

# THE GEORGIA CHIROPRACTOR

SPRING 2016

SPRING CONFERENCE  
PREVIEW



REMEMBERING  
DR. DEANE MINK

COVERAGE INSIDE

GCA CONNECTS  
WITH STATE,  
NATIONAL LEADERS

ASSOCIATION NEWS:  
GCA OFFERING NEW  
MEMBER BENEFITS

THE  
NOT-SO-LITTLE  
UNIVERSITY  
THAT IS CHANGING  
THE WORLD.

#### LIFE UNIVERSITY

*100+ acres of rolling hills, forests, hiking trails and state-of-the-art wellness facilities.*

*17:1 student/teacher ratio allows for hands-on learning and one-on-one interaction.*

*The world's largest chiropractic college.*

#### LIFE OFFERS DISTINCTIVE GRADUATE, UNDERGRADUATE AND DOCTORATE DEGREES

*Athletic Training · Biology · Biopsychology  
Business Administration · Chiropractic · Clinical Nutrition  
Coaching Psychology · Computer Information Management  
Dietetics · Exercise Science · General Studies  
Health Coaching · Nutrition · Positive Psychology  
Psychology · Sport Health Science*

1269 BARCLAY CIRCLE, MARIETTA, GEORGIA USA  
800-543-3202 or 770-426-2600

Admissions@LIFE.edu    www.LIFE.edu

**LIFE**  
University



## HIGH-FIELD IMAGING MEETS PERSONAL INJURY



### Services We Provide

- State-Of-The-Art 1.5T High-Field MRI and Multi-Slice *Low-Dose* CT
- Multiple Metro Atlanta Locations
- Same Day Appointments, Next Day Results
- Pre-Certs Provided
- Excellent Self-Pay Rates
- Sub-specialized Personal Injury Radiology Team



# The Gold Standard in Diagnostic Imaging

Augusta • Canton • Decatur • Fayetteville • Lawrenceville • Newnan • West Cobb • Austin, TX • Dallas, TX • Houston, TX • San Antonio, TX • Tallahassee, FL • Birmingham, AL | [www.ahicenters.com](http://www.ahicenters.com) | 1-855-MRI-CHOICE



# FEATURES

## P. 10

### LEGISLATIVE UPDATE

GCA celebrates passage of S.B. 158, creating transparency for rental networks.

## P. 14

### SPRING CONFERENCE 2016

Follow the map to a bounty of chiropractic treasure during our Spring Conference on Hilton Head Island!

## P. 18

### LOW BACK PAIN GUIDELINES

GCA's Dr. Greg Baker involved with new guidelines on low back pain.

## P. 19

### IN MEMORIAM

Remembering the life of past GCA president and supporter Dr. Deane Mink.

# IN EACH ISSUE

## P. 5

### LETTER FROM THE PRESIDENT

GCA adds new member services to earn practicing chiropractors money.

## P. 7

### EXECUTIVE INSIGHTS

Dr. Deane Mink leaves behind a true GCA legacy.

## P. 8

### ASSOCIATION NEWS

Information regarding GCA's new member services; Mickie Frassrand is a friendly voice for GCA; GCA members in the news; and #GCASays.

## P. 21

### NATIONAL NEWS

ICA, ACA urge supporters to sign Medicare equality petitions; ACA elects new president.

# DEPARTMENTS

## P. 22

### THE FRONT LINE

Following up with ICD-10.

## P. 23

### INSIGHTFUL IMAGING

Epitransverse Process is an outgrowth of atlas vertebra.

## P. 24

### MEMBER SPOTLIGHT

Dr. John Webster fills life with faith, family and chiropractic.

## P. 25

### STUDENT MEMBER SPOTLIGHT

Munntouya Hunt chose to pursue chiropractic after early exposure to health care field.

## P. 26

### TAKING CARE OF BUSINESS

Being web savvy can take your practice to the next level.

## P. 27

### PRACTICE

### BUILDING 101

Proper planning imperative for designing office space.

## P. 28

### FUNNY BONES

There are a lot of steps to becoming a dancer.

### Join us today at:



facebook.com/  
GeorgiaChiropractic  
Association



twitter.com/  
GaChiro2016



*On the cover: Ga. Sen. Lester Jackson (from left), Life University student Munntouya Hunt, GCA-PAC Chairwoman and Director Dr. Leana Kart and Ga. Sen. Greg Kirk network during GCA's Chiropractic Day at the Capitol, held Feb. 18 in Atlanta.*

## Explosive

XP3 is 53.2% lighter, and thinner, than any of our other functional orthotics, making it perfect for tight-fitting shoes and cleats.



# SPRINT

## Endurance

XP3+ offers double the shock absorption in the heel and extreme propulsion at toe-off for those athletes that need to go the distance.



# MARATHON

**Call today to get your patients moving.**

**800.553.4860**

FootLevelers.com | f t v



# INJURED?

Call the **Lawyer** who is also a **Doctor of Chiropractic!**

**Your Lawyer**

Dr. Ted

Dr. Ted

**"I Want to Be Your Lawyer!" - Dr. Ted**

**FREE**  
CONSULTATION  
so that we can  
evaluate your case

**Questions?** Call my cell: (404) 633-7500

**Don't want to Call?**

- ▶ Ask me online at **chiropracticandthelaw.com**
- ▶ or email me direct at **tedgreve@mydrted.com**

**TED A. GREVE**  
& ASSOCIATES P.A.  
INJURY LAWYERS

260 Peachtree St. NW, Ste. 2200  
Atlanta, GA 30303

2050 Marconi Dr., Ste. 300  
Alpharetta, GA 30005

257 Bobby Jones Expressway, Ste. 2  
Augusta, GA 30907

**1-800-MyDrTed**  
**www.MyDrTed.com**



Member Of:  
Million Dollar Advocates Forum\*\* • Georgia Trial Lawyers Association • American Association for Justice • The Brain Injury Association of North Carolina • Certified in Collision Reconstruction • Certificate for Proficiency in Chiropractic X-Ray

\*\* Criteria for membership in Million Dollar Advocates is set forth at [www.milliondollaradvocates.com](http://www.milliondollaradvocates.com). We do not represent that similar results will be achieved in your case. Each case is different and must be evaluated separately.

\*Attorney Ted Greve is a Georgia licensed doctor of chiropractic. He practices only law.

# New Benefits Designed to Serve GCA Members

**Dr. Edwin Davis**  
President

**Dr. Richard Buchanan**  
President Elect

**Dr. Matthew Ryan**  
Treasurer

**Dr. Kenneth Register**  
Secretary

**Dr. Charles Weiss**  
Past President

**Dr. Robert Alpert**  
Director

**Dr. Winston Carhee**  
Director

**Dr. Christopher Connelly**  
Director

**Dr. Leana Kart**  
Director

**Dr. Clark Stull**  
Director

**Dr. Michael Vaughn**  
Director

The Georgia Chiropractic Association has been the Georgia chiropractor's support system since 1912, serving as the strongest voice for the profession since then. We're the only chiropractic association in the state that has a lobbyist at the state capitol every day that the legislature is in session. We will always continue to fight for your right to practice in our state.

While our voice has never been stronger with our legislators - and will only continue to grow - we also want you to know that we're here to support you in your day-to-day operations as well. If you're a member of ours, you should have already received your renewal packets for 2016. In that packet is information about the new programs we're unveiling this year, all designed to not only SAVE money, but to actually help you EARN money for your business. Some of our new offerings include:

- **A Group Purchasing Program** that will allow you to purchase your clinic supplies, equipment, computers, furniture and other items at steeply discounted prices;
- **Heavily discounted ink and toner program**, which will allow you to purchase directly from the manufacturer at heavily discounted prices just for GCA members;
- **Financial services** which will help you navigate the world of long-term care insurance, life insurance, malpractice insurance and insurance to protect your practice against RAC and HIPAA audits.

That's just a small sampling of the new programs we're offering to GCA members for 2016. You can read more about these programs in Association News, on page 8.

There's never been a better time to be a GCA member, and I think you'll especially notice that if you attend our Spring Conference, which this year is May 20-22 at the Sonesta Resort on Hilton Head Island. This event is an excellent way to both earn continuing education credits AND get a little bit of rest and relaxation as the summer season kicks off. We'll even have some family-friendly activities for spouses and kids, so feel free to bring them along! You can find out more about this year's offerings beginning on page 14. If you haven't been to a GCA event in a while, I sincerely hope you decide to attend.



Respectfully, **Edwin Davis, D.C.** • President



NCMIC announces Premium Dividend ...

# An added **BONUS** of being with NCMIC

**NCMIC chiropractic malpractice insurance policyholders will soon receive a premium dividend for the 20<sup>th</sup> year in a row.**

Our doctors know it's just one of many reasons to be with NCMIC.

Reasons like:

- Coverage designed to meet the needs of all chiropractic philosophies
- Consistently strong financially—"A" (Excellent) rating with a stable outlook from A.M. Best
- Claims staff and attorneys who know chiropractic and how to defend allegations against chiropractors
- Personalized service—one place to call for benefit, payment and claims questions

**Does your company pay a dividend?** If not, find out how you, too, can become eligible for premium dividends, along with the many other benefits of the NCMIC Malpractice Insurance Plan. **Call 1-800-769-2000, ext. 3120**

Premium dividends are not guaranteed. Industry analyst A.M. Best ratings range from A++ to S. See [www.ambest.com](http://www.ambest.com). We Take Care of Our Own is a registered service mark of NCMIC Group, Inc. and NCMIC Risk Retention Group, Inc. ©2016 NCMIC NFL 3439



 **NCMIC**  
We Take Care of Our Own<sup>®</sup>  
[www.ncmic.com](http://www.ncmic.com)



**CHIMEDICAL  
MANAGEMENT  
GROUP, LLC**  
[chimedmua.com](http://chimedmua.com)  
**855.880.7568**

The ChiMedical Group has been successful and profitable teaching and performing **Manipulation Under Anesthesia (MUA)** in Atlanta. There are many doctors and offices whose patients have benefited greatly from these services. Many patients you may have had to refer out to orthopedics can now be co-treated by you while being compensated like you should be!

With Success comes GROWTH. We are proud to announce our first expansion into Chattanooga, TN.

Doctors in North Georgia, Alabama and Tennessee can access a state of the art surgical center for their patients!



**Not MUA Certified??? Find a provider at [chimedmua.com](http://chimedmua.com)**

We have MUA certified doctors that can treat your patients with MUA in Georgia or Tennessee. This is a tremendous opportunity to help them avoid surgery, remain a chiropractic patient and still treat your patient. Every referral is managed by a chiropractor and D.O. and referred back to you following the procedure.

