

President's Message

When we do our Strategic Planning Meeting early every year, one of our top goals is to make sure our members have what they need to succeed in practice. One of the easiest ways to do this is to offer quality education programs that are relevant to your business needs.

This past weekend we held our Fall Convention and in early December we have a Medicare seminar and an adjusting seminar and open up our "CEU 6-Pack" of six online/on-demand CEUs.... all before year's end. We are also incorporating more things to do at our conventions to provide what you can't get online: things like "What to do in the area," a ChiroLadies dinner, a "morning chiro huddle" and a brand new Spizz night where we can share our chiropractic stories and enthusiasm.

The best thing about our conventions, seminars, and District Connections is getting together with like-minded people. Chiropractors are my favorite! Even if you can't make it to a scheduled event, call or hang out with other chiropractors. Go to lunch or grab a coffee with a colleague. It's so rewarding when you are among people that feed your soul.

Our educational programs and District Connections around the state are listed on our website and on the last page of this newsletter. Check it out!



Dr. Michelle Rose
UVCA President

From the UVCA Fall Convention (left to right): Dr. Allison Schwarz, Dr. Michelle Rose (UVCA President), Dr. Patricia Duncan, Dr. Michelle Booth, Dr. Meredith Harwell, and Dr. Carly Swift (UVCA Secretary).



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MEMBER BENEFITS, AFFINITY PARTNERS, MORE!

Supporting Supplier News & Tips

KAIZENOVATE>>>

As you start envisioning your goals and aspirations for the upcoming year, Dr. Jay Greenstein and his team have distilled their planning and vision-crafting process into a practical and inspiring 5-step guide - and they're sharing it with you!

Officer Elections

Chiropractor of the Year

Other Awards & Convention Highlights

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MEDICARE FOR CHIROPRACTIC OFFICES

From A to Z

Saturday, December 2nd
9:00 a.m. - 5:00 p.m.

This “A to Z” course from the UVCA and Gold Star Medical Business Services covers the most essential topics related to Medicare billing, coding, and compliance for chiropractic offices.

Designed for both DCs and CAs, topics include:

- The different “PARTs” of Medicare,
- Provider documentation requirements,
- CPT and ICD10 coding,
- Required modifiers for both Medicare and Medicare Advantage plans,
- Medicare billing rules for primary, secondary and Medicare Advantage claims,
- Medicare denials and appeals,
- Proper use of the Medicare ABN forms,
- Medicare audits and how to handle them,
- Proposed changes/updates to the Medicare programs for Chiropractors, and
- Time for your questions.



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**Support the Companies
That Support You!**



UNIFIED VCA FALL CONVENTION
October 13-15, 2023
Hotel Roanoke, Roanoke, VA

As if renowned speakers like Drs. Fab Mancini and David Seaman, rising stars like Drs. Cindy Howard and Stephen Hussey, and practice-essential instructors like Dr. Ty Talcott and Ms. Lisa Maciejewski-West weren't enough, the fall convention brought together 200 Doctors, CAs, and Vendors to learn, share, and have fun.

A full convention pictorial by Dr. Nelson Marquina of Laser Biotech International, who generously volunteers his time and talents as UVCA's convention photographer, will follow soon. In the meantime, we wanted to share a few highlights...

"Yes, the CEUs and education are important... but UVCA conventions are really about camaraderie and connection."

Dr. Carmen Johanning



"The best chiropractors and chiropractic assistants are those who truly understand and believe in chiropractic and are there to change people's lives for the better."

Dr. Fab Mancini kicked off the convention with customary pearls of wisdom. His Friday afternoon class and comments at the Saturday morning membership meeting set a positive tone for the whole weekend. Thanks for invisaRED for sponsoring his appearances.

MLS Adjusting Seminar's Dr. Zach Thomas helped a group of early risers get energized and ready to go on Saturday morning with a "Morning Ritual & Warmup for Team Success."



Thank you, Fall Convention ELITE SPONSORS!



"There is always something that can be done -- you just have to find it."

Dr. Cindy Howard provided two highly informative and enlightening sessions on Day 2 of the convention:

- How and why chiropractors should talk to patients about sex (30% of men and 40% of women experience sexual problems that negatively affect quality of life and can manifest as things like low back pain) and
- The many causes, correlations and corrections for chronic fatigue such as anemia that can damage the immune system and cause inflammation, the two paths to disease.

Thanks to Stopain Clinical and Protocol For Life Balance for sponsoring Dr. Cindy's appearances.

Officer Elections

The following doctors were unanimously re-elected to their positions, each for a second term.

Dr. Taylor Myers, Treasurer
Dr. Carly Swift, Secretary
Dr. Bob Pinto, Vice President
Dr. Michelle Rose, President

Congratulations, Officers -- and thank you for your continued service!



25 women came together for dinner at Well Hung Winery on Saturday evening. A big thanks to Dr. Carly Swift, UVCA Secretary, for organizing this get together that is fast becoming a convention tradition!

"Saturday Night Spizz"

38 doctors from a wide range of practices came together Saturday evening of the convention to share their Chiropractic stories and passion in our first-but-far-from-last "Saturday Night Spizz." We can't wait to do it again in Richmond in the spring! From left to right: Dr. Taylor Myers; Dr. Aaron Trochim; Dr. Paul Cronk; Dr. Diane DeReu-Foley; Dr. Stephen Hussey; Dr. Will Sonak.



"If a chiropractor is loaded with spizzierinctum, his adjustments could make a bald man grow hair like a collie dog! You have no chiropractic practice without Spizzierinctum, everything else is just mechanics. Great chiropractors are loaded with Spizz, their magnetic and abundant energy flows through every cell of their being." -- BJ Palmer



2023 Awards Presented

"This is my favorite part of this position! --
Dr. Michelle Rose, UVCA President

From left to right:

Dr. Eric Carlsen, District Director of the Year
Dr. Phil Golinsky, Chiropractor of the Year
Dr. Michelle Rose, President
Dr. Tom Wetzen, President's Impact Award
Dr. Paul Cronk, A Century of Service

Also presented:

Dr. Chris Perron, John Stoke Award
Dr. Robert Egan, Literary Award

Prize and 50/50 Raffle to Benefit the UVCA Legal/Legislative Fund

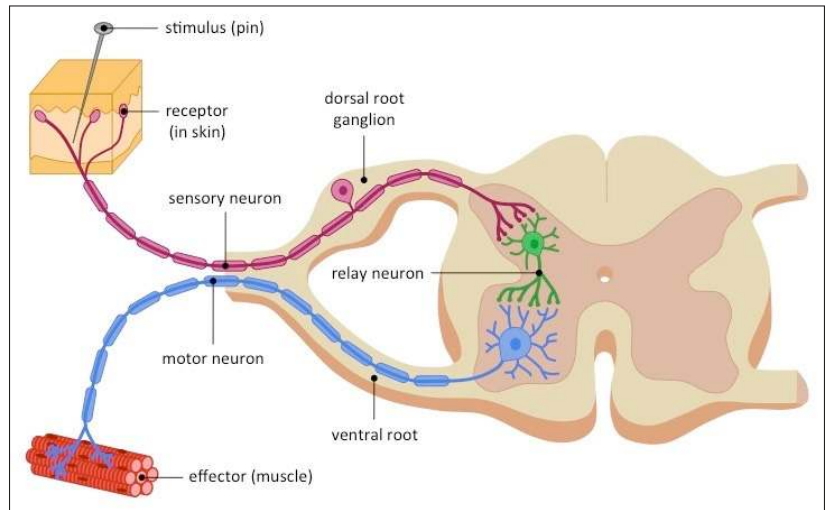
Okay, so maybe Ms. Susette Goodwin isn't really in the band KISS, but she does deserve to be on stage for her chimes technique -- and for coordinating the annual prize raffle for over 20 years! Congrats to Dr. Theresa Neiss for winning the cash raffle. A total of \$957 was raised! [For a complete list of prizes, contributors, and winners, see page 27.](#) (Photo credit: Dr. Taylor Myers, UVCA Treasurer)



Spinal Reflexes: A Clinical Application

By James A. Munse, DC, DACNB, MPA

A common practice in the world of functional neurology involves taking information from neurology textbooks and translating it into clinical application. And the purpose of this article is to do exactly that. Our physiology texts are filled to the brim with information about the human form, but often this material is purely educational and not necessarily clinically relevant. I'm sure we all remember taking courses in chiropractic college that may have been interesting...but nonetheless didn't quite prep us for patient care. This can be a frustrating scenario, and it's a situation that all students likely experience from time-to-time. But I'd like to remind us that even though it may not seem like it, helpful information and clinical relevance can be found almost everywhere. We just need the right perspective. As such, this article will explore a relatively mundane topic commonly discussed in physiology texts and translate it into clinical relevancy. This is the topic of spinal reflexes, and specifically the "withdrawal reflex" and the "crossed extensor" reflexes.



