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# The Wisconsin Chiropractor

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## A Message from the WCA Board President

In November I attended the Congress of Chiropractic State Associations (COCSA) Convention with Karen. It was four full days of information gathering and networking.

From our peers, we were able to hear about issues facing other state associations that might have a direct impact on Wisconsin. We spent one evening talking to the Texas Chiropractic Association about their recent court struggles with the Texas Medical Association and were able to gain valuable information to strengthen our chiropractic position back home. I also had the ability to talk with representatives from New Mexico and Minnesota about scope of practice issues. Several other state associations shared their insurance battles and gave us some resources to tap into as we move forward with our co-pay class action and managed care litigation.

The seminars were equally enlightening. From Medicare to state exchanges to association best practices - both Karen and I left with pages of notes.

Turning our focus legislatively, we are faced with a challenging session. In part because, for the first time in many years, we are a divided voice on the hill. Despite the attempts to chip away at our armor, WCA is stronger than ever and will be focusing on fighting for insurance equality, fair reimbursements, inclusion as an essential benefit in the state exchange, and much more.

WCA's past has been significant in the battle of equality for chiropractors - but I believe that the best is yet to come for this association and for the doctors in Wisconsin.

Looking forward to working on your behalf in the new year!

Rod Lefler, DC

WCA Board President

[rodney.lefler@neurosciencegroup.com](mailto:rodney.lefler@neurosciencegroup.com)



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## WCA Seeking Advisory Committee Members

The WCA is seeking interested applicants to volunteer their expertise to its 2013 advisory committees.

The committees will be meeting through a combination of face-to-face and online forums - so if you can't get down to Madison, don't worry, you can still participate! To get involved or for more information contact the WCA via email at [info@wichiro.org](mailto:info@wichiro.org) or by phone at (608) 256-7023.



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## A Note from the Executive Director

As we are facing a new year, I would like to pause and reflect on the time since I began at the WCA.

What an extraordinary group of people! It has been such a pleasure getting to know so many of you in the last few months. Your passion and commitment to both the profession and to your patients is a daily motivator for me.



Karen Rockwell, CAE, MANM  
WCA Executive Director

It is also with admiration that I say thank you to those that have stepped forward to help lead us into the new year - our Board Directors, District Leaders, Committee Chairs - you are the WCA!

Thank you to the members that are engaged (whether through reading our publications, responding to our surveys, or posting on our Facebook page). You are the WCA!

Thank you to members that look to the association FIRST as a resource to support their busy offices. Thank you to members that access us for continuing education. You are the WCA!

A HUGE thank you to the members that supported the CHIEF conduit this year. Your contributions to the political process goes a long way to ensuring that the voice of chiropractic is heard in Wisconsin. You are the WCA!

I encourage each of you to reach out to a non-member or less active colleague and invite them to get engaged. What great things we will accomplish when we work united.

Be well -

*Karen Rockwell*

Karen Rockwell, CAE, MANM  
WCA Executive Director  
[krockwell@wichiro.org](mailto:krockwell@wichiro.org)

## Reminder: License Renewal Deadline

The continuing education (CE) renewal date for doctors of chiropractic, chiropractic technicians, and chiropractic radiological technicians is December 14, 2012. The requirements for renewal are:

- DCs need 40 hours of state approved CE
- CTs need 6 hours of state approved CE
- CRTs need 12 hours of state approved CE

Note: If a DC holds the Nutrition Counseling Certification, four hours in a nutrition related course is required to maintain the certification.



# Concussion Overview: Part 3

By Jeff King, DC, MS

In part three of this review we will discuss potential complications, new concussion legislation, and the link between whiplash and concussion. The three most common complications of concussion are post-concussion syndrome, chronic traumatic encephalopathy, and second impact syndrome.

Post-concussion syndrome (PCS) is defined as the persistence of concussion related symptoms past the expected timeline of 1-6 weeks<sup>1</sup>. This seems to occur in about 10% of concussion patients and is associated with increased severity of symptoms, increased age, and intense emotions at the time of concussion<sup>13</sup>. Of the risk factors for PCS the patient's emotional reaction to the concussion is the only one that the clinician can affect. This makes it very important that any anxiety the patient has about their concussion is met with reassurance by the doctor. The patient needs to understand that they will recover from this and they should not be overly concerned.

Chronic traumatic encephalopathy (CTE) is seen years or even decades after the fact<sup>3</sup>. CTE has also been known as "punch drunk" and dementia pugilistica. CTE is a result of recurrent mild traumatic brain injuries<sup>3</sup>. Symptoms of CTE affect behavior, cognition, and movement<sup>3</sup>. Behavioral changes often present first, including increased irritability, anger, apathy, or suicidal thoughts<sup>3,11</sup>. Cognitive changes may include loss of executive function and poor memory<sup>3,11</sup>. Dementia, movement, and speech disorders typically develop later in the disease process<sup>3,11</sup>. The prevalence of CTE in people who have suffered concussions and the factors that predispose a patient to developing CTE are not known at this time<sup>11</sup>. Diagnosing CTE can be difficult and involves a combination of presenting symptoms and advanced imaging.