**PI Case!! Fantastic, we have several key firms that we work with in 3 states that have had tremendous success with MUA and we can help you with your patients as well. See our site for our MUA doctors or email us for a qualified preferred provider!**

## 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



THE GEORGIA  
**CHIROPRACTOR**

**Spring 2016**  
**Volume 35, No. 2**

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

Valerie L. Smith  
*Executive Director*

Diane Hamby  
*Director of Membership  
& Operations*

Carly Sharec  
*Director of Communications  
& Events*

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](http://www.gachiro.org)

Jennifer Campbell  
*Graphic Designer*  
[jennndesigner@yahoo.com](mailto:jennndesigner@yahoo.com)

For advertising, please  
call 770.723.1100 or e-mail  
[csharec@gachiro.org](mailto:csharec@gachiro.org)

# “The Hole You Give Through is the Same Hole You Get Through”

The Georgia Chiropractic Association lost one of its most passionate and active members Feb. 3. Dr. Deane Mink practiced for 54 years in Valdosta and was deeply involved with GCA during his entire career.

When I was at his funeral, one of the many doctors of chiropractic he mentored, Dr. Randy Griffis, told me that Dr. Mink just couldn't understand why some chiropractors would not join the association.

I thought about that on the long ride home to Atlanta. When I thanked Dr. Mink each time he agreed to serve on a committee, speak to potential members, host district meetings, attend GCA's Capitol Day or present an award, he would always say “The hole you give through is the same hole you get through,” meaning the more he gave to his profession, the more his profession gave to him.

Dr. Mink understood that his practice would benefit by being a member of GCA. During his time in membership, chiropractors were able to start accepting insurance and Medicare, refer for MRIs and practice more fully within their scope.

While we made great strides in the 50-plus years Dr. Mink was a member, our battles are never over. We continue to fight on behalf of all chiropractors in Georgia to be able to be compensated fairly, offer world-class educational seminars and provide members-only benefits such as our Insurance & Medicare Hotline and discounted business services.

To honor Dr. Mink's memory, I ask all non-members to join GCA to help us promote, protect, educate and represent the chiropractic profession.

If you are already a member of GCA, I want to thank you for your support and challenge you to become more involved. Join a committee, sign up for our legislative grassroots initiative, attend a seminar or serve as a mentor to a newly graduated doctor.

I think you'll find, as Dr. Mink did, that the more you give, the more you will receive.



**Valerie Smith, M.A.** • Executive Director

**Honoring Dr. Mink, p. 19**



# ASSOCIATION NEWS

## New Services will Save You Money

A new year brings new member benefits for members of the Georgia Chiropractic Association, including ways to not only save money but EARN some extra income.

All GCA members have received a sign-up sheet in their renewal packets for new offerings for network member practices. There are multiple opportunities for the practicing chiropractor, including:

- **Group Purchasing Program:**

Signing up for this program allows you to purchase your clinic supplies and equipment, computers, furniture and many other items you may need for your practice at significant discounts.

- **Heavily Discounted Ink & Toner Program:** These are the

same quality cartridges you find in the box stores. With this program, you are able to purchase your ink, toner and drum cartridges directly from the manufacturer at prices that are heavily discounted for the GCA.

- **Revenue Cycle Management:**

This program, offered by one of the best companies in the U.S., offers a full cadre of revenue cycle management services.

Other programs are available as well.

For chiropractors interested in any of the above or additional programs, just check off and fill out the form included in your renewal packet, and fax the completed form to 470-539-4739. If you need an additional form, please contact us at the GCA offices at 770-723-1100.

## GCA unveils new mission, vision statements

The Georgia Chiropractic Association's Board of Directors has been hard at work developing mission, vision and values statements to carry our association into the future. At the Feb. 18 meeting, the following statements were approved:

**The mission statement will read:**

GCA promotes, represents, educates and protects the entire chiropractic community in Georgia and advocates for unrestricted access to chiropractic care.

**The vision statement will read:**

Doctors of chiropractic will be the providers of first choice for Georgians seeking to improve their health and wellness.

Values statements will be defined in future meetings.

### *event calendar*

APRIL 30, 2016, 10:00am  
GCA Board of Directors meeting  
GCA offices, Tucker, Ga

MAY 20-22, 2016  
GCA Annual Spring Conference & Trade Show  
Sonesta Resort, Hilton Head Island  
(same location as 2015!)

OCTOBER 21-23, 2016  
GCA's 104th Annual Fall Conference & Trade Show  
Westin Atlanta Perimeter North  
(same location as 2015!)

DECEMBER 2016  
GCA 20-Hour CE Weekend  
Dates & Location TBD

*Visit [gachiro.org](http://gachiro.org) for a complete list of upcoming events*



## Frassrand a Friendly Voice for GCA Callers

If you call into the GCA office, you may be lucky enough to hear the cheerful voice of Mickie Frassrand.

"I love it here," Frassrand said. "I especially like the people. It's a very relaxed and friendly atmosphere."

Frassrand has worked at the GCA office on a part-time basis since March 2015. She was introduced to the position through her daughter, Diane Hamby, who is the association's

director of operations and membership.

When not helping GCA, Frassrand is a devoted community volunteer, serving in multiple missions through her church.

"I like to read a lot and volunteer," Frassrand said. Most recently, she's been assisting with a mission to send needed items to U.S. servicemembers currently overseas.



Mickie Frassrand

## GCA Members in the News

Our members have been busy the past few months, including these following mentions in state and local outlets:

- Member Dr. Robert Hayden spoke on behalf of the American Chiropractic Association for a *Family Circle* article titled: "Prevent Neck and Back Pain by Sleeping in this Position: These Few Adjustments Will Help You Wake Up Pain Free."



- Members Dr. Mary Watkins and Jeanne Hanlin from Watkins Total Healthcare were featured in Moxie, a magazine for women, a publication of *The Times* out of Gainesville, Ga.


If you've been mentioned in your local media outlets, please let us know so we may recognize you!




Dr. Robert Hayden

## You Said It! #GCASays

**Johnny Isakson**   
@SenatorIsakson




Proud recipient of the 2016 Veteran Healthcare Leadership Award from Natl Chiropractic Leadership Conf. [#NCLC2016](#)

**GA Chiropractic Assn @GACHIRO2016**  
GCA with @SenatorIsakson at #NCLC2016.

**Brett Mizell** Thank you to the GCA for the prize, and for all the hard work you do advancing our profession in the great state of Georgia!

Unlike · Reply · Message  2 · March 2 at 5:43pm

Join us today at:

 [facebook.com/GeorgiaChiropracticAssociation](https://facebook.com/GeorgiaChiropracticAssociation)

 [twitter.com/GaChiro2016](https://twitter.com/GaChiro2016)

Who knows? You may be featured next!

### GCA now Offering C.A. Webinars!

Check your email and visit [gachiro.org](http://gachiro.org) for more information on GCA's NEW webinar programs, featuring Laurie Simpson, C.C.A., C.C.C.P.C. Chiropractic assistants will appreciate these convenient educational opportunities, many taking place over the lunch hour.



## INSURANCE TRANSPARENCY FOCUS

# of GCA's 2016 Legislative Work

By Carly Sharec

With a widely-attended Chiropractic Day at the Capitol and the passing of Senate Bill 158, the Georgia Chiropractic Association can consider the 2016 legislative session a success.

"The past few months have been a truly positive experience for chiropractic in Georgia," said GCA President Dr. Edwin Davis. "It's been particularly gratifying to be able to work together with other associations, like the Medical Association of Georgia, to get a bill passed that positively impacts our patients."

Davis is referring to S.B. 158, commonly referred to as the Consumer & Provider Protection Act. Since 2015, GCA has worked to get this bill passed. The bill creates transparency for rental networks, or "silent PPOs."

The bill reads, in part: "Any person who commences business as a rental preferred provider network shall register with the Commissioner within 30 days of commencing business in this state unless such person is licensed by the Commissioner as a health insurer."

The text goes on to say: "A rental preferred provider network shall not: (1) Knowingly access or utilize a network provider's contractual discount pursuant to a provider network contract without a contractual relationship with the network provider, rental preferred provider network, or third party."

The full copy of the bill can be found online at [legis.ga.gov](http://legis.ga.gov), and then by search for S.B. 158.

GCA is encouraging members to reach out and

thank the bill's sponsors: Sen. Dean Burke (R-Bainbridge), Sen. Greg Kirk (R-Americus), Sen. Hunter Hill (R-Atlanta), Sen. Joshua McKoon (R-Columbus), Sen. Ben Watson (R-Savannah) and Rep. Rick Jasperse (R-Jasper).

Legislators also passed House Bill 952, or the "Georgia Professional Regulation Reform Act." The bill itself was written in response to a decision by the Supreme Court, ruling that state regulatory boards could be subject to antitrust violations.

The bill gives the governor oversight regarding rules and board decisions, including for the Board of Chiropractic Examiners. GCA is concerned this could delay or politicize the approval process.

The bill reads: "The Governor shall have the authority and duty to actively supervise the professional licensing boards of this state to ensure that their actions are consistent with clearly articulated state policy and shall therefore have the authority and duty to:

(1) Review and, in writing, approve or veto any rule before it is filed in the office of the Secretary of State by Chapter 13 of Title 50, the 'Georgia Administrative Procedure Act,' or before such rule becomes effective, if filing is not required.

Again, a full copy of the bill can be found at [legis.ga.gov](http://legis.ga.gov) and searching for H.B. 952.

Both S.B. 158 and H.B. 952 were awaiting Gov. Nathan Deal's signature as of presstime.

Much of GCA's success at the state capitol this





year is due in large part to the support the association's members have provided, through both PAC memberships and by participating on the grassroots committee.

"We were also really pleased with the turnout at GCA's Chiropractic Day," Davis said. "Not only did we see many of our GCA members and our senators and legislators, but many students from nearby Life University also attended."

"It was wonderful to see the next generation taking such an active interest not only in the practice of chiropractic, but the effort needed to protect our right to practice," Davis added.

A special guest at the event included Rep. Ed Rynders (R-Albany), who spoke to attendees about the best ways to connect with their legislators.

"Build relationships," Rynders said. "Know how to communicate. Personalize your notes and phone calls. And engage as many members as possible."

"Please don't come and see me only when you want something," he emphasized.

Also in attendance was Life University President Dr. Guy Riekeman, who spoke briefly to the audience about the importance of chiropractic.

"The United States is 5 percent of the world's population, but consumes 50 percent of its medication," Riekeman said. "We have something important to bring to the health care system. All we're asking for is an equal playing field."







## GCA Lobbies for Increased Access to Chiropractic Care in D.C.

By Valerie L. Smith

A group of Georgia chiropractors spent a windy February day in Washington, D.C., educating 13 of Georgia's 15 senators and representatives on why access to chiropractic care should be expanded for veterans, TRICARE recipients and Medicare enrollees, during the National Chiropractic Leadership Conference.

GCA President Dr. Edwin Davis, President Elect Dr. Richard Buchanan, Director Dr. Winston Carhee, Past President Dr. Robert Hayden, member Dr. Charlie Saboura, former member Dr. Michael Grosz and Executive Director Valerie Smith met with the offices of Sen. Johnny Isakson, Sen. David Perdue, Rep. Buddy Carter, Rep. Tom Price, Rep. Austin Scott, Rep. Sanford Bishop, Rep. Lynn Westmoreland, Rep. Barry Loudermilk, Rep. Rob Woodall, Rep. David Scott, Rep. Jody Hice and Rep. Tom Graves.

"I think all the meetings were very positive," Davis said. "We were able to educate the legislators and their staffs on our issues."

