091-1/fulltext)

A primary source of information was cited as healthcare professionals. The next step in his investigation is to sample beliefs from multiple healthcare professional titles to see what their beliefs are about low back pain and management strategies.

The survey is fully accessible and functional via survey monkey. It is pre-programmed to include/exclude the populations of interest (MD/DO, DC, DPT, OTD, and ATC).

If you'd like to help, please click on the link below and respond to Dr. Ray's survey: <https://www.surveymonkey.com/r/R6XJ8SN>

If you have any questions, you can reach out to Dr. Ray at [info@svperformanceclinic.com](mailto:info@svperformanceclinic.com).

Continued from page 1 from cognitive and rational thought. A good score on the latter depends on how we take the data life gives us, weigh it with the resulting feelings, and combine both sets of information before trying to communicate with others.



Developing greater emotional intelligence thus relies heavily on viewing feelings as simply more data to be analyzed and not hastily acted upon. It's an acquired, but essential, skill for clear-headed and hopefully more productive communications.

What does an office without emotional intelligence look like? At best, they're automated places where employees feel like a robot more than a person, their needs and feelings are rarely if ever addressed, and where vulnerable communication seems uncomfortable or impossible.

At worst, they're places where things get personal, where frustration and anger steer decisions more than shared goals, and fear or resentment can cripple or even completely close communications. Here's how to avoid such an unfeeling fate for your office.

### How an Emotionally Intelligent Office Operates

These five key traits are regularly practiced by emotionally intelligent communicators and help them keep office interactions clear and calm:

- 1. Asking Questions:** People in high EI workplaces ask themselves what they're feeling, why they're feeling it, and what is the most productive way to act on the feelings. They also ask the same things of others during communication to clearly understand how each person is feeling, what led them there, and what positive resolutions can be made.
- 2. Controlling Non-verbal Communication:** Did you know that 93% of communication is non-verbal? Consider learning the 55/38/7 rule as a valuable tool to help regulate negatively impactful body language, vocal tones, and inflection. (55% body language, 38% tone of voice, 7% words.)
- 3. Practicing Empathy:** Thinking ourselves "into other people's shoes" puts colleagues on the fast track to mutual understanding. Emotionally intelligent people can think beyond themselves and even set their own emotions temporarily aside to focus on the feelings, motivations, and perspectives of team members.
- 4. Recognizing Triggers and Recurring Reactions:** Do certain styles of communication you employ repeatedly cause negative reactions with one or more people? Perhaps you've noticed negative emotions in yourself when you're addressed a certain way. These are strong indicators that some EI work needs done on one or more sides to improve communications.
- 5. Projecting Consequences:** Low emotional intelligence can lead us to say or do things we later regret and that could negatively affect office dynamics. Those with high EI understand the stark difference between an imaginary solution that satisfies an emotional reflex, and an actual one that will have real consequences on multiple levels.

Enhancing the positive traits that you already have and cultivating those you're weaker on, will take your communicating skills to the next level.

### Taking an Emotional Intelligence Test

Harvard University recommends four effective EI tests for professional development ranging from 10 to 45 minutes in length with prices ranging from free, to \$9.95 and up to \$49. Choosing one to fit your office's needs is time and money well spent.

Managers and supervisors can take such tests themselves and share them with their staffs. Together, a team can learn to recognize, accept, and use their emotions to become more caring, confident, and collaborative. Try it today to discover how close your office is to being that most productive of environments: a culture of communication.



*Dr. Ray Foxworth, DC, FICC, is founder and CEO of ChiroHealth-USA. For over 35 years, he worked "in the trenches" facing challenges with billing, coding, documentation, and compliance, in his practice. He is a former Medical Compliance Specialist and currently serves as chairman of The Chiropractic Summit, an at-large board member of the Chiropractic Future Strategic Plan Committee, a board member of the Cleveland College Foundation, and an executive board member of the Foundation for Chiropractic Progress. He is a former Staff Chiropractor at the G.V. Sonny Montgomery VA Medical Center and past chairman of the Mississippi Department of Health.*



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Continued from page 3 In contrast to working memory, long-term memory is your ability to recall details, events, and items from the past. This is also known as “declarative memory.” Long-term memory resides within the medial temporal lobe and an area known as the hippocampus. So how does short-term memory get converted into long-term memory? This occurs via the Papez circuit. To make a long story short, the Papez circuit is a neuropathway that starts in the frontal lobe, descends to the medial temporal lobe, and then returns to the prefrontal cortex. Specifically, the Papez circuit takes information from the working memory centers of the frontal cortex and integrates it into the medial temporal lobes.

