The OCA Fights For Public Health And Professional Rights.

We Ultimately See Chiropractic As The Logical First Resource For Health.

your publication for education, inspiration and professional advancement.
Expertise
- Once a doctor at one of Europe's leading clinics, DeShaw turned his skills to representing brain injured people in 2000.
- Author of the definitive text on Colossus and auto claims handling.
- Serves as a resource for media such as CNN, MSNBC, BusinessWeek, Money Magazine, and other national media on the topic of insurance claims practices.
- Regular lecturer for AAJ, physician seminars, and brain injury groups on the topics of insurance claims handling and traumatic injuries.

Compassion
“Aaron DeShaw took my case when it was at its most hopeless. As a doctor, his knowledge and expertise were invaluable in navigating the complexities of a trial that depended on medical evidence. As an attorney, he's a ROCK STAR! His belief in me sustained me through a long, difficult, but ultimately triumphant journey. If you are unlucky enough to have suffered a brain injury, you would be lucky to have Aaron DeShaw as your lawyer.”

Client Delani Stephens

Results
- $400 million for class members in the largest insurance class action in US history against 581 insurers. Worked with four other firms nationally.
- Confidential Settlement for a brain and C1 injury survivor during third week of trial in Washington. Mediation offer $30,000.
- $1.125 million jury verdict on behalf of moderate brain injury survivor, seriously injured in an auto accident in Oregon. Settlement Conference offer of $37,000.
- $367,000 jury verdict on behalf of a mild traumatic brain injury survivor, with a subsequent collision a year later. Mediation offer of $45,000.

503.227.1233
Call toll free: 866.THE.FIRM
Portland
www.deshawlaw.com
Seattle
We Ultimately See Chiropractic As The Logical First Resource For Health.

**OCA Office**  
10570 SE Washington, STE 202  
Portland, OR 97216  
503-256-1601  
FAX 503-256-1602  
chirooregon@hotmail.com  
OregonChiroAssoc.com  
OCAnow.com

**In this issue:**

Pg. 5 **President’s Message:** Dr. Beeson outlines the current committees the OCA has actively working for our profession.

Pg. 6 **Striving to Improve Insurance Relations Within the Profession:** Dr. Hanberg introduces the Insurance Relations Committee and its goals.

Pg. 10 **Health Care Reform in Oregon: Including chiropractic as a “profession.”** Dr. Saboe summates our current lobbying efforts to include chiropractic as a profession within the covered benefits, not just a service.

Pg. 12 **Oregon Chiropractic Association Convention Information:**

Pg. 16 **The Road to Financial Ease…Cash Profit Centers!** Kathy Mills Chang, from new affiliate member Foot Levelers, offers options to increase cash flow into your practice.

Pg. 20 **OCA Takes on the Mandatory Fluoridation in Portland’s Water:** OCA Director Jan Ferrante summarizes the recent actions taken by the OCA to improve public health and our members benefits.

Pg. 22 **Our System of Health Care is Broken:** Dr. Goldeen shared her health care experience in Israel compared to here at home.

This is the official publication of the Oregon Chiropractic Association. Advertisements, Commentaries and Letters to the Editor can be emailed to Daniel Miller, DC: DanM@NorthwoodHealthCenter.com. Opinions in published articles do not necessarily reflect those of the OCA Board or its members. The editor and OCA Board reserve the right to reject any submission. If there are any topics that would benefit our profession, please email the editor above.
OCA Affiliate Members
Support Those Who Support Us

Diamond Affiliates:
Gatti, Gatti, Maier, Sayar, Thayer, Smith & Associates
(800) 289-3443
(503) 224-1524

Deshaw Trial Lawyers
Law Offices of Aaron DeShaw, Esq.
(503) 227-1233

Foot Levelers

Platinum Affiliates:
MT. SCOTT Diagnostic Imaging
Portland (503) 774-7700

Mountain View MRI/CT
Gresham (503) 661-6500

Bridgeport MRI
Tigard (503) 639-9700

Scott Supperstein, Attorney
(503) 227-6464

Biotics Research NW, Inc.
Vincent Samatowic (800) 856-9987

NCMIC – (800) 769-2000

Gold Affiliates:
Nutri-West

Ferrante Educational Development Systems
(503) 761-6030

3 Locations: Portland – Beaverton – Bethany
(503) 253-1105

Standard Process NW
Authorized Independent Distributor

Silver Affiliate:
THE STRATEGIC CHIROPRACTOR
Work Smarter, Not Harder.

Tom Necela, DC, (253) 370-6156

Bronze Affiliates:
Aspen Medical Products – Patrick Brownd (949) 681-0200
Aspen Spine & Neurosurgery – Women Roberts, MD (503) 691-9380
Bowen Inc. – Jim Bowen (405) 370-9900
Health Breakthrough – David Wheeler, DC (503) 525-9130
Neuromechanical Innovations – Tonya Fernandez (480) 785-8448
President’s Message

By Dan Beeson, D.C.

Well, I’m two thirds of the way through my presidency and I can see that we have got the Board and committees working better. I can see good changes happening in the office and communication. We are working on updating the website so it is quite functional and we can get messages posted to the website so we can count on one place for receiving information quickly.

Our legislative committee and lobbyist has been busy meeting with various candidates. Setting the tone and our position with them for the need of their support and a chiropractic vote on endeavors that we move towards in January.

The insurance committee has met and we are working up a new insurance booklet that could be used to have good interaction between our profession and the insurance industry as a training manual, teaching insurance adjusters what we do and why we do what we do.

I am going to try a new approach as your president for the rest of the year as your president. That is to find the "Needs and Wants" of our members, and those who interact with as a profession.

An example, I asked our Board and committee members to meet with the Oregon Board of Chiropractic Examiners this summer. I organized it to be a collegiate meeting, finding out the "needs and wants" of the Board and letting them know the "needs and wants" of our Association. I am not putting this Association "in bed" with the OBCE, just in better communication.

