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New Mexico Chiropractic Association™ Journal

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Inside This Issue...

From the President... ..1

**NMCA Board of Directors
2010–2011..... 2**

**NMCA Committee
Chairmen 2010–2011 2**

**From the
Executive Director... ..4**

It Is Time To Treat! 6

**NMCA Political Action
Committee UPDATE..... 6**

**ACA & Healthcare
Reform Update 8**

**Primary Physicians
Network, LLC Update..... 9**

**2011 NMCA
Convention10**

**Congress of Chiropractic
State Associations
(COCSA)
Annual Meeting.....12**

**The Thyroid – Cortisol
Connection.....14**

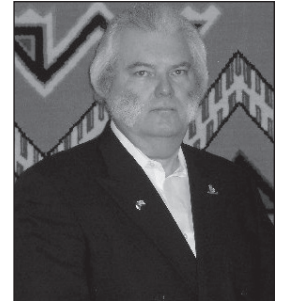
**Staying Competitive in
Tough Economic
Times15**

**2010-2011
Calendar of Events 17**

Classifieds19

From the President...

With the worst economy in ten years eating away most small business' profit margins, including all of us in the health care profession, seeing lower patient office visits and increased patient deductibles and co-payments, one thing is on the rise, an increase in Rx drug use. According to new data from the National Health and Nutrition Examination Survey (NHANES), the past decade has shown an increase in the percentage of Americans that took at least one Rx drug from 44% to 48%. The use of 2 or more Rx drugs has increased from 25% to 31%. The use of 5 or more Rx drugs has risen from 6% to 11%. For the year 2008, Americans spent \$234.1 billion on Rx drugs alone. This does not include physician services (office visits) or the cost of just being in the hospital without treatment.



The most commonly prescribed drugs include asthma medicines for children, central nervous system stimulants for adolescents, antidepressants for middle-aged adults and cholesterol lowering drugs for more mature (older) adults. The numbers speak for themselves and say, "America is becoming drug dependant on the Pharmaceutical Industry." In my opinion, the chiropractic profession needs to position itself to fill this void in a manner to be able to reduce this dependency.

Research and programs like BC/BS of Illinois have shown that Chiropractors trained in pharmacology as "Chiropractic Primary Care Physicians" do not prescribe or are able to take patients off Rx drugs and reduce the cost of Rx drugs to patients by 58%. That would be a \$135.78 billion savings to the health care consumers on Rx drugs alone. Under the BC/BS plan, hospital admissions were decreased by 60%. What do these numbers tell us? More patients were steered to a more natural approach to health care and a majority, if not all of these patients, were exposed to chiropractors and chiropractic care. (WOW) This is what should happen to bring the chiropractic profession into the 21st century. I like the saying that has been going around the list serve, "Expand your scope of practice as wide as you can and then you can practice as narrowly as you like."

Just on a personal note. Following my wife's heart attack, she was placed on 11 different Rx drugs. The cost for these needed "life saving medications" was \$497 a month, every month, for the rest of her life. After discussions with her cardiologist and internist, I was able to get her Rx medications reduced to just five with one natural substitute, vitamins and minerals at a cost of \$219 a month for the next four months with a follow-up review of her progress. I was able to accomplish this with knowledge I obtained from the AP classes and was able to speak to her MD's with a language that they could understand and respect. (AMAZING)

Respectfully Submitted,
Dr. M. E. Brown, DC, APC, APCP
President, NMCA

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Jaeni13@aol.com, 505-280-0689 or fax 505-828-1128

VERY IMPORTANT!

Be sure to check our website

www.nmchiro.org

on a regular basis for the most up-to-date
information from many different sources!



Editorial Policy

This Journal is the official publication of the New Mexico Chiropractic Association. The NMCA assumes no responsibility for material contained in articles, letters or advertisements published and publication does not necessarily constitute endorsement of them. The deadline for submission of articles and advertisements is three weeks prior to publication. Advertising rates and submission deadlines can be obtained by contacting the NMCA at 505-280-0689.

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From the Executive Director...

Happy Holidays and New Year!!!

Dear Doctors of Chiropractic:

The end of 2010 is upon us and the holidays are almost here. Just a few weeks until we enter the year 2011 and begin a whole new adventure, as we do each year! I hope your holidays are extremely wonderful and everything that you could possibly hope for and that 2011 is your very best year ever, personally and chiropractically!!

