

President's Message



It's time to get strategic!

I guess to say that the past few years have been unprecedented is both obvious and an understatement. The things that worked in our practices, with our employees, in our personal relationships, and more are no longer working the same way. Many of us are taking a fresh look at how we do business and how we need to adapt.

Our association is no exception.

We're currently getting ready for our annual strategic planning in a couple weeks. I am looking forward to meeting with a small group of leaders and colleagues, association and legislative experts, and practice consultants to evaluate what's been working, what hasn't, and how we can serve you better. I look forward to reporting to you afterwards and getting your feedback.

In the meantime, we have put together a few things to help you start the New Year informed and invigorated:

- Our January 19 installment of UVCA Nuts & Bolts Lunch n Learns featured Dr. Ty Talcott as he highlighted some key compliance issues you need to be aware of.
- An evening webinar on January 26 by Dr. Robert Silverman on "21st Century Approach to Musculoskeletal Conditions -- The Gut-Spine Connection."
- A comprehensive CA certification program (see page 25).
- Our March Lunch n Learn featuring a review of interesting radiology case studies by Dr. Joe Cantu, DACBR.
- More opportunities to add dry needling to your patient offerings through the Dry Needling Institute.
- Our Spring Convention April 21-23 in Richmond. (See page 18 for the program!)

Check the UVCA website for complete details or to register.

I look forward to working with, beside, and for you this year as we take our practices and profession to the next level!



Dr. Michelle Rose, UVCA President



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KAIZENOVATE  The Kanvas App is a custom-built app for any practice that helps engage patients in their prescribed care plan, leverage on-demand exercise videos, efficiently request appointments, and acquire new patients through several features within the app that creates both values, and the network effect. Learn more at <https://www.kaizenovate.com/uvca/>.

UVCA Spring Convention

Thanks to the generous sponsorship of some of the top chiropractic organizations, the Spring Convention, April 21-23 in Richmond, features some of today's hottest speakers (see below). Program on page 18.

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The Most Important Conversation in Your Office

By Ray Foxworth, DC, FICC

Insurance premiums have increased, the number of covered services has diminished, and deductibles have never been higher. Some of our patients are forced to make decisions about their health based on what they can afford, not what they need. A 2022 Kaiser Family Foundation survey finds that more than half of U.S. adults report they've gone into debt because of medical or dental bills. As patient balances increase, the result is long-term financial strain and a growing problem for healthcare providers across the country.

The best way to keep patients happy, improve clinical outcomes, and enhance collections in your practice, is to discuss your fees and payment policy up front clearly and openly. Patients feel frustrated trying to understand and navigate their financial responsibility. Set yourself apart by clearly outlining what is covered, or not covered, by their insurance and explaining deductibles and copays. By conducting a formal Financial Report of Findings in your office, you can clearly outline your treatment plan and the patient's estimated out-of-pocket expenses. When patients understand their financial responsibility, it eliminates the fear of unexpected costs that are not in their budgets. Financial clarity can help improve clinical compliance if the fear of unexpected healthcare bills is removed

One of the simplest ways to provide affordable payment options is by offering automated payments. This is a great tool that ensures that your patients complete their recommended care, reduces missed visits and eliminates the sting of out-of-pocket payments at the end of each visit.

In fact, orthodontists have successfully used this technique for years. I walked into an orthodontist's office with my sons and walked out 30 minutes later with *Continued on page 4*

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Contact Information

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Continued from page 3 an affordable payment plan for over \$7,000 in orthodontia. The staff clearly explained the need for care, the cost of the care, and gave me an affordable payment option. I never thought twice about the total expense because the monthly payment fit in my budget. And I don't think we ever missed an appointment!

Patients need and want care or they wouldn't come to your office. Provide a thorough consult, exam, and Report of Findings to establish the need and benefit of care. Then offer a simple, compliant, Financial Report of Findings. We offer some free tools you can use to show patients how you can help keep their care affordable whether they have insurance or not. To download a simple 1-page financial policy, a simple 1-page financial report of findings, and to learn how to create compliant care plans, go to <http://www.chirohealthusa.com/frof>.

If you provide ways to make care affordable, and offer payment options that your patients can afford, you have a win-win situation. Patients have become "healthcare consumers," and with healthcare costs rising faster than inflation, you must find ways to help patients access affordable care without putting your practice and your license at risk.

Dr. Ray Foxworth is founder and CEO of ChiroHealthUSA. For over 35 years, he worked "in the trenches" facing challenges with billing, coding, documentation, and compliance, in his practice. He is a former Medical Compliance Specialist and currently serves as chairman of The Chiropractic Summit, an at-large board member of the Chiropractic Future Strategic Plan Committee, a board member of the Cleveland College Foundation, and an executive board member of the Foundation for Chiropractic Progress. He is a former Staff Chiropractor at the G.V. Sonny Montgomery VA Medical Center and past chairman of the Mississippi Department of Health.

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What is Thoracic Outlet Syndrome?

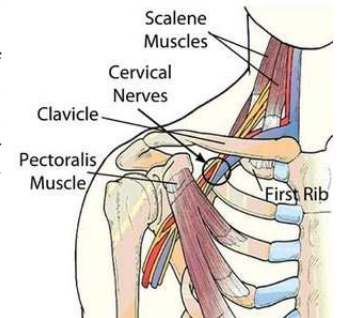
By Brandon Steele DC, FACO

As a clinically-based chiropractor, it's essential to understand the diagnosis of thoracic outlet syndrome (TOS). TOS is upper extremity pain or paresthesia due to occlusion, compression, injury, or irritation of the neurovascular structures within the thoracic outlet.

What is Neurogenic Thoracic Outlet Syndrome

Neurogenic TOS (N-TOS) is the most common cause of TOS, accounting for over 95% of all cases. N-TOS results from compression or irritation to the brachial plexus's lower trunk or medial cord. Symptoms typically include:

- Pain, paresthesia, and possible motor weakness in the affected arm.
- Aggravation of symptoms by elevation of the arms or excessive head and neck movement.
- Symptoms predominately involve the C8/T1 segmental level and follow an ulnar nerve distribution in 90% of cases.



The 3 specific sites of compression leading to N-TOS:

- "Scalene" induced TOS occurs from the compression of the neurovascular bundle between the anterior and middle scalene muscles
- "Pectoral" compression occurs beneath the pectoralis minor tendon
- "Costoclavicular" compression happens between the first rib and clavicle

For Thoracic Outlet Syndrome tests, the latest research, types, and treatment, visit ChiroUp's January blog at <https://chiroup.com/blog/what-is-thoracic-outlet-syndrome>.

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GABA: The Calming Molecule

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

GABA (gamma-aminobutyric acid) is an inhibitory neurotransmitter that helps regulate one's mood by producing a calming effect. GABA is so important for brain health that it's produced throughout all areas of the brain – whereas most neurotransmitters are only produced by specific neurons within specific brain regions. In fact, GABA is the byproduct of neuronal energy production. Specifically, the neurotransmitter "glutamate" is produced when neurons metabolize glucose. And glutamate is then converted into GABA by an enzyme known as "GAD" – this process is known as the "GABA shunt." It should be noted that the GABA shunt can go two ways... it can convert glutamate into GABA or it can continue to manufacture glutamate. This is an important concept because glutamate is the brain's "excitatory" neurotransmitter. As such, glutamate and GABA oppose each other and exert the opposite effect. Glutamate is the "on" switch whereas GABA is the "off" switch. And as you may infer – maintaining balance between GABA and glutamate is crucial for overall brain health.