Georgia Sen. Isakson delivered a positive chiropractic keynote address to chiropractors from across the country to kick off the lobbying day, saying that he was educated on chiropractic issues by his neigh-

bor, GCA member Dr. Jim Anchors, who "lobbied me in the back yard."

The issues discussed with legislators included:

- Increased access to chiropractic for veterans
- Access to chiropractic for TRICARE recipients
- Increased coverage of chiropractic in Medicare
- Allow chiropractors to serve in the U.S. Public Health Service Commissioned Corps
- Allow chiropractors to participate in the National Health Service Corps

"We asked each of them to support the legislation we are working on," Hayden said. "Rep. David Scott was already supporting access to chiropractic for TRICARE recipients and allowing chiropractors to serve in the National Health Service Corps as a result of last year's visit, so if you are in his district, please make sure to thank him."



## Session is Over, but Still Time to Get Involved

By Carly Sharec

One of the best ways GCA can continue building relationships with our state legislators is by continuing conversations with them when they are not in session.

With the Georgia General Assembly ending its 2016 session on March 24, chiropractors have the next nine months to develop relationships with lawmakers.

“There are multiple ways to get involved,” said GCA-Political Action Committee chairwoman Dr. Leana Kart. “One of the best investments a chiropractor can make in their career is to become a GCA-PAC member.

“Another way to get involved is to sign up for our grassroots committee, chaired by Dr. John Webster,” Kart added. “That’s actually a really great way to get connected with your legislators, as all you need to do is provide your home address and GCA will help you get started.”

To join GCA’s grassroots committee, email your home address to Carly Sharec at [csharec@gachiro.org](mailto:csharec@gachiro.org).

Join GCA-PAC by visiting [gachiro.org](http://gachiro.org), and selecting the Political Action Committee section under the “Influence” tab.

*GCA member Dr. Karen Mathiak has qualified to run for Ga. House District 73, which represents parts of Fayette, Spalding and Henry counties. You can learn more about her campaign at [weneedkaren.com](http://weneedkaren.com).*





# 2016 *Spring* CONFERENCE AND TRADE SHOW

**MAY 20-22**  
**SONESTA RESORT**  
**HILTON HEAD ISLAND, SC**

AHOY, CHIROPRACTORS!

## Set sail for the beach and GCA

By Carly Sharec

**S**hiver our timbers and find a bounty of hidden treasures at this year's GCA Spring Conference and Trade Show!

"A swashbuckling adventure awaits you at this year's convention," said Dr. Leana Kart, conference committee chairwoman. "Bring your spouse, bring your kids. Invite your friends! Just make plans to spend the weekend with us. We have a lot of activities planned, and it's going to be a great time."

This year's conference is May 20-22 at the beautiful Sonesta Resort on Hilton Head Island. Registration is now open by visiting [gachiro.org](http://gachiro.org). You can also find the link to book your hotel room on the GCA website.

"The spring conference is a really great opportunity for our Georgia chiropractors to get involved with our association while getting those important CE credits for the year," said GCA President Dr. Edwin Davis.

### Be a better chiropract-arr!

GCA has lined up a stellar cast of speakers with a wide variety of topics for this year's event, including **Terry Yochum, D.C.**, who will be speaking 8 a.m. to noon on Saturday about spondylolisthesis in patients who prefer to continue participating in sports.

Other clinical speakers include:

- David Lee, D.C., on **Nutritional Applications for Monday Morning** (2-5 p.m. Friday)
- Michael Jacklitch, D.C., on **Medicare Documentation: "Just Show Me What to Do"** (1-5 p.m., Saturday)

- Marc Ellis, D.C., on **Cerebellar Dysfunction, Assessment and Treatment** (8 a.m.-noon, Sunday)

Get started with our 1-hour jurisprudence course, featuring a discussion with **Aubrey T. Villines, J.D.** (8-9 a.m. Friday).

For risk management, Dr. Morgan Mullican will speak on **Systematic Case Management** (9 a.m.-1 p.m., Friday), and Laurie Simpson, C.C.A., C.C.C.P.C., will round out the weekend for C.A.s in teaching **Revisiting ICD-10** (8 a.m.-5 p.m. Saturday) and **Improving Your Communication Skills** (8 a.m.-noon Sunday).

It's not all about the classes, though.

### Set sail for FUN!

Don't be a landlubber... earn your CE credits AND join GCA for a blast at the beach!

We're having our **Welcome Reception** beginning at 6 p.m. Friday. Come dressed in your finest pirate outfit as we celebrate at our first big event of 2016.

New this year is a **Spouse & Family Meet & Greet**, beginning 9 a.m. Saturday (location TBD). Your significant other and children will have a blast getting to know the other families and making plans to hang out over the weekend!

Make plans to attend the **President's Luncheon** at noon on Saturday, sponsored by ActivHealthCare. This is a great opportunity to spend some time with your professional peers while enjoying delicious food! You can indulge your sweet tooth later that day with our **S'mores by the Pool** event, beginning at 8 p.m.



Remember, **2016**  
is a CE renewal year!

## Don't be a scallywag... register early!

If you miss our Spring Conference & Trade Show, you might as well walk the plank!

"Attendees often really enjoy our spring conferences," Davis said. "Not only because it's on the beach, which is a lot of fun! But because it's just a very relaxed environment to earn your needed CE credits."

And, Davis added, "the Spring Conference is just a really great way to connect with others and kick off the summer season."

Pre-registration runs through May 13, but you'll receive a special early bird discount if you sign up by April 29! You can sign up online or by filling out the form included in this magazine. You can also give GCA a call at 770-723-1100 if you have any questions and would like to register.

For those who plan to stay at the hotel, visit [gachiro.org](http://gachiro.org) and use the provided link for the special GCA rate of \$195. (If you call the hotel directly, be sure to mention you're attending the GCA event.) Do so SOON, as we expect rooms at this rate will sell out quickly.

"I really think this is going to be one of the most popular spring events GCA has put on in recent memory," Kart said. "You can't get much more fun than being a pirate! With the great activities we have planned on top of a list of really stellar chiropractic speakers, this is going to be an awesome event."

## FRIDAY, MAY 20

8:00am – 5:30pm	Trade Show
8:00am – 9:00am	Jurisprudence
9:00am – 1:00pm	Risk Management
2:00pm – 5:00pm	Clinical Science: David Lee, D.C.
6:00pm – 7:00pm	Welcome Reception

Come in *pirate* wear!

## SATURDAY, MAY 21

8:00am – 5:00pm	Trade Show
8:00am – 12:00pm	Clinical Science: Terry Yochum, D.C.
9:00am – 11:00am	Spouse & Family Meet & Greet (Location TBD)
12:00pm – 1:00pm	President's Luncheon, sponsored by ActivHealthCare
1:00pm – 5:00pm	Clinical Science: Michael Jacklitch, D.C.

8:00am – 5:00pm C.A. Course  
Join us at 8:00pm for *s'mores* by the pool

## SUNDAY, MAY 22

8:00am – 12:00pm	Trade Show
8:00am – 12:00pm	Clinical Science: Marc Ellis, D.C.
8:00am – 12:00pm	C.A. Course

## sponsors

Thanks to our following sponsors!

### presidential partner



### conference sponsor



### member partners

NEWTON  
homeopathics **PRO**



### board partners



### education partners



BreakThrough  
Coaching

# speakers

GCA has lined up a stellar cast of speakers with a wide variety of topics for this year's event.

## JURISPRUDENCE



### Georgia Rules & Regulations

Friday, May 20; 8:00am-9:00am

**Aubrey T. Villines, J.D.**

Join GCA's legal counsel Aubrey Villines in this one-hour discussion of Georgia law, rules and regulation changes that impact your everyday practice.

## RISK MANAGEMENT



### Systematic Case Management

Friday, May 20; 9:00am-1:00pm

**Morgan Mullican, D.C.**

*Sponsored by Breakthrough Coaching*

Dr. Morgan Mullican will lead this CE course providing you valuable insight.

## CLINICAL SCIENCE



### Nutritional Applications for Monday Morning

Friday, May 20; 2:00pm-5:00pm

**David Lee, D.C.**

*Sponsored by Nutri-West Blue Ridge*

Dr. David Lee will provide detailed explanations of cardiovascular health screenings and protocols for all of your patients, as well as deliver a hands-on manual muscle testing workshop. You'll get the information you need to improve your practice first thing on Monday morning. 3 hours CE.



### Spondylo & Sports/Commonly Encountered Questions

Saturday, May 21; 8:00am-12:00pm

**Terry Yochum, D.C.**

*Sponsored by Foot Levelers*

Join Dr. Terry Yochum as he reviews the etiology and discusses both the chiropractic and medical management of the problematic spondylolisthesis patient. This exciting program will revolutionize the way you approach the diagnosis and management of patients with spondylolisthesis, particularly those who wish to continue playing sports. 4 hours CE.

Medicare Documentation:



### "Just Show Me What to Do"

Saturday, May 21; 1:00pm-5:00pm

**Michael Jacklitch, D.C.**

*Sponsored by American Chiropractic Association*

What Medicare documentation is needed for a patient's initial visit? What's the proper coding for subsequent visits? Go back to the basics with the seminar featuring Dr. Michael Jacklitch as he goes through the step-by-step process of Medicare documentation. 4 hours CE.



### Cerebellar Dysfunction, Assessment and Treatment

Sunday, May 22; 8:00am-12:00pm

**Marc Ellis, D.C.**

A speaker with groups across the United States, including The Carrick Institute, GCA member Dr. Marc Ellis will present this comprehensive look in chiropractic neurology. 4 hours CE.

## CA PROGRAM



### Revisiting ICD-10

Saturday, May 21; 8:00am-5:00pm

### Improving Your Communications Skills

Sunday, May 22; 8:00am-12:00pm

**Laurie Simpson, C.C.A.**

*Sponsored by ActiveHealthCare*

Join Laurie Simpson on Saturday for an overview of ICD-10 and to ensure your understanding of it is complete for when the grace period ends Oct. 1. On Sunday, Simpson will teach how to communicate with tact, diplomacy and professionalism so you'll be able to best communicate with not only patients, but with your fellow coworkers.

*save the date*

GCA'S 104TH ANNUAL  
FALL CONFERENCE &  
TRADE SHOW

Oct. 21-23, Westin Atlanta  
Perimeter North

GCA'S 20-HOUR CE  
SEMINAR WEEKEND  
Dec. 2016, Location TBD

# exhibitors

GCA Conferences would not be possible without the support of exhibitors, and it would like to thank those who make this conference possible.

## Booth #1

### ActivHealthCare, Inc.

Contact: Mark Brickhouse  
Phone: 770-455-0040

Web: [activhealthcare.com](http://activhealthcare.com)

ActivHealthCare is a full service, comprehensive chiropractic network.

## Booth #2

### Chiro Matrix

Contact: Lauren Whitworth  
Phone: 800-462-8749

Web: [chiomatrix.com](http://chiomatrix.com)

ChiroMatrix is the leader in chiropractic web marketing services, offering forward thinking website designs, content and marketing technology.

## Booth #3

### ChiroTouch

Contact: Stephanie Cadirici  
Phone: 800-852-1771

Web: [chirotouch.com](http://chirotouch.com)

ChiroTouch offers product management software and solutions.

