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The past 20 years have also seen an increase in published research with thousands of studies on pubmed.gov covering a number of clinical applications, with many of them focused on acute and chronic musculoskeletal pain.”

— Charles E. Vorwaller, in this issue
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LASER SCIENCE & THERAPY

PHOTOBIOMODULATION, or laser therapy, is celebrating 20 years of FDA-recognized clearance in the U.S. with breakthrough clinical applications such as an alternative to opioids for treating pain and inflammation and accelerating healing as advised by the Centers for Disease Control in 2022; treating osteoarthritis of the knee as recommended by the American Academy of Orthopaedic Surgeons last year; treating heel pain, plantar fasciitis, neck pain and Achilles tendinitis as recommended by the American Physical Therapy Association (APTA) Orthopaedic Section; treating neck pain as recommended by the World Health Organization; and much more.

“There are financial strategies and opportunities from purchasing a new laser in 2022 with a number of tax benefits, including IRS Section 179, ADA Section 44, and the IRS research and development tax credit,” outlines Charles E. Vorwaller in our feature this issue, shining a light on numerous other laser application breakthroughs in 2022 and recent years. “All of this will have a positive impact for a practice, and often result in a higher ROI from using the new laser with existing patients and prospective patients. The time to research and learn about the new advances in laser technology are worthwhile.”

A further drop for U.S. life expectancy

The latest numbers emerged at the beginning of September when, following a shocking drop in life expectancy in 2020, the data from last year again showed a drop in U.S. life expectancy, this time by nearly a year.

The U.S. Centers for Disease Control and Prevention released data that altogether tallies a 2-1/2 year drop in expectancy since the beginning of the COVID-19 pandemic. Deaths from COVID-19 are a driving force in the drop, but have been bolstered by ever-increasing levels of drug overdoses, obesity and subsequently-related comorbidities.

“It is distressing to see a continuing negative impact of drug overdose on the life expectancy of Americans,” said Nora Volkow, MD, director of the National Institute on Drug Abuse. “These deaths often occur in young adults and therefore represent a tragically high number of years of life lost and devastating impact on individuals, families and communities. We have the science and the tools available to help us reverse this trend and reduce the number of overdose deaths in this country. But these tools are not being used effectively.”

The data showed that death rates from the flu and pneumonia also increased.

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We look forward to continuing as your practice partner in the new year as chiropractic continues to fight the good fight and take on the ever-increasing new challenges in U.S. health care.

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EDITOR-IN-CHIEF
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Smart for Life completes acquisition of Ceautamed Worldwide, owner of Greens First

Smart for Life Inc., a high-growth global leader in the health and wellness sector, in August announced the completion of its Ceautamed Worldwide acquisition, including the Greens First brand. “This is an unequivocal validation of our buy and build acquisition strategy, as we execute on our mission to become a dominant global force in the health and wellness sector,” said A.J. Cervantes, Jr., executive chairman of Smart for Life. “This transaction provides numerous benefits ... most importantly, the addition of the Greens First brand.”

The acquisition of Ceautamed Worldwide closed on July 29.
ChiroEco.com/greens-first

Standard Process introduces children’s immune supplement in time for back-to-school

Standard Process has just what a family needs to help ensure a healthy household during the school year — its new SP Children’s™ Immune for kids, its first children’s product, a chewable supplement for kids ages 4 and older. “Proper nutrition is very important for helping children develop their immune systems,” said Weston Bussler, Ph.D., nutrition scientist at Standard Process. “We designed SP Children’s™ Immune to deliver a number of critical nutrients necessary to support a developing immune system, and the inclusion of ingredients like Prebiotic 2’-FL and Colostrum helps to distinguish our product from other children-focused supplements.”
ChiroEco.com/sp-children

Fix text neck with chiropractic, study suggests

According to a recent research study at Journal of Medical Cases, spinal manipulative therapy is effective in correcting neck alignment. “Our heads weigh 10 pounds,” says the Chiropractic Doctors Association of Hong Kong. “The weight your neck must support doubles for every inch your head is inclined forward. That additional tension builds up over time.” Text neck usually starts with pain in the neck, shoulders or back. It could also give you a sharp pain, a headache, stiffness in your neck or jaw. The condition happens when the neck is in an odd position, which puts stress on the cervical spine and muscles. Monthly care helps ease pain and repair structural problems.
ChiroEco.com/text-neck-4

How far does your ‘reach’ go?

In the digital world, the term “reach” refers to how many people have seen your advertisement or other online content at least one time. Technically, digital reach can be separated into three categories:

- Organic reach is the number of unique people who saw some type of content that you posted but did not pay for. Examples: blog posts, social media posts and online videos.
- Paid reach is the number of people who saw content you paid to post, such as when running an ad campaign on a social media site.
- Viral reach is the number of people who saw your online content because someone they know interacted with it, therefore placing it in their own social media news feed.

Knowing your reach in digital marketing can provide insight into whether your content is achieving its goal. Paying attention to your reach also tells you whether your posts and ads are encouraging people to engage with your practice. The more people feel compelled to interact with your content, the greater your reach.

Some social media platforms will provide this information for you, such as Facebook. Other platforms don’t provide reach statistics, like Twitter and LinkedIn. If you work with a marketing firm, they may be able to provide your digital reach data for you.

If your reach is high and your practice is growing as a result, keep doing what you’re doing. But if your reach is low or isn’t converting leads, it’s time to make a change. —Christina DeBusk

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With summer coming to a close I have been reflecting on some of the great events that I was able to be a part of. The Association of Volleyball Professionals #avp Pro tour was definitely at the top of that list.

While you can stretch anytime, anywhere, it’s essential that you know how to stretch properly. Incorrect techniques can do more harm than good.

While you can stretch anytime, anywhere, it’s essential that you know how to stretch properly. Incorrect techniques can do more harm than good.

Sometimes we lift something without thinking and end up getting hurt.

Miss Willow is 3 months today! We have been seeing her ever since she was in her mommy’s belly :)

As chiropractors, we look for blockages in your nervous system called “subluxations.” These subluxations cause a decrease in body functions, and if left unadjusted, lead to a decrease in health. The chiropractic adjustment removes subluxation and increases health & quality of life.

Chronic low back pain can be stubborn to treat, especially if it has triggered a fear of movement, anxiety, or a poor mindset about the future. A new study found that one thing that can be helpful in the mental management of chronic low back pain is meditation.

Each step forward is a move in the right direction! It is not about being perfect, it’s about putting forth effort daily… slow and steady wins the race!
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**Awards News**

**ChiroHealthUSA announces annual Foxworth Family Scholarship recipient**

At FCA’s The National Convention and Expo in August, ChiroHealthUSA announced the recipient of the Foxworth Family Scholarship. This year’s scholarship winner is Dustin Biggerstaff, a student at Life University. For the seventh consecutive year, a chiropractic student was awarded a $10,000 scholarship, $5,000 cash and a $10,000 donation to their chiropractic college. The Foxworth Family Chiropractic Scholarship is fully funded by ChiroHealthUSA and was established in honor of President Dr. Ray Foxworth’s parents, Dr. Betty Pace Mathews and Dr. Charles Vernon Mathews.

“Establishing a scholarship in my parents’ honor was a small way to thank them and the profession that has done so much for me,” Ray Foxworth said. “We are truly honored that a Life University student was selected to receive the prestigious 2022 ChiroHealthUSA scholarship,” said Gilles LaMarche, DC, VP of University Advancement and Enrollment. “We are grateful to Dr. Ray Foxworth and ChiroHealthUSA for the creation of the scholarship, and for the wonderful donation to Life University that accompanies this award.”

Students may begin submitting applications for the 2023 scholarship, and deadline for submissions is April 30, 2023. Recipient notifications will go out on or before July 15, 2023, and the recipient will once again be announced during the National Convention in Orlando in August of 2023.

For more information, visit chusascholar.com.

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**Featured Webinar**

**The Transforming Benefits of Nicotinamide Riboside (NR) and NAD+: Targeting a Root Cause of Aging**

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Join Mona Rosene, MS, RD, in a discussion on NAD+ and how its repletion can be accomplished through NAD+ precursor supplementation, and why Nicotinamide Riboside (NR) is the most efficient precursor for boosting NAD+.

Learn more at chiroeco.com/events.

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**Industry News**

**Stephen L. Quinto, founder of Natural Immunogenics Corp., passes**

Natural Immunogenics Corp., makers of Sovereign Silver and Sovereign Copper, on Aug. 31 announced the passing of founder Stephen L. Quinto.

“Stephen led a life of determination, driven by a vision to promote Health Sovereignty, encouraging each of us to take full responsibility for our own well-being,” the organization wrote in a press release. “He created a company dedicated to rediscovering nature’s solutions to the health challenges facing humanity. We are all appreciative of his guidance and impact on so many.

“In recent days, our organization has been overwhelmed by the wonderful comments we’ve received from friends and former business associates,” the press release continued. “Stephen was described as a person with a ‘universal love of existence,’ a ‘fighter for ideals’ with a ‘unique, generous spirit.’ He was a father, husband, philanthropist, mentor and friend to all. “Stephen will be greatly missed by his friends, colleagues and his extended family here at Natural Immunogenics. Please join us in keeping his vision alive, as we continue inviting others to join us on a journey towards Health Sovereignty.”

For more information, visit naturalimmunogenics.com.

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**Don’t Miss**

**Conferences and Webinars**

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“THERE WERE NO IDEAS INVOLVED IN THE LASER THAT WEREN’T ALREADY KNOWN BY SOMEBODY 25 YEARS BEFORE LASERS WERE DISCOVERED. THE IDEAS WERE ALL THERE; JUST, NOBODY PUT IT TOGETHER.”

— CHARLES H. TOWNES, AMERICAN PHYSICIST (1915-2015)
NUHS Botanical Garden expands

The garden that began in 2010 with 20 plants currently boasts 38 varieties of botanicals, with the cultivation of more planned. It was originally a project of NUHS’ Naturopathic Medical Student Association (NMSA) students under the direction of Lorinda Sorensen, ND, MSAC. The garden is cared for and maintained by the NUHS Garden Club. Students in all NUHS programs are welcome to join the club, and all NUHS community members are welcome to visit.

Located on the east side of campus, the garden began as two small circles, about 150 square feet in size, filled with Zone 5 perennials. Today, with the recent approval of the club’s Phase 1 expansion, the garden is now approximately 800 square feet. The expansion includes removing undesirable plants, digging out more space, covering the area with landscaping fabric, then covering those areas with mulch. A flagstone walkway is in the process of being completed, but additional stones are needed to extend it.

During the years of COVID restrictions, student clubs were less active than normal in caring for the garden. During this time, the existing space became overgrown by aggressive botanical (medicinal) and non-botanical (non-medicinal) plants. As things get back to normal, students have seeded the newest spaces and will replant the main garden area. They will focus on flowering botanicals first, then work to integrate less visually appealing, but equally valuable botanicals.

“The students are also thinking about relocating some of the plants so they are grouped together based on the amount of water they need, so they can be most effectively cared for,” said current faculty advisor James Salvatore, DC, MS. For more information, visit nuhs.edu.

By the Numbers

To my mind, every emergency room should have a low-intensity laser for people with stroke or head trauma. This therapy would be especially important for head injuries, because there is no effective drug therapy for traumatic brain injury.”

— Norman Doidge, psychiatrist, psychoanalyst and author of The Brain that Changes Itself and The Brain’s Way of Healing

Laser output under 500mw is designated as low-level laser therapy (LLLT).

Source: Erchonia

Super-pulsed lasers with adequate average power typically have pulse rates of 50,000 to 100,000 pulses per second.

Source: Berman Partners

Patients meeting individual success criteria for relief of minor chronic neck and shoulder pain in a level 1, double blind, placebo controlled multi-site clinical trial.

Source: FDA 510(k) Study Number: K130741

When the first laser, the Ruby Laser, was developed in California.

Source: UWGB.edu

Studies on the use of therapeutic laser light.

Source: Multiradiance
Opioid prescriptions down, but replaced by other drugs as overdoses increase

During National Drug-Free Pain Management Awareness Month in September, the Foundation for Chiropractic Progress (F4CP) cautioned that although opioid prescriptions for noncancer pain are down by one-third in the U.S. since new federal guidelines were enacted, the growth of non-opioid painkiller prescriptions has increased, effectively trading one potentially risky drug for another.

