

President's Message

January is an extremely busy time of year for our association. It is legislative season in Richmond, which is the first two months each year. Think legislative speed dating! We have a Bill that, although it hit a few challenges, has advanced with no opposition thus far and we are cautiously optimistic that it will become law. It is not a flashy bill. It is a solidifying bill that strengthens our ability to practice in the manner that we do. We keep a watchful eye out for legislation that could flip our worlds upside down with the stroke of a pen. Legislation, both proactive and defensive, will be given increased attention as one of my primary goals as president. It is truly where our profession will thrive or suffer, and we can stand to do far better than we currently are equipped to be able to do.

We also held our annual Strategic Planning Meeting on January 25th in Richmond. The Board participated, as well as key strategic members in leadership roles and representation by some of our younger doctors. It was great to preside over a group of people dedicated to making our association function even better in 2020 for our collective benefit. We narrowed our focus to a few key initiatives with solid direction and I look forward to all of us enjoying the fruits of our collective labor over the coming months.

Lastly, I attended several national events in Washington, DC this past week, centered around legislative progress as well as the proposed Medicare legislation before Congress at this time. Dr. Wetzen was also quite involved and it is impossible to overstate how proud we are to represent the UVCA on the national stage. We are different than most -- and all in healthy ways. Be proud that our Unified approach is viewed as a model of what could be by many states.



Christopher R. Perron, DC
 President, UVCA

Dr. Perron leads 2020 strategic brainstorming.



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Supporting Supplier News

Computer Troubleshooters is offering new clients the months of February, March and April entirely free with no setup fees, as well as a sale on LogMeIn. Call 703-994-6335 or email contact@ctmedit.com. And see announcement regarding new UVCA member affinity program on page 11! Ad on page 8.



Insight Imaging Northern Virginia now offers same- and next-day appointments for MRI and CT including early morning, late evening (until 11 pm) and Saturday hours at three outpatient locations. For more info, visit <https://www.mycdi.com/locations/arlington/> or call 703-591-8020.



Insight Imaging Roanoke now offers platelet rich plasma (PRP) injections to promote healing through the use of the patient's own plasma and enable the body to speed up its natural healing process. This non-surgical procedure is used to treat various degenerative conditions and orthopedic injuries. To learn more, visit myInsightImaging.com.

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Continued on page 3



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Continued from page 1 ment of Agriculture! for more info, call Barney Martin at 844-Pro-levé x103 or email Barney@proleve.com. Ad on page 7.



Kaizenovate has released a free Growth Guide outlining three major areas of opportunity. To download, [click here]. For an excerpt, see page 4.



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In addition to a \$500 donation to the UVCA, Stirling CBD recently announced new lower pricing for patients & improved margin for UVCA Offices! Reach out to joe@stirlingoils.com for more information on super-pure Stirling CBD with 0% THC guaranteed! <https://www.stirlingcbdoil.com/>. Ad on page 11.

Confidently Communicate Chiropractic & Active Care: Applying the Science of Chiropractic to Clinical Practice

By Mark Sanna, DC, ACRB Level II, FICC
Saturday, March 7



Embassy Suites,
Tyson's Corner



**BREAKTHROUGH
COACHING**

Updated HIPAA Resources for VCA Members

Becky Walter, MCS-P, has updated and improved the HIPAA information for VCA members on the association website. She offers the following tips for all practices.

1. Having only the Notice of Privacy Practices available is NOT a qualified HIPAA program and will not protect you against complaints regarding HIPAA regulations.
2. You can use a Patient Acknowledgement to document your attempt to inform the patient. Even if the patient refuses to sign it, you still follow the same rules and record that the patient or guardian refused.
3. Post the Notice and use the Acknowledgement form for signatures.
4. Ensure that you have documents for special releases, to block release, to allow specific persons the right to view your health information and speak to the staff on your behalf, as well as an internal HIPAA policy for your staff to follow.
5. Create a breach response and keep a log.
6. Have your computer scanned on a regular basis to determine any possible accidental release of information and record that result.
7. Have an annual HIPAA meeting and update your Notice of Privacy Practices.

She has also updated the sample notice of privacy practices to give to your patients and a sample acknowledgement for receipt of the notice. Go to www.virginiachiropractic.org, click on Practice Support, then click on "HIPAA" under "Legal Info."

Thanks, Becky, for helping to keep members informed about the importance of having a qualified HIPAA Program. VCA members may contact Becky with questions as a benefit of membership.

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Clinical Applications of the Cerebellum: Interactive Metronome

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

The cerebellum is an extremely important area of the brain for clinical application. For instance, the cerebellum controls an array of functions such as movement coordination, balance, equilibrium, muscle tone, and various aspects of speech and cognition. The prior functional neurology article in the Fall issue of this publication provided a summary of cerebellar function and evaluation – which could prove relevant and helpful in most chiropractic settings. That article concluded with an introduction of rehabilitative techniques for the cerebellum, and this topic will be continued and expanded upon here. Specifically, the therapeutic utilization of an activity known as the “interactive metronome” will be the focus of this article.



But first – let's summarize the relevant information presented in the prior article. The primary function of the cerebellum for clinical testing is its role in coordinating voluntary muscle contractions. Consequently, clinical tests for cerebellar dysfunction expose unsteadiness of voluntary movements and postures. To visualize the clinical manifestations of cerebellar dysfunction – imagine that of a drunk person. They will often have a nystagmus, speech difficulties, poor balance, poor coordination, an unsteady and broad-based gait, an intention tremor, low muscle tone, and personality changes. A variety of physical exam procedures can be

Continued on page 6

Digital Marketing: Give Before You Ask

By Dr. Jay Greenstein, Kaizenovate

Did you know? 97% of consumers say they would not do business with a company whose website/social media was not updated.