Membership

It is THAT time again!! Seems like the years go by so quickly and membership renewal comes around again before you know it!

This year you can **renew your membership on line** at the NMCA web site . . . www.nmchiro.org . . . by clicking on the membership info link in the left hand menu bar. This is a secure system and it works. We have already had one person use it flawlessly!! **This option is only available for those that wish to pay their dues in full.** Any other arrangements, such as EZPay options, must still be done by filling out the renewal form and the EZPay form and either mailing or faxing them to the NMCA offices. **REMEMBER ~~ those that are already on EZPay DO NOT have to renew their membership.** The deductions will continue year after year until I am told to stop them.

We look forward to having you as members in 2011 and thank you for your continued support of the NMCA and its service to the Chiropractic profession!

Convention 2011

The NMCA Convention and Education Committees have met and plans for 2011 are underway! It should be another wonderful convention and we hope you will all plan to attend from May 13 to May 15, 2011, at the Sandia Resort & Casino in Albuquerque. We have been at the Sandia Resort in the past and it is a beautiful facility with much to offer our members and their families . . . something for everyone!! So, put the dates on your calendar for next year and we will look forward to seeing you all again at that time!

In this Journal, you will find a lineup of our speakers for 2011 so that you know what we are offering. There is also a registration form so that we can be sure to know you are coming . . . a very important thing!!

Fundraiser for Governor-Elect Susana Martinez

The NMCA held a fundraiser for Governor-Elect Susana Martinez on October 8, 2010. The event was held at the home of Dr. and Mrs. Allen Miner and was orchestrated by Dr. Derek Atchley. Thanks to them for their wonderful help in this venture! We had a great turn out and were able to raise a sizeable amount of money! Here are some pictures for you to enjoy!



Treating at the Roundhouse in 2011

WE NEED YOU!!! Please sign up to treat at the Roundhouse during the 2011 Legislative Session! There will be 52 slots that need filling for the two-month session. Your help in treating the Legislators and their staffs is beyond important . . . it is crucial!! They depend on you being there and for the last 20 years you have been!! Let's keep up the good work! **You can go to the NMCA web site at www.nmchiro.org and on the Home page click the link to sign up.** We will keep the schedule updated as slots are filled so that you will know at all times what is still available! THANKYOU in advance for your help in this very important project!!

*Advanced Practice CEU Seminar
April 2 & 3, 2011
Dr. Daniel Richardson*

Dr. Daniel Richardson, who we all know and enjoy thoroughly, **will be joining us again in April of 2011** to provide the 10 CEUs required for recertification in the Advanced Practice Registry. These 10 hours are in addition to the 16 that all DCs must have for re-licensure each year. Dr. Richardson will be presenting on ***Drug-Induced Nutritional Deficiencies***. For those in the AP, please hold these dates! You can find a registration form and information on the NMCA web site Home page at www.nmchiro.org.

Advanced Practice Training in New Mexico

We have begun the third round of National University of Health Sciences (NUHS) sponsored training for Advanced Practice. We had agreed to do two rounds of this training but, because of the interest we have gotten from doctors in NM and around the country, we are presenting a third round that began in September of 2010. We have 70 doctors attending from all around the USA.

AND, it appears we may do a fourth round of these classes in the fall of 2011. That would truly be the last time since our statute requires a Masters Degree after 12.31.12. **So, if you are at all interested, plan on attending these classes beginning in September of 2011.**

The dates for the upcoming series of 2011 NUHS courses will be found on our web site, as soon as we have them solid, for your convenience in saving those dates should you want to attend. We have not yet scheduled Dr. Taylor's classes for 2011 but, as soon as we do, we will get that information out to everyone. Dr. Taylor is looking at his schedule at this time so we should have them very soon so that you can make sure to save those dates, as well. Dr. Taylor's classes next summer will be for those going through the NUHS courses at this time that have not yet completed them and for those doctors that plan to attend the NUHS courses beginning in 2011.

