

President's Message

Happy New Year!!!

As we begin 2021, I feel a sense of optimism for what is ahead. Although Covid-19 is still wreaking havoc, I think we can agree that we are beginning to feel that there is an end in sight. Everyone at the UVCA expresses their condolences for all those who have lost loved ones this past year, as I know there are many. This has been an unfortunate opportunity to remind our patients, and ourselves, that health is not to be taken for granted. We must be as prepared as we can be when a challenge presents itself.



Covid-19 has provided lessons for all of us. Our own immune system truly is our primary defense and if people ignore that fact and believe they can rely primarily on outside intervention to save them, what happens when it takes months or years for a lab to create options, if ever? We know that investing the effort in ourselves to be healthy will always be the best approach.

As chiropractors, we are the wellness professionals. We provide and educate our patients on why and how to be healthy. There are no guarantees, one can only do their best, and let the chips fall where they may. With a simple plan centered around a properly functioning nervous system, we know people will be better for it.

The UVCA will continue to support your efforts to care for the people of your community. The experts and resources that have helped us navigate 2020 are only getting better. The Board will hold its Strategic Planning Meeting this Saturday, 1/30, virtually, and chart a path for a productive 2021. We will seek to strengthen and improve our ability to practice Chiropractic in our great state of Virginia.

I look forward to seeing you all for our Spring Convention this April, whether you choose the in-person or virtual option! Details soon.

Christopher R. Perron, DC
 President, UVCA

As You Wish

MARK YOUR CALENDARS!
 Spring 2021 Convention
 In-Person & Virtual Options
 See Page 2; Details to Follow ASAP

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Supporting Supplier News



Multi-Specialty HealthCare LLC, the nation's premier multi-disciplinary health care services provider in the personal injury and workers' compensation space, is inviting Virginia Chiropractors to attend a virtual presentation outlining an exciting joint venture business opportunity with

the company. The presentation will provide an introductory overview of Multi-Specialty HealthCare, a breakdown of the joint venture business opportunity, discussion, plus a Q&A session. Stay tuned for upcoming announcements on the joint venture business opportunity for Virginia DCs with MSHC. For information, contact cthorne@amm.bz.



Did you know that 95% of Computer Troubleshooters (CT) business is remote? After four years of working with CT, seeing how they have handled industry challenges and their own growth, and talking with their clients, the UVCA has professionally recognized and entered into an affinity program with CT. For details on what that means for UVCA members, contact Moe Talash, email contact@ctmedit.com, cell phone 703-994-6335.



Konopi Essentials enjoyed a special edition feature in the December 2020 issue of Functional Medicine Pharmacy Magazine. It features Konopi Essentials' Founders Jason and Ginger

Continued on page 3

UVCA Spring Convention

As You Wish

Ready to Meet in Person?

Join us in Richmond April 24th and 25th!

Hilton Hotel &
Spa at Short
Pump

- Keynote “Taking Chiropractic to the Next Level” by Dr. Alan Sokoloff
- “Best Practices for Lower Back Pain” by Tim Bertelsman DC, CCSP, FACO (also counts towards optional NMSM program)
- Profession Updates and General Membership Meeting
- Reception with Exhibitors and Colleagues
- LOTS OF TIME to catch up, visit vendors, have fun, and enjoy the camaraderie we’ve all missed.
- 10+ face-to-face hours + 10+ additional hours of online/on-demand CEUs and training for DCs and CAs
- Health Safety Measures

**MARK YOUR
CALENDARS!**

**More Details to
Follow Soon!**

Online & OnDemand for All:

- E&M Guidelines by Dr. Mario Fucinari
- Croft Guidelines by Dr. Jeffrey States
- Communicating the Chiropractic Story (Consultation and ROF) by Dr. Fucinari
- Clinical Topics by Drs. Morgan Mullican and Mark Sanna
- Applied Chiropractic Philosophy: Communicating Why We Do What We Do” by Dr. Brad Robinson
- CA-Specific Training
- GAMES AND PRIZES

Not Quite Ready?

Choose all-virtual options!

- April 24th Live-stream
 - “Taking Chiropractic to the Next Level” by Dr. Alan Sokoloff
 - Highlights from “Best Practices for Lower Back Pain” by Tim Bertelsman DC, CCSP, FACO
 - Profession Updates and General Membership Meeting
 - Private Virtual Concert by Grammy-Winning Singer-Songwriter-Instrumentalist Will Kimbrough
- Additional 10+ CEUs of online/on-demand content when and where you want for a full month, from April 23 until May 23
- LOTS OF VIRTUAL OPPORTUNITIES to catch up with your colleagues, visit with exhibitors, have fun, and connect.
- Games and prizes.

Cont. from page 1 Carpenter's story and philosophy, as well as their commitment to providing outstanding products. This edition also shares a Comprehensive Guide to CBD for Healthcare Professionals. Go to <https://functionalmedicinegroup.com/fm-magazine/> or contact Chad Murray, Konopi Essentials, 276-245-6172, chad@goknopi.com.



Great News! Stirling CBD is launching a brand-new nutrition brand specifically for Chiropractors. With higher dosing, improved formulations, pricing reductions, and additional products - Stirling Professional has the right solutions to help your patients between visits while increasing your office's revenue. Check out <https://www.stirlingcbdool.com/stirling-professionals/> or email them at Kevin@stirlingoils.com for some free samples and find out what all the hype is about!

ChiroCode has teamed up with the Association to give UVCA members a 10% discount off indispensable practice tools like the 2021 ChiroCode Deskbook, ICD-10-CM Coding Manual for 2021 and convenient coding "cheat sheets." See page 23 for the discount code and link to product information. If you've used these resources before, you know you need them. Now you can save money and help the Association make a little money, too!



Identifying Early Neurodegeneration & Treatment Guidelines: Parkinsonism

By James A. Munse, DC, DACNB, MPA

Neurodegeneration is defined as a "loss of neurons in any specific region of the brain that leads to reduced function," and some degree of neurodegeneration and a loss of connectivity naturally take place as we age. This can occur due to a variety of mechanisms such as chronic inflammation, prior head traumas, diabetes, developmental imbalances, etc. However, neurodegenerative diseases involve a specific underlying process that involves protein misfolding and aggregation, which then leads to a build up of excess proteins inside the neuron. This negatively impacts the structure of the neuron and its ability to function appropriately. The most common neurodegenerative diseases can be categorized into "dementias" and "Parkinsonism," and this article will focus on the latter. Parkinsonism is very common in clinical practice and I'm confident that all of us have treated (or currently treat) numerous patients with Parkinsonian traits – such as muscle rigidity, stiffness, a shuffling gait, a flexed-forward posture, and a resting tremor. This article will offer a brief overview of Parkinsonism, but will emphasize the early signs of neurodegeneration associated with a Parkinsonian pattern. The purpose of this article is to help practitioners recognize the early signs of neurodegeneration and subsequently create a well-rounded treatment plan to slow its progression and promote optimal function and quality of life for their patients. A thorough explanation of the anatomical and neuropathophysiological progression of Parkinsonism is beyond the scope of this article.



Regardless of the specific neurodegenerative disease – there are few early symptoms that are common to all. These symptoms include reduced brain endurance, brain fog, and depression. Reduced brain endurance occurs because the neuronal mitochondria are no longer able to produce ATP (energy) at the same rate as before (due to the protein misfolding mentioned above as well as other metabolic and cellular factors involved with neurodegenerative changes). This leads to a decrease in neuronal function and connectivity – and that coupled with brain inflammation leads to symptoms associated with brain fog. Depression is another early symptom of neurodegenerative disease because there is concomitant frontal lobe dysfunction in all forms of neurodegenerative disease. And decreased activity (thus serotonin production) in the frontal regions results in depressive symptoms. To conclude, all neurodegenerative diseases produce common early symptoms, and these commonalities include reduced brain endurance, brain fog, and depression. As such, a detailed patient consultation and evaluation should always be conducted with patients that fit this presentation.