## Booth #4

### Lightforce Therapy Lasers

Contact: Gioacchina Randazzo

Phone: 302-709-0408

Web: [litechure.com/medical/](http://litechure.com/medical/)

LightForce Therapy Lasers by LiteCure Medical are the most advanced Deep Tissue Therapy Lasers available. Committed to innovation and science, LiteCure Medical is constantly conducting studies and providing educational opportunities.

## Booth #5-6

### PostureMedic

Contact: Sylvia Burrell  
Phone: 512-215-4385

Web: [posturemedic.com](http://posturemedic.com)

Offering posture-improving devices.

## Booth #7

### Natural Solutions

Contact: Buffy Newell  
Phone: 229-777-7712

Web: [naturalsolutionsphc.com](http://naturalsolutionsphc.com)

Special blends of vitamins, herbs and homeopathics.

## Booths #8-9

### FootLevelers

Heather Pritchard

Phone: 800-553-4860

Web: [footlevelers.com](http://footlevelers.com)

FootLevelers has served the chiropractic profession for more than 60 years with custom stabilizing orthotics, improving patient posture and quality of life.

## Booth #10

### American Health Imaging

Contact: Megan Finnerty

Phone: 404-297-5226

Web: [ahicenters.com](http://ahicenters.com)

American Health Imaging offers MRI, CT scans, ultrasound and FibroScan services

## Booth #12-14

### Pulse Centers, LLC

Contact: Gary Volino

Phone: 770-334-2226

Web: [pulsecenters.com](http://pulsecenters.com)

Description of company goes here and here and here

## Booth #15

### NCMIC Insurance

Contact: Dan Zimmerman

Phone: 515-313-4727

Web: [ncmic.com](http://ncmic.com)

"We Take Care of Our Own" is how NCMIC does business every day. Founded in 1946, NCMIC is the largest provider of chiropractic malpractice insurance in the nation.

## Booth #16

### VibraWav

Contact: Brad Fowler  
Phone: 888-643-4332

Web: [vibravav.com](http://vibravav.com)

VibraWav® Whole Body Vibration is a revolutionary form of low-impact exercise that promotes health and fitness with less time and effort.

## Booth #19

### Pro Massagers

Contact: Edward Noble

Phone: 888-810-2338

Web: [promassagers.com](http://promassagers.com)

Deep tissue body massagers.

## Booth #20

### Newton Homeopathics

Contact: Marjorie Roberts

Phone: 922-2644

Web: [newtonlabs.net](http://newtonlabs.net)

Homeopathic complexes and single remedies, remedy water, professional line of homeopathic creams and education.

## Booth #21

### CAB Medical

Contact: Curtis Booker

Phone: 404-285-9485

CAB Medical offers new, used and refurbished tables and equipment, plus service and supplies. Trade-ins and consignments are accepted.

## Booth #22

### Advanced Musculoskeletal Therapies

Contact: Jesica Streib

Phone: 678-314-6369

Web: [themiraclewave.com](http://themiraclewave.com)

The Miracle Wave® acoustic wave technology offers an effective, non-invasive approach to restoring painless mobility in patients with chronic and acute musculoskeletal conditions.

## Booth #23

### Life University

Contact: Kelsey Donaldson

Phone: 770-426-2925

Web: [life.edu](http://life.edu)

Georgia's very own chiropractic college is located in Marietta, Ga.

## Booth #24

### China Gel

Contact: Kim Jozoritis

Phone: 800-898-4435

Web: [chinagel.com](http://chinagel.com)

China Gel is a topical, pain-relieving gel.

## Booth #25

### BreakThrough Coaching

Contact: Debra Bunch

Phone: 1-800-723-8423

Web: [mybreakthrough.com](http://mybreakthrough.com)

The most trusted source for patient and practice management.

## Booth #26

### Ortho Sport & Spine

Contact: Cody Crowder

Phone: 678-634-3034

Web: [orthosportandspine.com](http://orthosportandspine.com)

Atlanta, Decatur and Savannah locations offering minimally-invasive treatments for neck and spine problems.

## Booth #28

### York X-Ray

Contact: Jerry Judd

Phone: 800-334-6427

Web: [yorkxray.com](http://yorkxray.com)

For more than 32 years, York X-Ray and Orthopedic Supplies has served Georgia chiropractors with personal service and unbeatable prices on analog, digital, new or used equipment.

## Booth #29

### Nutri-West Blue Ridge

Contact: Kim Edenfield

Phone: 843-342-3688

Web: [nutrivestblueridge.com](http://nutrivestblueridge.com)

Offering a broad spectrum of more than 280 products, including vitamins, minerals, herbs, glandulars, enzymes and homeopathy. Representing a large, diverse line of nutritional supplements.

## Booth #30

### Eclipse Practice Management Software

Contact: Cathy Grow

Phone: 800-462-0288

Web: [eclipsepracticemanagement-software.com](http://eclipsepracticemanagement-software.com)

Offering practice management software.



# GCA MEMBER LENDS EXPERTISE to Updated Guidelines

From the *Journal of Manipulative and Physiological Therapeutics* with additional reporting by Carly Sharec



Greg Baker, D.C.

The *Journal of Manipulative and Physiological Therapeutics*, the official scientific journal of the American Chiropractic Association, recently published an update to a previously issued evidence-based clinical practice guideline on chiropractic management of low-back pain (LBP).

The update, which revised and combined three previous guidelines, supports that doctors of chiropractic are well-suited to diagnose, treat, co-manage and manage the treatment of patients with low-back disorders.

“To be considered current, guidelines must be less than five years old,” explained Greg Baker, D.C. Baker is a GCA member and co-author of the guidelines. “Our guidelines were outdated, and so we went ahead and updated them.”

To that end, a formal systematic review of LBP literature was conducted for the current update using the Delphi technique and included 37 panelists, of whom 89 percent had worked in private practice for an average of 27 years. Panelist consensus was reached after one round of revisions; the vast majority of recommendations remained unchanged. The previous Council on Chiropractic Guidelines and Practice Parameters guidelines were developed in 2008 and expanded twice over the intervening years.

The updated guideline provides recommendations throughout the continuum of care from acute to chronic and offers the chiropractic profession an up-to-date evidence- and clinical practice experience-informed resource outlining best practice approaches for the treatment of patients with LBP. Key recommendations are as follows:

- Routine imaging or other diagnostic tests are not recommended for patients with non-specific LBP. Imaging is indicated in the presence of severe

and/or progressive neurologic deficits or if the history or physical exam causes suspicion of serious underlying pathology.

- The hierarchy of clinical methods used should generally correspond to the existing level of evidence (i.e., use treatments that are well-supported by evidence first, before moving on to other treatments that are less supported by evidence but that have been shown to be effective through practitioner experience).
- Active care (exercise) clinical strategies can aid in functional recovery from a re-conditioning perspective and also to improve “locus of control” (promoting patient self-reliance) from a psychosocial perspective.
- Informed consent should be obtained from the patient. The diagnosis, exam and any proposed procedures should be explained clearly. Any material risks associated with the proposed treatment should be reviewed (the definition of what is a “material risk” can vary depending on the state), as well as risks associated with other treatment options and the risk of doing nothing.

“There really wasn’t any significant change,” Baker said. “There wasn’t a great deal of new information or studies that were done. We made the guidelines a little bit more user-friendly and comprehensive.”

Baker, a 1990 graduate of Life University, has practiced chiropractic in Georgia for 25 years.

"He was a leader that I, and many others in my generation, looked to as a role model for how to communicate and practice the chiropractic philosophy."

## GCA MOURNS THE LOSS of Dr. Deane Mink

By Valerie L. Smith

**D**r. Deane Mink, a tireless champion of chiropractic and member of the Georgia Chiropractic Association for 55 years, died Feb. 3, 2016. He was 81.

Beloved by his patients and respected and admired by his fellow chiropractors, Mink was an extremely active member of the chiropractic community, serving as GCA president, helping to create the GCA Political Action Committee, lobbying for insurance quality and serving on the Georgia Board of Chiropractic Examiners, all while building one of the largest practices in the state. He was named Chiropractor of the Year in 2001 and received the William M. Harris Lifetime Achievement Award in 2011.

"Dr. Mink was a broad scope chiropractor who was totally committed to the foundational principles of chiropractic," explained his friend, Dr. Davis Kinney. "There are those in our profession who don't think that being an advocate of a 'broad scope' of practice and being a 'principled' chiropractor can coexist in the same person, but Dr. Mink was the living proof that you can be strongly committed to both."

"He was a leader that I, and many others in my generation, looked to as a role model for how to communicate and practice the chiropractic philosophy," he said.

Mink mentored young chiropractors all over the state, selflessly sharing his formula for success, that Dr. Clark Stull, one of many people he influenced to become a chiropractor, said was, "Love your patients, and they will love you back and refer their families and friends to you."

Mink estimated he had 11 patients who became chiropractors as a result of a positive experience as his patient, including his son, Dr. Mitchell Mink.

His wife, Sue Mink, said, "His energy and passion for helping people get better was contagious. He loved to see patients crawling in, then walking out."

"For him, every day was going to be a great day, and he was going to make the most of it, whether he was going to work, or a Gators game or fishing. I think this drive made him successful and loved by his patients and other chiropractors. His passion for life was contagious."

Dr. Ken Register, one of Mink's partners, agreed.

"I still remember my first day. I got completely exhausted just by following him around. He could see 100 patients a day and play tennis at lunch," he remembered.

"He taught me his 'look back' rule, which was to look back before you finished to make sure you did a great job," Register said.

Looking back on Dr. Mink's contributions to the profession, he did.



# OBERMAN LAW FIRM

WHERE THE CHIROPRACTIC PROFESSION  
GOES FOR ADVICE

- Practice Sales
- Employment Law
- Risk Management
- Associate Buy-Ins
- Lease Negotiations
- Associate Contracts
- HIPAA Compliance

Renowned Guidance

Next-Level Commitment

Exceptional Results

770.554.1400

[www.obermanlaw.com](http://www.obermanlaw.com)

147 Lee Byrd Rd. Loganville, Georgia 30052



(404) 797-6088

FOCUS ON PATIENT CARE  
NOT PAPERWORK



Shown in photo: Dr. Jason Hurst, D.C. and Franchisee

Profession-leading salaries, bonus opportunities and benefits

Do what you trained for years to do...Provide great patient care.

- National network of doctors dedicated to delivering great patient care
- Non-insurance model that eliminates admin and reimbursement hassles
- Central marketing support to deliver new patients and help keep them coming back
- Profession-leading base salaries, significant bonus opportunities and benefits

Want to learn more about career opportunities  
at The Joint? **Contact us today!** [thejoint.com/careers](http://thejoint.com/careers)

**Dr. Patrick Greco**  
[dr.greco@thejoint.com](mailto:dr.greco@thejoint.com)  
(404) 797-6088

**NEWTON**  
homeopathics™ **PRO**

*Nurturing Naturally Since 1987™*

**A QUALITY COMPLEMENT  
TO YOUR QUALITY HEALTHCARE**

**PROFESSIONAL GUIDE TO PRESCRIBING  
NEWTON COMPLEXES**

Free upon request with your professional account approval and order



Over 90 **PRO & PRO for Pets Complexes\***

100s of Single Remedies including  
hard-to-find nosodes and isodes

\*Dispensed by health professionals - not sold over-the-counter.

