

# PCA DIRECT

Pennsylvania Chiropractic Association January 2020  
*The Keystone State of the chiropractic profession*



Alison Benedetto, DC Named 2019 Chiropractor of the Year; Dr. Benedetto presented the President's 2019 Service awards to the following PCA members: Dr. Keith Miller- Excellence as an Engaged Leader; Dr. Vic Rizzo- Outstanding Service; Dr. Amelia Gray- Rising Star; Karin Toner-Pierce, Outstanding Service, and Dr. Paul Roscioli, Outstanding Community Leadership Award

## President's 2019 Recap A Few Help Many, Which Benefits All

**Alison M. Benedetto, DC, President**

Another year in the books as your PCA President. It's time to reflect on what we've accomplished as an association. Your PCA leadership- Executive Team, Board of Directors and our diverse, hard-working committees- and I have spent countless hours on weekly conference calls addressing issues that impact both our profession and members.

Consider this: your PCA Exec Team met to discuss and solve challenges (including meetings and conference calls with health insurers like UPMCHP, Highmark, Aetna, Cigna and others. Your Exec Team met every Thursday during 2019 (plus at least 10- 12 conference calls with health insurers), with each call usually lasting anywhere between 60 and 90 minutes, which equals approximately 60- 85 hours in 2019; that's likely an under-estimation of what one committee dedicated their time from their practices and families on behalf of your profession.

Similarly, your Insurance Committee has convened on a weekly basis (usually an hour or more) throughout 2019 and addressed a plethora of issues facing PCA's DCs. Most importantly, in 2019 alone PCA's Insurance Committee issued more than 220 "opinions" that were helpful, instructive and in - **Continued on Page 12**

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NOTE: All links and email addresses are for your reference only

**Advocacy**



**Success**



**Education**



**Public Health**



**Strength**



When you **complain**,  
you make yourself  
a **victim**.  
Leave the situation,  
change the situation  
or **accept** it.  
All else is **madness**.

— ECKHART TOLLE

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# 2019-2020 PCA Leadership

## PRESIDENT

Alison Benedetto, DC

## PRESIDENT-ELECT

Dan Schatzberg, DC

## VICE-PRESIDENT

Keith Miller, DC

## IMMEDIATE PAST

## PRESIDENT

Ray Benedetto, DC

## TREASURER

-vacant-

## SECRETARY

Jeff Snyder, DC

## Regional Directors

### Western Region

Doug Keim, DC  
Case Phillips, DC  
Nancy Shaler, DC

### Eastern Region

Keith Miller, DC  
Jeff Snyder, DC  
Jeff Sklar, DC

### Central Region

Victor Rizzo, DC  
Kaitlyn Shultz, DC  
-vacant-

## PCA STAFF

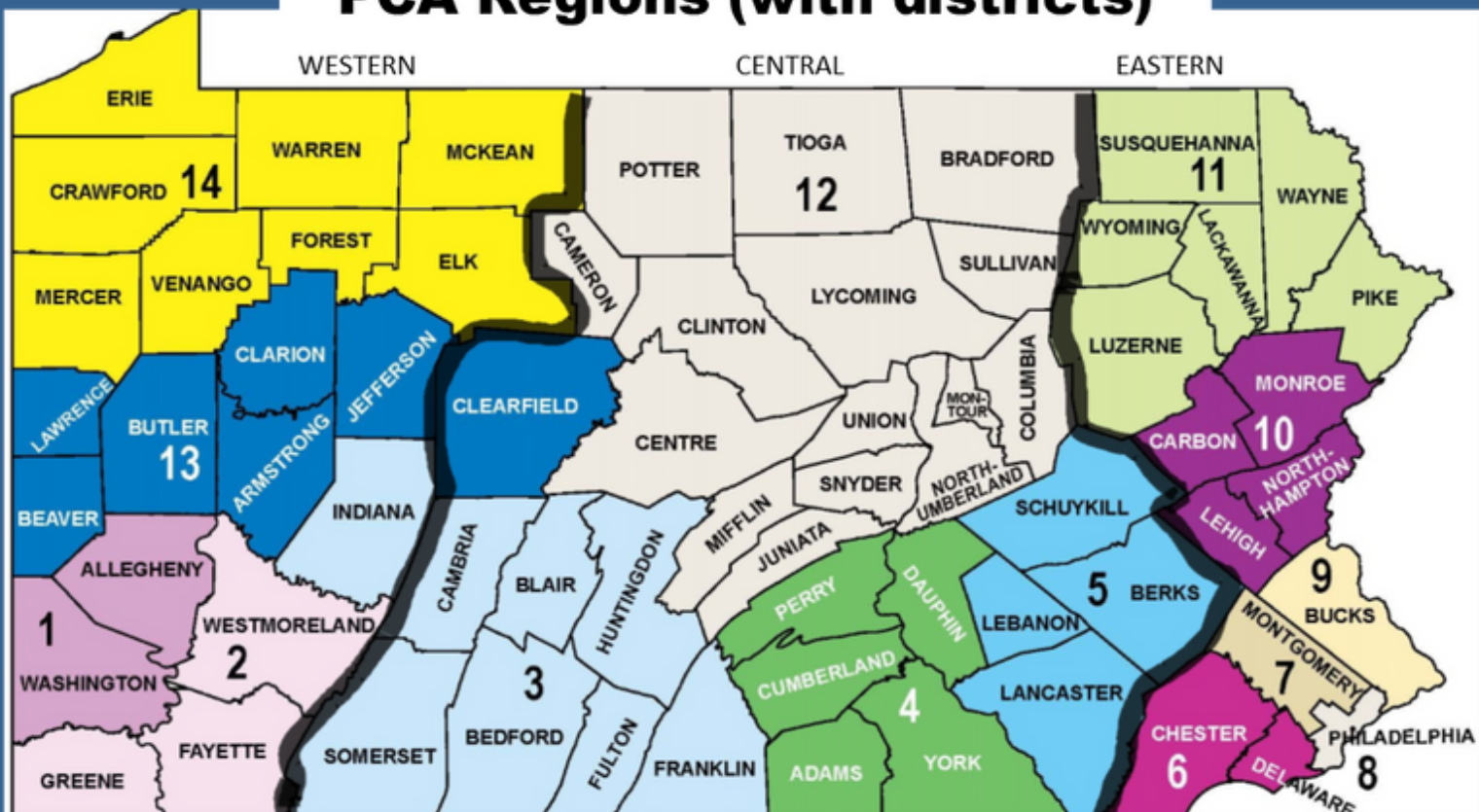
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Linda Hoffman- Administrative Assistant  
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## PCA Regions (with districts)



