



# 2019 Spring Convention Newsletter

## A Letter From Our President...



### **MAGA in 2019!**

Happy New Year to all and here's to a productive and prosperous 2019! The beginning of each year is a perfect time to reflect on the past and plan for the future. My first year as president has been quite a learning experience and with the help and advice of a strong, supportive Board of Directors, I'm starting to get the hang of things. Despite my lack of experience, the Arkansas Chiropractic Physicians Association had a very productive year and is poised to make further progress in 2019.

We worked with Dr. Ben Adkins at Content DFY to create a new logo and website. The new website is now complete and provides online registration and much more. Please check it out at [www.archiro.org](http://www.archiro.org) and provide some feedback. We also finalized the merger between the ACC and the ACA and saw a slight increase in membership. Many thanks to those who stepped up your giving this year, and to Government Relations chair, Dr. Randy Holt, who raised \$18,000 for our PAC in a matter of a few weeks. That effort benefited 35 candidates, 33 of whom won their races!

This past year, the Arkansas public and all chiropractors benefited from the passage of Act 1092, which eliminated the Medicaid medical referral mandate allowing greater access to chiropractic care, yet there is more work to be done.

In the upcoming legislative session, the opioid crisis presents a unique opportunity to get our message of drug-free health care to an even greater number of needy patients. We must seize this moment with a unified effort to promote chiropractic care as an option prior to prescribing opioids. We must work to include a minimum chiropractic visit guarantee with all policies written in Arkansas as a part of the expected bill to address the crisis.

We must hold the line on the Medicaid change and work to expand coverage for adults in the program to enable consistent care as an alternative to drug therapy dependence. We must promote legislation to clarify workers' rights to chiropractic care within workers' compensation and expand and increase the allotment for chiropractic students in the Arkansas Health Education Grant Program (ARHEG).

### **2019 Spring Convention**

**March 1-3, 2019  
Hilton Garden Inn West, Little Rock**

#### **Continuing Education Hours:**

Elizabeth Henry - 4 hours  
Dr. Karen Konarski-Hart - 3 hours  
Dr. Bryan Bond - 12 hours  
Steve Comer - 1 hour  
Dr. James Raker - 4 hours

### **Upcoming Seminars**

**April 12-13  
Springdale**

**October 5-6  
Hot Springs**

**August 16-18  
Little Rock**

**December 7-8  
Little Rock**

To accomplish these goals and more, we must make the association great again! MAGA! OK, my apologies, but back in the day, we had an association that reflected the greatness of our profession. I recently came across a 1996 copy of the Journal of the Arkansas Chiropractic Association and noted a whopping 22 articles by members of the association, and it was published twice a year! I remember golf tournaments that began the Thursday prior to the Fall Conventions, and Spring Convention Saturday night Awards Banquets with a full house dressed to the nines. Philosophy retreats and district dinners were common, and seminars were at the best hotels with robust attendance.

Sure, we fought each other over the usual stuff—straight vs. mixer, subluxation vs. mobilization, preserving the principle vs. expanding scope—and it wasn't always pretty, but we did it within one organization.

Now, due to the more recent advocacy for prescriptive rights, the divide has deepened and chances for one state organization are not very good; but we can and should work together on mutual issues unrelated to scope expansion.

### **The ACPA stands for unity around the founding chiropractic principle of vertebral subluxation.**

We exist to promote chiropractic to the public, protect the rights of chiropractors to practice subluxation-based chiropractic, and employ a full-time lobbyist group that includes former Speakers of the House Robbie Wills and Bill Stovall, assisted by Rick Green and Dana Wills. We finance the effort by membership renewals and our excellent continuing education seminars, and we support chiropractic-friendly legislators through the ACPA PAC. We have an amazing executive staff in Dr. Julie Traylor-Logan, and assistants Trish Bradley and Taylor Proctor, in addition to our experienced and dedicated Board of Directors.

This competent and experienced team is ready to meet the challenge this moment in our history provides. If all the subluxation-based chiropractors in Arkansas join the effort, we can take chiropractic to a new level and create the vibrant association our profession deserves.

So, thanks to all our standing members, our newest members, and non-members, as well, who attend our seminars. We understand there are less expensive options for CE credits and appreciate all of you who understand the importance of supporting our legislative efforts to enhance all practices. As much as we need and appreciate your financial contributions, membership numbers greatly enhance our ability to influence legislation. Simply put, we need a large, well-funded army to protect our precious profession. We need you!

I look forward to another year serving as your president and hope to see you all at the Spring Convention, March 1-3, and resolve to work harder to ensure another banner year for the ACPA!

Yours in Chiropractic,

Craig York, D.C., DCCJP  
President ACPA

### **Special Thanks:**

The ACPA wishes to sincerely thank all our 2018 PAC donors and the outstanding job of our Government Affairs Committee chair, Dr. Randy Holt, for your generous contributions and unselfish support of our legislative efforts.

Many Thanks!