We are gearing up with a consultant to have some training sessions which will allow the Board to grow. I would like to set up a very stable structure with the Association so it can continue on and not change as personalities change through the years.

The Association has spent much of its resources protecting our own playing field and it has been brought to my attention that we need more communal involvement. We should be encouraging chiropractors moving out into the community assisting and helping those in need in various ways.

A good example is the quick activation of the committee handling fluoridation, as there is a group in Portland that needed help in trying to put the fluoridation issue on the ballot so they could have choice whether they wanted fluoridation in their water or not.

Our Association quickly jumped in with man power, and a small amount of money, and from what I have heard, won over a tremendous amount of friends in the greater Portland area.

I am interested in your needs and wants, so you can feel free to contact me by phone (503) 238-7025, cell (503) 358-7953, email: drdan@beesonchiropractic.com. If we can find out everybody’s "needs and wants", it will only allow the board to help improve this Association and it can continue to grow.

Speaking of growth, I am also asking if every member would help recruit one or two new members, we could have tremendous growth in membership if that was to occur. This would give us a larger voice, and obviously a better budget for handling the things that we need to do to protect our doctors.

Chiropractically yours,
Dan Beeson, DC, OCA Pres.
Chiropractic patients absolutely adore our care and they need and want what we have to offer. They get to experience all the wonderful benefits and witness great miracles from the care that our services provide.

It is well known, that patient satisfaction surveys for chiropractic care ranks among the very highest. There is a plethora of research that demonstrates the excellent cost effectiveness of chiropractic care in comparison to other optional health care services. Just take a moment and perform an internet search and review the mind blowing costs for spinal surgical procedures (and WE know how many of those that could have been prevented) and not in the least; the post rehabilitation costs that are involved…Ouch!

I must further bring to your attention, the mounting evidence that demonstrates chiropractic patients actually get LESS? Less you say? Yep, it is completely true – they get LESS time loss from work (back to work faster), LESS hospital use (good place to avoid), LESS unnecessary advanced imaging and other costly procedures (reduced expenditures), LESS arthritis/degeneration (sounds like a good idea), LESS drugs and medications (prefer to avoid those) and LESS use of nursing homes in the elderly (count me in on that someday) and so on and so on….. Sounds to me that LESS is really MORE!

With all of these fantastic studies and amazing results unfortunately there still lies one major problem: PERCEPTION.

Yes, the perception of chiropractic is unfortunately distorted and misunderstood by all too many, The Public, Insurance Companies, and even sometimes in our very own Profession.

Regrettably, 3rd party payers don't really get to see all of those patient miracles, etc…. They only get to see the BILLS that are sent to them for the care involved. Many times due to perception issues, they don't understand our goals and ideas for getting our patients better and furthermore many times the care is not well supported or documented for them to be able to understand the necessity. Again, this does not help with our perception issues.

For instance, “ Couldn't the patient have just taken a bottle of pills and avoided all of those treatments”?

The perception being it would have cost less to just take medication (well, we won't get into the long term side effects or consequences of drug reactions), but let's face facts: the patient wouldn't have healed properly. Taking chemicals is about symptom reduction and not about proper healing and improved function, which is exactly what chiropractic care does- it gets to the CAUSE of the problem- and the reason it is so superior in helping a variety of conditions.

Hence the MAIN PURPOSE of this article….. The rebirth of: “THE INSURANCE RELATIONS COMMITTEE”. It is a rebirth, since the insurance relations committee did exist approximately 20 years ago in the era of the CAO (Chiropractic Association of Oregon).

The current OCA Insurance Relations Committee (IRC) is Co-Chaired by Dr. Brian Seitz; the Committee Members consist of Jan Ferrante and Drs. Charlie Coughlin, Brad Rethwill, Tony Saboe and Vern Saboe. Dr Judith Boothby is currently a consultant.

Our primary goal is to consistently facilitate improved relationships and mutual understandings between insurance companies (3rd party payers) and the chiropractic profession. We would like the insurance carriers to clearly understand the benefits of chiropractic care so that patients can get all the
care that is required. However, we also want to make sure that we educate our OCA Members (and the rest of the profession) as to the most current and accepted procedures, documentation requirements, treatment regimes, etc., so that when providing care that will be billed to 3rd party carriers, we are providing necessary care that 3rd party payers will understandingly and willingly want to pay for.

It is also our strong desire for our patients to be able to retain Chiropractic care available under Personal Injury Protection (PIP) in the State of Oregon. Unfortunately, there have been many States across this nation, Florida being the most recent, where patients have lost access to Chiropractic Care with PIP benefits. It is our belief, that if we can properly educate and encourage our Members (actually all of the practicing DC’s in Oregon) to document and support the care that is absolutely necessary, we can retain the privilege to provide care to our patients injured in motor vehicle accidents. Clearly demonstrating need, accurately demonstrating progress and procedures, and ethically providing care will be our best potential steps towards retaining the right to be continued PIP providers for now and in the future.

We at the IRC, have several ideas on how to accomplish these tasks with the primary ones being:

1) Annual Insurance Symposiums/Conferences: that will include any of the key stakeholders (OCA, OBCE, 3rd party insurance carriers, UWS, etc) to discuss and facilitate any and all topics regarding proper and improper treatment/documentation/billing etc. and how to make improvements to these issues.

2) Chiropractic Insurance Manual: This is a manual consisting of the most current accepted standard in Chiropractic and demonstrates our education, cost effectiveness, diagnostics, standards of practice, common procedures/therapies, etc. This will be provided to 3rd party carriers and designed to help educate them; however, we are considering comprising a second issue to provide to OCA members/Doctors to help educate and inform them, as well.

3) Educational Seminars: to help DC’s stay up to date with the most current ideas and information as shared previously in the Chiropractic Insurance Manual.