Pennsylvania Chiropractic Association

1335 North Front Street • Harrisburg, PA 17102

Phone: 717-232-5762 Fax: 717-232-8368

website: [www.pennchiro.org](http://www.pennchiro.org) email: [pca@pennchiro.org](mailto:pca@pennchiro.org)

Hours: Monday - Friday 9:00 AM - 5:00 PM

# 2019 Strategic Plan (PCA2020) Recap

Founded on 5 strategic pillars (PCA2020) the mission of the Pennsylvania Chiropractic Association is to advance the chiropractic practice environment and expand access to care for patients in the Keystone State. Questions? Contact Ed Nielsen at [enielsen@pennchiro.org](mailto:enielsen@pennchiro.org)

## Advocacy

*Ensure continued success in legislative, regulatory, and legal interventions to advance the chiropractic profession*

PA General Assembly and Gov's Administration  
PCA Political Action Committee  
PCA Legal Fund  
Federal Legislation and Regulations  
Grass Root Member Involvement  
PA Alliance of Health Care Providers  
PA Providers Advocacy Coalition  
ChiroCongress - Other States Legislation

## Practice Success

*Increase members' success by providing unique solutions to practice challenges*

Access to Expertise  
(legal, office management, coding and compliance)  
Workers Comp and Auto Fee Schedules  
PCA Coding & Compliance Institute (PCCI)  
PCA Website, Publications, and Social Media  
Working Groups with Major Insurers  
(e.g. Aetna, UPMC HP)

## Education

*Promote clinical excellence through diverse educational opportunities*

Continuing Education Programs  
Annual Convention  
Radiology & Radiation Safety Programs  
Online University  
Insurer Updates (UPMC Health Plan Webinar)  
Legal Updates from PCA's General Counsel  
Relevant and Useful Research  
Expanded Chiropractic Staff Programming

## Public Health

*Improve public's awareness of chiropractic for pain treatment and well-being*

Patient's Section of PCA's Website - PA State Board of Chiropractic, PA Dept of Health, PA Dept of Human Services, PA Insurance Dept, PA Dept of Labor, Governor  
Health partners- F4CP, ACA, and ICA  
Chiropractic Health Month Resolutions  
CBS21 Special Report on DCs and Opioids  
Connecting DCs to Communities

## PCA Strength

*Shape the future of chiropractic through leadership and membership*

Governance - PCA bylaws, Board of Directors, Regions, and Committees  
ChiroCongress, ACA Engage 2020, ICA Annual Convention  
Maintain an accurate/stable budget, including audits/management reviews  
Standing committees and working groups - opportunities for all members to be involved in any PCA committee or working group



# PCA 2019 Legislative Recap

Case S. Phillips, DC, Chair, PCA Legislative Committee

The 2-year (2019-2020) legislative session of the Pennsylvania General Assembly has been a busy one thus far for the PCA Legislative Committee, PCA staff, and PCA's lobbyists at the McNees-Winter Group.

In addition to advocating for PCA's proposed legislation (e.g., delegation issue, HB 517, SB 592), your Legislative Committee continues to monitor more than 100 proposed bills in the PA Senate and House. These proposals have the potential to directly or indirectly affect our doctors and patients. Noteworthy proposed legislation initiated or being prepared for introduction by PCA include:

- Addressing and allowing delegation by DCs to unlicensed personnel (HB 517, SB 592)
- Insurer Oversight: Enforce the accountability of the PA Insurance Department regarding their responsibility to oversee Third Party Administrators (TPA) AND insurers
- 20+ years past-due: Increase the Auto PIP minimum to \$30,000
- Eliminate "non-compete" clauses
- FINALLY! End "surprise billing" for non-participating providers of emergent care
- CAs in PA? Allow for the credentialing of properly trained chiropractic assistants
- Include chiropractic in proposed telemedicine regulations by state licensing boards
- Make health providers a "protected class" in matters of assault

***"...more than 100 proposed bills in the PA Senate and House have the potential to directly or indirectly affect our doctors and patients."***

In other news, chiropractic champion **Representative Steve Barrar** (Chadds Ford) announced his retirement, effective at the end of 2020: "I have tried to always be there for my constituents. I am proud to say that in 24 years in office, I have only missed four session days. You elected me to do this job for you and I have tirelessly been on the job representing you. I will truly miss the people I have been serving for all these years. The people of this district will always remain in my heart and I have made so many lifelong friends. I hope I have made you proud!!!"