Reflexes are quick, predictable responses to sensory stimuli. And all reflexes follow a general "reflex arc" and/or pathway. For instance, sensory receptors first detect stimuli in the environment, and this stimulus is transformed into an electrical signal. This signal is then transmitted along sensory nerves to the central nervous system, which integrates this information and formulates a response. The response signal is transmitted out of the central nervous system along motor nerves to reach an "effector" (effectors are either muscle or glandular tissue). The effector then performs the action. There are many categories and types of reflexes, and spinal reflexes are those in which the spinal cord is the part of the central nervous system that performs the integration. As such, the spinal cord receives sensory input from our spinal nerves, integrates this information, and then formulates a motor response that is carried out via spinal nerves. In contrast, cranial reflexes are those in which the brain performs the integration, and the signal is carried in and out of the brain via cranial nerves.

Spinal reflexes can be categorized as either "monosynaptic" or "polysynaptic." Monosynaptic spinal reflexes are simple in the sense that only two neurons are involved in the reflex loop: the sensory neuron directly connects to the motor neuron. This connection between the sensory and motor neuron occurs in the spinal cord, but only requires the "hand-off" of information to occur once (because only two neurons are involved). As such, monosynaptic reflexes are extremely fast. Conversely, polysynaptic reflexes involve more than two neurons, and thus they are more complex and take longer to complete. In this case, a sensory neuron carries information to the spinal cord and then multiple neurons within the spinal cord integrate and communicate this information to multiple motor neurons. The neurons within the spinal cord performing the integration are known as "interneurons" and they stimulate multiple motor neurons because polysynaptic reflexes often result in complex movements involving multiple effectors.

The focus of this article will be two polysynaptic reflexes that partner together. This is the withdrawal reflex and the crossed extensor reflex. The withdrawal reflex often occurs as a protective response when a harmful stimulus is detected by a sensory receptor. This results in the rapid activation of flexor muscle groups, which pull the arm or leg away from the harmful stimulus. For example, if I'm

walking on the beach and accidentally step on sharp shell with my right heel, the withdrawal reflex will activate the right ankle plantar flexors, right knee flexor muscles, and right hip flexors. As such, my ankle will dorsiflex, my knee will flex, and my hip will flex. All of these motions together cause my right leg to lift up and off of the sharp object. The same situation would happen if my right hand came into contact with burning stove. My elbow and shoulder would flex and consequently remove my hand before a serious burn occurs. However, it should be noted that the withdrawal reflex does not "only" activate the flexor muscles within the effected arm or leg. The reflex also simultaneously inhibits the opposing extensor muscles on the same side. This is the concept of reciprocal inhibition. For instance, if I activate the flexor muscles in my upper arm to flex my elbow I must simultaneously inhibit the extensor muscles that oppose elbow flexion. If this doesn't happen, the two muscle groups will oppose each other and smooth movement will not occur. For example, elbow flexion requires that I contract my biceps and simultaneously relax my triceps. The biceps will flex the elbow without resistance from the triceps. Reciprocal inhibition allows for smooth movement because opposing muscle groups will not fight with each other.

The withdrawal reflex often occurs in concert with the crossed extensor reflex. Let's take the earlier example of walking on the beach and stepping on a sharp shell with my right foot. As stated above, the withdrawal reflex causes the flexor muscles in my right leg to contract and remove my foot from the harmful stimulus. As the withdrawal reflex lifts the right leg, the crossed extensor reflex simultaneously activates the extensor muscles on the opposite limb. As such, I simultaneously straighten my left leg as I flex my right leg (so that I have something to brace myself with – and thus don't fall). In this case, the crossed extensor reflex helps the body compensate for a sudden loss of support. In the example with the hand on the burning stove, I flexed and removed my right hand from the burning stove while the crossed extensor reflex simultaneously extends the left arm out. We see this when someone is startled or grabbed from behind. The arm that is contacted will reflexively contract and pull towards their body while the opposite arm extends and pushes away. Again, the withdrawal and the crossed extensor reflexes work in tandem: flexor muscles in one limb contract while the extensor muscles on the opposite side contract.

Continued on page 8

Continued from page 7 So how is this clinically relevant?

Let's look at what's really happening in the example of right elbow flexion when my right hand touches a burning stove. The right biceps contract while the right triceps relax (due to reciprocal inhibition), resulting in right elbow flexion. And due to the crossed extensor reflex, the left bicep relaxes while the left triceps contracts, causing simultaneous left elbow extension. Consequently, I reflexively activate the right bicep muscle group while I simultaneously inhibit the same muscle group on the opposing side. I am constantly turning on and then turning off the same muscle groups in a very coordinated fashion. This is the basis for all cross crawl movements, especially our ability to walk and run. For instance, I move one arm forward as the other swings back -- and the same scenario plays out with our legs. These reflexes are imbedded into our nervous system and we can use this to our advantage when working with patients.

Imagine that you have a patient with extremely tight (and potentially fibrotic) muscles in the right lateral forearm. These are the muscles that produce wrist extension and elbow supination. This is a very common scenario for our patients that frequently work on the computer or play

sports like tennis and others that require strong grip strength. Part of the therapeutic goal is to decrease the tonicity in the muscles of the right lateral forearm, and this can be accomplished through a variety of stretches, exercises, and manual soft-tissue techniques. I am suggesting that we

"I believe we can make a larger impact if we work with the body and not against it."

can also use the neurology of the withdrawal and crossed extensor reflexes to facilitate this process. Let's say we want to stretch the right lateral forearm, and thus move the right forearm into a pronated position with the wrist flexed (therefore the stretch is felt in the right lateral forearm/elbow). We can reflexively assist this process while simultaneously supinating the left forearm and extending the left wrist. This will activate the same pathways as the withdrawal and crossed extensor reflexes, and thus reflexively assists in decreasing the tonicity of the muscles of the right lateral forearm. As such, for example, you complete one movement in one arm while simultaneously completing the opposite movement on the other side. You can be quite creative in adding this element to the treatment regiment, whether that's recommending cross crawl exercises to contract and relax opposing muscle groups, asking the patient to not only stretch the "tight side" but also simultaneously contract the opposite side, having the patient actively

contract and relax the muscle groups on one side while you work on the other, or simply being aware of how the position and/or movement of one limb may impact the tonicity of the muscles in the opposite limb. The therapeutic options are endless, and can be applied to all types of patients with a variety of ailments. The concepts expressed in this article are relatively simple and mundane when discussed in physiology textbooks, but they can make a large impact if used appropriately. I believe we can make a larger impact if we work with the body and not against it. And using our imbedded reflexes to our advantage is an easy and simple way to do so.

James A. Munse, DC, DACNB, MA of Chantilly Chiropractic Center in Chantilly, Virginia 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, Flexion-Distraction, Extremity Adjusting, 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.

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If You Can't Remember What Supplement to Take For Your Memory, Maybe You Should Read This

By Cindy M. Howard, DC, DABCI, DACBN, FIAMA, FICC

Lately it seems as though every time I open up my News app on my phone there is an article about memory loss, Dementia or Alzheimer's. It is a popular area of study and when I take a look into the statistics the average reported number is that 1 in 8 people suffer from some sort of memory deficit in the United States. A large portion of that group consists of those that are over 65 years in age. While some of our patients and we may be years away from that number, others of us have crossed into the probability of that statistic. It is a growing concern that has the supplement industry targeting those with symptoms.

Published in the *Journal of Alternative and Complementary Medicine* in April 2020 was an interesting review titled, "A Public Health Issue: Dietary Supplements Promoted for Brain Health and Cognitive Performance." There were 650 products evaluated that targeted brain health. Many made claims that could not be substantiated. However, there is some evidence to support a handful

of nutrients for brain health that may help slow the decline of our memory.

Phosphatidylserine (PS) is commonly used in adrenal dysfunction to lower cortisol levels and is necessary for healthy nerve cell membranes and myelin. Up to 800mg/d can be absorbed and crosses the blood brain barrier all while safely slowing, halting, or reversing biochemical alterations and structural deterioration in nerve cells.⁽¹⁾ It has been demonstrated to support human cognitive functions, including the formation of short term memory, the consolidation of long term memory and the ability to learn and recall information, the ability to focus attention and concentrate, the ability to reason and solve problems, language skills, and the ability to communicate.⁽¹⁾ If stress level is high, taking PS during the day can serve a dual purpose. If lack of sleep or the inability to fall asleep is an issue, taking it at bedtime will provide the additional benefit of better sleep. One side effect to note is the increase in *Continued on page 11*



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strange and colorful dreams. Although a rare occurrence, scary dreams are also possible, so should that occur, a reduction in dosage or complete elimination may be necessary.

Vitamin B12, which we commonly see lower than optimal, may also play a very important role. One of its functions is as a cofactor for the enzymes methionine and methylmalonylCoA mutase. Methionine is essential and any interference in the synthase reaction can lead to the elevation of homocysteine. Typically an elevation over 12 mcml/L is an inflammatory marker for the heart and any value over 7 mcml/L can indicate the susceptibility to neurodegeneration. The goal would be to get a patients B12 level between 900-1200 pg/mL and a homocysteine level under 7 mcml/L. There is also a continuous inverse relationship between serum B12 and a variety of undesirable outcomes, including neural tube defects, stroke, and dementia.⁽²⁾ Taking a B complex along the B12 or a methylated form if needed will help increase the absorption.