Due to its inhibitory effect, GABA is known to reduce stress and anxiety while also improving quality of sleep. Therefore, GABA-deficient people often experience one or more of the following symptoms: anxiousness without a cause, feelings of dread, feelings of inner tension, feelings of being *Continued on page 7*



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 D9 Mango Sleep Gummies	20 Gummies	8mg Delta 9	25mg	12.5mg	0	Perfect Sleep Solution w/ Maximum amount of THC by Law

Continued from page 6 overwhelmed, a restless mind, disorganized attention, and difficulty “turning their mind off” when trying to relax. And it’s not uncommon for GABA-deficient people to fall asleep with the TV on. Furthermore, they often like to read a magazine or text while watching TV because they can’t seem to focus on one thing at a time. They are also commonly late for appointments because they are extremely disorganized as they try to get out the door. Does this sound familiar? The answer is probably yes...because GABA-related issues are becoming increasing more common.

Optimal GABA production is dependent upon a healthy lifestyle that emphasizes proper blood sugar maintenance, cardiovascular exercise, and a well-rounded, low inflammatory diet. As such – and as you may guess – a holistic approach to one’s health works wonders for neurotransmitter maintenance...and especially for GABA. However, some people have a GABA deficiency induced by a gluten intolerance or an autoimmune disease – and we can make a large impact with these patients through education, dietary support, and supplement recommendations.

Gluten intolerance, celiac disease, and autoimmune diseases can trigger an inflammatory reaction in the brain against the enzyme GAD, which as we stated earlier is responsible for converting glutamate into GABA. This inflammatory reaction interferes with GAD’s ability to create GABA, and thus we end up with a surplus of glutamate. And because glutamate is an excitatory neurotransmitter...this results in restlessness, anxiety, and stress (all the GABA-deficient symptoms noted above). If you choose to – you can order blood work to detect for GAD antibodies. Even though conducting a detailed patient history and having a dietary discussion often suffices – obtaining confirmation via lab work is reassuring for some patients. People with positive GAD antibodies should avoid eating gluten and foods high in artificial glutamates (such as MSG) because it can cause extreme anxiety

and migraines (because of the imbalance between glutamate and GABA). This mechanism should always be considered with patients that have an autoimmune disease and symptoms of poor GABA activity.

Aside from a healthy, active, and holistic lifestyle...what else can be done to boost GABA production? Well – there are a variety of nutritional compounds that support GABA activity. However, it should be noted that most people don’t need to supplement for GABA for the long-term if they also address items such as general brain health, blood sugar imbalances, and inflammation. Therefore, the nutritional compounds discussed below are typically used in the short-term during stressful times and until healthy lifestyle habits are established. Also, supporting neurotransmitter activity is not dependent upon body size, but the degree to which one has symptoms.

Some nutritional compounds increase GABA activity by increasing the sensitivity of GABA receptor sites. Thus, the amount of GABA already present exerts a stronger influence. These compounds include valerian root, lithium orotate, passionflower, and L-theanine. Furthermore, the compound taurine has an amino acid sequence similar in structure to GABA and has been shown to increase GABA activity. In addition, compounds such as Vitamin B6, magnesium, zinc, and manganese are used as cofactors in the synthesis of GABA, and thus ingesting an appropriate amount via diet or supplementation is important for sustained GABA production. It should also be noted that the popular anti-anxiety drug Xanax works on GABA pathways by increasing receptor site sensitivity but does so with potential negative side effects not commonly experienced with the natural compounds mentioned above.

You might be curious about supplementing directly with GABA – because you will commonly see GABA as a popular supplement in most grocery and health food stores. However, this is ironic because due to its large molecular size *Continued on page 8*

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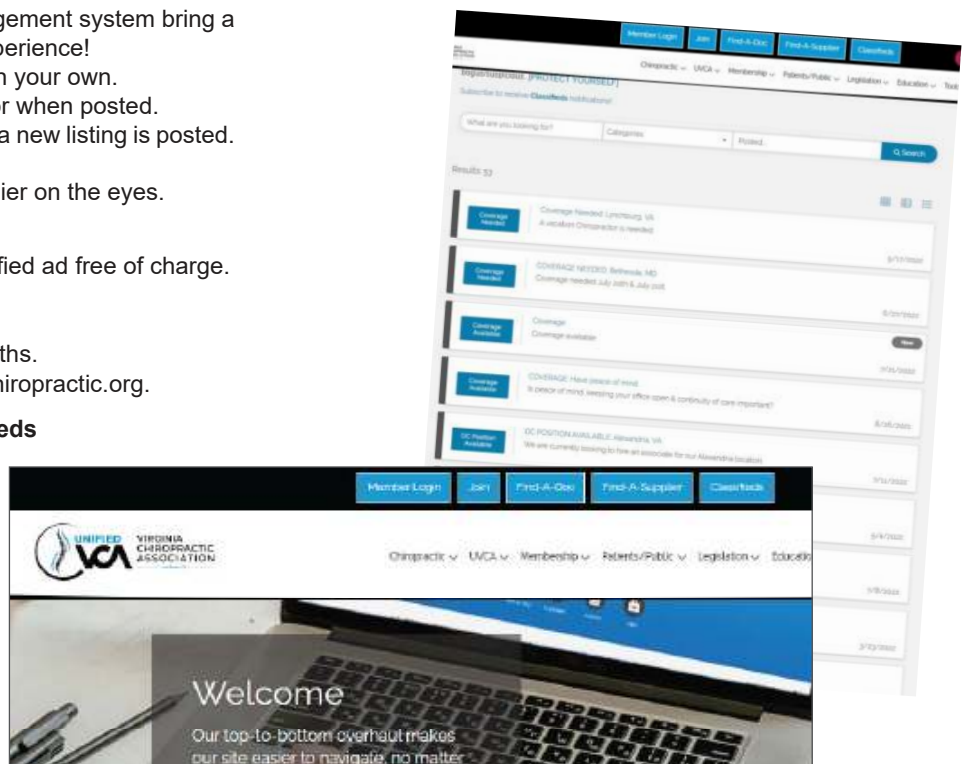
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To Access the Classifieds

1. Go to www.virginiachiropractic.org
2. Click on "Classifieds" button (top right)



Continued from page 7 GABA cannot cross the blood-brain barrier! Consequently, you would be wasting your money purchasing such a supplement. GABA can only cross the blood brain barrier if it is damaged and thus "leaky." A leaky blood brain barrier will allow a variety of particles to enter the brain and promote inflammation – which creates a host of problems not discussed in this article. As such, if supplementing with straight GABA produces a notable effect, then that is an indication that the blood brain barrier may be compromised...and hence there are a variety of things to improve upon (in addition to GABA). Blood sugar imbalances is the most common cause of a leaky blood brain barrier. And thus – we underscore the importance of a healthy lifestyle once again.

I hope this article provides helpful information for you and your patients regarding GABA and potential ways to boost its production. Navigating stressful times is a part of life, and GABA is the molecule behind the scenes that helps us cope with life's uncertainties. I want to thank Dr. Datis Kharrazian and his book "Why Isn't My Brain Working?" – which is where I derived most of the information for this article. Thank you.



James A. Munse, DC, DACNB, MA of Chantilly Chiropractic Center in Chantilly, VA is a Diplomat of the American Chiropractic Neurology Board 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 practice, Dr. Munse serves as an adjunct professor at George Mason University and an assistant coach for the Westfield High School varsity football team.

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If you haven't, contact the UVCA office to send you a new invitation that will be active for 72 hours.



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Meet Mavis, an 89-year-old woman who lives an independent and healthy lifestyle due to chiropractic care. This is F4CP's first video in its Naturally, Chiropractic series, which highlights the benefits of natural, safe and effective chiropractic for older adults. Since the UVCA is a Group Member of the Foundation, you can access this

video and many other professionally produced resources for free, as a benefit of your UVCA membership!

- Play it on a monitor in your waiting room.
- Post it to your website.
 - Use it in your social media.
 - Include it in your patient newsletter.