A feared and potentially deadly consequence of concussion is known as second impact syndrome. Significant morbidity and even death can result from the proposed mechanism of diffuse cerebral edema caused by cerebral vascular congestion, which can progress to brainstem herniation when a second trauma is sustained while recovering from an initial concussion<sup>11</sup>. There is doubt as to whether the second trauma is the cause or rather that some people are physiologically predisposed to cerebral edema following initial head trauma<sup>11</sup>. There is no known way to identify this proposed at-risk population. In my opinion every patient should be treated as though they are at risk for this complication until its cause and mechanism are more clearly understood.

What we do know is that while recovering from one concussion a patient is more susceptible to sustain a second concussion in the initial 7-10 days<sup>11</sup>.

Briefly speaking to prevention; mouth guards and protective soccer headgear are not shown to prevent concussions<sup>4,5</sup>. There is however some evidence that newer helmet technology in the game of football is reducing concussions<sup>6</sup>.

The WIAA has instituted a new rule mandating that officials remove any football player from competition that shows signs of concussion. This is in addition to the WIAA protocol that states (1) no athlete should return to play or practice on the day of a concussion; (2) any athlete suspected of having a concussion should be evaluated by a health professional that day and medically cleared prior to resuming practice or competition; and (3) after clearance, return to play should follow a stepwise protocol<sup>7</sup>.

In addition to WIAA rules, legislation passed in Wisconsin requires children and adolescents with symptoms consistent with concussion to receive written permission from a health professional before returning to organized athletic activities<sup>8</sup>.

It is conceivable that when a concussion occurs, a whiplash injury also occurs. This seems most likely to happen when an indirect force is the cause of the concussion. In one small multi clinic study of Canadian hockey players, every player who experienced an injury had symptoms of both a concussion and whiplash<sup>9</sup>. A patient's recovery from a concussion is managed while a whiplash injury is treated to provide quicker healing time.

When evaluating a concussion patient it is important to perform a cervical examination to see if they have suffered a whiplash injury as well. It is important that each injury be evaluated separately so appropriate care can be applied for each. When looking at the symptoms of whiplash in the table below notice the strong similarity to the table of concussion symptoms from part one.

Whiplash Symptoms <sup>14</sup>	
<ul style="list-style-type: none"><li>• Neck Pain</li><li>• Headaches</li><li>• Shoulder Pain</li><li>• Visual Disturbance</li><li>• Vertigo</li><li>• Tinnitus</li></ul>	<ul style="list-style-type: none"><li>• Radicular Symptoms</li><li>• Fatigue</li><li>• Sleep Disruption</li><li>• Concussion</li><li>• Unsteadiness</li><li>• Disc Herniation</li></ul>

## Around Wisconsin with Karen Rockwell

Thank you to the members that recently hosted visits with WCA's Executive Director Karen Rockwell.



Drs. Craig Buchanan and Eric Gormanson,  
Monroe Chiropractic Associates SC (Monroe)



WCA's treasurer Dr. Marshall Lysne,  
Lysne Chiropractic Care SC (Amherst)



Dr. Shayne Bauer, Bauer Chiropractic LLC (Germantown)

If you are interested in hosting a meeting in your community, please let us know by emailing WCA's Executive Assistant Ann Sojka at asojka@wichiro.org or calling (608) 256-7023.

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Symptoms of unsteadiness and dizziness appear to come from altered interpretation of proprioceptive signals<sup>12</sup>. This is related to joint position errors in the cervical spine<sup>13</sup>. This is important for concussion management, as those symptoms are common and of significant concern for the concussed patient. While there is no way to be certain if overlapping symptoms are being caused by whiplash or concussion, an appropriate examination will tell you if they have suffered both. Appropriate treatment for whiplash may resolve overlapping symptoms allowing for a quicker return to activity.

Quebec Task Force guidelines recommend early intervention for whiplash that includes mobilization, manipulation, and exercise in combination with limited use of medications<sup>14</sup>. These types of treatments have shown to be beneficial with whiplash injuries and neck pain<sup>10</sup>.

I hope that you have enjoyed reading this series as much as I enjoyed writing it.

*Dr. King practices in Madison, WI and can be reached for questions at [drjeff@issmadison.com](mailto:drjeff@issmadison.com)*

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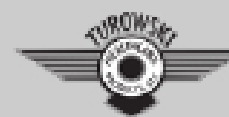


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# What do State Exchanges and Governor Walker's Decision Mean to WI Chiropractors?

With Governor Walker's recent decision to default to the Federal Exchange, there are many unanswered questions with regard to how services provided by chiropractors will be treated and how they will be covered. Below is a summary of the issue at hand, and how it affects the chiropractic profession, small businesses and individuals.

