Message from the President

Dear Unified VCA Colleague:

There is an old and very bad joke:
“What do you call 100,000 lawyers at the bottom of the sea?.....A good start!”
(apologies to my attorney friends). The Virginia Chiropractic PAC numbers are out and we have a very good start. The C-PAC now has 90 doctors who have contributed/pledged $49,500 for the 2011 election year. That is an awesome amount -- but nowhere near where we need to be. At the most recent VCA Strategic Planning meeting last January, a goal of $85,000 was set for C-PAC -- the dollar amount determined to be necessary for lobbying efforts in 2011.

As previously reported, the 2012 and 2013 Virginia Legislative Sessions will be the focus for the implementation of national healthcare reform. The Virginia state legislative elections will decide who will be voting for the laws for implementation. It is imperative that the chiropractic profession gain a seat at the table and lobbying key Virginia delegates and senators is critical for us to have our message heard.

The doctors mentioned above have contributed/pledged an average of $550 and I thank them from the bottom of my heart. Where are the other 1100 DCs around Virginia? Is your name on the list below? If not, why not? Isn’t your practice worth $550? I beg you to contact C-PAC and/or the Unified VCA today to step up and help fight for our voice to be heard! Let’s build on our good start and build something good for Chiropractic and chiropractic patients in Virginia.

Chiropractically yours,

Brad N. Robinson, DC, FICA
President

VIRGINIA C-PAC HONOR ROLL
(Per C-PAC on June 1, 2011)

Robert Bowie Society
($1000+)

Jeremy Busch
Douglas Cox
Chris DeGraw
Elliot Eisenberg
William Todd Fisher
Joe Foley & Diane DeReu-Foley
Jay Greenstein
Kristen Grove
Garry Krakos & Christine Lim
Noah Malavolti
Bibhu Misra
Tim Musick

Matt Pastore
Brad Robinson
Burt Rubin
Matthew Schrier
Lonnie Slone
Mark Soccio
Samuel Spillman
Ray Tuck
William Ward
Keith Walsh
Adam Wilding
John Willis

Valerie L. Hoffman, DC
Appointed Vice President of the Virginia Board of Medicine

Long-time Member Valerie Hoffman, DC, of Danville, Virginia was recently appointed Vice President of the Virginia Board of Medicine. She is the first Doctor of Chiropractic to hold this position in the Commonwealth.

Congratulations, Dr. Hoffman!

Dr. Robert Pinto Leading Unified VCA’s Efforts to Expand Chiropractic’s Role in High School & College Sports

Long-time Member Dr. Robert Pinto of Williamsburg was recently appointed by the Unified VCA Public Relations Committee to look into ways to expand chiropractic’s role in the treatment of high school and collegiate athletes in Virginia. Dr. Pinto has had success integrating chiropractic care into the training room at William and Mary College. He is exploring ways to build bridges and open dialogue between athletic trainers and chiropractors in the Commonwealth of Virginia.

Dr. Pinto’s feels that the key to making progress in this area is Education. He is currently talking with the Virginia Athletic Training Association (VATA) about conducting a dual podium program at the Unified VCA’s fall 2011 convention and the VATA’s annual meeting in January of 2012. Each program would be tailored to the audience. For example, the Unified VCA convention program would include details on the training and scope of practice of Athletic Trainers – and the VATA meeting program would include details on the training and scope of practice of Doctors of Chiropractic. Both could outline practices and protocols that have been found useful over the years and allow plenty of time for input and questions. Another idea is to conduct a panel presentation at each meeting of individuals in both groups that have formed successful relationships.

Should you wish to share your own experiences or offer your assistance in this area, please contact Dr. Pinto at drrobertpinto@pintochiro.com.
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I want to advance and defend my profession by contributing to VA-CPAC.

The VA-CPAC works diligently to support pro-chiropractic candidates in the State of Virginia.

I wish to contribute:  $________ Monthly OR $________ One Time

(Every contribution is personal. As a reference point, the minimum suggested donation is $70 per month.)

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Account #:__________________________________________________________ Exp. Date:______________________________

Personal Check Payment Option:  Check #:_________ Name on Check:___________________________________________

Street Address:_____________________________________________________________________________________________

City:_______________________________________________________ State:_________ Zip:_____________________________

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Gary Dennis
Sandy & Adam Elbaum
Michelle Kotkin
Linda Larsen
Cory McKinley
Keith Schreffler
Steven Trauben
Charlene Truhlik
Kevin Westby
Tom Wetzen
Scott White

Silver ($400-$599)

Kell & Nancy Fleshood
Philip Golinsky
Nora Wilson-Lesser & Larry Lesser
Sherron Marquina
Wade Quinn
Jennifer Rathmann
Martin Skopp

Emerald ($200 to $399)

Scott Banks
Ed & Paula Carlton
John Clayton
Paul Cronk
Camille D’Amato
Louis Fernandez
Chris Frey
Lawrence Granlund
Michael Haas
Alicia Haupt
Adam Keefe & Sarah Miller
Mike Kominsky
Robert Leib
Jeffrey Martin
Susan Martin
Meredith Oudt
Michael Pankow
Misty Paul
Stewart Rawsley
J. Randall Short
William Sonak
Glenn Stark
William Thesier
Garrett Thompson
Lee & Wendy Willis
Howard Wilson

Bronze (Up to $199)

Chris Brown
Jason Brown
Katherine Brus & Ryan Heid
Chris Bruno

Karen Cerwinski
Danny Dales
Janice Piedmont Dunlap
John Fenn
Maureen Hayes & Steven Green
Bob Hedgepath
Jason & Jennifer Kennedy
Troy May
Charles O’Dea
Daniel Shaye
Peter Stanton
Garrett Stover, III
Jan Sumner
Bob Thoma
Steve VeGodsky
Michael Whalen
Carol Yared

“We’re still a long way from the additional $60,000 we need by this fall for us, as Chiropractors, to be heard! Money talks, people listen! I want to continue to practice the way that suits me! How about you?” Charlene Truhlik, DC, Chair, Virginia C-PAC
For Pain: Hippocrates, Food, & White Willow Bark
By David R. Seaman, DC, MS, DABCN

While in chiropractic college, most of us learned that Hippocrates is considered the father of modern medicine and responsible for the Hippocratic Oath. We also typically learned two famous quotes are attributed to Hippocrates: “first do no harm” and “let they food be thy medicine.”

Among the natural treatments recommended by Hippocrates was willow bark. Hippocrates recommended chewing willow bark to patients suffering from fever, inflammation, and pain. He also prescribed a brew of willow leaves to ease the excruciating pains of childbirth (1).