If you haven't yet set up your free account with the Foundation for Chiropractic Progress (available with UVCA's group membership in the Foundation):

- Go to <https://www.f4cp.org/opt-in/> and follow the prompts.
- Reach out to Marta Cerdan, the Foundation's Membership Director: phone 866-901-3427 x 1, email marta@f4cp.com.
- OR watch this helpful 2-minute video from UVCA team member Maria del Mar Villar-Villar: <https://www.youtube.com/watch?v=OrOyiwe0Skc>



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Joe A. Cantu, DC, DACBR

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Join Dr. Cantu's discussion on radiology cases at the FREE March 16 UVCA Nuts & Bolts Lunch n Learn!

Food Triggered Autoimmunity

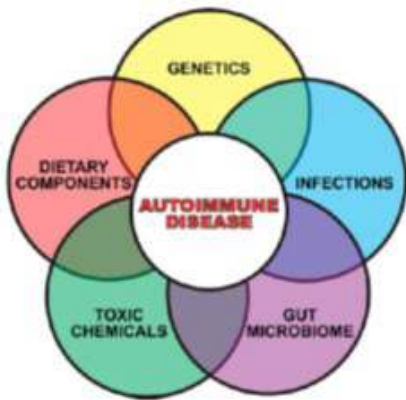
By Scott Banks, DC

Autoimmunity is increasing at an alarming rate with the prevalence growing by about 5-9% yearly. There have been two traditional paths explored as to what causes autoimmunity; genetic factors and environmental factors. While genetic factors were thought to be the most important just 2 decades ago, the concern has shifted to autoimmunity being more driven by environmental factors. If there is a positive side to this shift, it is that we have more control over environmental factors than genetic determinants.

The realities shifting the emphasis in etiology include:

- Genetic changes take hundreds of years and cannot explain the dramatic increase in autoimmunity in the last 3-4 decades.
- Many with the genetic traits that may associate with autoimmune risk never develop disease.
- Over two thirds of all patients have no genetic risk factors.
- The rapid changes in our environment mirror increasing rate trends in autoimmune disease

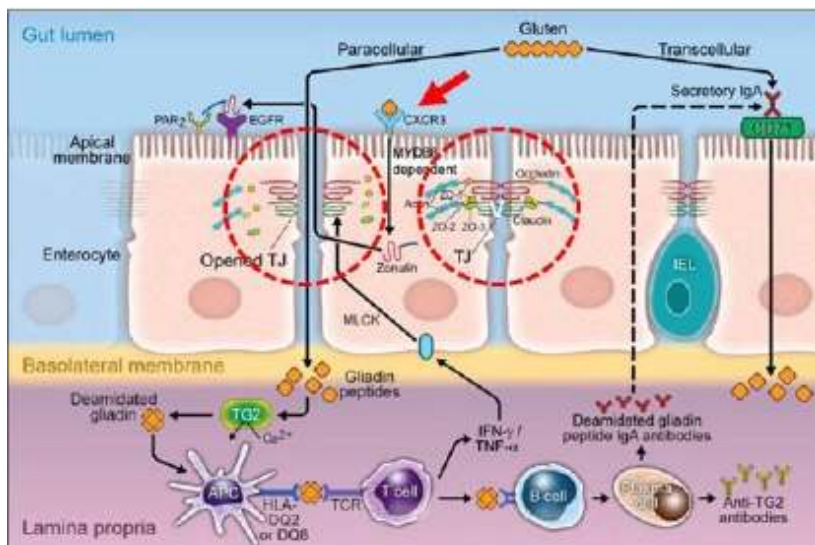
The collective environmental factors that may promote autoimmune activation are called the “exposome” or what we have been exposed to.




A major exposure that triggers autoimmunity is our diet or foods. Perhaps the most notable food/autoimmunity relationship is that between gluten exposure and celiac disease. This disease is a “food sensitivity” which is differentiated from food allergy as it is induced by IgA and IgG antibodies compared to IgE which triggers allergy.

Celiac disease relates to two mechanisms that the peptide segments in gluten can induce. The first is the ability of gluten to activate a receptor on the surface of the gut epithelial cells, CXCR3.

This receptor was first described in the study of cholera, an infection associated with intense diarrhea. The cholera toxin activates this receptor which causes the breakdown of the tight junction proteins zonulin and occludin allowing bacterial toxins (LPS) and poorly digested food peptides into the immune layer, the lamina propria.



Over time the antibodies against the gluten peptides may cross react with self-tissue peptides that look somewhat similar. In celiac disease, these



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This is termed gut barrier compromise or simply, leaky gut which is shown in the left circle in image below left.

LPS from the gram-negative bacteria in the gut are highly inflammatory and once in the system trigger a system wide inflammatory response. Inflammation drives upregulation of the immune system and is an important triggering step in autoimmune activation.

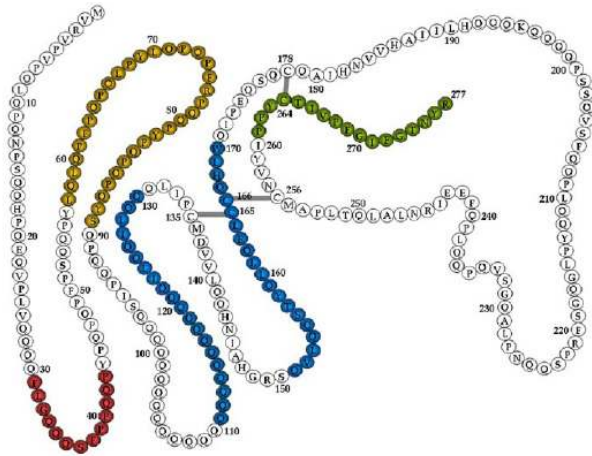
Food peptides are generally excluded from access to the gut immune layer. They are normally fully digested to amino acids which are absorbed through the epithelial cells without triggering immune activation. The peptide segments that pass to the immune layer in leaky gut appear foreign causing inflammation and antibody production. This alone will often cause typical IBS symptoms.

Over time the antibodies against the gluten peptides may cross react with self-tissue peptides that look somewhat similar. In celiac disease, these

Continued on page 11

Continued from page 10 gluten peptides begin to cross react with a protein in the intestinal tissue called tissue transglutaminase (tTG). The antibodies to tTG begin to destroy the intestinal villi which is the histological diagnostic finding confirming the disease.

This mechanism of cross reactivity between food peptides and self-tissue is termed sequence homology where a sequence of amino acids in one peptide appears very similar to that in another.



Antibodies reacting to one may then react to the other given its' similarity. The image shows the sequence of gluten with the peptides that share similarity with human tissue in color.

Celiac disease is treated with avoidance of gluten often allowing complete resolution of the symptoms and disease. Gluten peptides may react to other tissue proteins most notable in the skin, joints and nervous system. Gluten cross reactivity occurs with other tissue transglutaminases common in those tissues. Examples are skin disorders such as dermatitis herpetiformis and eczema, and a neurological problem, gluten ataxia.

Gluten and celiac disease are perhaps the most commonly understood food triggered autoimmune diseases but there are others associated with similar mechanisms. Tissue transglutaminases occur in other tissues such as the skin and brain. Gluten peptides also share sequence homology and cross reaction potential with other tissue peptides.

α -Gliadin AA 28-54: **QQQFPQQPFPQQPYPQPQFPSPQQ**
 Synapsin I AA 457-483: **AQQRPPPQGGPPQPGPGQRQPGPPLQQ**

An example is synapsin 1 which is important in neurotransmitter release in the presynaptic neuron. Autoimmune destruction of synapsin 1 is associated with several neuropsychiatric diseases involving neuronal dysregulation. It shares sequence homology with α -gliadin which is a peptide sequence in gluten.