As such, the Papez circuit converts short-term memory into long-term memory. Therefore, activating and strengthening the Papez circuit is paramount for retaining, remembering, and learning new information. It’s interesting to note that the Papez circuit is aggressively activated when you have an emotional (aka limbic) response. This should make sense. The things we typically remember from the past are those in which we had an emotional connection. Thus, the more passionate we are about learning a new topic, the more likely that it will be converted from short-term memory into long-term recall. And unfortunately, this also is the case for negative emotional events because they strongly activate the limbic system. It’s also worth noting that the sense of olfaction (smell) enhances the limbic system and thus activates the Papez circuit, explaining why certain smells will instantly trigger a memory from the past.

The last memory type is known as “procedural memory,” which involves learning something that requires motor integration such as playing the guitar or shooting a basketball. Procedural memory is housed in the cerebellum and needs consistent activation and recalibration after a prolonged break from the activity or when learning something new. Current research suggests that cognition and memory recall may begin in the cerebellum due to its ability to activate the prefrontal cortex. As such, it has been theorized that the cerebellum plays a role in “turning on” various cognitive and memory loops that were previously thought to start in the frontal lobes.

So how do you determine what type(s) of memory loss may be present? If your patient states “my memory is terrible,” they could be referring to working memory, long-term memory, the Papez circuit, procedural memory, or a combination. The initial consultation and continued dialogue with the patient and/or their family members usually provides adequate detail. Sometimes it’s relatively easy. For instance, if they have difficulty performing pre-learned motor skills and now have a lack of coordination when performing these movements, dysfunction resides within the cerebellum due to procedural memory loss. However, ascertaining the difference between working memory loss, long-term memory loss, and dysfunction within the Papez circuit can be challenging.

Recall that working memory deals with the “here and now,” the “immediate present,” and is often referred to as “focus and attention.” So, if the patient describes their memory loss by saying things such as “I’m in a meeting and everyone is talking, then a minute goes by and I don’t know what’s going on,” or “I read a paragraph and I don’t know what I just read,” this is working memory impairment. This is because they were unable to obtain, process, and interpret the information. It doesn’t make sense to them. As such, their frontal lobes are not functioning well. Working memory loss and decreased frontal lobe activity is typically the first form



of memory loss that occurs in dementia patients. Furthermore, the first sign of early cognitive loss and dementia is fatigue. As such, if a patient complains of fatigue, it’s critical to inquire about their memory.

How do I distinguish between working memory loss and dysfunction within the Papez circuit? As stated above, working memory loss is when the patient doesn’t know (or understand) what they just heard or read. They may have listened to the speaker and/or read the paragraph, but they have no understanding of what just transpired. They essentially lost focus and attention, so it didn’t make sense to them. Whereas dysfunction in the Papez circuit

occurs when the patient says things like “I heard something and it made sense, but I just can’t remember any of it,” or “I read the paragraph and it made sense to me, but now I can’t remember it.” The patient’s frontal lobes were able to obtain, process, and interpret the information, so working memory is fine. But the Papez circuit did not carry this information to the medial temporal lobe for long-term memory storage. As such, the ability to recall is hindered. They simply can’t remember what they just heard or read even though they were focused and the information made sense when they heard or read it. However, if the patient says things like “I can’t remember phone numbers,” “I can’t remember things I used to do,” or “I can’t remember directions,” these are examples of long-term memory impairment. Long-term memory loss and subsequent dysfunction within the medial temporal lobe is often serious and a sign of more progressed dementia.

Understanding the type of memory loss as well as the brain regions involved is critical for the development of an effective and specific treatment plan. Memory loss can occur due to multiple reasons and thus a variety of treatment methods can be employed. A detailed discussion of these causes and treatment options is well beyond the scope of this article. But suffice it to say that a well-rounded and holistic approach will garner the best outcomes. There simply is no “magic pill” for memory loss. However, lifestyle modifications such as proper nutrition, supplementation, physical exercise, and improved sleep habits can be quite effective.