In conclusion; the OCA is striving to improve insurance relations within the profession and with ALL of us working in unison we can accomplish our goals and together we can help influence and change the PERCEPTION of Chiropractic not only within the 3rd party system, but ultimately we can reshape our image to the Public at large........Thus, leading to the greater welfare of our patients!
Among the Rest

One reason NCMIC stands out among the rest is that we were formed in 1946 by chiropractors with the express purpose of offering malpractice insurance to D.C.s at a time when no one else would. Since then, NCMIC has maintained its focus on chiropractic.

It’s always been our goal to protect your patients, practice and reputation—even before you face a claim. And we keep that commitment every day.

Find out how you can benefit from NCMIC’s malpractice insurance plan.

Call 1-800-769-2000, ext. 3120
It's Time To Re-Energize!

- Healthy
- Re-energizing
- Uplifting
- Easy to follow
- Comprehensive guidelines
- No fasting
- Creates a lifestyle for life

Monthly Contributions to ChiroPAC allows the OCA to maintain a presence in Salem protecting our profession and ensuring our ability to practice within the scope of our law.

Laser Healthcare Webinar
Three Part Series starts
Tuesday, November 13th, 2012
For more Information and start times, please visit our website.

Join Us from the Convenience of Your Home or Office

1 888 242 0571
www.arconia.com

Detoxification Cleansing System
Your Nutri-West distributor:
Nutri-West Pacific
800-458-7606
nwpx@nutriwestpacific.com

If you’re not open to change...

you will never make a real change in people’s lives.

We are proud to defy the dogma—
as the visionaries who changed the world before us.

Eneronia is changing the vision of healthcare with
Proven, Non-Invasive, Drug Free, Healthcare Solutions.
Health Care Reform in Oregon: Including chiropractic as a “profession.”

By: Vern Saboe DC. DACAN., FICC., DABFP., FACO

OCA lobbyist, ACA Delegate and member, ACA Legislative Commission

State of Oregon “Essential Health Benefits” or a better term would be essential medical services. Recently many colleagues read the New York Times article about various state essential health benefits and referred to Oregon “…leaving chiropractic and acupuncture on the cutting room floor” The connotation being “chiropractic” was not to be included in Oregon’s essential health benefits. Policymakers in Oregon have clearly been viewing chiropractic as a service (e.g. pounding down the high spots in people’s spines) rather than a profession whose members practicing within their licensure and scope can and do provide a large number of the listed essential health benefits (or services) being recommended. Additionally, chiropractic colleagues currently act in the capacity of primary care providers for their patients with many being board certified chiropractic internists.

For example, the State of Oregon’s recommended ten categories of essential health benefits or essential services which insurers within the coming Oregon Health Insurance Exchange must cover include;
1. Ambulatory services.  2. Emergency services.  3. Hospitalization.  4. Maternity and newborn care.  5. Mental health and substance use disorder services, including behavioral health treatment.  6. Prescription drugs.  7. Rehabilitative and habilitative services and devices.  8. Laboratory services.  9. Preventive and wellness services and chronic disease management.  10. Pediatric services, including oral and vision care.

Under several of these benefit categories there are listed services that chiropractic physicians can and do provide everyday in their practices for example under, “1. Ambulatory patient services,” we find, a. Primary care to treat illness/injury.” As you know many chiropractic colleagues treat more than musculoskeletal complaints but also treat many of the 60 most common conditions that typically present to a primary care provider office and they do so without the use of harmful synthetic pharmacology. Chiropractic physicians can treat these conditions with evidence-based natural remedies such as micronutrients, botanicals, OTC homeopathics, custom diets, exercise, and physical treatments not the least of which are chiropractic spinal adjustments. Paradoxically this is the category “Ambulatory patient services,” where the state listed “d. acupuncture, e. chiropractic, and f. naturopath as “non covered” as if chiropractic and naturopathy were simply services rather than professions who’s practitioners currently can and do delivery primary care and provide many of the listed “essential health benefits.”

Categories in which chiropractic colleagues already provide many of the listed services include 8. Laboratory services which include e.g., Lab tests, x-ray services & pathology and 9. Preventive and wellness services and chronic disease management. Including Preventive care, Colorectal cancer screening, Nutritional counseling, Diabetes education, Smoking cessation program, Allergy testing & injections, Screening pap test and Prostate cancer screening.

Additionally, 10. Pediatric services, including oral and vision care. Under this category we find, Preventive care – physician services as many of our chiropractic colleagues specialize in infants and children and provide valuable preventive and curative interventions. The point being we are a
profession not a service and to date have been listed as such by the medically minded policy makers. The Oregon Chiropractic Association is in the process of educating these policy makers to the reality that we are indeed a profession that can and do provide many of the listed essential health benefits.

What would these clinical examples look like in real practice below are examples of coding for “preventative and wellness services” and a detailed description of those services.

Code 99381 Initial comprehensive/preventive (Younger than 1 year old)

Clinical example: A first time patient 3 months of age is brought in by his mother for a general health evaluation. A complete family, social, and medical history is taken along with a comprehensive physical examination. A complete review of systems is performed. The baby’s growth and development are evaluated including height and weight, head circumference, and hearing, as well as developmental milestones. Guidance is provided to the mother regarding appropriate use of an infant car seat, proper nutrition including continued breast-feeding, and sleep practices. Risk factors for injury or illness are discussed along with methods to address them.

Code 99385 Initial Comprehensive/Preventive (18-39 years old)

Clinical example: A new patient 33 year old male presents for a complete health evaluation and physical examination. He has no specific complaints or problems. A complete family, social, and medical history is taken along with a comprehensive physical examination including vital signs and Body Mass index. A complete review of systems is performed including screening for depression. Risk factors including poor diet, tobacco use, and alcohol abuse are identified. Interventions for risk factors indentified are discussed. Cholesterol and blood glucose screening are recommended.