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**Trish Bradley**  
 Administrative Director

# Silent. Auction



## Wine and Cheese Silent Auction

One man's trash is another man's treasure! In that spirit, do you have some office equipment or item of décor that you have lost your love for? If so, the Spring Convention's Annual Silent Auction is the perfect place to recycle your stuff and raise money for the ACPA PAC. Any item, big or small can be auctioned at the Saturday evening, 6-8pm, event while enjoying light hors d'oeuvres and beverages.

So, look around the office and bring your items to the convention and let's have some fun and fellowship while we raise money for our legislative efforts. Larger items can be brought (if you're willing to return home with it should the person purchasing it not have a way to transport it), or a picture can be displayed, and the exchange made later.

For more information, call the association office at (870) 739-6880 or email us at [info@archiro.org](mailto:info@archiro.org).

We hope to see you there!

**Silent Auction**  
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## What Are We?

Craig York, D.C. DCCJP

“It’s easier to say what you are not than what you are,” a quote from Tribe of Mentors, a collection of “what I’ve learned” answers by successful people to a variety of questions. The question to this answer was, “If you had a gigantic billboard, what would it say?” Joseph Gordon-Levitt provided the answer and explained, “Anyone can talk about why something’s bad. Try doing something good.”

So, what are we not? “We” in this context, are the licensed chiropractors of Arkansas to whom this diatribe is directed, and what we are not is a united profession that shares a consensus on the definition of chiropractic and a dedication for serving our profession through membership in state and national associations.

What we *are* is a divided group of health care practitioners who have been represented by as many as three state organizations, often in direct competition with one another. Sadly, we are also largely apathetic and participate in the minority despite multiple associations. We are members of a stigmatized and discriminated upon profession with a unique talent for shooting inward from circled wagons, but mainly, we are a talented, diverse, loving, and caring group of health care professionals holding the greatest gift to human health, literally, in our hands!

Despite the potential to influence health in a way only chiropractic can, we continue to have to play on an unlevel field. Insurance equality, workman’s compensation complications, low reimbursement levels, greater limitations on frequency of care, insurance company interpreted scope of practice, limited government insurance coverage, the uniquely chiropractic “maintenance care” designation, paucity of medical referrals, and other issues stifle our efforts to bring a monumental change in the health of our communities.

Irrespective of our great capabilities, the issue is simply that, despite more and better research, we are underutilized and undervalued; though it seems the tide may be rising. With the passage of chiropractic rights legislation in Michigan and West Virginia, I believe we currently have a

unique opportunity to facilitate change, for as chiropractic is considered against the backdrop of the opioid crisis, we have heard governors, attorneys general, and the U.S. Surgeon General endorse our services.

**This certainly could be our time, if we can accept the responsibility.**

However, to turn political talk into meaningful action, we must speak truth to power to provide an equitable environment for the expansion of chiropractic services statewide. We must realize that we are one—regardless of our respective groups and varying philosophies—for we are all chiropractors and like it or not, we represent each other. We must accept that nothing will be accomplished without cooperation between our two representative groups, for if we fight each other, we all lose. We must resist the urge to distance ourselves from one another by claiming the profession’s problems are caused by all the “other” chiropractors, and we must practice in a squeaky-clean manner; for we cannot insist on integrity if it’s not mutual, and if we bring the fight to them, we should expect them to fight back.

Most of all, we must agree to contribute to the cause, as an investment in our individual practices and our profession. We must increase the number of association members, for the greater the size of the army, the greater the success of the mission. We must break the downward spiral of little interest, fewer members, fewer workers, less power, less influence, fewer legislative victories, and less financial success. Our recent legislative effort that eliminated Medicaid referrals came with a price, and succeeded by the slimmest of chances, but every chiropractor in the state will now benefit financially for years to come.

The ACPA is the only state chiropractic organization that has maintained a full-time lobbyist. Robbie Wills and WSG Consulting have the experience and the reputation to promote our legislative agenda and were essential in the passage of the Medicaid legislation. As you might imagine, the best lobbyists demand top dollar.

Yes, anyone can talk about why something is bad, and at the risk of doing just that, the most popular reasons I've heard for lack of participating in our state organization are usually conditional, as in: "I'm in when... 1. There are no more politics; 2. There is one organization; 3. So and so gets off the board; 4. The board decides to fix my pet peeve; 5. My practice gets a little bigger, etc. These are all reasonable and significant concerns.

Some of these conflicts can be addressed by participation and others are inherent to relationships. Many of us have had a long history of involvement with our various associations, and along the way egos have been bruised and toes stepped on. However, if we are to rise to this occasion, we must mend fences and move forward.

If having only one association is your criterion, join and work toward the unity you desire. Although, the issue in establishing one organization in our state now requires a change in the definition of chiropractic to allow for expansion of scope to include prescriptive rights, for which there is no medical support and no chance of passage. Regardless, this issue will likely continue to divide us for the foreseeable future; however, it does not preclude the two organizations from working together on issues related to insurance equality and better reimbursements.