What you also may not know is that 76% of patients report wishing they could access reliable information on how to improve their own health.

With consumers spending over \$500B online annually, your practice can't afford to not be the key player in providing educational resources to your audience.

Good news: you don't need so-called “marketing experts” or a fancy Blog to start generating New Patients online. Here are some of our favorite tips to get you started:

Google My Business is the QB of your Digital presence.

- Aim to get at least 1-2 reviews/month
- Ensure all info is correct and updated

Use different Social Media to diversify your case load.

- Facebook for older audience, chronic pain and movement dysfunction cases
- Instagram for younger crowd, fitness-related dysfunction and injury cases

Content is King.

- Video is always better than Picture
- KISS (Keep It Simple, Stupid): “Just talk,” be yourself

Connect through content; let your videos say all the things we are too lazy to read.

- Facebook content should focus on “Relief” and instant gratification
- Instagram content should focus on “Progress” and development

Create a “House List” with every email address you come across (patients, events, etc).

- Commit to sending out monthly newsletters
- If coming up with ideas is a challenge for you, feature your team members and/or tell a success story from patients.

Real World Impact

Effective Marketing does not have to be costly, just consistent and strategic.

Making educational content easily accessible will boost your practice's clinical credibility.

Building an online following enables you to monetize your content down the road.

From a free e-book by Kaizenovate, a Unified VCA Supporting Supplier Member. To download the complete book, [click here]. For more information about Kaizenovate, visit <https://kaizenovate.com/>.

How Do You Spell **VALUE?**



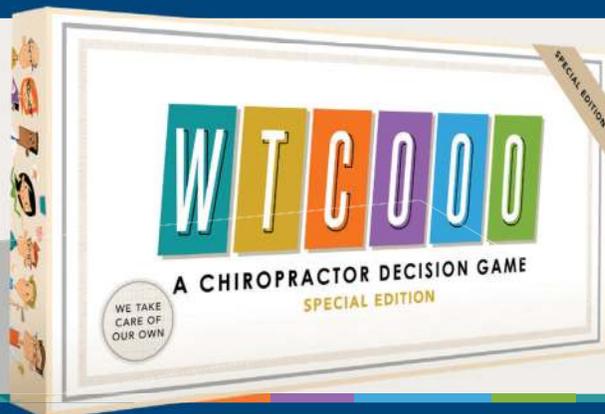
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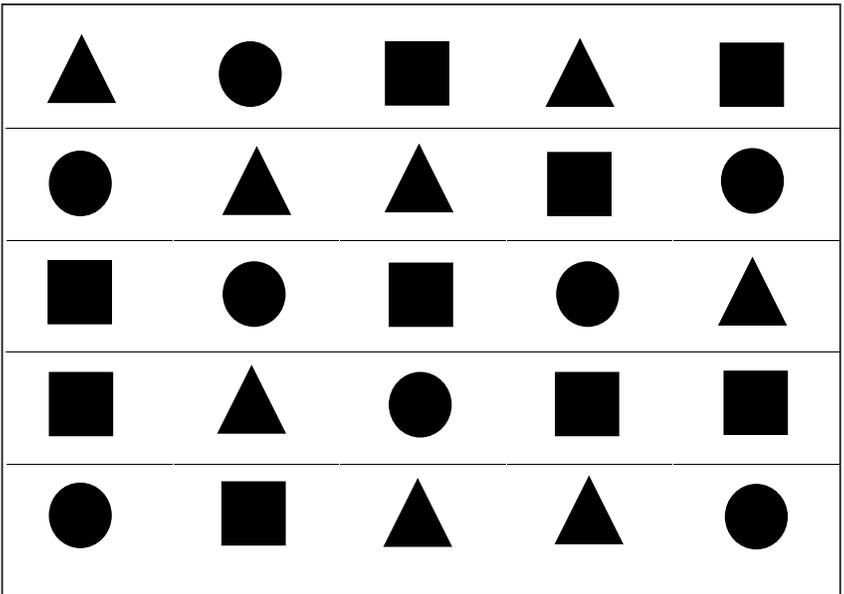


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Continued from page 4 utilized to evaluate the cerebellum – and to determine which region of the cerebellum is affected. This is important because treatment outcomes improve significantly when we rehabilitate the specific areas/pathways of the brain that are dysfunctional. The prior article discussed four physical exam procedures that help determine which side of the cerebellum is affected – and once again, this is crucial because this information will influence how we utilize the interactive metronome with our patients. It's recommended that you review the prior article to gain an understanding of these procedures, which included the Romberg exam, one-leg balance test, rapid alternating movement test, and a gait analysis. (All past issues of The Virginia Voice are available on the UVCA website under Tools & Resources > Publications.)

It should also be noted that cerebellar dysfunction is ipsilateral to the patient's symptomatology. Consequently, if there appears to be cerebellar dysfunction on the patient's left side of the body – then the left side of the cerebellum is affected. Also, the cerebellar hemispheres communicate with the opposite (or contralateral) cerebral cortex. Thus, the left cerebellar hemisphere communicates with the right cerebral cortex. And since each cerebral hemisphere controls the opposite side of the body – the right cerebral hemisphere and the left half of the cerebellum hemisphere maintain the integrity of voluntary movement on the left side of the body. This is an important concept to understand because the interactive metronome activity will activate not only the cerebellum, but also the frontal cortex. And based upon the above information, one can preferentially activate one half of the cerebellum and the contralateral frontal lobe. As such, this knowledge allows for treatment that is specific to the patient's neuronal dysfunction.