In addition to the early symptoms of reduced brain endurance, brain fog, and depression – the earliest symptoms of Parkinsonism are loss of smell and constipation. In fact, brain fatigue and depression often follow the symptoms of constipation and a loss of smell in the Parkinsonian pattern. This is because protein misfolding and aggregation has been shown to first occur in two locations, which includes the olfactory bulb as well as along the vagus nerve and landing in the brainstem. In particular, research has revealed that three odors demonstrate the best sensitivity contrast between healthy individuals and those with Parkinson's...and these were coffee, peppermint, and anise. As the

Continued on page 4

Continued from page 3 disease progresses, the patient will then notice a slowness of movement, which usually occurs in one limb and then spreads to all of them. Slowness of movement and loss of arm swing during ambulation are other key features that can be observed during gait analysis and examination. Other early signs of Parkinsonism include postural instability, fatigue, and sleep disorders. Progressed signs of Parkinsonism include decreased dexterity, writing cramps, a softer voice with word slurring, a resting tremor, rigidity, and dementia.

Treatment for a Parkinsonism is exceedingly difficult because this is a progressive neurological disease. The key term to understand is “progressive” – the protein misfolding and subsequent aggregation will continue to mount and cause continual neuron loss. There is currently no “cure” or method of treatment that will reverse degenerative neurological disease. It is imperative to communicate this with the patient. Thus, the goals of treatment are to improve function, enhance quality of life, slow the progression of neurological decline, delay the occurrence of end-stage symptomatology, and also create a metabolic and neurologic environment in which their medication will be more effective. This involves a holistic approach that requires lifestyle changes, specific and tailored exercise routines, and appropriate dietary modifications coupled with supplementation of specific nutritional compounds to optimize neurological function. A detailed explanation of each of these methods is not the purpose of this article – but instead an overview and general principles for these topics will be provided. It is recommended that you consult with and/or co-manage these patients with other practitioners as needed.

Neurons need oxygen, glucose, and stimulation to survive, produce energy, and strengthen connections. Therefore, it is important to find underlying mechanisms that decrease neuron mitochondria integrity – this includes anemia, dysglycemia, impaired circulation, and inflammatory mechanisms. Lets first consider circulation, which is most function effectively to support a healthy brain and promote recovery (just like a damaged muscle). Therefore, you must check for cardiovascular disease, pulmonary disease, hypotension, anemia, and other signs of poor circulation that may influence blood supply to the brain. If signs of poor circulation are present, then create an action plan to address these (exercise, nutritional changes, or referral). Once circulation is considered, one must identify factors that impact healthy glucose delivery to the brain, such as diabetes or hypoglycemia. In addition to an inconsistent glucose supply to the brain – fluctuating blood sugar and insulin levels alters the state of the blood brain barrier and allows inflammatory promoters to enter. Making dietary changes to steady one’s blood sugar levels (and thus insulin) is extremely important for brain health. In fact, the byproducts of prolonged high blood sugar facilitate neuronal decline and therefore many clinicians are now referring to Alzheimer’s disease as “Diabetes Type 3.” And lastly, you should investigate for underlying inflammatory mechanisms that can wreck havoc on neuronal function, such as autoimmunity, inflammatory bowel disease, infections, food sensitivities, and environmental triggers. The GI tract and brain maintain a connection via the vagus nerve and is known as the “gut-brain-axis.” Remember that an early sign of Parkinsonism is constipation! If the phrase “gut-brain-axis” is new for you – please research this – I believe that you’ll find it very

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interesting and applicable for all of your patients. I recommend a low inflammatory diet (that often includes elimination of certain foods) that is tailored to your patient (perhaps as a result of laboratory testing) and follows guidelines to ensure stable blood sugar levels. Once blood sugar levels are stable, then your patient can gradually implement intermittent fasting. This has been shown to promote “autophagy” – a process that promotes the cleaning, recycling, and renewal of damaged neuronal products and structures. Research reveals that intermittent fasting can be of great benefit for patients with Parkinsonism. However, it should only be attempted once blood sugar levels are stable.

Once oxygenation issues, blood sugar levels struggles, and inflammatory interactions have been considered and appropriately addressed – then supplementation with nutritional compounds and other lifestyle changes will much more effective. However, it must be reiterated that solely taking nutritional supplements to

synthesis (especially fatty acids high in DHA content). The final category of neuroprotective compounds are those that support methylation, which is vital for neurotransmitter function. Also, a lack of methylation increases inflammation due to an accumulation of the amino acid homocysteine. You can order lab tests to assess homocysteine levels, and address with your patient as needed. Compounds that support methylation include methylcobalamin, L-5-methyltetrahydrofolate, choline, riboflavin, and pyridoxine.

Exercise is also very important for patients with neurodegenerative disease. Exercise improves circulation, oxygenation, and stimulation to the brain. And it also plays a key modulatory role in maintaining metabolism and hormonal balance. There are many forms of exercise, and research has demonstrated that there are benefits to both cardiovascular exercise and brief bursts of high-intensity intervals. For Parkinsonism, bursts of high intensity intervals have the greatest impact because it boosts dopamine

levels more than other forms of exercise. As such, exercises that involve high intensity spurts are very helpful. This can be in the form of running, biking, a spin class, rowing on a rower, or exercising with weights or simply doing bodyweight routines. The key is to involve high intensity bursts of activity to maximize dopamine production. Of course, consider the overall health and stability of your patient before recommending specific exercise regimens. Also, functional neurology exercises can be implemented to stimulate weakened neuronal pathways. With regard to Parkinsonism, this involves deploying neurological exercises that activate the basal ganglia, frontal lobes, and cerebellum. The frontal lobes are usually an area of emphasis because of their continual communication with the basal ganglionic pathways. Please refer to prior articles written in this publication for further information about how to activate the frontal lobes and cerebellum.

Neurotransmitter support and pharmaceutical medication is commonly utilized to slow the progression of Parkinsonism symptomatology. And again – a complete explanation of these mechanisms is beyond the scope of this article. However, if the principles and guidelines discussed above are considered and appropriately applied, then pharmaceutical intervention will often be

much more effective. It should also be noted that the information within this article was derived from material published via the “Functional Neurology Seminars” course by Dr. Brandon Brock and Dr. Datis Kharrazian.

Typical appearance of Parkinson's disease



address a progressive neurological disease will not yield dramatic effects. The goal of these compounds is to protect the neurons and thus slow the progression of the disease (or delay end-stage symptomatology). As such, the patient often does not notice a “dramatic” change because these compounds are protective and do not “reverse” their current decline. Common neuroprotective compounds can be divided into four major divisions: flavonoids, mitochondria support, essential fatty acids, and methylation support. Research has revealed that flavonoids block many of the inflammatory cascade pathways in neurodegeneration. Flavonoids are found in plants, and many exist but common ones include apignin luteolin, quercetin rutin, catchin, turmeric, and resveratrol. They are often dosed at several hundred to thousand milligrams each for best clinical effects. The next category of neuroprotective compounds includes those that support mitochondria function. This includes CoQ10, carnitine, riboflavin, niacin, alpha-lipoic acid, and magnesium. These compounds help the mitochondria create sufficient ATP (energy) to support cellular mechanisms. The third category of neuroprotective nutraceuticals includes essential fatty acids, which help decrease inflammation, protect neuronal plasma membranes, and provide substrate for healthy myelin

James A. Munse, DC, DACNB, MA of Chantilly Chiropractic Center in Chantilly, Virginia is a Diplomate 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.



