# A PUBLICATION OF THE GEORGIA CHIROPRACTIC ASSOCIATION

E GEORGIA



FALL 2023

# 111th Fall Conference & Trade Show

A Nation on Statins

Case Study: Chronic Low Back, Degenerative Joint Disease and Erectile Dysfunction



2784 N Decatur Rd Suite 120 Decatur. GA 30033 "One Goal, One Mission, PAIN-FREE!"

- MVA/WC/Slip and Fall
- IMEs/impairment rates
- MD to DC referrals
- Same day accident appt
- Evening/weekend hours
- Transportation available
- In-office procedure suite
- Epidural Injections
- Facet and Medial Branch Block
- RFA
- Spinal Cord Stimulators
- Minimally invasive procedures
- Hormone replacement
- Botox and fillers

At Georgia Pain & Spine Institute, we understand the importance and urgency that come along with someone being injured in an accident. We focus on reducing the potential long-term effects of being in pain.

Our approach emphasizes conservative treatment, and offering interventional, minimally invasive pain relief solutions.

### Phone: 678-383-7246 Email: info@GaPainandSpine.com Website: GaPainAndSpine.com



Dr. David Webb completed his undergraduate training at the prestigious Xavier University of Louisiana in New Orleans, Louisiana. He then completed medical school and a postgraduate residency in Anesthesiology, at the Medical College of Georgia in Augusta, Georgia.

Dr. Webb further specialized his medical training, completing a fellowship in Regional Anesthesia and Acute Pain Medicine at the University of Pittsburgh Medical Center and an Interventional Pain Medicine Fellowship at the University of Iowa.

During his medical training, he served as chair of the Resident Section of the American Society of Regional Anesthesia and Pain Medicine. He has published numerous peer-reviewed articles relating to all aspects of interventional pain medicine and has been involved in investigative clinical research which has opened new doors in the treatment of chronic pain.

Dr. Webb brings to Georgia Pain and Spine Institute a wealth of knowledge acquired through the years of training and in practice. He is double board certified in Anesthesiology and Pain Medicine and is one of a limited number of physicians in the country who is dual fellowship trained in both acute and chronic pain medicine.

Dr. Webb specializes in many interventional and non-interventional techniques.

# 

# FEATURES

**10 CASE STUDY** Chronic Low Back Pain, Degenerative Joint Disease and Erectile Dysfunction.

**12** GCA 111TH ANNUAL FALL CONFERENCE & TRADE SHOW GCA prepares for a historic inauguration.

**16 HACKING SOCIAL MEDIA BEFORE IT HACKS YOU** Tips and tricks for keeping social media fresh.

18 A NATION ON STATINS Why are so many patients taking statins?

20 PRACTICE TIPS & RESOURCES FROM GCA'S BOARD OF DIRECTORS Discover success secrets from the GCA Board.

# DEPARTMENTS

22 PARTNER SPOTLIGHT Thrive Survives on an Attitude of Servitude.

**27** INSIGHTFUL IMAGING Distal Clavicle Fracture.

### **29** MEMBER SPOTLIGHT

How Dr. Cleve Taylor Became a People's Doctor.



### WWW.GACHIRO.ORG

### Join us today at:

- f fa G
- facebook.com/ GeorgiaChiropracticAssociation/
  - twitter.com/GAChiro2020
  - instagram.com/gachiropatients

# IN EACH ISSUE

5 A LETTER FROM THE PRESIDENT We let 'em have it this year.

**7** EXECUTIVE INSIGHTS A few good men and women wanted.

8 ASSOCIATION NEWS Events inspire fun and fellowship; GCA attends ribbon cutting.

# **Choose** the degrees that will help you **reach higher**.

Life University's Doctor of Chiropractic (D.C.) degree is a 14-quarter program that includes three levels of clinical practice. The sequential curriculum combines hands on training and academic rigor and graduates some of the most highly-skilled chiropractic healthcare practitioners on the planet.

Life University also offers three Master's degree programs within its College of Graduate and Undergraduate Studies, along with an accredited post-baccalaureate program that will prepare the student for careers in a variety of professional fields.



The Master's in Sport Health Science (established 1990) leads to careers in fields such as sports chiropractic, exercise science, athletic coaching, sports injury management and performance nutrition.

The Master's in Clinical Nutrition (established 2012) leads to careers in organizations such as physician's offices, hospitals, schools, health clubs, nursing homes and food companies in areas such as research, development,

100		-		
100	1			
		-	11	6
		-	~	
		_		
		-	۰.	- /



sales, marketing, public relations and public education. **The Master's in Positive Psychology** (established 2014) leads to careers in research, management and leadership in business organizations, educational institutions and



The post-baccalaureate Dietetic Internship program provides didactic and internship opportunities for students who aspire to achieve Registered Dietitian credentials.

governments, as well as health care.

Largest single-campus chiropractic college in the world.

clubs

Graduate degree

which is offered

echniques offered

port Health Science

tracks tailored to

fit your career

Office of Admissions 1269 Barclay Circle Marietta, GA 770-426-2884 800-543-3202 Admissions@LIFE.edu



LIFE.edu



it's in you.

# We Let 'Em Have It this Year

Ladies and gentlemen, I have got some great news for you! You... and yes, I do mean YOU, are in the right place at the right time!

In the same vein as approaching New Year's Eve causes many to wax nostalgic, we are approaching the end of the GCA year which spans from Fall Conference 2022 through Fall Conference 2023, so, it is appropriate to reflect upon the executive summary of the days invested.

Last year's conference was our largest ever, with the most chiropractors expressing desire to jump on the proverbial "rocket ship to the moon" of plans and dreams for which we as a board launched the vision all the way back in 2018.

We hosted four "GCA Under 40" events, each one showing by action that GCA is a place for chiropractors of ALL ages. Furthermore, no matter the length of time on this planet, every chiropractor who wants to lead the way in healthcare in GA shall have a voice to be heard and a seat at the table.

We hosted four "GCA After 5" events. Each one brought not only amazing chiropractors from across the state with different practice styles and backgrounds, but also medical doctors, attorneys and other interested parties. I know y'all remember when medics and attorneys wouldn't be caught DEAD associating with chiropractors...now, they WANT to develop mutually beneficial business relationships. As my late mentor, Dr. Roy Sweat famously used to say, "The worm done turned on that one!" He certainly knew how to turn a phrase, and for that I certainly miss him dearly.

This year, we saw the largest growth in participation in what used to be the smallest segments of the GCA family, and I must say I certainly am proud to have my hand on the tiller to witness it. This year, we crossed the goal line, like Herschel Walker on Saturday in Athens in the '80s, on a project that has taken 10 years in total and five years of HARD press to get chiropractors included in the Georgia lien statute. Now, if you say, "But Ben, I don't see personal injury patients. How does that help ME?" That is a great question, and I'm glad you asked! Even if you don't practice in the personal injury space, having the RIGHT to participate in the lien process puts you on equal footing with the likes of hospitals, medics, lawyers and even professions like contractors and interior decorators. In other words, yet another brick in the wall of LEGITIMACY and EQUALITY under the eyes of the law. One small step for the chiropracTOR, one giant leap for chiropracTIC!

If you talk to your chiropractor neighbor, and they ask you "what has the GCA done for ME?" Give them my number, tell them to call me. I'm happy to enumerate the ways.

If any of this has inspired you, my fellow chiropractor, to have greater hope for the future of this wonderful profession, then I invite you to join me, or rather, to join US on this journey...this "mission from God," to quote the infamous Blues Brothers. We're better TOGETHER than torn asunder from the ends.

For the last time in print as your humble leader, it's been a plum pleasin' pleasure, as well as a privilege, to be the servant leader I was born to be as the president of the largest and longest-operating organization for the betterment of the chiropractic profession in the Great State of Georgia, the one...the only... THE Georgia Chiropractic Association.

Till next time, let's let 'em have it!





A LETTER FROM THE PRESIDENT

# **2023 BOARD**

**Dr. Ben McDowell** President

**Dr. Deborah Little** President-Elect

**Dr. Noel Steinle** Past-President

**Dr. Leana Kart** Treasurer

**Dr. Nailah Smith** Secretary

**Dr. Kellie Baxter** Director

**Dr. Philip Day** Director

**Dr. Johnny Garcia** Director

**Dr. Anissa Jones** Director

**Dr. Karen Mathiak** Director

**Dr. Lesli Walker** Director

### OFFERING ORTHOPAEDIC SURGERY ON ALL EXTREMITIES & INTERVENTIONAL PAIN MANAGEMENT



**Dr. Shiel Patel, M.D.** A Non-Narcotic Interventional Pain Specialist

### **Dr. Daren Newfield, M.D.** An Experienced & Compassionate Orthopaedic Surgeon

## 6 Conveniently Located Metro Atlanta Clinics Centrally Located Surgery Center

### **Gainesville**

Ortho & Pain 1498 Jesse Jewell Parkway Suite A Gainesville, GA 30501

### 💡 Atlanta

Ortho, Pain, & Surgery 1200 Altmore Ave. Suite 150 Atlanta, GA 30342

### **Lilburn**

Ortho & Pain 3970 Five Forks Trickum Rd. Suite A Lilburn, GA 30047

### Voodstock

Ortho & Pain 100 Stoneforest Dr. Suite 120 Woodstock, GA 30189

### College Park Ortho & Pain 1720 Phoenix Blvd.

Suite 800 College Park, GA 30349

### 🕈 Decatur

Ortho & Pain 505 Irvin Court Suite 100 Decatur, GA 30030



- ☑ referrals@thrivemedicalpartners.com
- 🖀 678-257-2547
- 📥 404-795-5832

www.thriveorthoandspine.com



# A Few Good **Men and Women Wanted**

The Georgia Chiropractic Association's Board of Directors spent a recent Saturday planning for the future of GCA, and we have some lofty goals.

In addition to continuing to grow membership and passing the insurance disclosure bill, the board wants to:

- Form a task force to study potential scope expansion
- Reinstate a chiropractic clinic at the Capitol
- Find ways to increase insurance reimbursements
- Revamp the Spring & Fall Conferences to attract more attendees and vendors and offer business building classes at conferences
- Create more local events
- Create a young leaders' program
- Update and upgrade the website

In addition to the above, the board wants more members to participate in and chair our committees.

Which is where YOU come in!

We are looking for volunteers to help make these objectives a reality. If any of the above projects are of interest to you, please call the office at 770-723-1100 or email me at vsmith@gachiro.org.

We will also be sending out surveys on some of the items above; please look for and take our surveys so we ensure we are successful in making practicing chiropractic in Georgia easier and more rewarding for you, our members.

GCA's mission is to promote, represent, educate and protect the ENTIRE chiropractic community in Georgia and to advocate for unrestricted access to chiropractic care. This is why your input is so vital. We want to be sure we are serving ALL our members.



### EXECUTIVE INSIGHTS

**FALL 2023** VOLUME 42, NO. 4

Official Publication of the Georgia Chiropractic Association, Inc. Founded 1912

Valerie L. Smith, CAE Executive Director

**Diane Hamby** Director of Membership & Operations

**SeKoixa Gonzalez** Communications & Events Coordinator

**Aubrey T. Villines, Jr. J.D.** General Counsel

### Georgia Chiropractic Association, Inc.

1926 Northlake Parkway, Suite 201 Tucker, Georgia 30084-7069 P: 770.723.1100 F: 770.723.1722 www.gachiro.org

Jennifer Campbell Graphic Designer jenndesigneratl @gmail.com

For advertising, please call 770.723.1100 or e-mail dhamby@gachiro.org ASSOCIATION NEWS

# **GCA Hosts, Attends** Several Metro Area Events

Enter a world of unforgettable memories with GCA, as we reflect on our recently concluded roster of events that had attendees feeling inspired, connected and refreshed.

