

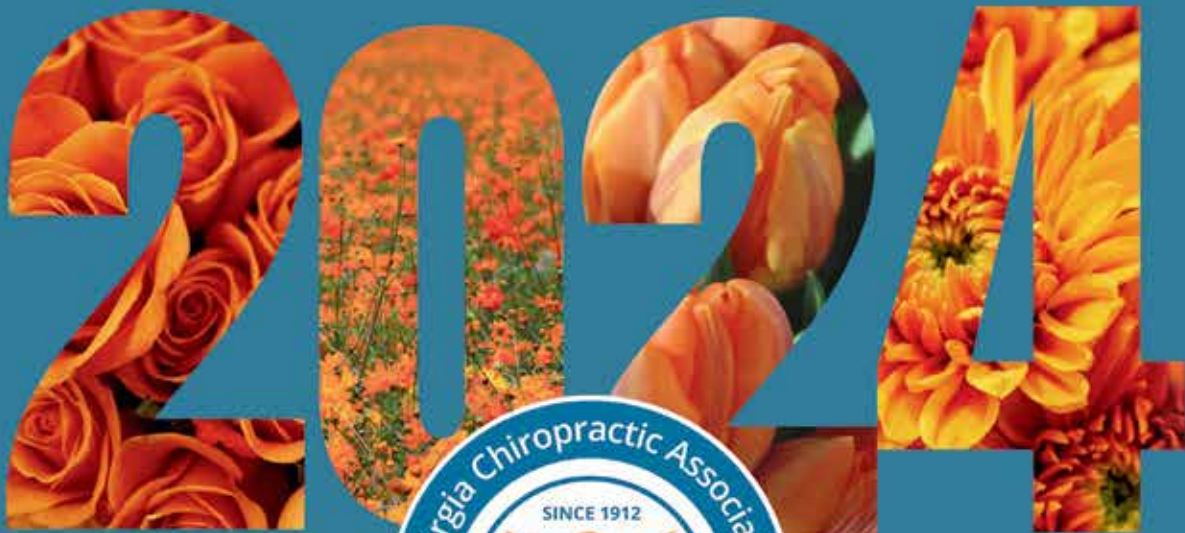
THE GEORGIA

CHIROPRACTOR

A PUBLICATION OF THE GEORGIA CHIROPRACTIC ASSOCIATION

SPRING 2024

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June 7-9, 2024
The DeSoto in Savannah, GA





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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 post-graduate 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.

2024 SPRING




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FEATURES

16 PHILOSOPHY IN ACTION
The Value of Lifetime Chiropractic Care.

18 PRACTICE TIPS
GCA Board of Directors' Tips &
Resources.

**29 HACKING SOCIAL MEDIA
BEFORE IT HACKS YOU**
Mastering TikTok's Algorithm.

DEPARTMENTS

20 SOCIAL MEDIA SPOTLIGHT
How Social Media has Impacted my
Practice.

22 PARTNER SPOTLIGHT
How Ameris Bank 'Stands on Business'
to be a Backbone of Support to Georgia
Chiropractors.

26 MEMBER SPOTLIGHT
A Chiropractor's Journey of Healing
and Outreach.

IN EACH ISSUE

**5 A LETTER FROM
THE PRESIDENT**
Making an impact with the
GCA-PAC.

7 EXECUTIVE INSIGHTS
Welcoming our new Executive
Director with a mission-focused drive.

8 ASSOCIATION NEWS
Celebrating Chiropractic Day at the
Capitol, an update from GCA-PAC
and Spring Conference Opulence.

Choose

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

34

On-campus chiropractic-related clubs.

3

Graduate degree programs, one of which is offered online.

16

Techniques offered as part of the D.C. curriculum.

5

Sport Health Science tracks tailored to fit your career goals.

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Dear Georgia Chiropractors,



A LETTER FROM
THE PRESIDENT

It is with great pleasure and a deep sense of responsibility that I address you today as the President of the Georgia Chiropractic Association (GCA). Serving in this role is both an honor and a privilege, and I am grateful for the opportunity to be a dedicated chiropractor representing our entire beautiful state.

At the heart of our organization lies a robust and committed team of individuals, including the GCA Board of Directors and GCA staff, who work tirelessly to ensure the success of the GCA and our Political Action Committee (PAC). It is important to recognize that their service is entirely voluntary, driven by a shared passion for advancing the chiropractic profession in Georgia.

As we move forward, I want to take a moment to reaffirm the GCA's mission statement: to promote, represent, educate and protect the chiropractic profession in Georgia. This mission and every decision we make as a collective guide every action we take as we continuously strive to enhance the services and support we provide to all licensed chiropractors in our state.

To better serve you, our valued members, we rely on your feedback and input. Your perspectives and experiences are invaluable in shaping the direction of our organization. I urge each of you to actively take part by filling out surveys and engaging in discussions, as this helps us gain a deeper understanding of your needs and expectations.

As supporters of the chiropractic community, we also extend our reach to chiropractic students at all chiropractic colleges. These students stand for the future of our profession, and we are committed to providing them with the resources and support they need to succeed. We hope to inspire them to join our ranks as licensed chiropractors in Georgia and contribute to the health and well-being of our communities.