*James A. Munse, DC, DACNB, MA of Chantilly Chiropractic Center in Chantilly, VA is a Diplomate of the American Chiropractic Neurology Board earned through the Carrick Institute. He is proficient in Full Spine Diversified (Palmer Package), Gonstead, Activator, Thompson, Extremity Adjusting, Flexion-Distraction, and Functional Neurology diagnosis and rehabilitation. In addition to practice, Dr. Munse serves as an adjunct professor at George Mason University and an assistant coach for the Westfield High School varsity football team. He can be reached at jamunse@gmail.com.*



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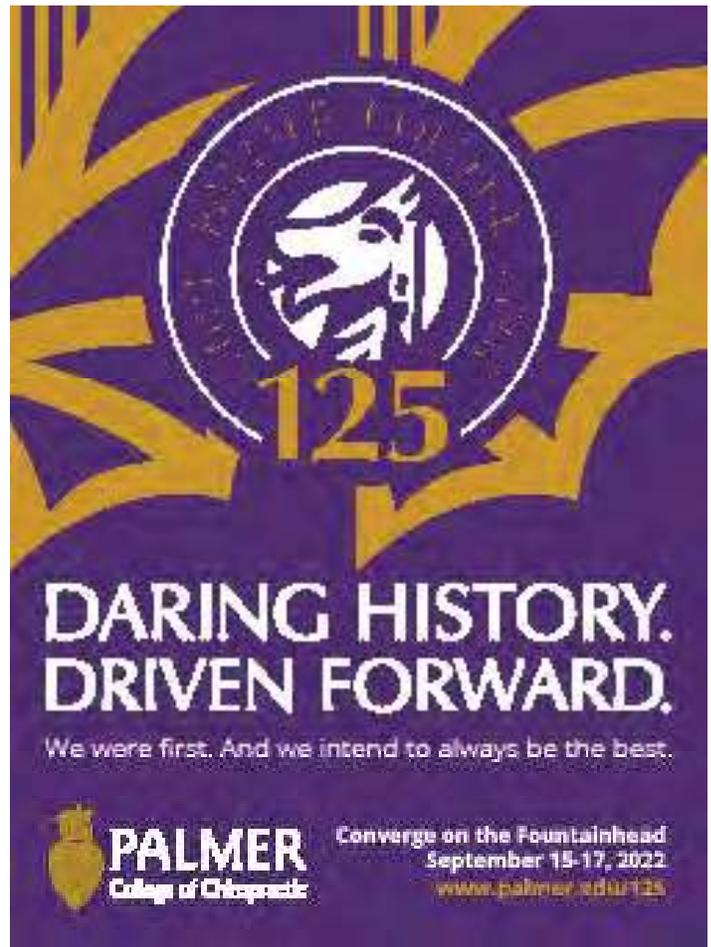
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**OR CLICK HERE.**



### Volunteer Opportunities: Remote Area Medical

Dr. Elizabeth Kautz Koch of Mountain Spring Chiropractic Center recently shared her experience with a non-profit organization she has been working with for the last several years. She volunteers Chiropractic treatment at their events and has often been the only DC there, with lines of people throughout the weekend waiting for treatment.

The organization is called Remote Area Medical (RAM). They provide free pop-up clinics for dental, vision, and other services to underserved and uninsured individuals all over the US. If you would like to volunteer, there are four more Virginia events scheduled this year:

- Emporia, VA – August 20-21 at Greenville High School
- Grundy, VA – October 1-2 at Riverview Elementary/Middle School
- Warsaw, VA – November 12-13 at Richmond County Elementary School
- Fishersville, VA – November 19-20 at Augusta Expo Center

Services at each event are very much in demand, with a real need for volunteers, both professionals and assistants. Dr. Koch observes “It’s a great way to help those in need!”

For more information or to volunteer, visit the links below.  
 Main Website: [www.ramusa.org](http://www.ramusa.org)  
 Schedule: [www.ramusa.org/clinic-schedule/](http://www.ramusa.org/clinic-schedule/)  
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drjsrizzo@gmail.com  
Member Type: DC - Fourth Year or More  
**Cold Laser, Diversified, Drop Techniques – Thompson, Extremity Adjusting, Flexion/Distracton, Full Spine, Instrument Adjusting – Pro-Adjuster/Sigma, Motion Palpation, Myofascial Release, Sacro Occipital Technique (SOT), Upper Cervical –Toggle, Webster**

### **Seery, DC, Michael**

Herndon, VA  
Phone: (703) 561-0600  
drmseery@gmail.com  
Member Type: DC - First Year  
**Decompression, Diversified, Flexion-Distracton - Cox, Full Spine, Gonstead, Instrument Adjusting - Activator, Instrument Adjusting - Impulse, Upper Cervical - Other, Webster**

### **Solomon, DC, Jonathan**

Ashburn Village Chiropractic  
Ashburn, VA  
Phone: (703) 723-6800  
DR.Jsolomon@gmail.com  
Member Type: DC - Fourth Year or More

### **Swingle, DC, Kayla**

Cox Chiropractic Clinic  
Charlottesville, VA  
Phone: (434) 293-6165  
drswingle@coxclinic.com  
Member Type: DC - First Year  
**Applied Kinesiology, Cranial Sacral, Diversified, Drop Techniques - Other, Flexion/ Distracton, Full Spine**  
**Referred by: Susette Goodwin**