**Muscle Testing Kits**

NEWTON now offers Muscle Testing Kits to health  
professionals who use Applied Kinesiology.



NEWTON Homeopathics  
available in Zyto libraries.

[www.newtonlabs.net](http://www.newtonlabs.net)  
**800.448.7256**

Statements have not been reviewed by the Food and Drug Administration.  
©2016 Newton Laboratories, Inc., Conyers, GA 30013 FDA Est# 1051203 rev. 03/16

## REACH GEORGIA'S CHIROPRACTORS

Advertising in GCA's *The Georgia Chiropractor* gets YOUR information in front of all Georgia D.C.s. For more information and to advertise, contact Carly Sharec at 770-723-1100 or at [csharec@gachiro.org](mailto:csharec@gachiro.org).





# NATIONAL NEWS



## ACA, ICA asking for support on Medicare equality

Both the American Chiropractic Association and the International Chiropractors Association are offering petitions for chiropractors, patients and other supporters to sign in the pursuit of Medicare equality.

ICA's National Medicare Fairness Campaign can be found online at [chiropractic.org/medicare-fairness](http://chiropractic.org/medicare-fairness), while ACA's National Medicare Equality Petition is at [acatoday.org/equality/doctors](http://acatoday.org/equality/doctors). Both

petitions aim to promote chiropractors to full physician status under Medicare guidelines.

The Georgia Chiropractic Association is urging its members and all Georgia chiropractors to support the cause, and to promote signing these petitions to patients and friends of the profession.



*David A. Herd, DC*

## David Herd, D.C., elected as ACA's new president

The American Chiropractic Association's House of Delegates elected **David A. Herd, DC**, of Geneva, N.Y., to serve as president.

Dr. Herd, who graduated from Palmer College of Chiropractic in Davenport, Iowa, previously served on the ACA Board of Governors as vice president of ACA.

Dr. Herd has been a leader in the chiropractic profession for decades, previously serving as ACA's New York state delegate, as well as secretary, treasurer, vice president

and president of the Rochester district of the New York State Chiropractic Association. He has served as an assistant professor of chiropractic studies at New York Chiropractic College in Seneca Falls, N.Y. He also served on the boards of directors of the Council on Chiropractic Guidelines and Practice Parameters and the Foundation for Chiropractic Education and Research.

"The more diligent you are now, the better off you'll be on Oct. 1, 2016, when the 'honeymoon period' ends."

## CLARIFYING

## ICD-10 Requirements

By Laurie Simpson, C.C.A., C.C.C.P.C.



Laurie Simpson

N

Now that practices have finally settled into ICD-10, I figured it would be a good time to address some commonly-asked questions as well as a couple of misconceptions.

**Q: Do we need to populate each of the 12 spaces available for diagnosis?**

**A:** No. There is not a distinct number of diagnoses required for claim submission. However, you must use adequate and appropriate diagnoses to fully support each of the services rendered.

**Q: Our claims are being rejected. What is the reason for this?**

**A:** First, check each diagnosis used to ensure you have not added any digits or characters to a code not required by ICD-10 guideline and coding instructions. Secondly, check to make sure your software isn't including the diagnosis decimal point onto the claim forms, as this is not required on claims and will result in rejection. Third, for those codes that do require the seventh character (such as the 'S' codes), make sure this character is being properly added. Fourth, be sure that you ICD Indicator in Box 21 of your claim form is being populated with a "0." Finally, if all of the items above are in proper order, it would be best to check directly with the payer to determine if there is perhaps a processing glitch or policy available that identifies codes that may not be acceptable on claims for that payer.

**Q: We cannot find codes to identify the left or right side of the spine, such as with low back pain. Do we add digits 1 or 2 to the code to clarify left or right?**

**A:** No. Codes pertaining to the spine are not specific to laterality. The codes that do require laterality specificity are for the extremities. Do not add any characters or numbers to any codes that do not specifically require this in the coding instructions.

**Q: How do we know which codes a payer will allow?**

**A:** Many of the ICD-10 codes translate very closely or even identically in some cases from ICD-9 to ICD-10. It is likely that these direct or very similar cross-overs in ICD-10 will process in the same manner as they had previously with ICD-9. That said, there are many new codes, combination codes and much more specific codes than what was available in ICD-9. Providers should continue to use those diagnoses within their scope to diagnose and that most closely support patient documentation. More specific information as to which codes are best to use in certain circumstances will likely be defined by individual payers in the weeks and months to come.

Currently we are in what many have termed as a grace period or a honeymoon period with ICD-10. Meaning that many payers including Medicare aren't denying claims currently based solely on the specificity of the ICD-10 diagnosis code. They are processing and paying the claims as long as the code used is from the right family of codes.

**Which leads me to Misconception #1: My claims are all getting paid so "I've got this."**

This is not only a time for you to get used to using ICD-10 but it is also a good time for you to double-check yourself. Make sure your diagnosis is a direct reflection of your documentation.

**Misconception #2: I have a cheat sheet that I'm using and it's working great!** While cheat sheets are a helpful tool, they do not include instructional notes that pertain to specific codes. You still need to utilize your code book in order to address any Excludes1, Excludes2, Includes, etc.

The more diligent you are now, the better off you'll be on Oct. 1, 2016, when the "honeymoon period" ends.

## EPITRANSVERSE PROCESS

# Presents in AP Open Mouth

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



Dr. Carter is a GCA member. He maintains a busy film reading practice at 3350 Riverwood Parkway Ste 1900, Atlanta, GA 30339. If you have **questions regarding digital X-ray or his film reading service** please call 770-984-5395 or email at [jccarterdc@gmail.com](mailto:jccarterdc@gmail.com). His website is [jcradiology.com](http://jcradiology.com).

**A**n epitransverse process represents a variation of normal where a congenital bone bar connects the transverse process of C1 to the occiput. The bone bar connection may be complete or may form a joint with the occiput. The finding may be unilateral or bilateral.

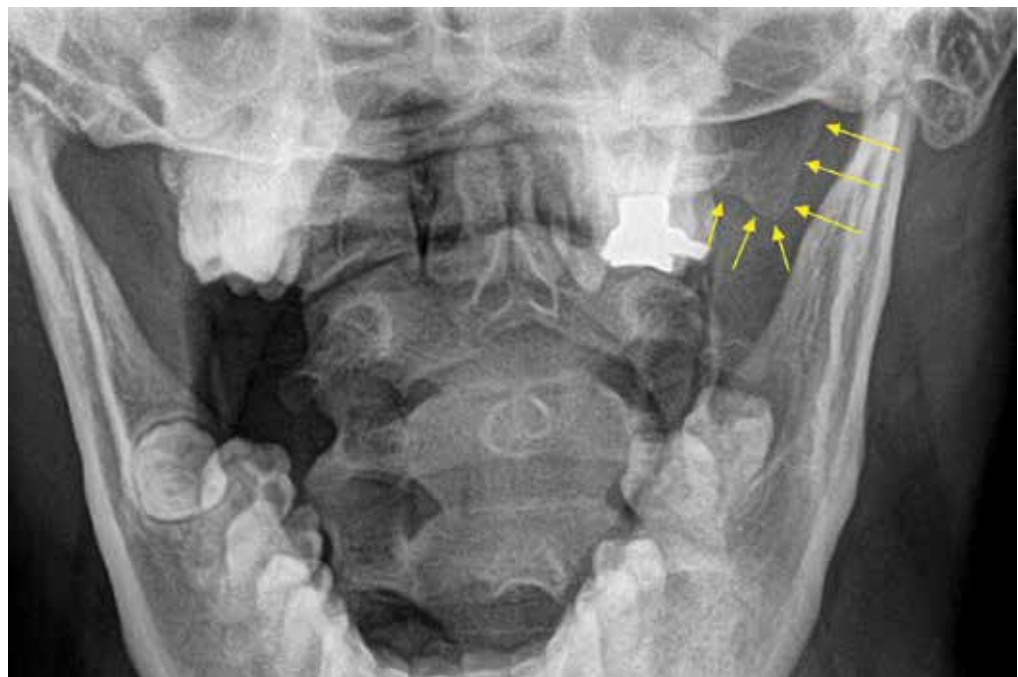
The vast majority of epitransverse processes are discovered incidentally. The lesion is almost always asymptomatic. There is no evidence of a relationship to vertebrobasilar disease. The epitransverse process is seen in a small percentage of occipitalizations.

Usually the only view that captures the

epitranverse process is the Anteroposterior Open Mouth view. The epitranverse process is virtually impossible to see on AP and lateral views.

In addition, even the slightest bit of rotation on an Open Mouth view can cause the teeth to overlap the epitranverse process and hide it from view. The process is typically a cone-shaped extension of the transverse process that turns cephalad toward the occiput.

When an epitranverse prose is present, osseous adjusting of the upper cervical spine should be avoided.



*(Figure 1). The AP Open Mouth demonstrates a continuous bone bar extending from the transverse process of C1 toward the occiput (arrows). The finding in this case is unilateral.*



## FOR WEBSTER, IT'S ALL ABOUT

# Chiropractic and Family

By Carly Sharec



**"From the very beginning, I've been an association man," Webster said. "I believe in associations."**

An unfortunate illness and perhaps a bit of divine intervention led Dr. John Webster into chiropractic.

"When I was 19 years old, I was struck with kidney stones," Webster said. After three years, a visit to a doctor found that his right kidney was not functioning normally. "I was 22 and my prognosis was very poor with the possibility of having to have my kidney removed. And I felt great otherwise, except for those kidney stones!"

Webster's father recommended he see a chiropractor before a more drastic surgical option.

"Three months later, the tremendous pain I had had for three years was gone," Webster said.

At 22 Webster was contemplating college but at the time was doing commercial and residential electrical work and plumbing. One day, while waiting for his wellness exam at his chiropractor's office, he suddenly knew this was his calling.

"A distinct feeling came over me, and the message I got was 'John, this is what I want you to do,'" Webster said. "I feel like God called me to this profession."

Webster attended Life University, where he not only graduated in 1983 but also where he met his wife. They then moved to North Carolina where he owned his practice until 2010, when the family decided to move back to Georgia to be closer to family.

In North Carolina, Webster was actively involved in chiropractic, having served in

multiple roles in the state association along with serving on the state's board of examiners and being voted doctor of the year twice.

"I'm still learning here in Georgia," he said. "But I want people to know I'm excited to be here. Georgia is blessed in so many ways with a strong chiropractic association."

Webster hasn't wasted any time in getting involved with his new home state, currently serving as GCA's grassroots committee chair.

"From the very beginning, I've been an association man," Webster said. "I believe in associations."

He credits his mentor, Dr. Darrell Trull of North Carolina, for encouraging him to be involved in his state association and in chiropractic legislation.

"He took me under his wing," Webster said. "I listened to everything he said and became involved with chiropractic politics."

When not practicing or volunteering, Webster is a devoted family man.