Interactive Metronome

The interactive metronome activity is a fun, interactive therapeutic exercise that patients typically enjoy. This is a dynamic exercise that should be modified frequently for the patient – and this is a crucial fact. Not only does this avoid boredom – but also as soon as the activity becomes “too easy,” then it's no longer of optimal benefit to the patient. That's because the cerebellum is strongly activated by “complex” and “dynamic” scenarios, movements, and situations. It's activated strongly in response to learning new movements and tasks. And because the cerebellum has the ability to learn and strengthen existing neuronal connections – patients





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will experience progress, which boosts their confidence and builds patient compliance. It should also be noted that the interactive metronome activity could be used to treat a variety of conditions – not just those with cerebellar dysfunction. For instance, it is commonly used with stroke patients, those with traumatic brain injuries, and individuals with neurobehavioral disorders such as autism.

What materials are needed to implement the interactive metronome? This article will describe a minimalistic version of the activity that can be easily added to most chiropractic offices – but please know that a variety of options exist. All that is needed is a metronome beat (which can be downloaded for free from a variety of apps or found on the internet) and a sheet of paper that has shapes randomly arranged in rows throughout the page. I typically use three shapes to start with: triangle, circle, and square. Each shape represents a different movement – and this is where you can tailor the activity to the specific area of cerebellar dysfunction. For instance, if the exam revealed deficiencies in the left half of the cerebellum, then we would have the patient perform movements that bias the left side of their body. As noted above, this will activate the left half of the cerebellum as well as the right frontal lobe – and strengthen the connection between these two areas. You can be creative with the movements that correspond to each shape, and I recommend changing this frequently so that the patient keeps performing and reacting to new and different scenarios.

These are the movements that I usually start with: triangle equals thigh slap, circle equals clap, and square equals foot stomp. Since our example involves a patient with left cerebellar dysfunction – then he or she would use their left hand to slap their left thigh for the triangle, clap with both hands together for the circle, and stomp with the left foot for the square. A metronome beat is played (typically at a frequency between 60-80 beats per minute), and the patient looks from shape-to-shape and performs the movement that corresponds with that shape – and attempts to time their movement with the beat of the metronome. This keeps the patient reacting and performing movements “on the spot” and avoids the temptation of going too quickly or too slowly. And if you keep changing the diagram and/or modifying the movements that the patients perform, this will avoid the likelihood that they will simply memorize the pattern. Also, rhythmic activities are very stimulatory for the cerebellum. I often have the patients practice the activity without a metronome beat at first, and then add the metronome requirement as they familiarize themselves with it and begin to improve. As you can see, the interactive metronome activity not only boosts coordination by activating the cerebellum and contralateral frontal lobe, but it also places a demand on their working memory. To conclude, the interactive metronome exercise is an effective and entertaining activity that most patients thoroughly enjoy. It can be utilized in most chiropractic offices at no expense, and the practitioner can use his/her creativity to modify the activity as needed.

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



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OR call the UVCA office at 540-932-3100!

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Welcome, New Members!

The Following Members Joined the UVCA Between 10/24/2019 & 1/25/2020

Acors, Courtney

Fredericksburg, Virginia
Phone: 540-903-1728
Member Type: Student, Life University

Benedetti, DC, Landon

Leesburg, Virginia
Phone: 703-779-7909
loudounfamilywellness@gmail.com
Member Type: First Year DC
Active Release Technique (ART), Diversified, Drop Techniques – Thompson, Flexion-Distraction – Cox, Full Spine, Gonstead, Instrument Adjusting – Activator, Instrument Adjusting – Impulse, Palmer Package

Brassfield, DC, Keith

Integrative Chiropractic & Wellness
Leesburg, Virginia

Phone: 703-771-3024
info@integrativechiropractic.net
Member Type: Fourth Year or More DC

Nazarek, DC, Lena

Aviva Wellness, LLC
Newport News, Virginia
Phone: 410-610-4791
lena.nazarek@gmail.com
Member Type: First Year DC
Active Release Technique (ART), Diversified, Drop Techniques – Thompson, Flexion-Distraction – Cox, Gonstead, Graston, Kinesiotaping, Low / Non Force Techniques, Motion Palpation, Myofascial Release, Webster

Wells, Jr DC, Richard

Lake Chiropractic
Palmyra, Virginia
Phone: 434-589-8005

rickwellsdc@gmail.com
Member Type: Premier DC
Applied Kinesiology, Diversified, Drop Techniques – Thompson, Dry Needling, Extremity Adjusting, Full Spine, Gonstead, Motion Palpation, Myofascial Release, Palmer Package, Upper Cervical - NUCCA

Yoo, DC, Ji

Capitol Rehab Center of Herndon
Herndon, Virginia
Phone: 703-787-3850
capitolrehabcenter@gmail.com
Member Type: Fourth Year or More DC
Diversified

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Product/Service: We are Max and Steven and we believe that everyone deserves superior quality hemp products, just as nature intended. Our commitment to helping you and your loved ones on the path to healing is our mission and always will be.