Furthermore, I want to remind you of the crucial role played by our GCA-PAC in advocating for the interests of Georgia chiropractors. The GCA-PAC works tirelessly to address legislative issues and ensure that our voices are heard in the halls of government. However, none of this would be possible without your continued support. Your contributions are essential in strengthening our PAC and empowering us to effect positive change on behalf of our profession.

In closing, I want to express my deepest gratitude to every one of you for your unwavering dedication and commitment to chiropractic excellence. Together we will continue to uphold the highest standards of care and advocate for the well-being of our patients and our profession.

With warm regards,

 **Deborah Little, D.C.**
GCA President

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GCA Is: Mission Focused

As we navigate the ever-evolving healthcare landscape, I am honored to address you as the new Executive Director, and I appreciate your ongoing support of our esteemed association. Our collective commitment to advancing chiropractic in Georgia is unwavering, and I am excited to be on this journey with you.

GCA's primary goal is to fulfill our mission to promote, represent, educate and protect the entire chiropractic community in Georgia and advocate for unrestricted access to chiropractic care. To meet this challenge, we need every chiropractor in Georgia to support GCA's mission and deep-rooted enduring values:

1. **Influence:** Our strength lies in unity. Together, we advocate for policies that empower chiropractors and those ensuring access to quality care for our patients. Let us continue to collaborate, amplifying our voice in legislative halls and our communities.
2. **Lead:** Reach across disciplines. Connect with other health professionals, educators and policymakers. Together we can build bridges toward a more vitalistic approach to healthcare.
3. **Educate:** Lifelong learning is our cornerstone. Attend our conferences and webinars. Explore emerging techniques, research and practice strategies. Innovation drives progress, and we are at the forefront in Georgia and across the country as evidenced by our recent award from the Congress of Chiropractic State Associations.
4. **Belong:** Beyond clinical practice we impact lives. Engage with your local communities. Host health fairs, workshops and wellness events. Be the beacon of health and wellness. Most importantly, belong to GCA and support the GCA-PAC.

Every adjustment matters. Our patients trust us with their well-being. Let compassion guide your head, heart and hands, letting empathy shape our interactions.

In closing, I invite you to our upcoming Spring Conference in Savannah from June 7-9, 2024. Let's network, learn and rejuvenate our purpose. Remember, we are not just practitioners; we are guardians of health and wellness.

 **Tim Gross, DC**
Executive Director



EXECUTIVE INSIGHTS

SPRING 2024

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GCA Advocates for Chiropractic Care During Annual Capitol Day

By SeKoixa Gonzalez

On February 1, 2024, The Georgia Chiropractic Association (GCA) celebrated the triumph of its Annual Chiropractic Day at the Capitol. This year's event marked a significant milestone as Dr. Deborah Little, GCA's first Black president, led the charge in advocating for chiropractic care and awareness among Georgia legislators.

Highlighting the pivotal role of chiropractic care in the state, Rep. Dr. Karen Mathiak, the sole Georgia representative who is a chiropractor, honored the GCA on the floor of the Georgia House. Mathiak's recognition highlighted the importance of chiropractors in promoting health and wellness across communities.

During this event, Dr. Dawn Samad, a dedicated member of the association, announced her candidacy for a seat in Georgia State House District 56. Samad's decision to run reflects her dedication to serving the people of Georgia and advocating for policies that support chiropractic healthcare. Later in March, Dr. Anissa Jones announced that she too would be running for a seat in Georgia State House District 143.

Further adding to Feb 1's achievements, the GCA welcomed its newest Executive Director, Dr. Tim Gross, who officially assumed the position on February 12. His presence at the event symbolized a new era of leadership and dedication to advancing the mission of the GCA.

The celebration was enhanced by the recent tribute bestowed upon the GCA by the Congress of Chiropractic State Associations. The GCA

received the prestigious Association of the Year award, emphasizing its commitment to excellence and outstanding contributions to the chiropractic profession.

During the event, the GCA Board of Directors and staff proudly posed for photos with the Association of the Year award, commemorating their collective efforts and achievements. The award acknowledges the GCA's instrumental role in advocating for the inclusion of chiropractors in Georgia's lien law, a crucial step towards ensuring access to chiropractic care for all Georgians.

"We are thrilled to celebrate another successful Chiropractic Day at the Capitol," said Little. "Our collective efforts prove the significant impact chiropractors have on health and wellness in Georgia. We look forward to continuing our advocacy efforts and making further strides towards advancing chiropractic care statewide."

As the GCA continues its mission to promote chiropractic care and awareness, the Annual Chiropractic Day at the Capitol serves as a beacon of unity and advocacy, showcasing the dedication of chiropractors in Georgia to improving healthcare outcomes for all residents.



Get Ready to Grow



June 7-9,
2024

The DeSoto in
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Explore the Opulence of Growth at GCA's 2024 Spring Conference

By SeKoixa Gonzalez

Experience the epitome of southern charm and hospitality at the Georgia Chiropractic Association's highly anticipated spring conference, scheduled to delight attendees from June 7 to June 9. Embark on a journey of networking, education and unforgettable moments as we come together to celebrate the vibrant chiropractic community.