Commenting on Rep. Barrar's announcement, PCA President **Alison M. Benedetto, DC** said "Rep. Barrar has been the quintessential advocate for chiropractic, a great friend to the PCA and all PA chiropractors. To understate things, Steve Barrar the man and Steve Barrar the public servant have represented Pennsylvanians with distinction, including the interests of the Keystone State's DCs and especially important to Rep. Barrar, military service persons and veterans. As PCA's Legislative Committee chair, I can definitively state that Rep. Barrar's insights, courage, counsel and candor will be missed. ALL DCs owe Rep. Barrar a debt of gratitude. We wish Steve Barrar all of the best for his 'retirement,' which will start in 2021. Smooth sailing, Steve!"

Another long-time chiropractic patient and advocate, **Representative Harry Readshaw** (Pittsburgh), also announced his retirement at the end of 2020. Mr. Readshaw was instrumental in PCA's legislation (Act 67 of 2018) that aided in the opening of a chiropractic school at the University of Pittsburgh. Rep. Readshaw's announcement was revealing, when he lamented the polarization within the General Assembly and politics in general. "I'll miss participating in government. I won't miss politics. We've lost our function. We've lost our focus. We get too tied up now. The newer people (legislators) seem to be more extremist, either left or right. The word compromise is missing from their vocabulary."

As always, in determining how best to advance our legislation, the challenge is to have an ENGAGED MEMBERSHIP comprised of those DCs (and their staff) committed to familiarizing themselves with their elected legislators and advocating for their patients and profession. The Legislative Committee encourages PCA members to join our legislative calls, share your ideas with **Mark Singel**, PCA's chief lobbyist and engage with your PA senators and representatives. **Continued on Page 13**

# East Coast Associations (ECAIPN) & Secure Care

## *Quiet Discretion = Secure Contract Negotiations*

Many PCA members will recall that in 2013, PCA joined in a collaborative effort with the state chiropractic associations in Virginia and Maryland, effectively creating the ECAIPN, which included a partnership with Secure Care (marketing and administrative support services) and InfinEDI (data collection, interpretation, claims processing). PCA members know that the processes of securing contracts with health insurance companies are measured in years, not days, weeks or months. In fact, the average time spent between initial marketing and signing a contract ranges from 3 to 5 years, depending upon where the insurers are with their current contract with a third party administrator (TPA). Pennsylvania's experience of the past 4- 5 years has fit within that time frame. Secure Care has made presentations to many of the largest insurers in PA and the fruit of those presentations has been requests for additional information and data. Many of these initial presentations and discussions with insurers are now being discretely negotiated, with possible announcements to be made by the ECAIPN and Secure Care in 2020.

One major and unanticipated benefit of PCA's involvement with the ECAIPN is that InfinEDI, our preferred vendor for the ECAIPN e-claims processing, has been working with the member state associations to parse through big data. As you know, the insurance carriers use their big data analytics to spot trends, to flag outlier providers, etc. Through the PCA and ECAIPN partnership we gathered enough data to allow PCA, the ACA and other states (VA & MD) to confront Aetna on what Aetna considered to be improper billing.

In addition to PCA's direct and issues-specific interactions with Aetna, the ACA also became involved, starting in early 2019 and at PCA's request. The ACA (with PCA attending) met with Aetna senior staff in Blue Bell, PA, then followed up this past fall with a meeting that included ACA leadership, PA, VA and MD leadership and Aetna's senior staff at ACA's Arlington, VA office.

While the results remain to be seen from these discussions and presentations, it is clear that PCA's membership in the ECAIPN has already started to bear "pro-chiropractic data" fruit, so to speak. Having the ability to do data analytics on claims has made it much easier for the PCA to fight injustices by carriers on our member doctors and hold the payers accountable to reimbursing our members in good faith. ECAIPN's InfinEDI data will readily convert to strengthening the ECAIPN's pitch to insurers: good docs, good management, good results & good data = success for patients, employers, insurers & doctors.

2020 should be a very interesting year for DCs and health insurers. Stay tuned to PCA for more updates as YOUR ECAIPN "seeds" begin to sprout and bear fruit! ●



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# PCA 2019 Continuing Education Recap

This past year was full of changes. There was a new CE Committee chair, **Jeff Snyder, DC**, the addition of **Jessica Sell** as CE Coordinator, and new courses! Over the past year, the PCA has offered several hundred hours of continuing education for the chiropractors in Pennsylvania and surrounding states. The PCA continues to be focused on providing relevant and quality CE courses so that our DCs can not only maintain their license, and provide outstanding chiropractic care for their patients!

In 2019, PCA presented 20 CE courses totaling 190 hours of CE credits. We partnered with NYCC, Erchonia and University of Bridgeport to bring diverse and new seminars to our members. We also implemented a new series of "Lunch & Learn Webinars" where we partnered with ChiroAbility and Abyde to bring our members important information on HIPAA and insurance policies to aid in advancing their business. We plan to bring more webinars to you in 2020.