F4CP is a founding sponsor of National Drug-Free Pain Management Awareness Month, which occurs every September to raise awareness of safe solutions before opioids for neuromusculoskeletal pain.

According to a study published in June in JAMA Network Open, researchers found that the odds of prescribing a nonopioid pain medication started to significantly increase in 2016, which was the year that the Centers for Disease Control and Prevention (CDC) revised its prescribing guidelines to limit opioids for chronic, noncancer pain. Prescriptions for nonopioid painkillers, including non-steroidal anti-inflammatory drugs, angesics or antipyretics, anticonvulsants and antidepressants increased by 8% in 2017 and 9.7% in 2018. During the study period, the number of opioid prescriptions decreased by nearly one-third.

“While it is encouraging that physicians are prescribing fewer opioids, simply replacing one drug with another is not the answer to safe, effective, long-term pain management,” said Sherry McAllister, DC, president of F4CP.

The prescribing study did not include drugs from the benzodiazepine class, yet prescriptions for these drugs for pain-related complaints have also increased, according to a JAMA Open Network study published in 2019. At the same time, drug overdose deaths increased a staggering 30% between 2019-20, according to a report from the CDC, with increases involving benzodiazepines and all types of opioids, both prescribed and illicit. Overdose deaths involving prescription opioids alone nearly increased by five times from 1999-2020. Currently, an estimated 187 people a day die from opioid overdoses.

For more information, visit f4cp.org.

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RESEARCH ON BREAKTHROUGH LASER CARE

Celebrating 20 years by highlighting the latest supporting research

BY CHARLES E. VORWALLER

TIME TO READ: 13-15 MIN.

THE TAKEAWAY
Research from 2022 and recent years supporting photobiomodulation or laser therapy in clinical applications and paired with complementary modalities.

THIS YEAR LASER THERAPY, now referred to as photobiomodulation therapy (PBMT), enters its 20th year of FDA-recognized clearance in the USA medical market. Since its beginnings, there have been a steady growth of new laser companies, models and technologies.

On Jan. 17, 2002, the FDA issued the first 510K clearance for a non-surgical laser — a Class IIIa laser for therapy indications for use.¹ A few weeks later on Feb. 6, 2002, the second laser company was the next to receive an FDA 510k clearance for their Class IIIb laser.² A major addition to the laser therapy market then occurred on Dec. 11, 2002, with a medical laser company receiving the first FDA 510k clearance for a Class IV therapy laser.³
Recent breakthroughs
The past 20 years have also seen an increase in published research, with thousands of studies on pubmed.gov covering a number of clinical applications with many of them focused on acute and chronic musculoskeletal pain. Despite ongoing differences in laser devices and their specifications for power levels, wavelengths, operating modes and treatment protocols, recent breakthroughs are occurring that are providing new opportunities for professional and patient awareness and acceptance of PBMT.

A number of these breakthroughs include the following:

**Centers for Disease Control (CDC)** — On Feb. 10, 2022, the CDC issued new guidance on prescribing opioids. The 229-page document advises doctors to limit new opioid prescriptions and discuss alternative therapies with patients. More than 100,000 Americans died of drug overdoses in the 12 months after the COVID-19 lockdowns (2020-21), the most overdose deaths ever recorded in a one-year span according to the CDC. It is estimated that drug overdoses are now costing the U.S. around $1 trillion every year. This is a tremendous opportunity for PBMT to take a new position as an effective, non-invasive and drug-free, alternative therapy treatment for pain relief, inflammation reduction and accelerated healing.

**Medical associations** — A growing number of medical associations are now recommending laser therapy. The result of this is increased awareness and new credibility and acceptance for PBMT by larger groups of doctors (MD, DO) and other medical associations.

**The American Academy of Orthopaedic Surgeons (AAOS)** — The AAOS has included laser therapy in its latest 2021 recommendations for the treatment of osteoarthritis of the knee joint.

**The American College of Physicians (ACP)** — The ACP has issued Guideline For Treating Nonradicular Low Back Pain (2017) that includes low-level laser therapy.

**The American Physical Therapy Association (APTA) Orthopaedic Section** — The APTA has issued a number of official recommendations for laser therapy that include heel pain plantar fasciitis, neck pain and Achilles tendinitis.

**The World Health Organization (WHO)** — The WHO recommends laser therapy for neck pain.

Clinical application breakthroughs
Published research of PBMT for a number of clinical applications are becoming more comprehensive and relevant by providing the evidence that is needed to validate treatments. This is in sharp contrast to other therapy products that often lack published clinical research, and address symptoms and not the cause. In today's competitive health care market, physicians need to have an evidence-based practice that evaluates and improves outcomes for all their patients, in particular those who are in the age range for reporting good and bad outcomes in their social media posts.

Photobiomodulation is a cutting-edge tool that can enhance outcomes with almost every patient and clinical application, with a potential result of positive social media reviews of the practice. Patients who have positive experience can become loyal patients and often refer family and friends. A number of recently published studies for a growing number of applications include the following:

**Low Back Pain** — A published study in 2022 reviewed and analyzed randomized controlled trials of PBMT treatments for chronic low back pain, indicating positive outcomes for the most common request for chiropractic care.

**Discogenic Lumbar Radiculopathy** — A 2022 double-blind study concluded that PBMT is proved as an efficient adjunct therapy to conventional physical therapy for discogenic lumbar radiculopathy.

**Neurodegenerative Diseases** — A systematic review published in 2022 shows PBMT can alter the progression of neurodegenerative diseases.
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- Angela Cox, Anthony Medical & Chiropractic Center

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- Christopher Blaha, Motion Medical Center

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DOCTOR TESTIMONIAL

“As a natural healthcare provider for over 35 years, I’ve come to know that ‘health assurance’ is more important than ‘health insurance.’ L-arginine Complete has been an integral part of that health assurance plan for me and my patients. I continue to see dramatic pre and post blood improvement on all inflammation markers such as glucose, AIC, cortisol, homocysteine, and C-reactive protein. I’ve also now come to expect excellent improvement with patients that suffer with peripheral neuropathy, cardiovascular issues, and high blood pressure once they start taking L-arginine Complete. Many of my patients, with the blessing of their primary care physician, are no longer having to take blood pressure medication. Oh by the way, at age 68 my blood pressure is 120/78!”

Dr. Terry M. Gibson D.C.
TheFatLossExpert.com, Chico, CA

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ALSO AVAILABLE AT:
Spinal Cord Injuries — A review published in 2022 indicates PBMT can enable recovery in the treatment of spinal cord injuries.15

Lateral Epicondylitis (LE) — PBMT used to treat patients with LE shows improvement in a review and meta-analysis published in 2022.16

Temporomandibular Joint Disorder — A double-blind study published in 2022 shows highly effective results for PBMT in treating myogenic temporomandibular joint disorder.17

Tendinopathy — A review of preclinical studies published in 2022 indicated enhanced tendon structure and function with PBMT.18

Osteoporosis — A 2022 randomized controlled trial showed positive effects for PBMT on bone density and pain of osteoporosis.19

Musculoskeletal Pain — A systematic review published in 2021 showed short- and long-term effectiveness for reducing pain and improving functionality in MSDs.20

Knee Osteoarthritis — A systematic review and meta-analysis of randomized controlled trials in 2020 proved effectiveness of PBMT on pain, stiffness and function in patients with knee osteoarthritis.21

Subacromial Impingement Syndrome — A double-blinded study in 2022 using PBMT showed statistically significant improvement compared with the placebo group on pain, range of motion, functional capacity, quality of life and muscle strength.22

Traumatic Brain Injury (TBI) — A number of studies have been published that show PBMT to be an effective treatment for TBI,23 PTSD,24 depression25 and other brain conditions, with lasers incorporating specific power levels, wavelengths and treatment protocols.

The underlying mechanism of PBMT provides energy to cells that triggers a cascade of benefits, including reduction in pain and inflammation and improvement in blood circulation, range of motion and overall recovery. Any practice currently providing therapeutic modalities can now add PBMT to their existing protocols.

A number of treatments and modalities enhanced with laser therapy include:

Laser + Chiropractic Treatment of Spinal Manipulation — A study at the University of Colorado-Denver added laser therapy to conventional chiropractic treatment of spinal manipulation. A statistical comparison of the study groups indicated that manipulation with laser offers greater pain reduction when compared to manipulation only.26

Laser + Soft Tissue Mobilization — A study performed at Logan University provided data demonstrating a reduction in pain with Graston and laser therapy combined to be an effective treatment in the management of myofascial trigger points and pain.27

Laser + Decompression Therapy — A study that utilized laser therapy before a non-surgical spinal decompression treatment showed statistically significant improvement in low back pain.28

Laser + Shockwave Therapy — A number of studies combining laser and shockwave therapy indicate they are beneficial and effective in treating pain, including myofascial pain syndrome29 and plantar fasciitis.30

Laser + Photokinetic Topicals — A new field is emerging called Photokinetics, which is technology combining bioactive topicals with light actuation (lasers). This produces optical skin clearing efficacy31 that significantly provides a non-invasive way to enhance infusion of bio-active formulations while optimizing photobiomodulation and increasing blood flow. A research scientist has developed and patented a number of bioactive topicals.32

Laser + Stem Cell Therapy — The application of PBM can be a promising combination to improve mesenchymal stem cell therapy by enhancing proliferation or differentiation of stem cells.33,34

Laser + Acupuncture — The combination of PBM with acupuncture could maximize both the reparative potential and the wider acceptance of acupuncture treatment methods.35

Laser + Photobiomics — A growing number of studies demonstrate that PBM delivered to the abdomen can alter the gut microbiome in a potentially beneficial way.36

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Laser + Cryotherapy — A study demonstrated that cryotherapy in combination with laser therapy can produce an anti-inflammatory “add-on” effect with the order of therapy administration important — application of cryotherapy first, followed by laser therapy.

Laser + Vagus Nerve Therapy — New protocols are being researched and developed using laser therapy for vagus nerve stimulation, indicating that laser therapy should be considered for future protocols to recover parasympathetic/sympathetic nervous system balance in different conditions. Wearable auricular nerve field stimulation technology is being released in 2022 that can be combined with laser therapy.

Laser + Lymphatic Therapy — A study using laser therapy with lymphatic therapy utilizing soft cupping showed it to be effective for lower back pain. New electronic cupping technology providing vacuum massage utilizing negative pressure works synergistically with laser therapy that provides positive pressure.

Laser tech breakthroughs and financial strategies

A number of new technology developments are occurring with many laser manufacturers. Whether a practice is currently using laser therapy or is still new to add it, it is worth the time and effort to learn about new laser product developments in 2022.

These may involve wavelengths, power levels, operating modes, continuous wave and pulse settings and other exciting technology advancements. The result of these are better lasers that have many new features and benefits, providing improved and more consistent clinical outcomes.

In addition, there are financial strategies and opportunities from purchasing a new laser in 2022 with a number of tax benefits, including IRS Section 179, ADA Section 44, and the IRS research and development tax credit. All of this will have a positive impact for a practice, and often result in a higher ROI from using the new laser with existing patients and prospective patients. The time to research and learn about the new advances in laser technology is worthwhile.

Protocol breakthroughs

A key component to generating the best clinical outcomes with a laser are the protocols and training provided by the laser manufacturer. This can vary significantly between the various laser companies.

Research has indicated that patients will often respond differently to a laser therapy treatment, including a lower response rate. Training with specific protocols can help the laser practitioner know how to overcome any outcome challenges and optimize the treatment results.

Physicians who take the time to be educated and trained, becoming a PBMT expert (certified) and incorporating the newest PBMT technology into their practice, will be in the best position to deliver optimal care and differentiate their practice as an advanced and evidence-based health care leader in their community.

Health-enhancing opportunity

In addition to the breakthrough actions and trends happening in photobiomodulation therapy is the overall decline of the health condition of the average adult in America.

A national survey review published in 2022 indicates that over the past 18+ months, 90% of all adults have significantly decreased their physical activity, with a resulting major decline in overall health, fitness and mental well-being. Because of this, the medical and wellness industries are in a unique position to take the lead and help every patient improve their health, resulting in a better quality of life.