The festivities kick off in style on Thursday, June 6, with the GCA After 5 cocktail tasting, a soirée designed to enchant the senses and foster meaningful connections. Against the backdrop of a beautiful view of the Savannah riverfront, guests will indulge in a delightful array of handcrafted cocktails expertly prepared by skilled mixologists. It's an evening tailor-made for forging new friendships and rekindling old ones.

Beginning Friday morning, and throughout the weekend, you'll gain invaluable knowledge and be inspired. Join us for an enriching experience and immerse yourself in a diverse range of educational sessions led by groundbreaking and thought-provoking speakers. Whether you're a chiropractor, chiropractic student, chiropractic assistant, or a family member, this event promises valuable educational and practice insights, as well as networking opportunities. This year's spring conference CE will be the kind you don't want to miss.

Friday night, June 7, promises an enchanting affair with the Vendor Welcome Reception and Whiskey Pull, respectively. Step into a world of splendor as you explore a curated selection of offerings from leading vendors, each presenting innovative solutions to enhance your practice. Meanwhile, the Whiskey Pull, sponsored by Barbour Orthopedics, beckons with the allure of rare and exquisite spirits, promising

a thrilling experience for connoisseurs and novices alike. All Whiskey Pull ticket proceeds will support the GCA-PAC.

Dr. Kellie Baxter, co-chair of the conference, expressed her enthusiasm for the upcoming event: "We're delighted to extend a warm welcome to our esteemed colleagues and friends. This conference represents a celebration of our shared passion for chiropractic growth: a confirmation of the rooted strength of our community."

Dr. Anissa Jones, co-chair of the conference, echoed her sentiments, stating, "With an array of captivating events lined up, from the cocktail tasting to the Vendor Welcome Reception and Whiskey Pull, there's an abundance of delights awaiting our guests. It's an honor to be part of such an extraordinary gathering."

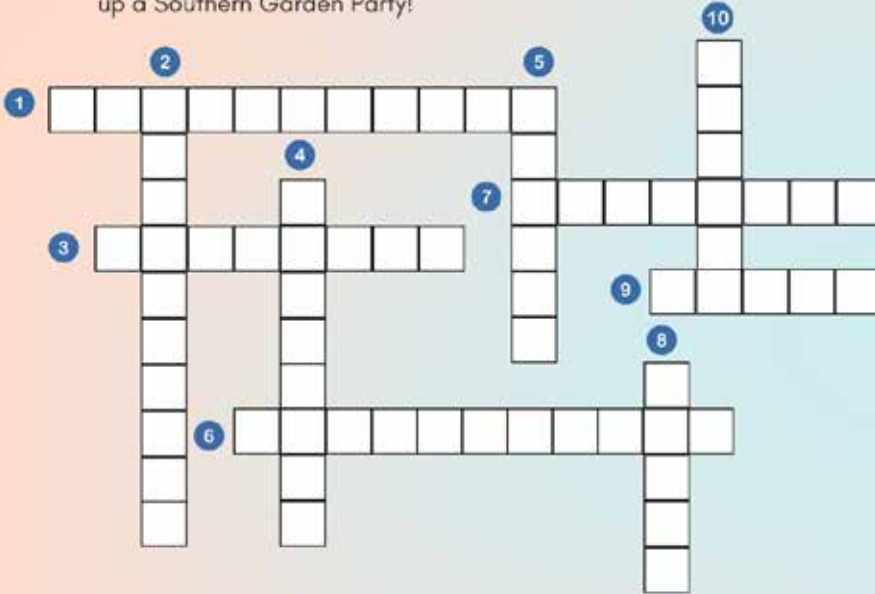
Amidst the charm of our southern garden party, mark your calendars for Saturday, June 8th, promising a day of celebration and inspiration. Join us for the prestigious President's Luncheon, where we'll honor remarkable achievements within our esteemed community and gain insights from distinguished speakers. Let's cherish the shared triumphs and aspirations that unite us!

But the allure doesn't stop there. Later in the afternoon, indulge in the beloved tradition of the Ladies' Tea, a delightful experience of grace, elegance, and sisterhood. With each sip of tea and bite of delicacy, we'll create memories to treasure.

Mark your calendars and prepare to be swept away by the magic of the southern garden party experience. Join us as we create cherished memories and celebrate the spirit of camaraderie that defines the chiropractic profession.

GET READY TO GROW IN GCA'S SOUTHERN GARDEN PARTY

Read the list of clues and fill in the list of the best things that make up a Southern Garden Party!



- 1 Classic southern appetizer made from corn, peppers and onions.
- 2 Small, sweet fruit often used in desserts and cocktails.
- 3 A fragrant flower often found in southern gardens.
- 4 Traditional southern party game involving tossing these items.
- 5 Protective headwear often worn at outdoor events.
- 6 Famous southern garden in Savannah, Georgia.
- 7 French-inspired dessert with flaky layers and creamy filling, often served at outdoor soirées.
- 8 Traditional southern dish made from cornmeal.
- 9 Outdoor seating area often found in southern gardens.
- 10 Vibrant flowering plant often seen in southern gardens and bloom early to mid- April.