Coding 99401 Preventive Medicine Assessments Counseling (smoking cessation, 15 minutes)

Clinical example: A 49 year old female with a history of smoking one pack of cigarettes per day over the last 30 years presents to the office to assess and reinforce progress toward smoking cessation. The history of the patient notes prior attempts to quit smoking as well as possible reasons for failure. The encounter includes review of the health risks of smoking, the benefits of stopping, and the positive and negative issues regarding options for quitting. Referral of medical management for nicotine patch or nicotine gum was offered. Handouts for smoking cessation classes were supplied and strategies for obtaining support from family and friends was offered.

Chiropractic is a profession not a service. Many chiropractic colleagues can and do provide many of the essential health services being adopted by the state of Oregon. The OCA is working to ensure we are included as a profession not just a single service. Chiropractic is a profession whose clinicians can deliver Governor Kitzhaber’s “Triple Aim” improving the health of Oregonians, reducing the per capita cost, and lastly too improve Oregonian’s experience with our health care system that includes both satisfaction and safety.

The Oregon Chiropractic Association, your only state association, will continue to battle for your patients and our great profession in Salem. Are you a member? If not, call and join today we need your financial support, your ideas, and doctor we need them now. To the continued good fight!

Being an OCA Member is an honor and a privilege knowing you are helping this profession advance. Call today and join the OCA. 503-256-1601.
RED LION ON THE COLUMBIA RIVER

909 North Hayden Island Drive
Portland, OR 97217-8118
Call for reservations: 503-283-4466

Red Lion Hotel on the River – Jantzen Beach is conveniently located on the scenic Columbia River, just minutes from downtown Portland and 15 minutes from the Portland International Airport via our complimentary on-call airport transportation. The recently renovated 320 guest rooms, including 24 suites, feature private balconies, some with river, pool and tennis court views. All rooms offer free high-speed wireless Internet access, 32” LCD televisions featuring 60 channels including major movie, news, sports and special interest programming.

OCA ROOM RATE BLOCK WILL BE RELEASED JAN 16, 2013

OCA Room Rates:
Standard Room - $99.00, Riverview - $114.00 / Dbl Occupancy

WINTER 2013 SCHEDULE

THURSDAY (Feb 7th): Vendor move-in 1:00 - 5:00 PM
Early check-in for pre-registered attendees 3:00 - 5:00 PM
Other -- At the door registration 3:00 - 5:00 PM
FRIDAY Program Hours: 8 Hours CE
Registration starts at 7:00 AM • Hours 8:00 - 5:30 PM
SATURDAY Program Hours: 8 Hours CE
Registration starts at 7:00 AM • Hours 8:00 AM - 5:30 PM
SUNDAY Program Hours: 4 Hours CE
Registration starts at 7:00 AM • Hours 8:00 AM - Noon

Questions? Call the OCA Office at 503-266-1601
KATHY MILLS CHANG
"Documentation and Record Keeping"
Required DC CE 2013 (Friday Feb. 8th)
"CA Class" (Saturday Feb. 9th)

JAMES BOWEN
"Business Planning"
(Friday Feb. 8th)

LIZ ANDERSON-PEACOCK, DC
"Inspirational" & "Pediatrics"
(Saturday Feb. 9th & Sunday Feb. 10th)

DAN MURPHY, DC
"Neurology"
(Saturday Feb. 9th)

TIM TREIBLE, MD
Orthopedics"
(Sunday Feb. 10th)

Questions? Call the OCA Office at 503-256-1601
BRANDI MACDONALD, CA
“CA - Be The Best You Can Be”
(Saturday Feb. 9th)

SUNNY KIERSTYN RN, DC
“OTC Meds”
(Friday Feb. 8th)

VERN SABOE , DC
“Evidence Based”
(Friday Feb. 8th)

---

<table>
<thead>
<tr>
<th>DAYS</th>
<th>CE Credits</th>
<th>OCA Member/EB</th>
<th>Non-Members/EB</th>
<th>At The Door</th>
</tr>
</thead>
<tbody>
<tr>
<td>DC: Fri-Sun</td>
<td>20</td>
<td>$325/$262</td>
<td>$425/$362</td>
<td>add $25</td>
</tr>
<tr>
<td>DC: Fri-Sat</td>
<td>16</td>
<td>$200/$180</td>
<td>$290/$230</td>
<td>add $25</td>
</tr>
<tr>
<td>DC: Sat-Sun</td>
<td>12</td>
<td>$250/$233</td>
<td>$350/$293</td>
<td>add $25</td>
</tr>
<tr>
<td>Senior Active DC: Fri-Sun</td>
<td>0 (a CE for renewal)</td>
<td>$160/$152</td>
<td>$200/$180</td>
<td>add $25</td>
</tr>
<tr>
<td>DC (Yr 1): Fri, Feb 8 (+)</td>
<td>0 (a CE for renewal)</td>
<td>$180/$162</td>
<td>$200/$180</td>
<td>add $25</td>
</tr>
<tr>
<td>CA: Sat, Feb 8 (+)</td>
<td>8</td>
<td>$140/$134</td>
<td>$160/$182</td>
<td>add $25</td>
</tr>
<tr>
<td>Student/Spouse: Fri-Sun</td>
<td>None</td>
<td>$80/$74</td>
<td>$100/$80</td>
<td>add $25</td>
</tr>
</tbody>
</table>

(circle fee that applies)

(†) Year 1 DCs & Senior DCs that are OCA members and CAs of OCA members are invited to come to "all sessions" at no additional fee
(‡) Year 1 DCs and CAs of non-members are invited to come to the "General Sessions" in addition to those hours registered for

(Early Bird (EB) discount = 10% if registered by December 31, 2012 — No refunds after Jan. 16, 2013)
At the door pricing — pricing applies from February 6-10, 2013 (2 days prior through event end)

Questions? Call the OCA Office at 603-256-1601
Chiropractic practices that rely heavily on patient insurance for payment often find their cash flow to be dependent on insurance companies’ ever-changing reimbursement policies. It’s troubling that these companies seem to be “dropping the ball” more often lately when it comes to chiropractic care. Also, many chiropractors are being hit hard by state legislation that negatively affects reimbursement.