If board issues are a barrier, consider working your way onto the board and change it from within. The Board needs younger and more diverse leaders to better represent the chiropractic community. Bottom line, "Waiting on the world to change" has never been a rallying cry for any movement, and though we have volunteers to do the work, we are powerless without resources.

I believe we owe it to the pioneers of our profession, who risked far more and worked much harder than nearly anyone practicing today knows, to continue their efforts. With the path they've paved, an intense and coordinated effort can now take this profession to a level historically unequalled. It will take some effort, but it can be done.

I'm asking you to join the ACPA and to help support our amazing profession and preserve it for future chiropractors and the public we serve. Our Gold membership is only \$600 and includes our Spring and Fall Conventions; our Silver Membership is only \$300.

While "what we're not" may be the easiest to explain, I believe the question for our profession right now is, "What are we?"

## Thank you to our Affiliate Sponsors



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## Check out our newly designed website [www.archiro.org](http://www.archiro.org)

### This new site features:

- Membership information with online payment
- Seminar Information with online registration and payment
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- Research Information
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## Legislative News

### CHIROPRACTIC CARE: PART OF THE SOLUTION

**Robbie Wills, ACPA Lobbyist**

Across the country, policymakers and legislators are struggling to confront several intersecting health care problems. First, limited availability of resources for public health programs dictates that states continue to seek efficiencies and savings in the Medicaid program. Second, the treatment of pain involving opioids has led to an epidemic of prescription drug over-use and abuse. Finally, the demand by patients to control the direction of their own health care, as opposed to having it managed for them by a third party, has given rise to innovative public-policy solutions around the country. Meanwhile, as the Arkansas General Assembly gathers in Little Rock for the 2019 Legislative Session, the Arkansas Chiropractic Physicians Association's commitment to quality, drug-free care continues to resonate with legislators.

In 2017, ACPA led the charge in lobbying the General Assembly to pass Act 1092, allowing Medicaid patients "direct access" to a Chiropractic Physician without going through the costly and time-consuming process of obtaining a referral from a Primary Care Physician. Previously, the cost of obtaining the referral was in many cases more expensive than the full course of chiropractic treatment. Unfortunately, many incumbent provider groups were not in favor of Act 1092 and ACPA will have to be vigilant in 2019 to prevent the repeal of this important reform. Patients should have the right to choose their health care providers. Act 1092 of 2017 preserves this right while reducing overall costs to the Medicaid system. Therefore, Act 1092 should be protected by the General Assembly to ensure cost savings and patient choice.

This year, 2019, will bring yet another debate on the continuation of Arkansas Works, the state program that uses federal Medicaid dollars to purchase private health insurance for individuals with incomes up to a certain percentage of the federal poverty level. Chiropractic care is covered more generously under the

Arkansas Works program, with patients covered for up to 30 visits per year without the costly referral from a primary care physician. When Arkansas decided to pursue the private insurance version of Medicaid expansion, there was some debate as to whether the policies offered to that group of people had to include all the essential health benefits or if it could simply mirror Medicaid's lesser benefits. During the 2013 session, ACPA successfully lobbied to clarify that these policies had to fully comply with the Affordable Care Act and that Chiropractic should be included. This was a big win for the profession. Now, we must continue to fight to preserve these essential benefits amid rising costs by pointing out that we are part of the solution, not part of the problem.

Perhaps the most pressing public health issue of our day will be Arkansas' response to the opioid epidemic that is currently consuming our country. One idea making its way around the Capitol is an Arkansas version of the West Virginia Opioid Reduction Act, a law that sets limitations on opioid prescriptions and authorizes a "non-opioid directive" for patients. Specifically, the West Virginia law requires prescribers, prior to prescribing opioids, to first refer or prescribe treatment alternatives, such as chiropractic. If an opioid is prescribed, it must not exceed a seven-day supply at the lowest effective dose, and the provider must explain the associated risks. ACPA believes Arkansas should pursue a similar bill and it should include chiropractic as an option.

ACPA remains committed to providing quality care for our patients without drugs and surgery. That such a commitment also results in less expense while encouraging greater utilization of Chiropractic for wellness and prevention is a key talking point we should all use while communicating with our legislators. As the legislative session begins, I encourage all of you to engage with your patients and staff to drive this point home to legislators: **Chiropractic care saves the state money and is part of the solution!** Working together, we can continue the steady progress we've made in promoting Chiropractic care across the state.



## ACPA MAKES A DIFFERENCE IN 2018 ELECTIONS...AND BEYOND

**DR. RANDY HOLT**

The Arkansas Chiropractic Physicians Association is committed to building the influence and reputation of our profession at the Arkansas State Capitol, and the ACPA PAC was very active in the 2018 election cycle, helping candidates who have shown support for the Chiropractic profession. Contributions made to the ACPA PAC by members have truly made a major impact in supporting those who have supported us.