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Dear Fellow Chiropractors,

As members of the Georgia Chiropractic Association, we stand united in our mission to protect our right to practice, elect pro-chiropractic leaders, and strengthen our profession through positive legislative initiatives. The Georgia Chiropractic Association Political Action Committee (GCA-PAC) serves as the cornerstone of our advocacy efforts, and we invite each of you to join us in supporting our cause through monthly or annual membership.

Our Accomplishments Speak Volumes

Over the years, the GCA-PAC has achieved significant milestones that have had a lasting impact on the chiropractic community in Georgia:

- 1. Protecting Our Practice During Challenging Times:** Throughout the COVID-19 pandemic, chiropractic offices in Georgia remained open to serve our communities, thanks to the advocacy of our PAC. Chiropractors were considered essential by Governor Brian Kemp.
- 2. Electing Dr. Karen Mathiak as a Trailblazing Legislator:** Dr. Karen Mathiak's election as the first chiropractor in the Georgia legislature marked a historic moment for our profession, showcasing the power of our collective voice.
- 3. Passage of the Lien Law in 2023:** After five years of dedicated lobbying efforts, the Lien Law was successfully passed in 2023, paving the way for positive changes in chiropractic legislation.
- 4. Empowering Future Leaders:** We are proud to announce GCA Board Member Dr. Anissa Jones of Macon will be running for State Representative of District 143. Thus, further amplifying the chiropractic voice in legislative matters and providing a valuable platform for advocacy. Wishing her the best of luck in her campaign!

Your Support Makes a Difference

By becoming a monthly or annual member of the GCA PAC, you continue to strengthen our PAC and do your fair share as a chiropractor in the state of Georgia. We need each chiropractor to participate in the political action committee as a paying member to support our profession and shape a brighter future for chiropractic care in our state.

Your financial contribution is vital to our advocacy efforts. Your membership dues enable us to:

- Advocate for positive legislation that benefits our profession and patients.
- Protect our rights and privileges as chiropractors in Georgia.
- Educate legislators on the value of chiropractic care as an optimal healthcare solution.

Join Us Today

Let's continue our journey of progress and advocacy together. Choose a monthly or annual membership and be a part of a community dedicated to advancing chiropractic care, protecting our profession, and ensuring a bright future for all chiropractors in Georgia.

We kindly request your financial contribution to support our advocacy efforts. Your generosity will make a significant impact on the future of chiropractic care in Georgia.

Sign up now and make a difference. Together, we can protect, elect and strengthen chiropractic care in Georgia.

Thank you to those GCA members listed who have continuously supported our PAC. Thank you! You make a difference!

Sincerely,



Leana Kart, D.C.

Chair, Georgia Chiropractic Association

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Philosophy in Action

The Value of Lifetime Chiropractic Care

By Eric Plasker, DC



If you are a chiropractor, chiropractic student or CA, the chances are excellent that you are a lifetime chiropractic patient and advocate yourself, just like me. You are utilizing chiropractic care for yourself and your family as a part of your lifestyle and you'll probably do so for the rest of your life. You cannot imagine your life without it. What if a majority of your patient base felt the same way?

The value of lifetime care is mind-boggling. From a health perspective, it is the most important service you can offer for the long-term well-being of your patients and community.

You should also know that providing lifetime chiropractic care as an option to the people in your community can be one of the best things you can do for your practice!

From a business perspective, lifetime care is the chiropractic version of compound interest creating exponential growth yearly. Most importantly, lifetime care is leadership.

If it's good enough for you, it's good enough for them, at least as an option!

It is indisputable that a healthy spine and nervous system are essential for a healthy life! From a needs perspective, there is an epidemic of nerve disorders ranging from autism in children to degenerative conditions in seniors such as Parkinson's, Alzheimer's and a host of others. According to Dr. Robert Zieve, MD, neurological disorders are the epidemic of the 21st century.

Many of these conditions are a result of unhealthy lifestyle choices including polypharmacy, long-term medication usage, environmental toxicity and chronic stress. Spinal and nerve degeneration resulting from chronic, uncorrected vertebral subluxation can contribute to and exacerbate these conditions over time. There is an article outlining some of these details that you and your patients may read at 100YearLifestyle.com.

From a performance perspective, top athletes are utilizing chiropractic care to heal more quickly from injuries, recover quicker from workouts and perform at their highest level. Nearly every major sports team

has a chiropractor today and the athletes prioritize and swear by this ongoing, consistent care.

In the old days, many professional athletes had shorter careers and retired due to injuries. Today, the top athletes in their sport like Tom Brady, Emmitt Smith and Jerry Rice, swear by their chiropractic care as the reason for their high-level performance and longevity.

When it comes to families, we all know that the birth process can be very traumatic to the spine and that during a growth spurt, regular chiropractic checkups are vital. These are just a fraction of the reasons that families will come in for care over a lifetime. Innervation, nerve supply, is essential through every phase of life.

Everyone deserves to be healthy and express their full potential from the time they are born through their last breath of life. We call it 100:100, living at 100 percent for 100 years.

If your current practice does not have as many lifetime patients as you would like, adding more lifetime patients to your practice is simple. If you are just starting, the steps are the same.

1. Give people a bigger vision for their life upfront.
2. Brand all your education around that vision.
3. Make sure your education addresses chronicity, longevity and performance issues.
4. Give people choices that include short-term and long-term care.
5. The care is valuable. Keep fees fair and don't give it away.
6. Let them choose.
7. Accept their choice unconditionally.
8. Deliver great care.
9. Keep the vision in front of people constantly.