It turns out that Hippocrates was not original in his use of willow bark. Records suggest that as far back as 6000 years ago, white willow was used in Mesopotamia. Subsequently, multiple ancient civilizations recorded the use of white willow to cure pain and inflammation, including the Assyrian, Babylonian, Sumerian, Egyptian, Chinese, Greek and Roman civilizations (1).

Discovering the Active Compound

It was not until the 1800s that chemists identified the active ingredient in white willow (Salix alba) bark and called it salicin. Thereafter, it was further chemically modified into salicylic acid and then to acetyl salicylic acid (aspirin). The Bayer Company registered the name Aspirin in 1899 (1), and is currently running television ads explaining that it is not just good for the heart, but also for back pain.

Willow Bark Versus Aspirin and Other Anti-inflammatory Agents

When the effectiveness of willow bark has been compared to COX-2 inhibitors and standard NSAIDs; it turns out that willow bark is as effective, less expensive, and without the compromising gastrointestinal side effects. This led Bogduk (2), who is very critical toward the use of unfounded treatments for back pain, to make the following statement:

"Studies of natural therapies have provided a challenging alternative to conventional drugs for the management of acute low back pain, at least in the context of exacerbation. Controlled trials have shown that willow (Salix) bark extracts are more effective than placebo, and no less effective than a COX-2 inhibitor or NSAID; yet they are considerably less expensive."

Willow Bark Supplementation

Studies with willow bark have identified that 240 mg of salicin is the most effective dose. When 240 mg of salicin was compared to Vioxx, pain reduction was identical in each group; however, there were fewer side effects in those taking white willow (3). In another study, it was determined that the adverse effects of white willow were the same as placebo (4).

In order to get 240 mg of salicin, one needs to take approximately 1000 mg of white willow bark extract. This led researchers to question the nature of the other 760 mg found in the supplement. It turns out that after absorption, 240 mg of salicin leads to approximately 100 mg of salicylic acid that gets into circulation, which is about the as a baby aspirin. This amount is known to produce cardiovascular benefits but does not provide analgesic benefits (5). Researchers suggest that the anti-inflammatory and analgesic effects of willow bark are generated by salicin and a compliment of polyphenols (flavonoids and proanthocyanidins) found in the other 750 mg of willow bark extract (5-7).

What About Food?

It turns out that vegetables and fruit are anti-inflammatory from many perspectives; they are alkaline, low in omega-6 fatty acids, and rich in antioxidant bioflavonoids. Not so well known is that vegetable and fruit intake at a level consumed by vegetarians provides a level of dietary salicylates that appears to be equivalent to 75 mg of aspirin (8,9).

Food is clearly medicine and white willow can add an anti-inflammatory boost to patients in need. Also consider supplementing with vitamin D, magnesium, and fish oil.

References:

Dr. Seaman is a Professor of Clinical Sciences at the National University of Health Sciences branch campus at St. Petersburg College in Florida. He is also a Clinical Consultant for Unified VCA Supporting Supplier Anabolic Laboratories. He has written numerous articles on the treatment options for chronic pain patients, with a focus on nutritional management. He can be reached at deflame@deflame.com.
The television series *The First 48 Hours* follows police detectives during the first 48 hours after a crime, usually a homicide. The show stresses the fact that the best chances of solving a crime are within the first 48 hours. The likelihood of a crime being solved deteriorates steadily beyond that point.

The first 48 hours can also be important in health care. For example, the first 48 hours following a cervical injury sustained as a result of an automobile accident are critical. They are critical for proper diagnosis, initiation of appropriate care, and establishing accurate records.

Proper diagnosis requires thorough history and examination, often beyond those used for the average chiropractic case. Appropriate care must begin as soon as possible and correspond to the stages of soft tissue injury. Records are crucial as these injuries can take months to heal, result in permanent impairment and/or have legal ramifications.

With this said, it is obvious that an article of this length cannot cover the magnitude of information required to diagnose, treat and document a cervical injury of this nature. It can, however, offer a procedure the author has found helpful over the years when dealing with cervical injuries of traumatic origin.

Cervical trauma results in inflammation and the region expands in proportion to the degree of inflammation. As a consequence, the patient may report shirt collars feel tighter than normal, neck ties or scarves are uncomfortable or heavy necklaces create soreness. These signs and symptoms fade as inflammation decreases with time.

Reports of this nature warrant recording in the case history. It also warrants investigation by measuring the circumference of the patient’s neck. This is critical during the first 48 hours to document the initial inflammation. If more than forty eight hours has lapsed between the trauma and the doctor’s evaluation, the signs and symptoms reported by the patient will remain important but the usefulness of the neck measurement will be diminished.

If a patient’s neck circumference is 16.5 inches within 48 hours of the injury and measures 15 inches four weeks later, the implication is significant inflammation occurred from the injury and is resolving. The measurements provide proof of injury and positive progress. Further proof is provided if the patient reports shirt collars, ties or scarves are once again comfortable.

To further establish neck circumference as an objective clinical finding, the patient’s body weight should be recorded. Since weight loss often reduces neck circumference, the doctor must take this fact into consideration.

A reduction in neck circumference in a patient trying to lose weight, without significant weight loss, indicates the change can be attributed to decreasing inflammation. A reduction in neck circumference in a patient trying to lose weight, with significant weight loss, indicates the change will be difficult to attribute to decreasing inflammation.

Although this article discusses cervical trauma as a result of automobile accidents, measurement of neck circumference and body weight can be instrumental in the evaluation of cervical trauma of any etiology. Adding these simple procedures to your examination format can improve diagnosis, patient care and case documentation.

**K. Jeffrey Miller, DC, DABCO is a Unified VCA member in Roanoke, Virginia.**

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### Helping members make lifelong decisions.....

* Dana Harrison is your endorsed agent through the Unified Virginia Chiropractic Association. Dana is here to help you make lifelong decisions about the future of your business. The plans Dana puts in place for you will allow you to get paid even if you are temporarily or permanently unable to work.

* We know you are busy running your business, let us partner with you and take the burden of researching plans and policies from you as you continue running a successful practice. A solid foundation of disability insurance and life insurance will make certain you are taking care of the ones who mean the most.

* Make sure the decisions you are making today will be the right ones in the future. Call us today.

Dana Harrison, CLTC
804-874-8662
Unified VCA Annual Awards – Call for Nominations

It’s important to recognize your colleagues who are making a difference on behalf of Chiropractic and healthcare in Virginia. Not only do they deserve to be recognized by their peers, but they set an important, positive example for other doctors to follow.