Our second GCA Under 40 event of 2023 commenced with great excitement at No Mas Cantina. Young professionals joined us for a night of socializing, brain storming and cultivating new friendships. Engrossing conversations seamlessly flowed, providing an exclusive occasion for under-40s to share insights, tackle challenges and explore collaborations that hold the potential of shaping chiropractic history.

Our third GCA After 5 event was held at Wine Shoe in Atlanta. GCA's first wine tasting event was characterized by a relaxed atmosphere steeped in camaraderie. Attendees representing varied age brackets savored top-notch wines while creating meaningful connections.

The intimate setting facilitated thought-provoking discourse creating an ideal backdrop for unwinding and bonding with fellow chiropractors, attorneys, medical providers and more. At GCA's third quarter Under 40 affair, we took to new heights at Flight Club. Sharply aiming darts at bullseyes and collectively celebrating accomplishments, participants fostered bonds with colleagues. This distinct concoction of competition and networking ensured that every instant remained unforgettable and immersive.

GCA also happily celebrated Life University's Grand Reopening of the Center for Health and Optimum Performance.

GCA firmly believes in the strength obtained from connections, pioneering ideas and expansion. These recent happenings provide testament to our commitment towards creating unique avenues for professionals to excel and work together, as well as create lasting memories. As we reflect upon these extraordinary occasions, we are filled with anticipation for a promising future and eagerly await all those ready to join us at our events where new possibilities, friendships and exciting adventures await.







8 · Fall 2023 · THE GEORGIA CHIROPRACTOR

# GCA Member Dr. Eric Plasker Hosts Students

Dr. Eric Plasker shared his chiropractic journey and answered students' questions about practicing at his office August 23.



### UPCOMING EVENTS

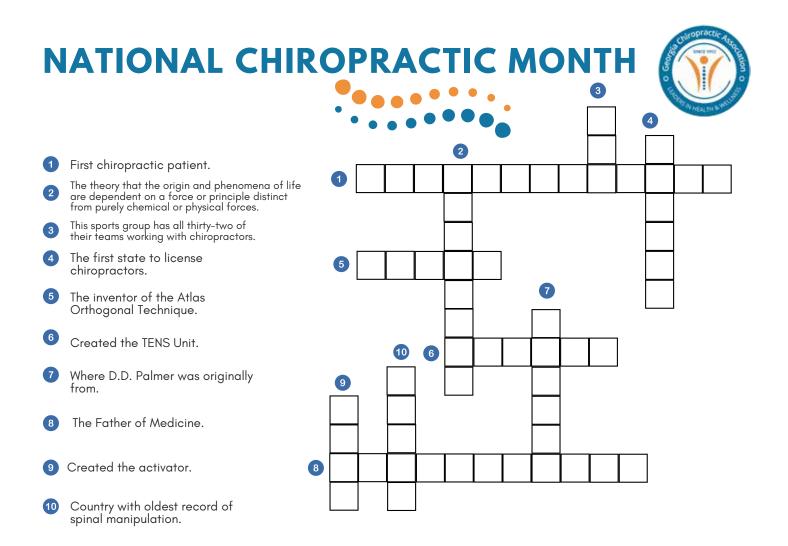
### **OCTOBER 13-15**

GCA Fall Conference & Trade Show The Hotel at Avalon, Alpharetta

NOVEMBER 2 GCA Under 40

DECEMBER 2 GCA After 5 Holiday Party

REGISTER FOR EVENTS AT GACHIRO.ORG.



### CASE STUDY

# Chronic Low Back Pain, Degenerative Joint Disease and Erectile Dysfunction

### By Johnny Garcia, D.C.

Patient Description: 76-year-old, Black, Male, 5ft 9in tall, 168 pounds. No past medical history of significant illness other than blood pressure.

### **History**:

Mr. Smith (name changed to protect the privacy of the patient) presented to my office with complaints of chronic lower back pain. He presented with a friendly and vigorous demeanor. He reported that the pain began sometime in his 30s and persisted with varying degrees of intensity for more than 40 years. He could not recall any specific event that caused the lower back pain to begin; he thought that having back pain was just a normal part of life. At the time of his initial visit, Smith reported never seeing a chiropractor for his back pain, rating his pain an eight of 10 on a 0 to 10 pain scale. He had been self-managing with over-the-counter pain medication, diet and exercise. He revealed that the pain had become so bothersome more recently that he could not exercise as much, and he felt it was time to give chiropractic a try. Smith considered himself to be in "great shape" overall.

### Exam:

A complete chiropractic examination was performed. This included chiropractic palpation, examinations and specific orthopedic tests. Smith also underwent X-rays of the lumbar spine. Palpation revealed abnormal motion of the lumbar spine at the level of L3 and L5, hypertonicity of the paraspinal musculature, tenderness at both L3 and L5 bilaterally, and localized edema at L3. Straight Leg Raise tests were positive bilaterally for lower back pain without radiation into the lower extremities. X-rays revealed both L3/L4 and L4/L5 to appear degenerative with thinning discs, lipping and spurring and narrowing of the intervertebral foramina at both levels, as visualized on the AP and lateral radiographic views.

### Diagnosis & Treatment:

It was determined that Smith had lumbar segmental dysfunctions and required multiple chiropractic treatments to include chiroprac-

tic adjustment and modalities. The finding of moderate degenerative changes in the lumbar spine was also noted. Smith was scheduled for treatment with a frequency of three times per week for an initial two weeks with planned re-evaluations every six to 12 visits. It was expected that Smith may experience reduced lower back pain within the initial two-week period of treatment if he complied with the plan.

After one week of care, Mr. Smith reported only slight improvement in pain levels. The pain he was experiencing was lessening and rated six out of 10 on the 0 to 10 pain scale. He presented for additional follow-up and after the second week of care, he stated that something "miraculous" was happening to him. He explained that over the years he had also been experiencing bouts of erectile dysfunction (ED) despite his overall good health, diet and exercise. He thought that it was brought about by his age and his back pain, not reporting the problem to his doctor or upon entry to our clinic. He was "just living with it." Since beginning his care, he started to have increasingly frequent erections with varying degrees of firmness and duration. But that on this particular morning, after two weeks of care, he reported that he experienced a "stronger erection than he has had in at least 20 years." He could not be more surprised or excited to report the change. Smith said, "I don't know what you did, but I am in my 70s and that made me feel like I was back in my 30s and 40s. Can you keep doing whatever it is you are doing?"

Smith came in to see the chiropractor for lower back pain and reported experiencing improved sexual function after years of decline. This instance of functional response to chiropractic adjustment and treatments for chronic lower back pain complicated by moderate degenerative disc disease is more likely than not a direct influence of the treatment onto the body of Smith as he had not made any other changes. Smith attributed his improving sexual performance to the chiropractic treatments he received for his chronic lower back pain condition. It is as simple as that!



Samuel Johnson and Associates

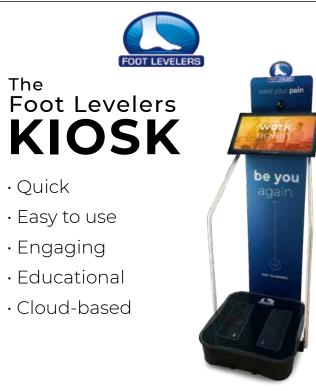
WE ARE DEDICATED TO SECURING THE MAXIMUM COMPENSATION FOR YOUR PERSONAL INJURY CASE.

We Are The Insurance Fighters

🕓 (404) 666-5297

HTTPS://WWW.MRLAWMAN.COM





Revolutionize Your Practice 800.553.4860



A podcast BY chiropractors FOR chiropractors

SUBSCRIBE TODAY



Host & Executive Producer Dr. Amber Jackson



Hieroglyphics show Egyptians performing chiropractic adjustments going back to 4000 BC. GCA will channel that history at its 111th annual Fall Conference & Trade Show and make some new history as well.

"We are very excited to swear in our first Black president, Dr. Deborah Little, during our annual meeting October 13," said current President Dr. Ben McDowell.

In celebrating this accomplishment, Conference Co-Chair Dr. Anissa Jones explained, "We really wanted this year's theme to emphasize the importance of chiropractic culture and its history while also creating a unique atmosphere that will attract everyone."

Conference Co-Chair Dr. Kellie Baxter agreed. "We're looking forward to bringing in fun and interactive experiences to this conference."

NEW! This year, GCA will offer an in-person CPR class Friday morning during the conference, which counts toward continuing education credit. In addition, the GCA Back Boosters are hosting a silent auction to benefit the GCA-Political Action Committee. In addition to D.C. and C.A. classes, the conference will offer several other events throughout the weekend, including:

GCA Annual Meeting: See history made as GCA's first Black president, Dr. Deborah Little, is inaugurated. The event is also a great time to learn more about what GCA does on your behalf. Friday, October 13, 1 PM.

Welcome Vendor Reception: Enjoy light bites, drinks and a unique belly dancing performance in the vendor area while networking with attendees and vendors. Featuring the popular GCA-PAC whiskey pull. Friday, October 13, 6:30 PM.

Awards Luncheon: Get a taste of the Mediterranean at our Egyptian-themed luncheon and learn who will win GCA's Chiropractor of the Year award. Saturday, October 14, 1 PM. Ticketed event.

Ladies' Tea: Network with other chiropractic goddesses at this popular event honoring Life University Provost and CAO Dr. Jana Holwick. Saturday, October 14, 3:30 PM. BOOTH: 1-2 **Barbour Orthopaedics** 

Mr. Arturo Muñoz 404-480-9035 barbourortho.com Barbour Orthopaedics physicians provide comprehensive surgical, non-surgical, regenerative and diagnostic services to Atlanta area patients.

### BOOTH: 3 NORTH ATLANTA SPINE & PAIN CARE

Ms. Emily Boyle 404-428-6294 naspinepain.com Multimodal pain management specialists.



BOOTH: 4-5 CHIRO1SOURCE

Mr. Josh Walker 866-318-3251 chiro1source.com Chiro1Source brings you the products you need everyday and also offers new products that can help your patients recover quicker and increase your profit. You Adjust and We Supply!

### BOOTH: 6 HIDOW INTERNATIONAL MERCHANDISE PLUS LLC, (HIDOW INTERNATIONAL)

Mr. Luis Guzman 401-499-3494 hidow.com HiDow is a TENS & EMS Technology leader, with Muscle Recovery always in mind. Our products deliver better and faster results.



### BOOTH: 7 ELITE RADIOLOGY OF GEORGIA

Ms. Leigh Anne Fernandes 404-419-2058 eliteradga.com Whether it's high-field MRI, upright open-MRI or X-ray, our state-of-the-art equipment captures the most accurate images that science and technology currently offer.

### BOOTH: 8 **CAMBRE & ASSOCIATES, LLC**

Mr. Michael Goodrich 770-502-6116 michael@glenncambre.com Metro-Atlanta personal injury attorneys.

BOOTH: 9 HOLISTIC PROBLEM SOLVER

Mr. George Irving 912-439-1911 Holistic and Therapeutic Products



404-737-6251 starksbyronlaw.com Personal injury attorney in Kennesaw.

### BOOTH: 11 **BRYTE PAYMENT SOLUTIONS**

Mr. Michael McCord 800-605-4881 bryteps.com Bryte sells payment solutions from traditional terminals to full POS systems. We provide services such as tech support and marketing.

### BOOTH: 12

**RS MEDICAL** Ms. Lissa Gienty 800-935-7763 rsmedical.com The RS-4i Plus is a prescription-grade electrotherapy device designed to treat chronic pain and muscle spasms. It features Intersperse(r), which intermixes Interferential (INF) therapy for long-lasting pain relief and neuromuscular electrical stimulation (NMES) for muscle rehabilitation within a single session.

### BOOTH: 13

### MULTI RADIANCE MEDICAL Judy Lombard

multiradiance.com Multi Radiance laser therapy provides a photoceutical approach to managing pain and accelerating recovery. This light-based care works effectively in conjunction with your current modalities.