Several other food peptides and other molecules from other foods that share sequence homology with human tissue. If leaky gut is present, their access to the system increases the risk of immune activation and cross reactivity against self-tissue. Dairy peptides share high cross reactivity with human tissues as do those from gluten. Milk butyrophilin peptide (BTN) shares

MOG 1-50: **GQFRVIGRHPPIRALVGDVELEPCRIISP GKNATGMELGWYRPPFSRVVHL**
 BTN 1-50: **APFDVIGPQEPILAVVGEDAELPCRLSPNVSAGKEMELRWFREKVS PAVFV**
 MOG 51-100: **YRNGKDDQDGAPEYRGRTELLKDAIGEGKVTLRIRNVRFSDEGFTCF**
 BTN 51-100: **SREGQE QEGEMA EYRGRVSLVEDHIAEGSVAVRIQEVKASDDGEYRCFF**

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sequence similarity to myelin basic protein (MBP) and myelin oligodendrocyte glycoprotein (MOG). Autoimmune activation against these peptides is associated with demyelinating diseases such as multiple sclerosis and chronic inflammatory demyelinating polyneuropathy (CIDP).

Other food molecules may also cause cross reactivity with human tissue. Aquaporin 4 is a surface protein involved in neuron cell

Human AQP-4 207-232: **YTGASMNPARSFGPAVIMGNWENHWI**
 Soy AQP-4 193-218 : **FDGASMNPAVSFGPAVVSWTWSNHVW**
 Human AQP-4 207-232: **YTGASMNPARSFGPAVIMGNWENHWI**
 Corn AQP-4 196-221: **FTGASMNPARSFGPALATGDWTNHWV**
 Human AQP-4 207-232: **YTGASMNPARSFGPAVIMGNWENHWI**
 Spinach AQP-4 216-241: **ITGTG I NPARSFGAAVIFNSNKVWDD**
 Human AQP-4 207-232: **YTGASMNPARSFGPAVIMGNWENHWI**
 Tomato AQP-4 194-219: **FSGGSMNPARSFGPAVVAGDFSQNW I**

activity. Autoimmune activation against it is associated with demyelinating diseases including neuromyelitis optica and multiple sclerosis.

Food source aquaporins share close sequence homology with human aquaporin 4 and can trigger cross reactivity. Dense food sources of cross reactive aquaporins are spinach, soy, corn and tomato.

Two important steps are needed to limit and hopefully arrest food triggered autoimmunity. The first is to completely withdraw from activating foods. Given that gluten peptides and dairy peptides represent the most common food triggers, many can start there with complete withdrawal of those two foods for 3 months. Over that interval the damaged gut barrier requires repair which can be done with glucosamine, L glutamine, MSM, deglycyrrhized licorice. Okra and aloe vera can also be helpful.

Other contributors to leaky gut should be considered and addressed. They include an inflammatory diet, industrial food additives and emulsifiers (gar gum, carrageen, ect). All of these factors have been shown to increase leakage in the gut barrier increasing autoimmune risk

After 3 months, symptom assessments and autoantibody levels such as ANA or antinuclear antibodies can be re-done. If significant improvement is being made, gluten and dairy are the trigger and should be permanently avoided. If not, a broader food antibody panel can be helpful. There are also

Continued on page 12

Continued from page 11

other common triggers in the exposome that are associated with autoimmunity including viral infections, chemical toxicity and gut infections/dysbiotic bacteria and yeast. At that point, enlisting a functional medicine specialist may be helpful to sort through all of that.

Statistically, we will all be seeing more patients with autoimmunity who want help and would like to avoid immune suppressive therapy. Start by looking at foods as which may be triggering the aberrant immune reaction.



Dr. Scott Banks has been in practice for 40 years. He received his undergraduate degree from Alfred University and his DC degree from Logan College of Chiropractic. He received his Master of Science degree in Human Nutrition from the University of Bridgeport. Dr. Banks is the past editor of "Nutritional Perspectives", the journal of the Council on Nutrition of the American Chiropractic Association. He has given over 200 presentations and continuing education programs to health care professionals throughout the United States including the Southern Medical Association, The American College of Sports Medicine, The Northern Virginia Society for Continuing Medical Education. He also served as a preceptor for Eastern Virginia Medical School in alternative medicine. He was named Chiropractor of the Year by the Virginia Chiropractic Association and has received a Lifetime Achievement Award



Affinity programs provide members with cost savings and/or product/service enhancements, increasing membership value. These programs often also include a contribution to the association, helping to reduce its dependency on dues income. The UVCA does not consider affinity program proposals until it has first-hand experience with the organizations and solid profession feedback. Visit the Membership tab at www.virginiachiropractic.org for details.



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from the organization. Dr. Banks is a co-editor of the UVCA's *The Virginia Voice* and is a frequent instructor at the association's events. He lives his own practice philosophy eating the same healthy nutritional style he advocates for others. He has also been a lifelong advocate of exercise having done 10 marathons, 23 triathlons and continuing to cycle on a daily basis.

A big thanks to Infinedi for analyzing data to help the UVCA/MCA CareFirst/Extremities Task Force!



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VCAdoctalk to the Rescue: Employee Bonus Systems

POSTED RECENTLY:

I am considering instituting a new bonus system to prompt my assistant to work harder at promoting scheduling new and existing patients, helping keep patients on treatment plans, and promoting collection efforts at the front desk. I was wondering if anyone would share ideas that they have successfully used in the past.

I am thinking about requiring a 10% improvement in two or more areas of the following each month: new patients, existing patient visits, monthly collections, monthly charges. Then adding a dollar amount to each of the areas, like \$50-\$150 bonus for each goal reached. My past experience suggests that cash is a good motivator -- but I haven't explored a bonus system in many years.

Can anyone share better or newer ideas to motivate increased productivity?



RESPONSES:

- I have found Cash Practice's bonus system is wonderful and so is their customer service and other apps.
<https://www.cashpractice.com/cash-practice-management-software/staff-bonus-system-software-motivate-my-team/>
- I have a great boss that gives those unexpected surprises and verbal encouragement. I think a mixture is important. Not over the top, not contrived, but a delicate balance.
- I've found cash does not motivate everyone. Look at Mary Kay and how they give gifts for achievements and it drives the sales team. I usually ask what they like the most: cash, gifts, food, or experience. My present employee

Continued on page 16



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Continued from page 14 likes experiences so it's massages, special events, etc. Just like our practice members are shades of different likes and personalities; so are our staff.

- I totally agree. I also believe that bonuses should be spontaneous and not planned. Or if you tie it to a goal, make the goal lofty and the bonus even loftier. I've seen time and time again bonuses that become stale because staff "expect" something each month.

- I've given bonus money for either extra work or completing certifications or classes. My employees are well paid but rewarded when they go above and beyond. Incentives shouldn't be given for things that are part of their job description. I've found in previous practices when bonuses were tied to things like # of new patients or % of collections etc it backfired. The employees felt that those things weren't in their immediate control (ie if the doc doesn't add therapy to a treatment plan, that affects my bonus. If I suggest it, I'm now stepping out of bounds. Or "it's not my fault if the patient continues to evade my calls for payment.").

Bonus for extra work with a finite task for a specific dollar amount or bonus for continuing education seems to work best in my office. Or working toward going to a chiropractic event as an office. I've taken staff to Las Vegas, and Hilton Head SC for continuing Ed. Definitely a win-win for the office.

- NOTE: I'd like to retain copyright to the below. I may write it into an article for publication.

I've found that employees are VERY different in what motivates them. Some like praise/recognition, some are more motivated by money, some are made happy by dotting i's and crossing T's, some are driven by purpose, some just love a party... the list of what motivates people is long, and sometimes unexpected.

Years ago, we had a biller who'd I'd incentivized (or so I thought) with a %. She negotiated for LESS pay, but a guaranteed steady paycheck. When she later left our practice for a greener (\$) pasture, the new employer turned out to have a negative work environment AND missed a payroll cycle. She quit them, and tried to come back here – but we'd already filled her position (with a hire who eventually stole from me!). I haven't made my last mistake, but I've learned from them over the decades.

The #1 thing you can do to optimize employee performance is to define your culture, then hire people who fit that culture; and treat your team members with respect. They need clearly defined rules and boundaries (or they'll make up their own rules), but they need to feel respected, valuable, part of something important.