In the General Election alone, ACPA PAC made \$12,500.00 in contributions to 35 candidates. Of those 35, 33 were victorious in their elections. That's a 94% success rate, which in politics is quite an achievement. Another way to look at it is a percentage of funds donated; 97% of the funds ACPA PAC donated went to winning candidates. Incidentally, one of the unsuccessful incumbents was subsequently hired as a legislative liaison at DHS, giving ACPA a friend at one of the state agencies most involved in public health policy. The bottom line is that none of this effective political participation would have been possible without the generous and timely contributions made by our members to our PAC.

In addition to supporting winning candidates, the Senate Public Health Committee will include a number of our legislative supporters. In fact, 7 of the 8 members of the committee voted in favor of Act 1092 of 2017, our major legislative victory allowing Medicaid patients "direct access" to a Chiropractic Physician without a referral from a Primary Care Physician. As we remain on guard against any attempt to repeal Act 1092, we will have a strong group of friends in key positions to protect this important achievement.

Having an active, consistent lobbying presence at the Capitol and a strong political action committee are critical to maintaining the integrity and influence of the Chiropractic profession in the state. In the past, the Chiropractic profession found itself at a disadvantage compared to other provider groups who made more significant investments

in government relations. There's an old saying at the State Capitol:

**"Some folks have things happen to them and some folks make things happen."**

ACPA and its members have made big strides in raising awareness and affecting change in public health policy in recent legislative sessions. In short, we're becoming an organization that makes things happen.

As the Arkansas Legislature begins its 2019 session, ACPA will once again be represented by a fantastic team of government relations professionals. WSG Consulting, LLC is our lobbying firm, consisting of former Speakers of the House Robbie Wills (an attorney and our lobbyist since 2011) and Bill Stovall, former State Representative Rick Green, and Dana Wills, C.P.A. This is the team that helped us pass Act 1092 of 2017, and we're excited to continue our successful collaboration. I encourage all of you to learn more about our lobbyists by visiting their website at [www.wsgarkansas.com](http://www.wsgarkansas.com). I hope you agree with me that we couldn't be in better hands at the State Capitol.

ACPA remains committed to building up the Chiropractic profession's influence by active engagement with candidates and elected officials. As the 2019 Legislative Session progresses, I encourage all of you to engage with your patients and staff to drive this point home: Chiropractic Physicians provide quality, cost-effective care to the people of Arkansas!



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## **Opioid Crisis= Opportunity (To Serve)**

**Dr. Steve Matthew**

I believe it would be safe to say that all health care practitioners have heard something about an opioid problem in our state and across the country. Some sources describe this drug problem as an epidemic fueled by the financial interests of the opioid manufacturers and the financial gain of the physicians promoting and prescribing the use of opioids. If you read any journals or medical publications or just flip through our beloved Dynamic Chiropractic (which I have utilized to summarize some of the following information for your reading pleasure), you will see article after article on opioids and associated topics from addiction to lives ruined and even lives lost. And now, the crisis: It is estimated that 5,250 Americans per month lose their lives to opioids. Where are the marches and demonstrations demanding opioid control? You can't blame the NRA for this!

Back in 2016, the CDC issued guidelines that recommend limits on opioid prescriptions for chronic pain. This was the first federal response to the opioid crisis, but it was only in the form of guidelines. President Trump signed a law that included going after drug manufacturers, but it included research for new, less addictive drugs for pain. In 2018, the National Institutes of Health (NIH) announced a project named the HEAL (Helping to End Addiction Long-term) Initiative by partnering with, wait for it—DRUG MANUFACTURERS! This “public-private partnership” will be federally funded at \$1.1 billion. The NIH website explains that “the NIH is working with the FDA and private sector experts to identify areas of opportunity to advance pharmacological treatments for pain and addiction.” The goals include not only the development of new drugs but also looking at old, abandoned medications that didn't work for what they were developed to treat, but may be useful in treating addiction, overdose, or pain. Yes, our tax dollars will go to the drug

companies that made substantial profits from the opioids they sold that started the crisis, so they can make more money off the drugs they make to solve the crisis they caused. As Dr. Christopher Kent would say, “You can't make this stuff up!” Now, on the bright side of all of this, comes the [Pain Management Collaboratory](#), an initiative of the NIH's National Center for Complementary and Integrative Health (NCCIH), the Department of Defense, and the Veteran's Administration. The budget for this is \$81 million, which they are hoping will fund 12 grants over 6 years for trials investigating non-drug approaches to pain management. The Collaboratory is to study the effectiveness of a variety of non-drug approaches to pain management that have sufficient evidence to suggest their potential value in an integrated model of care. I have to quote an instructor of mine from Cleveland Chiropractic College, Dr. Hugo Gibson: “Have you seen the literature? It's published, it's printed, it's proven.” So what do we do until Chiropractic is “proven” again?

**We need legislation to protect the citizens of our state and to ensure that they have a choice when it comes to pain management, including refusing certain drugs if they choose.**

Let's look at a possible option.