After the consumption of Folate or folic acid (found in various foods including spinach and oranges) and the intestine has absorbed vitamin B, the liver generates several forms of folate. Folate deficiency, commonly caused by low dietary intake, has been associated with physiological abnormalities that may occur during development and adulthood. Adequate levels of folate are essential for brain function, and a deficiency can lead to neurological disorders such as depression and cognitive impairment. Taking folate as an additional supplement or in a B complex may help prevent cognitive decline and dementia as we age. A recent randomized clinical trial indicated that a 3-year folic acid supplementation can help to reduce the age-related decline in cognitive function.⁽⁶⁾

Ginkgo Biloba extract (GBE) is used as a single ingredient and also typically in combo products for brain health and neurotransmitter support which is important for cognition. The active compounds of GBE are primarily flavonol glycosides (24%) and terpene compounds such as ginkgolides and bilobalide (6%) with smaller amounts of proanthocyanidins.⁽⁴⁾ The mechanism of action is in its ability for free radical scavenging and as an antioxidant.

Saffron or *C. sativus* extract (60 mg/kg.) has shown a reversal of age related memory deficits in animal studies. Among the potential mechanisms, the promotion of long-term potentiation (LTP), the anti-amyloidogenic activity, its inhibitory action on the AChE activity, and their potent antioxidant properties are proposed to explain their action on cognition.⁽⁸⁾ There has been good evidence that saffron and its major component Crocin are significantly useful for cognition. Preclinical studies demonstrated its efficacy in attenuating memory disorders in animal models related to Alzheimer's Disease, cerebral injuries, or schizophrenia.⁽⁸⁾

One of my favorite combination products contains B6, saffron and phosphatidylserine. Increasing Choline levels seems to potentiate the benefits as well. For those who are vitamin E deficient the addition of vitamin E may also improve their cognitive abilities. A study published in the *Journal of the American Medical Association (JAMA)* in 2014 found that patients with mild or moderate Alzheimer's disease showed a slower functional decline compared with a placebo group when supplementing with 2000 iu/d of alpha tocopherol vitamin E. The mechanisms by which vitamin E can affect cognition are not well understood, but they are likely to be related to the putative capacity of antioxidants to support synaptic plasticity by protecting synaptic membranes from oxidation.⁽⁹⁾ Contraindications would include those on blood thinners or with prostate cancer.⁽⁹⁾

Omega-3 fatty acids, specifically DHA, can affect the synaptic function and cognitive abilities. DHA constitutes more than 30% of the total phospholipid composition of plasma membranes in the brain and is thus crucial for neuronal excitability and synaptic function.⁽⁷⁾ They also activate energy-generation metabolic pathways that affect brain derived neurotrophic factor and insulin-like growth factor 1, ultimately supporting long term potentiation associated with learning and memory.⁽⁷⁾ Assessing for the levels of DHA through a urine sample can provide an indication of deficiency or adequacy. In contrast to the benefits of DHA, diets with high contents of trans and saturated fats can adversely affect cognition.⁽¹⁰⁾

Another nutrient worth noting is vitamin D. Most of us have suboptimal levels of D, yet it has been shown to preserve cognition in the elderly.⁽¹⁰⁾ It is not uncommon to see levels under 30 ng/mL with an optimal level being between 60-80 ng/mL. Supplementing with 4000-8000 iu/day to achieve this level would prove useful. Low selenium levels are also associated with lower cognitive function so utilizing 200 mcg/day and checking serum levels to avoid over consumption would make a great addition to the protocol for memory retention. High calcium has been associated with cognitive decline as well as elevated levels of zinc and low plasma concentrations of copper. Iron levels may also play a role in young women, especially those whose levels fall during menstruation. Checking micronutrients will allow you to catch deficiencies that can be corrected very simply.

Incorporating a few of these supplements may alter the course of neurodegeneration and a declining memory. As previously mentioned, with over 650 products promoting brain health and a better memory, sticking with those backed with some research may prove to be effective. You can't make promises since every patient responds differently and the underlying

Continued on page 12



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Continued from page 12

cause to the memory loss can be far more involved than simple deficiencies. Still, this is still a good starting point -- that is if you can remember to take your supplements.

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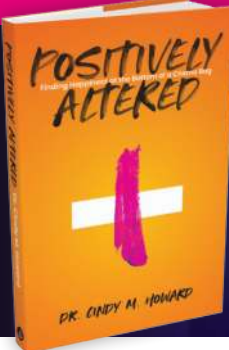
Dr. Cindy M. Howard is Board Certified Chiropractic Internist and Nutritionist in private practice for 18 years. She has a fellowship from the International Academy of Medical Acupuncture and a Fellow from the International College of Chiropractic. Dr. Howard speaks all over the country, lecturing on concussion nutrition, neuro adrenal dysfunction in sports, male and female pelvic disorders, pediatrics, immunology, GI disorders, endocrinology and nutritional blood analysis interpretation. She also

serves as the Director of Functional Medicine and Nutrition for Aligned Modern Health in Chicago, Illinois.

Love Dr. Cindy?

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Dr. Howard is the Illinois Delegate for the American Chiropractic Association. She serves on ACA's guidelines, professional development and membership committees and was the recipient of the 2015 Flynn/Lynch Award for outstanding service. She is a past president of the American Chiropractic Association Council on Diagnosis and Internal Disorders. Dr. Howard serves on the Medical Advisory Board for Integrative Therapeutics and the Functional Medicine University. She serves on the board of DoC:S, Before the Hit, and the College of Pharmacognosy and Toxicology. She is an associate editor for *The Original Internist*. Dr. Howard is a spokesperson for Bio-botanical Research, Integrative Therapeutics, and Cyrex labs. Locally, she serves as a Board member for the Frankfort Falcons Youth Football organization and is the team Chiropractic Physician for Dreamz Elite competitive Cheerleaders.



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Just like patient referrals for your practice, there is nothing better than member referrals to help grow and strengthen the association!



Congrats to Dr. Jason Kennedy for winning a \$100 Visa Gift Card at the Fall Convention! All new member sponsors received one entry for each new member sponsored into the prize drawing -- and Dr. Kennedy's name was drawn!



WHY SHARE?

1. Shared access to reliable information and resources means stronger practices -- and a stronger profession.
2. More members mean greater diversity, legislative strength, PR clout, and resources to expand the advantages of membership even further.
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THANKS, 2023 PRIZE SPONSORS!



Understanding Healthcare Fraud Investigations

Ray Foxworth, DC, FICC

Healthcare fraud investigations are a critical component of maintaining the integrity of the healthcare system. These investigations seek to uncover and address fraudulent activities involving healthcare providers, patients, or other stakeholders. Fraudulent actions in healthcare can encompass a range of activities, including billing for services not rendered, upcoding, kickbacks, and the inappropriate use of medical services. In the past three years, the Department of Justice has initiated more cases each year than at any point since 1995. Those efforts have produced civil fraud recoveries in the billions of dollars.

Your Role as a Doctor of Chiropractic

As a chiropractor, you play a pivotal role in ensuring that healthcare services are provided ethically and in accordance with the law. Staying informed about the regulations and legal obligations governing your profession is essential. Here are some key considerations:

1. **Billing Practices:** Ensure that your billing practices are accurate and reflect the services provided. Overbilling or submitting false claims can lead to legal scrutiny.
2. **Documentation:** Maintain comprehensive and accurate patient records. Thorough documentation is vital for patient care and serves as a defense in the event of investigations.
3. **Compliance Programs:** Establish a compliance program for your practice. Compliance programs include guidelines and protocols to help prevent, detect, and address fraudulent activities. It takes a lot of time and effort to establish and maintain a compliance program. Consider outsourcing to a third-party such as ChiroArmor or HIPAA Compliance Services.

Patient Care First

While staying compliant with regulations is essential, remember that your primary focus should always be providing the best possible patient care. Ethical medical practice and patient well-being should guide your decisions and actions.

What to Do if Investigated

If you become the subject of a healthcare fraud investigation, *Continued on page 16*



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Continued from page 15

it's essential to act prudently:

1. **Cooperate:** Cooperate fully with investigators and legal authorities. This includes providing requested documents and information.
2. **Legal Counsel:** Seek legal representation. An attorney experienced in healthcare law can guide you through the process and help protect your rights.
3. **Confidentiality:** Maintain confidentiality during the investigation. Discuss the matter only with your legal counsel.

Conclusion

Healthcare fraud investigations are a complex aspect of the healthcare industry. Chiropractors can best protect themselves and their patients by adhering to ethical practices and staying informed about healthcare regulations. Cooperation, legal representation, and confidentiality are critical in the event of an investigation.

By ensuring that your chiropractic practice maintains ethical and legal standards, you contribute to the continued integrity of the healthcare system and uphold patients' trust in their chiropractic providers. With all the rules and regulations around healthcare today, it can be difficult to see just where your risk may lie. See where your current compliance program stands by requesting a free gap analysis.