MULTI-SPECIALTY HEALTHCARE



Multi-Specialty HealthCare LLC, the nation's premier multi-disciplinary health care services provider in the personal injury and workers' compensation space, is inviting Virginia Chiropractors to attend a virtual presentation outlining an exciting joint venture business opportunity with the company.

The presentation will highlight:

- An introductory overview of Multi-Specialty HealthCare***
- A breakdown of the joint venture business opportunity***
- Discussion followed by a question and answer session***

Stay tuned for upcoming announcements on the joint venture business opportunity for Virginia Chiropractors with MSHC.

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New Free UVCA Member Benefit Through March 31st!

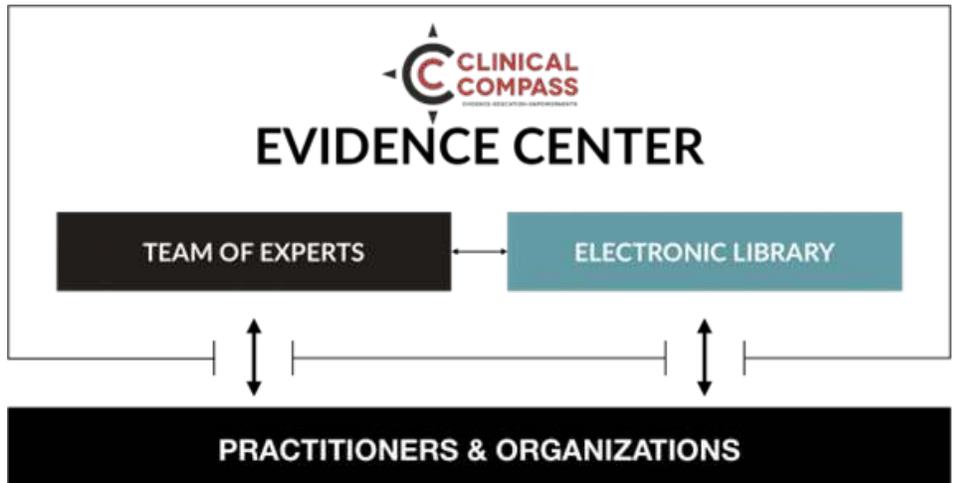
Free Access to Evidence Center for Limited Time

Exciting news! Through arrangements with ChiroCongress, the Clinical Compass is providing UVCA members with free access to the recently updated Evidence Center during the first quarter of 2021.

The Evidence Center is the foundation of Clinical Compass' outreach to the chiropractic community. It provides practitioners the resources needed to address the real-world issues they encounter in their practices every day. It is an extensive library of research summaries that includes relevant and current peer-reviewed journal articles, either as abstracts or full-text with an annotated bibliography for each topic.

To take advantage of this UVCA member benefit:

- Go to <https://clinicalcompass.org/donate/#state-chiro-associations>.
- Register for the Evidence Center through the \$35 Monthly REGISTER NOW button.
- Select Member Access/MONTHLY.
- Enter the state association discount code which is 21VA2021Q1.



- Complete the registration form and enter credit card information. The discount code will zero out the \$35 membership fee and provide you with one month free access. (Your credit card information will be automatically purged when your free subscription expires.)
- Once the free one-month subscription expires, you can resubscribe using the same discount code up to 2 more

times, but this has to be done before March 29, 2021 when the discount code expires.

If you have any questions, call the Clinical Compass office at 803-356-6809, email ccgpp@sc.rr.com, or use the web form at <https://clinicalcompass.org/contact/>.

Hurry – This free offer is only available through March!

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Negotiating with Attorneys

VCA doctalk to the rescue! The following was recently posted to the doctors' list-serve:

I have an attorney who claims she has never had a chiropractor who wouldn't decrease their settlement amount on a PI case. I have told her a couple times that maybe I will be her first, but she is being a huge pest about it. How would any of you handle this?

The post initiated a thoughtful discussion with a range of perspectives, as follows.

- Listen to your heart!
<https://youtu.be/C4HJ0zfZ-EM>
- An attorney's job is to get the most money for their client. This is what they do! Be polite but matter of fact. They know they don't have a choice. If you come off like there is a chance you might cave, then they will entertain that until they believe they are wasting their time.
- We have used a sample letter in the past that is pretty clear on assignment and why you would not be reducing fees. I believe we got it from Kim Klapp. They asked us for a 50% reduction on our fee, we sent them the letter, a week later they paid us 100% of our bill.

HOWEVER! PI lawyers do a lot of advertising and spend a lot of money to get PI cases to walk into their door. Sometimes they even refer to a chiropractor first instead of medical doctor or PT, which is awesome. I have found it better to work with them and reduce my fee in order to have a good relationship with them and get paid faster and be able to help more people... This method has worked better for us as we will get their business in the future (catch more flies with honey than vinegar). Also, do you participate with any insurance companies? You are basically reducing your bill to them every single day. We can usually make out better with PI lawyers than some insurance companies. Just food for thought as either decision could be beneficial. In my not-so-humble-opinion I think reducing your fee or countering is probably better for your practice in the long run.



- Each case is unique. Three considerations. First is what is the diagnosis? Have we all truly done our homework. Second, what is your relationship with both this attorney and patient! What was the basis of the referral? Who referred to who, and why? What were the specific circumstances/mechanisms of injury? In my opinion, it seems disturbing when a broad-brush statement is made such as "all chiropractors do this, that, or the other"! Is this the only



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basis for her request, or are there other extenuating circumstances she knows, but might not be forthcoming? If so, why? Big concern for the reputation for quality of care given in our respective offices. Disclaimer: This is not intended to be legal advice, and is simply my opinion managing cases over the years. Another alternative would be once all your patient's records are obtained, you might want to send your patient out for a second opinion to someone you know and trust. It still is about relationships and sometimes "speaking truth to power"! It has been my experience that attorneys value cases differently. Some prefer when you collaborate with another healthcare professional on a case. Others find this rather "inflationary". Best of luck to you. I hope this helps.

- The term for truthfully needing a reduction is the attorney overstated the value of a case. The firm would actually be getting a lot less than they thought. Also, they don't want it to go to trial. They should be able to provide this information and the fact that everyone is taking a reduction. This is rare. I see it about once every 5 years. If you are taking a reduction on the regular without seeing documentation, the attorneys are taking advantage of you.

- Several responses come to mind: "Attorney so-and-so, I understand that I'll be your first. What an honor! They say you never forget your first." OK, so maybe that's a bad idea... The attorney is just doing his/her job by protecting his/her client. Protecting your interests is YOUR job, in our adversarial legal system. If you don't do your job, that's on you. These days, attorneys call my staff asking for reductions and my staff is very matter-of-fact: "We don't do that." For the past 3 PI cases we've had, the result has been payment in full in the mail within a few weeks. The attorney lost NOTHING by asking. Good for them! And we lost nothing by clarifying our policy. The only reason to reduce our bill is if we haven't properly protected our interests... which, of course, we do (thank you, UVCA!).

- This answer can get pretty far into the weeds, so I'll try to keep it as simple as possible. It depends..... (That's always the way it is right?) If you are participating with networks, you may have a contract provision that states you may not discount further than your fee schedule, or you may not have that provision. Because our contracts seem to be updated every year, it's a bit hard to keep up with that. Medicare also says they are supposed to be the lowest fee schedule, but

we all know no one has challenged that either, yet. So, to just keep it simple, I always recommend that you request a full accounting statement from the attorney, detailing all other players involved in payment, listing their original fee and demonstrating the percentage discount. You can then, without concern, discount to the average that all the other players are discounting, including the attorney. As an example, if the hospital is giving a 25% discount from the ED fee to the attorney and a PT office gives a 30% discount and the attorney is giving a 25% discount, then you can justify a 26.67% discount.