On June 7, 2018, the Opioid Reduction Act went into effect in West Virginia. Governor Jim Justice really pushed for this because of the impact opioids were having on his state. Not only does it have very strict guidelines with regard to prescribing opioids and doctor responsibility with strict consequences for not following this legislation, it also requires providers to refer or prescribe treatment alternatives such as physical therapy, occupational therapy, acupuncture, massage therapy, osteopathic manipulation, chronic pain management programs, AND CHIROPRACTIC CARE (the emphasis is mine) prior to prescribing opioids. This does not prevent a patient who really is a candidate for opioid therapy from receiving a prescription. It also allows practitioners to prescribe an opioid and an alternative treatment.

But what I really found exciting in this legislation was that an insurance company that

offers an insurance product in the state must provide coverage for 20 visits per event of whatever alternative treatment was provided. Also, a patient can receive a treatment alternative, like chiropractic, prior to seeing a practitioner such as a medical doctor, and no referral is required. I think this would be an opportunity for us to help these patients. If you want to see this bill, it is Senate Bill 273 and the section that pertains to chiropractic and our scope of practice is on page 15, section 16-54-8, Treatment of Chronic Pain. Our lobbyist, Robbie Wills, is working on making this happen in Arkansas. Stay tuned. Be ready to get involved.

As a side note, since the VA has been cutting out opioids for our veterans, I have been seeing a lot of our vets referred from the VA for chiropractic and acupuncture. I applaud the doctors at the VA for stepping out and trying treatment alternatives. Some of the vets have been on opioids for 10 years or more. It is humbling to see these men and women who have unselfishly served our country come in and be excited to finally be able to get an adjustment or acupuncture. Most of them want to get off the drugs. We can do that for them and all the citizens of Arkansas.

### **Hold Harmless Letter Alert**

It has been brought to the attention of the Board that some attorneys in Arkansas are sending hold harmless letters to third party payors regarding chiropractic claims.

In two separate cases, one of our member doctors reports the plaintiff's law firms sent letters to the at fault insurance company agreeing to hold them harmless from any and all liens and future claims for payment, while not paying the doctor. One of the attorneys paid the doctor's bill upon being notified of a lawsuit the doctor filed and, in the other case, the insurance company has admitted their "mistake" and has agreed to pay. The fear is that this may be a new tactic to push settlement negotiations and may be more widespread. Please notify the ACPA if you receive any similar communications from attorneys intended to subvert your liens.

### **Welcome New ACPA Members of 2019:**

Dr. Merissa Beard

Dr. Russell Evans

Dr. Michael Stephens

Dr. Tarsha Smith

Dr. Kendall Wilson

Dr. David Warren

Dr. Ashley Wilcoxson

Dr. James Galvin

Dr. John Dylan Machycek



# 2019 Spring Convention

## March 1-3, 2019

### Hilton Garden Inn West Little Rock, AR

#### REGISTRATION FEES

<u>Early Bird (Prior to Feb 15th)</u>	<u>Regular Registration (After Feb 15th)</u>
ACPA Member	ACPA Member
Up to 6 hours     \$79	Up to 6 hours     \$99
6-12 hours       \$129	6-12 hours       \$149
Over 12 hours    \$149	Over 12 hours    \$169
Non-Member	Non-Member
Up to 6 hours     \$99	Up to 6 hours     \$129
6-12 hours       \$149	6-12 hours       \$169
Over 12 hours    \$189	Over 12 hours    \$209
CAs                 \$25	CAs                 \$35

#### CLASSES

#### HOURS

1.	Fri	12 pm - 4pm -	Elizabeth Henry	4
2.	Fri	4 pm - 7pm -	Dr. Karen Konarski-Hart	3
3.	Sat	8 am - 12pm -	Dr. Bryan Bond	4
4.	Sat	1 pm - 2 pm -	Steve Comer	1
5.	Sat	2 pm - 6 pm -	Dr. Bryan Bond	4
6.	Sun	8 am - 12 pm -	Dr. Bryan Bond	4
7.	Sun	12 pm - 4 pm -	Dr. James Raker	4

#### ATTENDEES

Doctor's Name: \_\_\_\_\_ 1 2 3 4 5 6 7 \_\_\_\_\_

CA's Name: \_\_\_\_\_ 1 2 3 4 5 6 7 \_\_\_\_\_

**Please Circle Below Which Classes  
You Plan To Attend**     **FEES**

**On-Site Registration (Add \$50 per person)** \_\_\_\_\_

**TOTAL AMOUNT DUE: \$** \_\_\_\_\_

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For more seminar details and accommodations information visit [www.archiro.org](http://www.archiro.org) or call the ACPA office at (870) 739-6880.

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Little Rock, AR 72211  
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**Room Rates: \$89 Single or Double**

**Cut-Off Date February 15th**

The ACPA reserves the right to cancel this seminar and refund the registration fees if the number of attendees registered by February 15th is not sufficient to cover costs, and shall assume no liability for lost income or other expenses of registered attendees.