The Unified VCA will be presenting awards at its upcoming Fall Convention, October 14-16 at the Kingsmill Resort in Williamsburg. Who do you feel has been going the extra mile this past year?

Dr. Jay Greenstein [left] receives 2010 Chiropractor of the Year Award from President Dr. Bill Ward [right].

NOMINATIONS FORM – PLEASE SUBMIT BY SEPTEMBER 1ST

Your Name:_________________________________________________________________________________________________
Your Phone:___________________________________ E-mail:________________________________________________________

CHIROPRACTOR OF THE YEAR

Doctor’s Name:_______________________________________________________________________________________________
Recent Achievements Worthy of Recognition:________________________________________________________________________

DISTRICT DIRECTOR OF THE YEAR

Doctor’s Name:_______________________________________________________________________________________________
Recent Achievements Worthy of Recognition:________________________________________________________________________

LITERARY AWARDS

Literary Award: Doctors who have published a paper in a recognized scientific journal such as JACA, JMPT, etc.

Doctor’s Name:_______________________________________________________________________________________________
(Attach or send paper to Awards Chair)

The John Stoke Award: Doctors who have published a paper or article for lay consumption.
NEW: The John Stoke Award has been expanded to include blogs and the worldwide web.

Doctor’s Name:_______________________________________________________________________________________________
(Attach or send paper to Awards Chair)

Journalism Award: Presented to a newspaper editor or writer who has published/written a health-related story worthy of recognition.

Editor’s/Writer’s Name:_________________________________________________________________________________________
Contact Info.:_________________________________________________________________________________________________
(Attach or send paper to Awards Chair)

To qualify for these awards, nominations/papers/articles must be submitted by September 10, 2011. Any papers/articles received after September 10th will be held for 2011. Please submit your nominations and papers directly to:

Gregory Walter, DC, Awards Committee Chairman
5219 Peters Creek Rd., NW, Ste. 5
Roanoke, VA 24019
Phone 540-362-0811   Fax 540-362-5025   Email glwalterdc@cox.net
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Dr. Anna Bender  Dr. Meredith Oudt
Dr. Jeffrey Bowers  Dr. Brad Robinson
Dr. Karen Cerwinski  Dr. Matthew Schrier
Dr. Phillip Connolly  Dr. Randy Short
Dr. Camille D’Amato  Dr. Lonnie Slone
Dr. Diane DeReu-Foley  Dr. Will Sonak
Dr. William Todd Fisher  Dr. Ray Tuck
Dr. Joe Foley  Dr. Kevin Walsh
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The Unified
VCA
Who is the Certification Board and are they Accredited?
The ACA recognizes the American Chiropractic Neurology Board as the Sole Authority for Credentialing in Neurology for the Chiropractic Profession. The ACNB is fully accredited by the National Commission for Certification Agencies, the International Standard for Accreditation and is recognized by the National Organization for Competency Assurance.

Will this program help me?
Yes. This program will help you help others in a superior fashion by increasing your abilities to serve humankind. The increases in your clinical abilities will prepare you to serve more people and act as a consultant to other professionals. There are not enough trained and credentialed clinicians in this specialty area.

What will I learn?
Our learners become fluent in the ability to describe the process of neurological diagnosis with an emphasis on application of treatment specific to the nervous system of humankind. Applications are largely non surgical and non pharmaceutical approaches to a brain based treatment system.

What conditions will I learn how to Diagnose and Treat?
Our learners are trained to understand, diagnose, treat and manage the spectrum of neurological disorders that are associated with the integrated sensorimotor system. These disorders include dizziness, ototoxicity, balance impairment, gait impairment, tremor, positional vertigo, migraine, labirynthine contusions, vestibulopathy, Meniere’s disease, cerebellar degeneration, cortical degeneration, anxiety, motion sickness, syncope, ocular motor disorders, dystonia and others.

What is the Program Structure?
Our program is a practical one of hands on learning. Clinicians work with patient scenarios and develop a mastery of the diagnostic and therapeutic modalities necessary in modern practice. Our instructors demonstrate procedures, which are practiced by the clinician. Our practical sessions are complimented with weekend residencies and on-line learning to ensure that the breadth, depth and application necessary for the specialty are mastered.

How long is the Program?
The Functional Neurology program consists of a minimum of 300 hours of credit in order to be eligible for the ACNB examinations. Many candidates attend all knowledge area modules or just the ones most relevant to their learning needs. We present our modules in convenient 15 hour 2 day seminars so that our learners can complete their studies in a minimum amount of time. The Vestibular Rehabilitation Certification Program consists of 165 hours of credit in order to be eligible for the ACFN examination. We present our modules in convenient of 25 hour 3 day seminars of on site lectures and 90 hours of online learning.

Do I need to take the entire Program?
No. Many learners elect to study certain courses, which allow them to become better clinicians without entertaining Board Certification in Neurology.

Functional Neurology Program:
May 21-22, 11: 805 - Reflexogenic Systems:
July 23-24, 11: 806 - Autonomic Nervous System
September 24-25, 11: 807 – Cerebellar Cortices
October 22-23, 11: 808 - The Brain and Its Environment
November 19-20, 11:809-Cranial Nerves

Vestibular Rehabilitation Program:
August 19-21, 11: 940-Vestibular Rehabilitation Part
September 30 – October 2, 11: 941-Vestibular Rehabilitation Part II
November 11-13, 11: 942-Vestibular Rehabilitation Part III

You can find complete information, including course descriptions, requirements and tuition costs on-line at www.carrickinstitute.org.
CCGPP’s Train the Trainer Meeting - Executive Summary

By Bibhu R. Misra, MSc, DC, ACRB

General Overview

CCGPP: Formed in 1995 by the Congress of Chiropractic State Associations (COCSA) and the support of a variety of other organizations. The CCGPP provides updated information about the most widely accepted and implemented practice guidelines through literature reviews and synthesis.

Mission: To assist chiropractic physicians in the management of their patients, improve documentation, build stronger and healthier practices, and help your association generate non-dues income.

Train the Trainers Program: A conference developed by CCGPP and open to all state associations, this first of likely many bi-annual conferences is the forum designed to disseminate Best Practice Guidelines to state representatives to take back to their association members. This information was a synthesis of literature review up through 2005. Ongoing efforts continue to update new research as it is published.