So I called her again and asked for a breakdown of the settlement and if they were taking 50%. She basically said they couldn't afford to reduce their fees! I told her I expected fees in full upon settlement. Thanks to everyone who responded to my email and to Jen Dubats who called. In 21 years, I've never had to deal with this before.

Update! So, lo and behold the magic of sticking to your guns. A representative of the law firm stopped in today with a bag of goodies (chocolates, coffee mug, etc.) and said they would love to develop a relationship with our office as a referral source. Not sure I'm interested but I find it interesting....



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Medicare Fee Schedules as of 1/28/2021

Novitas Solutions 2021 Fee Schedule			
Code	Par Fee	Non-Par Fee	Limiting Charge
98940	\$29.75	\$28.26	\$32.50
98941	\$42.30	\$40.19	\$46.22
98942	\$54.86	\$52.12	\$59.94

2021 Palmetto GBA Fee Schedule – Jurisdiction M			
Proc. Code & Modifier	Par Fee	Non-Par Fee	Limiting Charge
98940	\$26.15	\$24.84	\$28.57
98941	\$37.47	\$35.60	\$40.94
98942	\$48.75	\$46.31	\$53.26

Active Care Code G8730 Inactive

Chiropractors now have only one quality measure to report on a claim. If you are not certain whether or not the Functional Outcome Assessment quality codes you are using are correct, check the UVCA website (Tools & Resources, Insurance, Medicare). There are other quality measures that may be reportable with your software if you are participating in that. Your software vendor would be the one to consult to ask if those are being updated in your system.

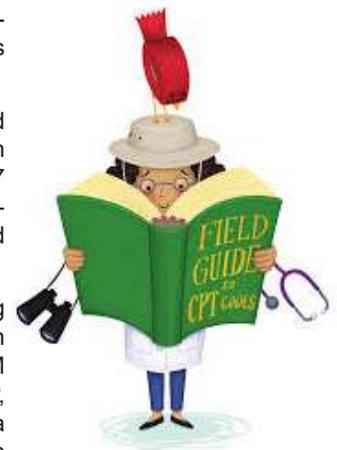
New Evaluation & Management Documentation

The Evaluation and Management documentation rules changed in 2021.

In the past, you may have used the 1995 guidelines which were more general or the 1997 guidelines which were bullet-driven for code selection and documentation.

To assist you with transitioning to the new documentation requirements for 2021 E/M coding, Becky Walter, MCS-P, UVCA specialist, created a great guide for members. To access the guide:

1. Go to www.viriniachiropractic.org
2. Click on Tools & Resources tab
3. In the pull-down menu, select Coding & Documentation
4. Then choose EM Coding & Documentation Guide



The UVCA and Ms. Walter do not permit the reproduction, sharing or selling of this guide without express advance permission. If a non-member or other colleague wants access, please refer him/her to the UVCA office.

If you have questions about using this guide or any of its content, contact Becky at becwalter57@hotmail.com.

Hope you find this helpful!

CLAIMS

ANALYTICS

UTILIZATION

CLAIMS IN THE FAST LANE

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UVCA MEMBER AFFINITY PARTNER = SPECIAL MEMBER ADVANTAGES

A decorative graphic consisting of three vertical lines of varying lengths (white, orange, and white) and several small white stars scattered around them, positioned to the left of the main text.

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75 YEARS

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Behind the Wheel of Your Practice

By Brandy Brimhall CPC, CPCO, CMCO, CPMA

How fun is it to be in practice when everything is running smoothly? Patient visits are consistent and growing, over-the-counter collections are doing great, third-party payers are reimbursing without issue and your team is efficiently moving full speed ahead. You are driving forward with your practice, feeling empowered and completely enjoying the journey.

The skies are clear, roads are open and the scenery before you is amazing!

However, it's those things with your practice that aren't going so smoothly and efficiently that are disempowering and that can cause you to lose confidence and control. Sometimes this occurs over time, and other times, it seems to happen all at once. Now, you find that you may be driving in or near a storm—the roads are daunting and you may not be able to see through the fog before you. In these instances, providers find themselves still in the driver's seat of their practice, possibly careening off the road. You can't hit the brakes, you can't seem to regain control, you shouldn't close your eyes to what's before you and you can't jump out. Your options are to buckle up, hold on and make decisions that will help you to regain composure and control.

Luckily, in practice, you have more than a few split seconds to make decisions. We speak with providers all the time who comment on how "the wheels are falling off," "we've somehow moved off the path we were on" and other things of that same nature.

Like all roads that you take, there are eventually going to be turns, bumps along the way and hills to climb. You are bound to encounter detours, construction or other obstacles that may slow your forward progress. So, what are some keys that can help practices to productively maintain forward progress?

1. Awareness of Surroundings

The only thing that is constant is change. While it is so easy to focus only on what's in front of you, by neglecting to acknowledge change that may be happening around you, you miss the opportunity to more efficiently identify things that may impact your practices, such as changes in state



guidelines or payer policy guidelines, training needs of new team members, etc. Being cognizant of what's taking place around you will help you to prepare adapt and transition, as may be necessary to minimize disruption to your practice.

2. Watch for Warning Lights

What gets monitored gets managed and maintained. Regularly review important reports, such as collections, aging Accounts Receivable, detailed weekly/monthly statistics, Key Performance Indicators, etc. These reports serve as outstanding diagnostic tools for your practice. This "dashboard," if you will, when utilized and monitored properly, identifies change,

progress, weaknesses and strengths. This will help you to find and fix practice obstacles sooner rather than later, identify areas for necessary training and much more.

3. Check Under the Hood

Inefficiencies in one area will create a domino effect of inefficiencies in others. Without addressing the system and making repairs, you may eventually find that you're no longer able to move forward or that perhaps there's smoke billowing out from under the hood. What gets focused on can get fixed. Without looking at the many moving parts to your practice and practice revenue cycle system, you are certain to be losing time, money and maybe even confidence in your team or practice as a whole as a result of unattended issues.

4. Fuel

As with any machine, it must be refueled or recharged from time to time to keep it moving. In practice, this translates to team meetings, role based training and attending seminars and webinars, daily and weekly training systems, along with other opportunities that educate and refresh your teammates. I find this to be very important for both new and seasoned team members. It's at that time when you assume you already have everything you need that simple oversights, mistakes or industry changes occur that may go for periods of time without being discovered or fully understood. Training is not something we did, it is something we do.

5. Know Where You're Expecting to "Arrive"

As the saying goes, "If you don't know where you're going, any road will get you there." Establishing measurable targets to work toward will help to direct your path and build confidence and motivation in your practice. Like the GPS that directs your path on the roadways, well-defined plans and goals will serve as necessary direction and accountability. Of course, identifying a measurable destination will also allow you to more easily re-route if needed while minimizing the impact to your practice and team.

6. Progress is Progress

While speed is often the preferred method to travel anywhere, as with anything, too much speed comes with significant risk. Instead, you'll likely find that steady and manageable progress is far more efficient and thorough, and much less stressful. Additionally, the long-term benefits are generally much greater.



Brandy Brimhall CPC, CPCO, CMCO, CPMA pro-vides coding, collections and compliance services to chiropractic offices. She created and manages CHelpDesk, a unique service providing comprehensive help-desk services for the chiropractic and multi-discipline industry (<https://www.chelpdesk.com>). This article is written and provided through Ms. Brimhall's partnership with SIDECAR, home of Overdrive, a chiropractic business training system that provides chiropractic offices with online training, solutions for billing, IT management and one-on-one training to help doctors succeed.



For more information regarding SIDECAR, including a free demo of Overdrive and additional insights into the proven value it provides to chiropractic practices, visit <https://sidecaredge.com>/or call 1-877-727-2705.