Other key motivators:

- Having a best friend at work is a predictor of longevity and loyalty. A basketball team can work well if the members are talented, work hard, and know their jobs – but things just flow better when I LIKE the guy I'm passing the ball to.

- Set employees up to win. When they fail, take accountability for whether or not you've trained them and set the systems up for them to win; and use every "failure" as an opportunity to train and grow the individual, AND your Operations Manual (PS: Develop a working Operations Manual to limit or avoid ambiguity)

- Celebrate wins! It's easy to criticize, but tearing people down is not as effective as rewarding good behavior. PS: This works with creatures with 2 feet, and 4 feet!

Some people are motivated by money, but if that's a primary motivator then you have a problem on your hands (especially in this marketplace). Someone, somewhere, is willing and



able to pay more than you are. To take the analogy a bit too far: A bunch of people followed a rabbi around a couple thousand years ago, for ZERO pay. He called them "apostles" and called to their highest sense of purpose. They felt their efforts MATTERED, and they gave all to the cause. The one who was primarily motivated by money was instrumental in the leader's death. Beware that one!

- Trying to motivate people with money can be a mistake. Paying people based on their value and making the point that you are doing so is what I believe to be ethical. You can give gifts and fun as motivators and celebrations of success but it should not be expensive. When I give people career advice, I recommend they look for opportunities where their mistakes will be very costly. If the main expense to a company is payroll; count on being commoditized, squeezed and treated with no respect. Sort of like an ASH participating provider. I liked to hire with sufficient pay to attract the interest of good candidates and give rapid raises or early dismissal with no hard feelings.

- Great conversation.

To be blunt, if money were a major motivation in their lives they likely would not be working for you. They would have chosen a path that earns more.

I have found the health insurance was a huge plus when I incorporated it. I pay 85% of premium and get the best insurance possible/lowest deductible. Previously I had given a monthly stipend intended for insurance and that did nothing. But actual insurance was huge.

Also I do gifts as was previously stated. Like a good relationship you listen to the person and see their interests. I have bonused a Kitchen-aid Mixer, plane tickets, an iPad, etc over the past couple of years. That has reciprocated a great deal. And.... I enjoy doing it for them. It is genuine.

Care, but demonstrate it. Just my thoughts.

Welcome, New Members!

(10/15/22-1/15/2023)

Burns, Robert

Boiling Springs, SC
Phone: (434) 607-7629
Member Type: Student/New Grad
Referred by Dr. Taylor Myers

Choice, Charity

Yorktown, VA
Phone: (757) 506-9551
Member Type: Student/New Grad

Dobrucky, Tanner

Smyrna, GA
Phone: (804) 955-5194
Member Type: Student/New Grad
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Hardy, DC, Hannah

Alpharetta, GA
Phone: (804) 896-2200
Member Type: Student/New Grad
Referred by Dr. Taylor Myers

Johnson, Rod

Amato Chiropractic &
Rehabilitation Clinic
Staunton, VA
Phone: (540) 213-3904
Member Type: Student/New Grad
Referred by Michael Amato, DC

Le, DC, Tiffanie

Ashburn Natural Wellness
Ashburn, VA
Phone: (703) 544-9355
Member Type: DC - Fourth Year
or More

Logan, DC, Haley

Slone Chiropractic - Newport
News
Newport News, VA
Phone: (734) 639-0492
Haley.lauckern@gmail.com
Member Type: DC - Third Year

Lopez-Rivera, DC, Monica

Arlington, VA
Member Type: DC - Third Year

McHugh, DC, David

Empower Health
Virginia Beach, VA
Phone: (757) 317-0124
dboyland18@gmail.com
Member Type: DC - Second Year
**Referred by: Dr. Christina
Fallwell**

McHugh, DC, Shelby

Empower Health
Virginia Beach, VA
Phone: (910) 512-3104
dr.shelbymchugh@gmail.com
Member Type: DC - First Year
**Referred by: Dr. Christina
Fallwell**

Quinn, DC, Emilie

Luna Sol Chiropractic
Brambleton, VA
Phone: (856) 905-7618
dr.emilie.quinn@gmail.com
Member Type: DC - First Year

Reynolds, DC, Dale

Roanoke, VA
Phone: (540) 342-9445
dreynoldsc@proton.me
Member Type: DC - Fourth Year
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Tepper, DC, Alexander

DeGraw Chiropractic Center
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UVCA Spring 2023 Convention - PROGRAM

Hilton Hotel & Spa at Short Pump, Richmond, VA

Friday, April 21

2:00-4:00 p.m.	"Digital Dementia" by Ms. Krista Burns, Sponsored by American Posture Institute	DCs & CAs	Type 1
	(Start of) "Essential CA Training" by Dr. Louis Crivelli	CAs	N/A
4:00-4:10 p.m.	Break		
4:10-6:00 p.m.	"Using Technology to Create Remarkable Patient & Provider Outcomes" by Mr. Brad Cost & Dr. Jay Greenstein, Sponsored by Infinedi & Kaizenovate	DCs & CAs	Type 1
	(End of) "Essential CA Training" by Louis Crivelli, DC	CAs	N/A
6:00-6:30 p.m.	Profession Updates: CAD by Dr. James Demetrious, Workers Comp by Mr. Bharon Hoag, More	All	Type 2
6:30-7:15 p.m.	Welcome Reception with Exhibitors	All	N/A

Saturday, April 22

6:45-7:30 a.m.	Morning Yoga	All	N/A
7:30-8:00 a.m.	Continental Breakfast with Exhibitors	All	N/A
8:00-8:45 a.m.	Keynote "Becoming the Top 1% in Chiropractic" by Dr. Freddys Garcia, Sponsored by The Carrick Institute	All	Type 1
8:45-9:45 a.m.	General Membership Meeting with Profession Updates	All	Type 2
9:45-10:15 a.m.	Break with Exhibitors	All	N/A
10:15 a.m. – 12:00 p.m.	(Start of) "Pediatric Clinical/Technique Session" by Dr. Jenny Brocker, Sponsored by NCMIC	DCs	Type 1
	(Start of) "Medicare Updates" by Ms. Lisa Maciejewski-West, Sponsored by Gold Star Medical Business Services	DCs & CAs	Type 1
	(Start of) "What's Great in Chiropractic?" by Dr. Dean DePice, Sponsored by TLC4Superteams	DCs & CAs	Type TK
12:00-1:00 p.m.	Lunch with Exhibitors	All	N/A
1:00-2:45 p.m.	(End of) "Pediatric Clinical/Technique Session" by Dr. Jenny Brocker, Sponsored by NCMIC	DCs	Type 1
	(End of) "Medicare Updates" by Ms. Lisa Maciejewski-West, Sponsored by Gold Star Medical Business Services	DCs & CAs	Type 1
	(End of) "What's Great in Chiropractic?" by Dr. Dean DePice, Sponsored by TLC4Superteams	DCs & CAs	Type TK
2:45-3:15 p.m.	Break with Exhibitors	All	N/A
3:15-6:30 p.m.	(Start of) "Differential Diagnosis" by Dr. James Demetrious, Sponsored by NCMIC	DCs	Type 1
	"The ABCs of ReceptorBased® Essentials" by Dr. Freddys Garcia, Sponsored by The Carrick Institute	DCs	Type 1
	3:15-4:15 p.m. "Object – Not" by Dr. Dean DePice, Sponsored by TLC4Superteams	CAs	N/A
	4:15-4:30 p.m. Break with Exhibitors	CAs	N/A
	4:30-6:30 p.m. Your Place in Chiropractic by Bharon Hoag, Sponsored by SecureCare	CAs	N/A
6:00-7:00 p.m.	President's Reception	All	N/A

Sunday, April 23

7:30-8:00 a.m.	Continental Breakfast with Exhibitors	All	N/A
8:00-10:00 a.m.	(Cont. of) Differential Diagnosis by Dr. James Demetrious, Sponsored by NCMIC	DCs	Type 1
	(Start of) Four Key Business Principles for Increasing Patient Retention & Cash Collections by Dr. Miles Bodzin and Ms. Holly Jensen, Sponsored by CashPractice	DCs & CAs	Type 2
	A Day in the Life of a CA by Ms. Susette Goodwin	CAs	N/A

Continued on page 19

10:00-10:45 a.m.	Break with Exhibitors	All	N/A
	(End of) Differential Diagnosis by Dr. James Demetrious, Sponsored by NCMIC	DCs	Type 1
10:45 a.m. – 12:45 p.m.	(End of) Four Key Business Principles for Increasing Patient Retention & Cash Collections by Dr. Miles Bodzin and Ms. Holly Jensen, Sponsored by CashPractice	DCs & CAs	Type 2
	Practice Management by the Numbers instead of Emotion by Ms. Lisa Maciejewski-West, Sponsored by Gold Star Medical Business Services	CAs	N/A

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See Page 25**

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A big thanks to the following individuals, whose support and recommendation resulted in a new member in 2022-2023!