# **Arkansas Chiropractic Physicians Association**

## **2019 Spring Convention**

**Hilton Garden Inn West - 10914 Kanis Rd, Little Rock, AR  
24 CE Hours**



### **Friday, March 1st - 12 pm - 4 pm**

**Medicare/Medicaid - 4 hours**

**Presented By: Elizabeth Henry**

Liz Henry is Provider Outreach Education (POE) Specialist, for Novitas Solutions, the Medicare Administrative Contractor (MAC) for Jurisdiction L and Jurisdiction H. Liz has 35 years of experience in Medicare Data Entry, Customer Service Support, Appeals, Provider Outreach and Education. Prior to joining Novitas, she was employed by TrailBlazer Health Enterprises and served in the education department.



### **Friday, March 1st - 4 pm - 7 pm**

**“Stop the Bleed” - 3 hours**

**Presented By: Dr. Karen Konarski-Hart**

Dr. Konarski-Hart is an instructor for the American Heart Association. She is an EMT and a member of the AR 1-Disaster Medical Assistance Team, the Little Rock Medical Reserve Corps and the Little Rock community Emergency Reserve Team. She is immediate past president of the Arkansas State Board of Health and sits on the Arkansas Bioterrorism Advisory Committee and the Arkansas Department of Health Section of EMS and Trauma Systems Training committee. Dr. Konarski-Hart also teaches disaster response for chiropractic physicians for NCMIC. As Arkansas delegate and liaison for the American Chiropractic Association, she helped develop the ACA's protocol for chiropractic disaster response. She is in private practice in Little Rock.

### **Saturday, March 2nd - 12 pm - 2 pm**

**Complimentary Banquet for all attendees**

**Sponsored by: Legally Mine & Life University**



### **Saturday, March 2nd - 1 pm - 2 pm**

**The Keys to Locking Out Lawsuits for Healthcare Professionals**

**Presented by: Steve Comer**

This course will teach medical professionals to protect their practices from lawsuits that come from within the practice and or place of employment. We teach medical professionals how to use specific legal tools that will safeguard assets that may be attached to any judgment. Through proper use of these tools medical professionals can rest assured that they will not go to court if there are no assets to take in a lawsuit. These same tools can also be used to reduce taxes incurred in a successful practice.

**You can also register ONLINE NOW @ [archiro.org](http://archiro.org)**

# **Arkansas Chiropractic Physicians Association**

## **2019 Spring Convention**

**Hilton Garden Inn West - 10914 Kanis Rd, Little Rock, AR**

**24 CE Hours**



**Saturday, March 2nd - 8 am - 12 pm**

**Saturday, March 2nd - 2 pm - 6 pm**

**Sunday, March 3rd - 8 am - 12 pm**

**Evidence Informed Assessment and Rehabilitation of  
Musculoskeletal Disorders - 12 hours**

**Presented By: Dr. Bryan Bond**

With his diverse educational background, several years of teaching experience, and clinical knowledge, Dr. Bond balances evidence-based information and pragmatic, clinical insights into his lectures. His enthusiasm for his subject matter encourages an interactive audience and sparks opportunities for open discussion. The workshop information is well-organized, informative and provides a novel approach to clinical practice focusing on rehabilitation.

Dr. Bryan Bond received his B.S. in Kinesiology from the University of Waterloo in Ontario. He earned his B.S. in Human Biology and Doctor of Chiropractic degrees from the National University of Health Sciences and spent several years in private practice before joining Cleveland Chiropractic College (CCC) in 2002.

While employed at CCC, Dr. Bond taught a variety of courses including biomechanics, geriatrics and management of musculoskeletal conditions, and he served as a Research Fellow at the Cleveland Research Center from 2007-2008.

After ten years as teaching faculty at CCC, he accepted a full-time faculty position at the University of Saint Mary (USM) in Leavenworth, Kansas. Dr. Bond currently holds the rank of Professor and is also the Co-Director of Research in the Department of Physical Therapy at USM. Currently, he instructs biomechanics and musculoskeletal assessment courses at USM.

Dr. Bond has a master's degree in Biomechanics from the University of Kansas, and he received his Ph.D. in Rehabilitation Science in August 2016 from the University of Kansas Medical Center. Also, he is currently working toward completion of a Rehabilitation Diplomate from the American Chiropractic Rehabilitation Board.

**Sunday, March 3rd - 12 pm - 4 pm**

**Intro To OCCMED For DC's - 4 hours**

**Presented By: Dr. James Raker**

This seminar is to introduces DC's to the world of Occupational Medicine. OccMed is defined as medical services that pertain to maintaining the health and safety of workers. The government mandates that workers in certain jobs be physically fit, and must be re-evaluated periodically, to keep their job. Therefore, companies must pay \$30 billion in cash for physicals, drug and alcohol tests, pulmonary lung tests, respirator fit tests, hearing tests, vision tests, and much more on a routine basis. DC's can provide many of these tests in all 50 states. We will educate DC's how to interact with companies by providing these mandated services, leading the chiropractor to become the provider of choice for their workers total health care needs.