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VCA Launches Special Member Program with Computer Troubleshooters

The VCA is pleased to announce that it has formalized an affinity program with Computer Troubleshooters (CT Business Solutions or CT). Computer Troubleshooters is a Virginia-owned and operated technology solutions business that works to provide outstanding value to their clients by providing exceptional products and services that are tailored to fit individual client needs and budget, while still delivering the highest standards in technology. Moe Talash, company president, explains, "We recognized a number of years ago that small healthcare practices don't always have the budget or expertise to get the HIPAA- and PC-compliant IT support that they need. We like to think of ourselves as an extension of the practice's team – without the HR hassles or payroll costs."

Computer Troubleshooters serves chiropractic offices throughout Virginia and into Maryland and Washington, DC. The majority of their work can be handled most effectively and conveniently by HIPPA-compliant secured remote access; however, they are also ready to jump in the car and visit their contract clients throughout Virginia, Maryland and Washington, DC when needed.

About nineteen VCA members are already using Computer Troubleshooters. Dr. Steve Trauben in Alexandria, Virginia explains, "Moe has been a real resource over the years and keeps our technology working from wireless network, networking, internet radio, and multiple computers. He also totally gets ChiroTouch. Much better than my previous company." The company has been working with chiropractors using ChiroTouch for the past ten years and Eclipse for the past five.

The VCA surveyed Computer Troubleshooters' clients twice: once in mid-2019, then again at the end of the year, to gauge any changes. The association has been impressed by the consistent positive feedback from the company's customers; its commitment to security, compliance and fair pricing; and its goal of helping Chiropractors in particular. Instead of dealing with unpredictable hourly high IT service fees, CT provides unlimited IT helpdesk service for a fixed monthly fee.

Special offers on page 8!

Under the new agreement:

- New clients who are VCA members will enjoy:
 - Half-priced onboarding and set up: \$250 instead of the usual \$499. This includes all PC cleanup, tune-up, virus removal, slight network modification, CT's security enterprise software installation on all PCs, and more.
 - 20% off the ongoing monthly fee. Fee varies depending on services, number of offices, number of computers, etc.
 - Services are per a month-to-month contract, with no cancellation fees for members.
 - The best price in town on Managed Services, backed by a 120% price match guarantee.
- Existing clients who are VCA members will not be eligible for a refund, due to the variety of special customized offers that were conveyed in order to help the company penetrate the chiropractic marketplace. However:



Offices do not have to be UVCA members to enjoy Computer Troubleshooters' services; however, member savings will more than cover association dues. For more information about CT's offerings, pricing, and if they're a good fit for your practice, call Mr. Moe Talash at (703) 994-6335 or email contact@ctmedit.com. If you have any questions, feel free to contact Ms. Julie Connolly, Unified Virginia Chiropractic Association, jconnolly@virginiachiropractic.org.

CT President Moe Talash & team at the VCA Spring 2019 Convention.

- Moe can look at ongoing charges to see if any adjustments are needed to reflect the new arrangement.
- If the new set-up is better than an existing client's current program, he will change it to the new. If the reverse is true, he'll stick to the existing terms.
- In addition, the company is providing the following to the association: a contribution, IT services, and a commitment to participate in the association as a supplier member, advertiser, and exhibitor.
- In exchange, the association will provide valuable marketing and communications support to help spread the word about the new program to members.



2019 UVCA Medical Insurance Program

United Virginia Chiropractic Association (UVCA) members have access to medical, dental and vision insurance programs that are available to chiropractors in the 16 states listed below.



California	Colorado	Connecticut	Illinois
Indiana	Kansas	Kentucky	
Missouri	New Jersey	North Carolina	
Ohio	Pennsylvania	South Carolina	
Texas	Virginia	Wisconsin	

First established in 2015 with the Ohio State Chiropractic Association, the plan rapidly spread across the country from the Midwest .



Our mission

From the start, our mission has been to provide another group medical insurance option to chiropractors.



Who is eligible?

The program is available to chiropractor members of the UVCA, their employees and dependents. Chiropractors who are not currently members of the UVCA may complete an application and receive a quote, but membership in the UVCA is required to participate and maintain coverage.



What plans are available?

There are 16 medical plan options; 4 are health savings accounts and 12 are traditional designs with co-pays and a Rx card. The networks available include MedCost PPO, Multiplan PHCS and First Health. After completion of the application, members are provided quotes and plan outlines to determine the program that works best for their needs. We can assist with plans as small as two employees; spouses who are involved in the business are considered an employee.



When and how can I apply for coverage?

Since we allow members to start coverage any month of the year, now is a great time to get your quote. Contact: **Mark Ritchie**, RMFS Benefit Solutions, LLC, by phone: 614-214-8334, email: mark.ritchieohio@gmail.com or fax: 614-553-7763.

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Want to keep abreast of chiropractic trends and topics and stay on the cutting edge of practice?

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Two posts have been published so far:

- "Solving the Opioids Crisis: The Key is Collaboration" featuring Dr. AJ LaBarbera, UVCA's Treasurer and Opioids Task Force Chair.
- "Dr. Rebecca Wilder Aligns Community Healthcare Needs and Chiropractic" featuring UVCA member Dr. Rebecca Wilder.

To access the blogs, go to www.virginiachiropractic.org, click on Tools & Resources, then Publications. Have an idea for a blog? Contact UVCA member services associate and blogger Maria del Mar Villar-Villar at maria@virginiachiropractic.org.