10. More and more people will gravitate towards the long-term vision immediately and over time.

More than ever, people are looking for new healthcare leadership. When you follow these steps, you will not have to be pushy or hard-sell people on care. You lay out the vision, give people choices and stay consistent. Take the pressure off and focus on your desire to serve people for the long haul.

The best way to educate people about lifetime care is right up front, in the beginning, with your branding! And then place this branding on everything you put out. This is what *The 100 Year Lifestyle* has done for chiropractors for decades, helping thousands of DCs grow collectively by over a billion dollars.

Many doctors are afraid to put the vision right up front because they are afraid they're going to lose people. Don't walk on eggshells for people that will disappear from your practice anyway.

Give people the big vision upfront with options to choose smaller chunks if they prefer. This is much better than offering smaller chunks of visits and then constantly trying to upsell them on every visit. This is exhausting for doctors and CAs and it eventually leads to burnout.

Remember, it's not about you. The care and quality of life will be amazing for the health and quality of life of the people that you care for! They will pay you, say thank you and many of them will bring you cookies and hugs over the holidays as they become more a part of your chiropractic family.

More than ever, people are looking for new healthcare leadership. When you follow these steps, you will not have to be pushy or hard-sell people on care. You lay out the vision, give people choices and stay consistent. Take the pressure off and focus on your desire to serve people for the long haul.

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Some additional benefits of lifetime patients include:

- A Healthier Practice Community.
- Build a Bigger Referral Base.
- Higher Profit. Lower Overhead.
- Lifetime Patients Are Assets When You Sell Your Practice.
- Immunizing Your Practice from Economic Downturns and 3rd Party Payors.
- More People Who Want to Come VS. Need to Come.
- Missed Appointments Nearly Vanish.
- Systematize Lifetime Care with Branding.
- Lifetime Patients Equal More Votes for Chiropractic in Politics.

If your inactive files drive you crazy, do not perpetuate this frustration for another month. Put chiropractic philosophy in action and have more fun and freedom than ever.



Dr. Eric Plasker is a purpose driven chiropractor in practice for nearly 40 years. The 2023 Life University Chiropractor of the Year, Dr. Plasker has trained over 12,000 doctors, published international bestselling books, and created *The 100 Year Lifestyle* brand which is attracting people worldwide to chiropractors.

Collectively, Dr. Plasker's work has equipped chiropractors to help millions more people get healthy while bringing over \$1 billion to the Chiropractic economy.

He's been married to his wife Lisa for 35 years. Their three children chose to become chiropractors. He practices in East Cobb with his son, Dr. Cory.

Dr. Plasker believes that people need chiropractic care now, more than ever, and the world is finally waking up to our ideas. In his own words, "We are just getting started."

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Practice Tips & Resources

from GCA's Board of Directors



From Dr. Ben McDowell

In the 2023 Fall edition of *The Georgia Chiropractor*, I recommended *How to Win Friends and Influence People*, written by the exceptional Dale Carnegie. This book has helped me tremendously stand out as a leader and I feel it could be a great resource for anyone looking to grow themselves and their practice. It is split into basically four parts. Part one: Fundamental Techniques in Handling People. Part two: Six ways to Make People Like You. Part three: How to Win People to Your Way of Thinking. Part four: Be a Lead – How to Change People Without Giving Offense or Arousing Resentment. Carnegie illustrates these principles through anecdotes of history, literature and his own experiences, providing readers with practical advice for improving social interactions and achieving personal and professional success.



From Dr. Michael Vaughn

Deliver exceptional patient experiences by prioritizing punctuality and kindness. Respect patients' time, greet them warmly, and maintain eye contact. Small gestures create lasting impressions and foster trust in your chiropractic practice.



From Dr. Kellie Baxter

Even on your busiest days, take a moment to understand that your patients might be going through tough times, like unexpected pain or accidents. Treat them with kindness and patience – you might need the same someday.

Also, remember to check for concussions in patients after car accidents for their safety.



From Dr. Deborah Little

Benefits of Volunteering

As practitioners, it's common to feel overwhelmed and experience burnout. However, there are effective ways to overcome time when we have an unproductive sensation.

Volunteering serves as a morale booster, motivating individuals to contribute their time, talents and resources. Volunteers see the impact of their actions, acquire new skills, gain perspective, and boost confidence, thereby enhancing others' confidence as well. Additionally, volunteering reduces stress, promotes skill development—including leadership, problem-solving and cultural awareness—and you get the chance to advocate for others. Moreover, volunteering can be enjoyable!

For those interested in volunteering, consider reaching out to local schools, universities, colleges, community-based organizations and chiropractic state associations like the Georgia Chiropractic Association or alma matres.



From Dr. Anissa Jones

Business Tip

Establishing Standard Operating Procedures (SOPs) is crucial for every office task. Whether it's scheduling appointments or handling patient records, having clear procedures ensures efficiency and consistency. SOPs streamline operations, promote accountability, and contribute to the overall success of the practice.

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How Social Media has Impacted my Practice

By Alysa D. Jordan, D.C.