Dr. Ray Foxworth, DC, FICC, is founder and CEO of ChiroHealthUSA. 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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blake.pooley@mxrimaging.com

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Enhance your membership and convention experiences and connect with colleagues who understand the value of upgrading. Call the UVCA office at 540-932-3100 for more info.

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NCHS Releases New Course by Dr. Scott Banks

Northeast College of Health Sciences/Frank J. Nicchi School of Continuing Education recently released a new course by Virginia's own Scott Banks, DC, MS. "Advanced Concepts of Inflammation" discusses the factors involved in inflammaging and advanced strategies to minimize this process. It discusses the role of metabolic imbalances, autonomic dysfunction, thymic involution as well as nutritional, neuromodulating, and other techniques to offset these factors.

Dr. Banks is a past VCA president, current editorial committee member, and frequent speaker at UVCA events. He owns and runs

Banks Nutrition Center in Virginia Beach. If you're interested in learning more about the course, visit NCHS Continuing Education.



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Virtual Credit Cards Not Required

Several doctors recently reported that insurance carriers were attempting to force them to accept Virtual Credit Cards and their processing fees for payments. Guidance document GL-2022-04 from the U.S. Department of Health & Human Services confirms that carriers are not permitted to force this acceptance.



When UVCA President Dr. Michelle Rose receives these requests she has her team call the insurance company and inform them that her office does not accept them. Based on her experience, they then they send a check.

Compliance Helpdesk Launched for UVCA Members!

The UVCA and HIPAA Compliance Services (Dr. Ty Talcott) are excited to announce this new benefit to help protect and educate members relative to the increase in cyberattacks, regulatory fines, and penalties affecting physician offices.

Areas of assistance include:

- HIPAA
- No Surprises Act
- OIG/Medicare Documentation
- The CURES Act
- and other legally required compliance.

Benefits Include:

- Direct email/phone access to a compliance expert to answer your questions and concerns relative to your individual situations
- Written assistance
- Video assistance

You'll find valuable resources to help you with critical issues including:

- White papers
- Short videos
- Emergency support
- Direct access to compliance guru Dr. Ty Talcott, "The Compliance Guy."

Dr. Talcott has presented at UVCA seminars, conventions, and webinars a number



of times. While few people "love" the topics he teaches, all agree that Dr. Ty teaches it better than anyone.

To learn more about this new benefit or to access it at any time, simply go to:

[UVCA Compliance Helpdesk]

The UVCA helpdesk through Gold Star Medical Business Services remains your #1 source for Medicare, billing, coding, and insurance questions.

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1911 Commonwealth Drive
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Check out the video recording of the March Nuts & Bolts Lunch n Learn Dr. Cantu did for UVCA members! Log in to the VCA Vault and scroll down the left-hand menu to Practice Support then Office Management & Practice Resources!

Welcome, New Members!

(7/16/2023 - 10/15/23)

Alvarado, DC, Joshua

RxWellness Spine & Health – Arlington
Arlington, VA

Phone: (703) 904-9666

DC – Fourth Year or More

Acupuncture, Diversified, Dry Needling,
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Referred by: Dr. Philip Golinsky

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RxWellness Spine & Health – Herndon
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DC – Fourth Year or More

jenniferbriggs211@gmail.com

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Casper, III, DC, Edward

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Herndon, VA

Phone: (703) 904-9666

DC – Second Year

drcasper@rxwellness.com

Diversified, Drop Techniques – Thompson

Referred by: Dr. Philip Golinsky

Holmes, DC, David

Elite Sports Specialists

Las Vegas, NV

Phone: (612) 743-3202

Member Type: DC - Out of State

Hummel, DC, David

Premier Health Chiropractic

Virginia Beach, VA

Phone: (757) 229-9740

Member Type: DC - Fourth Year or More

Decompression, Diversified, Drop
Techniques – Thompson, Other, Flexion-
Distraction - Cox, Full Spine, Gonstead,
Graston, Instrument Adjusting - Activator,
Impulse, Myofascial Release, Palmer
Package, Sacro Occipital Technique
(SOT), Soft Tissue

Kim, DC, Hongki

RxWellness Spine & Health – Herndon
Herndon, VA

Phone: (703) 904-9666

drkim@rxwellness.com

Member Type: DC – Fourth Year or More

Decompression, Diversified, Drop

Techniques - Other, Extremity Adjusting,

Flexion/Distraction, Instrument Adjusting –
Activator

Referred by: Dr. Philip Golinsky

Lam, DC, Byron

RxWellness Spine & Health – Vienna
Vienna, VA

Phone: (703) 904-9666

DC – Fourth Year or More

Referred by: Dr. Philip Golinsky

Liberty, DC, Rebekah

The Chiropractic Health & Wellness
Center

Richmond, VA

Phone: (804) 359-6999

rliberty@chawc.com

Member Type: Premier - DC

Referred by: Dr. Carmen Johanning

Lynch, DC, Michael

Kempsville Chiropractic

Virginia Beach, VA

Phone: (757) 467-5258

mike.l@kempsvillechiro.com

Member Type: DC - Fourth Year or More

Diversified, Drop Techniques – Thompson,

Flexion/Distraction, Instrument Adjusting -

Activator, Upper Cervical - NUCCA

Marsh, DC, Robert

Red Mill Chiropractic

Virginia Beach, VA

Phone: (757) 918-7761

drmarsh@redmillchiro.com

Member Type: DC - Fourth Year or More

Martinez, DC, David

Lemmata Chiropractic

Hampton, VA

Phone: (757) 850-0500

lmartinez@lemmatachiro.com

Member Type: DC - Fourth Year or More

Diversified, Drop Techniques – Thompson,

Instrument Adjusting - Activator, Thompson

Muzinski, DC, Scott

Integrative Chiropractic & Natural Medicine
Inc.

Arlington, VA

Phone: (703) 532-3121

Drscottmuzinski@gmail.com

Member Type: DC - Fourth Year or More

Park, DC, Danny

Pershing Chiropractic & Rehab Center
Fairfax, VA

Phone: (703) 525-5800

chirodannypark@gmail.com

Member Type: DC - Fourth Year or More

Perez-Duran, DC, Antonio

RxWellness Spine & Health – Tysons/
McLean

Tysons Corner, VA

Phone: (703) 904-9666

Drantonio@rxwellness.com

Member Type: DC – Fourth Year or More

Active Release Technique (ART), Dry

Needling, Extremity Adjusting, Instrument

Adjusting - Impulse, Kinesiotaping

Referred by: Dr. Philip Golinsky

Rizkalla, DC, Martha

RxWellness Spine & Health – Herndon
Herndon, VA

Phone: (703) 904-9666

drmonica@rxwellness.com

Member Type: DC – Second Year

Diversified, Dry Needling, Full Spine

Referred by: Dr. Philip Golinsky

Stolitza, DC, Luke

Life Clinic Chiropractic and Rehabilitation
Gainesville, VA

Phone: (703) 743-6159

lukestolitza@gmail.com

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Rongo, Nicole

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**Products/Services: Video produc-
tion, search engine optimization,
online reputation management,
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UVCA District Directors Cultivate Relationships

Four years ago, Dr. Christine Fallwell, Chiropractor and current District V Director in Virginia Beach, met Dr. Andrew Southerland, a Neurologist in Charlottesville. Over the years, Drs. Fallwell and Southerland have become good friends and colleagues.

In July of this year, Dr. Southerland conducted a free webinar for UVCA members on his area of expertise, Fibromuscular Dysplasia (FMD). FMD is a genetically-linked, non-inflammatory condition involving collagen deposition in veins and arteries that increases risk of arterial dissection, TIAs and stroke. [FMD Webinar Recording]

Recently Dr. Fallwell and Dr. Lisa Williams, UVCA Director of District I in Charlottesville, met with Dr. Southerland at the University of Virginia Medical Center. The purpose of the meeting was to give Dr. Southerland a greater understanding of Chiropractic and for us to learn more about FMD.

Dr. Southerland is a Harrison Distinguished Teaching Professor of Neurology and Public Health Sciences at the University of Virginia. He received his MD as a Brody

Scholar from the Brody School of Medicine at East Carolina University and completed his Neurology Residency and Vascular Neurology Fellowship at the University of Virginia. He currently serves as Residency Program Director and Executive Vice Chair in the UVA Department of Neurology. Dr. Southerland is one of the directors of the FMD study being conducted at UVA and Cleveland Clinic and he has authored numerous articles on the topic.

When asked, Dr. Southerland explained that his reservations about chiropractic stem from his concern that traditional rotary cervical adjustments could possibly result in vertebral artery dissection in an already weakened arterial system. This gave Drs. Williams and Fallwell a perfect opportunity to give him a balanced perspective on that topic. They talked about subluxation and how it translates into pain and dysfunction. They explained that treating the subluxation can be done in one of three

Continued on page 22



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(10-15-2023)

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Harrisonburg, VA Stand alone brick building in professional park with good parking. Seven treatment rooms, 2 doctor offices, large front desk area and spacious waiting room. Contact wellspringhealthgroup@gmail.com.