Post Antibiotic Microbiome Restoration: Probiotics May Not Be the Best Solution

By Scott Banks, DC, MS

The idea of using probiotics to prevent gut related disorders such as IBS following antibiotic use may actually not be the best solution. Newer research examined the microbiome in stool specimens following three post-antibiotic scenarios, non-treated spontaneous recovery, the use of a multi-strain probiotic and following fecal microbiome transplant (FMT). FMT is often used for comprehensive microbiome restoration to prevent re-emergence of *Clostridioides difficile* infection treated with antibiotics.

The effects of treatment were examined both with stool microbiome assessments and also host transcriptome recovery which is the sum and diversity of RNA in the stool which relates to the degree of metabolic changes the microbiome regulates. An example may be RNA that relate to B vitamin production by the microbiome. FMT induced a complete and rapid recovery in both the microbiome diversity and in the RNA diversity compared to the non-treated subjects.

Surprisingly, probiotic treatment significantly delayed recovery compared to non-treatment. This result was thought to relate to the diversity of a normal microbiome which is made up of made up of about 1000 different species. Typical probiotics contain multiple strains of 2-3 species such as lactobacillus and bifidobacterium. While these species populate, they appear to limit the regrow of the many other species in a normal microbiome. Lactobacillus have been shown in vitro to secrete soluble factors that favor their growth but at the expense of other species.

The risk of re-emergence or development of serious gut infections such as *Clostridioides difficile* after antibiotic use persists. While FMT is highly effective in prevention, it has

Continued on page 14



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Continued from page 13 several limitations. It is only approved for use in the U.S. to prevent the re-emergence of *Clostridioides difficile* following established infection and not as prevention of first infection following other antibiotic use scenarios.

Although inadequately investigated, the use of prebiotics may be a good clinical tool for prevention. Prebiotics are fermentable fiber that nourish the normal microbiome encouraging development. This trait is shared not just by a few species of the normal microbiome but broadly by all species. "Feeding" the remaining microbiome following reduction from antibiotic therapy may be the best practical method for diverse re-population.

Another recent study looked at using prebiotics in a specific clinical situation, the impact of stress on the microbiome metabolic products reflecting the activity of the transcriptome as discussed above. It looked at stool inflammatory markers and markers of microbial metabolic activity in stressed mice and the ability of prebiotics to normalize them. Previous research had shown that sustained stress reduces the diversity of the microbiome. Stress was associated with significant increases in fecal inflammatory markers and decreased microbiome related metabolic activity. Those receiving prebiotics maintained the pre-stressed levels of both groups of markers thought to reflect maintenance of microbial diversity.

As the majority of neurotransmitters such as serotonin are produced in the gut by the microbiome and transported to the brain, microbiome status is thought to have significant impact on the relationship between stress and mood disorders such as anxiety. Prebiotics may offer important protection of these disorders associated with high stress.

Another example of the importance of a balanced microbiome in brain health and disease risk is the relationship between the gut, microbiome and the risk of Parkinson's disease. The disease is caused by the buildup of a misfolded protein in neurons, alpha synuclein. Extensive research has shown that this neurotoxic protein can be demonstrated in the enteric nervous system for up to several decades before the observation of it in the brain. The most common clinical symptom associated with impairment of the enteric nervous system is chronic constipation. The early alpha synuclein is thought to be produced in the gut and spread to the brain through the vagal nerve.

The gut development of the alpha synuclein has been recently shown to be associated with antibiotic and antifungal use. The rate of the disease in those exposed to oral antibiotics >5 years prior was increased 41% versus non-users. The proposed mechanism is the disruption of the microbiome.

As with most issues in health science the research does not create an absolute picture where the solution is always the same. There is also a growing body of research showing that targeting specific strains/species of probiotics in different conditions may be helpful. This systematic review indicated that the probiotics could improve immune and inflammatory parameters, the cytokines and cells in multiple sclerosis. The complexity of comparative studies using different probiotics strains/species in a variety of pathological conditions is an immense undertaking and some understanding is being provided. The broad ability to target different disorders with specific probiotic strains/species is still unrefined.

In the meantime, there are unquestionably concerns about the impact of antibiotics on the microbiome is significant. Advising patients who will use antibiotics about the best way to re-establish a normal microbiome requires careful consideration. As antibiotics do not completely remove this population of about 100 trillion microbes across approximately 1000 species, the best course of early restoration may be the use of prebiotics to feed and encour-

age restoration of this broad population versus simply adding a limited number of species. If probiotic supplements are used, they should be at least combined with prebiotics until this area is further delineated.

Suez et al. POST-ANTIBIOTIC GUT MUCOSAL MICROBIOME RECONSTITUTION IS IMPAIRED BY PROBIOTICS AND IMPROVED BY AUTOLOGOUS FMT. *Cell*, 2018;174:1406–1423.

Allen et al. DIETARY OLIGOSACCHARIDES ATTENUATE STRESS-INDUCED DISRUPTIONS IN IMMUNE REACTIVITY AND MICROBIAL B-VITAMIN METABOLISM. *Frontiers in Immunology*, 2019;10:1774.

Morshedi et al. IMMUNOMODULATORY AND ANTI-INFLAMMATORY EFFECTS OF PROBIOTICS IN MULTIPLE SCLEROSIS: A SYSTEMATIC REVIEW. *Journal of Neuroinflammation* (2019) 16:231.

Liddle RA. PARKINSON'S DISEASE FROM THE GUT. *Brain Res*. 2018;1693:201-206.

Svensson et al. VAGOTOMY AND SUBSEQUENT RISK. *ANN NEUROL* 2015.
Mertsalmi et al. ANTIBIOTIC EXPOSURE AND RISK OF PARKINSON'S DISEASE IN FINLAND: A NATIONWIDE CASE-CONTROL STUDY. *Movement Disorders*, ePub 2019.