Photobiomodulation can be the single breakthrough opportunity for every practice to elevate their clinical and financial outcomes as they become educated about new laser protocols and incorporate the new laser technology now available.

Charles E. Vorwaller is a 35-year veteran of the medical device industry with a focus and passion for photomedicine and innovative medical technologies. He has traveled the world meeting with doctors, scientists and researchers in pursuit of new technology advances and medical outcomes. Charles is devoted to his family, celebrating 40 years of marriage and spoiling his six grandchildren, and is committed to his religious faith. He is the president and CEO of Aspen Laser, an FDA-registered manufacturer of photobiomodulation lasers and TheraLight, a manufacturer of LED products. He can be reached at charlev@aspenlasers.com or by visiting aspenlasers.com and theralight.com.

References can be found online at chiroeco.com
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BACK TO BASICS: UNDERSTANDING THE MECHANISMS OF LASER THERAPY

The power of light may be the missing piece to managing pain at your practice.

LASER THERAPY IS A PROVEN APPROACH that uses light energy to stimulate biological processes at the cellular level to relieve pain, reduce inflammation, and accelerate healing.

However, not all therapy lasers offer the same therapeutic capabilities. Different specifications, such as wavelength, power, and output mode, can affect the treatment duration and number of sessions needed to achieve desired results. These can also determine the indications that the laser is suitable to address.

With a wide variety of light-based therapies to consider, it can be difficult to identify which is best for your patients and your practice. A solid understanding of the basic mechanisms of laser therapy is vital for practitioners considering this modality for their practice.

Laser Therapy 101
Laser therapy uses an induced emission of electromagnetic radiation to transfer energy to biological cells to stimulate photobiomodulation.

Photons are absorbed by the mitochondria and activate enzymes to increase ATP production. This starts a cascade of molecular reactions that improve cell function and enhance the body’s healing processes. Some of these effects can include:
- Increased tissue regeneration and wound healing by stimulating fibroblast development.
- Reduced inflammation and edema by stimulating blood flow and lymphatic drainage.
- Induced analgesia by stimulating the release of endorphins and enkephalins to block the transmission of pain sensations to the brain.

Laser Classifications
The FDA recognizes four major classes of lasers (Classes I through IV) with three subclasses (Classes IIA, IIB, and IIIA). Most therapy lasers fit within either Class IIB or Class IV.

The higher the laser class, the higher the average power output. Class IIB lasers offer a power output between 5 mW and 500 mW. Class IV includes all lasers that exceed 500 mW.

Wavelength
Wavelength plays a fundamental role in determining whether the emission can successfully transfer energy to the tissue.

Additionally, it is the most important criteria for determining the depth of penetration.

Some wavelength frequencies are more susceptible to absorption by chromophores than others. For example, the absorption spectrum of oxygenated hemoglobin peaks between 400 nm and 600 nm. On the other hand, water molecules strongly absorb wavelengths above 1100 nm.

Other chromophores, such as melanin, can also impact absorption but to a much smaller degree. Energy that is absorbed by these chromophores is energy that is unable to reach the target tissue.

Light scattering and absorption occurs in all tissues. Precisely choosing a wavelength based on absorption characteristics can minimize scatter and absorption allowing energy to penetrate to deeper tissue.

Most therapy lasers leverage wavelengths within the approximate range of 600 nm to 1200 nm. This has been deemed the “therapeutic window” because these frequencies have maximal ability to penetrate tissue and trigger biological effects.

Power
Power (measured in watts) refers to the rate at which energy (measured in Joules) is delivered.

Fluence refers to energy density and is measured by Joules per centimeter squared. To obtain sufficient therapeutic results, sufficient light energy must be delivered to the target tissue. This is sometimes referred to as the “therapeutic threshold” or “therapeutic dose window.”

Energy density is affected by treatment time. For example, with the right parameters Class IIB lasers have the potential to deliver the same J/cm² as a Class IV laser. However, it will take significantly more time because it will be operating at a lower power (i.e. Joules of energy per second.)
Selecting fluence is vital to the efficacy of the treatment as well as the safety of the patient. A number of factors must be taken into consideration, including tissue type, pigmentation, spot size, output mode, and the characteristics of the condition being addressed.

Output Mode
Continuous modes deliver a constant beam of laser energy at a fixed level of power, while pulsed diodes emit a series of high-intensity pulses. Both modes have therapeutic benefits, but the high peak power of pulsed emissions allow for more effective penetration of laser energy while the average output is comparatively low.

Pulsed lasers allow more energy to penetrate deeper than continuous emissions of the same wavelength and same average power. With a percentage of the energy being absorbed by superficial tissues, the high peak power allows for more energy to reach the target tissue while pulsing minimizes risk of thermal damage.

Some studies also suggest that cells may become less responsive to the steady stimuli of a continuous beam. For these reasons, pulsed diodes are growing in popularity.

Laser at the Chiropractic Practice
As technologies evolve, therapy lasers are becoming more efficient in their therapeutic capabilities while remaining safe for the patient and intuitive to the operator. With more opportunities to customize treatment parameters, practitioners can offer personalized protocols that address patients’ unique symptomology.

A thorough understanding of the mechanisms of laser therapy will empower practitioners to analyze and identify what is needed to deliver the best possible outcomes for each patient. For more educational laser therapy resources, visit celasers.com/knowledge-center.
Bringing chiropractic to minority communities
Marquetta Giles, DC, opened her practice in Houston’s Third Ward specifically to cater to the Black community and attempt to remove the stigma surrounding chiropractic care, or health care in general, in the Black community.

“When they come in and they see someone that looks like them ... who’s going to tell them that what they’re going through is not just mental. That it is real. That it is a physical element that they’re dealing with ... it makes such a huge difference,” Giles told KIAH TV.

Specializing in prenatal care, she caters to a demographic, Black women, who are three times more likely to die from complications during pregnancy. Her message is that pregnancy pain is not common and can be mitigated with holistic chiropractic care.

“A lot of [problems are] due to cardiovascular conditions,” she says. “So, our goal is to make sure that that pregnancy and delivery phase goes a little bit faster.”

Giles says she has seen her practice expand during the COVID-19 pandemic, with an increase in adults and children suffering back and neck issues from working at home.
“If you have a spine, you definitely need to be seeing a chiropractor,” Giles told her local TV audience of not just injury care but preventative care. “It’s similar to seeing a dentist every six months or getting your eyes checked every year. If your spine was on your face, you would definitely take better care of it.”

**Back to school means backpacks and spine health**

The fall season and children going back to school is a great opportunity to reach out to local media, as New Jersey chiropractor Jeannine Baer did with local 101.5 radio.

The Association of New Jersey Chiropractors recommended a sturdy backpack with two padded shoulder straps, a padded back and multiple compartments, packed properly using all the backpack’s compartments to distribute weight.

“Put the heaviest objects like laptops, textbooks and binders toward the back and make sure to pack any sharp or pointy objects like pencils, pens and compasses away from the body in the smaller front compartments,” Baer said.

Thin, poorly-padded straps can cause rare compression injuries, in addition to common muscle, neck and back injuries. She also warned against carrying backpacks over only one shoulder, or wearing backpacks too low and straining the back over time by constantly bending forward.

“It should be worn on both shoulders. We have two shoulders, and the backpack has two straps, so do the math,” she laughed.

Baer says students enter the danger zone when their backpack is 10-15% or more of a child’s weight.

**Patient Appreciation Day helps local kids**

Flexx Chiropractic in Columbus, Miss., has raised more than $50,000 for the Bedz 4 Kidz program over the last two years, using its Patient Appreciation Day to help the local program run by The Dream Center Golden Triangle.

Flexx patients who brought in donations of pillows, blankets or diapers received a free adjustment, with donations going to the nonprofit dedicated to finding and filling the needs of people in the community. Dream Center’s Bedz 4 Kidz program provides beds and mattresses for children of low-income families.

“An estimated 2,500 girls and boys, in the ‘Golden Triangle’ area and far more across the U.S., go to sleep each night without a place of their very own,” the organization says.

“Sleeping on couches, blankets and the floor can cause emotional distress impacting their physical and mental health. Bedz 4 Kidz is about putting smiles on faces by placing beds in the homes of children that need them.” CE
YOU'RE OPENING A NEW (OR NEW TO YOU) CHIROPRACTIC OFFICE. Once you’ve secured the location, the next step is to set up the inside of the clinic. How to set up a chiropractic clinic involves thinking about the equipment you need, deciding what you want your office’s interior to look like, and figuring out your budget so you know how much cash (or financing) you have to work with.

Chiropractic furniture and equipment sourcing
When opening a new office, certain furniture and equipment will be needed from day one. Depending on the services you plan to offer, you may need additional or specialized equipment. You might want a drop table or flexion table for more specific adjustments, for instance. Or you may need a TENS machine or low-level laser therapy device to assist with treatments. If you will sell supplements and other products, you’ll also need some type of shelving system to display these items and another for product storage.

You can purchase furniture and chiropractic equipment direct from the distributor. Another option when considering how to set up a chiropractic clinic is if a local chiropractor is closing their office or remodeling, you may be able to buy some of these items from them. Ask around your network to see if anyone has the things you need. This will typically lower your upfront expenses while enabling you to outfit your practice until you can afford newer or more updated items.

How to set up a chiropractic clinic: interior design
In addition to securing the necessary equipment and furniture, it’s also important to think about how you’re going to design your interior space. Consider how color will impact your patients, such as using warm colors to create a more tranquil environment. Pictures on the walls, art displayed in the corner, and other details can help you create a space that elicits the emotions you want your patients to feel while also strengthening your chiropractic brand.

If you’re not sure about the best design for your new practice, an interior decorator can help. This professional knows how to maximize your space and make it more appealing to the eye. The decorator may also have resources for how to set up a chiropractic clinic with items you need at a lower cost. Or they can find unique items to give your office a feel that patients won’t get when visiting another chiropractic practice.

To find the best decorator for you, Nerd Wallet recommends first assessing the scope of your project and gathering ideas of what you want your practice to look like.

Calculating your budget
The amount of money you have available to outfit your practice will determine how much you can do. If you have a limited budget, you may have to start with the bare necessities, then buy other items as you become more profitable.

When calculating your budget, make a list of all your available financial resources. Consider how much cash you have, what amount of financing is available (such as distributors offering six months same as cash with no money down), and your financing resources (including lines of credit or credit cards). Decide how much you are comfortable with using on each one, then plan out what items each will cover.

Remember also that finding a good deal involves more than price. It may be worth it to pay more for a quality chiropractic table that will last you for several years, for instance, than to skimp on price and wind up with one that you have to replace in half the time. Consider your patients’ needs as well, such as having oversized chairs in the waiting room for larger patients or having a treatment table that you can lift and lower electronically for patients who may struggle to do this on their own.

There is no one-size-fits-all solution to outfitting a new chiropractic practice. But as long as you consider these things, you will be in a better position to create a practice suitable for you and your patients.

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TREATING ARTHRITIS, NECK PAIN WITH LLLT

Do’s, don’ts and dosing for low-level laser therapy to help reduce inflammation and speed healing

BY ANTHONY CRIFASE, DC, CNS, DACBN
TIME TO READ: 7-9 MIN.

THE TAKEAWAY
Effective for both arthritis and neck pain when used correctly and in conjunction with other therapies that a chiropractor can provide, LLLT can reduce pain and further degeneration.

LOW-LEVEL LASER THERAPY HELPS MANY CONDITIONS and can be a valuable tool for combating arthritis and neck pain, particularly when inflammation is involved. This therapy provides a non-invasive and quick treatment for many people.

For patients, arthritis really is a pain in the neck.
How common is neck pain and arthritis?
It’s widespread. Between 50–85% of all people will have experienced some form of neck pain during their lifetime. Many of these people will seek out some form of treatment, whether it be from over-the-counter pain relief to chiropractic, and even surgery.

Fortunately, many of the causes of neck pain can be cured with non-invasive therapies (see below).