COVERAGE NEEDED

Midlothian, VA Looking for maternity leave coverage for my family based diversified chiropractic practice in Midlothian, VA. 12 weeks from 11/6/2023-1/26/2024. Weekly patient visits average about 60 per week. Holiday hours office will be closed and open to negotiating specific days provider would need off due to their personal holiday schedule. Please contact me if interested in discussing this opportunity further. e-mail: drbarnett@inspirewellnesschiro.com

COVERAGE PROVIDED

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Hampton Roads Area I am available for coverage on: Tuesday mornings, Thursday and Saturday's all day, in the Hampton Roads area: Chesapeake, Norfolk, Hampton, etc. I have 23 years of experience and I am proficient in most techniques allowing me to keep consistent care for your patients while you are away. I am fully insured with NCMIC. Please give as much notice as you can (2 week min. usually). If you are interested, Thank You. email me @ DC2BME@AOL.COM.

Have peace of mind Is peace of mind, keeping your office open & continuity of care important? Yes. I am Dr Pat Boulogne. + I have over 30 yrs of experience & versed in the majority of techniques. NCMIC insured. References available upon request. Let's talk to see if we are a fit.... call or email: drpatb@gmail.com & phone 202-642-2335.

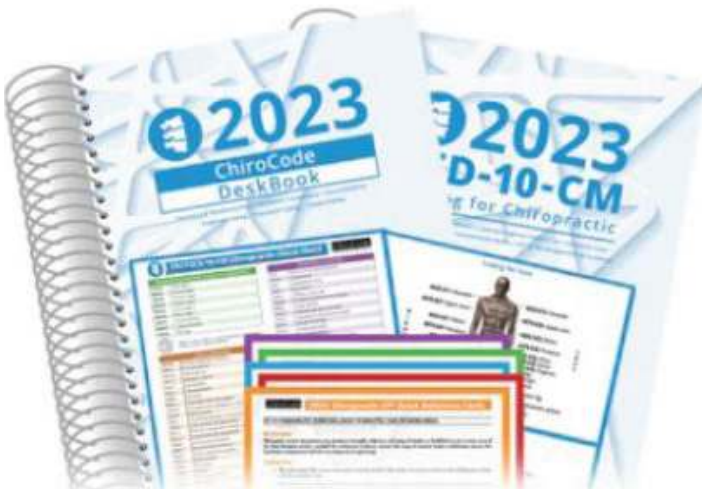
DC POSITION AVAILABLE

Annandale, VA Positively Chiropractic is looking for a dynamic, confident young chiropractor who is looking to join and grow a practice with her/his next chiropractic family. We are a multi-disciplined office offering chiropractic, ART, sports injury care, pediatric chiropractic, acupuncture, dry needling, and massage therapy. You will be joining a united family that has been together for over 25 years. Please contact chirocoutinho@gmail.com.

Alexandria, VA We are searching for someone who is looking for their next chiropractic family to grow with, to learn from and to become the best doctor. We are seeking for a dedicated and passionate full-time licensed Chiropractor in the state of Maryland and/or Virginia to join our second location. Candidate should be professional, a self starter, and a team player. New graduate or mature established doctor can easily join our system. Base salary plus bonus. Please send your CV to pfchirorehab@gmail.com.

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* Note: This discount code does not apply to Chirocode and InnoVHealth Items already on sale (including bundled packages) or Non-InnoVHealth Items.

Continued from page 21 ways: bone - osseous techniques, muscle/ligament - postural techniques, or nerve - tonal techniques. They talked about some of the low force techniques that they use in practice: For Dr. Fallwell, Postural Technique – Activator and for Dr. Lisa, Tonal Technique - Torque Release technique. Dr. Lisa demonstrated TRT on Dr. Fallwell so that Dr. Southerland could understand more fully what they were describing.

Dr. Southerland shared that he had no idea there were so many options in low to no force techniques. The three doctors conversed about how high tension/tone in the nervous system causes sympathetic dominance; how that is known to lead to so many health concerns, and how patients always do better with less nerve torsion (interference) than with it.

Dr. Southerland wanted to know what type of patients he could send for treatment. He was excited about the prospect of giving hope to some of his patients that have not responded well to his treatments. He has already started referring patients to Dr. Williams.

This is just one example of how doctors often “don’t know what they don’t know” about Chiropractic. As Doctors of Chiropractic, you have a phenomenal opportunity to build relationships with and educate MD colleagues – for all patients’ sakes.

Continued from page 22

more. For more info, pls contact Dr Jay Greenstein at drjay@kaizo-health.com.

Gainesville, VA Busy office needs a full or part time chiropractor, recent grad or mature, to handle capacity from owner wishing to cut back. Should be professional, flexible and able to be a team player willing to take on the opportunity. We are willing to teach. Income includes base salary, signing bonus, education, and more. Send resume to drhaupt@gateway-chiropractic.com or call Bill 703-489-8632.

Greater Richmond area Richmond, Ariya Family Chiropractic Centers: Awesome team, great office support, experienced & caring management. \$60k starting salary plus bonus structure in high-volume practice. 401k, first year malpractice, UVCA membership & conventions, medical insurance, leadership opportunities, training and support provided. Co-founder of 18 years is stepping away from patient care to focus on practice management. For more information call 804-526-7125. Please send resume to mpatel@ariyachiro.com.

Hampton, VA Great Associate Opportunity in Virginia! **BENEFITS/COMPENSATION:**• Starting Salary \$80,000• Company paid malpractice. • 3% Employer IRA Match after 2 years• Future consideration towards leading super clinic• 4 Day Work Week• No Weekends• Paid Time Off and Paid Holidays. Location: Hampton, Virginia. Reach out to Layna Martinez at 325-277-3863 or send resume to LMartinez@LemmataChiro.com.

Herndon, VA Do you want to be your own boss and control your future. Office is expanding into Herndon and looking for a partner for this venture. Integrative facility to offer Chiropractic, massage, acupuncture, nutritional weight loss and functional medicine with future for PRP and ancillary therapies seeks a Chiropractor to add to the team. Self-motivated, caring and passionate doctor with a business acumen. Get the support of a 30 year established office to kick-start this new office. Spanish a plus. Send resume to: QualityIntegrativeHealth@gmail.com.

Marion, VA Come join our rapidly growing *Continued on page 24*



It's Here!

For CAs Who Are Ready to Grow

UVCA Chiropractic Assistant Certification Program

Upon completion of this 30-hour online certification program, you'll have a thorough knowledge of healthcare terminology and methods, anatomy, physiology, and many therapies as related to the Chiropractic office. Developed by popular instructor and long-time supporter Dr. Louis Crivelli.

This program has been tailored specifically for Virginia based on the priorities voiced by Virginia DCs and CAs. Responses to Dr. Crivelli's classes at UVCA conventions over the years, as well as the success of his Maryland Chiropractic Association's CA licensure training program, make Dr. Crivelli the perfect choice to lead the UVCA's program. While CA licensure is not yet required in Virginia, we feel that being able to demonstrate that CAs are professionally trained is an important proactive step.

10 hours – General Information/Chiropractic

- Intro. to a rewarding career
- The healthcare spectrum
- Duties of the CA
 - Clinical vs. Non-Clinical
 - Supervision
 - Risk Prevention
- Office Procedures
 - Phone/front desk skills
 - Patient intake
 - Vital signs
 - Taking a medical history
 - HIPPA/PHI
 - Billing/Coding
 - Clinical Duties
 - Legal Issues

10 hours – Anatomy/Physiology

- Medical/Chiropractic terminology
 - Root words
 - Prefix
 - Suffix
 - Common diagnostic and procedural terms
- Anatomy and Physiology
 - Body systems
 - Skeletal System
 - Muscular System
 - Nervous System
 - Pain and Recovery

10 hours – Therapeutics

- The Chiropractic Adjustment
- Rationale for PT in the Chiropractic office
- Thermotherapy
 - Methods of heat transfer
 - Hot Moist packs
 - Thermophore packs
 - Paraffin
 - Light therapy (laser and non laser)
- Ultrasound
- Diathermy
- Cryotherapy
 - Methods of cryotherapy
 - Ice packs
 - Ice massage
- Electrical stimulation
 - Electron theory
 - Wavelength and frequency
 - AC vs DC currents
 - IFC/Russian Stim
- Traction
 - Sustained vs intermittent
 - Cervical traction
 - Lumbar traction
 - Intersegmental traction
- Rehab Methodology
 - Muscle physiology
 - Isometric
 - Isotonic

- Isokinetic
- Stretching vs Strengthening
- New/Emerging Therapies
 - Kinesiology Tape
 - Cupping
 - Dry needling
 - Instrument Assisted Soft Tissue Mobilization
 - Total body vibration
- Medicare for the CA



Strengthen learning even further by attending optional in-person classes by Dr. Crivelli and others at UVCA conventions.

Online Program Registration Fees:

CA working for a UVCA member DC: \$249 (Just \$9.96 per hour!)

CA working for a non-member DC: \$449

Questions? Email admin@virginiachiropractic.org or call 540-932-3100.