Dr. Scott D. Banks' specializes in nutritional therapy and functional rehab. He is a VCA past president and The Virginia Voice co-editor. He has served as a postgraduate instructor for eight chiropractic colleges and the Chiropractic Rehab Association. He has taught in the chiropractic orthopedics certification, rehabilitation, and sports injuries programs, plus lectured on spine topics to the UVCA, American College of Sports Medicine, the Southern Medical Association, the Maryview Hospital Pain Management Program and others. He has published numerous papers on spine topics and contributed to textbooks.

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UVCA Spring Convention: May 15-17, 2020 Renaissance Arlington Capital View - Crystal City



A Radiologic Perspective to the Lower Extremities & Lumbar Spine by Alicia M. Yochum, RN, DC, DACBR

Neurology by John Minardi, BHK, DC

Introduction to Dry Needling by Dr. David Fishkin



Billing, Coding & Documentation by Dr. Kevin Sharp

(1) Fall Risk: Prediction, Prevention & Rehab Assessment, (2) Rehab & Motor Control Exercise by Dr. Steven Weiniger

Medicare Workshop by Becky Walter, MCS-P



Integration of Mechanical Spinal Distraction into Clinical Practice to Improve Outcomes & Patient Retention by Dr. Christopher Proulx

Building a Better Chiropractic Business by Dr. Nathan Unruh

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* Contributors as of November 4, 2019. An updated list will be sent out on February 7th.

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UVCA Classifieds

DC members may place a classified ad in The Virginia Voice and on UVCA's website free of charge. Fee is \$50 for member vendors and \$88 for all non-members. Listing will remain on website for 3 months, plus appear in at least 1 issue of newsletter, broadcast email/fax to member and non-member DCs throughout VA, and promotion of link to Classifieds on VCA doctalk. Individuals may not post classified listings to the list-serve, per membership vote. Limit of 35 words may be imposed. For deadlines, display ad info. or to submit your listing, e-mail jconnolly@virginiachiro-practic.org.

(Updated 1/25/2020)

Events

For DC & staff training from the Unified VCA & its partners, visit the Calendar section of the web site..

Coverage Services

OFFICE COVERAGE IN HAMPTON ROADS Dr Lena Nazarek provides state-wide office coverage & chiropractic care utilizing a variety of techniques. NCMIC insured. Visit my website at avivawellness.squarespace.com for more information & connect w/me on LinkedIn: www.linkedin.com/in/lena-nazarek Feel free to reach me by e-mail at lena.nazarek@gmail.com or cell, 410-610-4791. [listing#030420b]

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

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rounding areas through practice partnerships. Clinic owners/operators retain 100% ownership but also get the benefits of partnering w/our large group. We help you with the business of chiropractic, staff training/education, documentation, compliance, to see a full list of services- check us out on Facebook. For more info/questions call 804-526-7125 or email ariyachiropractic@yahoo.com. [listing#010220a]

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salary is \$65K/yr. w/bonuses where a doctor can make over \$100K/yr. Benefits include; Health ins, Malpractice Ins, Vacation days, & 401k. Relocation reimbursement up to \$2K offered to assist in moving. Send CV & cover letter to: doctors@kempsvillechiro.com. Visit our website at www.kempsvillechiro.com. [listing#030420a]

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Continued on page 19



Dr. Corey Malnikof Wins \$1000

UVCA's 2019 Member-Get-a-Member Campaign

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Chirocenters Management Corporation, led by Ms. Marilyn Porras, is sending Dr. Corey Malnikof, Palmercare Chiropractic, a check for \$1000! Dr. Malnikof sponsored the highest number of new Unified VCA members in 2019, with a total of thirteen! CMC generously donated the top sponsor \$100 for every new member referred, up to \$1000, regardless of member type. This was the fifth year in a row that CMC sponsored UVCA's member-get-a-member campaign's Grand Prize!

Dr. Michael Amato of The Amato Clinic in Staunton, VA (pictured below) sponsored eight new

members -- also an impressive number! Several of the members he sponsored were chiropractic college students, helping to ensure that they have access to valuable support and resources as they prepare for graduation and practice.

Referral by an existing member is THE most important way that the association gains new members. Regardless of whether you sponsor one person or a dozen, THANK YOU for making the organization stronger!

Thanks also to HF Hill & Associates for donating a \$50 gift card as a mid-year prize. Dr. Matt Schrier's name was drawn from all who'd sponsored one or more new members by the spring convention.



2019 Member Sponsors FINAL

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Continued from page 17

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For Sale or lease: Free standing office on .3 acres on busy 4 corner intersection off Main St in Fairfax. 18 parking spaces available. Occupied by Chiropractor & PT for 32 years. Call 703-304-6211. [listing#042120a]

Richmond office space share w/perks! We will refer our Medicare & Healthkeepers patients, share our website, adjusting equipment & ChiroTouch Software, & you can have the office to yourself on your days & provide coverage for senior chiropractor. Low overhead/low start up costs for a motivated doc! Email drgreen@MySpinesAligned.com for more details. [listing#041320a]

Charlottesville/Pantops Gorgeous Office Space in our New Satellite office. Can accommodate two practices. We are there M-W-Friday but not a problem. Two Massage/Acupuncture rooms. 2 Full Chiro rooms, one Large 12x12 Rehab room. Use our Equipment or bring your own. Exceptionally large

Continued on page 20



Are You Aware of All Your Benefits?