### BOOTH: 14

PULSE PEMF Mr. Peter McAlvanah 770-367-2597 pulsepemf.com PEMF systems are integrative health solutions that follow a holistic, user-focused approach to wellness. Our soothing PEMF technology supports the body's natural healing and regulating abilities.

### BOOTH: 15

THE BROWN FIRM Mr. Joshua Moynihan 800-529-1441 harrybrownlaw.com The Brown Firm is a client focused PI law firm founded by Harry W. Brown, Jr. D.C., J.D. with offices in metro-Atlanta, Savannah and Athens.

### BOOTH: 16-17 GCA-PAC

770-723-1100 gachiro.org/political-action-committee The GCA-Political Action Committee provides financial support to pro-chiropractic Georgia state representatives and senators. Visit the booth to support the PAC and bid on silent auction items or participate in the basket raffle.



Josh Gaffer 833-424-4767 chiropreferred.com ChiroPreferred keeps you safe with the industry's leading chiropractic malpractice insurance.



MICHAEL E. CARROLL Ms. Olga Balakin Michael Carroll Law michaelcarroll.law Our team of experienced and knowledgeable lawyers provide a wide range of services for clients throughout the Atlanta area. We specialize in auto and work accident cases and much more!



Mr. Aaron McCrav 404-942-4282 amerisbank.com/gca Banking and loan solutions for chiropractors.

### BOOTH: 21

**DSI EV SOLUTIONS** Mr. Kim Reed DSI EVSolutions dsiatlanta.com We supply Electric Vehicle chargers for home, office and commercial spaces.

### BOOTH: 22

**MI-TRAC CERVICAL TRACTION** Dr. Stephen Mullins 770-466-9990 Cervical traction device.

### BOOTH: 23 PEACHTREE ORTHOPEDICS

Ms. Alondra Harris 404-350-4717 pocatlanta.com Peachtree Orthopedics Is Atlanta's Top Choice for Orthopedic Care & Pain Relief. Board Certified Physicians Delivering The Best Orthopedic Care. Personalized Care.

### BOOTH: 24 **KINAS MEDICAL TECHNOLOGIES:** THE MIRACLE WAVE

Mr. Isaac Berg 678-314-6369 kinasmedical.com Kinas Medical's pairing of shock wave technologies with partner-minded service provides unparalleled efficacy, support and quality for cutting-edge medical professionals.



### BOOTH: 25 CAREWEAR CORP

Mr. Austin Chen 888-988-8797

carewear net

CareWear is the first wearable, wireless, FDAregistered LED light patches for professionals and consumers for use in the clinic, training field, on the road and at home. CareWear Light Patches provide red light light therapy for effective selfcare on pain relief, soft tissue injury recovery, as well as muscle performance.

### BOOTH: 26

**LEGACY BRAIN & SPINE** 

Ms. Sadie Diaz 770-291-8987 legacybrainspine.com Legacy Brain & Spine Clinics provide integrated care for brain and spine disorders of all levels and acuity to residents throughout Georgia and surrounding states.

#### BOOTH: 27 SCAN.COM

Ms. Jen Starks Scan.com Imaging scheduling platform.



### BOOTH: 28 TRAUMA NEUROCARE CENTER

Mr. Darnell Randall 404-551-2878 traumaneurocare.com Trauma NeuroCare Center's areas of expertise include conditions affecting the central and peripheral nervous systems as a result of traumatic events



Mr. Darnell Randall 404-551-2878 usaorthoandtrauma.com USA Orthopaedics & Traumatic Injury of consists board-certified Orthopedic Surgeons specialized to assist patients suffering traumatic injuries from a motor vehicle accident nationwide



BOOTH: 30 **CP HEALTHCARE** 

Ms. Arletta Saafir 770-415-3813 cypresspartners.com Whether you are an attorney or a medical provider, CP Healthcare gets your case rolling and treatment started by getting your patient or client scheduled within 24 hours to the closest

imaging facility to their home.

### BOOTH: 31 ADVANCED IMAGING CENTERES Mr. Jeff Waronker 404-663-7080 advancedimagingcenters.com

AIC is the leading medical imaging provider for injured patients in Georgia.

### BOOTH: 32 PROSOURCEFIT

Mrs. Tanya Ware 855-552-2637 prosourcefit.com We sell reliable, affordable and high-quality fitness / physical therapy gear for mobility, recovery, agility and performance to supplement in-office chiropractic care

### BOOTH: 33 HOPE IMAGING CENTER

Ms. Grace Park 470-333-8000 hopeimagingcenter.com MRI, CT, X-ray, Bone Density and Ultrasound Center. We specialize in personal injury.



BOOTH: 34 LIFE UNIVERSITY

770-426-2974 Ms. Emily Allen life.edu The world's largest chiropractic university.

### BOOTH: 35 **THRIVE ORTHO & SPINE**

Mr. Dominique Welsh 678-257-2547 thrivemedicalpartners.com Clinic specailizing in orthopedic surgery, sports medicine, personal injury and workers comp.

### BOOTH: 36 NUTRI-WEST CORPORATE OFFICE

Ms. Diana Houdek-Lauer 800-443-3333 nutri-west.com Nutri-West provides the ultimate in nutritional products combined with superior education, to foster success for our providers and health for their patients.

### BOOTH: 37

CAB MEDICAL Mr. Curtis Booker 678-516-7853 Chiropractic tables and equipment.

### BOOTH: 38 EVERYDAY CARDIO CARE, INC.

Mr. Greg Luque 941-350-6781 everydaycardiocare.com All natural Ayurveda holisitic herbal extract to lower blood pressure and support heart function. Supports lower LDL cholesterol and has calming properties.



404-901-2532 brookhavenmortgageteam.com Residential & commercial mortgage financing.

### BOOTH: 40 ELVATION MEDICAL LLC

Mr. Joe Lemon 770-295-0049 elvationusa.com Unlock advanced chiropractic care with PiezoWave's targeted acoustic wave therapy. Elevate healing precision, optimize patient outcomes and expand your practice's effectiveness. Discover PiezoWave's transformative potential now.

### BOOTH: 41 APEX ENERGETCS

Mrs Inez Cossio 800-736-4381 apexenergetics.com For over 35 years, Apex Energetics has advanced the principles of Functional Medicine with cutting-edge education and formulas for healthcare professionals. By infusing our motto of Patient Health First<sup>™</sup> as the principle that guides all our decisions, we have built an unparalleled reputation of integrity.

### BOOTH: 42

CAPITAL X-RAY, INC. Mr. Jarrod Stiff 800-239-9729 capitalxray.com Serving the chiropractic community for over 35 years, Capital X-Ray carries an extensive product line of digital X-rays and system retrofits and exceptional service to back it up.

### BOOTH: 43 ECLIPSE EHR SOLUTIONS

Mr. John Waskowitz 352-488-0081 ineedeclipse.com ECLIPSE is an ONC certified EHR licensed to over 37,000 users across more than 7,000 Chiropractic, PT and medical facilities throughout the USA on LANs & in the cloud.

### BOOTH: 44

PHYTOMANA Mr. James Cox phytomana.com Nano CBD - tinctures, gummies, topical muscle rub. Organic ingredients, non-gmo, third party tested. RELIEVE your pain, RESTORE your mind, REBALANCE your body.

### BOOTH: 45

LIGHTYEAR FUNDING, LLC Mrs. Rhiannon Turner 770-880-8933 lightyearfunding.com Medical funding company that works with chiropractors directly.

### BOOTH: 46-47 SAMUEL JOHNSON AND ASSOCIATES LAW FIRM

Mr. Samuel Johnson 404-666-5297 mrlawman.com Alpharetta-based personal injury law firm.



Mr. Jonathan Solomon 844-776-5383 ext 100 proleve.com

Proleve adheres to the highest testing and quality control standards to ensure goodness and purity every time. From our delicious gummies, to our versatile tinctures and salves, we have exactly what you need.

### BOOTH: 49 J. ROSS MASSEY, ATTORNEY WHEN ACCIDENTS HAPPEN

Mr. Ross Massey 706 248 5244 masseylegal.com Attorney Massey helps chiropractors and clients when "accidents happen" by eliminating the stress from seeking payment through auto-insurance. With great communication, we make the complicated easy.



Mr. Asher Allen 678-577-1003 nutri-dyn.com Highest quality supplements and vitamins at professional supplement center.

### BOOTH: 51

RICKARD, DREW & NIX, LLC Mr. Jay Drew 404-588-1001 rdnlegal.com Personal injury attorneys.

### BOOTH: 52

MRI IMAGING SPECIALIST Mr. Matthew Callahan 678-969-0904 mriimagingspecialist.com At MRI Imaging Specialist, benefit from the clinical expertise that our group of doctors and Board Certified Technologists, along with our cutting-edge diagnostic tools, provide. The result is the highest quality images, enabling our qualified team of radiologists to accurately diagnose your patients' condition.

BOOTH: 53 FOOT LEVELERS Ms. Stephanie Artrip Foot Levelers footlevelerssales.com

Foot Levelers is the world's leading provider of individually designed Stabilizing Custom Orthotics.



**GEORGIA SPINE & ORTHOPAEDICS** Ms. Valerie Bennington 404-596-5670 gaspineortho.com The surgeons at Georgia Spine and Orthopaedics have over 20 years of experience and offer a variety of minimally invasive procedures and injections.

### BOOTH: 55

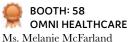
### PROTEC SPINE NORTH AMERICA, INC Dr. Gaurang Mehta

protecspine.net

Discover new technology of Protec Floating Manipulation Therapy System , an innovative therapeutic prodcut for low back and cervical traction and mobilization. Our device works on a gravitational priciple.

### BOOTH: 57 THE 100 YEAR LIFESTYLE

Dr. Eric Plasker the100yearlifestyle.com Help your patients live their best lives with regular, lifelong chiropractic care and The 100 Year Lifestyle.



Omni Healthcare omni-healthcare.com Omni Healthcare ensures personal injury patients have access to quality healthcare and medical providers can be compensated quickly and fairly for the care they provide by providing medical lien management for medical providers.



### BOOTH: 59 SPINE CENTER ATLANTA

Mr. Otis Petties 678-846-9465 spinecenteratlanta.com Comprehensive spine and orthopedic care treatment center of excellence serving the Southeast.

### BOOTH: 63

Gold Partner

### MEDICALMARVELMASSAGECHAIRS.COM

Silver Partner

Mr. Scott Philo 603-882-7165 medicalmarkvelmassagechairs.com Massage chairs.

### BOOTH: 64 STANDARD PROCESS Mr. Kevin Dibling

770-218-8881 standardprocess.com Whole food supplements.

### BOOTH: 65 GEORGIA PAIN AND SPINE INSTITUTE

Dr. David Webb 678-383-7246 gapainandspine.com Pain management specialists.

### BOOTH: 66

Z TECHNOLOGIES, LLC Mr. Les Horn 404-248-0159 ztekstim.com Z TEK is intended for use by clinicians for the symptomatic relief of chronic intractable pain.

### BOOTH: 67 ALLSTATE MEDICAL

Ms. Lana LeMay 800-950-0750 allstatemed.com

Allstate Medical has been serving the long term care market for over 25 years, becoming leaders & experts in the special care field. We are committed to understanding each individual's needs allowing us to provide the best care to our residents while keeping in mind the budgetary concerns in today's life climate.

### BOOTH: 68 **GREATHOUSE TRIAL LAW**

Ms. Satonia Thomas 678-310-2827, ext. 1017

atltriallaw.com At Greathouse Trial Law, LLC we focus on areas of practice including; Personal Injury, Car Accidents, Motorcycle Accidents, Truck Accidents, Bicycle Accidents, DUI Accidents, Premises Liability, Wrongful Death , Medical Malpractice and Slip and Fall.