3 New Members: Taylor Myers, DC

2 New Members: Christine Fallwell, DC

1 New Member:

- | | |
|---------------------|----------------------|
| Michael Amato, DC | Susette Goodwin |
| Keith Jassy, DC | Carmen Johanning, DC |
| Shawn Keegan, DC | A. J. LaBarbera, DC |
| Holly Moriarty, DC | Chris Perron, DC |
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ISO a brilliant technician that can customize their methods to the individual. Applicants must have prenatal chiropractic prowess & be a comprehensive practitioner. Soft tissue, rehabilitative & diagnostic skills are a must. Salary is 80k-110k. Health benefits, paid time off, fun & exciting work environment awaits the right candidate. Do not respond if you are already in negotiations w/another office. chrysanthi168@gmail.com.

Hiring a qualified DC FOR OFFICE IN ARLINGTON, VA. Salary is negotiable based on qualifications and arrangements. Please call 703-402-9092 Mansour.

Ashburn, VA Associate Wanted. Join a multi-disciplinary team of Chiro/PTs/Acupuncturists/Reiki Practitioners. Exp with myofascial release techniques and Dry Needling a plus. Contact ywong@mybwdoc.com w/C.V. 100K+ & benefits package for the right doc and energy.

Join our staff of 3 chiros along with the rest of our medical team providing a very holistic multi-disciplinary approach to patient care. This is an opportunity to be on the cutting edge of health care services provided in a setting that emphasizes a traditional approach to health and wellness. No marketing or billing needed. Just someone who wants to treat patients and get them well. Salary plus bonus, CEU, malpractice included. Visit <http://www.baltimoreadvancedmedical.com>, call 410-440-8857 or email jarrett.cohen79@gmail.com.

Chiropractic office in Chesapeake Va looking for an associate or independent contractor to join our team. We are a well-established, 30-year DC/PT clinic that offers Chiropractic,

Physical Therapy, Massage Therapy, Laser Therapy and Nutrition. We are looking for an additional DC who is wanting/willing to put in the work to become successful in our wonderful profession! Good bedside manner, adjusting skills and a Va license is all that is required. We will provide all the training, staff, marketing and support you need. We offer generous compensation and a drama-free work environment. This position is perfect for a new grad or a seasoned dr. Live, work and play by the beach! Kindly call or text Dr Schaier @ 757 641-0991 to learn more!

United Wellness & Sports Rehab is looking for an Associate Chiropractor in our expanding sports performance

and rehab practices in Northern Virginia. We currently have three locations in the DC Metro area. We are seeking an energetic and motivated doctor to start immediately. High volume office with well-trained staff where genuine care and comfort is our highest mission. Candidate must be able to communicate well with patients and possess excellent technical skills. Must also possess a strong chiropractic and wellness philosophy. Competitive salary, bonus, and benefits package. Please send an email with your resume to ann@unitedwellnesscenter.com. United Wellness & Sports Rehab are team chiropractors for the Washington Nationals, Washington Capitals, *Continued on page 22*



**10%
OFF**

All ChiroCode Products*

UVCA2023
Coupon Code

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

Continued from page 21

Washington Commanders, DC United and the Washington Spirit. Learn more about our services at <http://www.unitedwellnesscenter.com>.

25 yr+ practice looking for additional team member to serve our community. Family practice, athletes, peds, preg, PI - div adj, modalities, dry needling, rock blade, exer rehab and nutritional rec. for full body healing. FT/PT considered, Spanish speaking a +. Competitive salary, bonus structure and future buy in/out opportunity available. Send resume; drdamato@qualitychirova.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.

Richmond, Ariya Family Chiropractic Centers: Awesome team, great office support, experienced & caring management. \$60k starting salary

plus bonus structure in high-volume practice. 401k, first year malpractice, UVCA membership & conventions, medical insurance, leadership opportunities, training and support provided. Co-founder of 18 years is stepping away from patient care to focus on practice management. For more info call 804-526-7125. Please send resume to mpatel@ariyachiro.com.

Make a difference with Lemmata Chiropractic! Work with experienced Doctors. Focus on patients, diagnosing, treatment planning and adjusting. \$65,000 salary. \$5,000 starting bonus. 40-hour week. 2 weeks vacation. Malpractice Insurance covered by office \$500-\$1,000. IRA plan with 3% match after 2 years. If this is the opportunity you have been looking for, please apply. We look forward to meeting you! Please send your resume with cover letter to demartinez@lemmatachiro.com.

Northern Virginia associate needed. Currently one full time chiropractor, one part time chiropractor, and two massage therapists in a well established practice lasting over twenty years. We are looking for a great fit to our team, and we are willing to be flexible in arranging either a part

time or full time position to help with the rising demand for our services. Competitive salary. Top notch bedside manner and excellent adjusting skills are required. E-mail CV/Resume to: NovaDrAssociates@gmail.com.

At our office you will be able to focus on what you truly love doing - treating patients without the burdensome tasks of ownership and management. We hand our doctors everything you will need to be successful! Full time Salary from \$60,000-\$80,000. Company Paid Malpractice. Health Insurance Allowance. Paid Vacation/Personal Time. Hiring Bonus. Unmatched workplace culture. Steady new flow of New Patients provided. Focus on diagnosing patients, giving treatment plans and taking care of Patients. Send resumes to drarthur@lynchburgchiropractic.com or call 434-384-1631.

Atlee Chiropractic Center is a fast-paced clinic seeing people of all ages, but specializing in prenatal and pediatric chiropractic care. Established in Mechanicsville, VA in 2004 we have developed a long standing reputation for excellence within the community. Atlee Chiropractic Center is known for its excellence because we take

exceptional care of our patients and cater to them as a whole, not just a spine. Our office is warm and welcoming and our goal is to consistently exceed patient expectations. We are currently looking for a qualified associate. We are seeking a chiropractor to work alongside the host chiropractor, Dr. Anna Bender, not develop a separate practice or spend your days and weekends doing screenings and marketing. Education and interest in motion palpation and/or pediatric and pregnancy adjusting are desirable. If your vision for practice has included being welcomed as a part of an exceptional team, treated as an equal and having an opportunity to be hands on with consults, examinations, films, reports and adjust, while being paid a competitive salary to make a difference, then please email your CV and a letter about yourself to dr.anna@atleechiropractic.com.

If you are dedicated and passionate about service to patients and lifelong learning, then this opportunity is for you. We are looking for a Va-licensed DC to join our practice – one based in AK, Functional Medicine/Nutrition and Functional Neurology. The best candidate *Continued on page 23*

NEW! Post & Manage Your Listings Yourself!

UVCA's new website and association management system bring a new-and-improved classified advertising experience!