Symptoms of neck pain include:
- Pain worsened with holding your head in one place (driving or working at a computer)
- Muscle tightness and spasms
- Pain or numbness in arm(s) or hand(s)
- Reduced neck or head rotation
- Headache

For some people, several causes of neck pain, such as poor posture and injury, will eventually develop arthritis. Arthritis in the neck is very painful and can cause significant other problems if left to degenerate over time. That’s where chiropractic steps in and can help reduce pain and degeneration, both through manual methods and by assisting people in learning better habits.

Causes of neck pain
Unfortunately, there are many causes of neck pain, and often, no one particular cause is the direct link to a person’s neck pain. Instead, most people experience several of these issues over time from:
- Poor posture
- Strain/sprain (previous whiplash)
- Obesity
- Previous injuries
- Nerve compression
- Muscular tension
- Disc herniations
- Radiculopathy
- Arthritis/degeneration
- Spondylolisthesis
- Tumors/cancer

Most of these issues can be helped with chiropractic treatments. Even obesity can be helped by educating patients on proper nutrition and the need to begin a more proper exercise routine. A holistic approach will include several therapies that target the different potential causes.

Differentiating arthritis
It’s important to distinguish between the two types of arthritis before treatment:
- Osteoarthritis — Osteoarthritis comes from repetitive motion or injury degrading the connective tissue or cushioning tissues between the bones. Typically, osteoarthritis occurs in specific joints or sections of the spine most prone to movement. Chiropractic can be a significant help, helping to relax the joints, providing space to reduce inflammation, and offering corrective devices or exercises to reduce the damage.
- Rheumatoid arthritis — Rheumatoid arthritis is an autoimmune condition where the immune system attacks the connective tissue, cushioning tissues or fluids between or around the bones, resulting in a degradation of the tissues. Chiropractic treatment can potentially increase the damage if a systematic reduction in inflammation throughout the rest of the body is not addressed first.

LLLT as a treatment option
The emerging field of low-level laser therapy provides a chiropractor with a non-invasive option to help reduce inflammation and increase the healing and repair of tissues. It can reduce pain and disability when used at 4-8 joules with a 785-860-nanometer wavelength. It’s also effective at 1-3 joules with a 904-nanometer wavelength.

Some studies show increased tissue repair and even the potential for tissue replacement using LLLT. In addition, other studies indicate varying the wavelength and using different pulses can increase the healing effect and longevity of the treatment.

LLLT shows significant anti-inflammatory effects, particularly against the inflammatory cell infiltration and cytokines 24 hours after treatment. The studies show that low-level laser power is more effective than higher power settings. Longer
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treatment cycles, and more frequent treatment cycles, produce longer-lasting relief as time goes on.

This is significant for people with rheumatoid arthritis, as the inflammation around the joint can increase the degradation and immune effects on that particular joint. When combined with proper rheumatology treatment, a reduction in inflammation can slow down the progression of arthritis.

In the case of osteoarthritis, reducing pain can help increase a person’s likelihood of exercising, which can significantly reduce the causes of pain and degradation. Therefore, it can be an effective tool for a chiropractor as part of a holistic treatment that combines LLLT with behavioral modifications, such as proper posture education, exercise and weight loss education. In addition, reducing issues such as nerve compression, herniation and other treatable disorders with more traditional chiropractic techniques can enhance the effects of LLLT, and vice versa.

An LLLT dosing protocol

Although every treatment is different, and the various models offer variation, general clinical guidelines are accepted when using LLLT:

1. Initial doses should start shorter and weaker initially until it is established a person’s sensitivity to the lasers.
2. More frequent doses are recommended, as they show better outcomes.
3. Photochemotherapy, the general stimulation of blood flow by light therapy, should be included — 50 Hertz for five minutes or 30 joules to the proximal artery of the affected joint — as blood flow helps reduce inflammation and increases repair of tissues.

4. Once the initial symptoms are resolved, a recommendation for preventative treatment can help keep the inflammation reduced and mobility intact.

Some success has been reported in extending the treatment down the spine and over the shoulders to particularly vulnerable areas and muscular areas where the pain originates. The therapy on the shoulders, down the spine, and even into the hips and legs shows some success in relieving neck pain and arthritis pressure. However, that is up to the individual chiropractor and person treated to determine its usefulness.

Caution needs to be used with laser therapy, as it can cause damage to arteries and nerve tissues. This is particularly important when dealing with neck pain, as most laser therapy is contraindicated for use near the brainstem.

LLLT can be effective for both arthritis and neck pain when used correctly and in conjunction with other therapies a chiropractor can provide. Understanding the origin of the pain and the corrective measures being taken can provide longer-lasting recovery and higher patient compliance.

ANTHONY CRIFASE, DC, CNS, DACBN, is double board-certified in clinical nutrition and maintains an active virtual functional medicine and chiropractic practice. With experience in multiple different industries and as a seasoned chiropractor who understands the ins and outs of functional medicine, chiropractic and practice management, he is on a mission to help other practitioners maximize their time, revenue and systems. Learn more at drcrifase.com.
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Good posture impacts respiration as proper foot support impacts structural integrity. Align the available tech and the chiropractic adjustment to tie all the structures together.

Last issue in movement part I we explored why an interactive education process was vital to the patient experience. We established quality of movement as a starting point for care that can center patient behavior around the spine and a doctor’s findings.

In Part II, we’ll expand on how movement can serve as a primary reference point for health. We can put many health-related decisions in perspective when we understand how the body connects all our moving parts, from toes to brain through the spine. When doctor-patient communication of this perspective is strong and consistent, patients can learn to think, “Am I doing the right thing for my spine?” or “Is this good movement and positioning?”

Good posture and respiration
Physical and mental performance are tethered to the spine not only structurally but functionally. Some of our most valuable functions flow from that basic reality.
How to INCREASE collections

Everywhere you look, there is someone telling you how to do _______ with your practice! Marketing 'gurus', the guaranteed X amount of New Patients guy, modalities, etc. Ultimately the most valuable time, is YOUR time. Time is the most valuable currency, so how do you get more of it?? As you already know, the truth is, you don't more time. But, by hiring and training the right pieces for your office, you can delegate tasks and such and free up your time.

If you are reading this then you likely own your own business already and understand the struggle that come with even the best of employees. They get sick, their kids get sick, car troubles, etc. I have an incredible staff and these things still happen. These things can be managed in order for this office to stay functioning, but the thing that can't slack, is your billing. It's how we get paid! Yes, I know cash collections are also how we get paid and I am 65% cash collection in my office, but those are the easy collections.

Insurance is where things get difficult. All of the different errors and things that can be missed when billing in your office, can set you back on collections, cost you more money or risk even collecting that money. The money must never be affected. Not to mention the ever-coming scare that comes with insurance, audits. The biggest issue I see with that is Doctors saying that they 'didn't know'. I feel that with Physician Services I do not have to worry because of their knowledge.

So, how do you collect more money? By hiring a billing service that is top of the line. You cannot grow, until you are ready to grow. You want to see more and collect more, but you are behind on billing……good luck. You cannot collect more money, until the errors in your practice are fixed. It is tough to sit back and be honest with ourselves and admit that we could have an error somewhere in our office and have to make the change to fix it. But, to improve, it must be done.

This is why I love using Physician Services. I have used them for almost 4 years now and I have friends that have used them for 10+ years. I hired them six months after opening and wouldn't hire anyone else to do the job. They have teams of billers that are extremely knowledgeable about chiropractic billing specifically. Shelly and her team have been our billers since the day we started and it makes practicing and running a business much easier. I have seen other billing companies that are not chiro specific and it can be a disaster.

My billing never gets missed. If someone is out of town or sick, my billing still gets done. They handle the EOBs, posting, appeals, even helping with credentialing. The billers always have insight into certain insurance policies that help save money and speed up billing.

They never miss any modifiers. They catch any mistakes that slip through the cracks with accidental SALTed charges. We have a weekly call with Shelly and her team to review any small issues, but normally there aren't more than 2-3 small things to even touch on because they are always on the ball.

Customer service is a big part of business and in today's world, in my opinion, it is falling off. Physician Services is the gold standard when it comes to customer service. If you ever have any questions or issues, they are always a quick email or call away.

In my second full year of opening Limitless Chiropractic, we collected upwards of $1 million. I was the only Doctor in the office seeing 400-450 per week, and no not a lot of therapies either. One of the main reasons that we were able to grow at such a rapid rate, was because we were able to hand off all billing to Physician Services and strictly focus on customer service, patient care, and employee training and growth.

If you bill insurance in your office, then you need to give Physician Services a shot. You will NOT regret it!!

Jason O’Rear, D.C.

Call me to hear more about my experience with Physicians Services! Jason O’Rear, D.C. 985.888.6200

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One such essential function that always keeps me grounded is respiration. Our endless need for energy can be easily satiated by the oxygen that surrounds us — however, it takes movement to bring the air in as well as to circulate oxygen to every living cell. We don't always think of the spine or movement when it comes to breathing, but we can improve on that awareness by giving priority to it in our rehab and home instruction.

For instance, corrective movement of the chiropractic adjustment can start us on our way to then build good posture and develop breath control. Can we apply the same model to other clinical decisions?

Technologies supporting spinal adjustments
When evaluating technologies that can support spinal adjustments, cold laser science has grown quite a bit in recent years. There still exists some mystery and misperception about what laser is and isn't for.

While it may be tempting to focus on pain relief protocols within any modality, why settle when we can be more specific in our clinical choices? The key to getting beyond pain and into correction is to understand the complexity of both the spine and pain. In the spine, we have the vertebral subluxation complex. We don't address the muscle or the bone, or the joint, or the ligament, or the tendon; we address the complex through corrective movement.

The adjustment is so efficient in this way, and difficult to compete with. If we are going to complement hands-on spine care, we need to keep the standard high or risk watering down our whole approach. So, when it comes to modalities like cold laser, it's not a simple matter of point, shoot and walk away. With movement deficiency, especially in central areas of movement like the joints, we need to think about the loss of circulatory power associated with it.

The loss of movement, whether caused by damaged structures or protective guarding, ultimately hurts the recovery process as well. With laser, you can dial into frequencies which focus not only on pain management but also blood flow, muscular rehabilitation or joint repair. As soon as we try to simulate the normal healing process and resuscitate normal function, we are confronted with each of these needs. Complex pain that may be unrelenting for a period of time (suggesting its chronicity) is complex for a reason — it involves all the structures.

Tying structures together
This is a good time to revisit the functions that tie our structures together while keeping in mind where it all begins and ends. Our beacon — the spine, its related areas, and all movements needed to navigate around gravity — are powered by the brain.

When we study the network of proprioceptors in the body and where they are concentrated, we are pointed to specific areas of the spine (more on feet/hands below). Technique masters like Major B. DeJarnette, DC, DO (see 1984 SOT Manual), built on this model to recognize the combined value of proper stability and movement of the spine as part of the primary respiratory mechanism. Good alignment and posture play a role in effective breathing, and we can learn to maintain breath control through a progression of dynamic movements.

Whether standing or walking, you can't leave out the foundation of the body, the feet. The second we stand up, the brain scrambles to keep track of every step (controlled fall) by constantly monitoring position, movement and forces of the feet through a dense population of proprioceptors.

The spine, feet and hands have more mechanoreceptors than most other parts of the body, giving great importance to
As an industry leader in the advancement of modern PBM therapy, Aspen Laser has played a critical role in the evolution of laser and red light technologies. By introducing the world’s first and only high-powered tri-wave laser system, Aspen redefined laser therapy as we know it.

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these areas. So, there's science behind our survival processes that we can focus on to guide use of technology to support our most important functions.

With the cold laser modality, we need to be conscious of the body’s tolerances. It can’t be used for long periods of times at high power, but at low power and low frequency we can influence circulation and can use it for longer periods of time. When it comes to foot correction and use of functional orthotics, we don’t have these constraints. If anything, the body is a sponge for movement when the feet are well-supported and set up for correct movement.

The normal foot, supported by three functional arches, is dependent on structural integrity. When supported by a custom three-arch orthotic made with the right materials and design behind it, you can keep that campaign going without limitation.

Mastering efficiency
The adjustment is not just for movement; it’s also for communication. The laser is not just for pain; it’s also for blood flow. Care should be designed to optimize all related structures and functions when possible.