So, how do you stay proactive, rather than reactive, in the face of financial strictures that aren’t in your control? Are there ways to maintain an “upper hand” over changes in managed care and third-party reimbursement?

Some chiropractic consultants may advise switching to a “cash-only” practice, before it’s too late. While this idea has merit, it cannot be put into place tomorrow, next month, or even by the middle of next year. However, there are ways to evolve into a cash practice that allow you to avoid the sting of constantly changing insurance regulations taking bigger and bigger bites from your reimbursement pie.

Remember the adage, “Don’t put all your eggs in one basket”? Well, that’s what happens when you count on insurance reimbursement to sustain your practice. You never seem to get ahead, despite adding new patients, because you are taking in with one hand and giving away with the other. If it seems you can never catch up, you’re right. You can’t…unless you make some changes.

Most patients’ policies allow for critical care reimbursement. Get them better and get them out. However, better does not necessarily equate to healthy, and most chiropractors work with the goal of moving a patient from dis-ease and dys-function to health, wellness and optimal body function. To stay ahead of regulatory and insurance changes, your practice needs to make a transition from a state of dis-ease to a state of health and wellness.

Take a Look at Your Inactive Files
We all have inactive patients – most of us have more than we care to share. What are you waiting for? Why didn’t those patients convert to wellness care?

In 2004, sales of wellness products and services reached $68 billion. Doctors of chiropractic are better poised than any other professional class to direct the Wellness Revolution. The simple act of educating patients about the importance of wellness care can increase retention and create that wellness profit center that may be missing. An increase in your patient visit average brought about by wellness care can translate into thousands of dollars every month, outside the third-party reimbursement arena.

Increase Internal Cash Profit Centers
There are many ways to increase profit centers within your practice. Practices that offer products and add-on services have higher gross revenues. Patients expect us to be whole body practitioners; when needed, these create both cash profit centers that benefit the practice and services to help your patients stay healthy.

Here are some products and services that, when offered in your practice, can create income that is not dependent on the whims of third-party payers:

- Nutrition – Provide nutritional counseling and supplements to enhance patient health. Even if you’re not a nutritional expert, you can find an easy-to-use line of products to recommend. The combination of office visits with a nutritional focus and the sale of nutritional supplements and refills can provide a big boost to your bottom line.

The Road to Financial Ease… Cash Profit Centers!
by Kathy Mills Chang, MCS-P
• Pillows, belts, and car seats – Everyone needs a pillow. Why send them to Wal-Mart to buy one? If you subscribe to the philosophy that every neck patient in your practice would benefit from a cervical pillow, then make it a part of your recommendations. The same goes for car seats for patients with low back pain.

• Stabilizing orthotics – We know that 90% of the population would benefit from orthotics to enhance their treatment. Together with the ancillary services that are often covered by insurance, an average practice dispensing orthotics to only 50% of new patients can see increases of up to $50K in a year.

• Massage therapy – Patients will pay cash for massage therapy. Make that available for your patients in your office, and tap into that profit center.

• Pain relief – Even at only $12-$15 per tube, items such as analgesics can really add up. Using the product correctly, a practice can increase revenue by as much as $8K per year.

If you make these services part of the Report of Findings and patient treatment plan, and if the patient understands why they need these services, they are usually willing and able to follow your recommendations. Demonstrate the connection between these products and services and the patient’s condition and care plan, and then you will be well on your way to increasing your revenues through profit centers that are valuable to your patient as well.

About the Author
Kathy Mills Chang is a Certified Medical Compliance Specialist (MCS-P) and since 1983, has been providing chiropractors with reimbursement and compliance training, advice and tools to improve the financial performance of their practices. Kathy also serves as Foot Levelers’ Insurance Advisor, and can be reached at (855) TEAMKMC or info@kmcuniversity.com.

Tyrone Wei, DC, DACBR
Portland’s Most Trusted Chiropractic Radiologist

Professional Interpretations provided by Dr. Tyrone Wei, DC, DACBR
Certified by the American Chiropractic Board of Radiology

For the past 25 years Dr. Wei has dedicated his career to the research and development of imaging techniques that specifically address the needs of the chiropractic community. He is always available to discuss the most appropriate and accurate procedures for your patients. We welcome the questions and concerns of the chiropractic specialist.

Imaging techniques, protocols and most importantly interpretations that support the specific needs of the chiropractor.
Ferrante Educational Development Systems

Don Ferrante, DC

Ivonne Feinamer, CA

Kim Richards, CA

FERRANTE EDUCATIONAL DEVELOPMENT SYSTEMS (F.E.D.S.) WAS CREATED TO PROVIDE DOCTORS, STAFF, CERTIFIED PROVIDERS AND ASSOCIATES WITH KEY ESSENTIALS NEEDED TO PROVIDE TOP QUALITY MANAGEMENT, DOCTOR MENTORING, AND OUTREACH.