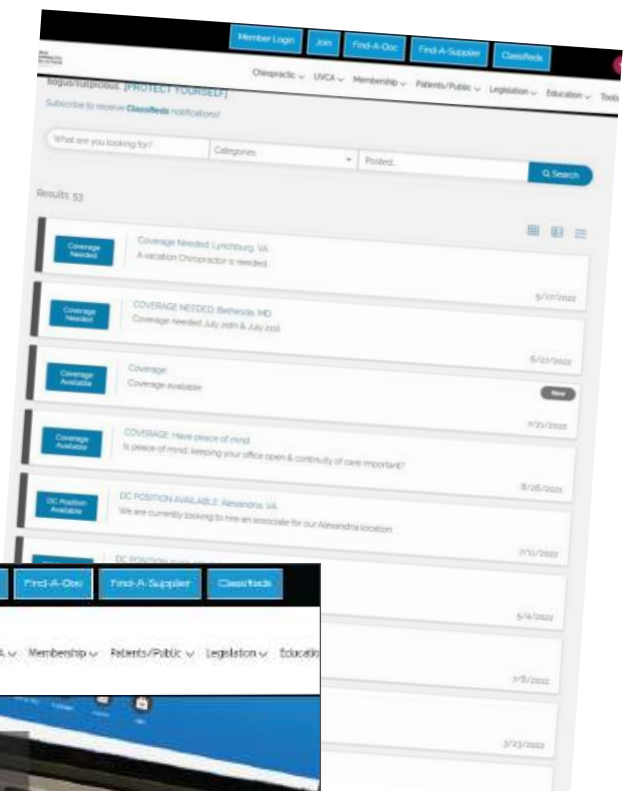
- Post, update, and renew your listings on your own.
- Search listings by category, key word, or when posted.
- Subscribe to receive notifications when a new listing is posted.
- Select your preferred view.
- Enjoy a more modern format that is easier on the eyes.

As always:

- UVCA DC Members may place a classified ad free of charge.
- \$50 for member vendors.
- \$100 for all non-members.
- Listing will remain on website for 3 months.
- For assistance, email admin@virginiachiropractic.org.

To Access the Classifieds

1. Go to www.virginiachiropractic.org
2. Click on "Classifieds" button (top right)



Continued from page 22

is one who has a strong desire to learn and assist patients towards their health, utilizing a variety of diagnostic tools, resources and natural solutions. This is an ideal situation for a new or established doctor. We operate a fully equipped office and have a great location in the Richmond, Va area. For further information or to submit your resume please contact drsmith@rcn.health. www.richmondchiroeuro.com.

Business and professional growth opportunity. I am looking for a long-term IC with partnership potential. Our practice is a blend of chiropractic with some rehabilitation and therapies, neurofeedback, and functional medicine. The perfect candidate would be someone who wanted a mentor and learn more rehabilitation and alternative therapies in conjunction with chiropractic. Someone who wanted to be in the Newport News area of Va. The possibility of multiple locations is strong. I am stepping away from full-time chiropractic into more functional medicine and management role. My patients have been with me in some cases 20 plus years. I have a strong medical referral network. You would need to be a self-starter, be willing to also gain your own referrals and take internal office referrals. You would be willing to learn our office style of patient treatment and case management. We will help you grow your skills and patient base. Email drwrightcox@healthunlimitedva.com

Well established 34 year old practice looking for associate. Diverse patient base with many referral sources. Candidate may have no experience or looking to learn success from previous experience. Diversified/rehab focus. Buying practice is a consideration in near future for interested candidate. Great compensation package. Training and experience that will provide you with the tools needed for a lifetime of success. Send inquires/CV to sniblo@norfolkchiropracticcenter.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.

Chiropractor needed for a busy practice in Springfield, Va, just 15 minutes from DC. Established practice of 23 years needs a dr to work full time hours to service patient care. Our practice focuses on both active rehabilitative care as well as on wellness care and has a very multi-cultural patient base. Seeking doctor must be licensed and board certified to work in Va. One or two years of experience preferred but not required. Flexible work hours and current doctor is willing to train on all aspects of office management and patient care. Option to buy the practice down the line when ready. Inquiries and questions about the practice are welcome, please send resume to drpeter@spinalhealthgroup.com and call us at 703-333-2848.

We are a Prenatal, Pediatric and Family Chiropractic office located in Sterling, Va looking to hire a part time or full time chiropractor. Interest in taking care of pregnant and postpartum women, babies and children is a must! We love our community. Our mission is to help our families be happy and healthy. Chiropractic adjusting style includes manual, tonal, drop table and activator. Friendly, outgoing, communicative and hard working are qualities we admire. Pay is competitive. We are looking forward to hearing from you! If interested, contact Dr. Ryan at drryan@connectfirstfamily.com and/or 703-634-6500.

We are looking for a full-time chiropractor who would like to build a practice and transition to owning a fully established integrative medical practice in Tysons Corner, McLean, Va (close to Tysons Shopping Mall) and Washington, DC (Foggy Bottom). Our office is in a busy and growing community, creating unlimited potential for practice growth. We are looking to add someone to our team who is very passionate and energetic. You must be a licensed chiropractor (physical therapy and acupuncture privileges a strong plus) in Va and Washington, DC or in the process of obtaining it. Great work environment, paid malpractice, more info about this position please email 1749ds@gmail.com. New graduates and experienced drs are welcome to send in their CVs.

Established Chiropractic / PT clinic is looking to hire a part time Chiropractor in the heart of Tysons Corner, Vienna VA (close to Tysons Shopping Mall). We are seeking a motivated, professional Chiropractor who is ready to grow and learn more

about Chiropractic with great quality patient base, in an outstanding clinic. Competitive salary with bonus and benefits. Email sarablanc81@gmail.com

Live at the beach and have the practice of your dreams! Well established two-doctor family practice seeking associate to complement our team. Ideal candidate should have an energetic personality with great communication and leadership abilities. Buy-in opportunity for partnership/ownership available. Generous salary, bonus structure and benefits. Looking to fill position by end of the year. Contact 757-287-3525 or Trjarrett3@gmail.com. www.jarrettchiropractic.com

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

We have raised up multiple associates, in the Virginia Beach area, over the last 15 yrs in a well laid out clear cut model that has created doctors in hugely successful practices. If you are hardworking, dependable, & teachable then this position may be for you. Income includes base pay, commission, bonuses, education & more. Send your resume to askdrbobdc@aol.com or call 757-431-2225.

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

IC Position Available

Partnership with an IC in Ashburn, VA (One Loudoun). Preference like-minded chiropractor with background in myofascial release & Dry Needling. Office is willing to grow your practice with their overflow of patients. Office space is in a 2200 sq foot multidisciplinary practice with fully equipped rehab space. Text 703-975-3278 or email ywong@mybwdoc.com.

Seeking Independent Contractor (not limited to chiropractic) - Add synergy to our group of two chiropractors and one massage therapist in Leesburg, Va. We have a great location in the company of many other walk-in businesses. We have a gorgeous office, and are happy to empower a new doctor or therapist to grow their own patient base within the practice. We will also equip you with our front desk team for scheduling by both phone and internet utilities, as well as patient processing during visits to the office. Contact us at OfficeManagement25@gmail.com.

Independent contractor space available for chiropractor in Roanoke, VA. Either shared or not shared (Tuesday and Thursday afternoons, and Saturdays we are not in the office). Well established chiropractic solo practice offering acupuncture and nutrition (23 years in Roanoke) with fully furnished, four treatment-room office with digital x-ray system and two massage tables. Very convenient and busy location with good potential for growth. Plenty of parking. We will assist you in kick-starting your practice. Call 540-343-6636.

Continued on page 24

Equipment

Gunstead-like Flat bench, Good Condition \$100. Hill Portable Table in blue, Good Condition \$100. New Massage table, never used, \$100. Narson Portable table with 2 drops in Red and Blue, Very Good Condition \$600. New \$1200. Call Dr. Wendy Jacobs (703) 892-0430 for more information.