One of our most successful programs this past year was **"Lyme Disease and Chronic Illness," presented by Dr. Shannon Smith** in both May and July. With Pennsylvania being the leading state in the nation in confirmed cases of Lyme Disease for three straight years, this course was of high interest to many DCs.

In the past months PCA have offered programs ranging from the treatment for lumbar spinal stenosis, concussion, whiplash, coding and compliance, laser therapy, Alzheimer's and functional medicine, adjusting courses for extremities and spine, as well as the exam preparation CE course for ACRRT.

In the new year, we look forward to expanding the CE opportunities to our members, by introducing new **"Lunch and Learn" webinars**. These will be 1 to 1 ½ hour webinars that cover topics such as billing and coding, insurance inquiries and other important topics to PCA members.

**SAVE THE DATE-Bring your families for a weekend at Kalahari!**



**2020 PCA Annual Convention**

**May 2-3, 2020**

Kalahari Resort  
Pocono Manor, PA

**2020 Convention Speakers**



**Keynote Speaker**  
Nathan Unruh, DC



David Seaman, DC



Brandon Steele, DC



Mark Charrette, DC

**2 DAY  
CA/STAFF  
PROGRAM!**

**In November we partnered with NYCC to provide PCA members a six-hour live webinar series worth 6 CEs (2 CE each) entitled, "Caring for the Pediatric Patient: Gestational Through Young Adulthood."**

This series ran for three weeks in November, and PCA received 50% of the net profits from this partnership. No Travel. No Hotel fee. CE earned on your hours in the comfort of your own home!

We ended the 2019 CE Programming on November 9th and 10th in State College with the second course of five with the University of Bridgeport for the Diplomate in Orthopedics.

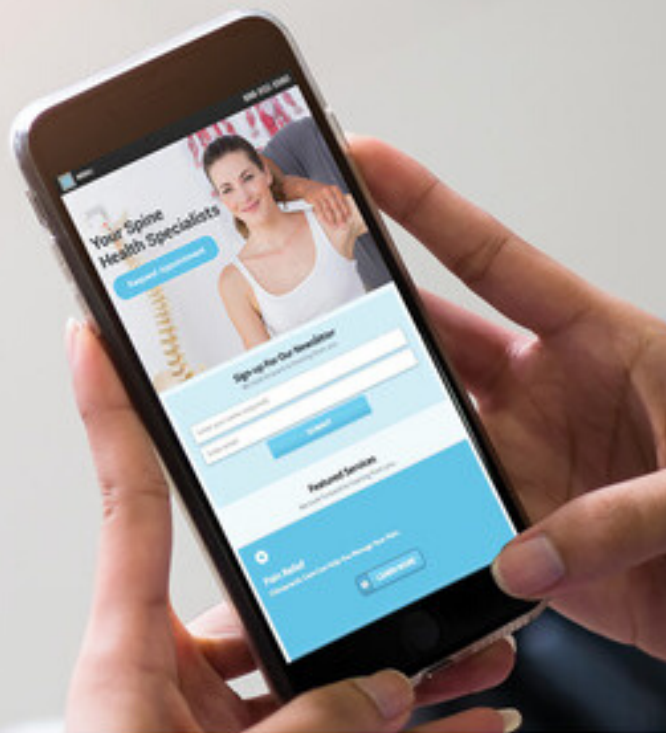
Additionally, don't forget about the PCA Online University which allows you to complete your state required continuing education hours on your own terms, in your spare time, from anywhere. Topics include diagnosis and clinical issues, radiology and Advanced Imaging, personal injury, head pain, risk management and not practice issues, Chiropractic ethics and proper billing, upper extremity and lower extremity trauma, as well as shoulder and sports injuries. ●





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# PCA 2019 Budget Recap

After having had a solid budget performance in 2019 (a modest surplus), PCA's 2020 operating budget was approved by the Board of Directors on December 5, 2019. All on the Board missed **Dr. Valentine Guzman**, who served as PCA's Treasurer for the past 3 years, until his resignation on October 20. Consequently, the staff and leadership collaborated to prepare a budget based on PCA's strategic plan, PCA2020. PCA2020's five strategic pillars, Advocacy, Practice Success, Education, Public Health and PCA Strength continue to form the foundation for PCA's strategies, as well as each annual operating budget. In short, PCA constantly ensures that all projects have an adequate budget for success in support of PCA's five strategic pillars! ***"Advocacy, Practice Success, Education, Public Health and PCA Strength continue to form the foundation for PCA's strategies, as well as each annual operating budget."***

New in PCA's 2020 budget is modest funding for student scholarships that will facilitate students' involvement in PCA, both leading and advocating for Chiropractic in Pennsylvania. For the 2020 budget year, two students applied and were granted scholarships to attend the American Chiropractic Association's Engage2020 (ACA's "annual convention"). They will be joining PCA leaders in Washington DC for the ACA's Lobby Day on January 30th. This is quite exciting, as these future PA DCs are getting involved in advocacy very early in their chiropractic careers and are passionate about advancing PCA's mission and PCA2020.

***"This past summer, PCA developed a special report with a Harrisburg-based CBS affiliate on chiropractic serving as the health care key to stemming the opioid crisis."***

YOUR PCA continues its commitment to your practice success. PCA has invested in a webinar service in order to continue offering you and your staff a variety of FREE educational webinars designed for the real world of chiropractic. It is a small budget item with a huge impact on your practice success.