MOST SERVICES AVAILABLE ON AN HOURLY BASIS

EMERGENCY CA INITIAL TRAINING – ON-SITE CPR/AED/FIRST AID AVAILABLE UPON REQUEST

CALL OR EMAIL TO SCHEDULE YOUR FREE 10 MINUTE CONSULTATION (503) 761-6030 or FERRANTEDEVELOPMENT@GMAIL.COM

SERVICES OFFERED:

Don Ferrante, DC -
- Mentoring in Practice Building
- Developing Patient Education
- Establishing an Effective ROF
- Associate Development
- Art of Negotiation
- One on One Coaching

Ivonne Feinamer, CA -
- Review of Billing Procedures
- Collection Procedures
- Back Office Systems
- Accounts Receivable & Auditing
- Human Resources
- Auto, PI, and WC Portfolio
- One on One Training

Kim Richards, CA, BLS Instructor -
- Custom Lecture & Office Paperwork
- Marketing & Social Media
- CPR/AED/First Aid Training
- Front Desk Procedures
- Scripting & Positive Confrontation
- Credentialing
- Facebook & Social Media Packages

WWW.FERRANTEDEVELOPMENT.COM (Online CE Coming Soon)
3D BODY VIEW

NEW

True Color
Captures 900,000 true color data points

Height Mapping
Accurate up to 300 microns (width of two strands of hair)

Real Insight
Visualizes and communicates asymmetry in your patients’ feet
Provides a very clear tool to show:
Areas of concern
Levels of asymmetry

Call to order your 3D imaging device today!
800.553.4860 | FootLevelers.com

60th Anniversary
FOOT LEVELERS
©2013 Foot Levelers, Inc.
The Oregon Chiropractic Association stood up with “Clean Water Portland” in defense of the public against Ordinance #185612 that was adopted by the Portland City Council on September 12, 2012. This ordinance mandated that fluoride would be added to the Portland city water supply. The actual ordinance stated, we “Authorize and direct the Portland Water Bureau to fluoridate the City of Portland’s public drinking water supply to the optimal levels beneficial to reduce tooth decay and promote good oral health as recommended by the Oregon Health Authority”. It goes on to list the specifics that were “ordained” by the City Council headed by Mayor Sam Adams.

The Oregon Chiropractic Association submitted a letter, signed by our President, to the members of the Portland City Council before the actual vote on the Ordinance that referenced numerous studies and research that refuted that statement. It became apparent fairly quickly that the City Council was determined to pass this Ordinance with or without the voter support. So next we circulated a printed flyer to the public that was present at City Hall in Portland the week before the vote and continued to circulate these around the Portland area through members of the community that were enraged about the lack of democracy or “will of the people” on this issue.

Our association leadership with the strong support from our Portland and surrounding area membership immediately went into the organizational mode helping to get cash donations, gather signatures on petitions, and I organized a list of Portland offices as drop-off hub/clinics. Dr. Ann Durrant was appointed by President Dr. Dan Beeson to head the committee that was approved at the monthly Board meeting held on Thursday September 13, 2012 and immediately put into high gear by many in the profession. Dr. Ann Durrant, Dr. William Schneider, and Dr. Sandra Burns went out into the community and also helped to gather signatures on the street. The offices of Dr. John Helton, Dr. Minga Guerrero, Dr. Jeff Devine, Dr. Marian Fish, Dr. Steve Kingston, Dr. Larry Hanberg, and Dr. Don Ferrante gathered pages of signatures that I picked up from their offices in Portland. Other offices that also served as hub clinics and helped gather signatures included Dr. Dan Beeson, Dr. Scott Shephard, Dr. Dean Sanna, Dr. Judith Boothby, Dr. Charles Goldston, Dr. Larry Berntsen, Dr. Daniel Halko, Dr. William Henderson, and Dr. Tony Saboe. Thanks to all of them we were successful.

The success came when it was announced that the goal for signatures needed of 19,868 was achieved by more than double. The amount that was reported to us through “Clean Water Portland” was that 43,236 signatures had actually been gathered and that $41,000 had been raised to help with this immense undertaking. Paid signature gatherers in addition to volunteers helped this cause through the monetary donations that were also raised. The petitions were delivered to City Hall on Thursday October 11, 2012 for verification by the city auditor.

In August and September checks began going out from the 2003 Class Action Lawsuit that was filed on behalf of PIP patients that were insured by Farmers. Farmers reduced payments for those patients by zip code area which was deemed illegal and as such, Farmers lost the case. This class action suit that was filed on Dec. 5, 2003 and was won in 2004
finally has survived the multiple appeals process and money was finally paid to the attorney handling the lawsuit for the judgment. The appeals case has now concluded. The money for the judgment award was put into the trust account responsible for dispersing that money to the approved claimants. You had to have completed the initial forms back in 2003 when this suit was filed to be eligible now to claim the award. Checks have been going out since that time and many doctors have received those funds. I have been calling offices and forwarding news about this lawsuit to doctors who have not yet claimed the money that is due them. I have that complete list of those who have not yet been paid and will probably include that in my upcoming member only newsletter that will be going out to “members only” the first part of November.

In August, we tried launching an “Insulated Lunch Bag Program” that would help target “child safety” and the “problem of food born bacteria in school lunches”. While this program was not widely supported in our membership because it did require our members to make a budgetary commitment of $300 the feedback I received was that most members were in favor of the program, just a lesser minimum commitment would have inspired more participants. We will certainly consider that input should we decide to look at doing the program again next year. Here are examples of how four of our Platinum member’s chose to participate:

Dr. Patrick George’s office, George Chiropractic, in McMinnville scheduled a community event “Back to School Celebration” from 4:30-6pm on September 25th, that included some other healthcare providers, sponsors, and they gave out the lunch bags at the event. Information went out to the community through the local newspaper with the help of the OCA and included the OCA logo. The event had topics like Chiropractic Care for Children, Healthy Lunch Options, and Increasing Immunity information available that evening. At the event they also sent enough lunch bags with school representatives to distribute to two classrooms.

Dr. Don Ferrante’s office, in Portland, used the lunch bags in conjunction with a school supply donation made to a local SE Portland Charity called “SnowCap Community Charities”. The OCA also helped with PR through the local newspaper that included information about the car load of school supplies that his staff along with myself, personally delivered to SnowCap from the Oregon Chiropractic Association and Dr. Ferrante’s clinic, Back Pain and Accident Chiropractic. The newspaper article in the Gresham Outlook was very positive for all of us.