Summary

There were 27 states represented at the seminar. Overall the information was VERY relevant and contemporary! This was a great first step!!! At this stage we can certainly parrot back what we learned. However, I believe more efforts and training is required before we can recommend how to successfully and seamlessly implement into practice what we learned.

The bulk of what was presented as information was just that... information. The presenters had their work cut out for them. The trainers took current published research (mostly through 2005) and condensed these studies down to about 10-11 hours. Though the information was interesting, relevant and easy to understand, the seminar did not teach attendees how to do more than regurgitate the same information to their association members. An exception was our own Dr. Jay Greenstein, one of the trainers. He did an excellent job bringing his section together and making it relevant and applicable. The approach Jay took was information followed by a scenario where the provider is denied reimbursement and how the information could be used to combat the payor’s decision to withhold payment or question medical necessity of care. These War Room Vignettes help make the information relevant- helping crystallize key points of his presentation. What was not offered throughout the course was template letters or SOPs for fighting the denial(s) when denials contradicted supportive evidence. There were a few other exceptions but Jay’s stood out.

In its present format, the volume of information presented will be difficult for an individual clinic/provider to utilize effectively. It is likely each state will be left on their own as how best to utilize the information/database. I feel cohesive interstate efforts would lessen the likelihood of redundant work being done while allowing for the creation of a “model” seminar Continued on page 10

Here’s What Customer’s Are Saying!

Intense Itching: “A few months ago I was given a bar of “Grandma’s Lye Soap”. .. years of intense itching were completely gone within two weeks. Dermatologists had... tried various creams and soaps, none of which helped the problem. Then came “Grandma’s Lye Soap”, and the itching stopped. You have made my life so much better!” (L. Sextos – Franklin, NC)

Shingles: “I have shingles and quite a lot of discomfort from the itching. I found Grandma’s lye soap did a wonderful job relieving the itching. I put the soap on a warm wash cloth and applied and let dry every 2 hours for complete relief.” (J. B. - Searcy, AR)

Yeast Infection: “About four years ago I had a yeast infection under my breast that lasted for two and a half years... I washed it right away with GRANDMA’s Lye Soap and it cleared right away. I had used medicines that were prescribed by my doctor and nothing... So, I am sold on GRANDMA’S Lye Soap. Please don’t stop making it” (Ms. F. W., Jamestown, NY)

Eczema: “My son was born in 2006 and quickly developed a severe case of eczema over his entire body. We have been trying to manage this with cortisone cream and have tried many other remedies. We were using Dermatop Cream on him when my mom bought your product. I started using it and noticed instantly that I was able to taper back on his Dermatop to using it only once per week as compared to every day. It is wonderful and I love the product. Just wanted to let you know.” (A. Rusnak)

Diabetic Sores: “While visiting my daughter in Oklahoma I got a bar of “Grandma’s Lye Soap”. It is helping my diabetic foot when nothing else would... We plan on keeping “Grandma’s Lye Soap” around for a while.” (R. Reed – Gurley, AL)
for the states to concisely convey the
information to their members.

How individual state representatives at the seminar are
going to be able to convey the same information at a semi-annual
convention is daunting. I think I could produce a 1-2 hour seminar
to relate one or two sections at the most. Most states had 2 and
some 3 reps. Even a state with 3 reps said they weren’t sure how
to convey the enormous volume of material unless it was
a full weekend seminar or having each of them present different
sections simultaneously in different rooms.

Attendees Pat Jackson and Dr. Brad Hayes will be drafting
up sample appeal letters for the state associations to utilize. This
will be a great help.

It is expected that the DIER (Dissemination,
Implementation, Evaluation, and Revision) process related to
new guidelines and research will be implemented by the state
association members.

Post-seminar group discussion identified areas of
weakness and potential strengths to help focus our future efforts
as a profession.

An Operations Manual from CCGPP will be available in
the near future (~30-60 days) and should include the PowerPoints
that the trainers utilized on content such as:

• Quiz and War Room vignettes.
• Q and A.
• Forms (Hayes documentation forms, and others who may
  wish to contribute)
• Appeal letters from Hayes and Jackson
• Cost Effectiveness Program/PowerPoint, including related
documents, suggestions...
• Abstracts related to each lecture.

The packet will be sent out immediately upon receipt of a
signed Confidentiality/Nondisclosure Agreement.

Additionally, a committee of association executive
directors will develop a revenue sharing agreement that is mutually
acceptable, fair, and reasonable to CCGPP, COCSA, and state
associations. Our own executive director Julie Connolly is on the
committee.

Dr. Farabaugh appeared sincere in his apology that
the fee split notification was a mistake in timing. He also said
regardless of what a state association would pay, all state
associations would still get all the information. He reiterated that
the CCGPP is our profession’s volunteer efforts and, as such,
CCGPP will always support state associations regardless of pay.
However, any amounts of additional income for them would relate
to more work being able to being done since “researchers won’t
work for free forever”.

This was a great first attempt to convey the work that was
done and present the studies that are relevant to our profession.
More thought needs to be given on interstate implementation
efforts on:

• how best to present the body of research information to state
  association members;
• how to teach association members SOPs for reversing denials
  by payors;
• next steps CCGPP or states need to take to make the
  information utilizable in daily practice;
• ongoing updates of clinical research findings as it affects
  clinical guidelines;
• vigilance and understanding how the healthcare arena’s
  changes affects our practices (e.g. the presentation and
  identification of new threats).

Dr. Bibhu Misra serves as Secretary of the Unified VCA Board
of Directors. He represented Virginia at the July CCGPP
Train-the-Trainer program, along with Unified VCA Member
Dr. Jay Greenstein, who also presented.
Welcome, New Members!

The following individuals have joined the Unified VCA since the spring issue was published.

Please welcome your colleagues and check out the new vendor members’ products and services. And don’t forget! For every new member that joins as a result of your referral, you’ll receive a $25 VCA Value Voucher that can be used towards Unified VCA seminars, conventions, or even your dues.