### **White, Lauren**

Marietta, GA  
Phone: (231) 742-0750  
Member Type: Student/New Grad

### **Wilkins, DC, Erika**

Wilkins Chiropractic and Wellness  
Mechanicsville, VA  
WilkinsChiropractic-andwellness@gmail.com  
Member Type: DC - First Year

### **Zentmeyer, DC, Capers**

Zentmeyer Chiropractic  
Martinsville, VA  
capeman911@yahoo.com  
Member Type: DC - First Year  
**Diversified, Gonstead, Thompson**

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## VCA doctalk to the Rescue

### Digital X-ray

***"I would love to hear from those who have converted to digital X-ray: must have this, don't need this. Thanks!"***

DR systems are fairly straight forward. You will certainly need:

- 1) Cesium Iodide DR panel. This is the newest technology.
- 2) I would suggest a panel that can be tethered (Wired) as well as wireless capabilities.
- 3) A 14 x 17 sized panel is sufficient. 17 x 17 is rarely needed unless you have a fixed panel in the wallstand, meaning you cannot take it out.
- 4) Have the company perform an online DEMO of the chiropractic toolset and included measurements.
- 5) Make sure the quote includes install.
- 6) Confirm the company will service the panel. Many companies will sub contract service, not preferred.
- 7) Confirm that when installed, you will be given applications training of the software. Confirm there is also remote software training included in addition to the applications training at the time of install.



I have assisted UVCA members with DR panel upgrades, please let me know if I can help.

Brad Schardein, RT, Medical Imaging Consultant  
MXR Imaging, UVCA Supporting Supplier Member  
bradley.schardein@MXRimaging.com; Cell: 804-217-2479

### Tinnitus

***"Anybody have success with tinnitus?"***

1. SCM and deep masseter TP's and toggle the atlas.
2. The left somatosensory and motor cortex is not more dominant in tinnitus subjects as it is normally in controls. Successful treatment with sound therapy establishes this left side dominance and helps. It can be targeted with neurofeedback with some success. It seems reasonable that therapies that can reach and activate the cortex such as laser may help.
  - <https://www.frontiersin.org/articles/10.3389/fnins.2021.633364/full>
  - <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5717031/>

### Impact of Posture

***"If You Stand Like Superman or Wonder Woman, Would You Feel Stronger?"***

Dr. Bibhu Misra shared the following article with his colleagues via VCA doctalk: <https://neurosciencenews.com/dominant-stance-confidence-20591/>. The article discusses a new analysis by the Martin Luther University Halle-Wittenberg (MLU), the University of Bamberg and The Ohio State University that has confirmed what small studies already suggested: that dominant or upright postures can help people feel – and maybe even behave – more confidently. Thanks for sharing, Dr. Misra!

### Virtual Receptionist

***"Has anyone tried a virtual receptionist? Any thoughts or recommendations?"***

Hi Everyone. There are a number of ways to do a virtual receptionist program. And it really depends on the level of service you're looking for. The three most common ways are:

1. Hire a Medical Exchange: They simply answer calls live when

doctor is out, on vacation, evenings, weekends. They will take message and forward to provider. They do not usually set appointments or route calls elsewhere.

2. Hire a Virtual Receptionist Service: These services may go beyond Medical Exchanges and schedule appointments, forward calls to other departments, etc. Ruby is a highly rated national company that offers a variety of VR services. And they are US Based.
3. Hire an individual (or send your CA home) to work virtually. Forward your phone number to them whenever you need their services. Set up a VPN to your office if you have a server based system and give them access to your practice management software. Many offices already have this due to COVID.

One thing to note, some virtual services that advertise low rates are offshore/out of country. So you may have issues with language/accents, and HIPAA compliance. Be aware as you shop that the price ranges fluctuate quite a bit. Look at reviews and I would recommend you always ask if they use offshore assets.

Lisa Maciejewski-West, CMC, CMCA-EM, CMOM, CMIS, CPCO  
Owner/President  
Gold Star Medical Business Services, UVCA Supporting Supplier  
Member & Member Specialist  
vcahelpdesk@goldstarmedical.net; Phone 866-942-5655

### Cyber Insurance

***Does it offer any real value. Is it worth the expense?***

Many insurers are now offering cyber insurance. Some offer better coverage than others, so it depends on how well you want to be protected. In my opinion, since medical practices are one of the primary targets these days for cyber criminals, *Continued on page 11*



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Continued from page 10 I would definitely consider investing in cyber insurance. The premium is a “drop-in-the-bucket” compared to the potential financial loss you would have if your system were to be breached.