## What is a state exchange?

There is a lot of information (and misinformation) circulating about what a state exchange is. An exchange is NOT an insurer. It is a platform that allows individuals and small businesses to compare insurance plans in an apples-to-apples format. The exchange will consist of both private and state qualified health plans. Individuals can shop the exchange for their health insurance needs, unless they are currently covered by Medicare, Medicaid, or their employer's health insurance.

The state exchanges are a component of the Patient Protection and Affordable Care Act of 2010 (PPACA). PPACA also put into place a variety of tax credits and subsidies to offset the cost to the individual to obtain health care. The credits are income based, and are only available to individuals through the exchange.

There were three options available to states in the creation of a state exchange:

1. State-Based Exchange
2. State Partnership Exchange
3. Federally-Facilitated Exchange

For a variety of reasons outlined last week, Gov. Walker chose the third option, a federally-facilitated exchange. This now makes the Department of Health and Human Services (HHS) and Secretary Kathleen Sebelius responsible for establishing and operating an exchange and for implementing standards.

Wisconsin is not alone. Other states that are turning over their health care exchanges to the federal government include Alabama, Alaska, Louisiana, Missouri, Nebraska and South Carolina.

In addition to setting up exchanges, states, or the federal government if that is the state's choice, must pick what is being called a benchmark plan: a health plan that will serve as a guide that all plans available in the exchange must follow. Benchmarks will serve as a floor, not a ceiling for plans sold via the exchanges. HHS has already proposed that the default benchmark would be the largest small group plan in the state. In Wisconsin, that plan is United Healthcare's Choice Plus Plan. HHS has yet to confirm that it will use United Healthcare's Choice Plus Plan.

Beginning in January 2014, the exchange will be operable and the new insurance plans will take effect, making health insurance accessible to nearly every person in the United States.

For more information on PPACA, visit  
<http://www.healthcare.gov/law/features/index.html>

For an implementation timeline, visit  
<http://www.healthcare.gov/law/timeline/index.html>

## Impact on the chiropractic profession

Before we look at how this specific decision impacts the chiropractic profession, we need to step back and look at how PPACA impacts chiropractic.

There is strong potential for PPACA to positively impact the chiropractic profession. As long as the services provided by chiropractors are an essential benefit, there will be a new pool of patients seeking health and wellness through chiropractic.

In addition, there is a federal non-discrimination provision in PPACA (section 2706) that is applicable to ERISA and other plans that are established or regulated under the bill. This will take effect in 2014 and affects employees that work for companies that are self-insured. Specifically, section 2706 will preclude plans established in the exchanges, and very importantly self-insured plans, from discriminating against whole classes of providers like doctors of chiropractic, as ERISA plans tend to do.

On the flip side, approximately 90% of Wisconsin residents are currently insured. For the most part, there will not be a significant change in the near future with regard to the percentage of the population with access to benefits provided by doctors of chiropractic.

In addition, the exchange only applies to those individuals and small employers who purchase their own insurance. For those employees of medium and larger employers who continue to receive health insurance from their employer, nothing should change in as much as our state insurance equality law still applies.

With regard to the recent decision by Gov. Walker to have the Federal Government manage the exchange: had the State of Wisconsin chosen to create a State-Based Exchange, the WCA would have been able to advocate for a benchmark plan that best defined chiropractic services as an essential benefit.

As mentioned earlier, the current default benchmark would be the largest small group plan in the state. WCA has already reviewed



What do State Exchanges and Governor Walker’s Decision Mean to WI Chiropractors...continued

United Healthcare's Choice Plus Plan. If that is the plan chosen the good news is that it covers “adjustive and manipulative services performed by a chiropractic doctor, allopathic or osteopathic doctor,” however it limits treatments to 24 visits per year. WCA is working with the American Chiropractic Association and our federal elected officials to ensure the best possible outcome for the chiropractic profession.

Impact to your business

Many chiropractic small business owners are also impacted by PPACA. If your business has fewer than 25 employees and provides health insurance, it might qualify for a tax credit of up to 35% to offset the cost of insurance. This credit will increase in 2014 to 50%.

For more details on the small business tax credit visit <http://www.irs.gov/uac/Small-Business-Health-Care-Tax-Credit-for-Small-Employers>

Small businesses will also have access to the state exchange to compare plans.

However, according to a recently released Employer Health Benefits Survey by the Kaiser Family Foundation, “small businesses are much less likely than larger businesses to offer health benefits to their workers. Half of businesses with 3-9 workers and 73% of firms with 10-24 workers provide health insurance. That contrasts with 98% of firms with 200 or more workers that offer health coverage.”

If you are a small business with more than 25 employees and you do not currently provide health insurance for your employees, you will now be required to or you will pay a fine. If your business has under 25 employees you are exempt from this portion of PPACA.

Impact to you personally

How will PPACA impact you personally? As we have already established, beginning in 2014, PPACA has mandated that most individuals obtain health insurance (or risk a penalty for noncompliance with the law).