Social media has been instrumental in expanding my chiropractic practice in Atlanta. Not only has it begun to facilitate patient growth, but it has also allowed me to establish genuine connections with individuals who resonate with my background and perspective. As a black female chiropractor, I've found that representation matters immensely in healthcare.

Through social media, I can reach people who look like me, share similar experiences, and may have previously felt underrepresented in the field.

By authentically sharing my journey, expertise, and insights, I've cultivated a sense of trust and relatability among my followers. This creates a safe space where individuals feel understood and empowered to explore chiropractic care. Additionally, engaging with people in my age group through platforms like Instagram and TikTok enables me to bridge generational gaps and communicate the importance of spinal health in a language that resonates with them.

Overall, social media has not only expanded my patient base but has also allowed me to foster a community where diversity and inclusivity thrive. Through this platform, I'm able to educate, inspire, and ultimately make a meaningful impact on the health and well-being of those who seek my care.



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How Ameris Bank ‘Stands on Business’ to be a Backbone of Support to Georgia Chiropractors

By SeKoixa Gonzalez

Aaron McCray, Vice President Branch Manager at Ameris Bank, is not just a seasoned financial professional; he’s a dedicated advocate for the success of his clients, particularly within the chiropractic community. With 19 years of experience in the banking industry, McCray’s journey is a testament to his dedication to serving others and fostering meaningful relationships.

In a recent interview, McCray shared insights into his career trajectory, the distinctive qualities of Ameris Bank, and the institution’s support for the Georgia Chiropractic Association (GCA) and its members.

Reflecting on his early days in banking, McCray expressed his profound love for his profession, emphasizing the privilege it affords him to assist individuals at various stages of their financial journeys. His transition to Ameris Bank was motivated by the institution’s alignment with his core values and its grassroots approach to relationship-building.

“What sets Ameris Bank apart,” McCray noted, “is its emphasis on personalized service. While many banks have lost touch with this aspect, we operate like a community bank, troubleshooting issues at the branch level and providing clients with direct access to dedicated professionals.”

McCray highlighted Ameris Bank’s collaboration with the GCA as a pivotal opportunity to connect with chiropractors, understand their needs and offer tailored solutions. Through the partnership of GCA and active participation in the chiropractic community events GCA hosts, Ameris Bank aims to build brand awareness and provide valuable resources to support practitioners in their professional endeavors.

“Our goal is to be the number one bank trusted by the GCA and chiropractors alike. We offer a comprehensive suite of services, including free checking accounts, money market accounts, and treasury management solutions, tailored to meet their business and personal needs,” McCray emphasized.

Looking to the future, McCray envisions a deeper partnership between Ameris Bank and the chiropractic community, characterized by increased brand exposure and enhanced networking opportunities. He emphasized the importance of remaining agile in a fast-paced environment, embracing challenges and prioritizing client protection and satisfaction.

When asked for advice for aspiring banking professionals or anyone looking to succeed financially, McCray underscored the importance of real-world financial literacy and encouraged individuals to explore all aspects of banking while honing their interpersonal skills.

In balancing his professional responsibilities with community involvement, McCray emphasized the significance of networking and effective time management, leveraging opportunities to connect with clients and prospects while ensuring branch operations run smoothly.

As McCray looks ahead, his personal and professional goals align with Ameris Bank’s commitment to excellence and client success. With a focus on onboarding new chiropractic clients and providing them with access to essential financial resources, McCray remains dedicated to making a meaningful impact in the lives of his clients and the broader community.



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A Chiropractor's Journey of Healing and Outreach: Dr. Lorenil Hencock Boncek

By SeKoixa Gonzalez



Dr. Lorenil Hencock Boncek's path to chiropractic care began with her own experience of healing. Suffering from a lumbar herniated disk that caused debilitating sciatica at just the age of 24 years old, she found relief through chiropractic care. "My physiatrist approved my handicap permit so I could park closer to The University of Puerto Rico, where I was completing my undergrad. A staff member in the handicap accommodation office saw my poor condition and recommended I see a chiropractor. I received instant relief from it," she said.

The transformative impact of her recovery inspired her to pursue a career in chiropractic, driven by the desire to help others as she had been helped.

Joining the Georgia Chiropractic Association (GCA) provided Dr. Boncek with invaluable support for her family and practice. Reflecting on her decision to join GCA, she shared, "They felt like my people--my family. They made me feel supported," emphasizing the sense of community and camaraderie within the association. GCA's network of colleagues offered guidance and resources, propelling her forward and allowing her to open her first practice.

Utilizing cold laser therapy in her practice, Dr. Boncek prioritizes modalities that she has experienced herself, earning her patients' trust through her personal understanding of their benefits. Witnessing the tangible results and improvements in her patients fuels her passion for chiropractic.

Beyond her practice, Dr. Boncek actively engages in public outreach and volunteers at local events, driven by her belief in the transformative power of chiropractic care. Her involvement in the Lilburn Business Association further aids in the growth of

her clinic, establishing her as a go-to provider in the community. Upon speaking about her involvement she said, "You don't know what kind of support the small business members can provide if you're not getting yourself out there. Being involved in the community and local associations and supporting them is crucial to your growth."