Bell, DC, Gregory J
Campbell Chiropractic Health Care
Alexandria, VA
Phone 703-619-1002
campbell_chiro@yahoo.com
First Year DC
Gonstead, geriatric care, sports rehab & recovery

Carwile, DC, Cornelius T
Tidewater Chiropractic
Portsmouth, VA
Phone 757-465-7299
drcorey@earthlink.net
Fourth Year or more
Diversified, full spine, computerized instrument

Johnson, Deborah “DJ”
THE BIO MAT CO
Virginia Beach, VA
Phone 757-270-6731
DJ@TheBioMatCompany.com
Allied Supplier
BIO MAT

Keegan, DC, Shawn D
Keegan Chiropractic Sports & Wellness Clinic
Ashburn, VA
Phone 703-858-3500
shawnkeegan@mac.com
Fourth Year or more
Diversified, flexion distraction

Lamp, DC, Judith L
Sterling Family Chiropractic
Sterling, VA
Phone 703-450-4900
jslamp@comcast.net
Fourth Year or more
Pediatrics, diversified, massage, nutrition

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Much More * OVER 20 TOPICS!
http://virginiachiropRACTIC.org/celebratwELLSHis.htm

Leifer, Aimee
DEMANDFORCE
San Francisco, CA
Phone 800-246-9853 x4776
aleifer@demandforce.com
Allied Supplier
D3- MARKETING & COMMUNICATIONS SOFTWARE
Referred by Dr. Jay Greenstein

Pasternack, DC, Michael A
Family Chiropractic Ctr
Front Royal, VA
Phone 540-635-1270
Fourth Year or more

Qaderi, Sherry
ALPHA OMEGA BILLING SERVICE
Stephenson, VA
Phone 540-686-7351
cuteqaderi@yahoo.com
Allied Supplier
BILLING FOR CHIROPRACTORS ONLY

Reamer, DC, Kevin L
Universal Health & Wellness Ctr
Manassas, VA
Phone 703-366-3199
Fourth Year or more
Diversified, AK, SOT, Palmer Pkg

Smith, DC, Roosevelt J
HealthSource of Danville
Danville, VA
Phone 336-235-4022
First Year DC

Voll, DC, Darrell J
Active Health Chiropractic
Stephens City, VA
Phone 540-868-9969
activehealthchiro@gmail.com
Fourth Year or more
Pediatrics/pregnancy (CACCP)
Referred by Dr. Meredith Oudt

Wulster, DC, Terry
Denville, NJ
Phone 973-625-2600
Out of State DC

ARE YOU MAXIMIZING YOUR MEMBERSHIP INVESTMENT?

FOR EXAMPLE, AT WWW.VIRGINIACHIROPRACTIC.ORG:
• Searchable Find-a-Doc listing
• Updated Assignment of Benefits guidelines
• PowerPoint presentations on low back pain, backpack safety, fibromyalgia, and more
• Research studies to demonstrate chiropractic’s safety and efficacy
• Celebrate Wellness! patient education hand-outs and audio clips, with corresponding PowerPoint presentations in development -- over two dozen timely topics!
• Presentations to increase MD referrals
• Presentation targeting personal injury attorneys
• Past issues of Member FYI and The Virginia Voice
• Coming soon: Patient testimonials
• Tools enabling you to safely and legally discount your fees
• Patient education materials
• Email discussion group, vcadoctalk
• Access to specialists on a wide range of topics, including Medicare, coding, and accounting and finance
• More!
Unified VCA DC Members may place a classified ad in The Virginia Voice and on VCA’s website free of charge. Fee is $85 for non-member DCs and all Suppliers. Listing will remain on website for 3 months, plus appear in at least 1 issue of VCA’s newsletter and at least 1 broadcast email/fax to DCs throughout VA. Limit of 35 words may be imposed. For deadlines, display ad information and/or to submit your listing, e-mail unifiedvca-elaine@comcast.net.

(Updated 7/13/2011, Listings from 4/01/2011)

Coverage

VACATION – MATERNITY – RELIEF COVERAGE: Dependable experienced office coverage. Long/short term. 18+ yrs chiro exp. Flat rates, licensed WI,IL,VA. Palmer grad, NCMIC insured. Various techniques. For CV & rate info, email dmbbh92@yahoo.com or call M. Barbera Hodal, DC at 321-960-7056. [6/16/11]


CA Position Available

CA NEEDED for growing chiro practice in Centreville. Tasks incl assisting docs w/patient care, verifying insurance bens, explaining bens to patients, spinal screenings, occasional training events. Reqs: must have prev exp in a chiro office or med setting; be friendly, outgoing, prof, caring, go-getter, multitasker. Exp in med/chiro billing a big +. We’re looking for a part of a team to grow w/us, not just an employee. We use electronic notes & billing sw, so gen computer skills a must. Pls send resume to drmgebaida@gmail.com. [6/9/11]

DC Position Available

ASSOC WANTED ASAP: Seeking enthusiastic, high energy, ethical DC for busy, estd ofc in Herndon. PI, sports injuries, peds, pregnancy – diversified office. Must be a “People Person”, friendly, knowledgeable, caring, upbeat, honest, self-motivated. A real go-getter!!! PR & self-promo a must. Salary, comm, health bens, pension all part of pkg. Duties incl patient care, coverage, mktg, other duties as assigned. We provide exc training. Must be able to meet face-to-face for interview. Spanish/bilingual a +. If interested, email resume to chirohern@yahoo.com incl ph # & gd time to call. [7/18/11]

WANTED: Associate for busy practice in Alexandria. This is not your ordinary Chiropractic clinic, we have a holistic practice coaching them on eating, exercise & much more. Give us a call and lets talk - 703-354-7336 Roxana [7/11/11]

FAIRFAX: Chiro office seeking indep contractor. Contractor will have use of office staff & all equipment. For addl info, email getwellstaywell@yahoo.com. Our website is horizon-chiro.com. [6/13/2011]

ASSOC DC OPENING (NoVa): Searching for Chiro Drs in Northern VA. Clinically strong, motivated, self-starter, interested in practicing in a group setting. Competitive salary & Profit sharing w/opp for Partnership. Acupuncture subspecialty, PT, Rehab training a Plus. Interested Drs, Paste CV onto email to DrLee@Rapha-Clinic.com [6/13/11]

INDEP CONTRACTOR: Sterling (NOVA) ofc looking for an IC. Pls contact Dr Will Sonak at drwill@lifewellnessnova.com or 703-406-0200.

Continued on page 13
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where clients can receive ben-
eficial therapeutic svcs w/out
traveling to sev diff facilities.
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Suffolk has 3 treatment rms,
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Currently MT, reflexologist,
personal trainer, ergonomist,
& still adding svcs. You are
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own income/mktg, but refs are
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ments neg. Space available
immed. Rent $350 mo incl utili-
ties. Contact ofc mgr at info@
organicergonomics.com. [6-
03-11]

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tive medical practice in Arling-
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Ziegler at 703-521-0644 or e-
mail drlou@advhealthctr.com.
[5/25/11]

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going, motivated, & have an
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practice focusing on primar-
ily musculoskeletal conditions.
Diverse patient base: sports
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decompression. You’ll work
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a rack’em & crack’em type
practice. Ideal candidate: hard
working, diligent, personable.
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malpractice ins. Partnership or
bonuses possibility. Pls send
resumes to shan628@yahoo.
com. [4/20/11]

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keefe@yahoo.com or call 757-
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plan, more. For more info, pls
contact Dr Jay Greenstein at
drjay@ssrehab.com.