As far as premiums go, research shows that the average cost for a cyber insurance policy in Virginia is \$1,346 per year compared to the national average of \$1,501. So CHUBB’s \$753 premium appears good on the surface, if it gives you the coverage you need.

I would recommend comparing the CHUBB coverage to that of AIG and The Doctors Company, both of whom offer policies specific to the healthcare industry and HIPAA compliance. Healthcare professionals deal with very sensitive patient information and are in a highly regulated industry, as you know, and typically need much higher cyber liability insurance limits than most other businesses.

According to Fit Small Business, a leading digital resource for small businesses, AIG has the best professional cyber liability insurance coverage for healthcare providers who need protection for cyber breaches revolving around HIPAA.

The Doctors Company is the largest physician-owned medical malpractice insurer in the country, with 80,000 members and over \$6 billion in assets, offering many cyber insurance options, all the way up to comprehensive coverage through their CyberGuard Plus policy. That option contains the following coverage:

- Data security and privacy liability
- Privacy breach response services
- Regulatory defense and penalties
- Website media content liability
- Cyber extortion
- First-party data protection
- First-party network business interruption
- Patient notification services



If you decide to get coverage, know that First-party coverage would cover expenses related to a data breach that exposes patient information, paying for notifying patients about the breach, credit monitoring services for affected patients and cyber extortion demands.

Third-party coverage is for protecting your patients’ health records. You could be sued if the system you use is breached, even if it belongs to another business. For example, if a cyber criminal breaches the database used by the patient’s primary care physician, and you’re sued by a patient whose information was stolen, a cyber liability policy will help pay for attorney’s fees, court costs, and settlements or judgments.

There are many other companies offering cyber policies as well. The bottom line is to make sure you’re getting the coverage you feel you need at the best possible price, but keeping in mind that having a reasonable amount of coverage is more important than the premium in most cases. Compare apples to apples when looking at the various policies.

(Thanks for this info., Dale Jackson!)

### Monkey Pox

#### ***Is there any guidance on best practices re: monkey pox?***

From the CDC:

<https://www.cdc.gov/poxvirus/monkeypox/clinicians/infection-control-healthcare.html>

## Updates from Your Leadership

### Athletic Trainers Legislation

Dr. Joe Foley, UVCA Legislative Committee Co-Chair, reports that HB 45 Health Carriers; Licensed Athletic Trainers passed the Virginia legislature earlier this year and went into effect on July 1<sup>st</sup>. This allows Athletic Trainer services to be paid by insurance. It also provides chiropractors who do rehab with a potential employee, since they are not considered licenced providers.

### UVCA's Assignment of Benefits

UVCA President Dr. Michelle Rose recently shared the following update with all members via e-blast:

Over the past couple of years a few doctors have reported that insurance companies were paying their patient directly out of MedPay benefits and not the DCs, claiming that our AOB did not meet the requirements of Code 38.2-2201.

To enable us to explore this issue further and develop strategies to address it, the UVCA recently sent out several e-blasts to chiropractic offices asking for examples from anyone having this issue with MedPay and auto insurers. We also asked posted the question to VCAdoctralk and asked Spring Convention attendees in-person for this information.

While we received a few responses, we did not receive any that were germane to this specific scenario. As a result, the UVCA is tabling the issue until/unless we have members presenting this as a problem.

Should you have any questions or comments, please feel free to reach out to me at michelle@grc.hrcoxmail.com.

## THANK YOU, MEMBER SPONSORS!

A big thanks to the following individuals, whose support and encouragement resulted in a new member this year!



Susette Goodwin  
Keith Jassy, DC  
Shawn Keegan, DC  
A. J. LaBarbera, DC  
Teresa Phillips, DC  
Michael Placide, DC  
Sam Spillman, DC  
Aaron Trochim, DC

An advertisement for 'Infinedi analytics'. The top left features a teal banner with 'VERSION 2.0' in white. The main image is a smartphone displaying a dashboard with '714,257 NATL. PATIENT VISITS' and a map of the US with blue dots. Below the map is a 'LIVE' button and a 'Payer Payments' chart showing 20%. The background is dark teal. On the right, the text reads: 'Infinedi analytics', 'Using claims from across the nation, Infinedi Analytics 2.0 provides your team with the tools and insight it needs to make data-driven-decisions that grow business and keep you ahead of the competition.', 'This powerful and intuitive software solution is best-in-class and gives healthcare providers the edge, when it comes to in-depth analysis of health insurance and EDI data.', 'Activate your account or request a personal demo, when you visit: [infinedi.net/analytics](https://infinedi.net/analytics)', 'Infinedi.net ELECTRONIC DATA EXCHANGE', '1437 South Boulder Avenue • Suite 1030 Tulsa, OK 74119 • 800-688-8087'. At the bottom left, it says 'UVCA MEMBER AFFINITY PARTNER = SPECIAL MEMBER ADVANTAGES'.