Of course, we all know that there is strength in numbers. PCA's 2020 membership revenue budget is based on growth in membership, especially. Read more about our recruitment plans in the 2019 Membership Recap on page 14 and don't forget that for any dues-paying regular member (\$600/ year) you recruit into PCA, you will receive a \$150 credit per recruited DC.

You can apply the discount to your yearly dues or to a CE program. In other words, if you recruit four regular members in 2020, you will have paid your dues for the year! Contact PCA's Linda Smelser for more information on this extremely attractive member recruitment incentive.

As for Public Health, for the past several years, PCA has promoted the profession's public health goal of Conservative Care First to the US Congress, Governors Corbett & Wolf and PA General Assembly (October is always Chiropractic Health Month, with resolutions received from the Governor, Senate and House of Representatives).

***"...don't forget that for any regular, dues-paying member (\$600/ year) you recruit into PCA, you will receive a \$150 credit per recruited DC..."***

This past summer, PCA developed a special report with a Harrisburg-based CBS affiliate on chiropractic serving as the health care key to stemming the opioid crisis. PCA President Alison Benedetto, DC and **Drs. Mary & Scott Colman** were featured in the report, which aired when the General Assembly was in session in Harrisburg and received widespread attention. **Continued on Page 13**



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# PCA 2019 Annual Convention Recap

## Pittsburgh Rocked!

*"The convention was amazing! I keep seeing positive improvement each convention I attend, and I was really impressed by the increased connection of the docs and vendors." -Justin Miller, DC (PCA Member)*

PCA's 2019 Annual Convention convened at Pittsburgh's Marriott Center City Hotel, October 19- 20. With a total attendance exceeding 220+ DCs, staff, exhibitors and faculty, the convention offered provocative speakers and state-of-the-art resources for DCs and their staff, ranging from new to highly experienced DCs.

PCA Annual Convention Committee co-chairs **Drs. Roy Love and Dan McCann** were "extremely pleased with and encouraged by" the solid turnout of DCs, members and non-members alike, and their staff in Pittsburgh. "Our convention continues to grow and the strong showing of members and non-members was especially gratifying. We've worked long and hard to create and welcome all DCS into PCA's 'big tent,' which sincerely embraces our profession's common ground- the letters 'DC' after each of our names." The Convention Committee met a total of 18 times, for a total of 19 hours, before 2019 Convention- to plan and finalize details.

PCA Member and 1st year DC **Dr. Tyler Rank** (Berks) summed up his experience: "This was my first convention and I thoroughly enjoyed myself; the location was great and the speakers/ programs that I attended were spectacular. The bar was set very high and I continue seeing future conventions surpassing my expectations."

**PCA President Alison Benedetto** commented, "Kudos to PCA's Annual Convention Committee and staff for designing and delivering an excellent program, one that fits PCA's 'big tent' embrace of all chiropractors and all chiropractic philosophies. As we always have done, we'll continue to build upon this great Pittsburgh educational and networking experience. I am confident that the 2020 Annual Convention Committee will unveil yet another unique and dynamic program for DCs, staff AND families when we return to the Poconos, May 2-3, at the family-friendly **Kalahari Resort and Indoor Waterpark.**"

In addition to being the recipient of PCA's 2019 Chiropractor of the Year Award "Receiving PCA's 2019 Chiropractor of the Year Award totally caught me by surprise. I am honored and touched by the profession's recognition of OUR efforts here at PCA, for this has never been just one person's effort to advance our profession. It has ALWAYS been a team effort, which makes this award so gratifying."



Staff Members of Nittany Valley Chiropractic Center

Dr. Benedetto also praised the work of PCA's Elections Committee, chaired by **Jeff Sklar, DC** along with **Doug Keim, DC** and **Vic Rizzo, DC**, for their "discrete, thoughtful and diligent work to further open PCA's elections processes and nominees to our members."

Additionally, **Dan Schatzberg, DC** (Media) was elected by members to be PCA's President- Elect, succeeding Dr. Benedetto in May 2020. For Dr. Schatzberg, his election is a "second time around" event, in that he served as PCA's President from 2012- 2014. Dr. Schatzberg is also a member of the ACA and ICA.

Dr. Benedetto presented the President's 2019 Service awards to the following PCA members: **Dr. Keith Miller**- Excellence as an Engaged Leader; **Dr. Vic Rizzo**- Outstanding Service; **Dr. Amelia Gray**- Rising Star; and **Karin Toner-Pierce**, Outstanding Service. **Continued on Page 10**

# 2019 INSURANCE COMMITTEE RECAP

The insurance committee discussed **223 cases** over the course of 2019.

Cases ranged from **cash practices** and the effects on insurance patients. How DCs should be informing patients at the time of treatment, if no claims will be submitted to an insurance company, and the establishment of a policy should the patient request billing to an insurance company at a later date. **Auto accidents and workers compensation** including the importance of submitting all supporting documents and information possible with the original billing was heavily stressed. Also discussed was Capital Blue leaving the ASHN network, United Healthcare capping reimbursement, Highmark admitting to some communication issues resulting in denied claims, and of course, Aetna.

Recently a survey was sent out regarding Aetna and the direct effects of their claims processing on DCs. Of the respondents, an overwhelming 67% stated that their practice is still experiencing issues with Aetna, and an additional 15% stated that Aetna is not accepted in their practice due to issues experienced over the years.