<https://marylandchiro.ce21.com/item/uvca-chiropractic-assistant-certification-program-100213>

Continued from page 23

practice in small town southwest Virginia. Candidates should be energetic, personable and thorough. Will work closely with practice owner and have opportunities to manage and grow our satellite office. Base pay with great bonus structure in place. Base pay: \$1k weekly. Bonus will be discussed by phone or in person. Contact the office at 276-706-8530 or email resumes to heithmillerchiropractic@gmail.com with questions.

Mechanicsville, VA Atlee Chiropractic Center is a fast-paced clinic seeing people of all ages, but specializing in prenatal and pediatric chiropractic care. Established in Mechanicsville, VA in 2004 we have developed a long standing reputation for excellence within the community. Atlee Chiropractic Center is known for its excellence because we take exceptional care of our patients and cater to them as a whole, not just a spine. Our office is warm and welcoming and our goal is to consistently exceed patient expectations. We are currently looking for a qualified associate. We are seeking a chiropractor to work alongside the host chiropractor, Dr. Anna Bender, not develop a separate practice or spend your days and weekends doing screenings and marketing. Education and interest in motion palpation and/or pediatric and pregnancy adjusting are desirable. If your vision for practice has included being welcomed as a part of an exceptional team, treated as an equal and having an opportunity to be hands on with consults, examinations, films, reports and adjust, while being paid a competitive salary to make a difference, then please email your CV and a letter about yourself to dr.anna@atleechiropractic.com.

Middletown, DE Chiropractic Physician (Middletown, Delaware) We are looking for a Chiropractic Physician to join our growing Integrated Healthcare team. Our offices specialize in Chiropractic Care and Physical Rehabilitation. Well-established reputation and patient base. Highly competitive pay and generous bonus structure. Health, Dental, Vision, and Malpractice Insurance Generous PTO 401k with matching. No marketing required. Beautiful office with state-of-the-art equipment. www.DEIntegrativehealthcare.com Salary: \$70,000.00 - \$90,000.00 base pay per year plus bonuses.

Midlothian, VA If you are dedicated and passionate about service to patients and lifelong learning, then this opportunity is for you. We are looking for a Virginia-licensed DC to join our practice – one based in AK, Functional Medicine/Nutrition and Functional Neurology. The best candidate is one who has a strong desire to learn and assist patients towards their health, utilizing a variety of diagnostic tools, resources and natural solutions. This is an ideal situation for a new or established doctor. We operate a fully equipped office and have a great location in the Richmond, Virginia area. For further information or to submit your resume please contact: drsmith@rcn.health. www.richmondchironeuro.com.

Northern Virginia/Richmond The Joint Chiropractic in Northern Virginia/Richmond is looking for full time & part time Drs. All cash practice, great adjustment skills required. Competitive Salary & great environment w/ benefits & bonuses. Please email your CV to Dr Ahmed Migdadi amigdadi1988@gmail.com or fax to (888) 503-7522.

South Hill, VA ASSOCIATE POSITION WITH BUYOUT
OPTION Retiring doctor offering a 2 Tier Business Opportunity Tier 1: Associate in a busy practice in South Hill, VA where its population & property values are escalating due to Microsoft aggressively expanding their facilities here. Tier 2: Buy practice w/ an option to buy the 3,400 sq ft building including an income producing 2nd floor apt. Call for details: 804-387-3421

Staunton, VA Busy multi-location, multi-doctor, clinic seeks a doctor to join our team. Benefits include competitive salary with bonus opportunities, health insurance, 401K, PTO, paid Mentoring, paid continuing education, UVCA membership, abundant new patients, and well trained staff. To apply please send e-mail to amatoclinic@ntelos.net

Virginia Beach, VA We are looking for a Passionate. Driven. Chiropractic Loving. Pediatric. Prenatal. Focused Chiropractor to join our fabulous team of CAs and Doctors at Wave of Life Chiropractic. We are passionate about bringing chiropractic to help our community live with less frustration and more vitality. We are a cash based practice that sees 80% peds and prenatal. We have 3 female doctors and

CRC

Chiropractic Equipment Sales

Brenda Cassell

Tables, Modalities, Laser, and X-Ray

cassellbrenda226@gmail.com
804-436-3064

P.O. Box 295
Montpelier, VA 23192

2 locations. We see around 300/wk and want to grow to 500-800. This is a fast paced, fun loving, team oriented job that will require you go beyond patient care and build professional and community connections. We will train you in our processes and procedures, CLA Insight Exam equipment, ChiroTouch etc. as well as mentor you professionally to grow into the chiropractor you dream to be. We expect you to be hungry to succeed and join our mission to bring prenatal and pediatric chiropractic to Hampton Roads. Please contact Dr. Carly Swift at drcarly@waveoflifechiropractic.com or 757-358-0700.

Virginia Beach, VA Looking for a full or part time chiropractor for busy office. As a member of our team, you'll have the opportunity to build your practice in the company of established docs from a variety of professional backgrounds, and enjoy the flexibility to use your favored approach and methods. Compensation negotiable. Contact tcvinick@gmail.com.

Virginia Beach, VA Chiropractic position available. Virginia Beach. Well established 2 doctor, family/sports oriented practice is seeking full and part-time chiropractors immediately. Lead doctor is retiring, and this is an excellent opportunity for someone to take over being part of a large volume practice. Excellent patient flow, salary and benefits provided. Send inquiries/resume to trjarrett3@gmail.com

Virginia Beach, VA Earn Up to \$105K in VA Beach + Bonuses Seeking Multiple Full & Part-Time Doctors Premier Health Chiropractic in VA Beach is an award-winning practice seeking full-time & part-time DCs. Full-Time: \$80K to \$105K Salary, plus annual bonuses, signing bonus, paid holidays and a full benefits package. Potential Relocation Bonus. Part-Time: \$60/hour, with

Annual Bonus Potential. Part-Time must be available on Saturdays. Email resume to PHChiroVA@gmail.com or call Kenton at (312) 434-3841.

Williamsburg, VA Successorship: A better model The classic Associate Doctor model doesn't work. Who wants to build a practice only to leave and start over? Consider joining our thriving Williamsburg Virginia practice & earn a healthy living, have some fun, grow personally and professionally, & enjoy life! Guaranteed base + bonus, retirement plan, & (most importantly) direct path to partnership & ownership -- with the training and support needed to thrive, not just survive. (757) 876-0899, or email pchiro@performancechiropractic.com. More information at: <https://www.performancechiropractic.com/successor/>

EQUIPMENT

Alexandria, VA Two tables for sale in good condition. Local pick up only in Alexandria, VA. If interested please text Cameron at 571-214-1305. 200 dollars each.

Alexandria, VA Gonstead chair for sale. \$125. All inquiries drsharaposner@gmail.com.

Berkley Springs, WV Clear Institute Cervical Vibrating Traction Device- \$125 Neck traction Device- \$100 Oak File Holder and Plastic Pamphlet and Card Holders- \$150 Oak Pamphlet Holder- \$150 Baseline Joint Goniometer- \$20 Caliper- \$25 Box of tapes, manuals, and course for attracting new patients and building up practice by Dr. Peter Fernandez (over \$1000 in material)- \$215 Patient and Attorney Accident Board with cars (brand new)- \$25 Hoggan Muscle Tester- \$200 Algometer and Dualer IQ- \$150 Dark Room Light- \$20 Box of

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Pamphlets and Charts- \$25More
Chiropractic Equipment, Literature
& Pictures at drbobs.square.site

Charlottesville, VA We have a [Protec Ecomax Processor Model 1186 with stand] along with free green cassettes in 2 different sizes 6 [8x10] & 6 [14x17] that we no longer use. Pick up only please. Last used was 2 years ago. Might need servicing since it has not been used or great for spare parts. Please email or call if interested. Daisy336@comcast.net 434-817-3666.

Harrisonburg, VA 2 LSI intersegmental (Michael Kingroller) tables with vibration. They are about 12 yrs old but look brand new used very little. Color: Blue gray. Wheels on the bottom move easily. Text or call 540-742-5935 for pics and more information. I also have an LSI 4 Channel e-stim unit and a Zenith 460 Hy-lo vertelift that needs some love. Located in Harrisonburg, VA. Please text or call 540-742-5935.

Harrisonburg, VA Activator high low, Hill flexion distraction, portable Activator, nonportable massage? therapy tables, ultrasound machine, office furniture, waiting room chairs and chiropractic posters and art available. Contact wellspringhealthgroup@gmail.com.

Herndon, VA Hi-lo table in excellent condition. Everything works perfectly. Lumbar drop, breakaway thoracic, new upholstery. Call or text Dr. Bruce at 703-400-5868 or emaildrbshort@gmail.com.

Newport News, VA Denbigh Chiropractic in Newport News chiropractic office closed. Find what's up for sale. Go to (michael denbighnn) on facebook and you can see what's for sale with pricing. Please contact me through FB or email dc2bme@aol.com. Thank you, all has to go by the end of month so all offers are considered.

EVENTS

Reston, VA Fundamentals of Applied Kinesiology: 4-weekend seminar by Drs. David Leaf and Tom Roselle starting January 2024. This course program is designed to teach you functional medicine protocols using basic AK principles. You will learn the fundamentals and dynamics of AK in all sessions. CEU credit hours in 30

Continued on page 26



Did You Know?