### BOOTH: 69 NUMEDICA

Ms. Nicole Gemper 800-869-8100 numedica.com Professional quality formula supplements. Heathcare practitioner exclusive.

### BOOTH: 70

Bronze Partner

SY MANAGE PAIN SUPPLIES Ms. Sylvia Johnson 512-775-5797 symanagepainsupplies@gmail.com Pain relief and support products.

### BOOTH: 71 NEXGEN INJURY CENTERS

Dr. John Packer 404-590-3342 nexgenmedicancenters.com NexGen Medical Centers is an innovative practice that focuses on reducing pain and regeneration of damaged tissue by utilizing PRP, amniotic allograft and regenerative cell therapies.

# Hacking Social Media Before It Hacks You!

By SeKoixa Gonzalez

The world of technology is continually changing. Today's younger generations have become drawn to the variety of entertainment and knowledge social media has to offer. Here are some ways to take advantage of social media to attract younger patients.

### Instagram

Users on Instagram often are attracted to posts with a carousel of photos and videos. Carousels allow you to choose up to 10 photos and videos. The app allows you to edit each individually or all together, offering things like filters. Instagram now has a feature where you can add music to the post.

You may even add a fundraiser to your post, where users can click on the fundraiser below your image, offering them a chance to donate to a cause of your choice, allowing others to see you want to give back to your community.

In advanced settings when posting a reel, you may choose to hide the amount of likes your users see. You may also choose to add captions to the reel, simply by clicking on the smiley face in the top righthand corner. An additional setting is the ability to ask the app to upload the highest quality videos. Please note higher quality videos may take longer to upload.

### Facebook

To post reels on Facebook, select the "select multiples" button and Facebook will automatically combine all the photos and videos into a reel. It will auto-sync to which music you select. You have the option to save the video before sharing it to your page.

A wonderful addition to Facebook reels is a feature called "clip hub." This feature allows you to

incorporate memes, GIFs, transitions and more to make your reel all the more unique and fun. It adds a little bit of spontaneity.

### X, Formerly Known as Twitter

A unique feature on X is called "Lists." This feature allows you to combine users you follow who have common interests, so you have the power to control what you see on your feed. You also have the option to join other users' Lists, giving you the option to interact with more people. If you're mostly using your List for marketing, you should make your List private. However, some Lists may be public if the conversations involve education topics such as chiropractic research.

### **Snapchat**

Snapchat has a new feature called "Public Profile" that allows users to create a public profile to create stories. These stories are similar to a carousel post on Instagram. You simply select multiple videos and photos involving the same topic, write a title for the story, and then share it to your public profile.

Spotlights for public profiles are different. These are like snaps you send to your friends, only you're sharing them with the public. Like any other snap you share to your story with your friends, this snap also is only shared for 24 hours. However, you may select that snap and save it as a spotlight for your public profile.

Your public profile also offers insights so you may see how many followers you've gained, how many views you've received and more. The public profile also has an area where you may respond to your followers replies as well as a place for you to provide a bio.

Stay tuned for some TikTok tips in the next edition of *The Georgia Chiropractor.* 





### MRI SERVICES

No more claustropholbic tubes! When you use our MRI, you can stand, sit, or lay on your back. You can also listen to your favorite music - and best of all no enclosure. It is open and spacious, comfortable and relaxing!





CT

SCAN

This combines a series of X-ray images

taken from different angles around your body and uses computer processing to

create cross-sectional images (slices)

of the bones, blood vessels and soft

tissues inside your body.

### HYPERBARIC OXYGEN THERAPY

0z

The increased oxygenation allows for maximum health benefits. It promotes cell growth and regeneration, enhances detoxification, increases immune support and promotes healing.



### PRP INJECTIONS

Provides relief to those who are suffering from trauma and other injuries that affect joints, tendons, ligaments, muscles and other soft tissues of the body. It aids to restoring functionality and mobility.



### DEDICATED MEDICAL PROFESSIONALS UTILIZING STATE-OF-THE-ART EQUIPMENT AND THE MOST MODERN ADVANCES IN MEDICINE





9 3240 Northeast Expressway, Atlanta, GA 30341



Ortho Referral To Chiro
 Dedicated Chiro Services Team
 Doctor To Doctor Phone Consults

🕮 www.barbourortho.com 🛛 📼 arturo@barbourortho.com



# A Nation on Statins

Millions of Americans on Drugs and Diets that may miss the mark and ignore the Causal Factors involved with Cardiovascular Disease.

Paul A. Goldberg, B.A., B.S., M.P.H., D.C., D.A.C.B.N., D.C.B.C.N. Consultant to the Goldberg Tener Clinic

Statin drugs are the number one prescribed pharmaceutical in the United States. Physicians place millions of Americans on them based on their elevated low-density lipoprotein (LDL) cholesterol levels which supposedly place them at a significantly increased risk of cardiovascular disease.

**Statins** are cholesterol-lowering drugs. Their usage is based on the hypothesis that cardiovascular diseases (CVD), like heart attack and stroke, are the outcome of elevated LDL cholesterol and that by lowering LDL levels, a patient's risk of CVD will be lowered.

### **PUBLIC HEALTH DATA**

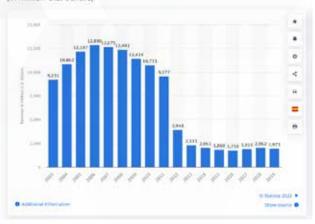
- CVD or coronary heart disease (CHD) are the leading causes of death in the United States, accounting for 928,741 deaths in the year 2020.
- Between 2018 and 2019, direct and indirect costs of total CVD were \$407.3 billion (\$251.4 billion in direct costs and \$155.9 billion in lost productivity/mortality).
- In 2020, CHD was the leading cause (41.2 percent) of deaths attributable to CVD in the United States, followed by stroke (17.3 percent), other CVD (16.8 percent), high blood pressure (12.9 percent), heart failure (9.2 percent) and diseases of the arteries (2.6 percent).<sup>1</sup>

Patients with CVD have a buildup of plaque, largely comprised of cholesterol, in their blood vessels. In the 1970s and 1980s, the work of Ancel Keys and Harvard University nutrition professors indicated consuming saturated fats and cholesterol was responsible for the preponderance of CVD in the United States. This led to the development and widespread application of statin drugs to address CVD.

Have we come to the right conclusion about the cause(s) of CVD and is the massive medication of the U.S. public with statin drugs the appropriate solution? This is an important multifaceted public health topic.

Statins are the most widely prescribed, cholesterol-lowering drugs in the world. Despite the expiration of their patents, revenue continues to rise with total sales estimated at over a trillion dollars per year. There are many concerns that the benefits of statins have been exaggerated, the risks have been underplayed and the fundamental basis on why the drugs have been employed highly faulty.

Worldwide revenue of Pfizer's Lipitor from 2003 to 2019 (in million U.S. dollars)



### BACKGROUND

German pathologist Rudolf Virchow (1821 – 1902) observed that the artery walls of patients dying of occlusive vascular disease contained a yellowish fatty substance termed *atheroma* and identified as cholesterol. Anitschkow and Chalatow in 1913 showed that feeding cholesterol to rabbits (who do not ingest cholesterol containing foods in their natural diets) rapidly produces atheromatous disease like that found in man.

The Framingham study in the 1950s studied the relationship between blood cholesterol and other potential risk factors and death from CVD and showed a correlation between high plasma cholesterol and CVD mortality.

In 1958, Ancel Keys launched the *Seven Countries Study* in 1958 after exploratory research on the relationship between dietary patterns and the prevalence of coronary heart disease in Greece, Italy, Spain, South Africa, Japan and Finland showed that northern European countries and the United States had both high plasma cholesterol and high CVD mortality rates. Plasma cholesterol and CVD mortality were substantially lower in southern Europe and even lower in Japan.

Keys contended that the association with CHD mortality was attributable largely to LDL cholesterol. This led to the hypothesis that elevated LDL cholesterol was causally related to coronary disease and that reducing it would lower the risk of coronary events. *This hypothesis led to the popularity of diets low in saturated fats and cholesterol and a push for the development of drugs that could be taken to lower cholesterol levels in the body. Chief among them are "statin drugs."* 

<sup>1</sup>https://professional.heart.org/en/science-news/heart-disease-and-stroke-statistics-2023-update

<sup>2</sup> https://pubmed.ncbi.nlm.nih.gov/29353811/

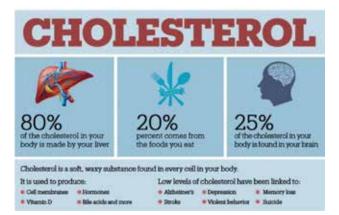
Keys' work was reinforced by studies at Harvard University School of Public Health conducted by Frederick Stare and Mark Hegsted. They worked with a trade group called the *Sugar Research Foundation* which was trying to influence public understanding of sugar's role in disease, i.e., that sugar did **not** play a role.

The trade group paid Hegsted, Stare and Robert McGandy, professors of nutrition, to write a literature review aimed at countering early research linking sucrose to coronary heart disease.

The food and beverage industry thus directed attention away from the potential role of sugar/carbohydrates in the diet and pointed blame at saturated fats and cholesterol as being the primary etiological factors in CVD.

In 1984, the National Institutes of Health (NIH) Coronary Primary Prevention Trial (USA), an NIH Consensus Conference, concluded that lowering elevated LDL cholesterol with diet and drugs would reduce the risk of CHD. The NIH accepted the findings, and the following year initiated a program to educate physicians and the public about the importance of treating hypercholesterolemia.

We should recognize in exploring this topic that cholesterol is critical to the human body forming the backbone of hormones among other functions.<sup>3</sup>



In rabbits, monkeys and dogs, the drug compactin was shown to lower plasma cholesterol. In 1978, A.W. Alberts, J. Chen and others at Merck Research Laboratories found an inhibitor of HMG-CoA and named their discovery officially as **lovastatin**. This was the beginning of the widespread use of prescription statin drugs.

Statins work in two ways to reduce cholesterol:

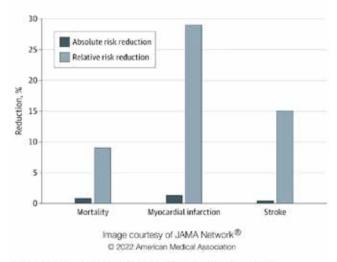
1) Limiting the production of cholesterol from the liver by blocking the enzyme that creates cholesterol.

2) Reabsorbing existing cholesterol.

How much do statin drugs lower CVD risk? Much of this depends on whether we are looking at an absolute risk reduction or a relative risk reduction.

Imagine your chance of dying from a certain condition is 0.2 percent and there is a drug that reduces your chance of dying to 0.1 percent. In relative terms (relative risk reduction), your chance of dying has been reduced by 50 percent. But in absolute terms (absolute risk reduction), your chance of dying has only gone down by 0.1 percent.

#### Absolute risk reduction compared with relative risk reduction



Absolute risk reduction compared with relative risk reduction. Jama Internal Medicine

Absolute risk reduction presents a clearer picture and makes it easier for people to make informed decisions.

In a study published in JAMA<sup>4</sup>, the absolute risk reduction from taking statins was modest compared with the relative risk reduction. The relative risk reduction for those taking statins compared with those who did not was 9 percent for deaths, 29 percent for heart attacks and 14 percent for strokes. **Yet the absolute risk reduction of dying from a heart attack or stroke was 0.8 percent, 1.3 percent and 0.4 percent respectively.** 

### **STATIN SIDE EFFECTS**

For decades, mainstream medicine has spent millions of dollars perpetuating the idea that high cholesterol is the cause of CVD. As a result, 25 percent of Americans are now taking a statin-based drug.