PCA has repeatedly requested phone conferences with Aetna to discuss these issues with no response. We are asking, for those who are willing, to submit **redacted** EOBs showing the gross negligence in processing, the exorbitant amount of time wasted to have their mistakes corrected, and the endless paperwork and phone calls needed to just collect a tiny reimbursement for the services. Those EOBs can be emailed to **Linda Hoffman at [pca@pennchiro.org](mailto:pca@pennchiro.org)**.



We have utilized our legal counsel regarding some of the issues presented by our member. Many questions were based around retirement. How to start the process, selling your business, and if you still need to maintain malpractice insurance coverage, and for how long. This a wonderful resource available to our members and we are very grateful for the service offered.

2019 also marks the retirement of one of the Insurance Committee's own, a PCA member since it was known as the PCS, and an insurance committee member since the early 90's. **Rick Mason, DC** graduated in 1975 so after **45 years** of dedication, compassion, and more adjustments that we could count the Insurance Committee is sad to lose him but shower him with all of the warmest retirement wishes. ●

## PCA 2019 Annual Convention Recap - continued from page 9

PCA member **Paul Roscioli, DC** received PCA's 2019 Outstanding Community Leadership Award, specifically for his services to military veterans and having initiated several community events for veterans, including 5K fundraisers for veterans and their families. Dr. Roscioli served in the US Army's 2nd Armored Cavalry Regiment for four years, including tours of duty in Iraq, Korea and Louisiana.

PCA's 2020 Annual Convention promises to be a major family affair- the family of chiropractic as well as the families of chiropractors- when PCA returns to the highly acclaimed Kalahari Resort and Waterpark, which received top ratings from attendees when PCA held its 2017 convention in Mt. Pocono. **Want to get a head start on 2020? Register by February 29th to receive the Early Bird Rate!**

**2020 is a Re-Licensure Year! Get up to 14 CEUs at Convention! We have an INCREDIBLE lineup of speakers including Nathan Unruh, DC who will kick off the convention as our Keynote Speaker. Other speakers include Dave Seaman, DC, Brandon Steele, DC, Mark Charette, DC! Need your ACT 31 renewed? Join us on Friday, May 1, 2020 from 6:00p-9:00p at Kalahari for ACT 31 training.**

**We will also be featuring a 2-DAY CA/Staff program for your staff members!**

**Bring the whole family and enjoy an educational and fun weekend in Kalahari! ●**

# 2019 PCA Membership Recap

While it looks like PCA's membership is down from 2018, it is - but it is a VERY tough chiropractic market, especially with the seemingly endless changes in policies and procedures from health insurers. The good news is that PCA welcomed 77 new members in 2019 and we expect more in 2020 as it is a relicensure year for PA DCs.

There was one Board-approved drop of members who were delinquent on dues, as well as members who were retiring, going out on maternity leave, etc.

The focus of PCA's Membership Committee in 2019 was membership recruitment and equally as important, membership. In December the committee approved a new on-boarding calendar which will increase PCA engagement for new members. The calendar includes multiple calls by leaders and staff to new members throughout their first year of membership. PCA knows that regular engagement is the best way to get to know new members and help connect new DCs to PCA's activities and committees.

2019's Outstanding Community Leadership Award, **Paul Roscioli, DC (Havertown)** has joined the Membership Committee and will be making calls to new members as part of the on-boarding plan. Peer-to-peer interactions will build lasting relationships and loyalty to PCA, the profession, and the shared mission of building PCA membership and advancing chiropractic in the Keystone State.

On another recruitment project is the 2019 Rising Star award recipient, **Amelia Gray, DC (Erie)**. As a second year DC, she is working on transitioning student members into new dues paying members. ●

## 2019's Numbers

Detail of Memberships by Type			12/20/2019	12/31/2018
	Rate			
1st year license:	72		13	6
2nd year license:	150		4	9
Group Associates:	200		90	77
Group Primary:	600		43	60
Hardship:			0	0
Life:			3	3
Non-resident:	60 >100		17	19
Premier Member	1200		3	1
Regular:	600		599	607
Retired:	30		52	63
Semi-retired/part time:	300		54	54
Student:	0		46	58
Strategic Business Ptnr:	1300		13	12
Business Membership:	500		6	8
			943	977

### Do You Want Free PCA Membership?

For **each** full-dues paying (\$600) DC you recruit to PCA membership, you will receive a \$150 credit to your membership account for future dues.

To learn more contact **Linda Smelser** at (717)232-3762 or [accounts@pennchiro.org](mailto:accounts@pennchiro.org)

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many cases resulted in PCA DCs saving tens of thousands of dollars in potentially lost income or unnecessary expenditures. PCA's other committees- Annual Convention, Bylaws, Continuing Education, Legislative & Membership- have likewise had dozens of conference calls throughout 2019 and addressed a variety of issues facing the profession.

Weekly and monthly committee conference calls convened throughout 2019 to discuss all matters pertaining to our annual convention (May 2-3 at the wildly popular Kalahari Resort & Waterpark! Bring your families and staff!), membership growth, continuing education and much more. This past year PCA started monthly Lunch & Learn webinars to provide you with relevant, concise, top-notch information and education that you can immediately implement in your practice, including topics like coding and documentation, legal compliance and much more.