Now, with a custom three-arch orthotic, we can address the complexity of the foot from multiple angles. Spine-based care dictates that we start with stability and alignment before graduating to increasingly complex movements to reach a patient’s full potential. When we find a good starting point and let all our decisions flow from there, we can find great efficiency in our efforts. This kind of approach helps resolve conflicts as we decide how to build on the chiropractic adjustments and the corrective movement we uniquely offer.

For sports competitions, there are laser protocols for before, during and after competition, but custom orthotic support can be constant. Whether it’s balance or respiration, these functions remind us that gravity is working tirelessly, and patients need to answer that call in between visits. This makes pronation correction with functional three-arch orthotics the most valuable part of home care for my practice.

Without limitation, we can combine specific adjustments with custom arch supports to increase standing, walking and exercise tolerance. When heat is generated through movement, we have ways of managing this energy creation, and the latest flexible orthotic materials have ways of retaining that energy while wicking moisture.

When we find the right starting point for healthy pursuits and let all our decisions flow from there, we can achieve great efficiency in our efforts. In next issue’s Movement Part III, we will circle back one more time and see if we can challenge the chiropractic approach and this homeostatic model to support all human performance physically and cognitively.

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THE FOOT-HIP CONNECTION
The link between hyperpronation and sciatic pain

BY CHUCK DUFF
TIME TO READ: 10-12 MIN.

THE TAKEAWAY
What we’ve come to understand of sciatic pain, including trigger points, chains of muscle pain, hyperpronation and leg length issues.

THE TERM “SCIATICA” IS A DESCRIPTION OF A SET OF SYMPTOMS, NOT A DIAGNOSIS, as Janet Travell, MD, the creator of trigger-point therapy, pointed out in her seminal Trigger Point Manual.1

Unfortunately, a web search of the term “sciatica diagnosis” will reveal a confusing array of conflicting viewpoints among medical professionals. Most promote the assumption that sciatica implies a compromise of the sciatic nerve in the form of a radiculopathy or entrapment — in other words, a diagnosis of disease or injury.

Injury-centric
My term for this pervasive worldview is “injury-centric” thinking. This view assumes that pain originates with injury or disease within physiological structures such as joints, nerves, tendons or bursa, usually near the site of the perceived pain.

Radiating pain as seen in sciatica is commonly ascribed to impingement or entrapment of the sciatic nerve, or possibly an injury to the IT band or other structures. The assumption is that pain originates in the injury, and pain signals travel from the injury as an input to the brain — in other words, pain is an “outside-in” experience.

Modern neuroscience has thoroughly debunked this model, yet it persists throughout our medical system and popular culture. V.S. Ramachandran’s work with phantom limb pain is very instructive for understanding the origins of pain.2 Phantom limb pain is felt as if it is within a limb that has been removed. He found that by introducing a mirror box,
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which reflects the existing limb on the other side of the body, the visual evidence of the missing limb still being present stops the pain in many cases. In Ramachandran’s words, pain is an output, not an input.

Lorimer Mosely, PhD, worked with Ramachandran during his phantom limb research, and has become a major voice in modern neuroscience. Mosely points out that “soft tissue damage is neither necessary nor sufficient for the experience of pain.”4 The brain doesn’t receive pain signals; it monitors nociceptive (danger) signals from the periphery and then decides “is this dangerous, really?”

Pain can be seen as a warning signal from the brain that some attention must be paid to a perceived injury. And in some cases, there is a real injury or physiological disturbance setting up nociception — but these cases are in the minority, and a far more frequent nociceptive source is trigger points in muscles.

**Trigger points and nociception**

Travell’s work presented numerous examples of muscles that commonly develop trigger points and whose referral patterns mimic virtually all of the symptoms ascribed to the sciatic nerve. Our work has shown us that most sciatic pain finds its origins in muscles with trigger points.4

Jay Shah, MD, of the National Institutes of Health has shown convincingly that trigger points are potent sources of nociception.5 He introduced microtubules into the trigger point area and withdrew ambient fluid, finding that it contained many of the same nociceptive compounds as would be seen at the site of actual tissue damage. Yet trigger points are not injuries and can be resolved relatively easily. They tend to develop under conditions of acute or chronic overuse, which can tax
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local metabolic and vascular exchange, resulting in trigger point development.

Pain referral is a confusing phenomenon that is seen when trigger points are sufficiently active to rise above a threshold, producing an experience of pain that is frequently far from the site of the trigger point. In their work, Travell and Simons documented the direct referral patterns of a wide array of muscles. As a relevant example, trigger points in the gluteus minimus can produce all or part of a pain pattern that includes gluteal and sacral pain, often radiating down the posterior or lateral leg as far as the foot and ankle. Because of its resemblance to the dermatomal distribution of the sciatic nerve, this referral pattern is often assumed to be radiculopathy or entrapment of the nerve.

However, gluteus minimus sciatic referral is such a common phenomenon that Travell and Simons nicknamed this muscle “Pseudo-sciatica.”6 Gluteus medius is commonly co-involved, potentially adding low back referral to the mix.

Chains of muscle pain

Simple direct referral from a single muscle is quite rare — more often, a pain report involves many muscles. Some of them operate silently, contributing to patterns of satellite referral, in which one muscle’s referral pattern overlays the trigger point area of another muscle, causing it to develop its own trigger points. These chains can be several muscles long. The patient may experience only the referral of the last muscle in the chain.

While satellite referral sounds mysterious and confusing, it is a real phenomenon that we have found to be extremely important in 20 years of clinical experience. Satellite chains were sparsely documented in the original trigger point literature, but the authors did observe and mention it in isolated cases. We have also documented many recurring patterns that set up many of the most common pain complaints seen in a clinical practice.

Sciatic pain is a prime example. The gluteus minimus pattern crosses many muscles as it proceeds down the leg, including the quadriceps, hamstrings, adductor magnus and many muscles of the lower leg. While it is tempting for a practitioner to focus on tender areas in one of the terminal muscles such as vastus lateralis, this can be a profound waste of clinical time if the vastus lateralis is being set up by satellite referral from the gluteus minimus.

In addition to satellite chains, functional relationships between muscles must also be considered in finding the true source of pain. The CNS is constantly monitoring the relationships of muscles to their antagonists so that it can produce smooth, coordinated motion at each joint. Due to this close coordination, trigger point dysfunction in a muscle often encourages dysfunction in its antagonists.

Author and physiotherapist Leon Chaitow pointed out that the taut fibers seen in muscles with trigger points could have a useful role in that taut fibers are full contractures of individual fiber bundles and can simulate the stabilization ideally provided by ligaments and other connective tissue.7 It is my premise that the CNS may introduce taut fibers as a means of adding stability to a joint perceived to be unstable, due to factors such as hypermobility or muscular imbalance.

For this reason, one of our clinical approaches is to “hack the CNS,” downregulating it via various methods of neurological distraction and providing an experience of pain-free motion in an area that has been splinted by taut fibers in opposing muscle groups.
Hyperpronation and leg length

Hyperpronation at the ankle is essentially a failure to provide adequate stability in the ankle and foot due to lax ligaments. We have observed this condition to be widespread in 20 years of clinical practice, particularly in sciatic pain patients.

A hypermobile subtalar joint will tend to allow the femur and knee to drift valgus due to collapse at the arch. The leg abductors, including the gluteals and TFL, are a primary means of preventing the valgus drift by bracing the leg with abduction. Chronic over-engagement of these muscles during gait is an ideal environment for creating trigger points, resulting in a composite referral pattern that can include many of the symptoms of sciatica: low back, sacral and gluteal pain and radiation down the leg.

Effective leg length discrepancies often occur in tandem with hyperpronation, particularly if the degree of pronation is different on the two sides. The quadratus lumborum and iliocostalis muscles are extremely sensitive to effective LLD. A tilted sacrum results in different resting lengths between the two QLs, and the CNS abhors this sort of imbalance.

The result is likely to be trigger point development in one or both QLs in an attempt to stabilize a potentially dangerous situation. The QL has an extensive referral pattern with gluteal, abdominal, sacral and radiating components, which is a potent recipe for a chain of satellite referral from QL to glutes to the leg. Unilateral sciatica is a common result.8

A protocol for sciatic pain

Our protocol for treating sciatic pain consists of movement-oriented bodywork to reset the muscles along the satellite referral and functional chains, followed by assessment and correction of hyperpronation via midfoot and forefoot support.

If an effective LLD is present, an appropriate lift should be added to the short side after correcting hyperpronation. These gait correction steps are necessary to provide lasting relief. We have found this strategy to have a high rate of success with what can be a serious and debilitating pain syndrome.8

CHUCK DUFF founded the Coaching The Body® (CTB) Institute in 2001, and has taught thousands of students highly effective techniques for resolving pain. CTB integrates trigger-point therapy, movement-based techniques derived from traditional Thai bodywork and other approaches along with insights from modern neuroscience. His book, Ending Pain: Coaching the Body with Neuroscience, Movement, and Trigger Point Therapy, is due to be released in late September 2022. For more information go to coachingthebody.com.

References can be found online at chiroeco.com

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SIR ISAAC NEWTON’S EXPERIMENTS WITH PRISMS 400 YEARS AGO established that white light is not white light, but a concurrent propagation of the full electromagnetic spectrum of visible light comprised of the violet, blue, green, yellow, orange and red wavelengths. Our sun radiates all these same electromagnetic wavelengths, and more unseen, to provide the energy that sustains all life here on earth. Red light comprises roughly 20-25% of the sun’s visible radiation, so therefore we are exposed to the properties of broad spectrum of red light daily. The sun however also radiates electromagnetic energy that we cannot see, some in the ultraviolet spectrum that we now know can be harmful to our health, so we therefore recommend limiting unprotected skin’s exposure to direct sunlight.

Red light truly is not such a harmful spectrum of the sun’s radiation, and it is sound to assume light emitting devices that employ broad spectrum red light are not harmful to anyone at the energy levels they normally operate. Therapeutic red light is healthy in many ways, but it is very limited in its role in aesthetics due to its ability to affect only the outermost layers of a subject’s dermis. This limitation is due to the high coefficient absorption of red light by the chromophores in the cells of our dermis that create an impenetrable barrier to the light after only a few millimeters of penetration.

As a result, red light alone only increases skin tone and may aid in healing of the epidermis, but this is the extent of its effects. Aesthetic changes in a subject’s appearance are almost wholly due to a tightening effect of the subject’s skin without any change to the deeper adipose layers.

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As we previously discussed, basic red light is rapidly absorbed and scattered in the outer dermis of a subject. In order to create a natural sculpting response from the body, all the dermal layers and the underlying adipose tissue would require an elevated level of sub-atomic energy, or quantum state, be imparted to the inter-cellular mechanisms, specifically the cellular “power plants” or mitochondria that create cellular respiration for all activity in the body.

By stimulating the adipose’s mitochondria, a subject would release the stored fats from the adipose layers under the skin just as if extended and strenuous exercise had been undertaken. So, the challenge is, how do you impart that level of energy into the deep cells of the adipose layers? This is where invisa-RED’s proprietary delivery method of photobleaching with coherent infrared and red laser frequencies excels. The 680 nm of red laser is absorbed by the dermis allowing the infrared at 980 nm to bypass the dermal tissue and absorb into the adipocyte cells.

Without using infrared, it is not possible for any spectrum of light energy or laser to absorb into the adipose tissue, as infrared’s 980nm has the highest coefficient energy absorption into adipose tissue. The pulsed infrared delivers the maximum level of energy density to stimulate cellular respiration, increase cytochrome c oxidase production and ATP synthesis within the adipocyte cells.³

invisa-RED™ Clinicals v. Lipo-Laser Claims

invisa-RED’s unique scientific and evidence-based advantage over non-invasive red light/laser based devices is apparent when we compare the clinical trials of the devices. The red-light-only devices are only able to achieve circumferential differences (inch loss) as seen in the following clinical trials NCT02167867 and NCT02867150.² Both of the mentioned red laser studies were only able to achieve 3.724 and 3.51 of inches lost during their respective studies, however neither study attempted to prove fat reduction or weight reduction because it is known that red light alone is not able to absorb into the adipose tissue and stimulate fat loss.