Do you currently have health insurance? According to the Kaiser Family Foundation survey:

- Currently about one in four small business owners is uninsured
- Just 40% of small business owners get job-based insurance, either from their own job or through a family member

- Small business owners rely heavily on the individual insurance market, with 30% of them buying “other private insurance”


These numbers show that a large percentage of our uninsured are small business owners, and it is estimated that 60 to 80 percent of those individuals will now have access to the state exchange as well as personal tax credits or subsidies to find coverage for themselves and their dependents.

Those individuals that do not follow the law will pay a penalty for each month of noncompliance.

Looking forward

WCA will continue to monitor the establishment of Wisconsin’s exchange through HHS, and will actively seek out opportunities to ensure that chiropractors are included and properly reimbursed for their services.

As we move forward with this new exchange network, it will be crucial that our profession position itself as favorably as possible. Best practices and scientific research will continue to play an ever-increasing role on the health care cycle pertaining to chiropractic. This research will be critical in validating the work of the profession and the services it provides to patients.



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Association Updates

Chiropractic Delegation to India Update

Dr. Clint Dorn, lead doctor at Chiropractic Health and Rehabilitation Center and member of the Wisconsin Chiropractic Association, will be leading a unique overseas cultural and professional exchange opportunity in August of 2013.

People to People Citizen Ambassador Programs is coordinating a delegation of chiropractic professionals who will travel to Delhi, Jaipur and Agra, India, from August 25 - September 2, 2013.

This delegation will seek to increase collaboration with Indian professionals and organizations on topics of mutual interest in the chiropractic arena. This will be combined with cultural activities highlighting the sights and sounds of the country. Delegates will enjoy insider views of the chiropractic profession in India and experience the culture in ways that most travelers never do, from exploring small, local neighborhoods and the Taj Mahal to observing professional counterparts in their element.

Program details and an application form are available by calling 877.787.2000 or emailing [citizens@peopletopeople.com](mailto:citizens@peopletopeople.com). Further details on the itinerary can be found online at [www.peopletopeople.com/clintdorn](http://www.peopletopeople.com/clintdorn)



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# 23rd Annual Helping Hands Food Drive

## WCA Members Lend a Helping Hand



Congratulations to the chiropractic offices that participated in the 23rd Annual Helping Hands Food Drive! These members made a difference in their communities by collecting nonperishable food items and donating them to local food pantries across the state of Wisconsin. Over 60 offices participated this year, collecting \$1,290 and 7,078 pounds of food.



# Chiropractic News Briefs

## Medicare Sets 2013 Fee Schedule

The 2013 Physician Fee Schedule Final Rule that was released by the Office of the Federal Register on November 1, 2012, provided a negative update to the Medicare Sustainable Growth Rate (SGR) payment formula that includes significant cuts to reimbursement to Medicare providers, including doctors of chiropractic.

It is important to note that the rule as it currently stands contains a significant provider cut (approximately 30% across the board). However, it is likely that similar to years past, Congress will delay the cut. Currently this is one of the issues within the “fiscal cliff” facing the Federal government. The question is: will the government pass a safety net that includes a delay to the provider cut for Medicare, or will they review each component independently? Every year that Medicare is delayed results in a potentially larger future Medicare provider cut.

In addition to the provider cut, the final rule with comment period also implements provisions of the Patient Protection and Affordable Care Act (PPACA) by establishing a face-to-face encounter as a condition of payment for certain durable medical equipment (DME) items. In addition, it implements statutory changes regarding the termination of non-random prepayment review.

WCA will forward more information about the 2013 Medicare Fee Schedule as it becomes available.

## Chiropractic Prevails in TMA v. TBCE VONT Lawsuit

A big chiropractic victory recently occurred in the Texas Third Court of Appeals, when it reversed the summary judgement against the Texas Board of Chiropractic Examiners (TBCE) and ordered the case back to the trial court to proceed.

The TBCE was sued by the Texas Medical Association over the issue to “authorize certain of the Board’s licensees to perform ‘Technological Instrumented Vestibular-Ocular-Nystagmus Testing.’” Under greater question with the lawsuit was the ability for Texas chiropractors to diagnose. Had the TBCE lost the suit, it would have been devastating to the chiropractic profession in Texas, and would have had serious ramifications throughout the country regarding diagnosis rights.

For complete details on the lawsuit, visit <http://www.chirotexas.org>

## Colleges Announce Changes

**Logan College of Chiropractic** President George Goodman, DC, recently announced that he will retire as President by March 31. Dr. Goodman has led Logan for two decades and is responsible for increasing enrollment, expanding programs and establishing an endowment and investment base of more than \$25 million.

**Sherman College of Chiropractic** has named Edwin Cordero, DC, as the college’s fifth president, effective January 1, 2013.

## University of St. Thomas Launches Chiropractic Leadership Program

At a time when health care is going through dramatic changes at nearly every level, contributions by leaders from every specialty are more important than ever. Leadership skills, business knowledge, and critical thinking are required for chiropractic leaders to contribute at the highest levels of their industry, profession, and organizations.