Navigating the challenges of work-life balance, Dr. Boncek acknowledges the importance of establishing personal boundaries to prioritize her family and well-being. Balancing her son's demanding soccer schedule with her professional responsibilities requires discipline and accountability, a lesson she has embraced in managing her time effectively.

"By establishing this personal boundary and holding myself accountable, I have found the perfect balance between work and my family," she said.

Dr. Boncek's advice to Spanish-speaking students and rising DCs is rooted in self-confidence and purpose. "Be proud of where you come from. Never feel that patients will be biased against the way you speak English and your accent. Ultimately, they're coming to you because you are the expert and professional. Bringing your heart and soul into the office will speak for itself. Remember your purpose and know that your accent will not hold you back" she urged, emphasizing the value of authenticity and purpose in patient care.

In essence, Dr. Boncek's journey exemplifies the transformative impact of chiropractic care and the profound difference an individual can make in their community. Through her dedication to healing, outreach and advocacy, she embodies the spirit of chiropractic and inspires others to follow suit.



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Mastering TikTok's Algorithm: A Guide to Boosting Your Social Media Presence

By SeKoixa Gonzalez

In the world of social media, TikTok stands out due to its compelling algorithm, a discussed topic in the earlier edition of *The Georgia Chiropractor*. Creators can expand their reach and boost visibility by understanding TikTok's algorithm.

Previously, we touched on how a user's authentic engagement can influence the niche content on their For You Page (FYP). There are many innovative ways to be discovered by your target audience.

Leveraging trends and hashtags is crucial. You must stay current with trending challenges, songs, and memes, and use relevant and trending hashtags to increase discoverability.

Consistency is vital as well. Regularly posting high-quality content keeps your audience engaged and signals to the algorithm that you're a reliable creator worth promoting.

Engaging with your audience and community is just as important. Respond to comments, collaborate with other creators, and participate in duets and challenges to foster a sense of belonging and encourage more interaction within your content. For example, after reaching 1,000 followers, you will receive special access to the Live feature, allowing you to hold Q&As and FAQs, give the audience a tour of your office, and more! Not to mention, once you've reached 10,000 followers, you would then be allowed to take part in the Creator Fund.

By mastering TikTok's algorithm, you can unlock the potential to grow your social media presence, connect with a grander audience, and increase the number of patients you receive.

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

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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 Only serious applicants need apply. Send resume to dotphysicalshr@gmail.com

Associate Today / Owner Tomorrow Join chiropractic / physical therapy / regenerative medicine group. Train to take over practice as owners retire in 3 years. Any experience level accepted as we provide step-up training. Most important is your drive to serve and your commitment to excellence. Salary, incentives, vacation, holidays, and malpractice. Call Kathy Webb (706) 836-6218. Email kwebb@kwebb.com. www.ActionMedicalCenter.com

CHIROPRACTIC ASSISTANT NEEDED!!! Busy Chiropractic office in Norcross Looking for CA. Experience is preferred. Please contact Dr. Mayfield call 404-217-9111 or email maychiro@gmail.com.

CHIROPRACTOR NEEDED in Brunswick and/or Bluffton office. Six figure starting salary! Call Dr. Jared Brown at 912.677.1851 - Multi-disciplinary practice working with Personal Injury and cash patients. Any experience level accepted as we offer training. Salary negotiable. Looking for motivated doctor with leadership qualities - email resume to 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 STONECREST needs a hardworking, motivated, caring Chiropractor. Must have a Georgia license and carry your own 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 team in a busy and expanding multi-discipline medical orthopedic/ chiropractic practice focused primarily

on injury and rehabilitation. Doctor will receive excellent compensation while focusing on patient care in an energetic and fun environment. Must be proficient at Diversified adjusting and be PT certified and knowledgeable. We look forward to hearing from you! Forward resume to Synergy321@live.com.

ASSOCIATE DOCTOR WANTED: GREAT PAY, GREAT HOURS, GREAT ENVIRONMENT! Join Dr. Rob and his team in a fun, happy, ethical, purpose driven, nutritional and functional medicine based practice. Work only 3.5 days per week. Make \$65,000 to \$85,000 per year, paid vacation, malpractice and CEC covered. Friday, Saturday and Sunday Off. No selling, just loving and helping patients in an environment where you are treated great and well respected. Looking to hire ASAP. Practice 25 minutes south of the airport in Newnan, GA. Send resume to dr.robdebease@gmail.com Website: www.alternacareinc.com

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

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bonuses, health and disability insurance and more. In Atlanta, email a resume to Johnny Brown johnny@arrowheadclinics.com or call 770-268-9342, in Savannah email Ken Manglesdorf at ken@arrowheadclinics.com or call 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 is looking for an associate doctor to perform exams and great adjustments. Competitive salary working only 4 1/2 days a week. Benefits include 401(k) with paid vacations and holidays. Hours are Mon-Thurs. off at 5:00pm and Friday's off at 1:00pm with no weekend hours. Our office understands the balance between work, family, and play! Visit our website at www.familyhealthchiropractic.info to see our state-of-the-art facility and fabulous team! Email cover letter and resume to jbczar@familyhealthchiropractic.info