Continued from page 12
Continued on page 18
I’m so glad that the Unified VCA recognizes the amazing difference that well-trained, motivated and inspired Chiropractic Assistants make to the success of chiropractic offices. I’m also very excited to be teaming up with the VCA to help serve their members by offering ongoing monthly teleseminar-based CA coaching and training at special members-only rates.

Let’s face it...CAs are the gatekeepers of a practice. Their attitudes, efforts, communication and skills either attract more patients to the office, or they keep them away. Granted, it’s not a conscious decision to turn patients away, but the effect is sabotage nonetheless. CAs can provide exceptional service, focusing all their attention on each patient individually, or they can make the patient feel like they’re an interruption in their other duties. Stop and think about how many ways that well-trained CAs can positively impact the retention, referrals and collections of a practice.

CAs influence the patient’s healing. While they're not doing the adjusting, they can help to keep patients on their recommended care schedule. They can educate patients as to the benefits of corrective chiropractic care and wellness. They can be a cheerleader for the patients, offering encouragement in their progress. They can create a welcoming environment, a healing haven, where patients are warmly greeted by name. They can build a positive long-term relationship with each client, helping them to feel respected and appreciated.

CAs generate new patients. They habitually ask for referrals. They help patients understand how critical it is to have their friends and family members checked for subluxation. They acknowledge the clients who do refer, and continually reinforce that behavior. They coordinate new patient community lectures and spinal screenings. They serve as a billboard for chiropractic, exuding health, vibrancy, energy and enthusiasm wherever they go. They share the chiropractic story.

CAs affect patient retention. They create a WOW experience for new patients. They check on the new patient’s comprehension of their report of findings. They track both new patients and established clients so they don’t slip through the cracks. They send personalized notes to patients to convey how much they care. They make patients feel special. They organize internal marketing events to express gratitude and inspire referrals. CAs affect the energy of the office. They systemize procedures to increase productivity and decrease stress. They are empowered to understand the difference they make to the office, and are focused on their purpose. They enable the doctor to help more people and fulfill the mission of the practice.

Obviously higher retention and referrals also enable CAs to increase collections. In addition, their skills at performing financial consultations, collecting out-of-pocket payments at the front desk, or tracking insurance claims leads to greater profit. They understand the tremendous value of chiropractic care and expect payment for all services.

Unfortunately, most CAs received sub-standard training -- either from the CA they’re replacing or from the doctor. Don’t force your CAS to continually reinvent the wheel. The ACE Program helps CAs to become empowered as to the difference

**Continued on page 17**
MARK YOUR CALENDARS

July 30-31

Medicare Made Simple & Coding Made Clear
DoubleTree Hotel Richmond Airport
By Susan McClelland, BS, FICC

October 14-16

Fall Convention at Kingsmill Resort & Spa
Williamsburg

DC Program Featuring:
Sports Injuries by Jack Dolbin, DC, CCSP
The Diabetic Chiropractic Patient: Etiology, Pathophysiology & Nutritional Implications by Adam Palumbo, DC
Adjusting Gems by William Austin, DC, CCSP, ACRB
Stroke Realities by Charles Masarsky, DC
Postural Correction Rehab by Deed Harrison, DC
Benefits of LifeTime Chiropractic Care by Thomas M. Klapp, DC
Social Networking for Practice Marketing & Patient Retention by Dolly Garnecki, DC
Sports Physicals: Mid-Atlantic Athletic Trainers Association

CA Program Featuring:
Full Day of Wide-Ranging Training by Kim Klapp, Assistants for Chiropractic Excellence (ACE), PLUS Attendance to Any of the “DC” Sessions

PLUS:
Golf & Spa Programs * Murder Mystery Dinner Party * Vendor Exhibits Welcome Reception * Profession Updates * General Membership Meeting First Open Officer Elections Since Unification!

Regional Meetings
• Global, State, & Individual Practice Challenges to Chiropractic
• The State of Managed Care & TPAs
• The Obama Plan & its Impact on Chiropractic
• Steps to Build & Grow the Unified VCA Independent Physician Network
Speaker: Jay Greenstein, DC, CCSP, CGFI-L1; CKTP

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Sponsors:
Throughout August
See page 21 for dates & locations

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they can make in the health of their community and with the
success of the practice.

Since 2000, the ACE Program has provided CA coaching via monthly teleseminars on a rotating schedule of 13 core topics:
• Communication Strategies
• Office Systems
• Front Desk
• Teamwork
• New Patient Experience
• Second Visit Strategies
• Third-party Collections
• Appointment Systems
• Financial Consultations
• Attitude & Focus
• Patient Education
• Internal Marketing Events
• Chiropractic Philosophy

Every month, a 60-minute teleseminar gives your team the most up-to-date information and motivation to build your practice. By focusing on one topic per month, your CAs can identify specific action steps for growth in that area. Plus, the monthly ACE Journal offers an easy way to hold team members accountable and evaluate progress. In addition, members can post questions to the online Synergy Forum and get help on any issues your office is facing. Membership in the ACE Program is usually $97 per month and includes the one-hour teleseminar with corresponding course materials and any applicable sample forms, access to the online Synergy Forum plus one-on-one Q&A with Kim or Dr. Tom Klapp via telephone or email. VCA members receive a special $20 discount each month with a special members’ only code!

The teleseminar format saves your office pricey travel expenses…all you need is a phone. Plus there are no contracts or hidden fees with the ACE Program. If you don’t find it to be a good fit for your office, you can withdraw at any time with 15 days written notice. However, well-trained and motivated CAs yield an amazing return on investment. They are excited to help build the practice, rather than unconsciously limit or sabotage it. Plus, you can say goodbye to costly staff turnover. Enroll your team in the ACE Program and they will learn better communication techniques, organizational systems, and success strategies to boost patient compliance, referrals, retention and collections.

I applaud the VCA for serving its members by engaging in on-going CA training, and look forward to helping each CA continually reach higher levels of excellence.

For more information, testimonials or to register your office for the ACE Program, visit www.chiropracticassistants.com. Make sure to enter VCA as how you heard about the ACE Program!