The Chiropractic Leadership Institute (CLI) is a new executive education program designed by University of St. Thomas in collaboration with leaders in the chiropractic community. The program’s goal is to develop leaders who can generate new and enhanced ways to lead their chiropractic organizations, mobilize resources, produce desired results, and improve the delivery of health care.

CLI’s inaugural cohort will meet a total of twelve days over six modules from February 2013 through January 2014. All sessions will be held at the university’s downtown Minneapolis, Minnesota campus. Complete program information can be found at <http://ExEd.StThomas.edu/ChiropracticLeadership> along with details regarding upcoming information sessions when interested participants can meet the program’s key leaders and get their specific questions answered.



# Chiropractic Help Desk

## Questions of the Month

### Are payments from the Medicare and Medicaid EHR Incentive Programs subject to Federal Income Tax?

We note that nothing in the Act excludes such payments from taxation or as tax-free income. Therefore, it is our belief that incentive payments would be treated like any other income. Providers should consult with a tax advisor or the Internal Revenue Service regarding how to properly report this income on their filings. For more information about the Medicare and Medicaid EHR Incentive Program, please visit <http://www.cms.gov/EHRIncentivePrograms>

### What should I tell a patient if their employer tells them to go to a certain doctor for treatment for a workplace injury?

1) Tell them that the worker's compensation laws guarantee them the right to choose their provider. If they doubt this, they can call the Worker's Compensation division of the DWD confidentially to confirm this information at 608-266-1340.

Section 102.42 (2) of the worker's compensation statutes states that "the employer shall offer to the injured worker his or her choice of any physician, chiropractor, psychologist or podiatrist licensed to practice and practicing in this state for the treatment of the injury. In case of emergency, the employer may arrange for treatment without tendering a choice. After the emergency has passed, the employee shall be given his or her choice of attending practitioner at the earliest opportunity. The employee has the right to a 2nd choice of attending physician on notice to the employer or its insurance carrier."

2) If the employer violates this right, the employer will be penalized and their choices will be unrestricted.

### Can chiropractors barter care with patients?

Yes. The only mention of bartering within the chiropractic code is Chiro 12.06(2), prohibited practices under the nutritional counseling certification: "After December 1, 2008 a chiropractor shall not sell, barter, trade or give away vitamins, herbs or nutritional supplements unless the chiropractor holds a certificate for nutritional counseling and except as consistent with the provisions of this chapter." However, bartering transactions must be reported for tax purposes, generally on Schedule C of the 1040. For further details see <http://www.irs.gov/taxtopics/tc420.html>

Although bartering can be permitted, it is a means of generating taxable income. It is strongly recommended this question be discussed with your tax preparer. When professionals barter, this can be a red flag for an audit or other IRS scrutiny.

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# Association Updates

## Wisconsin Practical Exam Issues Addressed

The WCA Board of Directors recently offered suggestions (below) to the Wisconsin Chiropractic Examining Board in regards to increasing the accessibility of the Wisconsin practical examination. The WCA views the exam as a tool for the profession to position itself as a leader of professionalism and quality in the state.



November 14, 2012

To: Wisconsin Chiropractic Examining Board

The Wisconsin Chiropractic Association (WCA) supports the Wisconsin Practical Exam and takes pride in the fact that Wisconsin doctors are held to a high level of professionalism and practical experience. This in turn translates into the highest level of patient care possible. With that being said, we acknowledge that there is always room for improvement, particularly during the implementation of a new examination.

The WCA would like to offer the following recommendations for consideration by the Wisconsin Chiropractic Examining Board:


**Increase accessibility to the exam.**  
Currently the exam is offered two times a year, and does not coincide with many of the chiropractic college graduation dates. WCA recommends that the Chiropractic Examining Board change the application policy to allow students to take the Wisconsin State Exam during their last trimester, after having successfully completed Parts I – III through the National Chiropractic Examining Board. In addition, the WCA recommends that the Chiropractic Examining Board make the application postmark deadline one month prior to the exam date. This would allow students that pass the State Exam to have the ability to move directly from graduation into a practice setting.

**Examine the costs associated with the exam to control rising costs.**  
There were many factors at play during the inception and implementation of the Wisconsin State Exam that created an environment for a low application rate of graduating students. As you know, this low turnout affects the formula for next year's exam fee. In order to keep these costs in check, the WCA recommends that the Chiropractic Examining Board and the Department of Safety and Professional Services analyze the development and implementation fees to look for cost savings. The WCA would like to be a resource for finding volunteer professionals to proctor the exam, which could be a significant portion of the costs associated with the fees. In addition, how did the Department extrapolate the development costs? Is it possible to depreciate those over a longer time period?

The WCA Board of Directors believes that the Wisconsin State Exam is fair, comprehensive, and well constructed. We are proud to have a state that recognizes the need for quality, professionalism and public safety.