What makes invisa-RED’s clinical trial (NCT03811093) different is that by using both infrared and red lasers, invisa-RED was able to not only help participants lose an average of 10.16 inches off of their body, but also 4.53 pounds of body fat resulting in 1.75% reduction in body fat over the course of only nine treatments without the assistance of diet or exercise.³ Red-light-only devices have no clinical evidence to support their claims of fat reduction, making red-light-only lasers bad for business, your reputation and your patients. This is what makes invisa-RED™ the only option for non-invasive fat reduction.

REFERENCES


Created by Chiropractic Economics;
Commissioned by invisa-RED™ Technology
A PATIENT’S VIEW
Are you engaged enough as a doctor of chiropractic and staying in front of patients?

BY NAOTA HASHIMOTO, DC
TIME TO READ: 6-8 MIN.

THE TAKEAWAY
Are you utilizing patient touch points such as workshops, newsletters and education to stay engaged and increased perceived value?

WHAT IS IT LIKE TO BE A PATIENT IN YOUR OFFICE? Do they come and go as they please? Do they remember your name?

Unfortunately, most of us take our existing patients for granted and put most of our effort into attracting new patients and servicing the acute patients in our practice. While this can earn you a living, it’s exhausting, and one of the ways to add more revenue to your practice is by seeing your patients for a more extended period.

If you stay engaged with your patients, they will remember you and are more likely to remain in a long-term plan, or at least come back to your office when they have a flare-up. Remember, it’s not your patients’ job to remember who you are — staying in front of them is one of the best strategies.

Patient touch points
Consider what kind of touch points you want for your patient over their first 12+ visits and year as a patient in your office. Engaging with your patient may be in many forms, from a welcome-to-the-practice letter, timely emails, texts, conversations in the office, new-patient orientations and announcements by the office.

The more times you stay in touch with your patient, the more likely they will remember who you are; I like sending timely texts and emails throughout their first 12 visits, educating them about our practice.

I have found new-patient workshops to be a powerful way to educate patients on how your treatment helps them with
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other health problems. Every practice is different; I have friends who have subluxation-based practices that wildly succeeded with this method. My workshop was based on posture, pain and wellness. I focused on how poor posture affects function and eventually leads to pain. I felt that poor posture was something many people had and no one wanted, which is why I focused on that when I was hosting workshops.

**Patient education opportunities**

Your follow-up treatments are opportunities to educate your patients. You could develop many conversations, but 8-12 conversations could educate your patients slowly over a couple of months. I used snippets from my workshop. For example, you could have your topic on a whiteboard in the treatment area and ask patients about it throughout the week; you could attempt to have that conversation with each patient once a week as well.

Another could be about joint imbibition and why joint mobility is essential. Another could be about a specific therapy in the office. Plenty is out there if you’re looking for subluxation talking points.

If you educate patients about their condition, how your treatment helps them, and what other types of patients could benefit from your treatments, you’ll retain more patients and make it easier for them to refer.

**Referrals and newsletters**

I would even have a talk about how to refer patients into our office and teach them the most straightforward ways. I also gave my patients handouts about a specific condition and how our office helped that specific condition. Referring to someone is difficult because they are putting their reputation on the line, and they may feel uncomfortable doing it, but sharing a handout or an email is easy. Look at all the social media, YouTube videos and tweets that get reshared and redistributed.

I always loved a monthly newsletter that was mailed to my top patients. Most chiropractors only offer an emailed newsletter, but a physical newsletter gets consumed. In addition, the newsletter contained a referral piece about therapy or a condition we treated in the office. This made it easy to share, which added to our referrals. The remainder was about the month and what my family was up to at the time. Some companies make templated newsletters, but they will never gain traction unless you inject your story into the newsletter.

**Creating attachment**

We’ve had patients feel attached to our business; even if you’re not personally seeing the patients, this is an important point.

Look at the attachment to Steve Jobs for Apple consumers long after he was gone, even though Steve Wozniak was the developer behind the scenes. Look at Elon Musk’s personal brand associated with Tesla and his other successful ventures.
If you thought of writing a newsletter, you could maybe do regular videos sent out to the patients. If you decide to move forward, I recommend being consistent and starting with a couple of things. I always have my newsletter out on the first Wednesday of the month, and patients expect it now.

Think of other reasons why you could send a message to your patients; you could send out:

- Happy birthday
- Happy first visit anniversary
- Holiday messages
- Etc.

Think about any social media groups, emails or mailing lists you have been on for a long time. Why do you stay? The reason is you are getting value from being there. Maybe it’s entertainment, maybe it’s because of the community, perhaps it’s for the information, but at the end of the day, if you did not receive perceived value for your time, you would not consume that material or video.

**Start small**

Adding in all these different touchpoints can feel overwhelming; I suggest starting with something and adding content over time. There are content services that provide ideas and content. For example, I use automation to deliver all the messages, texts and emails at specific milestones.

Add the table talks weekly, and once you have 8-12, you can rotate these through each week. So even if you’re busy, you could probably find time to have your weekly table talk with every patient at least once that week to stay engaged with your patients.

**NAOTA HASHIMOTO, DC**, is the co-founder of TrackStat, patient tracking software making it easy for administrative people to attract and convert new patients while ensuring your existing patients stay in your practice. It offers new ways to retain patients and also offers ways for staff to communicate and schedule patients while providing you all the metrics of success. Learn more at TrackStat.org.
Do Medicare Part B and Part C pay for chiropractic care?

BY MARTY KOTLAR, DC, CPCO, CBCS
TIME TO READ: 4-5 MIN.

THE TAKEAWAY
Medicare billing can get confusing and frustrating for some chiropractic billing managers. Learn the ins and outs of Part B vs. Part C vs. using the proper codes and modifiers.

A NUMBER OF CHIROPRACTORS HAVE INQUIRED about Medicare Advantage plan patients, and if these plans are the same as traditional Medicare Part B plans. If a doctor of chiropractic is out of network with a Medicare Advantage plan, do they have to accept assignment?

A few key points about the differences between traditional Medicare Part B, a.k.a. original Medicare, and Medicare Advantage plans, a.k.a. Medicare Part C.

Medicare Part B covers chiropractic care
However, it is limited to chiropractic spinal manipulation for active treatment. Active treatment qualifying conditions include pain, restricted motion, subluxations, inability to perform normal daily activities, muscle spasms, sprains, strains and decreased functional performance.

Chiropractic active treatment is typically covered by Medicare Part B because it is considered “medically necessary.” There are seven Part B Medicare Administrative Contractors (MAC) that cover all 50 states. A MAC is a private health insurer that has been awarded a geographic jurisdiction to process Medicare medical claims or Durable Medical Equipment claims for Medicare Fee-For-Service (FFS) beneficiaries. Centers for Medicare & Medicaid Services (CMS) relies on a network of MACs to serve as the primary operational contact between the Medicare FFS program and the health care providers enrolled in the program.
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The best got better.
MA (Part C) plan patients must first enroll in traditional Medicare, then choose an MA plan. MA plans include HMOs, PPOs and Private Fee For Service (PFFS) plans.

The seven MACs are:

- Celerian Group Company
- First Coast Service Options
- National Government Services
- Noridian Healthcare Solutions
- Novitas Solutions
- Palmetto GBA
- Wisconsin Physicians Services

Again, the only services that Part B will reimburse chiropractors for are spinal manipulation, CPT codes 98940, 98941 and 98942.

If you are enrolled in Medicare Part B as either a par or non-par provider and not enrolled in the MA plan and the MA plan has out-of-network benefits, there probably is a financial limit and you cannot balance bill the patient.

If you not enrolled in Medicare Part B, not enrolled in the MA plan and the MA plan has out-of-network benefits, there probably is a financial limit and you cannot balance bill the patient.

If you are enrolled in Medicare Part B as either a par or non-par provider and not enrolled in the MA plan and the MA plan does not have out-of-network benefits, you can probably balance bill the patient.

If you not enrolled in Medicare Part B, not enrolled in the MA plan and the MA plan does not have out-of-network benefits, you can probably balance bill the patient.

Medicare Part C
Medicare Advantage (MA) plans also cover chiropractic care. MA plan patients must first enroll in traditional Medicare, then choose an MA plan. MA plans include HMOs, PPOs and Private Fee For Service (PFFS) plans. There are hundreds of MA plans administered by many traditional insurance companies such as BC/BS, Aetna, United Healthcare, Cigna, Humana, Kaiser, etc.

Some MA plans mimic Part B and only cover spinal manipulation. However, some will pay for examinations (e.g., 99203, 99204), re-examinations (e.g., 99213, 99214), extremity adjustments (98943), maintenance care (S8990), X-rays, therapies, foot orthotics and diagnostic testing as well as chiropractic spinal adjustments.

Here is where it can get confusing and frustrating for some chiropractic billing managers:

Chiropractic active treatment is typically covered by Medicare Part B because it is considered ‘medically necessary.’

Billing and modifiers
Proper modifier use is vital to getting your claims processed quickly the first time.

For MA plans, continue to use modifiers AT and GP appropriately as you are presently doing with your Part B patients. In my opinion, there is no need to use modifiers GY and GA with Part C plans. As a reminder, the GA modifier means you have a signed ABN form on file. The ABN form can only be used by enrolled Medicare Part B providers. Chiropractors not enrolled in Medicare Part B cannot issue ABNs to Medicare Part B patients.
The ABN scope states that only health care providers and suppliers who are enrolled in Medicare can issue ABNs to patients. It is recommended to continue reporting the M99.0X subluxation diagnosis codes as primary and secondary ICD-10s for Part C plans. Make sure to contact all MA plans for reimbursement specifics prior to beginning care.

MARTY KOTLAR, DC, CPCO, CBCS, is the president of Target Coding. Over the last 12 years he has helped hundreds of chiropractors, physical therapists and acupuncturists with compliance as it relates to billing, coding, documentation, Medicare and HIPAA. He is certified in compliance, a certified coding specialist, a contributing author to many coding and compliance journals, and a guest speaker at many state association conventions. He can be reached at 800-270-7044, or TargetCoding.com, or by email at drkotlar@targetcoding.com. If you would like a sample completed Medicare Part B ABN form for chiropractic maintenance care, send an email to info@targetcoding.com.
TOPICAL CBD TO AUGMENT PAIN MANAGEMENT

New studies make the case for topical cannabinoids

BY JOSEPH D. SALAMONE, DC, DAAPM, FRCCM

TIME TO READ: 8-10 MIN.

THE TAKEAWAY

Recent studies are supporting CBD topicals as an office mainstay as “the studies thus far undertaken are encouraging.”

THE GLOBAL PAIN MANAGEMENT MARKET, estimated at $80 billion in 2021, is expected to grow at an annual rate of 7.4% per year through 2027. Topical analgesics targeting mild to moderate pain are a $7.2 billion market. Topical agents, although generally ineffective against deep tissue pain, allow precise targeting of localized pain while providing systemic safety, rapid onset and low risk of tolerance or abuse.

Many topical pain agents were originally developed as oral or injected drugs and later reformulated in a dosage more suited to topical administration (e.g., creams, gels, ointments). These include salicylates, nonsteroidal anti-inflammatory drugs (NSAIDs), capsaicinoids, corticosteroids and opioids. Physicians currently recommend these medicines to treat localized eczema, contact dermatitis, psoriasis, abrasions, muscle aches, etc.

Given their established therapeutic efficacy, the major benefit of topical pain agents is the ability to treat localized pain while minimizing systemic dosing, adverse events and drug interactions: For example, with clobetasol, a prescription-only corticosteroid used to treat swelling and itching, side effects occur in one-third of patients receiving the drug orally, but are absent when the drug is applied to the skin.

The case for topical cannabinoids

Patients and physicians often turn to “natural,” non-pharmaceutical approaches for the relief of mild to moderate pain. Examples include both oral (e.g., turmeric, pycnogenol, ginger) and topical (capsaicin, willow bark) agents. Some, like capsaicin patches, have been approved by the U.S. Food and Drug Administration for treating nerve pain.
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Cannabinoids are an emerging group of compounds with the potential for both oral and topical administration for pain relief. Found mainly in cannabis products, cannabinoids act on one or both cannabinoid receptors: CB1 receptors, which arise mostly in the brain, limbic system and the eye, and CB2 receptors, which are located in immune cells.

Of the more than 80 cannabinoids, non-psychotropic cannabidiol (CBD) acts as a complex agonist and antagonist on more than 70 distinct molecular targets, including enzymes, ion channels, G-protein coupled receptors, transporter proteins, and nuclear receptors, many of which mediate pain, inflammation and mood.