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Check Out the Newest UVCA Blog Post on Virginia ChiroChat!

Chiropractic, Chiropractors, and Data

UVCA Member Services Associate Maria del Mar A. Villar-Villar recently sat down with Dr. Jay Greenstein to discuss the importance of reliable data in chiropractic. It's definitely no longer something that just the "techies" need to understand and care about.

It is common for chiropractors not to be able to identify the patterns among the issues they are having with insurance companies denying their claims. In this entry, Dr. Greenstein talks about how to identify these patterns and how you can effectively utilize them to help your practice and the profession. To learn more, see Maria's latest blog post at <https://www.virginiachiropractic.org/blogpost/1828038/Virginia-ChiroChat-Blog>.

If You Missed it On VCA doctalk...

About Diindolyl-methane

"I have a patient that asked what I thought about DIM (Diindolyl-methane), it's a dietary supplement that supports the body's estrogen balance. Has anyone researched this for a patient? Thoughts?"

DIM is one of the cruciferous vegetable components that have been associated with several positive impacts on steroid hormone metabolism and different hormone sensitive cancers. It has been shown to improve the 2-hydroxy to 16-hydroxy ratio of estrogen metabolites which shows some association with lower risk. The balance of these 2 estrogen breakdown intermediates is influenced both by genetics and diet. The benefit of DIM may be related to the degree of genetic mediated risk. There are no risks associated with DIM supplementation so perhaps best to assume genetic risk and do everything positive about lifestyle you can.

There is considerable study showing positive benefit with DIM on prostate cancer risk and progression. It diminishes androgen signaling which is the mainstay in prostate cancer therapy. It may be an ideal approach to suppressing progression of pre-cancerous prostate lesions (interstitial neoplasia) to cancer without the more severe side effects of drug androgen suppression.

Scott D. Banks, DC, MS
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Know a Virginia Legislator?

Help the Virginia C-PAC build its key contacts list!

If you have any legislative contacts or questions about Virginia C-PAC, please email vaccpacoffice@gmail.com.

Thank you!



Welcome, New Members!

The Following Members Joined the UVCA Between 10/28/2020 & 1/28/2021

New DC & Chiropractic Student Members

Allen, Jr DC, Gilbert

Michigan
Member Type: Retired DC
Cold Laser; Diversified; Drop Techniques; Flexion-Distractio
n – Cox; Full Spine; Gonstead; Activator, Other Instrument Adjusting; Motion Palpation; Myofascial Release; Sacro Occipital Technique; Upper Cervical, Toggle

Referred by: Thomas Wetzen, DC and Charles Arndt, DC

Bakalis, Nick

Member Type: Student

Referred by: Dr. Will Sonak

Bills, DC, Heath

Chiropractic & Primary Spine Care of Lexington

Lexington, Virginia

Phone: 540-464-5800

drheathbills@gmail.com

Member Type: Fourth Year or More DC

Bledsoe, Nicholas

The Amato Clinic

Member Type: Student, Palmer College of Chiropractic Florida

Referred by: Michael Amato, DC

Buckley, DC, Scott

Cornerstone Family Chiropractic South Boston, Virginia

Phone: 434-572-9210

scottbuckley2014@yahoo.com

Member Type: Fourth Year or More DC

Diversified; Drop Techniques; Flexion-Distractio
n – Cox; Activator

Diaz, DC, Jesus

Momentum Chiropractic & Rehab Manassas, Virginia

Phone: 703-369-2019

momentumcr@hotmail.com

Member Type: Fourth Year or More DC

Diversified; Dry Needling

Referred by: Jean Carlos J. Cruz-Gonzalez, DC

Diaz, DC, Jill

Momentum Chiropractic & Rehab Manassas, Virginia

Phone: 703-369-2559

Member Type: DC Spouse

Diversified

Referred by: Jean Carlos J. Cruz-Gonzalez, DC

Douglas, DC, Preston

Foundations Integrated Medical & Sports Health

Bristol, Virginia

Phone: 276-591-5448

drpdouglas@foundationsim.com

Member Type: First Year DC

CBP; Diversified; Drop

Techniques; Extremity Adjusting;

Flexion-Distractio
n – Cox; Full

Spine; Gonstead; Graston;

Activator; Impulse; Integrative;

Kinesiotaping; Motion Palpation;

Myofascial Release; Pettibon;

Sacro Occipital Technique; Soft

Tissue; Upper Cervical, Toggle;

Webster

Ferguson, Jalen

The Amato Clinic

Member Type: Student, Life

University Georgia

Referred by: Michael Amato, DC

Fink, DC, Dan

HealthSource Virginia LLC

Wake Forest, North Carolina

Phone: 410-846-4448

drdfink@gmail.com

Member Type: Out of State DC

Franchise

Gustitus, DC, David

Franklin, Wisconsin

Phone: 414-858-1212

drgustitus@gmail.com

Member Type: Out of State DC

CBP; Diversified; Drop Techniques;

Extremity Adjusting; Full Spine;

Gonstead; Activator; Motion

Palpation; Palmer Package; Upper

Cervical, Toggle

Jones, DC, Virginia

Wilderness Family Chiropractic

Locust Grove, Virginia

Phone: 540-972-4800

dr.virginia.jones@gmail.com

Member Type: First Year DC

Diversified; Activator

Referred by: Dr. Christine Stewart

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Continued on page 17

Continued from page 16

Jordan, DC, Samantha

122 Chiropractic Corp.
Moneta, Virginia
122chiropractic@gmail.com
Member Type: First Year DC
**Acupuncture; Diversified; Drop
Techniques; Flexion-Distraction –
Cox; Gonstead; Activator**

Marchand, Toni

Davenport, Iowa
Member Type: Student, Palmer
College of Chiropractic Davenport

Mitchel, DC, Jennifer

Jennifer L Mitchel, DC, PC
Fort Lee, Virginia
drjenmitchel@gmail.com
Member Type: First Year DC

**Montagna, DC,
Douglas**

Chesapeake, Virginia
Phone: 757-482-5525
dmontagna56@gmail.com
Member Type: Fourth Year or More
DC

Ryder, Samantha

Member Type: Student, Live
University Georgia

Steele, DC, Kevin

Salters Creek Medical Group PC
Hampton, Virginia
Phone: 757-723-1899
drsteelescmg@gmail.com
Member Type: Fourth Year or More
DC

**Cold Laser; Decompression;
Diversified; Flexion-Distraction –
Cox; Full Spine; Activator; Motion
Palpation; Soft Tissue**

Thorne, DC, Charles

Muti-Specialty Healthcare
Baltimore, Maryland
Phone: 410-238-0140
lyalich@amm.bz
Member Type: DC/Vendor