WCA wants incoming students to be successful without minimizing the integrity of the profession. We believe that the above recommendations can be implemented to make those goals align. Thank you for the opportunity to submit our recommendations for your consideration.

Sincerely,



Dr. Rodney Lefler, The Neuroscience Group of Northeast Wisconsin  
Wisconsin Chiropractic Association President

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The Wisconsin Chiropractor

December 2012

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# Association Updates

## WCA Officers Elected

The WCA Board of Directors elected the officers for the coming year at its November meeting.

**Rodney Lefler, DC**, of Neenah was elected President for a three year term. Dr. Lefler is with the Neuroscience Group of Northeast Wisconsin, an integrated neuroscience facility specializing in sports injuries. He said of his election that, “I am humbled to have been selected by my peers to represent the Wisconsin Chiropractic Association as its president. I look forward to advancing the chiropractic message in Wisconsin.”

The Vice-President is **Dr. Brenda Holland** of Fond du Lac. Dr. Holland practices at the Chiropractic Company in Germantown, and teaches courses including anatomy, x-ray positioning, nutrition, and therapy modalities.

**Dr. Gene Yellen-Shiring** of Luedtke-Storm Mackey Chiropractic Clinic in Madison is WCA's new secretary. He currently serves as the Wisconsin Alternate Delegate to the American Chiropractic Association's House of Delegates and is on the Board of the ACA Political Action Committee.

**Dr. Marshall Lysne** of Amherst was reelected as Treasurer. He owns and practices out of Lysne Chiropractic Care in Amherst where he has been practicing for the last 24 years.

Immediate past-president **Dr. Wendy Varish** of Howards Grove Chiropractic will remain active as an executive committee member.

## WCA Board Sets Legislative Agenda

WCA priorities in the next session include insurance reimbursement inequality, chiropractic inclusion in the state exchange, scope of practice battles, and delegation issues. WCA is also guarding its legislative gains to ensure that the profession stays competitive and advances within our healthcare system.

WCA continually works to ensure that all of our members are well-represented in our association. Visit the “members only” side of [www.wichiro.org](http://www.wichiro.org) to view some of our recent legislative successes. If there is a legislative issue that you think needs the attention of the WCA Legislative Affairs Committee please contact the Committee Chair Eugene R. Yellen-Shiring at [ggys@sbcglobal.net](mailto:ggys@sbcglobal.net)

WCA will also be sending members email notifications throughout the next few months to update you on the progress of our legislative priorities.

## Call for District Volunteers

The Wisconsin Chiropractic Association's mission is to lead, protect, enhance and advance the chiropractic profession through advocacy, education and promotion; so that chiropractors may better serve their patients, their community and each other. If you share that mission, and have a desire to get more involved in the WCA, now is the time! The WCA is currently looking for WCA members interested in the following open leadership positions:

- Northeast District Secretary
- Southwest District Vice President
- Southwest District Secretary

If you are interested in running for one of the district positions, please contact WCA Executive Assistant Ann at 608.256.7023 or [asojka@wichiro.org](mailto:asojka@wichiro.org). More information on times and dates of these elections will be released soon. Please note: you must live in the district in order to run for an open position.

## CHIEF Contributors Raise Awareness for Chiropractic Issues

The WCA would like to express its sincere gratitude to those members that authorized CHIEF funds to be donated to political candidates during the recent political cycle. While we greatly appreciate all of those members who participate in CHIEF, we were particularly pleased that we had a very successful and effective donation campaign in the current political environment. The funds that you donate to candidates through CHIEF go a long way in helping to elect and keep political candidates that support chiropractic in Wisconsin, and that generosity benefits all Wisconsin chiropractors. We would like to extend a heart-felt “thank you” from the WCA and from your fellow WCA members throughout the state.

# Association Updates

## All District Leadership Meeting



On October 25, District Leaders met at the WCA headquarters to discuss the future of their districts. The District Leaders, accompanied by WCA staff Karen Rockwell and Ann Sojka, brainstormed ideas to revitalize their districts drawing on questions, concerns and affirmations from their members. The meeting solidified district purposes, leader roles, and ways to get members involved, including the District Meeting Survey. In a few weeks WCA members will receive a 2013 schedule for dates and locations of future district meetings, as well as the contact information for their district representatives. Pictured above (left to right): Ann Sojka, Charity McMahon, DC, Victoria Zueger, DC, Tom Burlage, DC, Austin Erickson, DC, Joseph Pilarski, DC, Joe Bradley, DC, and Joseph Mehring, DC.

## In Memory - Steve Douglas, DC

The WCA is saddened to announce that Dr. Steve M. Douglas, of Douglas & Mork Chiropractic in Janesville passed away on Saturday, November 3, 2012. Dr. Douglas graduated in 1978 from Palmer College of Chiropractic and obtained Wisconsin licensure in January of 1979. He began practicing for Drs. Esther and Arthur Mork in Janesville and in 1981 purchased the clinic now known as Douglas & Mork Chiropractic. He was the Clinic Director for 34 years.