"I've been married to the same wonderful lady for 31 years, and she is my life," he said. "I don't golf, I don't watch a lot of sports. I just totally love chiropractic, I love my family and, of course, I'm active in my church."

"Chiropractic is the next big thing," he added. "I really believe that. It's a gift that's been given to us... and we need to take it to the masses."

# Hunt to Chiropractic Career

By Carly Sharec

Early exposure to a hospital environment led 26-year-old Munntouya Hunt to her calling. “I had a younger sister born with a cancerous tumor,” Hunt said. “I used to go to the hospital all the time with my mom, and I loved the atmosphere. The doctors seemed to have the answers to everything, and I knew I wanted to be that person.”

That desire led Hunt to graduate from Kennesaw State University in 2012 with her degree in biology, having chosen that as the “gateway” to many careers in the health field. However, she was still unsure what she ultimately wanted to do with her life. She had shadowed various specialties during her time as an undergraduate, and never felt the same enthusiasm she once had when visiting the hospital so many years ago.

Then, she remembered interning with a chiropractor during her high school years. Being in Kennesaw, she decided to head down the road

and visit Life University to explore their programs.

“Listening to the chiropractors... it was like, this is the passion I want to have. This is it,” Hunt recalled.

She began her studies at Life University in January, and has loved every moment.

“This is where I want to be,” she said enthusiastically. “This is the path God has led me to be on. I am so excited.”

When not in school, Hunt works at CarMax, where her coworkers good-naturedly tease her for her passion for her future career.

“I’m always telling them to go get adjusted, that it will make their lives so much better,” she said. “They kind of laugh at me about that as I just started at Life, but I am just really excited about it!”

When not at school or work, Hunt enjoys reading, traveling and spending time at home with her dachshund.

Hunt was also really excited to attend GCA’s Chiropractic Day at the Capitol on Feb. 18, where she said she was introduced to the importance of being involved in the profession at various levels.

“It was amazing to see how everyone was involved,” she said. “It inspired me to use my voice and see where I can be informed and really help my community.”

While Hunt is at the beginning of earning her chiropractic degree, she already has plans to practice in Georgia once she graduates. She intends to focus on sports chiropractic.

“I just want to be involved in my community,” Hunt said. “I want to be able to help wherever and whenever I can.”

*Life University student Munntouya Hunt, second from left below, speaks with GCA Board Member Dr. Leana Kart, right, at GCA’s Chiropractic Day at the Capitol Feb. 18.*



## DEVELOP ONLINE PRESENCE

# with Consistency

By Carly Sharec

When establishing and promoting your practice, spend some time to think not just about your physical presence, but your online reputation as well.

That's what Kraig Kittel with ChiroPlanet.com advises.

"The first step is to create a clinic name NOT based on your name," Kittel advised, saying that when a chiropractor then goes to sell the practice, the name can stay in place while not following their personal online reputation around.

Additionally, Kittel suggested considering what online search terms people might use when searching for a chiropractor while selecting a practice name. For example, a person might not search for "Atlanta chiropractor" as that would be too broad of an area. However, it's possible they'll search for a "Kennesaw" or "Stone Mountain" chiropractor.

Once a practice name has been selected and the domain name has been secured, Kittel advised the following when developing a website:

- **Keep it consistent.** When creating a website design, don't make it look completely different from your other marketing materials like brochures or business cards. Make sure it has the same look throughout.
- **Put the important stuff up top.** "Make sure you have your name, business name, phone number, address, logo, all the key elements embedded on the top of the page," Kittel said. "That way it won't change regardless of what page you click to within the website."
- **Keep it simple.** Remember that patients and prospective patients only really care about the basic information - it's typical for websites to have

four categories: home, about us, services provided and contact us. While you may choose to provide some different pieces of information, Kittel said a website should have no more than seven categories.

- **Make sure it's mobile responsive.** With more and more people using their mobile devices, it's imperative your website can make the transition from desktop to smartphone or tablet. "To be 'mobile responsive' means that the website is in a language that automatically responds to whatever device a person is using," Kittel explained.
- **Use video.** Kittel advises just using your smartphone or any digital camera to make a short, 2-3 minute video to place on your website's home page.
- **Get social.** Make sure you also set up your Facebook, Twitter, Google Plus and other social media accounts using the same name and look as your website and other marketing materials.

Finally, Kittel suggested to do due diligence on your domain provider. Too often, companies will say they are setting up a business website when they are really just setting up a page via their own website.

"It's a lot of companies that used to do business in print, so people are used to their brand," Kittel explained. "However, they're embellishing what they really do for businesses online."



TAKE TIME TO PLAN WHEN

# Designing Practice

By Carly Sharec

**G**oing into business for yourself can be an exciting time, but there's also a lot to think about, not the least of which is exactly what you want from your practice space.

"You really need to understand the process you physically need to go through to open an office," said Carolyn Boldt with CrossFields, a custom chiropractic office design and architecture firm. Boldt is the company's vice president and director of design. "You really, really need to be clear with what you want from a facility standpoint."

This has been especially true for GCA member Dr. Lacie Guy, who is in the process of building a new practice space in Valdosta.

"We've outgrown our current office," Guy said. "When I started working with CrossFields, I had no intention of building at that time. But ... I ended up purchasing land, and that's how we ended up building from scratch."

Whether you begin by renting your space or building from scratch, Boldt suggests that beginning chiropractors use the following steps when planning their future office space:

- **List out exactly what it is you'll need in the space.** This includes everything from your receptionist's desk to how you choose to practice - will you have an open adjusting space? Will you need a separate consultation room? How many people will you need sitting behind the front desk? Knowing exactly how much space you'll need before renting will save some heartache later, Boldt advised.
- **Work with a real estate broker.** "They're going to know the market," Boldt said. "They're going to know the things that may not be listed."

You can find CrossFields online at [chiropracticeofficedesign.com](http://chiropracticeofficedesign.com)



*GCA member Dr. Lacie Guy, center, reviews practice plans with Scott and Carolyn Boldt of CrossFields.*

- **Come up with your aesthetic vision.** "We believe chiropractic offices are definitely health care space, but there's a little bit of retail and there's a little bit of hospitality going on as well," Boldt said. Something as simple as paint color and perhaps a bit of inexpensive artwork can transform a space into a comfortable environment for your patients. Boldt also suggests for chiropractors to buy stylish, residential furniture and to have replacement furniture budgeted every two to three years.

Though Guy has been in practice for six years, she has found working with CrossFields to be an invaluable experience.

"I just can't fathom how much money and time it would save a new practitioner to be able to go out into the community and have a clear vision of what they need and want from their space," Guy said.

## *need advice?*

Do you need advice about starting a new practice? Submit questions to [csharec@gachiro.org](mailto:csharec@gachiro.org), and your answer may appear in the next edition.



SHE'S A

## Dancing Girl

By Linda Denham Gilreath, D.C.

Spring is here. The days are getting longer, warm days are sure to follow. Invincibility is in the air. I know that I am going to get in trouble. My first clue came when I actually considered myself a future contestant in our local charity fundraiser, Dancing with the Stars. The dancers are advertising their contact information for donations while showing snippets of their dance routines on the Internet. It is so inspiring - in spite of the fact that I treat several of the dancers each year as they prepare their bodies to meet new challenges; in spite of the fact that I have no rhythm and dance to the beat of a different drummer. These are small obstacles to a person with a big imagination. It reminds me of filling my plate with a quantity of food I knew I couldn't consume. Momma would say, "Your eyes are bigger than your stomach."

Momma cannot dissuade me now. First of all, she doesn't know what I am up to these days and second, my eyes are not bigger than my stomach. Not much is bigger than my stomach, which brings me to the next part of my potential Dancing with the Stars obstacle, my diet. For years I have advised my patients to lose weight, like it was an easy task. Just cut back, don't eat anything white, drink more water, I droned on and on. That was before my body turned on me. I look fondly back to the days when I could eat anything. The problem then was that I was not hungry, I didn't want anything. My brother's first words were, "Eat, Linda." I knew all the skinny jokes. If I turned sideways and stuck out

my tongue, I would look like a zipper. I could seek shelter from the rain under a clothesline. Without provocation my metabolism slowed to a crawl. The two pounds I gained over Thanksgiving didn't come off when I stopped eating so much; mostly because I didn't stop eating so much. Cutting back was impossible because after all these years, I was hungry. Christmas came and went with an additional couple of pounds. My clothes were tight. I began to juice fresh vegetables at lunch. They were great. Unfortunately, I was hungry. How could this happen? Eating your words is not appetizing.

Then there is the problem of flexibility. Oh yes, I can bend forward with the best of them. My hamstrings are in great shape. My legs are toned, I just can't lift them in any of the spectacular positions I envision being needed for Dancing With The Stars. Yoga became my solution. I now own several yoga books, a yoga mat, a block and a strap to encourage new movements. I even watch YouTube videos at lunch. Now all I have to do is actually do the yoga.

I am feeling pretty good about my future with Dancing With The Stars though. I lost those pesky five pounds when I said goodbye to sugar. I am going to start yoga as soon as I purchase the "21 Day Yoga Body" Internet class. In the near future I will be able to sauté, pas de chat and generally fling myself about with the best of them.

What, you have to do all that in high heels?

## EMPLOYMENT

**ON YOUR NEXT VACATION, I'VE GOT YOU COVERED!** Can be available on short notice. Experienced D.C. highly skilled in Thompson, Upper Cervical, Activator, Gonstead, Cox. Can handle any type of practice. PT Certified. Carry own malpractice. Bottom line, when you need a competent, trustworthy D.C. to keep your doors open, call 678-481-0186 or email Dr. Elliott at [elliottsegal2@gmail.com](mailto:elliottsegal2@gmail.com).

**VACATION PART-TIME OR FILL IN RELIEF DOCTOR.** Reasonable rates. Take a break and know your patients are in qualified hands. 20 years experience. Most techniques including diversified, flexion-distraction, activator. I can meet your needs. PT certified, Extremities Certified, Extensive athletic treatment. NCMIC \$1M/\$3M. Georgia licensure. Call Alan Anderson, DC (C) 770-722-3621, (H) 678-880-8881. E-mail [savannahdc@comcast.net](mailto:savannahdc@comcast.net).

**INDEPENDENT CONTRACTOR** WANTED to share space in growing chiropractic office in Watkinsville, GA. If interested or for more information please call (706) 850-5595.

**AMERICA'S BEST VACATION RELIEF AND ASSOCIATE PLACEMENT SERVICE** is Michael McGurn D.C. and Associates. Providing quality, caring, experienced, dependable doctors since 1989. Daily, monthly, reasonable rates. Many references. If you are a doctor who needs relief or an associate in your clinic, or you want to be an associate or coverage doctor call 1-800-501-6111 or visit [www.mmachiropractors.com](http://www.mmachiropractors.com). Checks and credit cards accepted.

**QUALIFIED, EXPERIENCED RELIEF DOCTOR:** Available to fit your practice needs. Will travel. Carry own malpractice insurance. Excellent references. Dr. C. E. Bohr: 770-442-0973.