In animals, statins produce toxicity at high doses, increases in hepatic transaminases, atypical focal hyperplasia of the liver, vascular lesions in the central nervous system (CNS), skeletal muscle toxicity, testicular degeneration and tumors of the liver and other sites.

In 2010, the British Medical Journal published a study that statins may raise cataract and kidney risk. Researchers estimated that for every 10,000 people taking a statin, there were 271 fewer cases of heart disease, eight fewer cases of esophageal cancer, 307 extra patients with cataracts, 23 additional patients with kidney failure and 74 extra patients with liver dysfunction.

On March 3, 2012, the FDA announced changes to the safety information on the labels of statins to include an increased risk of higher blood sugar levels and of being diagnosed with type 2 diabetes. The statin labels also reflect reports of cognitive effects such as memory loss and confusion experienced by some patients taking the drugs.

Muscle complaints are common with statin users. Myalgia or muscle pain occurs in about seven percent of statin users. Some people taking statins may have severe muscle pain. This is a symptom of rhabdomyolysis, a condition causing muscle cells to break down.

Questions remain as to the wisdom of taking statins both regarding side effects and efficacy. In part two of this series Dr. Goldberg will further explore statins and present a contrasting view with important clinical implications.

# **Practice Tips & Resources** from GCA's Board of Directors



How To Win Friends & Influence People, by Dale Carnegie



### From Dr. Ben McDowell

1) Networking

a. There are three types of networking: open, closed and professional. Look at networking like it is adjusting. People who get adjusted to a rhythm over time do better

than those who only get adjusted when they're in pain. You must be consistent!

- i. **Open networking** is when as many people who want to partake in a networking event, may do so. For example, a chamber meeting; anyone is allowed.
- ii. **Closed networking** is when one member per profession is allowed. Those in a closed networking event are the types of people you want to treat as members of your sales force, not as potential patients.
- iii. Professional networking is networking with people who do what you do via an organization such as the Georgia Chiropractic Association. You learn from them, find answers to common struggles you're facing, gain support, advocate for the advancement of your profession, learn industry best practices, develop relationships with influential people intra-professionally and share good contacts inter-professionally.
- b. When it comes to open and closed networking, you must network with a purpose. It's not necessarily to get the people you meet to be patients. The purpose is to be seen and known.
- c. Teach the people you meet at networking events how to identify people in their lives (family, friends, colleagues) who could be suffering with a chiropractic condition. For example, you can tell them they may see someone rubbing their neck or back. By teaching those within your network those identifiers, you've created a referral. They'll mention they work closely with a chiropractor or know one who can help with chronic pain, instruct that person in pain to visit your office and provide your contact information.

2) Charity

- a. Find a charity you are passionate about and donate a portion of your practice funds to it. Volunteer your time by serving on a committee or their board. Tell your patients about the charity to increase their exposure. Show that you support your local community.
- 3) Blue Ocean Strategy
  - a. Do what others aren't doing. Don't go where everyone else is already going unless you know for certain you can outcompete them. Differentiate yourself and find ways to set yourself apart from others. For example, go meet other people in your community at the gym, massage salons, acupuncturists, etc. If every other chiropractor is going to the gym, switch it up and go to other businesses that aren't normally visited like insurance agencies or mechanic shops. You'd be the only chiropractor they know and recommend. You can meet up with city council members, the mayor and other non-healthcare professionals.
  - b. Ask how you can help them in their line of work. If you're speaking to someone in politics, ask how you can aid their campaign and tell them if they ever have questions about healthcare related policy or bills to call you to discuss it.
  - c. When networking with other health professionals in the medical space, use a referral pad just like a drug rep would do. Have one printed and give it to the doctor for them to refer their patients. GCA has a customizable referral pad designed that you can simply print out here: gachiro.org/opioid. Utilize educational resources from GCA's Relief Without Addiction campaign when speaking with medical doctors to explain how chiropractic has reduced opioid prescription refills, decreases surgery exposure and more.
- 4) Get a Coach
  - a. This is self-explanatory. All sports professionals have a coach. Professionals seek out coaching to be the best version of themselves they can be. Find ways to humble yourself and look for improvement. You're your own boss but you still need someone to hold you accountable.



### From Dr. Noel Steinle

There are many resources available for chiropractors who want to improve their practice and network with the public and other professionals. Here are some tips and tricks that I found which produce great results:

- Join a professional chiropractic association, such as GCA, that
  offers education, advocacy and leadership opportunities for its
  members. You can benefit from the GCA's conferences, where
  you can learn from experts, network with peers and become
  educated in regard to grass roots promotion of chiropractic at
  the state capitol. You can also access online courses, webinars,
  podcasts (*The Chiropractic Connection*) and publications that cover
  various topics related to chiropractic practice.
- Use email marketing to communicate with your target audience and showcase your value proposition. You can send newsletters, promotions, testimonials and educational content to your existing and potential patients. Email marketing can help you build trust, loyalty and referrals.
- Follow the best practices for chiropractic care, such as offering a free consultation, explaining your techniques and treatment plan, providing evidence-based care and following up with your patients. You can also educate your patients about the benefits of chiropractic care for various conditions, such as low back pain, headaches, etc. through spine health.
- Network in your community through organizations such as Business Network International (BNI), where only one person per profession is allowed in each chapter. The first year we were in BNI, we had a 25 percent growth in our practice translating to tens of thousands of dollars per year for many years, and created relationships that we still have today. This type of networking teaches you to get your elevator pitch down.
- Mentor interns both from your local high school, undergraduate school and chiropractic schools (such as the PEAK program at Life University) in your practice by providing them with hands-on experience, feedback and guidance. You can help them develop their clinical skills, professional ethics and business acumen. You can also introduce them to your network of colleagues, suppliers and referral sources. Mentoring interns can be rewarding for both you and them, as you can learn from each other and grow together. This can bring a breath of fresh air to your practice and demonstrate to patients that you continue to learn and expand.



From Dr. Johnny Garcia

1) If you have trouble holding yourself accountable, hire someone who will and pay them well!

2) Never ask things of others that you would never be willing to do yourself.



From Dr. Kellie Baxter 1) Learn to delegate.

2) Don't put all your eggs in one basket.

3) Set aside 10 percent of what you bring in daily in a reserve account for yourself. If your

debts are paid off set aside a minimum of 20 percent. Retirement comes fast!

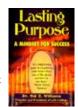
4) Purchase insurance. Everyone should have a whole life insurance policy. Get it when you are young. Get it with the option to pull money from it if needed later. Borrow from it and pay yourself back instead of a bank. I also recommend disability and long-term care insurance.

5) Take time to step away and breathe. You will come back with more energy and be able to provide your patients with better care.



### From Dr. Leana Kart 1) Lead by inspiration.

2) Love all patients the same. Adjust all of them with the right intent because energy matters.



3) Don't take yourself too seriously.

Book reccomendation: *Lasting Purpose: A Mindset for Success*, by Dr. Sid E. Williams



From Dr. Anissa Jones Book reccomendation: Exactly What to Say: The Magic Words for Influence and Impact, by Phil M. Jones.

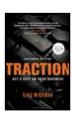


Article recommendations: Three Simple Tools to Help You Tackle Time Management, by Anissa Jones, D.C.

Five Tips for Building a Strong Team in Your Small Business, by Anissa Jones, D.C.



From Dr. Nailah Smith Book reccomendation: Traction: Get a Grip On Your Business, by Gino Wickman



3) Work harder and smarter, not just one or the other.

### 22 · Fall 2023 · THE GEORGIA CHIROPRACTOR

### PARTNER SPOTLIGHT

# Thrive Survives on an Attitude of Servitude

As a restaurant employee, Joseph Music couldn't have

imagined where he'd be

in 10 years. He was given

the opportunity to work

part-time at Resurgence

skills grew exponentially

from working as a Pro Re

Nata (PRN, an as needed

registered nurse), verifying

Orthopedics. Music's

insurance to workers

compensation. Through

closely with our chiropractors." Music expressed how Thrive works to understand chiropractors, its employees knowing the fear chiropractors may have when referring their patients to medical doctors due to differences in medical philosophy. This has opened a platform for open communication.

"I used to think all doctors would speak to each other about their patients. For example, let's say a patient has a heart condition, they would see a gastroenterologist who would provide medication to settle the inflammation of the stomach acid. However, that medicine creates heart palpitation so, the patient sees a radiologist that provides them with a different medication that flares the stomach acid. These doctors would then have a conversation with each other to determine the cause and how to treat it with teamwork," Music said.

Patients visit their chi=ropractors frequently, causing a close companionship in wellness. While chiropractors have an established communal connection with their patients, some still worry that medical doctors will discourage their patients from seeking chiropractic care.

"We've been taking the steps to start these types of conversations. Often, I will ask 'What would it look like for you to have an inside view of the office, apart from getting notes or having communication with the provider?' Now, we have an individual specialized in reviewing chiropractic referrals, they make sure in the reviewing process that notes say the patient is to return to their chiropractor," said Music.

The community at Thrive emphasizes the importance of serving their patients and the chiropractic community. To refer patients please email referrals@ thrivemedicalpartners.com or call 678-257-2547.

his network, he received an opportunity to work as the Personal Injury and Workers' Compensation Director at Thrive Ortho and Spine, a GCA Gold Partner. "Through Dr. Robert Karsch, I learned how

chiropractors may identify traumas to the spine relating to an accident while expressing how MDs can help chiropractors keep their patients healthy with an open conversation," Music said. Ten months ago, Music was promoted to Director of Business Development at Thrive, which offers patients both surgical and non-surgical treatments for a wide variety of back, neck and extremity issues.

Music emphasized how Thrive strives to uphold their philosophy: maintaining an attitude of servitude.

"We want to bridge that gap because there's so many opportunities for us to give exceptional patient care between our two modalities. Why wouldn't we want the best outcomes for our patients?" Music expressed. "To achieve the most healing for our patients, we participate in community-focused care, which is working hand-inhand with chiropractors."

Music said, "We have the honor to be trusted and have good faith in us and what we're doing. We work





By SeKoixa Gonzalez

# LET'S GROW YOUR PRACTICE TOGETHER

At Ameris Bank, we take great care of our chiropractic practices. We understand the industry and provide the advice and support you need to effectively manage and grow your business.



# How can we help you?



### Let's set up a time to talk about your business.

Aaron McCray VP, Branch Manager 1583 Howell Mill Rd. NW Atlanta, GA 30318 M: 404-942-4282 aaron.mccray@amerisbank.com



amerisbank.com/gca







# NON-SURGICAL ALTERNATIVES TO JOINT REPLACEMENT FOR YOUR PATIENTS

### "I DON'T NEED THE SURGERY ANYMORE!" - Lou, Real Patient

LEARN MORS

# REVOLUTIONIZING INTEGRATED MEDICINE THERAPIES

IN THE GEORGIA AND SOUTH CAROLINA AREAS

Since 2018 the Fraum Center for Restorative Health has been one of the only facilities in the United States offering a non-surgical alternative to joint replacement that is **Beyond Stem Cells™**.

This future of health care, cutting edge technology avoids invasive surgeries to help your patients get back to living the life they love quickly. Our holistic approach to healthcare aims to enhance the body's natural healing abilities and complements the chiropractic care you provide, exceptionally well.

\* Patients are instructed to continue their current Chiropractic Care Plan

Scan the code above to watch our video for more info and to explore this collaborative opportunity together!