Dr. Ron and Dr. Colin Grice’s office, Grice Chiropractic, in Albany offered the lunch bags to those in the community that chose to come in and pick one up at no charge. The OCA also helped with the PR through the Albany newspaper to help get that information out to his local community.

All of these things led into October, for “Oregon Chiropractic Health and Wellness Month”. Copies of the Proclamation signed by Governor John A. Kitzhaber, M.D. and Secretary of State, Kate Brown were sent out to members in a Special Edition of the bi-monthly member newsletter. If your offices did anything special in honor of this month, we would like to hear about it at the OCA office.

From here we move into the next Board member election cycle. The nominating committee is working on a slate of names for the ballots that will hopefully go out by the end of November.

Our 2013 convention in February will be here before you know it. MARK YOUR CALENDARS NOW!!! February 8-9-10, 2013 are the dates that have been set for the convention to be held at the Red Lion on the Columbia River. Flyers are going to the printer and should be out in the mail soon.

As I have done over the past 11 years, I am here working for our OCA Members and looking ahead to a better future for Chiropractic in Oregon. It is both my passion and my commitment to make the Oregon Chiropractic Association an association we can all be proud of.

Jan Ferrante, Executive Director
I have recently had a unique personal experience with the health care system in Israel. This article summarizes what happened to me, and how that has motivated me to become involved with health care policy in the United States.

My experience convinced me that our system of health care is broken, and I would like to share it with you.

Health insurance available to self-employed people is expensive and usually offers scant coverage. Additionally, insurance policies purchased by individuals exclude chiropractic care. It is hard to buy a policy that discriminates against my profession. With such miniscule value, I chose not to buy health insurance at home. When traveling overseas, however, I bought a travel insurance plan that covered the cost of emergency health care and many other trip maladies. A week into the trip I became extremely ill with uncontrollable vomiting and was directed to Sh'are Zedek Hospital in Jerusalem.

When my family and I pulled up to the ER, I thought we'd come to the parking garage, not the hospital. The parking facilities and the hospital itself were basic, and instead of resources buying fancy buildings with marble lobbies and expensive artwork; everything was plain and practical. This facility put its resources into people: teams of doctors, nurses and aides who were there all the time to aid patient recovery. My surgeons visited me two to three times daily. Their offices were actually located near the surgical wing in the hospital; they worked on a salary and had no fiscal motivation to over-treat or over-test their patients. Their goals were not the extraction of money or the operation of machines, but to provide precise and effective help to all who came in the facilities.

The first question at triage was not “What is your insurance?”. Instead they asked for my complaints, followed by concerned questions about why I waited so long to seek help. After this, the triage nurse immediately started an IV. In the emergency room we were surrounded by patients and their families. All pertinent medical staff gave me attention as soon as I arrived and without ignoring other patients. In addition, my family was never asked to leave my side. During this fourteen hour stay in the ER staff invited and even showed the way to take me to x-ray, CT scans and the operating room.

Later the Israeli surgeon questioned my request for written insurance documentation of my need for hospitalization. When I asked the way to the billing office the answer was, “We don't have one”. Everyone I talked to in the hospital was shocked that we were not required to have health insurance in the United States. Israelis take it for granted that everyone must make regular payments to keep the country healthy. The unemployed and students in Israel pay one dollar a day for health insurance and a five dollar copy for all health care services. Employed citizens pay a percentage of their pay check and also pay the five dollar copy for health services, so people who make more, pay more. All pay the five-dollar co-pay for health services.

I received excellent care at Sha-are Zedek Hospital in Jerusalem, Israel including emergency abdominal surgery by a team of Israelis and Arabs who know how to work together.

If I had been home when this acute illness occurred,
I would have been tempted to stay home and possibly die rather than to burden my family with the glut of medical bills that would follow. All over the United States people without health insurance employ this tactic, even for easily treatable ailments like pneumonia. Many Americans wait until they are half-dead before seeking hospital care. Cost isn’t the only factor. Some of us lack trust in doctors and see the medical system as broken.

The cost of my medical care at Sha-are Zedek Hospital in Jerusalem, Israel including eight days as an in-patient was $10,000 (or 39,000 shekels). Hospitals here charge $40,000-$100,000 for similar treatment. We need a system that gives all Americans access to affordable health care, and we are going to have to pay for it in a new way. Our aggregated resources can provide quality healthcare for all Oregonians (and Americans) at an affordable cost.

As soon as I returned to Astoria, Oregon, I started searching for health insurance. Every plan mandated a six month waiting period. Then I had received the pathology report from my surgery indicating that I had a large cancerous tumor in my small intestines that had spread to some of my lymph nodes. I do not have six months to wait. I searched Oregon’s high risk insurance pool and discovered a federal program with no waiting period for long term un-insured with a serious medical problem. The coverage began at the beginning of the next month. Since July 1st I have had access to health care through insurance.

While I am extremely grateful for this opportunity, I wish I had had affordable health insurance for my family of four before this grave illness struck me.

Sincerely,

Ann Goldeen, D.C.

Dr. Goldeen and her daughters using the mass transit system in Israel.
Partnering with Healthcare Providers to Improve Patient Outcomes through Superior Nutrition

Biotics Research Corporation has been a leading manufacturer of specially designed nutritional products for over thirty years. Our mission remains constant: to be the benchmark of excellence in nutritional science, technology and service, providing the clinician with reliable, innovative products of superior quality as well as the highest level of customer service. When choosing a supplement for your health, choose life, choose Biotics.

Biotics Research NW, Inc was established in 1997.

Key Management: Gray Graham, President; Vincent Samatowic, Nutritional Consultant; Rachel Olivas, Nutritional Consultant; Ann Smith, Office Administrator.

Description of Business: Biotics Research NW, Inc. has been distributing quality nutritional supplements in the Northwest for over 15 years. We offer expert nutritional consultants on optimal health applications for over 300 nutritional products. Biotics Research Corporation is one of the great nutraceutical innovators, we are proud to distribute their quality products.