**ASSOCIATE DOCTOR WANTED!** GOOD PAY, BENEFITS, FRIDAYS, SATURDAYS, SUNDAYS OFF. Our chiropractic office has a strong emphasis

on nutrition and holistic healthcare. Located 20 minutes south of the Atlanta airport in Newnan Georgia. All applicants welcome. Please email CV to [dr.rob@alternacareinc.com](mailto:dr.rob@alternacareinc.com).

**ARROWHEAD CLINICS: ASSOCIATE DOCTORS NEEDED: IMMEDIATE AVAILABILITY.** Be the only doctor in a busy personal injury clinic. Diversified Technique preferred. GA license and P.T. certification a must. Recent Grads O.K. (will train). Full and part time positions available. Salary + bonus. Atlanta Metro Area. Email resume/CV to [Johnnny@Arrowheadclinics.com](mailto:Johnnny@Arrowheadclinics.com).

**CHIRO-TEMP4YOU. DEPENDABLE, CARING CHIROPRACTOR** to help you for a day, weekend or a month. Reasonable rates. Proficient in most techniques. PT certified. Own malpractice insurance. Thirty-Two years experience. References. Call or email Dr. Patrick J. Oster at [patrick.osterdc@gmail.com](mailto:patrick.osterdc@gmail.com) or 770-919-8933 or 678-448-7197 for more information.

**PRACTICE IN KENNESAW, GEORGIA** looking to share space with Doctor. Great location call Dr. Joel at (770) 432-9290.

**ASSOCIATE DOCTOR NEEDED IN BRUNSWICK, GA** Busy chiropractic clinic is searching for an experienced associate doctor to assist with exams and great adjustments. Opportunity to live in the beautiful Golden Isles and work in a state-of-the-art facility with experienced doctors and staff. Must be able to give a great full-spine and Thompson drop adjustment. Competitive salary. Email cover letter and resume to Dr. Jenni [atjboczar@familyhealthchiropractic.info](mailto:atjboczar@familyhealthchiropractic.info).

**FT ASSOCIATE DC NEEDED FOR HOLISTIC CHIROPRACTIC CLINIC IN MARYVILLE, TN.** Our prosperous, two-doctor practice is looking to expand. Excellent for new DC. Generous starting pay + commission, vacation, health, vision, life and malpractice insurance. A beautiful 5,000-sq.-ft. clinic and an eight-person staff. Need skillful manual adjuster (Diversified), extremity adjusting and rehab. A mix

of general insurance, personal injury, cash and Medicare patients. If interested, please send resume to [clinic@sunshinehealthclinic.com](mailto:clinic@sunshinehealthclinic.com).

**ASSOCIATE DOCTOR OR INDEPENDENT CONTRACTOR** wanted for busy chiropractic office in the growing Conyers area. New, state-of-the-art facility. Staff support, marketing and networking assistance provided. Interested doctors, contact [doctor-veneziano@aol.com](mailto:doctor-veneziano@aol.com).

**WOW! PARTNERSHIP (NOT ASSOCIATESHIP) WITH BUYOUT.** Immediate. Great income. Must be good, hands-on Diversified adjuster. Busy Norcross clinic. Great opportunity for the right doctor. High volume clinic. Call Dr. Duckett 404-403-5689.

**GOOD NEWS! I'VE GOT YOUR BACK!** Once of the greatest challenges you'll face is finding the right doctor to cover your practice while you are away. Let me solve that problem for you! 25 years experience. Most techniques. NCMIC insured. Recommendations available. Call Dr. Kahn at 678-386-1555 [ordrdannykahn@gmail.com](mailto:ordrdannykahn@gmail.com).

**CHIROPRACTIC ASSOCIATE** sought for EMORY/DECATUR area practice. Established family seeks highly motivated associate who lives or is willing to relocate to Emory/Toco Hills/Decatur area and is interested in a long-term commitment with. 3 yr minimum preferred. Will make exception for high energy exceptional doctor. Must be driven, savvy and a self-starter. Competitive base salary, bonus and benefits. Email resume/cover letter to [dr.sherwood@sherwoodchiropractic-center.com](mailto:dr.sherwood@sherwoodchiropractic-center.com).

**GREAT OPPORTUNITY!!** Busy Chiropractic office looking for a Part/Full time, high energy, professional associate to join our team in Acworth! Must be licensed to practice in Georgia and familiar with Activator and Thompson drop techniques. Newly licensed doctors are welcome! Please send resume to [totwoladychiro@yahoo.com](mailto:totwoladychiro@yahoo.com).

**EXPERIENCED RELIEF OR FILL IN DOCTOR.** 32 years practicing, insured NCMIC, references available, PT Certified, 350.00 a day, call Dr. G. Lundquist 404-292-2921, [glennlundquist@gmail.com](mailto:glennlundquist@gmail.com).

**FRONT OFFICE CA FOR DOWNTOWN DECATUR OFFICE.** Must have previous chiropractic experience and possess excellent telephone skills. Multitasking, punctuality, friendly attitude required. Must be able to speak with patients about money & collect such at front desk. Insurance and social media experience helpful. Work Monday-Friday. Email resume to [Drpayton@wellspringdoc.com](mailto:Drpayton@wellspringdoc.com).

**ASSOCIATE DC NEEDED** – Looking for an energetic, full time DC to join our successful integrative family wellness center. The right candidate will have an outgoing, positive attitude, good hands and must practice with integrity, work hard, enjoy learning and being part of a multi-specialty team. Please send your resume to Dr. Cavallo at [n8doc@charter.net](mailto:n8doc@charter.net)

**FULL TIME Doctor of Chiropractic** – Start Date: January 2016. Monday – Thursday, 7:15AM to close. Techniques used, Palmer Package Cox, Diversified and Activator. Practice Location: 961 Green St. NE, Gainesville, GA 30501. PHONE: 770-534-0656 (Ask for Dr. Watkins or Jeanne). Please EMAIL or FAX Resume to [jhanlin@watkinstotalhealthcare.com](mailto:jhanlin@watkinstotalhealthcare.com) Fax 770-534-9553.

**VACATION RELIEF SERVICE ANY SIZE PRACTICE HANDLES YOUR WAY.** 32 years experience. Proficient in many techniques. Georgia licensed. PT certified, statewide coverage. References. NCMIC insured. Call or email J. Terry Fowler, DC for more information. (Voicemail) 770-953-2002, (cell) 770-597-2872 [orjtfowlerdc@yahoo.com](mailto:orjtfowlerdc@yahoo.com).

**SANDY PLAINS CHIROPRACTIC** is seeking a front desk position. Greeting patients, answering phones, pulling and filling records and more. (770) 971-1355 or [info@sandyplainschiro.com](mailto:info@sandyplainschiro.com).



**IC CHIROPRACTOR WANTED** – Sandy Springs/Buckhead chiropractic office. Adjustment tables, X-Ray, physiotherapy modalities, billing and office staff. Build your own practice within ours! Submit resume to [info@atlantahealthconnection.com](mailto:info@atlantahealthconnection.com).

**PRAY CHIROPRACTIC**, North Georgia and Chattanooga's premier chiropractic office is expanding and is offering unique opportunities for associateship positions. Our office has been voted the regions "Best of the Best" chiropractic facility six years in a row. If you think you have what it takes to be part of our winning team, then send your resume to [NGDC2@gmail.com](mailto:NGDC2@gmail.com).

**CHIROPRACTIC ASSOCIATE** needed in Augusta, GA. Seeking Associate doctor for a well-established and well run office. Position includes great salary and benefits. Great hours and work environment in a newly built facility. Email resume to Dr. Pidcock [skpid@aol.com](mailto:skpid@aol.com) or call (706) 951-1027.

**LOOKING FOR A WELL-QUALIFIED ASSOCIATE CHIROPRACTOR** to join our New Cartersville clinic. We are looking for a very passionate, principle based chiropractor that is looking for structured growth, can see a high volume of patients, is driven for success and is very outgoing. Must also be a self-starter. Must love to educate patients about chiropractic and focused on establishing long-term, lasting patient relationships. Marketing required! Email resume to [thegymchiro@gmail.com](mailto:thegymchiro@gmail.com) or Dr Hines at (562) 686-7907.

**WANTED - DC FOR MULTIDISCIPLINARY GROUP PRACTICE**, IN BRUNSWICK, GA. M/W/F 9-6. Days will increase with practice growth. Paid mal practice, Competitive salary. Email resume to; [betty.carter@dseincorporated.com](mailto:betty.carter@dseincorporated.com) or Call (904) 477-3332 for further information.

**ASSOCIATE POSITION** - Rare position in busy Peachtree City/ Newnan clinic. Looking for an experienced/ disciplined DC able to run a practice.

Great hours, weekends off. Monthly salary plus bonus pay 60-85K, possible 5 year buy in or buy out. A minimum of 5 years experience preferred. Please use this link, <http://goo.gl/forms/BsQxH05dWR> to apply for this position.

**INDEPENDENT CONTRACTOR** - Busy Atlanta Chiropractic Practice looking for an Independent Contractor. Located one block east of I-85 and Chamblee Tucker Road. Please call 770-457-0584 and ask for Dr. Patrick Sallarulo or Laurie Simpson.

**CA NEEDED** for busy office. Must be current/familiar in ICD10 codes, EHR, PQRS and insurance verification. Contact [mcintoshchiropractic@hotmail.com](mailto:mcintoshchiropractic@hotmail.com) or 912-437-2663.

**ASSOCIATE NEEDED** - Advanced Chiropractic Center is seeking an Associate to join our well established, high volume, family chiropractic wellness clinic located in Pooler, GA. Learn more about our office at [www.poolerbackcare.com](http://www.poolerbackcare.com) and contact Dr. Preston Peacock at [peacockdc@gmail.com](mailto:peacockdc@gmail.com) for details.

**INDEPENDENT CHIROPRACTOR** - Looking for a GREAT subluxation based chiropractor to share office space with in growing Collier Hills Neighborhood. Must be highly self motivated to build their practice if they don't already come with a patient base. Commission based. Serious inquiries only email: [smrtan-niei@aim.com](mailto:smrtan-niei@aim.com)

**AMAZING C.A. NEEDED!** Experience with insurance filing and patient scheduling; punctual and detailed oriented; great computer and social media skills and a positive attitude, willingness to put the time in, problem solver, team player. Howell Mill Road, Atlanta. Salary based on experience. Email [collierchiropractic@gmail.com](mailto:collierchiropractic@gmail.com).

## PRACTICES FOR SALE

**PRACTICES FOR SALE** IN AL, AR, CA, CO, GA, KY, IL, MI, NC, NJ, NM, PA,

SC, TN, TX, VA. I have new doctors who want to buy your practice. \$300.00 for Practice analysis. For more info Contact Dr. Tom Morgan [VolumeDC@aol.com](mailto:VolumeDC@aol.com), [www.VolumePractice.com](http://www.VolumePractice.com) or phone 770-748-6084.

**WOW!! PARTNERSHIP (NOT ASSOCIATESHIP) WITH BUYOUT.** Immediate Great Income. Must be good hands-on diversified adjuster. Busy Norcross Clinic. Great opportunity for the right doctor. High Volume Clinic. Call Dr. Duckett 404-403-5689.