ENT COLLABC

95%

**IMPROVEMENT** in 2 weeks to 3 months

## CALL 843.258.4317

Conveniently Located on Hilton Head Island

1403 MAIN STREET VILLAGE / HHI, SC 29926 / WWW.FRAUMSOLUTIONS.COM





### Offering 1.5T & 3T High Field MRI Open Upright MRI and X-Ray

- Convenient evening and weekend hours
- Complimentary transportation available
- Report turnaround 24 hours
- Flexible settlement negotiations
- Same day appointments/Walk- Ins welcome
- Open & Upright MRI ideal for claustrophobic and larger patients
- 1.5 & 3T MRI ideal for Neurologic Imaging

#### DECATUR 2623 N Decatur Road Decatur, GA 30033 Phone: 404-937-2965 Fax: 404-745-0354



DUNWOODY 4800 Ashford Dunwoody Road Suite 140 Atlanta, GA 30338 Phone: 404-419-2058 Fax: 404-381-8263



STOCKBRIDGE 1040 Eagles Landing Parkway Suite 102 Stockbridge, GA 30281 Phone: 770-482-8809 Fax: 770-988-7898



SCHEDULING 404-419-2058 scheduling@eliteradga.com

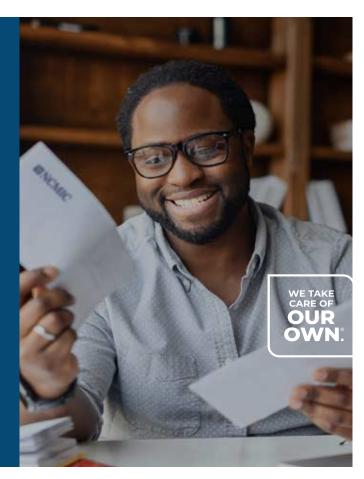
# **\$159 MILLION** BACK IN THE POCKETS OF DCs.

NCMIC has invested back in you with a dividend for 26 consecutive years — a feat unparalleled by any other provider. Because we're the only company as invested in the chiropractic profession as you are.

See how we can take care of you: ncmic.com/industries/chiropractors



\$159 million in dividends since the dividend program began in 1996. We Take Care of Our Own is a registered trademark of NCMIC Group Inc. and NCMIC Risk Retention Group, Inc. © NCMIC 2022 NFL 3285-10466





# PERSONAL INJURIES AUTO ACCIDENTS DIVORCES AND OTHER DOMESTIC CASES WORK ACCIDENTS DEATH CLAIMS CRIMINAL DEFENSE TRAFFIC VIOLATIONS





## INSIGHTFUL IMAGING

By J.C. Carter, D.C., D.A.C.B.R.

# Distal Clavicle Fracture

Fractures of the clavicle account for 15 percent of all fractures in the skeletal system. In the shoulder, clavicle fractures represent almost 50 percent of fractures that occur in this body part. Fractures of the distal clavicle are approximately 20 percent of all clavicle fractures. 95 percent of clavicle fractures heal without complication, but this depends on early detection and proper treatment.

Fractures of the clavicle happen most frequently from motor vehicle accidents or from direct trauma, especially falls directly onto the shoulder. Dr. Carter is a GCA member. He maintains a busy film reading practice at 4480-H S Cobb Dr. #325, Smyrna, GA 30080 and is a full time faculty member at Life University. If you have **questions regarding his film reading service** please call 678-424-8588 or email at jccarterdc@gmail.com.

Very importantly, fractures of the distal clavicle often present exactly like an AC injury and can be overlooked if the patient is not X-rayed. Because of the S shape of the clavicle, it is impossible to take a lateral view of the clavicle. For this reason, the correct views of the clavicle are an AP without tube tilt and an AP with a 15 degree cephalad tube tilt. Both views are taken with the central ray centered on the middle of the clavicle.



(Figure 1). This patient came into the DC after falling directly onto the shoulder. There is a minimally displaced fracture of the distal clavicle that is best seen on the straight AP view on the left and is barely visible on the tilt view on the right demonstrating the need to have multiple views.



# In Pain? Injured?

E. Bendiks, MD

"I have been a chiropractic patient for the last 40 years, and I have family members who are Chiropractors in other states. I have a great respect for Chiropractic medicine, and I look forward to working with you to help your injured patients."

-Erik Bendiks, MD Orthopaedic Spine Surgeon

### Atlanta/Sandy Springs

6160 Peachtree Dunwoody Rd. Suite A-100 Sandy Springs, GA 30328

Stockbridge 175 Country Club Drive Bldg 100 Suite E Stockbridge, GA 30281 **College Park** 2300 Camp Creek Pkwy Suite 150 College Park, GA 30337

Surgery Center of Roswell 11650 Alpharetta Hwy Suite 100 Roswell, GA 30076 **Columbus** 1345 13th St Suite Q Columbus, GA 31901

Suwanee/Lawrenceville 1490 Distribution Dr. Suite 150 Suwanee, GA 30024 Marietta 50 Plaza Way Suite C Marietta, GA 30060

**Tucker** 1350 Montreal Rd. Suite 290 Tucker, GA 30084 Roswell 11650 Alpharetta Hwy Suite 100 Roswell, GA 30076

(404)596-5670 NewPatients@GaSpineOrthe

# Be the Chiropractor You Want to Be



# **Chiropractic Network**

100YearChiropractors.com 866.532.3327 option 2

Not a Franchise. Keep 100% of Your Business, Income, and Growth.

### MEMBER SPOTLIGHT

# How Dr. Cleve Taylor Became a Peoples' Doctor

### By SeKoixa Gonzalez

Born and raised in Fort Worth, TX, Dr. Cleve Taylor found himself interested in therapeutics while spending his time with trainers during the football season. Eventually, Taylor made his way to Hampton University in Virginia where he received his undergraduate degree in therapeutic recreation. He then graduated from Life University in 2003.

The moment he opened his own practice, Taylor was determined to set an example to his community, relying on his kind and giving personality to establish a family-like community.

"I just want to be a good role model to future doctors. I don't care if they're Black, white, Hispanic, Asian. I want them to say, you know what, when I pass away, I want that little part of me to be planted. Plant a seed and let the doctors and community know that chiropractic is not about popping bones," Taylor said.

Taylor emphasizes how his practice helps his patients by providing care for everyone and establishing a strong network of other doctors and orthopedic surgeons. He said, "I have patients ask me all the time if I am a personal injury or wellness doctor. I reply, 'I am a peoples' doctor.' I live to serve my patients, setting aside differences among my fellow doctors and learning from them."

Taylor is a lifetime member of the American Black Chiropractic Association, the American Chiropractic Association, the Georgia Chiropractic Association and Life University's President's Circle, which helps fund prospective student visits to the campus. When asked why he involves himself with these organizations, Taylor said, "Learning doesn't stop after you graduate. Joining these organizations has given me access to a unique variety of people who carry different perspectives and legacies that in turn, I can use within my practice and help my patients. Which, I share with others to help their patients. When I learn, I can help the students that come after me. It's a cycle of lifting each other up."

Taylor expressed the importance of finding yourself in your practice: "In the real world, it doesn't make a difference how you practice. The whole thing is about helping the patient. I educate myself so that when I have a patient that comes in and can't walk, they can walk out independently. That's the point of adjusting patients. It's the look on their faces, seeing the relief they get, the weight lifted off their shoulders and recognizing there's someone who not only empathizes with the physical pain, but the emotional pain that comes with the chronic baggage that they carry."

Taylor has begun to focus on educating patients suffering from opioids addiction.

"I get patients who are popping opioids who aren't getting that pain relief. Nobody has ever talked to them about this alternative plan. I've seen patients as young as 13 years old for this type of stuff. I've worked with these patients to ween them off while they're on medicated-assisted treatment. I can proudly say, on average, these patients are totally off the meds between three to six months," Taylor said.



Dr. Saadiq El-Amin MD, PhD USA ORTHOPAEDIC & TRAUMATIC INJURY OWNER & FOUNDER USAORTHOANDTRAUMA.COM

### GEORGIA'S TOP NEUROLOGY CLINIC FOR AUTO ACCIDENT VICTIMS ERIC A. AWAD, MD, FAAN

Director of Neurology, Piedmont Hospital Midtown Diplomat, American Board of Neurology

We work with hundreds of Chiropractors and Attorneys to assist with quality documented patient care.

### TRAUMA

NEURO AND SPINE TREATMENT FOR ACCIDENT INJURY PATIENTS URGENT AND STAT NEURO AND SPINE TREATMENT FOR ACCIDENT INJURY PATIENTS Specializing In: Concussion Treatment, Headaches, Head Trauma, Blurred Vision, Neuropathy, Cervical Spine Pain, Lumbar Spine

Pain, Burning, Numbness and Tingling Sensations, Treatment for Vertigo, Auditory Deficiencies, EMG/NCV Testing

ONE REFERRAL: Total Auto Injury Patient Care (Serving the Greater Metro Atlanta)

045 PEACHTREE RD #333 = ATLANTA, GA 30309 = 4045-551-2878 Fax Referral Form to (404) 420-2448 or email appointments@traumaneurocarecenter.com For STAT vises please indicate STAT on top of referral form.

# NutriDyn°

### Nutrition-Based Solutions for Promoting Optimal Health



Consuming functional foods can be a convenient way to add highly nutritious and bioactive ingredients to the diet.<sup>+</sup> Health benefits may include:

- Promoting GI health\*
- Supporting healthy immune function\*
- Supporting cardiovascular and cardio-metabolic health\*
- Promoting healthy detoxification\*
- Supporting healthy endocrine function\*
- Promoting healthy skin, strong bones, and flexible joints\*

### Contact Your Georgia Functional Medicine Rep Asher Allen at 678-577-1003 or asher@nutri-dyn.com

These statements have not been evaluated by the Food and Drug Administration.
 This product is not intended to diagnose, treat, cure, or prevent any disease.
 NutriDyn

CHIROON=SOURCE You Adjust (We Supply



chirolsource.com toll free 866-318-3251

### HELLO ATLANTA!



grow their networks and businesses, without subscriptions or fees. *Why*? Because by connecting the best of the medical and legal professions, we grow alongside you, as we form long-term working relationships.



WE HELP PROFESSIONALS GET BACK TO LIVING THE LIFE THEY LOVE AFTER A TRAUMATIC CAR WRECK WO GOWT GOV WOU! TRISHA STARKS BYRON, ESQ. CAR ACCIDENTS IN HIT AND RUN ACCIDENTS IN DRUNK DRIVING ACCIDENTS IN SLIP AND FALL ACCIDENTS IN DOG BITE INJURIES IN PREMISES LIABILITY IN MOTORCYCLE ACCIDENTS IN WRONGFUL DEATH IN TRUCKING ACCIDENTS IN



STARKSBYRON VOUR ATLANTA PERSONAL INJURY LAW FIRM © 404-795-5115 (®) starksbyronlaw.com (P) 1275 Shiloh Rd, Suite 2710, Kennesaw, GA 30144

# **Attention!**



DEDICATED AND DEPENDABLE DOCTORS ARE NEEDED IN THE ATLANTA, ATHENS AND SAVANNAH AREAS.

# **ARROWHEAD CLINIC INC.**

Currently hiring Doctors and chiropractic assistants for 14 Georgia clinics.

Competitive salary, bonuses and benefits We will train you how to run a successful and productive clinic from A-Z.

Fax Resume to 770-961-7758

### Arrowhead Clinic Inc.

750 Mt. Zion Rd. Jonesboro, GA 30236 Phone 770-961-5577









Don't let an injury keep you from doing what you love. Over 90% of our patients are able to get better without needing surgery.

> Life is waiting, it's time to Get Better.

PEACHTREE ORTHOPEDICS





The Brookhaven Mortgage Team offers residential and commercial mortgages. For more information, contact **404-901-2532** or visit **brookhavenmortgageteam.com**.



Providing exceptional chiropractic care to Athens and surrounding communities for 40 years. Our office offers in-house digital x-ray, spinal decompression therapy, physiotherapy, structrual correction/scoliosis. We specalize in personal injury/trama, pediatricis, pregnacy, wellness care, nutritional guidance and stem-cell therapy. We offer a no-charge consultation for prospective new patients. Let us help you achieve optimum health and performance! Second generation chiropractor.