## New Classifieds!

UVCA's new website and association management system bring a new-and-improved classified advertising experience!

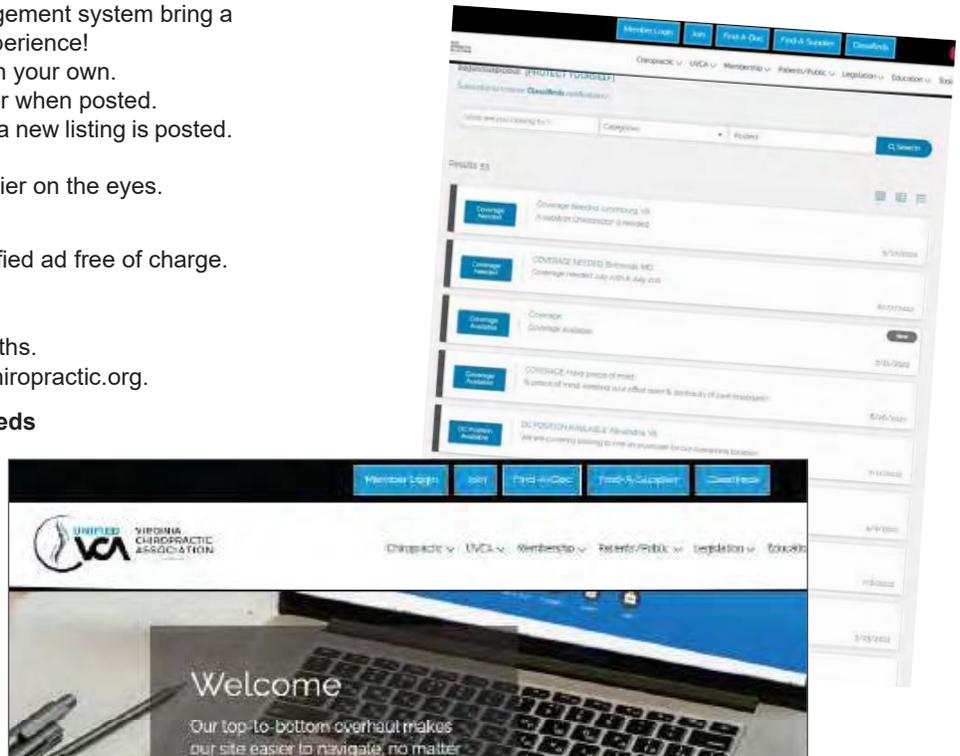
- Post, update, and renew your listings on your own.
- Search listings by category, key word, or when posted.
- Subscribe to receive notifications when a new listing is posted.
- Select your preferred view.
- Enjoy a more modern format that is easier on the eyes.

As always:

- UVCA DC Members may place a classified ad free of charge.
- \$50 for member vendors.
- \$88 for all non-members.
- Listing will remain on website for 3 months.
- For assistance, email [admin@virginiachiropractic.org](mailto:admin@virginiachiropractic.org).

### To Access the Classifieds

1. Go to [www.virginiachiropractic.org](http://www.virginiachiropractic.org)
2. Click on "Classifieds" button (top right)



## What Elements of the UVCA's Group Membership in the Foundation for Chiropractic Progress Do You Like Best?

### Latest News



### Media Center



### Resources



### Opt In Now

To opt in and take advantage of the UVCA's Group Membership in the Foundation:  
Go to <https://www.f4cp.org/opt-n/> or reach out to Marta Cerdan, the Foundation's Membership Director:  
phone 866-901-3427 x 1, email [marta@f4cp.com](mailto:marta@f4cp.com).

# UVCA Acupuncture Program for DCs

**Starts  
July 25<sup>th</sup>!**

In Virginia, DCs need 200 hours of chiropractic acupuncture training by a CCE-accredited organization to perform acupuncture.

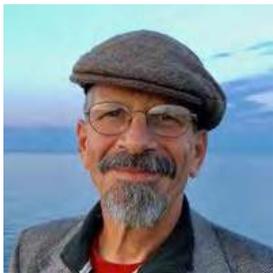
This UVCA program provides 100 hours, including the required 50 hours of live in-person clinical training, via:

- Two (2) 25-hour in-person weekends in Richmond, Virginia and
- Three (3) 20-hour online modules,
- Through a partnership between the UVCA, AcuPractice, and the Texas Chiropractic College.