As a Unified Virginia Chiropractic Association (UVCA) Member, you are also a Group Member with the Foundation for Chiropractic Progress!

As an F4CP Group Member, you are granted access to a wide-array of benefits for your 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.



Access to live Practice Progress Webinars for DCs

Free, monthly webinars specifically for DCs.



Access to live Pump Up Your Progress Webinars for CAs

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



Brochures, White Papers & eBooks on various topics

Evidence-based content suitable for DCs to share with patients



Have You Set Up Your FREE F4CP Account?

To access the above and much, much more:

1. Go to <https://www.f4cp.org/opt-in/> and follow the prompts.
2. Reach out to Marta Cerdan, the Foundation's Membership Director: phone 866-901-3427 x 1, email marta@f4cp.com.
3. OR watch this 2-minute video tutorial from UVCA team member Maria del Mar Villar-Villar.

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states have been applied for including VA, MD, and DC. UVCA members receive a 5% discount on all courses. Use code UVCA. For details and to register: <https://www.leadershipolegacy.com/course/fundamentals-of-applied-kinesiology/>. If you have any questions or need any info, contact Dr. Roselle's media person, Tina, at Tina@Talk19Media.com

Reston, VA Do you have total Confidence, Clarity, & Courage with your adjusting? Do your results make recommendations and retention easy & stress free? Do you know there's something bigger? Make Mastery~Love~Service the foundation of your life and practice. Since 1984, MLS has provided breakthroughs in approaching full spine, upper cervical, and self mastery for any technique. This revolutionary approach to Chiropractic will give your technique Super Powers. Our 2-day intensives have transformed thousands of lives and practices assuring joy and success while reaping inner and outer wealth. Will you commit, train, and succeed with us in December in Reston? They are worth it. Contact MLS Seminars, masteryloveservice@gmail.com, mlsseminars.com

Various Locations & Online. ALL THE CEUs AND TEAM TRAINING YOU NEED! See the conventions, Nuts + Bolts Lunch & Learns, webinars, seminars, and online/on-demand programs the Unified Virginia Chiropractic Association (UVCA) has coming up at Calendar - Unified Virginia Chiropractic Association | UVCA. Membership not required for most programs. Members usually enjoy discounted or free registration. Questions? Call 540-932-3100.

IC POSITION AVAILABLE

Newport News, VA Seeking Independent Contractor for our Modern Chiropractic Clinic in the HEART of Coastal Virginia! Let us help you build your practice! Looking to share our space with a like minded practitioner who does evidence based Chiropractic. Diversified technique with various modalities a plus. Perfect for new or established practitioners. Digital x-ray; use of software (ChiroTouch) and reminder texts Comprehensive therapies: EMS/IT/US/DTS Relaxing massage therapy: licensed massage therapists/ massage chairs Welcoming front

desk/reception areas Patients come to us by word of mouth/ central location/insurance provider networks Roomy newly renovated office with plenty of space to grow Located near multiple military bases/shipyard/national and international companies. Reach out to Marina and email: 23601chiro@gmail.com. Location: Newport News, Virginia (bordering Yorktown and Hampton on Rt. 17). Manadero Chiropractic, 727 J. Clyde Morris Blvd. Ste. B, Newport News, VA 23601

Richmond, VA Independent Contractor Opportunity in Richmond Suburbs: Established, busy office looking for IC ready to start or move an established practice. We know how to launch & grow a successful practice providing amazing support in all aspects of practice management with a highly trained staff. Our office of professionals is eager to offer this opportunity to the right doctor, new or experienced. Send CV/resume: rva.chiro.doctor@gmail.com

PRACTICES

Charleston, WV Retiring chiropractor offering easy terms on well-established practice in Charleston, WV. Ideal location, high visibility, in capital city where household income is above US average with vibrant cultural programming. Clinic features a large lobby that opens onto street and 2 large exam rooms. Parking includes 5 spaces for patients. Leased in renovated, handsome building. Priced for quick sale at \$25K. Contact Tara Wilkinson, tarawilk@live.com, 919-600-8134.

Chesapeake, VA Activator practice for sale in Chesapeake VA; busy waiting-list practice in upscale area; many Activator-loving wellness patients. Please call 757-642-3455 for more information.

Fairfax, VA I am currently listing my practice for sale. It is in Fairfax, Virginia. Busy office, 3200 ft.², fully equipped, appropriate for two doctors. www.CircleChiropracticCenter.com. Please contact: Freychiro@aol.com or 703-304-0404 cell.

Richmond, VA Area THIS \$200,000 NET PROFIT PRACTICE IS WAITING JUST FOR YOU! Lucrative, well-established, diversified practice located in a small town a few minutes from Richmond. Owner works only 3 days/wk with 2 weeks vacation. Average of 30

new patients per month WITH NO ADVERTISING, with 90-100 pv/wk! Call TODAY! 480-575-8095 www.PracticeAdvisors.com.

Sterling, VA Practice for sale in Sterling Virginia! Beautiful new build located above a Crossfit gym. Approximately 1200 SF, 2 treatment rooms, rehab space, bathroom and shower. Patient demographic active lifestyle looking to stay that way. Services offered adjusting, cupping, needling, and rehabilitation. Practice would be great for a new grad looking to get out on their own, or growing practice looking to expand to a new location! Please contact me if interested: James Kennedy DC, Sports Performance Chiropractic, 22611 Markey Ct, STE 105, Sterling, VA 20166; 631-875-3993; Sportschiro5@gmail.com.

PRODUCTS & SERVICES

Highland Beach, FL FREE Video and Chiro Guide. 2 MUST SEE websites: www.bestchirovideo.com and www.bestchiroguide.com.

SPACE AVAILABLE

Charlottesville, VA Charlottesville Chiropractic office: Start your own practice off with low start up and overhead, Current Dr. Only practices 2 days a week in this fully equipped beautiful office space. Two Chiropractic rooms, one Massage/Acupuncture room. Excellent location, Parking, ground floor access. Full use of waiting rooms, front desk area etc. Wifi and all included. Hydrocollators in each room, Interferential Stim. Available Tuesday/Thursday/Friday & Saturday. \$1200 All inclusive. No X-ray. Contact Dr. Lauterbach for more information. Cell 434-960-6733. 6 Month minimum.

UVCA CLASSIFIEDS

Classified listings appear on the UVCA website in 3-month increments + in at least 1 issue of The Virginia Voice e-newsletter and blast email to all DCs. Pictures may now be included with online listings!

DC MEMBERS: 1st listing free. To post a free listing, go to the Member Resources section ("VCA Vault"), click on Classifieds, then click on Add. If you wish to repeat your ad for an additional 3 months, you must change the expiration date on your ad before it expires.

SUPPLIER MEMBERS: Discounted to \$50 per.

ALL NON-MEMBERS: \$100 per.

Ad Insertion Form & Schedule

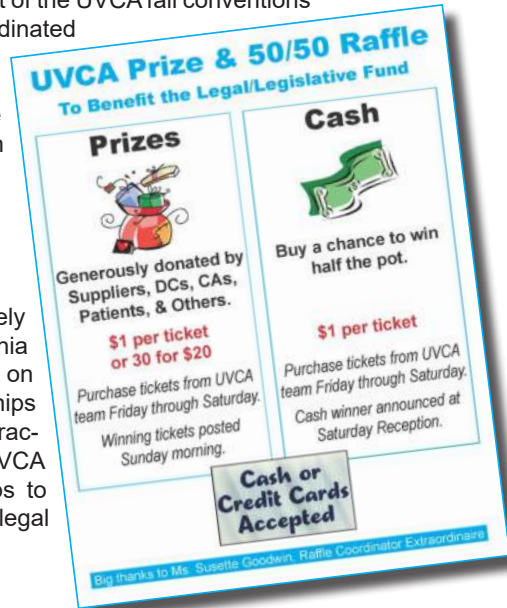
Display advertising also available.

Fall Raffle Raises \$957 for the UVCA Legal/ Legislative Fund!

For over 20 years, a highlight of the UVCA fall conventions has been the raffle coordinated by Ms. Susette Goodwin, UVCA team member who works full time at The Cox Chiropractic Clinic in Charlottesville, VA.

What is the Legal/ Legislative Fund?

This fund is completely separate from the Virginia CPAC. While CPAC focuses on cultivating political relationships and gaining access to chiropractic-friendly candidates, the UVCA Legal/Legislative Fund helps to raise money for association legal expenses.