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## Practice Success Starts at the Front Desk

When we look at our team's organizational chart, many of us place ourselves at the top, associates (if we have them) next, then the office manager, billing and insurance team, and the assistants. At the bottom is the front desk staff. Ironically, the people who make up the bottom tier of a practice's organizational chart can often have more of an impact on your practice, good or bad, than most anyone in the office. Why? Because, to the public, they are most likely the first person potential patients talk to.

The front desk person affects your new patients, your growth, your collections, and your patient experience. Those touchpoints directly affect your bottom line. A new patient can represent potential income over a wide range depending on your practice style. In the average clinic, that number could be between \$1,500 and \$2,000. Multiply that by a conservative five missed opportunities per month, and you're looking at \$7,500 to \$10,000 in lost revenue a month or \$90,000 to \$120,000 in a year. Author Brian Tracy once said, "Hiring the wrong person is the costliest mistake you can make," and he is right. I'll add, with all due respect to Brian, that keeping the WRONG person is even MORE costly because of the collateral damage he or she can have on co-workers.

So, how do you determine the right person for this critical front desk responsibility? Here are a few tips to help you find the right person.

### Hire for Personality

Personalities are hard to change, but skills can be learned. If you hire the right personality for the job, it is easy to teach them the skills they need to be successful.

### Conduct a phone interview

Although this is a great way to narrow the pool of prospective applicants, it is also an essential step in hiring a front desk person. I have seen perfect resumes only to then speak with the candidate over the phone and find they have zero phone/communication skills.

## Get a Second Opinion

Never rely on your interview alone. We have no fewer than two people interview each candidate that we consider, and we later discuss what we did and did not like. Other people pick up on different cues and may help you to see the candidate in a different light.

## Make an Offer They Can't Refuse

If you have found the perfect candidate, make it hard for them to say "No." Offer them a competitive salary with benefits. The adage that says, "you get what you pay for," is almost always true. Additionally, a competitive salary increases job satisfaction, which results in higher productivity and lower turnover.

New patients are essential to practice growth. And the people with the greatest responsibility for getting new patients in the door, sit at the front desk. While they may not directly generate the revenue that the associates can, what they say on the phone, and how they present themselves as the face of your practice, have an enormous impact on your ability to generate revenue. The people you hire can make or break your practice. Be sure to take the time to hire properly from the beginning, and you will be on your way to a more successful, less stressful and profitable practice.

*Dr. Ray Foxworth is a certified Medical Compliance Specialist and President of ChiroHealthUSA. A practicing Chiropractor, he remains "in the trenches" facing challenges with billing, coding, documentation and compliance. He has served as president of the Mississippi Chiropractic Association, former Staff Chiropractor at the G.V. Sonny Montgomery VA Medical Center and is a Fellow of the International College of Chiropractic. You can contact Dr. Foxworth at 1-888-719-9990, [info@chirohealthusa.com](mailto:info@chirohealthusa.com) or visit the ChiroHealthUSA website at [www.chirohealthusa.com](http://www.chirohealthusa.com). Join us for a free webinar that will give you all the details about how a DMPO can help you practice with more peace of mind. Go to [www.chirohealthusa.com](http://www.chirohealthusa.com) to register today.*



## **“All Hands On Deck”**

**By George Curry, DC**

All hands on deck” is a navy term that calls for all of the ship’s crew to muster on deck during an emergency situation, usually to fend off an attack.

In the 123 years of chiropractic’s history, there have been many attacks against it. The pioneers of our profession, both men and women went to jail in an effort to practice and establish chiropractic as a legitimate, licensed profession. “All hands on deck” were needed to establish licensure for this great profession.

BJ Palmer founded the ICA in 1926 for the purposes of defending and protecting chiropractors who were being arrested and persecuted across the country accused of practicing medicine without a license. Thanks to those pioneers, today we enjoy the freedom of being able to practice in all 50 states and all provinces in Canada without fear of prosecution.

The medical establishment, primarily the American Medical Association, launched countless attacks with the help of the media against our profession that led to an antitrust lawsuit against the AMA and culminated with the AMA being found guilty by the supreme court for restriction of trade. The ICA was the first national organization to support that lawsuit and then other organizations followed.

The Wilkes lawsuit against the AMA was “All hands on deck”.

Today we enjoy licensure and the freedom to practice chiropractic in North America while in other regions of the world chiropractic has yet to be formally regulated and there are still countries where chiropractors can be prosecuted for practicing chiropractic. The ICA is helping countries throughout the world to establish chiropractic. In the last 12 months the ICA has made four major trips to China where dozens of ICA chiropractors from around the world have lectured to millions of Chinese citizens about the benefits of chiropractic.

Currently we face new challenges that require “All hands on deck”.

Currently we face new challenges that require “All hands on deck”.