Dr. Douglas has been very involved with and committed to his community and his profession since the beginning of his career. Dr. Douglas served on the WCA Board of Directors from 2000 to 2012, and also served as the Vice President from 2005 to 2012. He was a member of the American Chiropractic Association, the Wisconsin Back Society, the Palmer Alumni Association and the Foundation for Chiropractic Education and Research. He served for over 15 years as an examiner for the Wisconsin Department of Regulation and Licensing. He has also served on advisory boards, quality assurance committees, and on the Board of Directors for managed care entities throughout his career.



Dr. Douglas has spent his lifetime taking care of people – his patients, as well as his staff and family. The WCA considers him to be an outstanding example of what the chiropractic profession strives to epitomize – friendly, professional, and deeply dedicated; and just recently presented Dr. Douglas with the Lifetime Achievement Award at the 2012 WCA Fall Convention.



2012 WCA Pricing Survey

District Zip Codes

Northwest (NW): 540, 547, 548  
North Central (NC): 544, 545  
Northeast (NE): 541, 542, 543, 549  
Southwest (SW): 538, 546  
South Central (SC): 535, 537, 539  
Southeast (SE): 530, 531

98940

District	Mean	Median
NW .....	\$46.03 .....	\$45.00 .....
NC .....	\$47.81 .....	\$48.88 .....
NE .....	\$53.09 .....	\$50.25 .....
SW .....	\$52.49 .....	\$49.44 .....
SC .....	\$51.79 .....	\$50.00 .....
SE .....	\$52.24 .....	\$51.50 .....

98941

District	Mean	Median
NW .....	\$60.61 .....	\$60.00 .....
NC .....	\$57.58 .....	\$57.00 .....
NE .....	\$68.73 .....	\$68.00 .....
SW .....	\$67.37 .....	\$65.00 .....
SC .....	\$66.49 .....	\$65.00 .....
SE .....	\$65.72 .....	\$65.50 .....

98942

District	Mean	Median
NW .....	\$79.89 .....	\$75.00 .....
NC .....	\$68.80 .....	\$67.75 .....
NE .....	\$86.68 .....	\$86.00 .....
SW .....	\$81.93 .....	\$75.00 .....
SC .....	\$80.35 .....	\$80.00 .....
SE .....	\$81.24 .....	\$80.00 .....

98943

District	Mean	Median
NW .....	\$40.60 .....	\$44.00 .....
NC .....	\$40.53 .....	\$40.00 .....
NE .....	\$44.15 .....	\$45.00 .....
SW .....	\$44.19 .....	\$40.25 .....
SC .....	\$43.82 .....	\$42.50 .....
SE .....	\$42.21 .....	\$43.00 .....

99201

District	Mean	Median
NW .....	\$61.12 .....	\$50.00 .....
NC .....	\$53.75 .....	\$50.00 .....
NE .....	\$59.10 .....	\$57.00 .....
SW .....	\$60.36 .....	\$52.75 .....
SC .....	\$57.69 .....	\$57.25 .....
SE .....	\$63.34 .....	\$55.00 .....

99202

District	Mean	Median
NW .....	\$87.13 .....	\$80.00 .....
NC .....	\$75.45 .....	\$70.00 .....
NE .....	\$84.37 .....	\$80.00 .....
SW .....	\$86.62 .....	\$76.00 .....
SC .....	\$86.92 .....	\$84.00 .....
SE .....	\$91.78 .....	\$85.00 .....

99203

District	Mean	Median
NW .....	\$118.57 .....	\$105.25 .....
NC .....	\$100.25 .....	\$96.00 .....
NE .....	\$117.00 .....	\$108.00 .....
SW .....	\$132.94 .....	\$115.00 .....
SC .....	\$123.33 .....	\$113.75 .....
SE .....	\$128.35 .....	\$115.50 .....

99204

District	Mean	Median
NW .....	\$154.15 .....	\$142.00 .....
NC .....	\$137.69 .....	\$134.50 .....
NE .....	\$163.16 .....	\$150.50 .....
SW .....	\$176.08 .....	\$145.00 .....
SC .....	\$165.31 .....	\$156.00 .....
SE .....	\$178.25 .....	\$155.00 .....

99205

District	Mean	Median
NW .....	\$199.42 .....	\$177.50 .....
NC .....	\$181.02 .....	\$166.00 .....
NE .....	\$\$221.02 .....	\$210.25 .....
SW .....	\$263.32 .....	\$200.00 .....
SC .....	\$201.91 .....	\$200.00 .....
SE .....	\$237.67 .....	\$205.00 .....

99211

District	Mean	Median
NW .....	\$34.44 .....	\$33.00 .....
NC .....	\$37.65 .....	\$35.00 .....
NE .....	\$37.78 .....	\$38.50 .....
SW .....	\$36.96 .....	\$35.25 .....
SC .....	\$39.45 .....	\$38.00 .....
SE .....	\$40.30 .....	\$35.00 .....