Yalich, DC, Lawrence

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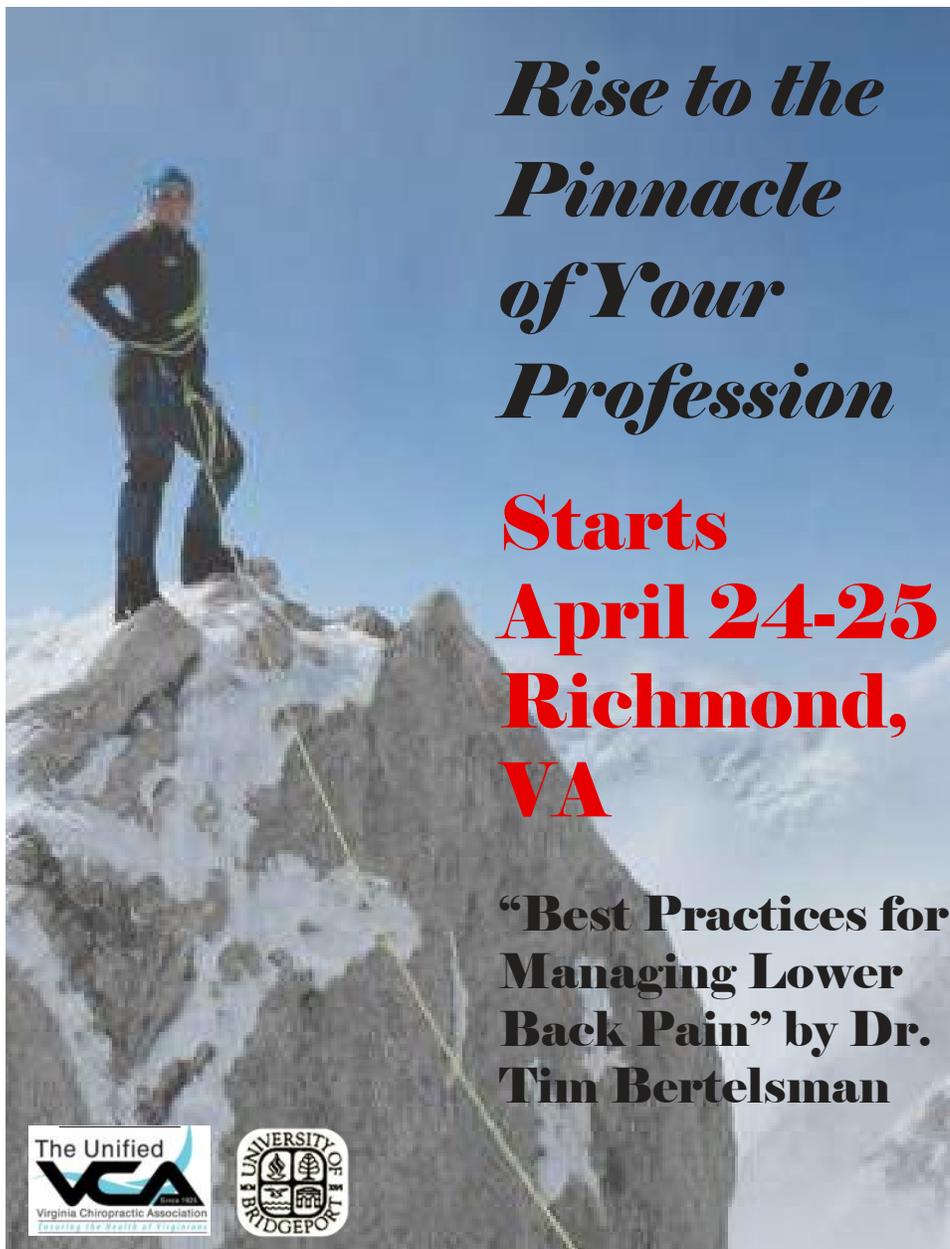


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DCs wishing to earn the DIANM designation may obtain the remaining 250 online hours through the University of Bridgeport. The additional online education focuses on differential diagnosis and evaluation and management of neuromusculoskeletal conditions; especially acute and chronic pain conditions.

For full details on topics, speakers, schedule, location, and pricing for the full series or ala carte, visit the UVCA Calendar of Events on its website. Questions? Contact the UVCA office.

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3. Nelson Marquina, PhD, DC - November 13-14, 2021
4. James J. Lehman, DC, FACO - March 5-6, 2022
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Congratulations, Dr. Cruz-Gonzalez & Mr. Moe Talash!

CHIROCENTERS MANAGEMENT CORPORATION and CHIRO1SOURCE teamed up in 2020 to make UVCA's annual "SHARE" member-get-a-member campaign stronger than ever. All member sponsors always receive a \$25 VCA Value Voucher from the Association that they can apply to dues or conventions. In addition, CMC and C1S offered to give the person who sponsored the highest number of new members in 2020 \$100 for EACH new member sponsored, regardless of member type -- up to \$1000! They offered to give the person who sponsored the 2nd highest number of new members \$50 for each new member sponsored, up to \$500!

Not surprisingly, we saw lower participation in this campaign than we usually do, as doctors had "a few other things" to deal with. However, members still helped to grow the association by 13 new members last year!

2020 SHARE Program Winners

- Dr. Jean Carlos Cruz-Gonzalez of Capitol Rehab of Annandale won \$200 for sponsoring two new members.
- Mr. Moe Talash of Computer Troubleshooters won \$50 from a drawing of all the members who sponsored one new member.

The UVCA thanks ALL the members who encouraged colleagues to join last year:

- | | |
|------------------------|-------------------------|
| Dr. Mike Amato | Dr. Charles Arndt |
| Dr. Jean Cruz-Gonzalez | Dr. William Todd Fisher |
| Dr. Jay Greenstein | Dr. Alicia Haupt |
| Dr. Carmen Johanning | Dr. Brandon Lemuel |
| Dr. Chris Perron | Dr. Randy Short |



Dr. Christine Stewart Dr. Tom Wetzen
Mr. Moe Talash, Computer Troubleshooters

The association also wishes to express its appreciation to Dr. Mike Amato and Dr. Will Sonak, who have already sponsored new members in the new year!

We hope that all UVCA members found tools, resources, and support that made challenges a bit more manageable. And if you did, we hope you'll SHARE your recommendation with non-member colleagues! Watch for information on our 2021 SHARE campaign, let us know if we can be of service, and thanks for your participation and support!

Watch for details on this year's program and prizes, and don't forget: Share for Success!



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Updated 1/28/2021

Unified VCA DC Members may place a classified ad in *The Virginia Voice* & on VCA's website free of charge. Fee is \$50 for member vendors & \$88 for all non-members. Listing will remain on website for 3 months + appear in at least 1 issue of VCA's newsletter & at least 1 broadcast email/fax to DCs throughout VA. Max 65 words. For deadlines, display ad info. &/or to submit your listing, e-mail admin@virginiachiropractic.org.

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Non-DC Position Available

Seeking a Front Office person. We are a well-established two doctor office located in Springfield, VA. Approximately 35 hr/wk, M-F. The Front Office coordinator interacts with all aspects of the practice. Must be professional and detailed, excellent customer service, computer skills and phone etiquette. One-year experience in a health care setting required. Resume: aodoctors@outlook.com. [listing#041821a]

Seeking a welcoming, dependable, detail-oriented Front Office Coordinator to join the Health InSyncs team in Richmond. The Front Office Coordinator is the first point of contact w/patients & visitors. Interfaces w/clinical & administrative staff. Requires excellent customer service skills, phone etiquette. Requires basic Microsoft Word & Excel. Prefer prior experience in a patient/client-based environment. Contact by phone 804.377.2222 or email info@HealthInSyncs.com.