Randomized, controlled clinical trials on cannabis in pain relief tend to be small and often include full-spectrum cannabinoids rather than CBD alone. The studies thus far undertaken, however, are encouraging.

Recently a small, randomized, double-blind crossover study in humans examined the effectiveness of topical CBD for treating neuropathic pain. Investigators found “a statistically significant reduction in intense pain, sharp pain, cold and itchy sensations in the CBD group,” and no adverse events. They concluded that transdermal CBD “may provide a more effective alternative compared to other current therapies in the treatment of peripheral neuropathy.”

Incorporating CBD into your practice

There is no dearth of advice on maximizing the profitability of a chiropractic practice. A path toward expanding business involves increasing the value of your services to patients. Non-pharmaceutical interventions to help patients manage mild to moderate pain represent a significant value-added component to the modern chiropractic practice.

This publication’s 2021 Salary & Expense Survey of U.S. chiropractors uncovered several key areas that support offering CBD products directly to patients. These categories include nutritional supplements (53% of those surveyed offering them), topical creams (47%), and CBD products (32%). Twenty-eight percent of those surveyed specifically offered topical CBD products.

Given the widespread practice of chiropractors offering non-pharmaceutical alternatives for treating pain, the encouraging clinical results on CBD’s effectiveness (including as a topical treatment), and its acceptance among clinicians, it appears that topical CBD is entering the mainstream.

A 2016 article suggested that, depending on practice size and characteristics, chiropractors could earn anywhere from $500-$20,000 per month from the sale of supplements. Six years later, those figures are probably on the low side. Regardless, they clearly demonstrate a financial benefit to practices.

Selling CBD products directly to patients, however, involves more than money. Practitioners must first and foremost believe in these products and the value they bring patients. This involves educating yourself on the benefits through the scientific literature, keeping up to date on the latest clinical data and sharing it with patients when appropriate.
Bringing more value to patients
Topical CBD has entered the mainstream of chiropractic by virtue of its already wide consumer acceptance,¹² its well-established safety and limited but encouraging evidence of clinical efficacy.

While a solid financial case can be made for selling CBD creams, ointments and gels, the decision to sell or not boils down to the value these products bring patients. Once chiropractors decide to sell these products, they must continue to educate themselves on the benefits and potential risks and monitor the progress of patients who use these products.

JOSEPH D. SALAMONE, DC, DAAPM, FRCCM, has had a private practice in Fairfield, N.J., for more than 30 years, and writes for Parker Laboratories HELIX (Helix4Pain.com). He founded the American Academy of Hospital Chiropractors, where he was one of four in the country to be on call in the emergency room.

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OCTOBER 23, 2022 • CHIROPRACTIC ECONOMICS 63
FOR CHIROPRACTIC, OPPORTUNITY IS KNOCKING
Seeing chiropractic into the 21st century

BY GARY BORING, BCAO, LCP (HON.), FICA
TIME TO READ: 9-11 MIN.

ARE WE TAKING FULL ADVANTAGE of the research verifying that chiropractic care delivers what it promises? The scientific world once tried to prove us wrong, and even imprisoned chiropractors for providing chiropractic care in the mid-20th century. This century is craving the positive personal response to care that chiropractic was based upon and provided more than 100 years ago.

The natural healing force
B.J. Palmer knew that in time the scientific world would no longer be able to ignore the fact that a healing force is inside each body, and chiropractic care assists in this natural healing, when he said, “When facts are known, knowledge exists. When we possess knowledge, faith and beliefs disappear, for one is a skeleton frame for substance of the other.”

Palmer makes it very plain in those historic volumes that chiropractic is a natural science since the nervous system is supreme.

“All functions throughout the body are controlled by the nerve impulses traveling over the nerves from the brain to all parts of the body. One hundred percent of nerve energy going to all (bodily) parts ... produces harmony of life. This life force that travels over the nerves ... is controlled by an ... innate intelligence. This intelligence knows how to regulate temperature, circulate blood, assimilate nutrition, and eliminate waste material and perform millions of other functions every second of the day, provided the nerve energy is free to travel from the brain to all parts of the body. Chiropractic deals with the normal or the natural. The natural law of life is to be healthy. That is the way most of us are created. Chiropractic is a separate and distinct science and serves a purpose that no other profession serves. We remove the cause and nature heals. This is our story.” (Powell)

Policymakers supporting chiropractic
Across the nation and internationally, responsible economists and policymakers are seeking the best outcome and health care delivery, looking for a cost containment with a move away from excessive and high-risk interventions, yet focused on achieving higher patient satisfaction through better results.

THE TAKEAWAY
Research and statistics are providing chiropractic an opportunity in the current health care environment, as are policymakers seeking the best outcome and health care delivery — can the industry take advantage of the times?
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Considering that back pain and muscular skeletal disorders now lead among the billing conditions in the nation, including the military, the need for non-drug, non-surgical and effective spinal care is paramount for health care reform. Rising to address this need, the chiropractic profession is widely regarded as a leading example of an emerging health care discipline reaching maturity and extending its role within mainstream health care.

Strengthened with the evidence gained through research and outcome effectiveness studies, chiropractic doctors are attuned to the increasing health care consumer interest in a conservative, effective and non-invasive approach to maintain health, and one less reliant on addictive painkillers.

Chiropractors today appear steadfast in their role as America’s primary spine care provider in this epidemic of chronic pain. With mounting public interest in diet, nutrition and exercise, the “boomers” are seeking vitality to remain active as they move through their golden years. “The doctor of chiropractic is well-positioned by evident education in clinical training to lead conservative primary spinal care in the management of neuromuscular skeletal health.” (Foundation for Chiropractic Progress)

Even the American Academy of Family Physicians, in one of their grants on the clinical art of chiropractic, states: “Chiropractic presents a logical set of beliefs which appeals to common sense, uses scientific terminology, yet promotes a natural, non-evasive, holistic approach to healing rather than the medical approach which people view as excessive and dependent upon technology and drugs.” (Coulehan)

**Positive survey results**

We can pride ourselves on all the scientific research evidence (Consumer Reports and Gallup-Palmer surveys) that continually shows positive results from chiropractic care.

Consider these statistics from the Foundation for Chiropractic Progress:

- Back pain is the leading cause of work-related disability and absenteeism.
- Neck pain is the third most common chronic pain condition in the U.S. and the fourth leading cause of disability worldwide.
- Medicare and Tricare patient polls show patient satisfaction with the chiropractic approach to spinal care ranking as high as 80 and into the 90th percentile.
- The 2016 Gallup Palmer findings report patients rate chiropractic care at 95% effective, 97% are likely to see a chiropractor for having neck or back pain, 89% in the past year have recommended chiropractic care to family and friends, and 88% in the past year say their care was of good value for the money.

21-62% REDUCTION IN DRUG SCRIPTS FOR PATIENTS WHO SEEK CHIROPRACTIC CARE FIRST

The 2017 guidelines from the American College of Physicians and the Canadian Medical Association recommend that clinicians and patients should select non-pharmaceutical treatment with superficial heat, massage, acupuncture or spinal manipulative therapy, and before using opioid therapy for chronic non-cancer pain.

When compared to standard care alone for men and women between the ages of 18-35 with acute low back pain, chiropractic care in conjunction with standard medical care offers a significant advancement for decreasing pain and improving physical functioning. For acute to sub-acute neck pain, cervical spine manipulation was more effective than various combinations of prescription medications for improving headaches, migraines and fibromyalgia pain.

There is a 42.7% likeliness to have surgery for workers with back injuries if they do not go to see a chiropractor as their first point of contact. Chiropractic care may reduce the number of Medicare patient visits to primary care medical physicians.
for back and/or neck pain, resulting in an annual savings of $83.5 million.

Consulting a chiropractor provides positive results in joint function and motion with chiropractic care in the aging patient.

Injury prevention, reducing hospital admissions
Sports performance and injury prevention was benefited by chiropractic care also. And check out these statistics:

- ER visits were reduced by 38-49%
- Rx-scripts were cut by 21-62%
- Rx-scripts for opioids were slashed by 49-78%
- Chiropractic services have decreased inpatient hospital admissions by 17-37%

Chiropractic care, like all movements, began in a fever of improvisation. Let us embrace all the advancements that had been afforded us. Let us use those advancements to fuel the love we have for our profession. To continue to thrive, we must never let chiropractic care become an artificial effort, a pious duty or merely a useful task.

“We cannot drive ourselves to do with our wills something about which we are not intellectually convinced: the result is emotional collapse. We never find fulfillment except in living it with conviction, and to live one's life with conviction is to live it in a spirit of adventure as an adventure.” (Tournier)

Looking to the future rather than the past
When success came to chiropractic, things had to be organized. Order was essential. There were considerable sums of money to be administered. Offices were rented and magnificent office blocks were built. There was a president, vice-president and numerous committees filled with influential personages. But it no longer looked like an adventure; it became an organization, one accepted, respected and honored as a portal-of-entry profession within the health care field. Have we started looking to the past for our own adventure?

With mounting public interest in diet, nutrition and exercise, the ‘boomers’ are seeking vitality to remain active as they move through their golden years.

Were we lying to ourselves when we told others we are looking into the future, but in reality, our eyes are fixed on the past, envious and fascinated by our profession’s history?

In the closing remarks from the grant that was issued by the American Academy of Family Physicians on the clinical art of chiropractic, it states: “Chiropractic must stand or fall as a profession on the effectiveness of the spinal adjustment and perhaps closely related physical treatments.”

To see that chiropractic thrives in the 21st century, will you promise yourself that every time you make an adjustment, you have a specific reason to do so, an exact explanation of why you are walking into your office, and a definite purpose for embracing the profession? Effective chiropractic care is the greatest gift we can give another human being.

GARY BORING, BCAO (Board Certified Atlas Orthogonal), LCP (HON.), FICA, graduated from Cleveland Chiropractic K.C. in 1968. His father graduated in 1934 from CCC K.C., and his brother in 1966. Boring Chiropractic has served patients for 86 years.
THE TAKEAWAY
A new marketing reach and new customers are waiting for you to set up or optimize your Google Business Profile.

YOU’VE INVESTED TIME AND MONEY IN BUILDING YOUR BUSINESS, your staff and your physical location. Now, it’s time to put your business on the map — the Google Map, that is — and get found by potential customers to drive them to your physical address.

Formerly known as “Google Places,” Google Maps hosts many advanced features unique from its predecessor such as geolocation functions, a street map view, sharable directions, a navigation search feature and 3D city maps. And the good news is, they’re all free.

So, if you haven’t set up your Google Maps listing yet, here’s how and why you should drop your “pin” on the map right now and claim your business listing today.

‘Find a chiropractor near me’
As you likely utilize yourself, geolocation and mobile devices have made searching for a product or service so sophisticated that you can now find whatever you need within proximity of wherever you are. That means when potential customers search for a service you offer, they are most likely going to buy it from the closest result nearby.

If your nearby competitor has a pin on the map and you don’t, guess who is most likely going to get the business? Additionally, if your competitor’s business is listed on the map, they also are likely to have a Google Business Profile, which means they are appearing higher on the search results page and outranking your business, regardless of whether it’s better.

CLAIM YOUR REAL ESTATE ON GOOGLE
Set up or refine your Google business account to see what your customers are seeing

BY RUSSELL GREENSEID, DC
TIME TO READ: 8-9 MIN.
DEAR DOCTOR OF CHIROPRACTIC,

You are essential to the health care of America. Your patients count on you to help them through this difficult time, as do your family and friends. If you’re a business owner your employees are counting on you also.

In pre-pandemic times there was less to worry about and it was easier to find mental escapes and downtime. Now we’re trying to create that new normal as a society, trying to make it look as close to the old normal we can, for both doctors of chiropractic and their patients.

WE’RE IN IT TOGETHER

Last year we told the story of the two young chiropractors who 30 years ago attained their DC degrees, both near the top of the same graduating class and full of enthusiasm to enter chiropractic care. When they returned for their 30-year reunion, both were married with family and had stayed in touch over the years. But while one worked in a multi-doctor practice, the other had founded his own multi-location practice and as CEO was contemplating an early retirement.