99212

District	Mean	Median
NW .....	\$58.92 .....	\$55.00 .....
NC .....	\$52.57 .....	\$50.00 .....
NE .....	\$58.48 .....	\$55.00 .....
SW .....	\$57.11 .....	\$57.20 .....
SC .....	\$61.33 .....	\$58.00 .....
SE .....	\$60.32 .....	\$55.00 .....

2012 WCA Pricing Survey

99213

District	Mean	Median
NW .....	\$82.48 .....	\$75.00 .....
NC .....	\$69.77 .....	\$70.00 .....
NE .....	\$82.53 .....	\$80.00 .....
SW .....	\$92.77 .....	\$85.00 .....
SC .....	\$86.51 .....	\$79.50 .....
SE .....	\$85.49 .....	\$77.50 .....

99214

District	Mean	Median
NW .....	\$112.20 .....	\$104.00 .....
NC .....	\$100.66 .....	\$98.50 .....
NE .....	\$116.26 .....	\$110.00 .....
SW .....	\$141.64 .....	\$105.00 .....
SC .....	\$121.99 .....	\$117.00 .....
SE .....	\$122.08 .....	\$105.00 .....

99215

District	Mean	Median
NW .....	\$152.46 .....	\$126.00 .....
NC .....	\$151.10 .....	\$125.00 .....
NE .....	\$161.43 .....	\$154.75 .....
SW .....	\$218.53 .....	\$155.00 .....
SC .....	\$154.81 .....	\$155.00 .....
SE .....	\$171.48 .....	\$145.00 .....

97012

District	Mean	Median
NW .....	\$27.14 .....	\$26.00 .....
NC .....	\$28.90 .....	\$20.00 .....
NE .....	\$31.79 .....	\$30.50 .....
SW .....	\$31.27 .....	\$25.00 .....
SC .....	\$32.03 .....	\$30.00 .....
SE .....	\$32.56 .....	\$29.23 .....

97014/G0283

District	Mean	Median
NW .....	\$29.59 .....	\$30.00 .....
NC .....	\$26.12 .....	\$24.00 .....
NE .....	\$32.20 .....	\$30.50 .....
SW .....	\$29.12 .....	\$28.00 .....
SC .....	\$30.64 .....	\$30.50 .....
SE .....	\$31.90 .....	\$30.00 .....

97035

District	Mean	Median
NW .....	\$29.49 .....	\$29.75 .....
NC .....	\$29.33 .....	\$29.00 .....
NE .....	\$33.64 .....	\$35.00 .....
SW .....	\$33.24 .....	\$28.00 .....
SC .....	\$34.26 .....	\$35.00 .....
SE .....	\$36.17 .....	\$35.00 .....

97140

District	Mean	Median
NW .....	\$35.63 .....	\$30.00 .....
NC .....	\$39.06 .....	\$38.00 .....
NE .....	\$40.38 .....	\$39.25 .....
SW .....	\$40.03 .....	\$35.50 .....
SC .....	\$43.36 .....	\$42.00 .....
SE .....	\$39.25 .....	\$35.00 .....

S8948

District	Mean	Median
NW .....	\$33.56 .....	\$30.00 .....
NC .....	\$29.33 .....	\$25.00 .....
NE .....	\$37.13 .....	\$32.00 .....
SW .....	\$25.00 .....	\$25.00 .....
SC .....	\$32.75 .....	\$30.00 .....
SE .....	\$30.50 .....	\$30.00 .....

72040

District	Mean	Median
NW .....	\$92.93 .....	\$80.00 .....
NC .....	\$86.57 .....	\$82.00 .....
NE .....	\$102.63 .....	\$100.00 .....
SW .....	\$142.19 .....	\$108.20 .....
SC .....	\$97.08 .....	\$87.65 .....
SE .....	\$107.38 .....	\$92.50 .....

72070

District	Mean	Median
NW .....	\$97.55 .....	\$90.00 .....
NC .....	\$94.74 .....	\$93.00 .....
NE .....	\$106.75 .....	\$108.00 .....
SW .....	\$146.09 .....	\$119.30 .....
SC .....	\$106.15 .....	\$98.00 .....
SE .....	\$102.93 .....	\$95.00 .....

72100

District	Mean	Median
NW .....	\$105.45 .....	\$90.00 .....
NC .....	\$96.67 .....	\$94.25 .....
NE .....	\$111.02 .....	\$106.50 .....
SW .....	\$155.02 .....	\$139.00 .....
SC .....	\$110.15 .....	\$100.00 .....
SE .....	\$109.93 .....	\$96.00 .....

WCA Member Benefit – Industry Surveys

Stayed tuned for the results from the Chiropractic Staff Salary Survey. This survey gathers information regarding current trends in wages and benefits of non-DCs working in a chiropractic office. The focus of this survey is to better understand the average compensation of chiropractic staff in your region, allowing you to make sound business decisions that help your practice.