Those who need an additional 100 hours can then take the online/on-demand training program by the same instructor through ChiroCredit.com.

You don't need to be a UVCA member to access this superb training – but UVCA members enjoy discounts on all segments!

## Instructor: Jim Ventresca, DOM, LAc.



Discover why the UVCA receives highly positive feedback every time it brings Dr. Ventresca to Virginia.

Dr. Ventresca is a Principal and Lead Instructor for AcuPractice Seminars and Faculty at OnlineContinuingEd, LLC. He has trained thousands of Oriental medical students, chiropractors, medical doctors, doctors of Oriental medicine, nurses, physical therapists, and other healthcare professionals across all aspects of acupuncture and Oriental medicine. He is a licensed Doctor of Oriental Medicine in New Mexico, licensed Acupuncturist in Massachusetts, and a Diplomate in Acupuncture and Oriental Medicine. A 1984 graduate and past faculty of both the New England School of Acupuncture and Southwest Acupuncture College, Dr. Ventresca was among the first group of acupuncturists in the U.S. to become a board-certified Diplomate of Acupuncture with the National Commission for the Certification of Acupuncture and Oriental Medicine.

## Schedule:

Module 1	Module 2	Modules 3 & 4	Module 5
<b>ONLINE &amp; ON-DEMAND</b>	<b>LIVE &amp; IN PERSON</b>	<b>ONLINE &amp; ON-DEMAND</b>	<b>LIVE &amp; IN PERSON</b>
You have from July 25 to August 25 to complete the material at your own pace	August 27-28 Hyatt House Short Pump Richmond, VA	You have from August 28 to November 4 to complete the material at your own pace	November 5-6 Hyatt House Short Pump Richmond, VA

## Hotel for In-Person Weekends

This two in-person weekends will be held at the Hyatt House Richmond/Short Pump, 11800 W. Broad Street, Henrico, VA 23233. A special standard room rate of \$149+ includes breakfast. The hotel is located right at the popular Short Pump Mall. You'll enjoy extensive shopping and dining options during your stay.

## Registration Options

The 5-module course with registration through the UVCA begins July 25, 2022 via Module 1, which is online and on-demand. Register now so you can start the first virtual segment as early as July 25<sup>th</sup>. Registration closes on August 25. Just need CEUs? You can attend either of the in-person modules in Richmond "ala carte" for 25 type 1 CEUs each.

## If you Need a Total of 200 Hours

This course through the UVCA provides 100 hours through 5 modules, including 2 live and in-person weekends. If you need an additional 100 hours, we recommend the 104-hour online/on-demand course, also by Dr. Ventresca, through ChiroCredit.com. Call the UVCA office for the UVCA member discount!

## X-ray Recycling Program Update

As many of you know, Dr. Chris Bruno from Northern Virginia collects old films throughout the year, stores them in his garage, then periodically trucks the x-rays up to a Pennsylvania silver recycling plant -- all on his own time and gasoline. While recycling individual office x-rays isn't generally worth the effort, by combining them from doctors throughout the region, Dr. Bruno has helped raise tens of thousands of dollars for the UVCA Legal/Legislative Fund and Virginia ChiroPAC. Dr. Bruno estimates that the latest load will yield over \$14,000: \$7,000 for each of the funds!

Dr. Bruno's latest update appears below.

*Monday night we loaded up the truck. Tuesday I drove to Philly to the recycle center, 3 hours, only to find out they moved the center to Exeter, PA, another 2.5 hours that ended up being 3. So what was to be a 6-hour journey ended up being 12. After unloading the total weight was a little over 5300 lbs. so thanks to all who donated their old films and thanks to Shawn, Chris and Jon for helping to load the truck. It was much easier unloading the loading.*



Drs. Chris Perron, Shawn Keegan, and Jon Whitlow help Dr. Bruno load the truck.



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<b>D9 Mango Sleep Gummies</b> 	<b>20 Gummies</b>	<b>8mg Delta 9</b>	<b>25mg</b>	<b>12.5mg</b>	<b>0</b>	<b>Perfect Sleep Solution w/ Maximum amount of THC by Law</b>

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## Need to Hire An Associate?

The Foundation for Chiropractic Progress is excited to announce its first Virtual Job Fair!

If you are looking to hire a qualified DC for your clinic or you're looking for a job, make sure you save the date for this event.