GEORGIA CHIROPRACTIC COVERAGE - Dr. Danny Kahn, providing stress-free chiropractic coverage for your practice. Adapt to your technique keeping consistent patient care. DrDannyKahn@gmail.com - www.drdannykahn.com - 678-386-1555 - 30 years experience - NCMIC insured

CARING, QUALIFIED, EXPERIENCED (20 years+) Doctor to Cover Your Practice Day(s), Month, Ets. Reasonable rated. 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

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Facility that has been growing for 30 years. Be part of our amazing team! Call Dr. Brian Gillis at 478-955-6784. www.perrychirowellness.com

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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 AREA Full time, Personal injury clinic looking for a long-term associate to join our exceptional team and grow with our group. Must be licensed in Georgia with modalities endorsement. We offer competitive pay \$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. Full-time position consists of 35 hours of work per week. PAID: 2 weeks vacation, 7 Holidays, 30 hours PTO, Continuing Education, 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

PRACTICE FOR SALE MIDTOWN AT-LANTA, GA - Dynamic 30-year established practice in Midtown Atlanta location. Multiple attorney referrals of PI patients along with excellent new patient flow generated by website and internal patient referrals. Collections exceed \$ 400K/Yr. Motivated seller. Contact greg@chiroequity.com, 908-419-7510 for further details.

PRACTICE FOR SALE - CONYERS, GA - Busy, established Chiropractic office for sell. Located along major highway in Conyers, GA. 40+ years in business with over 300 active patients. Priced to sell quickly! Large 2000 sq ft space. All equipment/ inventory included. Support and training TBD. \$100,000. Negotiable Email kristilr@conyerschiropractic.com or call 770-922-8150

PRACTICE FOR SALE CONYERS, GA: \$100,000. Established successful 'cash' practice. Average annual gross last 3 years \$356,000 (work 3.5 day/wk). Robust new patient stream from referrals, strong positive social media ratings. Exceptionally equipped 3,000 sq. ft. Ideal opportunity as 'affordable entry level' or satellite practice. Current DC retiring & offering transition. Financing available. Contact proactivehcs@gmail.com.

PRACTICE FOR SALE : LAWRENCEVILLE, GA - A well-established 25 year old practice located in Lawrenceville, GA. Focusing on wellness and personal injury. Practice is in a beautiful unattached building located in a very high-traffic area near the Mall of Georgia. Owner selling due to moving out of state. \$175K. Serious buyers only, please contact Dr. Ballard- call or text: (770)298-1012, email- BBallarddc@gmail.com

OFFICE FOR SALE - Interdisciplinary office for sale. 2,580 sq ft building on .14 acres in busy area. Plenty of parking includes digital X-ray suite and working C-arm guided X-ray unit. 15 year practice with thousands of patients included in price. Virtually no competition for new chiropractor and "done for you" medical integration if desired. Call Dr. Codner 770-328-1587

PRIVATE PRACTICE FOR SALE IN NEWNAN, GA- twelve-year-old diversified practice with physiotherapy and NMT available in growing Coweta County. Owner is

retiring, and purchase includes operations, hardware, equipment, and furniture. This is a turn-key opportunity with a non-compete agreement available. Interested parties should email newnanchiropractor2024@outlook.com for more details.

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CHIROPRACTIC OFFICE SPACE FOR RENT Perfect location in Woodstock. SEEKING - Chiropractor or other healthcare practitioner to share office space in a fully equipped office. Part-time or full-time availability. Please send inquiries to drkristie.chiro@gmail.com or call 770-256-5699.

DOWNTOWN WOODSTOCK SPACE AVAILABLE. 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.

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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

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FOR SALE: ACTIVATOR 5 - Like new, barely used, 1 year old. For sale new through Activator 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 lstele@steelechiro.com. (2)- Zenith II 210 tables w/ pelvic drop and Heritage upholstery, (5) Zenith-Rock Toggle tables and (5) Barge knee chest tables. Pictures available.

COMPUTERIZED PROSOFT 360 MECHANICAL IN MOTION THERAPY ADJUSTING INSTRUMENT. For manipulation of the ligaments, muscles and tendons of all the extremities, spine and pelvis of the human body. Condition of this instrument is like new. Originally \$18,000.00. For sale at \$6,400.00. Please

call 770-832-2226 or email to askdrpete@aol.com.

FOR SALE Chiropractic clinic in Dunwoody, GA - ALL furniture for sale. Please call 678-481-8252 or email Kirshna.posa@gmail.com

FOR SALE - Williams Model 1070F Elevation Table with 4 drop sections. Works great and looks very good. PRICE REDUCED Asking \$2,500.00." Call Dr. Gibson 770-366-9045"

FURNITURE AND EQUIPMENT FOR SALE. We still have some therapy equipment, furnishings and posters, etc. For a list of available items and price. Contact Gloria Markham at 470-523-8077, info@markhamchiropractic.net

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DOCTORS' CHOICE MEDICAL BILLING provides comprehensive chiropractic billing and coding services with a goal of collecting the highest revenue possible, in a timely manner. Managed by an AAPC certified coder and Registered Health Information Administrator (RHIA) with 20+ years of experience, our services include: timely and accurately coded electronic claims submission; posting of insurance payments; and AR follow-up. Please contact Rhonda Setnar-Klubeck, RHIA, CPC at 770-641-1749.

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