Kim Klapp, Founder of Assistants for Chiropractic Excellence, has also served as the Team Leader of First Choice Chiropractic in Michigan since 1995. She knows first-hand what it takes to succeed in today’s marketplace. She teaches doctors how to hire, train and keep GREAT CAs, and coaches chiropractic teams on the most up-to-date techniques and communication strategies for generating more referrals, collections and patient compliance. She has spoken for Parker, Master’s Circle, Life University, Five Star and many state associations. She is the author of the Office Systems Reference Guide, a contributing author of Creating a Fitness & Wellness Profit Center and numerous articles appearing in Dynamic Chiropractic, Today’s Chiropractic and Chiropractic Economics.

Make sure your CAs don’t miss Kim’s session at the Unified VCA’s Fall Convention in Williamsburg!
Practices

FOR SALE: Estd, NoVa, Sub-luxation-based practice. Valued $625K. Open 3 ½ days/wk, vacation closures 4 wks/yr. Ed & svc based. Designed & furnished by Davlen Assoc: stylish, efficient floor plan, high quality furnishing, feng-shui colors/elements, very attractive & clean. Also technologically advanced: indirect Kodak digital x-ray, Brican ed program w/3 monitors, Chiro-Touch practice system, more. Staff well trained on impressive system for streamlined care & patient flow. Dr going into semi-retirement due to family illness & to enjoy other interests. If you have ever dreamed about having a great looking, highly efficient & highly profitable practice w/ well-ed/ed patients, you may have found it. Email Fronco at practice4sale@verizon.net.

FOR SALE: Practice in beautiful Lexington. Initial buy-in & partnership, w/option to buy me out after a year. Base sal-

ary for 1st year. I plan to keep practicing ltd hrs in clinic after it’s sold. The purchasing dr wd get 65% of what I make. For more info, contact drummershort@aol.com, 540-460-9653. [6/13/11]

ESTABLISHED PRACTICE: >20 years for sale in Norfolk. Clinic offers chiro, MT & PT. Pls respond to cedarwoodchiro@aol.com, Dr Michele Henry. [6/06/11]

NORFOLK 18 yr practice. 1400 sq ft, chiro tables, x-ray. Low OH. Excellent goodwill. Massage rm rental addl income. Dr retiring. $60K. Call 757 813-5080 [5/31/11]

MIDLOTHIAN PRACTICE FOR SALE: 30 yr established practice in Midlothian for sale. Doctor wishes to retire. Practice is small but stong, with no advertising or marketing. Doctor will hire back part time for an indefinite period of time for a smooth transition. This is an excellent opportunity for a new practitioner or someone wanting to establish in Midlothian. Dr will not finance. Serious inqs only. If interested, please call 804-929-1920. [5/10/11]

MUST SEE PRACTICE NOW: fully equipped chiro office in Chesapeake fitness center 3 beds X-ray well est patient base rehab & massage room aprs at $172,000 seeing 60-80 pt’s/wk has 80,000 in equipment and patients fast sell $50,000 100% OWNER FINANCING CONTACT bergarten33@aol.com I have to move on this immediately 908-783-8162 [5/15/11]

PRACTICE FOR SALE - 32 year practice for sale in Virginia's scenic & historic Hampton Roads. Beautiful & accessible facilities, solid patient base, great reputation, energetic/competent staff. Turn-key, system-driven operation ensures your success and smooth transition. 2010 collections $423,000.00 - on track for even better 2011! Diversified, COX F&D, soft tissue techniques, activator, acupuncture, rehab. Ideal opportunity for dedicated and enterprising doctor. Email: practiceforsale7@gmail.com [4/26/11]

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DISABILITY INSURANCE: Unified VCA members are eligible for discounts on disability insurance. Let us shop all the top carriers & bring you the best rate. VCA-endorsed. Call Dana at 804-897-9040 or email dharrison@mail.com.
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SHARED SPACE opportunity at Loudoun Spine & Sports Group in Ashburn. Great opportunity for a sole or satellite practice with minimal overhead. Fully furnished very upscale office space, 4 private exam rooms, large therapy bay equipped with four EMS units, 3 ultrasound units, cold laser, spinal decompression traction, upper and lower extremity bikes, treadmill, therapy balls, & more. Located directly off Route 7 & within a mile from Lansdowne Hospital. Please email interest to sjt_dc@yahoo.com or call Dr. Shandon Thompson at 703-777-1234. [5/3/11]

VA BCH: Space for rent w/ in estd chiro practice. Enjoy the freedom of having your own practice w/out the significant OH that comes w/startup costs. Could also be a great opportunity for an estd dr interested in opening a satellite location. Email Dr Adam Keefe at ajkeefe@yahoo.com or call 757-237-2730 for more info. [4/6/11]

WASH, DC: State of the Art clinic, upper NW, on Metro (Red Line). Looking for motivated indep contractor to sublease space. Make money right away w/ 50/50 split or traditional sublet. Non-surgical Spinal Decompression, Cold & class IV laser, drop-tables & PT (EMS, US, Traction, more). For more info pls contact Dr Banou: 202-277-4055 or mb-banou@gmail.com. [4/5/11]

X-RAY unit & Processor for sale: Southeastern VA (Tidewater area). Summit NOVA 325 Model #B300 Serial #DA210-1086 (300 milliamps @125 KVP). Konica QX - 70 film processor. Want to sell to-gether for $500 OBRO. Come get them & they’re yours! Email me at doccorey@gmail.com to arrange pickup or any questions. [6/3/11]


Unified VCA DC Members may place a classified ad in The Virginia Voice and on VCA’s website free of charge. Fee is $85 for non-member DCs and all Suppliers.

Listing will remain on website for 3 months, plus appear in at least 1 issue of VCA’s newsletter and at least 1 broadcast email/fax to DCs throughout VA. Limit of 35 words may be imposed.

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WFC Congress Provides Opportunities for Professional Advancement & Fun

By John C. Willis, DC

Chiropractors are fortunate in so many ways, one of which is the opportunity to combine professional education with travel for leisure and pleasure. One excellent opportunity is attending the World Federation of Chiropractic’s biennial congresses. This year’s 11th Biennial Congress in Rio de Janeiro was no exception. Not only was it an opportunity to earn excellent CE credits and catch up on the world-wide happenings in chiropractic, but also a fine chance to visit a beautiful, dynamic and rapidly changing country. It exactly fit my needs. It has been a goal of mine to take each grandchild on such a trip to a WFC location. This time 15 year old Lexie accompanied me and her mother, Virginia.