NMCA IPA, Primary Physicians Network LLC


As you know, the NMCA has created an IPA, Primary Physicians Network, LLC, and work is continuing by the Committees and Officers of the PPN to bring this organization into full operation. An Executive Director, Janice Torrez, has been hired and she is in full swing recruiting members and setting the foundation for a future full of wonderful potential for the Chiropractic profession in NM. The panel of doctors is growing daily and, once we have 100 on the books, contracts will be solicited by Ms. Torrez. Please see the update in this Journal written by Dr. Marc Girod, PPN Chairman.

On-Going Business

Thank you to all the Doctors of Chiropractic in NM that support the NMCA and the efforts of the Board of Directors and Committee Chairmen. These doctors are dedicated advocates of chiropractic and do their very best for each and every one of you. I know they would love to have your comments and suggestions for ways that the NMCA can continue to serve this great profession.

Be safe, healthy, prosperous and extremely happy this Holiday Season and have a wonderful New Year!!

With warm regard,
Jaeni Aarden
Executive Director



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It Is Time To Treat!

Roundhouse schedule posted on the NMCA web site at www.nmchiro.org on the home page

Drs. Nancy Savoia and Lise Wall, Legislative Committee Co-Chairs

Doctors, it is that time again. We have a new Roundhouse schedule this year, which we hope will allow a greater flexibility for your schedule. Those of you who have wanted to volunteer, but did not find it convenient for your work schedule, may be excited to learn of the new time slots. The schedule begins Wednesday, January 19, with Doctors of Chiropractic treating on Mondays, Wednesdays and Fridays. There are two half day slots available for each day: mornings from 9 a.m. to 1 p.m. and afternoons from 1 p.m. to 5 p.m. Our last day to treat will be Friday, March 18. If you recall our article last year after the sessions ended, we stated that we would need 52 slots filled for a two-month legislative session. If we have 52 doctors, each willing to take one slot (morning or afternoon), we will be present at the Roundhouse for all the days we are scheduled to be there.

There are other health care practitioners who treat there regularly. Chiropractic has been represented for the past 20 years and there are many that are eager to be treated by

YOU. Treating at the roundhouse gives us a unique opportunity to educate the legislators and their staff about what chiropractors do, how much education we have, and how cost-effective chiropractic care is for New Mexico.

There are several chiropractic issues before the legislative body this year such as parity for insurance reimbursement when we use the same codes as a medical doctor and some fine tuning of our statute.

Please volunteer for at least one session at the Roundhouse this year. You can recruit another doctor to work the same shift with you. What a great way to spend time, sharing the healing of chiropractic with a good friend. More importantly, what a wonderful way to help our elected representatives and their staff as they endure a grueling schedule at the Roundhouse.

Go to the NMCA web site to pick your day and time. Contact Jaeni at 505-280-0689 or by e-mail to jaeni13@aol.com to reserve your spot(s) for the 2011 Legislative Session!!

NMCA Political Action Committee UPDATE

Dr. Robert Jones, PAC Chair

The 2010 PAC committee has been working hard for the past few months gearing up for the 2011 legislative session. We have old guard, Dr. Stephen Perlstein, Dr. George Simmons and Dr. Susan Bright, who have stepped down from the committee. I thank these physicians for the tireless efforts on our behalf. With some arm-twisting I have been able to discuss issues of concern with these physicians without accruing any consulting fees to date. Dr. Vernon Red, Dr. Elaine Adams and Dr. David Peer have stepped up to replace the retiring PAC members and they have hit the pavement running.

Our PAC sponsored a Coalition meeting about six weeks ago with the PT, DOM, Certified Nurse Practitioners, Certified Midwives, Athletic Trainers and Pharmacy communities. Like us, these communities have been discriminated against financially and with scope of practice restrictions. Our goal as a coalition is to support common legislation regarding discrimination and to support each other's individual legislation. Anti-discrimination language is one of the legislation pieces we are focusing on this year. Jaeni, Elaine, David and I attended the meeting. The feeling was positive and there was a lot of discussion about the upcoming state insurance exchanges that are being formed. It is these exchanges that will dictate our inclusion or exclusion in the national health care reform policies. Elaine and David are spearheading our committee's education on these exchanges. Dr. Bill Doggett has been submitted by our Lobbyist, Linda Siegle, to represent our profession on these

exchanges. Linda has informed me that Bill has been put on the list. This is important for our profession's representation. Bill, being the Chair of our Board of Examiners and our ACA Delegate for over eight years, is the experienced statesman we need to be on this committee.