THE DIFFERENCE?

How and why did the two DC’s paths diverge? Both sought success. Both were near the top of their class in school. Both entered the field with enthusiasm. The difference-maker was the business of chiropractic – learning the economics of the industry. The eventual CEO subscribed to Chiropractic Economics and gained the knowledge to take his practice to the next level.

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Whether you are new in the field or have 30 years under your belt, subscribe or add two years to your current subscription, for free, at chiroeco.com/subscribe today. We cannot guarantee your success in the industry, but as a reader of Chiropractic Economics you are essential, you’ll be best equipped for success.

Sincerely,

Richard Vach
Editor-in-Chief
Claim your business on Google
You may already have a business listing on Google Maps by default, just by having an operating business. But unless you claim the listing as your own, you won’t be able to control the information your potential customers are seeing.

This includes ratings and reviews, hours of operation, special services you offer, a link to your website, photos, and how your business generally displays on the search results page when it appears. Claiming and filling out your business profile tells the world you’re open for business, what you offer, and where and when to find you.

Setting up your Google Business Page
1. First, go onto your computer and log into your Google account with the Google email address you want associated with your business (if you don’t already have a Google account you can create one at accounts.google.com).

2. Open Google Maps and enter your business address into the search bar at the top. If your business comes up and you have not claimed it, open the menu to the left, select “Claim this business” and then follow the prompts.

3. If your business doesn’t come up, you’ll want to officially add it to Google Maps. Open the menu on the left, click “Add your business” and then follow the prompts.

Once you’ve added or claimed your business on your Google Business Profile, you can begin managing the information that will publicly appear by customizing the details in the fields provided. The more robust your profile, the fewer questions your customers will have.

Plus, by incorporating a link to your website, along with using strategic words in your profile — words customers are likely to use when searching for your services (think “chiropractor,” “medical center,” “back pain,” etc.), you will vastly improve your search engine rankings, making your business show up before those of your competitors. For example, you may show up on page one of the search results, instead of page 100.

Verify your business to make it official
Your customers want to know the integrity level of your business, your online response time, and whether Google deems it an “official” business.

Once you’ve claimed or added your business to Google Maps, you’ll need to verify it through one of several ways to make it official: by postcard, phone, text, video recording, live video call or email. While all businesses can verify by postcard (which usually takes about five days), not all can verify through the other formats — it depends on things like business category, public information, region, support hours and volumes. If your business is eligible for all verification options, you will see them listed on your profile page when you start this process.

Begin verification by going to your new “Google Business Profile” page. This is the page you’ll be prompted to set up after adding or claiming your business. Here, you can begin managing your profile at any time by clicking “Manage Now,” or by opening the menu to the left. Start by filling out your information, including all location details, products, services, hours, website and photos you’d like to include. Note: It may take a while for your updated business information to show up across Google.

Unlock a host of business-boosting Google features
In addition to having the ability to share in-depth information on-demand with your customers, you’ll have access to many more indispensable tools to help grow your business. If you’d like to connect with customers, turn on the chat feature and connect in real time through messaging.

Tip: It’s a great way to begin asking for reviews. Also, try out the “Call” feature from Google Assistant. You can set it up to start receiving and managing appointments. Remember, the more you engage with people online, the more it shows that your business cares about your customers — and that speaks volumes.

Try Google Ads or create an online offer
Once your Google Business profile is up and running, your business can benefit in more ways than just driving customers to your physical location.

Explore your profile menu to the left, where you can select from options to create an offer or ad, and begin monitoring performance by tracking traffic and engagement on your website. Simply enter the offer or discount you’d like to extend, the dates it’s good through, and any terms and conditions that may apply. Try a few variations and monitor which offers get the best responses.
Improve your website to optimize search performance

The best way to improve your website for Google Search is to first understand how Google “sees” your site. A free service called Google Search Console helps you monitor, maintain and troubleshoot your site’s presence in Google Search results.

While you don’t have to sign up for Search Console to appear in Google Search results, it does help you understand and improve your website’s performance by implementing key findings through free tools and reports.

Here are just a few ways Google Search Console can help:

- Confirms Google can find and crawl your website
- Finds and fixes indexing problems based on content
- Tracks traffic to your website, frequency of appearance in Google Search, where traffic is coming from and click-through rates
- Alerts you to spam or other website issues
- Shows which websites link to your website

Increase your website SEO and drive traffic to your business

Search Engine Optimization (SEO) is a powerful tool to help your company’s website appear as the optimal result for those searching for a particular word. Google Console can help you determine the best search terms most relevant to your business to make it easier to get found.

You’ll want to choose words that are not only relevant to your business, but a bit more unique, as generic category words will pull up potentially hundreds of thousands of other similar businesses too.

Another advantage to creating your Google Business profile are backlinks. You can add links to other directories where you’ll want your business to appear such as Bing, Yahoo and Yelp. Also, know that when other sites refer to your business by linking to your website, Google considers it “quality linking” and it improves your SEO. If you’d like to give your business a boost in online exposure, try it out, and watch the numbers of your website increase under the “Insights” section. Every little bit counts.

If you do nothing else, set it up

There’s a wealth of information here, and it’s only the tip of the iceberg. Digital marketing dives deep into the wells of complexity, giving you the option to make your online business plan as extensive or minimal as you see fit.

You can later add keywords, posts, offers, ads, photos, encourage reviews and take advantage of Google’s free marketing kit and personalized tips based on your location. Be sure to keep your Google Business Profile up to date with current information. Given the price tag for setting up your business profile and the plethora of tools that come with it (all free), why not set aside an hour or two today to get it going?

It’s exciting to learn something new, and if you’re into numbers, you’ll be amazed to watch the traffic begin to flow into your business, both online and in-person.

RUSSELL GREENSEID, DC, is a chiropractor, major shareholder and chief of staff at Metro Healthcare Partners in Brooklyn, N.Y. He is a trusted advocate and respected voice in the chiropractic field with a doctor of chiropractic degree from New York Chiropractic College in Seneca Falls, N.Y. He resides in Short Hills, N.J., with his wife and two sons. Visit metrohealthnyc.com for more information on Greenseid and his multidisciplinary team of professionals.
PRODUCT SHOWCASE

**CHIROPRACTIC APP**

The Kanvas App has been developed to support patients in their adherence to chiropractic and physiotherapy treatment plans. Kanvas App is 100% customized to your practice’s brand, showcasing all of your unique offerings and designed to help patients adhere to care plans, improve outcomes and more. Patients can request appointments, earn rewards and access rehab plans right from the palm of their hand.

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**OMEGA OILS**

Dr. Ohhira’s Essential Living Oils from Essential Formulas are available in a vegan-certified option that provides balanced Omega-3, -6 and -9 ratios that serve as a complete and balanced source of essential fatty acids. Eight natural plant and seed oils provide the “good fats” for optimum health. Clean Eating Magazine named Dr. Ohhira’s Essential Living Oils a 2013 “Clean Choice Award” Winner.

972-255-3918 • essentialformulas.com

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**JOINT FORMULA**

Joint Formula is our exclusively blended rainforest botanical formula, featuring Manaca tayuya and Alchornea castaneifolia, and promoting freedom of motion and joint health. At Energique, every step of the manufacturing process is well-documented according to FDA guidelines. We are able to produce quality products you can consistently count on.

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To search for more products, or to submit a product, go to ChiroEco.com and click on “Products and Services.”

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.*
MALPRACTICE INSURANCE
ChiroSecure has been a leader in chiropractic malpractice insurance for over 23 years, and is committed to providing you the exceptional-quality protection you will need by offering you the most comprehensive professional liability malpractice coverage available at the most competitive rates. Our team will assist you with risk management tools and help educate, as well as support your need for a customer service team who will look out for your best interests in a compassionate manner.
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SELF-ADJUSTING PILLOW
The Chiroflow Premium Waterbase Pillow is marketed as the only pillow clinically shown to reduce neck pain and improve quality of sleep. The waterbase aims to adjust to head movement, providing the proper cervical support throughout the night, thereby augmenting your chiropractic treatment. It comes with a three-year manufacturer’s warranty as well as a 30-day satisfaction guarantee.
chiroflow.com

TOPOCAL PAIN RELIEVER
KT Recovery+ Pain Relief Gel provides long-lasting, penetrating pain relief with a powerful blend of cool and warm sensations. It relieves the pain of muscles and joints associated with body aches, strains, sprains, arthritis and bruising. Its exclusive micro-encapsulated menthol allows relief to last several hours, while Arnica montana aggressively targets inflammation to help ease pain quickly.
kttape.com

POSTURE AID
Align, support and strengthen posture. The ERGO is an elastic resistance posture support that lifts and holds your body in proper spinal alignment by supporting your mid-back vertebrae, ergonomically preventing you from slouching. Wear it daily to strengthen your posture. Patients can stretch with it to relieve neck, back and shoulder pain.
dergobacksupport.com

TOPICAL PAIN RELIEVER
Chiroflow+ Pain Relief Gel provides long-lasting, penetrating pain relief with a powerful blend of cool and warm sensations. It relieves the pain of muscles and joints associated with body aches, strains, sprains, arthritis and bruising. Its exclusive micro-encapsulated menthol allows relief to last several hours, while Arnica montana aggressively targets inflammation to help ease pain quickly.
kttape.com
Electro and Laser Therapy

Chiropractic Economics is pleased to present the profession’s most comprehensive Electro and Laser Therapy list. The information below was obtained from questionnaires completed by the listed companies. Companies highlighted in Red have an advertisement in this issue.

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medraylaser.com

**ACTIVATOR METHODS INT’L**
800-598-0224
activator.com

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acupuncturelasers.net

**ADVANCED BIOMEDICAL TECHNOLOGIES**
651-681-0198
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**ASPEN LASER SYSTEMS**
877-782-7736
aspenlaser.com

**AVANT WELLNESS**
818-575-6569
avantwellness.com

**BANNER THERAPY PRODUCTS INC.**
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bannertherapy.com

**BERMAN PARTNERS LLC**
860-707-4220
bermanpartners.com

**BIOELECTRONICS CORP.**
866-757-2284
bioelectronicscorp.com

**BIOFLEX LASER THERAPY**
888-557-4004
bioflexlaser.com

**BIOMAGNETIC SCIENCES-NOVOPULSE**
952-893-1700
novopulse.com

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bodybalancesystemonline.com

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bryanne.com

**CAO GROUP INC.**
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caoigroup.com

**CAREWEAR CORP**
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CareWear.com

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djoglobal.com

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collagentex.com

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csmedsys.com

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customxray.com

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celases.com

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davincimedicalusa.com

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dccurebyaerotel.com

**DIOWAVE LASER SYSTEMS**
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diowavelaser.com

**DOCSHOP PRO**
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docshoppro.com

**DYNATRONICS**
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dynatronics.com

**ELECTROCORE**
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gammaCore.com

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electromedtech.com

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erchonia.com

**HEALTHLIGHT**
312-669-1053
healthlightllc.com

**HEALTHY YOU**
800-826-9946
healthyyouweb.com

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978-300-3545
indiba.com/us

**INREACH HEALTH**
440-673-3858
inreachhealth.com

**INVISA-RED TECHNOLOGY**
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invisared.com

**ITENS**
see our website
itens.com

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903-275-3073
judahmedical.com

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770-612-8245
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Best Regards,
Steve Shanks.

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<td>LIGHTFORCE THERAPY LASERS</td>
<td>877-627-3858</td>
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<td>LIPOMELT TECHNOLOGIES/</td>
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<td>pemf8000pro.com</td>
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<td>11TH WFC ACC GLOBAL EDUCATION CONFERENCE</td>
<td>Chesterfield, MO</td>
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[THE INSIDE LOOK] Featuring ERCHONIA’s Most Popular Laser Systems

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• Basic and advanced central nervous system applications
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• Condition-specific laser protocols for pain conditions

SPEAKER: DR. TREVOR BERRY

How To Build A Chiropractic Marketing Calendar (In Under An Hour)

Time is a major marketing obstacle. Yet marketing is vital to your success. That’s why I want to share a time-saving 12-month marketing calendar that generates consistent, predictable patient visits. Over the last 5 years, I 4X'ed the value of my practice with the strategies included in this tool.

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