Summit Industries model VZW 2552RA5-01 X-ray unit with digital receiver. This unit is currently used daily at our office. It averages taking anywhere from 3-5 series a day. Dependable unit but we are getting an upgraded model through the purchase of another office. This unit will need a software upgrade soon (we already have a quote for the upgrade which is available upon request). You take down and haul by Jan 25. (\$1000). Send Inquires to tlovelace@coremedx.com.

1. Universal mp500 xray machine and Fujifilm digital processor FCR XC-2 both in great shape. 5000.00 for both.
2. COX flexion distraction table model 90, reconditioned 2 years ago by Scrip, 3500.00.
3. titan flexion table 250.00
4. 2- Chattanooga Intellect legend xt electrotherapy, approx 2 years old, 900.00 each.
5. Chattanooga swd 100 diathermy 2500.00.
6. Scrip IST-350 roller table, approx. 2 years old, 1000.00. Call 540-683-9635. If no answer leave message.

Health Care Mfg. Intersegmental Traction Table in excellent condition. Model ATT-300. Purchased from and maintained by HF Hill. Contact dr.placide@hopechirova.com for pictures or additional info. Price: \$1200.

I have a human bone Atlas-Axis anatomical model for sale - \$100. They are in perfect condition and sell new for \$158 online, plus shipping. I am happy to mail these for the cost of Priority Mail postage if that is more convenient. Contact Stephanie Blackton, 434-466-1505, Ruckersville, VA [near Charlottesville].

ATM Pro 2 form back project is active therapy approach to musculoskeletal disorders of Cervical, thoracic and lumbar spine. Aids in restoration of movement through active re-education. Machine is rarely used and is in excellent condition. Includes user manual. \$2800.00 o.b.o.

Events

Fundamentals of Applied Kinesiology 4-weekend seminar by Drs. David Leaf and Tom Roselle starting January 2023. This course program is designed to teach you functional medicine protocols using basic AK principles. You will learn the fundamentals and dynamics of AK in all sessions. CEU credit hours in 30 states have been applied for including VA, MD, and DC. UVCA members receive a 10% discount on the 4-session course. Contact UVCA for code. For more info or to register:

<https://www.leadershiptolegacy.com/course/fundamentals-of-applied-kinesiology/>. See ad on page 15.

Practices

VIRGINIA / TENNESSEE: Reduced to \$50,000.00, OWNER FINANCING, "BUILDING AVAILABLE." Very Motivated Seller: This modern, well established clinic is fully equipped and ready to go. Our stand alone clinic has second to none driveby visibility. There is state of the art PT modalities and an advanced EHR system. Chiropractic techniques of choice are Diversified, Thompson, Cox and Impulse. This is the perfect, stress free practice that has unlimited growth possibilities. The SW VA / NE TN region has an exploding economy that includes Virginia's newest casino with 700 new jobs that grow to 1200 by 2024. NASCAR, music concerts as well as homegrown breweries and wonderful year round outdoor activities offer something for everyone. Transition coaching included in the price that will ensure your continued success. Call Dr. Randi Ross for extensive details on this practice, 770-748-6084 or email DrRandi@PremierPracticeConsultants.com.

43 year old, very successful and busy chiropractic/acupuncture practice for sale in Chester, Virginia. Owner retiring but willing to work with new doctor until doctor and patients are comfortable. Will consider help with partial financing and practice expansions also considered. About our doctor: www.drgeorgechirkinian.com, Phone: 804-318-1929, Email midchiropractic@gmail.com.

New Turnkey cash practice for sale. Doctor moving for urgent family reasons. Over \$85,000 worth of full-body cryotherapy equipment and

chiropractic tables. Practice has hundreds of patients, over 50 (5) star Google Reviews, 400 Facebook Group followers, 350 Instagram account followers, YouTube channel and more. Lots of potential for a practice that has been open for less than 6 months. Any questions reach out to Dr. Foster at fostersmedical@gmail.com.

One of the most desirable Chiropractic Buildings in Northern Virginia is for sale! Our 1800 square feet office is move in ready for a chiropractor with 7 rooms for either adjusting or therapy or massage or acupuncture etc, a large office, large waiting room, spacious reception area with 3 desks, and a bathroom. Our practice had been in business for over 46 years in this building and had won numerous awards, such as Best Chiropractor and Best Alternative Medicine Provider in Prince William County, so likely whoever buys would get some patients by proxy of our location. We are located in Manassas, Virginia in a very nice medical area. If interested in the sale of this Building, please call 571-232-7209.

Practice in Williamsburg, doctor retiring. Turnkey, 3,000 sq ft office, fully furnished & equipped. 65% cash collections. Digital X-Ray, 10 treatment rooms, 5 Lloyd Cox tables, 2 Earthlite electric lift massage tables, 2 Acupuncture Tables, Acugraph Software, exam table, rehab equipment, Foot Levelers scanner/software, consult room, 11 computers, Chirotouch software, up to date HIPAA program, lots more. The price is negotiable for the right buyer. Contact wgqwork@gmail.com.

Yorktown VA Practice for Sale. Doctor retiring. Home/office complex. IDEAL location with exceptional visibility. Located on a well traveled road within a great school district. Very low overhead. Selling patient list, equipment, supplies, and building/property together or separately. Patient book of business, supplies, and equipment \$59,000. Owner financing of patient book of business, supplies, and equipment possible with 20% down payment. Email questions to cpksjk@cox.net.

Products & Services

If you would like to add dry needling services to your practice but do not yourself wish to provide it or if you already offer it but need additional support, Dr. Fishkin can provide your practice with onsite services. If this is of interest to you then please send an email to dryneedlinginstitute@gmail.com and provide your name, the practice name, a contact number and a good time to call to discuss your situation.

Space Available

Independent Contractor Space Available in Ashburn, VA (One Loudoun). Prefer like-minded chiropractor with background in myofascial release techniques. Potential to absorb FREE patient overflow of current doctor. Office space is in a 2200 sq foot multidisciplinary practice with fully equipped rehab center. Text 703-975-3278 or email ywong@mybwdoc.com.



It's Here!

For CAs Who Are Ready to Grow

UVCA Chiropractic Assistant Certification Program

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

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

o **10 hours – General Information/Chiropractic**

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

o **10 hours – Anatomy/Physiology**

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

o **10 hours – Therapeutics**

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

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



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

Online Program Registration Fees:

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

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

Link to register:

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

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

UVCA Education & Events for DCs & Their Team

Thursday, January 19
1:00-2:00 p.m.

Nuts & Bolts Lunch n Learns - **FREE Webinar**
CRITICAL COMPLIANCE UPDATES by Dr. Ty Talcott, "The Compliance Guy"
For the Whole Team

Thursday, January 26
7:00-8:30 p.m.

21ST CENTURY APPROACH TO MUSCULO-SKELETAL CONDITIONS: THE GUT-SPINE CONNECTION by Dr. Robert Silverman - **Webinar**

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

Nuts & Bolts Lunch n Learns - **FREE Webinar**
IS THAT NORMAL? Chiropractic Radiology by Dr. Joe Cantu
For the Whole Team

Friday-Sunday,
February 10-12

DRY NEEDLING Certified Training - In-Person
Rockville, MD
By Dr. David Fishkin, Dry Needling Institute

Friday-Sunday,
April 21-23

UVCA SPRING CONVENTION - In-Person
Richmond, VA
Various Topics & Speakers; See Page 18 for Program

Ongoing

Online/On-Demand for DCs & CAs:

- **UVCA CA Certification Program - NEW!**
- CA Training from Assistants for Chiropractic Excellence
- CEUs through ChiroCredit.com & EON!
- DOT Testing through TeamCME & NYCC
- New Rad Tech Ltd. Program to be Announced Soon!

Supplier Member Events

UVCA Supporting Supplier Programs
Visit the calendar on UVCA's website especially for programs & events from supplier members.

For more details, updates, and/or to register, visit the Calendar of Events on UVCA's new website at www.virginiachiropractic.org!

The Virginia Voice

Winter 2022-2023

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

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

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

Advertising: 540-932-3100.

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

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

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

Dues & Taxes

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