Company Philosophy: Biotics Research NW, Inc. offers superior quality, reliable, innovative and unique products for healthcare practitioners. Thousands of practitioners rely on us every day to help them meet their patients’ nutritional needs.

Our core philosophy is to empower our practitioners to help their patients.

We offer a staff of professional nutritional consultants, high quality seminars, webinars, and a robust web site as resources available to our practitioners.

“The Best of Science and Nature”
www.bioticsnw.com

1-800-636-6913
Washington • Oregon • Idaho • Montana • Wyoming • Alaska • Hawaii
We would like to acknowledge and thank the following Platinum Members for giving a little more to enhance and improve our association.

**Platinum Members 2012:**

<table>
<thead>
<tr>
<th>Name</th>
<th>Name</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Michael Arnot, DC</td>
<td>Dan Beeson, DC</td>
<td>Larry Berntsen, DC</td>
</tr>
<tr>
<td>Gregory Blanchfill, DC</td>
<td>Judith Boothby, DC</td>
<td>Charles Caughlin, DC</td>
</tr>
<tr>
<td>David Corll, DC</td>
<td>Lee Cowan, DC</td>
<td>Steve Deshaw, DC</td>
</tr>
<tr>
<td>Jeff Devine, DC</td>
<td>Timothy Driscoll, DC</td>
<td>David Duemling, DC</td>
</tr>
<tr>
<td>Tom Dutcher, DC</td>
<td>Donald Ferrante, DC</td>
<td>Matt Freedman, DC</td>
</tr>
<tr>
<td>Patrick George, DC</td>
<td>Colin Grice, DC</td>
<td>Ron Grice, DC</td>
</tr>
<tr>
<td>Ed Hacmac, DC</td>
<td>Daniel Halko, DC</td>
<td>Lawrence Hanberg, DC</td>
</tr>
<tr>
<td>Bill Henderson, DC</td>
<td>Anthony Illo, DC</td>
<td>Daniel Kehr, DC</td>
</tr>
<tr>
<td>Jason Kehr, DC</td>
<td>Jordi Kellogg, MD</td>
<td>Sunny Kierstyn, RN, DC</td>
</tr>
<tr>
<td>Russell J Kort, DC</td>
<td>Deborah Leach-Green, DC</td>
<td>Jaylene Lewis, DC</td>
</tr>
<tr>
<td>Jason Lindekugel, DC</td>
<td>Dennis Lynch, DC</td>
<td>Garreth MacDonald, DC</td>
</tr>
<tr>
<td>Mike McCall, DC</td>
<td>Dan McCleery, DC</td>
<td>Lyndon McGill, DC</td>
</tr>
<tr>
<td>Daniel J. Miller, DC</td>
<td>David Milroy, DC, ND</td>
<td>Albert Noble, DC</td>
</tr>
<tr>
<td>Paul Okamoto, DC</td>
<td>Peter Overvold, DC</td>
<td>Viktor Palchikovshiy, DC</td>
</tr>
<tr>
<td>Christopher Pierce, DC</td>
<td>Huma Pierce, DC</td>
<td>Jennifer Pitcairn, DC</td>
</tr>
<tr>
<td>Brad Rethwill, DC</td>
<td>Christine Robinson, DC</td>
<td>Stephen Ross, DC</td>
</tr>
<tr>
<td>Anthony Saboe, DC</td>
<td>Laverne Saboe Jr, DC</td>
<td>Rebecca Schacker, DC</td>
</tr>
<tr>
<td>Scott Shephard, DC</td>
<td>Dana Sibilla, DC</td>
<td>Charles Simpson, DC</td>
</tr>
<tr>
<td>Paul Slater, DC</td>
<td>Laura Swingen, DC</td>
<td>Michael Underhill, DC</td>
</tr>
<tr>
<td>David Wheeler, DC</td>
<td>Ann Wilson, DC</td>
<td></td>
</tr>
</tbody>
</table>
CLASSIFIEDS

PRACTICE FOR SALE OR POSSIBLE ASSOCIATE WANTED:
35 yr old Gresham practice wants an associate. Buy-out NOW would be considered for the right person. Dr. wants to retire now or within 1 - 2 yrs. Ninety percent Gonstead with some Diversified, Pierce and Thompson techniques. Great opportunity and willing to train. Call for a consult with Dr. John Strauss at 503 492-3375.

OCA Office
10570 SE Washington, STE 202
Portland, OR 97216
503-256-1601
FAX 503-256-1602

CONTACT THE OCA OFFICE TO BECOME A MEMBER, RECEIVE CURRENT PROFESSIONAL INFORMATION, RENT CONTINUING EDUCATION VIDEOS OR TO ASK QUESTIONS.

OUR STAFF AND EXECUTIVE DIRECTOR WILL FIND WHAT YOU NEED.

503-256-1601
CHIROPRACTIC INTERPRETATION MAKES THE DIFFERENCE

As the first full-service outpatient imaging facility in Portland to establish a chiropractic radiology division, EPIC Imaging delivers the unique level of service that can only be gained by years of experience working closely with chiropractic physicians.

- Customized imaging protocols
- Reports tailored to physician preference
- Easy scheduling on East and West side
- Rapid report turnaround and immediate access to images via web-based viewing
- All major MRI types including 3.0 Tesla, 1.5 Tesla and Multiplanar, Upright OPEN MRI
- The most advanced technology in the area including digital mammography, 64-slice CT, PET/CT, digital fluoroscopy, ultrasound and digital radiography

On-site chiropractic radiologists:
Tim Sellers, DC, DACBR
Edith Dal Mas, DC, DACBR

For a chiropractic specific report, schedule your next study at EPIC Imaging

CENTRALIZED SCHEDULING 503.253.1105
EPICIMAGING.COM