Raffle Prizes

Thanks to generous vendors, DCs, and chiropractic office staff, this year's raffle was packed full of great prizes. For example:

- 3 Bottles of Palmer Wine, Donated by ChiroHealthUSA, Won by Dr. Chris Perron
- Italian Dinner Gift Basket, Donated by Marilyn Porras/CMC, Won by Dr. Paul Cronk
- S'mores Maker & Family Blanket, Donated by Chiro1Source, Won by Dr. Theresa Neiss
- Free Pair of Orthotics, Donated by Foot Levelers,, Won by Marilyn Porras
- Buffalo Trace Whiskey & Immune Reboot book, Donated by Dr. Christine Fallwell/BEMER & Dr. Robert Silverman, Won by Marilyn Porras
- Wooden Pumpkin & Fall Table Runner, Donated by Chiro1Source, Won by Marilyn Porras
- 4 Bottles of Leather & Vinyl Table Cleaner, Donated by Montpelier Family Chiropractic, Won by Dr. Taylor Myers
- Journal, Blanket & Basket Gift Set, & Immune Reboot Book, Donated by Chiro1Source & Dr. Robert Silverman, Won by Dr. Bibhu Misra
- Fortune 1621 Wine & Poppy Cheddar Popcorn, Donated by Dawn Galbraith/Merchant Preferred Zero, Won by Dr. Kevin Walsh
- Wooden Fall Centerpiece & Fall Garland, Donated by Chiro1Source, Won by Dr. Kevin Walsh
- Autographed Poster of Cubs' David Ross, Donated by Dr. Taylor Myers, Won by Dr. Leslie Hiles
- Game Day Gift Set, Donated by Chiro1Source, Won by Dr. Marla Gebaide
- Charcuterie Board Set, Donated by Chiro1Source, Won by Marilyn Porras
- DIY HIPAA Program or credit towards a Hands-Off HIPAA Program, Donated by Dr. Ty, HIPAA Compliance Services
- Winner, Won by Dr. Carrie Dancesia-Howes

In addition to the prizes above, Dr. Theresa Neiss won \$373 in the 50/50 cash raffle.

Thanks, contributors and congratulations, winners!

It's Time to Heal the Children Naturally



join us

Valentine's Week

February 5-14, 2024

"HAVE-A-HEART" Campaign

405.948.8807

OKLAHOMA
children's
Chiropractic
center

chiropractic4kids.com



UVCA Education & Events for DCs & Their Teams

Thursday, November 9
12:45 - 2:00 p.m.

Lunch at Rubino's - **Lunch/Social**
DISTRICT 2 CONNECTION
Ashburn, VA

Thursday, November 16
1:00 - 2:00 p.m.

Nuts + Bolts Lunch & Learns - **FREE Webinar**
SUCCESSFUL BUSINESS STRUCTURES: THE
KEYS TO PROTECTING YOUR WEALTH
By Mr. Art McOmber, Fortune Law Firm
For the Whole Team

Saturday, December 2
9:00 a.m. - 5:00 p.m.

↑
2 Big Programs, Same
Weekend, Same Location.
Bring the Whole Team!
↓

MEDICARE FOR CHIROPRACTIC OFFICES - In-
Person
By Ms. Lisa Maciejewski-West, Gold Star Medical Business
Services
Reston, VA
For the Whole Team

Saturday 9:30 a.m. -
Sunday 5:00 p.m.
December 2-3

MLS PREPARE YOURSELF Adjusting Seminar - **In-**
Person
Reston, VA

Available December 15,
2023 to March 30, 2024

CEU 6-PACK - Online/OnDemand
6 Type 1 CEUs, Assorted Topics & Speakers
Registration Opens 12/15/23

Friday-Sunday, May 3-5,
2024

UVCA SPRING CONVENTION - In-Person
Drs. Tim Bertelsman, James Demetrious, Giles LaMarche,
Sherry McAllister, Mario Fucinari, and many more!
Richmond, VA

Ongoing

Online/On-Demand for DCs & CAs:

- **UVCA CA Certification Program - See Page 23**
- **New Rad Tech Ltd. Program - Going Strong!**
- CA Training from Assistants for Chiropractic Excellence
- CEUs through ChiroCredit.com & EON!
- DOT Testing through TeamCME & NYCC

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 at
www.virginiachiropractic.org

The Virginia Voice

Fall 2023

The Virginia Voice is the quarterly newsletter of the Virginia Chiropractic Association, dba Unified VCA, PO Box 15, Afton, VA 22920, virginiachiropractic.org.

Editor: Julie K. Connolly, FICC, Executive Director.

Editorial Committee: Scott Banks, DC; Michelle Rose, DC; Daniel Shaye, DC.

Advertising: 540-932-3100.

Subscriptions: A subscription is a benefit of membership. Back issues are archived on the association's website.

Editorial Policy: Articles published in The Virginia Voice are screened by the Editorial Committee. However, neither the Unified VCA nor its officers or staff investigate, endorse, or approve any statements of fact or opinion, which are solely the responsibility of the authors/sources of information. They are published on the authority of the writer(s) over whose name they appear and are not to be regarded as expressing the views of the VCA. Articles accepted for publication are subject to editing.

Advertising Policy: Acceptance and publication of an ad in The Virginia Voice does not imply endorsement or approval of the company, product, or service. It is recommended that readers use due diligence and/or consult with their state chiropractic licensing board for further information on the use of advertised products or services.

Dues & Taxes

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.



PO Box 15
Afton, VA 22920
540-932-3100
Fax 540-932-3101
www.virginiachiropractic.org

Through Summer 2024 Advertising Options & Order Form

Updated 9/21/23

Display Advertising

- *The Virginia Voice* is the UVCA's quarterly newsletter. It is distributed electronically to over 1000 member & non-member addresses twice, then posted to the web site for continued access.
- Display Ads may be full color, black & white or anything in between. No bleeds.
- Email display ad artwork to jconnolly@virginiachiropractic.org. PDF, JPEG or Word, 1 ad per file. Artwork must be received by published deadline, accompanied, or preceded by completed order form & payment.

Please check box that corresponds to your ad size & pricing:

Ad Size	Discounted Member Pricing	Non-Member Pricing
1/8 Pg (3.5x2.25")	<input type="checkbox"/> \$67 per or <input type="checkbox"/> \$268 \$221 for 4 consecutive	<input type="checkbox"/> \$83 per or <input type="checkbox"/> \$332 \$270 for 4 consecutive
1/4 Pg (3.5x4.75")	<input type="checkbox"/> \$98 per or <input type="checkbox"/> \$392 \$358 for 4 consecutive	<input type="checkbox"/> \$123 per or <input type="checkbox"/> \$492 \$415 for 4 consecutive
1/2 Pg (7.5x4.75")	<input type="checkbox"/> \$155 per or <input type="checkbox"/> \$620 \$586 for 4 consecutive	<input type="checkbox"/> \$193 per or <input type="checkbox"/> \$772 \$646 for 4 consecutive
Full Pg (7.5x10")	<input type="checkbox"/> \$268 per or <input type="checkbox"/> \$1072 \$1029 for 4 consecutive	<input type="checkbox"/> \$335 per or <input type="checkbox"/> \$1340 \$1195 for 4 consecutive

Please check the issue(s) you would like your ad to run in:

Issue Date	Insertion Order, Artwork, Payment Due	Estimated Drop Date
<input type="checkbox"/> Fall 2023	October 1, 2023	Mid October, 2023
<input type="checkbox"/> Winter 2023-2024	January 5, 2024	Mid January, 2024
<input type="checkbox"/> Spring 2024	April 1, 2024	Mid April, 2024
<input type="checkbox"/> Summer 2024	July 1, 2024	Mid July, 2024

Classified Advertising

- Listings appear on UVCA's web site for 3 months; in quarterly blast to members & non-members, quarterly VCA doctalk post, quarterly newsletter; are distributed at conventions & in response to inquiries.
- Email classified ad text to UnifiedVCA-Elaine@comcast.net. Max 65 words.
- Text must be received by published deadline, accompanied or preceded by completed order form & payment.

Please check box that corresponds to your membership status and rate:

Discounted Member Pricing	Non-Member Pricing
<input type="checkbox"/> DC Members, 3 months: 1 st listing FREE; 2 nd listing free; add'l listings \$50 each	<input type="checkbox"/> 3 months: \$100 per listing
<input type="checkbox"/> Supplier Member, 3 months: \$50 per listing	<input type="checkbox"/> 12 months: \$400 \$375
<input type="checkbox"/> Supplier Member, 12 months: \$200 \$175	

Online Supporters

- Your company logo, linked to your web site, rotates in the lower right-hand corner of the web site.
- Email logo art and desired web link to UnifiedVCA-Elaine@comcast.net.

MEMBERS ONLY ☐ 6 months: \$500 OR ☐ 12 months: \$750

ORDER & PAYMENT FORM

Name: _____ Co.: _____

Street: _____ Ste: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

☐ Unified VCA DC Member ☐ Unified VCA Supplier Member ☐ Non-Member ☐ Send Me Membership Info.

Enclosed: \$ _____ via ☐ Check to Virginia Chiropractic Association OR Charge to ☐ Visa ☐ MC ☐ Discover ☐ AMEX

Card #: _____ Exp.: _____ Auth. Code: _____

Billing Address: _____

Name on Card: _____ Sig.: _____ Date: _____

Please complete and mail to the VCA, POB 15, Afton, VA 22920; fax to 540-932-3101; or e-mail jconnolly@virginiachiropractic.org. Questions? Call 540-932-3100. *Thank you for your support!*