Mark Anthony, DC - Mackenzie Puckett, DC www.anthonychiropractic.com · (706) 543-5901



Injury 2 Wellness Centers, the offices of Dr. Garcia, D.C. Decatur, Clarkston, Lithia Springs, Jonesboro and Norcross

### Full & Part-Time Chiropractic Assistants Needed!

### Successful candidates MUST have:

- Friendly smile and disposition
- Passion for chiropractic, vitality and health
- 3 years minimum chiropractic front office/patient care experience
- Been a graduate of GCA's Advanced Chiropractic Assistant course
   OR nationally-recognized training
- Experience with PayDC or other EHR software
- Bilingual in English and another language, such as Spanish
- Reliable transportation
- · Work availability seven days a week at multiple locations

Pay is \$14-\$21 per hour based on experience and some benefits based on position. Opportunity to make between \$22-\$33 per hour based on leadership potential. Those without experience may be considered at a lower starting salary.

Send resume, 2 letters of recommendation from Chiropractors or past employers, 1 personal and 1 professional reference (names and phones to ADMIN@i2wc.com for consideration. No calls please. Only complete submissions will be considered.

### **EMPLOYMENT**

HIRING CA FOR ALPHARETTA PRACTICE. Energetic multitasker needed to work with patients, billing, marketing projects and social media. Spanish a plus, must have high school degree (college preferred). Clinic open M,W,F. \$14.\$17/hour, full time. Send resume to drneary@alpharettadoc.com.

### 

BUSY DOT OFFICE IN ATLANTA needs multi-tasking FRONT DESK PERSON. CA, CNA, MA. Must have degree and experience in a medical practice. Willing to learn drug testing a must. Ability to work M-F. Send resume to dotphysicalshr@gmail.com

•••••

CHIROPRACTOR NEEDED in Brunswick and/or Bluffton office. Six figure starting salary! Multi-disciplinary practice; personal injury and cash patients. Any experience level accepted as we offer training. Looking for motivated doctor with leadership qualities. Contact Dr Jared Brown 912.677.1851. or drjared@brightlifechiropractic.com

······

BUSY DOT OFFICE IN ATLANTA needs caring chiropractor or DOT Medical Examiner. Must enjoy working with patients. New grads OK willing to work M-F. Send resume to dotphysicalshr@gmail.com

# BUSY CHIROPRACTIC CLINIC IN STONE-

**CREST** needs a hardworking, motivated, caring chiropractor. Must have Georgia license and carry malpractice ins. Be willing to train on our CMS, be good with car accident patients, and able to see many patients per day. Bilingual a plus. Please send resume to dotphysicalshr@gmail.com

.....

AUGUSTA - EXCITING OPPORTUNITY. Join our busy and expanding multi-disciplinary orthopedic/chiropractic practice focused on injury and rehabilitation. Doctor will receive excellent compensation while focusing on patient care in an energetic, fun environment. Must be proficient in Diversified and be PT certified. Send resume to Synergy321@ live.com.

### ASSOCIATE DOCTOR WANTED IN NEWNAN: GREAT PAY, HOURS &

**ENVIRONMENT!** Join Dr. Rob in an ethical, purpose driven, nutritional-based practice. Work only 3.5 days per week. Make \$65,000 to \$85,000 per year, vacation, malpractice and CE covered. Friday, Saturday and Sunday off. No selling, just helping patients. Send resume to dr.robdebease@gmail.com Website: www.alternacareinc.com

.....

### FULL TIME ASSOCIATE NEEDED - Inte-

grated Medical Center Serving Thomasville, Bainbridge & Cairo seeks Associate Full Time Chiropractor \$85K to \$95K depending on experience. New Grads Welcome. Full Spine & Cox Technique preferred. Benefits: CE, Malpractice, Health Ins. Contact Dr. Waldrop at 229-516-2864 or email mrwaldrop@ hotmail.com

#### AMERICA'S BEST VACATION RELIEF AND ASSOCIATE PLACEMENT SERVICE is Mi-

chael McGurn D.C. and Associates. Providing quality, caring, experienced, dependable doctors since 1989. Daily, monthly, reasonable rates. Many references. Call 1-800-501-6111 or visit www.mmachiropractors.com. Checks and credit cards accepted.

### **QUALIFIED, EXPERIENCED RELIEF DOC-**

**TOR:** Available to fit your practice needs. Will travel. Carry own malpractice insurance. Excellent references. Dr. C. E. Bohr: 770-712-9355 or 770-442-9073

### ARROWHEAD CLINICS IS CONSTANTLY HIRING D.C.S TO START IMMEDIATELY IN ATLANTA, SAVANNAH AND ALBANY. Up to

\$75,000 salary, 9am to 7pm hours, bonuses, health and disability insurance and more. In Atlanta, contact Johnny Brown johnny@ arrowheadclinics.com or 770-268-9342, in Savannah contact Ken Manglesdorf at ken@ arrowheadclinics.com or 912-354-3265. www.arrowheadclinics.com.

----

### WELLNESS PRACTICE ASSOCIATE with

future possibility for partnership in Columbus GA/Metro Atlanta. First year take home pay between \$100,000 - \$150,000 with an upper limit of over \$200,000. And yes, that is real. Ethics, morals, integrity, work ethic and a desire to help people are what we look for. Call Jack Hattaway 229-357-0781.

.....

### ASSOCIATE DOCTOR NEEDED AT THE

**BEACH!** Busy Brunswick, GA chiropractic clinic needs an associate doctor. Competitive salary, 4 1/2 days a week. Benefits include 401(k) with paid vacations and holidays. No weekend hours. We understand work-life balance! Visit www.familyhealthchiropractic.info. Email cover letter and resume to jboczar@ familyhealthchiropractic.info

# READ COVERAGE REVIEWS BEFORE HIR-

**ING!** Professional Chiropractic Coverage. Keep your office open, while maintaining continuity for your patients and your income while you're away! NCMIC. Call, text, email or go to www.DrDannykahn.com for reviews, available dates and fees. 678-386-1555. drdannykahn@gmail.com. 28 years experience.

# CARING, QUALIFIED, EXPERIENCED (20

years +) Doctor to Cover Your Practice Day(s), Month. Reasonable rates. Own malpractice insurance, P.T. certified, proficient in most techniques, experience in high volume practices. Contact Dr. Vernice Robinson by phone 404-771-3225, 404-505-7500 or email v5112@comcast.net

### WELCOME TO MIDDLE GEORGIA. We

supply you with patients and a coach. You work 4 days a week (no weekends) and make 85K-150K. We include a \$3,000 signing bonus. Work in a true wellness-based office in a 30-year, State-of-the-Art Facility. Be part of our amazing team! Call Dr. Brian Gillis at 478-955-6784. www.perrychirowellness. com.

### AICA ORTHOPEDICS - CHIROPRACTORS

NEEDED! Responsible for the treatment, management and wellness of patients. You will need GA license and modalities certification. Openings on North & South side of Atlanta, Macon. Our multi-specialty centers combine D.C.s, M.D.s, P.T.s and Orthos. Send resume to jsowerby@aicaorthopedics.com or visit aicaorthopedics.com.

.....

**NEW GRAD SPECIAL** - We finance and train you to be successful in 90 days starting your own practice. Learn about Demographics, Hiring & Training, Billing & Coding. Looking for the right person. Must be licensed in Georgia. For more information contact drcarhee@gmail.com to apply.

#### .....

### 17-YEAR PRACTICE SEEKING FULL-TIME CHIROPRACTIC ASSOCIATE - IMMEDI-

ATELY! - Georgia licensed and interested in promoting Chiropractic, helping injuries, and building a Subluxation practice? Seasoned colleagues and graduates welcome. Spanish plus! Salary, incentives, vacation, holidays, and malpractice. Send CV to drgarcia@i2wc. com

# ASSOCIATE - SOUTH METRO ATLANTA

Busy PI chiropractic office in Jonesboro looking for chiropractor with good ethics and customer service as well as excellent patient care, note taking and operational skills. Must be modality licensed. Salary + bonuses paid on performance statistics. Please send CV to Drspyn@comcast.net.

### 

ASSOCIATE NEEDED: GAINESVILLE Full time, personal injury clinic looking for a long term associate. Must be licensed in Georgia with modalities endorsement. \$60K - 80K to start depending on experience and qualifications. We will train you to be your best. Hiring doctor has over 36 years of experience. Email cover letter and resume to drspyn@comcast.net.

### POSITION AVAILABLE IMMEDIATELY!

Chiropractor needed to join a family practice with a seasoned support staff to provide quality chiropractic care. Starting salary 85K and \$5000 relocation bonus. Four day work week and no weekends. PAID: 2 weeks vacation, 7 Holidays, 30 hours PTO, CE, Malpractice Insurance, Send resume to drpray@praychiro. com.

### VACATION RELIEF - 30 Years Experience - Former GCA Board of Director - VOTED Top 100 Chiropractors - Atlanta Magazine. Contact Dr. Tony 470-312-1362 or email at adjustright@aol.com

.....

### .....

CHIROPRACTOR NEEDED FOR SOUTH-SIDE MULTI-SPECIALTY PRACTICE. Permanent position for Wednesdays and Fridays. Must have a Georgia License and carry your own malpractice ins. Please send resume to tprctracie@yahoo.com.

### IMMEDIATE OPENING for a chiropractor in our Roswell facility. We are an integrated healthcare company that is revolutionizing

the Chiropractic industry. Do you want 20+ NP's per month? Do you want to make \$100k the first year? Email megan@thrivehealthsystems.com today to find out more.

#### .....

**CHIROPRACTOR WANTED** - Well known BHRT and weight loss clinic is looking for Chiropractor in Buckhead /Sandy Springs area with an established client base to share space. We will provide free space with financial incentive to offer our services as well as the ability to speak to our patients about Chiropractic care. Please call Nick at 470-552-1770.

#### ••••••

**COASTAL GEORGIA** - Expanding Clinic seeking goal-oriented, coachable, entry level DC with exceptional communication skills & confidence in full spine adjusting, high volume patient load. Student Loan repayment incentive available. Contact drwellman@ wellmanfamilyhealthcare.com

.....

#### ASSOCIATE POSITION AVAILABLE - Seeking proactive DC to work in our comprehensive, classic, "hands-on," full spine clinic, not a "pop and pray" Activator office. Visit our website Video Library at www.smithspinalcare.com to learn more. If you feel qualified, contact JC Smith. jcsmith@smithspinalcare. com

-----

### THOUGHT THE DREAM POSITION DID

**NOT EXIST?** Think again! Voted best employer and favorite chiropractor in the 2021 Ruthies, Stanlick Chiropractic is looking for an exceptional chiropractor for an established, profitable clinic. Fully trained staff. Need to be coachable, and ready to learn and execute from a business protocol that works! Benefits: health insurance, 401k, PTO. Salary is negotiable. Email resume to patricia@ stanlickchiropractic.com

### REVENUE GENERATING, ESTABLISHED CHIROPRACTIC CLINIC IN DUNWOODY

seeks an experienced DC for a full time opportunity to work as a partner with the investor. Start date is Dec 1, 2022. Please send resume to krishna.posa@gmail.com

### ASSOCIATE NEEDED - Savannah area

chiropractic clinic looking for long term associate chiropractor to join our team. We offer competitive pay 85k-130k+ with bonus and no max salary. Please email zellchiro@ hotmail.com for more information.

### LOOKING FOR INDEPENDENT CONTRAC-TOR FOR CHIROPRACTIC OFFICE IN DUNWOODY. Terms negotiable. If interested please contact seidart@aol.com.

.....

••••••

INJURY 2 WELLNESS CENTERS (Decatur, Clarkston, Lithia Springs, Jonesboro, Norcross) is hiring Full/Part-Time Chiropractic Assistants! Candidates MUST have a friendly disposition, 3 years of front office and patient care experience and EHR experience. Starting pay \$14-\$28/hour based on experience. Send resume to ADMIN@i2wc.com for consideration.