Bottom line: PCA's committees and working groups have literally spent hundreds of hours in 2019 successfully working on your behalf!

PCA also organized working groups, especially when it comes to health insurers, in the hopes of bringing clarity and sensibility to program policy, procedures and reimbursements. While the conversations may not have resulted in our desired outcomes, if nothing more, it allowed for open lines of communication between DCs and insurers, which is key for advancing our interests. A promising example recently occurred when the PCA and UPMC Health Plan formed pediatrics and radiology working groups to "deep dive" into these two issues with the UPMC Health Plan. Stay tuned for more information as those meetings continue through 2020.

PCA leadership, staff and our lobbyists with the McNees-Winter Group have spent countless hours in Harrisburg's Capitol Complex in the offices of key state legislators, with the goal of advancing our legislative agenda (e.g., delegation, parity in reimbursements and oversight of third party administrators, etc.). Where at one time we only had a champion or two in the legislature (BIG THANKS to chiropractic champion Rep. Steve Barrar, who is retiring from public service), PCA now has a variety of supporters for our legislative initiatives, including key leaders in the Senate and House.

Adding to that growing support, we made considerable headway in positioning the concept of Conservative Care First within the Pennsylvania General Assembly, the Wolf Administration and earlier in 2019, PCA started direct interactions with Pennsylvania's Congressional Delegation.

Conference calls were held with other state associations and other provider associations' leaders to foster communication and collaboration in public policy and especially important within the Keystone State's legislative landscape, to promote a unified front of CCF professionals in order to improve healthcare delivery services within our state.

*PCA's Facebook page is a fantastic way to stay in touch with your profession and your colleagues, AND you get "real time" useful information and perspectives from within the chiropractic profession*

PCA's social media efforts have continued to grow in popularity and usefulness to members. Our member communication and outreach, especially through our social media platforms, have been wildly successful, especially the PCA Member's Only Facebook page. PCA's Facebook page is a fantastic way to stay in touch with your profession and your colleagues, AND you get "real time" useful information and perspectives from within the chiropractic profession in general. This resource alone is worth the price of your annual PCA membership dues, which I hasten to note has remained the same for more than a decade!

In closing, I'll end with the beginning, so to speak, which is pretty much PCA's organizational "why" (aka, mission):

**A Few PCA DCs Help Many PCA DCs and Their Staffs, Which Benefits All** Pennsylvania DCs, Their Staffs, Patients and Communities.

**Do you want to make a difference for your practice, your patients and your profession? PCA is THE professional catalyst for YOUR success! Don't hesitate another second! Dive in!**

**Join PCA for 2020 and see for yourself what your return on your dues investment brings to you and your practice. You'll be glad you did!**

Oh, by the way...Best Wishes for a Healthy and Prosperous 2020! ●

## PCA Budget 2019 Recap - continued from page 8

PCA is also budgeting an “advocacy day” for the profession in Harrisburg, likely later this spring or early fall. This “day on the hill” continues the momentum and sharpens the focus on the need for the Pennsylvania legislature to increase patients’ and employers’ access to the “physical medicine” professions and increase general public awareness of and support for Conservative Care First (CCF) and related legislation in support of CCF.

PCA intends to convene a strategic planning meeting later this spring to address the results of PCA2020 (see page 3) and craft a new 5-year strategic plan, PCA 2025. In addition to a variety of PCA leaders being involved in this process of building a new 5-year plan, if any members would like to be involved in this “PCA2025 strategic planning working group,” email PCA directly ([enielsen@pennchiro.org](mailto:enielsen@pennchiro.org)) and let us know.

In summary, 2019 was a productive budget year for PCA, one that strengthened our strategic plan and chiropractors’ position amongst health care professionals in the Keystone State. 2020’s budget promises to elevate PCA and Pennsylvania chiropractors another step higher on the health care ladder. **Care to climb with us?!** ●

## PCA 2019 Legislative Committee Recap - continued from page 4

“As always, in determining how best to advance our legislation, the challenge is to have ENGAGED MEMBERS, comprised of those DCs (and their staffs) committed to familiarizing themselves with their elected legislators and advocating for their patients and profession.”

All that said, we’re considering adding a little fun to the ever-sobering and often frustrating legislative process. Here’s what we’re thinking about if you want to make a meaningful difference for your profession:

1. Contact me for a copy of our legislative slate ([caseyphillipsdc@gmail.com](mailto:caseyphillipsdc@gmail.com))
2. Study the legislative language carefully
3. Contact your state representatives and senators and arrange to meet them at your office or their district offices
4. If needed, introduce the legislator to what chiropractic is and how chiropractic works to prevent and eliminate pain. Chiropractic works for the legislator’s constituents! Present PCA’s legislative agenda and request their support and advocacy (1/2 hour)
5. Email me ([caseyphillipsdc@gmail.com](mailto:caseyphillipsdc@gmail.com)) and PCA ([pca@pennchiro.org](mailto:pca@pennchiro.org)) a brief summary of your meeting and any results or follow-ups coming from your meeting
6. Have your name entered for a chance to win \$1,000.00

Every meeting that you have with a legislator in 2020 would represent one entry! Stay tuned as this idea is developed!