The LIVE Virtual Job Fair is on Tuesday, October 11, 2022 at 5pm PT / 8pm EST where you will have the opportunity to post available job openings, talk to qualified candidates and receive expert advice from professionals about how to hire or find the right job for you. More details to follow!



**VIRTUAL JOB FAIR**

**Hire an associate!**  
We know that finding associates for your practice can be challenging. Join the virtual job fair, post a job opening and hire a doctor for your clinic.

**When?**  
The LIVE virtual event is Tuesday, October 11, 2022 at 5pm PT/8pm EST.

**Benefits**

- FREE Live Webinar on Tuesday, September 27th
- Keep your job postings active until November 11, 2022
- Access to NEW Hire resources from FACP and so much more!

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# The Unified VCA Fall Convention

**Sept. 30 - Oct. 2, 2022**  
**Renaissance Arlington**  
**Capital View**  
**Arlington, VA (Crystal City)**

## DC-Specific Sessions:

- Multidisciplinary Practice the Right Way: The Do's & Don'ts of Integrative Practice by Dr. Mark Sanna
- Immuno-Musculoskeletal Nutrition by Dr. David Seaman
- Mastering the Lower Extremities & the Lumbar Spine by Dr. Kevin Wong
- Active Care by Dr. Mark Sanna, Part 1: Confidently Communicate Chiropractic: The Posture Longevity Connection -- Applying the Science of Chiropractic to Clinical Practice
- Active Care by Dr. Sanna, Part 2: Empower Your Patients: The Standard of Excellence

## DC & CA Joint Sessions:

- On Purpose with Purpose: A Blueprint for Living Your Best Life by Mr. John Ramstead
- Business Succession Planning by Mr. Al Kingan
- Chiropractic in Today's Army Hospitals by Dr. Jerry Nolan, U.S. Army Health Clinic, Germany
- Self-Care Workshop: Collaborative Leadership & Teamwork: Doctors & Staff Working Together to Develop a High Performing Practice in Today's Workplace by Mr. John Ramstead
- Coding & Billing Panel Discussion for the Whole Team featuring Ms. Lisa Maciejewski-West, Ms. Marilyn Porras, & Ms. Susette Goodwin

## Additional CA-Specific Sessions:

- Customer Service in Healthcare by Ms. Wendy Lee
- Applied Chiropractic Philosophy by Dr. Brad Robinson
- Powerful Communications (Perceptions, Beliefs & Values) by Ms. Lee
- Chiropractic History by Dr. Joe Foley
- Team Leadership by Ms. Lee

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## Unified VCA Education & Events for DCs & Their Team

July 28

**District I Connection: Dinner & 1 Type 1 CEU**  
Castiglia's Italian Restaurant, Fredericksburg, VA  
"Deep Tissue Laser - A Brief Introduction and Clinical Applications" by Dr. Adam Marmon  
Sponsored by LightForce Therapy Lasers

July 22-24

**Dry Needling 20-Hour Certified Training Course**  
Rockville, MD  
By Dr. David Fishkin, Dry Needling Institute

**Now through November 6**  
(Can start as late as August 27)

**Acupuncture Training Program**  
5 Modules  
Richmond, VA & Online/On-Demand  
By Dr. Jim Ventresca, AcuPractice  
[See page 14 for overview](#)

August 26-28

**Dry Needling 20-Hour Certified Training Course**  
Rockville, MD  
By Dr. David Fishkin, Dry Needling Institute

September 30 - October 2

**Fall Convention -- 100% IN PERSON**  
The Arlington Renaissance Capital View  
Arlington, VA  
15+ CEUs  
[See page 17 for overview](#)



Ongoing

**Online/On-Demand for DCs & CAs:**

- CA Training from Assistants for Chiropractic Excellence
- CEUs through ChiroCredit.com & EON!
- DOT Testing through TeamCME & NYCC
- Rad Tech CEUs through mycourse

Supplier Member Events

**UVCA Supporting Supplier Programs**  
Visit the calendar on UVCA's website especially for programs & events from supplier members

**For more details, updates, and/or to register, visit the Calendar of Events on UVCA's new website at [www.virginiachiropractic.org](http://www.virginiachiropractic.org)!**

## The Virginia Voice

Summer 2022

The Virginia Voice is the quarterly newsletter of the Virginia Chiropractic Association, dba Unified VCA, PO Box 15, Afton, VA 22920, [virginiachiropractic.org](http://virginiachiropractic.org).

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We estimate that 78% of VCA dues are not deductible as a charitable contribution, but may be deductible as ordinary and necessary business expense. The remaining 22% is allocated to lobbying expenses and is not deductible. Further info. should be obtained from your tax advisor.