We've found that **VERY** few UVCA member doctors -- let alone their staff members -- are fully aware of the benefits of membership and how to access them... For example...

Research: Research references to use for a variety of purposes: educating patients, talking to other healthcare providers or media, working with PI attorneys, and more. Categories include:

- Conditions: LBP, NP, Extremities
- Chiro vs. Standard Medical Treatment
- Chiro Safety/Efficacy
- Pediatrics
- Headaches
- Legal/Insurance Support
- Research Sites
- How-Tos



Do a Little Surfing. Get your UVCA member log-in, go to www.virginiachiropractic.org, and discover what's there, just waiting for you. If you ever have questions about tools and resources available to UVCA members – on the web or through staff, consultants and specialists – or if you'd like to share something that has worked for your office – please contact the association headquarters.

Continued from page 19

Reception Area (two windows) Prefer Female/Ped Practitioner but open to all. \$1300/Month Includes all except phone. Contact Ed Lauterbach chirodoc4u2@gmail.com or Cell 434-960-6733. [listing#031720a]

Office space for lease in established holistic healthcare office in downtown Fredericksburg. Rent is \$600/month for a treatment room, use of waiting room & reception area, utilities & Wi-Fi included. Looking for the right person to add to our warm, friendly healing atmosphere. Call Christine Thompson at (540) 809-4223 or email cthompson@whole-health.net. [listing#120419b]

Equipment

2 Galaxy Deluxe Adjusting Benches model 1989CA. Tilting head, arm rests, 3" foam, metal paper cutter, 300lb weight capacity, BRG color, 22" high x 72" long x 22" wide. Gently used. 2 for the price of one! \$400 for both or \$250 each. Dr. Larry Lesser (540) 809-6087. [listing#041320b]

Virginia Beach - Lloyd flat table w/adjustable head piece & arm rest. \$100. Contact Dr. Michael Vanella (vanellachiro@gmail.com).

Hill Air Drop Chiropractic Adjusting Table. <1yo - Never used!!! Dr does not have room for it. Pelvic drop & thoracic break away. The head piece can angle downwards & upwards but is not a drop. It has a pedal for raising the table up or down. Call for the price. Serious inquires only. If you have any questions, please text or call 703-732-8334. [listing#030220b]

Retired Chiropractor would like to sell an Amrex SynchroSonic US/54 Combination Ultrasound / Low Volt A.C. Stimulator. Very good condition with leads & pads. Price \$800.00 pictures available by email on request. Please call 540-785-4104. Fredericksburg, VA. [listing#121619b]

NEW/USED EQUIPMENT; 30+ yrs experience; HF Hill & Associates, Inc. Chiropractic showroom is located in Richmond (by appointment). We buy & sell new & used equipment: Lloyd Table Co., Richmar, Hill Labs, Pivotal Health, Chattanooga & more. Adjusting tables, laser, electrotherapy, ultrasounds, & traction tables (decompression & IST). Check out our NEW & USED EQUIPMENT IN STOCK - www.HFHill.net. 1.800.434.4551, ask for Hugh or Bryce.

Medicare Updates

From Becky Walter, MCS-P, VCA Consultant, via VCA doctalk

Medicare Fee Schedules for 2020

Palmetto (Most Virginia Providers)

Code	Par Fee	Non-Par Fee	Limiting Charge
98940	\$28.73	\$27.29	\$31.38
98941	\$41.33	\$39.26	\$45.15
98942	\$53.90	\$51.21	\$58.89

Novitas (Providers in DC Metro and Suburbs)

Code	Par Fee	Non-Par Fee	Limiting Charge
98940	\$32.42	\$30.80	\$35.42
98941	\$46.29	\$43.98	\$50.58
98942	\$60.18	\$57.17	\$65.75

MBI Cards

As we begin 2020, all Medicare beneficiaries must use their new MBI # to obtain benefits when seeking healthcare. Some patients may tell you that they have not received a new card. Here are some tips to help you with that situation:

Medicare beneficiaries who did not receive their card can:

1. Sign into MyMedicare.gov
2. Create an account if they do not have one
3. Print an official card

OR call 1-800-MEDICARE for assistance. TTY users can call 1-877-486-2048.

Providers can use either the Novitasphere eligibility feature or the Palmetto GBA portal to look up patient eligibility.

Medicare Documentation Job Aid for DCs

We recently received this from Tara Butler, Provider Relations Rep for PalmettoGBA:

On behalf of PalmettoGBA, your Medicare Administrative Contractor (MAC), I would like to request your assistance in sharing an important educational article with your members.

We participate in a national workgroup of Medicare contractors called the CERT A/B MAC Outreach & Education Task Force. We work together to educate and communicate national issues of concern regarding Medicare improper payments, as measured by the Comprehensive Error Rate Testing (CERT) program. Our common goal is to reduce the CERT error rates and improper payments in the Medicare program.

As we realize many of the services rendered by Chiropractors are not be covered by Medicare, we wanted to provide you direction on those that are. In collaboration with CMS, we recently published the educational tool [Medicare Documentation Job Aid for Doctors of Chiropractic](#). The job aid provides documentation guidance to help Doctors of Chiropractic properly respond to requests for medical records.

Please share with your members.

This document is a good tool to begin your documentation improvement program if you have one. It's also a good tool to have available when you are performing your self-audit as part of your

annual Compliance Program. There are some items that may be hard to discern in some areas, such as what is recommended and what is required, so some further education on this will follow soon.