**GEORGIA PRACTICE SOUTH OF ATLANTA** grossing over \$510,000/ year, netting \$282,000, 40% cash, 3 1/2 day work week. \$160,000 in high end equipment. Staff eager to stay w/incoming doctor. Visit <http://tinyurl.com/PracticeSale> or email [DrRandi77@gmail.com](mailto:DrRandi77@gmail.com).

**PRACTICE BUILDING FOR SALE** -Tucker. Perfect for start-up or downsizing. Previous handsome income as sole proprietor. Retired. Excellent location at intersection with high visibility. Small freestanding house with second house (paying tenant) on same property.. Both Included. \$310,000. Contact us at 404-371-8833 or email [doctornell2001@yahoo.com](mailto:doctornell2001@yahoo.com).

**PRACTICE FOR SALE IN CARTERSVILLE, GA.** Since 2004, New Life Health Center has been an integrative facility focused on health and well-being. Located in downtown Cartersville, GA. Soothing atmosphere with plants and water fountains. We offer chiropractic care for adults, seniors, children and families. Additional wellness services, such as weight loss programs and nutritional health treatments are also available. There are 6 rooms, one bathroom, low overhead and all equipment is owned. \$185,000.00 email: [nrgworkdr2@gmail.com](mailto:nrgworkdr2@gmail.com) 404-556-8817.

**ALBANY, GA PRACTICE FOR SALE**- Beautiful, fully equipped office in Albany, GA for sale. Great opportunity in a city with very strong demographics and minimal competition. This practice was built to handle

a very high patient load. This practice currently cash flows 4-5k per month above overhead. Please email Dr. Butler at [wbutler@healthsourcechiro.com](mailto:wbutler@healthsourcechiro.com) to inquire further.

**CHIROPRACTIC & AK & NUTRITION THRIVING PRACTICE FOR SALE IMMEDIATELY.** In sale location 30 years. Great location in NE Atlanta off 285 w/billboard seen from 285. The Gross receipts \$273,201. Patient data base of 3300. Fully furnished practice with low rent. Much Optional available equipment, call for full list. Contact Debbie Orr at 770-540-5990.

**CHIROPRACTIC OWNED CLINIC WITH STRONG 12 YEAR OLD LASER HAIR REMOVAL BUSINESS FOR SALE ON COBB PARKWAY AND I-285.** Gross sales \$500K per year with steady profits and \$50K AR. Strong SEO and PPC marketing in place for laser. Set up with X-ray and physical therapy stations. Doctor pursuing consulting, and will stay on to train. 12,000 clients to internally market laser/wellness/chiropractic. \$400K OBO. [chirolaser75@gmail.com](mailto:chirolaser75@gmail.com).

**PRACTICE FOR SALE, ELLIJAY, GEORGIA:** \$10,000 firm. 20 years old, equipment and furniture with patient records. I will transfer utility deposits to you. Rent is \$500.00 per month. I am retiring after 30 years in practice. Call 678-591-0731.

**EAST COBB/ MARIETTA 36 YEAR THRIVING FAMILY PRACTICE FOR SALE.** Doctor retiring. Interested Doctors please email us at [schneider-douglas@bellsouth.net](mailto:schneider-douglas@bellsouth.net).

## BUY/SHARE/LEASE OFFICE

**LARGE SMYRNA GEORGIA CHIROPRACTIC OFFICE** looking to share space with chiropractor. Great location and affordable rent. For further information, please call or email Dr. Joel at 770-432-9290 [ordrdshumormindspring.com](mailto:ordrdshumormindspring.com).

**PRESTIGIOUS OFFICE SPACE AVAILABLE** \$860/month. Large beautifully

appointed, elegantly styled. Free parking in the heart of Buckhead. Shared reception area, front desk space, X-Ray, fax and copier. Call Dr. Sidney O'Gorman at 404-606-1724 for details.

MARIETTA/WEST COBB space available for true independent contractor. Private office/adjusting room. Share reception/xrays/physiotherapy/copier/fax/internet etc. Great for start up or downsizing chiropractor or any other health related practitioner. High visibility Kroger Shopping Center. \$750 a month. Call Dr Joe 770-421-1340 and visit our web site [www.martinichiropracticcenter.com](http://www.martinichiropracticcenter.com).

KENNESAW, OFFICE SPACE AVAILABLE for IC \$550.00 per month. Please call 770-426-6639.

CHIROPRACTIC OFFICE SPACE FOR RENT. Former chiropractic office of North Georgia Spinal Associates, 4595 Towne Lake Pkwy Towne Lake, Woodstock Ga. Our practice was seeing 175-200 patient visits per week, the practice was sold and the new owner moved the practice to a different location. This 2260 sq ft office is specifically built out for a chiropractic office including lead lined X-ray suite, adjusting rooms, therapy rooms, physical therapy area, massage rooms, reception and waiting rooms. 678-234-7606 Ray Caputo or [caputoray@gmail.com](mailto:caputoray@gmail.com).

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.

OFFICE SPACE to share in Sandy Springs inside perimeter. Nice ground floor w/good parking. Great office manager, new Hill flexion distraction table. Prefer mature female who wants to practice alternate days/times than me. Dr. Carol Samuels 404-788-4285 or [samuelschiro@bellsouth.net](mailto:samuelschiro@bellsouth.net).

MEDICAL OFFICES; LOCATED AT 1000 MAIN ST. STONE MOUNTAIN VILLAGE; 1450 sq. ft.; newly refurbished; ample parking; security system; \$1,200; 770-241-2614.

ROOM FOR RENT- Chiropractor looking to rent 9x12 room to a professional who is energetic and upbeat. Located in Collier Hills Neighborhood. Must be pro Chiropractic. Great for an Massage Therapist, nutritionist or an established Chiropractor who wants to share space. Serious inquiries only. email: [smtannie@aim.com](mailto:smtannie@aim.com)

## 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](http://www.spectrum4med.com).

FOR SALE: Lloyd 402 Flexion Elevation table with 3 manual drops for sale in Marietta. Used for two months in practice before moving to Georgia. In perfect condition, bought new from manufacturer. E-mail for pictures and list of features. Jonathan. [Vestal@life.edu](mailto:Vestal@life.edu) \$7500.

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](mailto:cbooker@bellsouth.net).

BENNETT X-RAY MACHINE WITH KONICA QX-70 PROCESSOR FOR SALE - Little Usage: \$7000.00. Call 706-627-7053 for more details and information.

CHECK OUT THIS DEAL! X-RAY machine for sale, Complete with chest board bucky, collimator, Tingle 300ma 125 kvp generator, single phase chiropractic unit, mfg date 1992. VERY good condition. By this I mean not used in the last five years and barely used prior (less than 100 films per year). I will include a spare x-ray tube, a film processor, a film storage bin AND pay for the delivery AND set up for ALL for just \$5,000. Contact Dr Ralph Templeton at [drjt2@gmail.com](mailto:drjt2@gmail.com) or call 770-377-2802 Also, I have used Spinalators, water massage beds, therapy tables, EMS machines, and Hill Anatomotor tables. CHEAP!

FOR SALE-TINGLE 325D X-RAY MACHINE AND A HOPE AUTOMATIC FILM PROCESSOR. Includes Bucky, Measuring tools, 7 cassetts (4 cervical/3 lumbar), film holder and name tag flasher. 3,000 for everything. Email-[drwiskind@duluthmulticare.com](mailto:drwiskind@duluthmulticare.com) for info or interest.

USED X-RAY MACHINE FOR SALE - 20KHZ HIGH FREQUENCY X-RAY UNIT, bucky, Summit Processor, ID printer, safe light, 14X36 and 8X10 Cassettes, Bolin Filters, 2 Calipers, Gonadal and Ovary Shields. New in 2006. Everything you need to get started. \$7000. [Gondrette@gmail.com](mailto:Gondrette@gmail.com).

ZENITH COX FLEXION DISTRACTION TABLE MODEL 100. Reconditioned-like brand new. Black with light gray base. Cervical and lumbar flexion distraction. Thoracic and lumbar drops. Vertical elevation feature. \$5500 or best offer. Contact Dr. George Lisjak at (770)856-3103, or [emaildrgeorgelisjak@gmail.com](mailto:emaildrgeorgelisjak@gmail.com).

FOOT LEVELERS 3D BODY VIEW ORTHOTIC SYSTEM. Complete with 3D scanner, computer, printer and display. Like new, less than a year old, selling price \$1,695.00. Contact Dr.Neal [ricknealdc@bellsouth.net](mailto:ricknealdc@bellsouth.net) or 770-368-0333.

USED TXR 425 X-RAY MACHINE 300 MA AND PROCESSOR WITH: cassettes, markers, pelvic lead shields, x-ray pass through box, name plate, film storage box. All \$3250, 678-576-1422.

MD/DC DOCTORS RETIRING - Universal x-ray, processor, Neurometer CPT, GE Diagnostic Ultrasound, Fukuda Denshi ECG and Spirometry(great prerehab testing), Dynatron ( Functional Assessments in W/C arena), Quantum Rehab Equipment Kim Christensen, DC, CCSP,CCRP protocols) Neurometer CPT, Lumax Urodynamic, medical examination tables, chiro/pt equipment, art, furniture, signage, brochures,pamphlets... [mariesoracco@comcast.net](mailto:mariesoracco@comcast.net) or 678-523-8620.

FOR SALE - Saunders Decompression table, Cox Distraction table, Hill Hi-Lo table, office supplies and equipment, file cabinet, physical therapy equipment. \$4000 OBO.Contact Jeff- 770-891-1015.

EQUIPMENT FOR SALE - 2 (invertracs) \$200.00 /piece OBO; 1 (one channel), 1 (2 channel) Ztech F4 e electrical stim units, \$300.00/ \$400.00; 1(ztech) foot/hand neuropathy unit \$300.00; HP LaserJet copy/fax / scanner 153dnfMFP new \$225.00; Call Dr. Carol Samuelssamuelschiro@bellsouth.net 404-788-4285 (cell) Sandy Springs.

FREE - JUST PICK IT UP - Fischer X-Ray Unit 300/125 Complete with everything you need. Call 706-548-1419 or 706-224-8637.

## SERVICES

MEDICAL BILLING Integrity Billing - Our Time Is Your Money - Specialists in Insurance & Patient Recoupment. Rates as low as 3%. Call for a free quote. 866-880-6072.

**TO ADVERTISE,**  
contact Carly Sharec  
at GCA: 770.723.1100 or  
[csharec@gachiro.org](mailto:csharec@gachiro.org)

**Georgia Chiropractic Association**

1926 Northlake Parkway

Suite 201

Tucker, GA 30084-7069

RETURN SERVICE REQUESTED



# 2016 PRESIDENTIAL SPONSOR

of the Georgia Chiropractic Association

Contact ActivHealthCare  
at 770-455-0040 or email  
[info@activhealthcare.com](mailto:info@activhealthcare.com)  
to sign up.

**Now Offering Direct Deposit!**



Visit our website at  
[www.ActivHealthCare.com](http://www.ActivHealthCare.com)  
for more network information.

## YOUR NETWORK\*

\*ActivHealthCare is owned by the Georgia Chiropractic Association