We read in the news that the leaders from the Australian Medical Association are telling parents not to take their babies to the chiropractor. They claim that chiropractic care for infants is fraudulent. In Canada, the regulatory agencies are vigorously investigating websites of chiropractors to eliminate any suggestion that subluxation analysis and correction can be of benefit for children with colic or ear infections. The ICA and its Council on Chiropractic Pediatrics is on the front lines of the battle to defend the right for children to receive chiropractic care.

We now have chiropractic organizations that are choosing poorly and attempting to set guidelines that restrict examination tools such as x-rays for the analysis of the subluxation. The ICA has the most comprehensive and thorough x-ray guidelines (PCCRP) that support use of radiology for analysis in the presence of over 21 findings.

And finally, do you practice a subluxation analysis and correction technique that is not taught in the core curriculum of the chiropractic school you attended? There is an attempt in one of our states to modify the chiropractic state statute to say if you use any technique that is not taught in the chiropractic college’s core curriculum, then you will have to get the patient sign a letter of informed consent. Where will your practice freedoms be then?

So, what are you going do about it?

The ICA is vigorously working to defend and protect your rights as a chiropractor and the rights of the public to receive chiropractic care worldwide. You can help by being a member and pay your dues. If your membership has lapsed, for whatever reason, get back online and reconnect. If you’ve never been a member of the ICA, I personally invite you to join in and lock arms with us to help protect this profession that has given so much to so many.

Let’s get “All hands on deck!”



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# 2019 April Seminar

## April 12-13, 2019

### Home 2 Suites by Hilton Springdale, AR

#### REGISTRATION FEES

<b>Early Bird</b> <i>(Prior to March 29th)</i>		<b>Regular Registration</b> <i>(After March 29th)</i>	
ACPA Member		ACPA Member	
Up to 6 hours	\$79	Up to 6 hours	\$99
6-12 hours	\$129	6-12 hours	\$149
Non-Member		Non-Member	
Up to 6 hours	\$99	Up to 6 hours	\$129
6-12 hours	\$149	6-12 hours	\$169
CAs		09	
\$25		CAs	\$35

#### CLASSES

#### HOURS

- |    |                   |                 |   |
|----|-------------------|-----------------|---|
| 1. | Fri 6 pm - 9 pm - | Dr. Jay Robbins | 3 |
| 2. | Sat 8 am - 5 pm - | Dr. Jay Robbins | 9 |

#### ATTENDEES

Doctor's Name: _____	1	2	_____
CA's Name: _____	1	2	_____

**On-Site Registration (Add \$50 per person)** \_\_\_\_\_

**TOTAL AMOUNT DUE: \$** \_\_\_\_\_

#### Payment Information

Check #: \_\_\_\_\_

Type: \_\_\_ VISA \_\_\_ MC \_\_\_ Discover \_\_\_ Am Ex

CC# \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVV Code: \_\_\_\_\_

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**You must provide the address you would like your CE Certificate mailed to:**

Address: \_\_\_\_\_

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**Make Checks Payable to:**

**Arkansas Chiropractic Physicians Association or ACPA**  
 2482 Highway 77  
 Marion, AR 72364  
 or Fax to (870) 739-6881

For more seminar details and accommodations information visit [www.archiro.org](http://www.archiro.org) or call the ACPA office at (870) 739-6880.

**Home 2 Suites by Hilton**  
 1519 S 48th St  
 Springdale, AR 72762  
 (479) 756-1260

**Room Rates: \$119 Single or Double**

**Cut-Off Date March 29th**

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# Arkansas Chiropractic Physicians Association

## 2019 April Seminar

Home 2 Suites by Hilton - 1519 S. 48th St, Springdale, AR  
12 CE Hours



**Friday, April 12th - 6 pm - 9 pm**  
**Saturday, April 13th - 8 am - 5pm**

**The Foundations of Nutritional Therapy: Core Principals for Every Patient**  
**- 12 hours**

**Presented By: Dr. Jay Robbins**



Dr. Jay Robbins is a Chiropractor and Certified Clinical Nutritionist. He is a popular speaker and lectures frequently throughout the United States to chiropractors and other natural health care practitioners on the topic of nutrition. He has presented lectures and seminars at several state and national conventions and at multiple colleges and universities throughout the country.

Dr. Robbins has been in private practice in Southern California for 30 years. He is a member of the American Chiropractic Association's Council on Nutrition, and has received his Diplomate through the American Clinical Board of Nutrition. In addition he is a senior faculty member and advisor for the International Foundation for Nutrition and Health located in San Diego California.

Dr. Robbins is married to his greatest health and nutritional ally – Pamela, and they are the parents of six generally great kids!

## Upcoming Seminars

August 16-18, 2019  
Little Rock, AR

October 5-6, 2019  
Hot Springs, AR

December 6-8, 2019  
Little Rock, AR

**You can also register ONLINE NOW @ [archiro.org](http://archiro.org)**

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