If you have any questions regarding the article, contact Tara Butler, Provider Relations Rep, PalmettoGBA, at 803-763-8401.



ALL of these updates appeared on VCA doctalk in January. Are you watching and sharing?



Are Credit Balances Costing You Money?

By Ray Foxworth, DC

Often, when we think about reviewing accounts receivable reports, we overlook the liability of credit balances. We tend to focus most of our attention on commercial payers and accounts that are over 60-90 days past due, but ignore balances with a credit that, unfortunately, can leave your practice open to numerous business and financial risks.

The primary causes of credit balances might come as a surprise to you. Most do not reflect monies owed to payers or patients by providers. According to the Healthcare Financial Management Association (HFMA), the typical composition of credit balances looks something like this:

- 55%: Incorrect posting of allowances
- 35%: Duplicate payments/overpayments by patients and payers
- 10%: (Mispostings) Posting errors

The majority of credit balances hide potential collectable revenue for your practice. These types of errors cover up unpaid line items on your accounts receivable reports and failure to discover these issues quickly can open you up to the risk of missing a filing limit or an opportunity to send a corrected claim or file an appeal. These seemingly meaningless credits on your accounts receivable report could potentially cost you thousands.

Additional risks include audits, fines, and penalties when providers fail to return overpaid funds on time. Medicare requires overpayments to be returned within 60 days of discovery. When it comes to resolving overpayments from insurance companies, here are four steps to help you quickly resolve and return the funds.

1. Send a letter to the insurance company, notifying them of the overpayment.
2. Never send a refund without contacting them to learn their process for handling overpayments and refunds. Document every interaction during this process.
3. Allow them 30 days to respond to your letter. You will be notified of how to issue a refund, or that the insurance company has elected to deduct the overpayment from future remittances. Notate the accounts affected to reflect this transaction.
4. If you do not hear from the insurance company, contact them by phone to follow up.

Resolving credit balances is a tedious task. The best way to prevent these credits from becoming unmanageable is by implementing a regular strategy and a proactive approach. Following best practices will ensure accurate Accounts



Receivable and help maintain healthy patient and payer relations. Being prepared to explain why a credit balance has occurred, and seeing the issue from the patients' point of view, will go a long way towards building trusting and loyal patients, as well as a robust and financially secure practice.

Looking for new ways to improve your practice in 2020? Register for our free weekly webinars where we cover new topics each week to help you become more compliant, more efficient, and more profitable. Visit <https://www.chirohealthusa.com/webinars/>. Professionally recognized and recommended by the UVCA.

Dr. Ray Foxworth is a certified Medical Compliance Specialist and President of ChiroHealthUSA. A practicing Chiropractor, he remains "in the trenches" facing challenges with billing, coding, documentation and compliance. He has served as president of the Mississippi Chiropractic Association, former Staff Chiropractor at the G.V. Sonny Montgomery VA Medical Center and is a Fellow of the International College of Chiropractic. You can contact Dr. Foxworth at 1-888-719-9990, info@chirohealthusa.com or visit the ChiroHealthUSA website at www.chirohealthusa.com. Join Dr. Foxworth for a free webinar that will give you all the details about how a DMPO can help you practice with more peace of mind. Go to www.chirohealthusa.com to register today.



Unified VCA Education & Events

Thursday, February 6, 2020

Free Dinner, Networking, and Presentation

MINIMALLY INVASIVE OPTIONS FOR SPINE PAIN

By Ashish Gajanan Shanbhag, MD

Sponsored by Boston Scientific and National Spine and Pain Centers Woodbridge

Bistro Hermitage

Woodbridge, Virginia (District 1E)

1 Type 1 CEU

Friday, February 21, 2020

Free Dinner, Networking, and Presentation

THE CHIROPRACTIC APPROACH TO HEART HEALTH

By Dr. Steven Hussey

Sponsored by Balance WellSpace

Gordon Biersch Brewery and Restaurant

Virginia Beach, Virginia (District 5E)

1 Type 1 CEU

Saturday, March 7, 2020

Seminar

CONFIDENTLY COMMUNICATE CHIROPRACTIC & ACTIVE CARE: APPLYING CHIROPRACTICE SCIENCE TO CLINICAL PRACTICE

By Mark Sanna, DC, ACRB Level II, FICC

Sponsored by Breakthrough Coaching

Embassy Suites Tyson's Corner

Vienna, Virginia

8 Type 1 CEUs

Friday, May 15 - Sunday, May 17, 2020

2020 SPRING CONVENTION

DC and CA Tracks; Vendor Exhibits

By Yochum, Minardi, Fishkin, Sharp, Weiniger, Unruh,

Walter, Saggarr-Patel, Patel, Proulx, Brimhall

Arlington Renaissance Capital View

Arlington, Virginia (Crystal City)

18 CEUs, INCLUDING UP TO 16 TYPE 1

See Page 15; Registration Opens Soon

Starting November 7-8, 2020

RAD TECH TRAINING PROGRAM

Richmond, Virginia

Details to Come

Ongoing Virtual Training

- **CA COACHING AND TRAINING** -- Assistants for Chiropractic Excellence
- **ONLINE CEUs** -- ChiroCredit.com and EON!
- **ONLINE RAD TECH CEUs** -- Mycourse.com

Supporting Supplier Member Programs

See UVCA Web Calendar



For details, updates, & registration info., go to www.virginiachiropractic.org & click on Calendar

The Virginia Voice

Winter 2019-2020

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Dues & Taxes

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