[listing#030821a]

LOOKING FOR P/T LICENSED MASSAGE THERAPIST! Start immediate. Seeking dynamic & experienced licensed MT to work in 2-doctor practice. Workdays are M/W/F & occasional Saturday mornings but based on your flexibility as well. Increased demand for massages as office hours have increased. Wonderful teamwork environment. Please fax resume (703-538-6675) or email to gfccc1@yahoo.com to arrange interview & discuss salary based on experience. Ask for Alba. [listing#010521a]

DC Position Available

Holistic Rural Practice near RVA Seeks Associate. Join Our Office Family. Candidates possess strong people skills, humor, w/extremity adjusting & nutrition preferred. We find satisfaction in what we do daily, you should too. Patients are more than a spine, we treat the whole person. Competitive Salary, Bonuses, Benefits (health ins., vacation/sick/personal days, etc), UVCA membership paid. Send resume to RuralChiroVA@gmail.com. Grow w/us! [listing#042721a]

Hampton Roads: Live by the sea! Beach, boating, nautical vibe w/ close proximity to N.C. Outer Banks. Associate or Independent contractor wanted for well established DC-PT family owned & operated practice. No weekends or screenings! Generous compensation! All we ask is that you love chiropractic, want to be around good people & are licensed in Virginia. Please text Dr Schaier at 747-641-0991. [listing#042621b]

Award-winning chiropractic office of 39 yrs seeks new graduate for an associateship position. One of our doctors is retiring & we need an associate to step into an immediately successful role in taking over his patient volume. Reputable, research-based office, voted "Best of Charlottesville" for several yrs. Excellent salary & bonus, w/401k & health insurance. Email CV/resume to drfusco@coxclinic.com. [listing#042621a]

Seeking energetic, competent, & personable Doctors of Chiropractic to join our multidisciplinary practice. 6 - 10 additional MD/VA locations will open in 2021. State of the art facilities. Compensation package 85-100k. Full benefits, performance-based bonus, 401k, malpractice, CE, student loan, & transportation assistance. No Saturday hrs. New grads encouraged to apply. info@marylandspinerehab.com. [listing#042021b]

Great opportunity for experienced (2+ yrs) Chiropractor needed for dynamic multi-specialty practice in Williamsburg. Must be highly motivated & focused on integrated patient care. Competitive salary. Benefits available with FT status include health, dental, life, disability, cont. ed. & generous 401(k). Please send resume to hr@comberpt.com. [listing#041921a]

Expanding practice w/10+ locations. Current opportunities are in Ashburn, Tyson's Corner, & Reston for an Independent Contractor or Associate w/competitive pay, percent, & benefits. Collaborate with a group of 16 other Chiro's, PT's & acupuncturists as needed. The flexibility, options & opportunities are limitless. Lets talk to meet each others needs. admin@mybwdoc.com. [listing#041121a]

Busy practice in Old Town, Alexandria looking for a skilled licensed DC w/ great communication skills, positivity, & clinical confidence. This practice is a family practice working w/children to elderly & a strong emphasis in pre- & post-maternal health. Competitive salary, IRA, health benefits, year end bonus, & incentive-based bonuses offered. Please contact drshara@justadjustit.com or fax resumes to (703) 683-8777. [listing#040621a]

Well-established insurance-free practice in Arlington is seeking a Rock Star licensed DC for hands-on, modality-free, results driven practice. Must have impressive technical toolbox, patient management skills, a humble demeanor, & an amenable, compassionate personality. Prenatal & Pediatric experience a plus. Generous compensation & benefits package for the right person. Please apply w/resume & cover letter to chrysanthi168@gmail.com. Job Type: Full-time. [listing#032121a]

Palmercare Chiropractic is expanding; seeking motivated chiropractors for new & current practices located in Washington DC, Maryland, & Virginia. Part of 15 local chiropractic clinics with a great support team continually providing training to help you reach your goals. Great starting pay w/ bonus structure that never caps. Please email COO@palmercare.com. [listing#031721a]

We are looking for an experienced chiropractor who is in good standing w/ licensure, has great people skills, & who is proficient at his/her job, to temporarily work at our busy Manassas office due to pregnancy leave, from March - June 2021, varying shifts & days. Interested candidates should send resumes & references to: hatrusman@aol.com. [listing#031521a]

Dedicated & career minded associate is needed for our education based, family centered practice. Located in beautiful & historic Olde Towne Portsmouth. We provide training, opportunities for advancement, bonuses, & more. Email dr.ashleydc@gmail.com or call 757-399-4700. [listing#031421a]

Fredericksburg - Well-established busy practice w/two locations. We provide the tools for successful practice management including patient care, marketing, & retention. Benefits include competitive base pay with a simple to achieve bonus system (1st year Associates can earn \$60-90k). Plus great benefits, all in a fun, upbeat environment. Submit resume to drchris.wfc@gmail.com. [listing#030721b]

Independent Contractor in Greater Richmond. Busy, established clinic in Richmond suburbs looking to offer an Independent Contractor opportunity to the right chiropractor. You will be establishing your clinic within our well known location. We have a great staff, newly built out accommodations, support systems, & a terrific reputation that is available for you to launch with. If interested please contact rva.chiro.doctor@gmail.com. [listing#030721a]

Seeking a well-rounded, compassionate, & dedicated chiropractor interested in joining a family-based practice in Virginia Beach. Treat acute cases, but focus is wellness. New graduates encouraged to apply. Salaried position, malpractice coverage & health benefits. To learn more about our practice, find us on Facebook (@BodyLogicVB). Our website is under construction

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(www.bodylogicvb.com). Interested candidates send CV to admin@bodylogicvb.com for more information on applying. [listing#030221a]

Virginia Beach office looking for a Chiropractor to join our wellness based team. Our goal is to help you grow & become successful in all areas of practice. Starting salary: \$65,000.00/year w/bonuses where a doctor can make over \$100,000/yr. Benefits include; Health Ins, Malpractice Ins,

& Vacation/personal days. Relocation reimbursement up to \$2,000.00 offered to assist in moving costs. Send your CV/cover letter to: doctors@kempsvillechiro.com. [listing#020921a]

Are you looking for work life balance? CHAWC.com is looking for a long-term associate doctor who wants to join a positive, organized, growing practice of 26 yrs where we share life & serve God together in Richmond VA. Work a part time schedule of five half-days a week

w/full-time benefits, retirement plan, competitive salary, bonus plan. Send CV & letter of interest to employment@chawc.com. [listing#020321a]

Looking for full time or part time chiropractor to work as an independent contractor in Hampton Roads. Philosophy based cash practice. Contact Dr. Tom at 757-404-7643 or tcvnick@gmail.com. [listing#012321b]

Continued on page 24

Continued from page 23

Midlothian/Richmond - Looking for full-time associate chiropractor for rehab based clinic - goal oriented & driven. Certification in soft tissue (ART, Graston), & functional assessment (SFMA) a huge plus. Fast paced environment w/streamlined systems so you can focus on patient care. Base salary plus. Come join the movement! Resumes can be emailed to rgreen@activechiropractic.com. [listing#010921c]

Seeking Independent Contractor to share office space with in Oakton VA. Open for room rental or 1099 agreement with the current practice. Our location is ideal for health professionals, families & nestled in a retail & commercial hub right off of I-66. Submit your resume today & let us know what you are looking for. Send resumes to blueskyhealthandwellness@gmail.com or fax to 703-310-4878. [listing#010921b]

Full time associate needed - Trochim Family Chiropractic. Thriving, high-energy, high-volume office. Advancement opportunity & bonus structure. Competitive compensation, benefits, & relocation assistance. Quick interview process. In Southwest Virginia. aaron.trochim@gmail.com 540-420-8560. [listing#010721a]

Busy Washington DC practice is looking for an Associate DC. Good salary and benefits for a healthy, enthusiastic and principled Chiropractor. Excellent bonus plan. We will mentor you on how to run a successful family practice. Email resume to tconnellydc@gmail.com. [listing#010621a]

Growing multidisciplinary practice seeks Chiropractic Associate w/ superior adjusting skills, clear communication skills, good sense of humor, & ability to work with a team of health professionals to improve patient outcomes. Advanced Wellness Centre offers chiropractic, massage, & exercise therapy. Please reply w/CV or resume to awc.resumes@gmail.com. Come join our team & make a difference! [listing#010221a]

Investing in Your Practice's Most Important Asset

By Ray Foxworth, DC

I came across an article that I wrote several years ago when one of my employees shared a Facebook post. She said, "I am praying to find a good job, a place where I can be happy and have a long career." This year, she will be celebrating nine years with us. She was our 4th full-time employee and over the years, we have undergone so many changes within the company. The one thing that has remained the same was the decision to invest in my team through internal and external training. We have annual team training but, depending on their positions in the company and their interests, we have sought out individualized training. That same employee just became a Certified Professional Biller. Another is a Certified Professional Coder. And, we have a Certified Professional Compliance Officer. We also have employees getting certified in software and marketing training through Salesforce.