I hope you will find 2020 to be the year that you engage with PCA and be an agent of positive change for Pennsylvania chiropractors and patients! ●



Bob Rosenberg  
Nutrition Consultant  
(609) 234-2762

### ZINC LOZENGES

Most colds are caused by a type of virus called rhinovirus, which thrives and multiplies in the nasal passages and throat. Zinc can help prevent the rhinovirus multiplying in the mucous membranes of the throat and nose.

A study found that zinc lozenges reduced the length of a cold by one day, especially when taken within 24 hours of the first signs and symptoms of a cold.



# 2019 PCA PAC Recap

The PCA Political Action Committee (PAC) supports legislators who favor chiropractic-friendly legislation. These legislators run political campaigns for re-election and campaigns are an expensive business! Therefore, it is imperative that PCA be able to support these chiropractic champions in their quest for re-election. In 2019 PCA supported the campaigns of long-time chiropractic supporters **Senator David Argall, Representatives Steve Barrar, Harry Readshaw** among a small group of individual legislators. Additionally, PCA's PAC contributed to the Senate and House, Republican and Democrat campaign committees.

***"2019 began with a record-setting \$14,000 in PCA's PAC fund, and that is from just 65 donors! Imagine what we could accomplish in Harrisburg if each member of PCA donated as little as \$10.00 per month!"***

In respect to fundraising, 2018 and 2019 were years that were very encouraging for the PCA Executive and Legislative committees in that more and more DCs generously contributed to our PAC. In fact, 2019 began with a record setting \$14,000 in PCA's PAC fund; and that is from just 65 donors! Imagine what we could accomplish in Harrisburg if each member of PCA (1,034) donated as little as \$10.00 per month!

2020 is going to be an intensely busy year legislatively speaking. Will you **PLEASE consider making a recurring PAC donation of \$10, \$20 or even \$50 each month?**

When you have finished reading this recap, you can **make a contribution online at <https://pennchiro.org/political-action-committee>. You can also contact Linda Smelser at the PCA office ([accounts@pennchiro.org](mailto:accounts@pennchiro.org) or 717-232-5762).** When it comes to legislative advocacy, a little goes a long way when each of us participates in the process that helps protect our practices and patients.

Thank you in advance for your generous support of YOUR PCA Political Action Committee! ●

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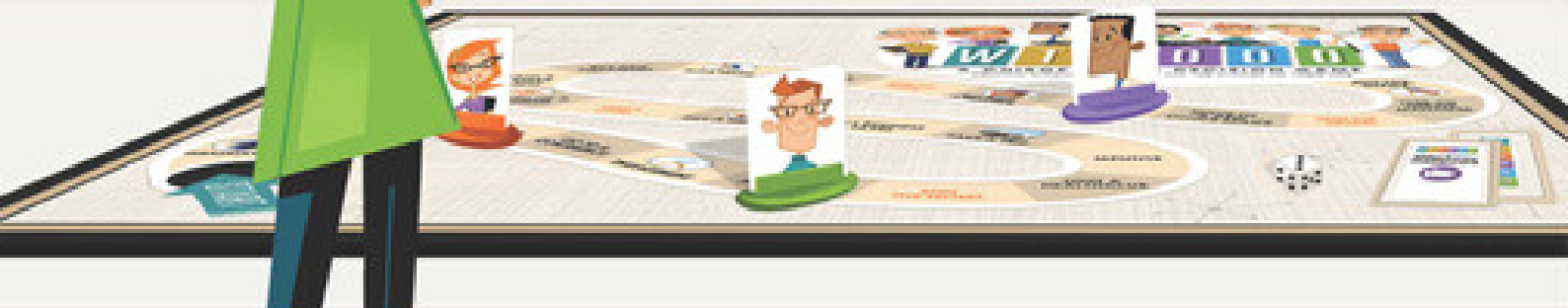
# RISK MANAGEMENT?



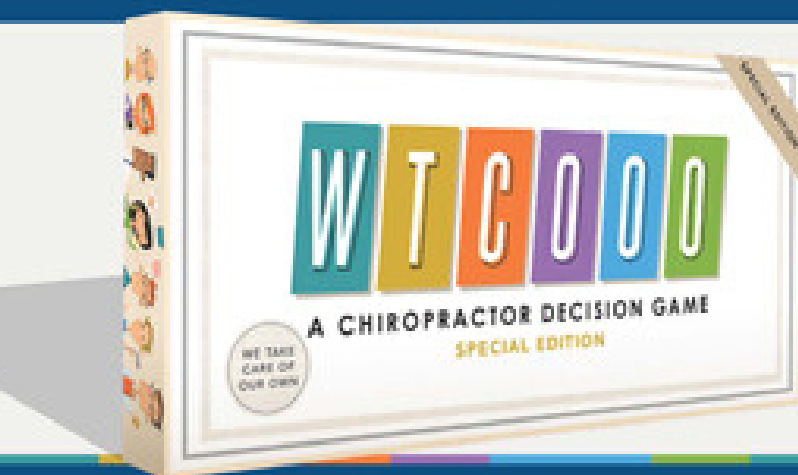
## This is Nina.

She first discovered NCMIC 14 years ago when she purchased **malpractice insurance**. From starting her practice, to receiving guidance from the claims advice hotline, to benefiting from NCMIC's financial products and business insurance, Nina appreciates the support NCMIC has provided through all the stages of her career.

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"You can't cross the sea  
merely by standing and  
staring at the water."

Rabindranath Tagore