The congress was hosted by the Brazilian Chiropractors’ Association (ABQ) in Rio, April 3-9, 2011. The beauty of Rio is not exaggerated, despite its being hidden by fog some mornings (such as the morning we chose to visit Corcovado, the Monument of Christ the Redemptor). The mountains and waters weave through the city, dividing it into areas that are easily defined such as Centro, Ipanterma, Copacabana and Barra. Green space naturally abounds as do friendly and helpful people. One lady walked with us ten blocks to make sure we reached a certain church; unfortunately, I had told her the wrong one! The botanical gardens were fantastic and even had a street named for John Willis (well, without the second i). Mornings we awoke to the sun rising over the Atlantic and enjoyed breakfast in the cool breezes off the sea. Since Rio is so close to the equator, sunsets are always close to 6:00, and that allows ample time to unwind, whether celebrating in clubs or relaxing to the quiet repetitions of the waves and just talking.

Brazil has a booming economy and visiting there is not inexpensive. Still, it is well worth visiting. We took flights to Sao Paulo, Curiciba and visited Iguazu Falls. The national parks surrounding the falls (both Brazilian and Argentine) are incomparable. The falls themselves are dazzlingly unforgettable and the parks make them accessible, even convenient, without any of the over commercializing that damages so many World Heritage Sites. Check the falls out on the internet for a small taste of what they are like.

It is quite easy to blur the lines between business and pleasure at WFC meetings. In fact, business is a pleasure. The WFC offers an umbrella for National associations to come together. It provides a formula for effective discussion of major issues such as research and clinical practice as well as a physical focus for chiropractic schools (Brazil has two university-based programs), specialized groups (Federation Internationale de Chiropractique du Sport [FICS] and the World Congress of Students) in addition to organizations such as the International Board of Chiropractic Examiners and the Association for the History of Chiropractic. Not much happens in the world of chiropractic that is not touched on, to some degree, at a WFC congress.

The congress is a delightful opportunity to recharge one’s professional batteries while literally seeing and enjoying the world outside of what is the day to day. While exciting and exhilarating, it can be a little humbling. Surprisingly, Richlands is not all there is of the world! Because of congress events, one does not have to leave the hotel to experience Brazilian culture. Still, the events serve to whet one’s appetite.

Speakers are widely diverse at the congresses. This year at the Gala Banquet the guest speaker was Marcos Musafir, past president of the Brazilian Orthopedic Association and a participant of the Bone and Joint

Continued on page 21

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The Unified VCA district directors have been conducting meetings throughout the state in order to bring doctors together for important updates and fellowship. In this first round of regional get-togethers, the primary focus has been a presentation by Dr. Jay Greenstein, Unified VCA Insurance Committee Member, on the following:

- Global, State, & Individual Practice Challenges to Chiropractic
- The State of Managed Care & TPAs
- The Obama Plan & its Impact on Chiropractic
- Steps to Build & Grow the Unified VCA Independent Physician Network

District I director, Dr. Meredith Oudt, held a breakfast meeting in Winchester on June 18th.

District II held a dinner meeting in Lansdowne on Tuesday, June 21. The meeting was hosted by Drs. Will Sonak and Chris Bruno, both district directors for the Northern Virginia area. Dr. Sonak offers this recap:

35 doctors were in attendance. This dinner meeting was sponsored by Chiro One Source, Dr. Cecil Walker, and the drink sponsor was M&T Bank, Vice President Louise Johnson. The event was open to both VCA members as well as non-members; 7 non-members were in attendance. The event was presented to gather chiropractors together in Northern Virginia and to present information regarding building an Independent Physicians Network. Dr. Jay Greenstein presented a very educational piece about the state of insurance reimbursement and the need for chiropractors, more than ever, to band together. Jay expressed the need for more unity within our own state and a need for chiropractors to get involved. Since the meeting, the VCA obtained 2 more members.

Five additional meetings are currently scheduled:
- August 3: District I-East - Fredericksburg
- August 4: District V-East & West - Norfolk
- August 11: District IV-East & West - Richmond
- August 12: District I - Charlottesville or Staunton
- August 13: District III-East & West - Blacksburg

Visit www.virginiachiropractic.org, for details on each.

Continued from page 20

Decade. He was one of several orthopedists who participated -- not as condescending, yet sympathetic physicians, but as colleagues. To me at least, it is rewarding and heartwarming to witness cooperation among the professions in a manner unknown when I began practice. Also presenting was Mariano Rocabado, a doctor of physical therapy and Dean, Faculty of Rehabilitation Sciences, Andres Bello University in Santiago, Chile. Virginians may not fully realize how universal our profession has become. Of the thirteen prizes for papers and posters, eight nations were represented: Brazil with three prizes (from two universities, one of which has no chiropractic school), Denmark, Australia, New Zealand, U.S. (University of Pittsburgh), Finland, South Korea and Canada with four awards. It may be significant that the U.S. earned only one prize and it went to a university without a chiropractic school.

Another speaker was the Minister of Health of Aruba in Richlands, Virginia. He is a past VCA President, Chiropractor of the Year recipient, and is co-editor of The Virginia Voice.

Dr. John C. Willis is a long-time Unified VCA Member in Richlands, Virginia. He is a past VCA President, Chiropractor of the Year recipient, and is co-editor of The Virginia Voice.
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Unified VCA Public Relations Committee Responds to Anthem Mailing

In a mailer from Anthem that recently went out to Virginia consumers, Anthem does not specifically list chiropractic doctor’s in its chart designed to help patients decide where to go for various conditions. The Unified VCA PR Committee is drafting a letter to Anthem explaining why the Association feels that doctors of chiropractic should be listed as an option for any musculoskeletal condition -- especially, but not limited to, things like sprains, strains, x-rays, minor headaches, and back pain. The letter will include data that shows that DC care is much less expensive than other providers for the same conditions, including ER and urgent care. The PR Committee will keep members posted regarding a response from Anthem on this issue.

MD-Outreach Presentations Ready & Waiting

Unified VCA Members have free access to professional, concise, evidence-based, and entertaining tools to help build relationships with other healthcare providers. The presentations provide an effective and EASY way to reach out to them in a way that is meaningful to them to offer your services, educate about Chiropractic, and show how incorporating chiropractic into their healthcare team will help their practice and their patients.

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- Todd P. Sullivan, DC

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You’ll also find links to samples of optional customization possibilities and special member pricing from A Trusted Voice.

FALL CONVENTION
October 14-16
Kingsmill Resort & Spa
Williamsburg, VA
Learn, Share, Have Fun
See Page 15

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