Training is becoming a forgotten priority in the business world. We live in a world where we are so busy being busy that we throw new employees, and even our existing ones, into the eye of the storm with little to no instruction on how to do their jobs, much less how to do them well. In today's complex and compliant healthcare environment, we must take the time to cultivate and develop talent in our offices. Training is not an expense but an investment in our business. To quote my friend Dr. Nathan

Wanted: Dr w/great adjusting skills, basic knowledge of nutrition, basic applied kinesiology a +. We are an integrative practice of DCs/ applied kinesiologist, acupuncturist, nutritionist, MTs. Send your resume to drtomroselle@gmail.com. Salary, Bonus, Benefits (health insurance, malpractice insurance, 401K, paid vacation & holidays, possible stock options.) www.rosellecare.com.

Kaizo Health, a rapidly growing Chiro, PT & Rehab co is looking for highly skilled, ethical DCs w/ exc clinical, interpersonal & comm skills. Competitive salary, bonus structure, benefits plan inclusive of health, dental, life, long term disability insurance as well as cont ed benefit, 401K match, ownership plan, more. For more info, pls contact Dr Jay Greenstein at drjay@kaizo-health.com.

Ariya Family Chiropractic Centers, Greater Richmond area, looking to make an associate's dream come true & offer rewarding compensation package, ask our current doctors. We offer 401k & cover 1st year malpractice, UVCA membership & conventions. The position consists of salary + performance bonus.

Experience is a plus. For more information or questions call 804-526-7125. Please fax resume to 804-520-7624 or email ariyachiropractic@yahoo.com.

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

Practices

SMALL TOWN CHARM - BIG CITY AMENITIES: In a charming Southern town, yet near many metropolitan cities. W/easy access to both mountains & beach, you'll live among streams, forests & lakes. W/multiple techniques used, you'll feel right at home w/your preferred technique(s). Excellent opportunity to own a practice for a doctor whose time has come. Live life BEFORE retirement! Inquire at greatchiropractice@yahoo.com. [listing#042221a]

HELPING SELLERS FIND THE RIGHT BUYERS - Are you ready to retire or sell your practice? Contact our company to help you find an energetic doctor. Send us an email with the basics of your business (location, yrs in practice, asking price, etc...) & let us help you move onto that next exciting chapter in life! Contact us at successfulpractice@gmail.com. [listing#042021a]

Suffolk Turn-Key for Sale: O'Dea Chiropractic, 30-yr-old practice, downtown, near City Hall. High traffic near city's fire, rescue, ambulance services. Reception, offices w/2 computers, 2 chiro rooms w/Hi

Unruh, "Training isn't something you did, it's something you do." With each new training course and certification that my team completes, we see improvements in productivity, customer service, and company morale.

Start by picking an area for improvement at each team meeting. Discuss billing, coding, your financial policy, and patient communication. Explore out-of-office training on leadership and communication. Take your team to conventions and seminars once we can attend in person. Before the pandemic, I found myself not looking forward to attending my annual convention for the mandatory CE needed each year. Now, I long to see old friends, meet new ones, and truthfully, attending in-person rejuvenates my spirit and love for this amazing profession. Encouraging your team to experience these events with you is a great way to ignite their passion for chiropractic, too.

Employees want to do their jobs well. A lack of training in your practice can create unhappiness and lack of motivation and ultimately leads to higher turnover. Employees want to know what is expected of them and would welcome the tools to perform well. Investing in your team builds a more compliant, efficient, and profitable practice. When employees are happy to be in the office, they spread that happiness to your patients. I've told almost everyone I've ever hired, that MY job is to make their job the best one they have ever had. When I focus on this one thing, I am rewarded with hard-working, dedicated, and loyal employees like you wouldn't believe. It almost eliminates turnover and creates stability in any organization.



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 us 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.

Los, modalities room w/3 tables & stim, X-ray room w/recently certified equipment, storage, 2 bathrooms. Asking 70K, will break up payments. Great price, don't wait too long! Russ or Kevin, 757-617-3357. [listing#031821a]

Products & Services

MXR Imaging is the complete resource for all your imaging needs. Serving the chiropractic community for over 60 yrs, MXR offers the nation's largest selection of Chiropractic digital radiography (DR) systems. Available in fully integrated x-ray systems or as retrofit upgrade configurations, the appropriate DR product is carefully selected to meet your practice's exact needs. Contact Brad Schardein, Bradley.Schardein@mxrimaging.com, (804) 217-2479. [listing#040821a]

Ariya Chiropractic Group is continuing to expand in the Greater Richmond & surrounding 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#120721a]

Document complete patient care – anywhere, anytime – with cloud-based Dragon Medical One by Nuance. Easy to use, secure, budget friendly and always available. Nuance has 30+ years of clinical experience, slashing documentation time by up to 45% and improving quality by 36%. Dragon Medical One is the foundation of the future, revolutionizing healthcare systems. Be part of this future. Contact Barbara Mann, Virginia DragonLady, SpeechSolutions,703-360-3880, Speech.solutions@Verizon.net [listing#013021a]

Space Available

Turn-key offices located in Arlington & Purcellville. Doctor working part time in both offices. Offices are fully equipped including x-ray & full physical therapy. Looking to sublease one and / or both offices for hours current doctor is not in offices. 4 days a week available for sublease in both offices. Contact Dr. Ward directly at 703-434-9669 or email to drward@novarehab.com.

Equipment

X-Ray machine for sale: Universal Unimatic 300/125. Put in service 1988, placed in storage 2004, very good condition. Virginia Beach. Contact Patrick Patzer, DC, PC, 757-651-1575 or 757-491-2021. [listing#030121a]

Bennet X-Ray Unit for Sale. \$8,000. Everything you need to start taking x-rays included. It is a film unit but can be converted to digital. This has been a great machine, but no longer need to do images in my office. Will not ship, but will help you load into a moving vehicle. Price Negotiable. Email

drhendson@hendsonfamilychiropractic.com or call 757-305-9996.

Amrex MS324A low volt - works great \$900. 2 moist electric heating pads 440 each, Heavy duty medical cart \$40. Located in Virginia Beach. Email: vanellachiro@gmail.com.

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.

Unified VCA Education & Events

Rad Tech: ACRRT Exam Review Session - VIRTUAL

Tuesday, February 9, 7:00-9:00 a.m.
Review by Dr. Victor Rizzo

Rad Tech: ACRRT Exam - FACE-TO-FACE

Saturday, February 20, 1:00-3:00 p.m.
Richmond, VA

Dry Needling Training - FACE-TO-FACE

March 5-7
David Fishkin, DC, The Dry Needling Institute
Rockville, MD

Neuromusculoskeletal Medicine Program (NMSM) - FACE-TO-FACE

Choose From Full 50-Hour Series or Ala Carte
Module 1 of 5:

“Best Practices for Lower Back Pain”

Tim Bertelsman DC, CCSP, FACO

April 24-25

In conjunction with UVCA Spring Convention
Hilton Hotel & Spa at Short Pump, Richmond, VA



Spring 2021 Convention

April 23-25
Hilton Hotel & Spa at Short Pump, Richmond, VA
See Page 2
Details to Follow Soon

More Online/On-Demand for DCs & CAs:

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

For details, updates,
pricing & to register,
go to www.viriniachiropractic.org
& click on Calendar.
Supplier Member event
listings, too!

The Virginia Voice

Winter 2020-2021

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