.....

WANTED: A "WELL-ADJUSTED" CHI-ROPRACTOR WHO IS ALIGNED WITH OUR VALUES. Do you want to put your chiropractic skills to work with a team in a multi-specialty medical clinic? Two locations in Knoxville, TN, less than an hour away from the Great Smoky Mountains! Learn more and apply today!

#### EAST GEORGIA HEALTHCARE LOOKING FOR FULL-TIME CHIROPRACTOR TO JOIN OUR TEAM IN SWAINSBORO, GA

.....

 Excellent opportunity for a motivated and dedicated professional. Qualifications: •Doctor of Chiropractic degree •Active Georgia License Benefits: Great benefit package Submit resume to cscarboro@eghc.org www. eghc.org.

EXCITING OPPORTUNITY FOR ASSOCIATE

**DOCTOR, AUGUSTA, GA:** Immediate opening for a warm, friendly, energetic chiropractor. Join a flourishing practice established in 1997. A service oriented team, with a true passion for patient care, Pidcock Chiropractic offers excellent pay, benefits and hours. Visit pidcockchiropractic.com and submit resume to skpid@aol.com.

### ACTIVATOR ASSOCIATE NEEDED IN

**SAVANNAH.** Established Activator clinic in beautiful Savannah looking for associate proficient with Activator. Send resume to office@daychiropracticsavannah.com.

#### ASSOCIATE CHIROPRACTOR WANTED

- The Sweat Institute for Atlas Orthogonal Chiropractic -Atlanta, is hiring a Doctor of Chiropractic to learn, train and practice the Atlas Orthogonal Chiropractic Program. The AO Placement for X-rays & Procedures, Digital x-ray analysis and Instrument adjusting all come with the Basic I -IV Course study work. Interested Doctors only, please send email to tecla@sweatinstitute.com.

### CHIROPRACTORS NEEDED FOR PERSONAL INJURY CLINIC IN POWDER

**SPRINGS.** Motivated, Responsible and Entrepreneurial, Activator trained and great with patients and a team player. Fill in and long term Chiropractors needed. Possibility to buy-in or start your own practice in the same space. All therapies and X-rays needed for a successful business. All interested please email: bkais444@gmail.com.

### **PRACTICES FOR SALE**

PRACTICES FOR SALE: AL, AR, AZ, CA, CT, CO, DE, FL, GA, IL, IN, LA, MA, MD, MS, MO, NJ, NH, NC, NV, NY, OH, PA, SC, TX, VA, WY - We have doctors that want to buy your practice. \$795 for Practice Valuations. Call/Text CEO Dr. Randi I. Ross 770-748-6084 or DrRandi@PremierPracticeConsultants.com

**OFFICE FOR SALE** - Practice at current NW Georgia location since 1962. 45-year-old established multidiscipline practice and all equipment. Will finance. Text 706-238-2955.

.....

### CHIROPRACTIC PRACTICE FOR SALE

 Middle GA \$485,000. Well-established family practice in free-standing 2200sq ft building. Great reputation, strong positive social media ratings. Average annual gross last 3 years \$327,000/wk (work 3.5day/wk) 31% overhead. New patients are referrals only, no external advertising. Opportunity for significant growth. Doctor is retiring, but willing to remain for transition period. Email galagroupllc@gmail.com.

### **ESTABLISHED PRACTICE FOR SALE -**

Diversified, Thompson, Activator. Decompression Therapy. Located in Douglasville Ga. Average patient visits 200-250 wk. Contact information - Dr. Jorge Bueno. Office 770-942-5575 Cell 770-386-0222 or send email at jorgechiro@gmail.com. Motivated seller.

**CONYERS GEORGIA \$500,000.00** Great Profit Margin- Averages 57 NP/month. EHR w/Chirotouch. Large clinic w/lots of room for profit centers. Digital X-ray. Techniques are Diversified, Drop and ART. Call/Text Dr. Randi Ross, 770-748-6084 DrRandi@PremierPracticeConsultants.com

#### HOME/OFFICE BUILDING FOR SALE in

carrollton, georgia https://www.zillow.com/ homedetails/1223-N-Park-St-Carrollton-GA-30117/69925753\_zpid/ with 1827 sq. ft. including three treatment rooms and plenty of living space within. It has been chiropractic home/office for 20 years. Contact louise McCarson @ (770) 459-3366 or cell (404) 626-3969 or mccarsonrealty@yahoo.com.

### PRACTICE FOR SALE IN ALBERTVILLE, AL

- Twenty five years of practice with the best patients ever. Prices to sale, excellent location. Owner retiring after fifty years. Marty Hatala Drhatala@aol.com 246-508-8499.

### COLUMBUS GA START UP CLINIC FOR SALE - Cash Practice, Extremely Low Overhead, Great Location!! Freshly Renovated and Priced to SELL!! Call 907.302.0098 for details. This one will not last long!!

#### **EARLY RETIREMENT? DOT PRACTICE FOR**

**SALE.** - 1. Low Overhead 2. Recession Proof business 3. No employees necessary 4. No limits to Income 5. Essential business during pandemic 6. No third party pay collections (no accounts receivable). INCOME IS ONLY LIMITED BY YOUR DESIRE AND ENERGY LEVEL! Dr. Tom Kirchhofer – 678-361-6595 \$200K

.....

### PRACTICE FOR SALE: BIRMINGHAM,

AL - Retiring doctor selling 29-year, highly successful practice. Long-term loyal patients in ALL CASH practice with steady flow of new patient referrals. Doctor has a sterling reputation and community relationships. Current yearly revenues of \$460K on an 18 hour work week. (Diversified, Thompson and Arthrostim). Digital X-Ray. PRICED TO SELL. Contact greg@chiroequity.com 908-419-7510

### BUY, SHARE, LEASE OFFICE SPACE

#### AVAILABLE. ONE LARGE DECORATED ROOM 3 DAYS per week. Beautiful

Buckhead Office - SEEKING: 

Acupuncturist
Psychologist/Psychiatrist
Hypnotherapist
Massage Therapist
Chiropractor or
Nutritional Therapist. Please call or text (404)
606-1724.

### ••••••

SEEKING CHIROPRACTOR TO RENT SHARED OFFICE SPACE in heart of Sandy Springs. Directly across City Center and Performing Arts center. X-Ray, waiting room, reception shared. Includes power, water, internet. Three rooms available. Text 770-826-3883 Dr Rich, 220 Sandy Springs Circle, Sandy Springs Ga 30328

### WELL-ESTABLISHED HOLISTIC WELLNESS PRACTICE HAS SPACE FOR RENT/SHARE

in our Buckhead or Chamblee location. Looking for a chiropractor, complimentary healthcare practitioner, or LMT to share space with. Please send inquiries to admin@wakemanchiropractic.com or call 404-281-7458.

### **SPACE AVAILABLE** - Chiropractor looking for someone to share office space in beautiful office in Sandy Springs. If you are interested I can be reached at calrbrice@cs.com.

### ••••••

OFFICE SPACE AVAILABLE in bright and airy Roswell professional building off Holcomb Bridge Road. 20 + parking places. Rent includes all utilities, wifi, reception area, access to front desk and break room. \$650/ month (\$1,650 with exam room and digital x-ray), Call or text 917-549-5886.

### **OFFICE SPACE AVAILABLE** - In beautiful Savannah, Ga! Established Chiropractor looking for an energetic Chiropractor to share office space and willing to take some overflow patients while building their own practice. Call or text Todd @ 912.704.8995.

.....

#### SHARE OFFICE SPACE IN LARGE KEN-NESAW PRACTICE. Please call: 678-742-8528. A Turn- Key opportunity. Office boarders Marietta and Acworth Georgia. Start your own practice in ours at an affordable price. Ask for Dr. Joel.

### 

WOODSTOCK CHIROPRACTIC OFFICE SPACE FOR RENT SEEKING - Chiropractor or other healthcare practitioner to share office space in a fully equipped office. Part-time or full-time availability, including full-time staff, at an affordable rate. Please send inquiries to drkristie.chiro@gmail.com or call 770-256-5699.

DOWNTOWN WOODSTOCK SPACE AVAIL-ABLE. 1 adjusting room, 1 larger room and own entrance/reception room. Beautiful Office – SEEKING: Chiropractor, Acupuncturist, Massage Therapist, please call or text (949) 394-1213. RATES NEGOTIABLE.

### **EQUIPMENT FOR SALE**

### **USED X-RAY SYSTEMS, VARIOUS USED**

**FILM** processors, cassettes, accessories and etc. for sale. Delivery and installation is available. For pricing and availability leave message 678-409-4161.

### **USED TABLES & THERAPY EQUIPMENT**

Used tables in stock, trade-ins welcome. Also many other items of therapy equipment including E-Stim, Lasers and Decompression. Phone 770-966-0576 or www.spectrum4med.com.

# NEW, USED, REFURBISHED TABLES AND

**EQUIPMENT** for the top brands, plus service and supplies. Trade-ins, consignments accepted. We have personally served chiropractors for 25 years and look forward to serving you! Contact Curtis Booker, CAB Medical at 678-516-7853 or cbooker@bellsouth.net.

#### 

**INBODY570** The accurate and precise body composition analyzer provides standard outputs like Percent Body Fat, Skeletal Muscle Mass, and BMR, plus Total Body Water, Visceral Fat Assessment, and other vital measurements. \$6500 (new \$10,000) Contact Jay Wilkins, drjay.wilkins@gmail. com, 678-876-9529.

### FOR SALE: ACTIVATOR 5 - Like new, barely used, 1 year old. For sale new through Activator for \$1942, will accept first \$1500. Call

.....

tor for \$1942, will accept first \$1500. Call Karl @ 770-508-4456 or 470.277.1218.

FOR SALE: Thomas Intersegmental Traction Table, like new, black with wood frame. It offers lighter traction and very good vibration. Some patients like it better than the traditional IST roller tables. It has a very modern look for your office. First \$1000 takes it. Dr Schwartz, 470.277.1218 or 770.508.4456.

·····

#### FOR SALE: High-Quality 50kW Summit X-Ray System in Tucker, GA. Gently used powerful 3-Phase system. Price: \$28,000. Contact: 404-388-8727. Photos: https://rb.gy/1wusa. Installation and financing available.

### FOR SALE. PLEASE CONTACT 770-946-4075 or Isteele@steelechiro.com. (2)- Zenith II 210 tables w/ pelvic drop and Heritage up-

II 210 tables w/ pelvic drop and Heritage upholstery, (5) Zenith-Rock Toggle tables and (5) Barge knee chest tables. Pictures available.

### SERVICES

### **DOCTORS' CHOICE MEDICAL BILLING**

provides comprehensive chiropractic billing and coding services with a goal of collecting the highest revenue possible, in a timely manner. 20+ years of experience, services include: electronic claims submission; posting of insurance payments; and AR follow-up. Contact Rhonda Setnar-Klubeck, RHIA, CPC at 770-641-1749.

.....

To advertise contact Diane Hamby at GCA: 770.723.1100 or dhamby@gachiro.org

.....



Georgia Chiropractic Association 1926 Northlake Parkway Suite 201

# North Atlanta Spine Pain Care

Proud to be a sponsor of





Dr. Jonathan Newton M.D., Ph.D., D.A.B.A.

Personal Injury Pain Specialist

Chiropractor friendly

Two locations:

- East Point
- Smyrna/Marietta

North Atlanta Spine C Pain Care

1611 Sands Place, Suite 110, Marietta, GA 30067 777 Cleveland Ave., Suite 212, Atlanta, GA 30315 770-771-6300 • pireferrals@gmail.com www.naSpinePain.com Tucker, GA 30084-7069 RETURN SERVICE REQUESTED