We are continuing to work on the language for our scope of practice in New Mexico. We have been reviewing our language as it pertains to our ability to be called physicians and our ability to diagnose all disease conditions we are taught to recognize and diagnose. This is extremely important to our inclusion as the essential benefit portion of the national health care reform act continues to be defined. We do not want to find ourselves in the same position as Texas where we have our ability to be called a doctor and our ability to diagnose challenged in court. To date, we feel our language is in good shape.

As the national health care act unfolds and the rules/regs get written for them, we will begin to get a better picture of what we are going to be dealing with, insurance wise, in the future. At this time, there is much erroneous information being put in print and both the insurance industry and the health care community are having knee-jerk reactions to the uncertain future. Be secure in the knowledge that your PAC committee is doing its best to sort through all of this and, as important information occurs, we will pass it on. I encourage anyone to contact me, directly, if you have concerns or fears about these uncertain issues instead of propagating erroneous information. My doors are always open to you.

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ACA & Healthcare Reform Update

Dr. Rob Jones, ACA Delegate & NMCA Vice President

There has been a lot of misinformation that has been circulated about the national healthcare reform. To put it in perspective, there are about 2500 pages to the new law. It is estimated that the HHS will have to write about 100 pages of rules/regs per page of the law. This means that the completed document itself will be close to one quarter of a million pages long. There is no way anyone knows what is included or excluded in the benefits package yet. There was a dead line in September 2010 to have disclosed the essential benefits with regards to procedures that will be included. Among many of the essential covered procedures is physical therapy and rehabilitation. Procedures should not be and are not related to which professions are included. The ACA has fought hard to have Chiropractors listed as physicians and, as such, the new anti-discrimination laws come into play. If it is in our scope of practice and if is part of the essential benefits, we have to be allowed to treat it. The insurance companies are already testing the waters on this issue. UHC made the first test of the waters by listing "Chiropractic" as non-essential. On November 2, 2010, the ACA had a conference with UHC stating that "Chiropractic" is not a procedure but a physician level profession and, thus, cannot be categorized in the essential/non-essential coverage discussion. Chiropractors are listed as physicians in the new law and we are not a single procedure profession. UHC conceded to this and acknowledged we are physicians and will need to be addressed accordingly. They stated they will review their ill stated new policy and have the ACA a part of this process. This is just the first volley in these uncharted

waters and the ACA is poised to deal with each volley as it is shot off our bows.

The ACA is having another meeting with Secretary Sebelius this week. I was personally informed of this by one of the Executive Officers of the ACA. Be clear that the ACA is working the HHS correctly with face to face meetings with supporters of our profession at the highest level. We are not making this known widely because it would be unwise to draw a lot of attention to this. It will only invite our opponents to challenge our relationships within the HHS. It is important to recognize that most political decisions are made behind the public forum and this is what our profession is orchestrating. This strategy is supported by all the Summit Leaders, which include the ACA, ICA, COCSA, ACC to name just a few of our profession's leading associations.

The ACA lobbyist, former Leader Dick Gephardt, spoke several times the past weekend at the COCSA meeting. He stated several times that we are positioned well in the new health care act and we have to keep our profession united to keep a close watch over the rules/regs process so that our positioning does not change. This is a message all of us have to take to heart...United we stand...Separated we fall.

In my opinion, one of the most important documents the ACA passed in its recent HOD meeting was the passing of the Primary Care Physician Resolution. This resolution defines Chiropractors as primary care physicians. This document never existed before this time and continues to solidify our contention that Chiropractors are primary care providers in this country.



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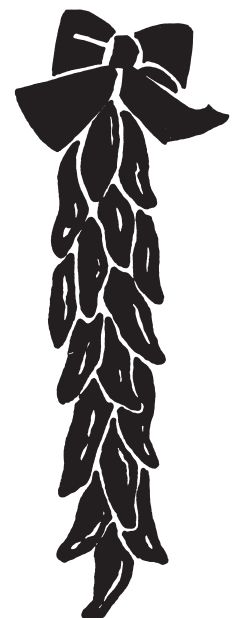
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Primary Physicians Network, LLC ~~ Update

*Marc A. Girod, DC, APC
Chairman PPN*

We are approaching some important milestones and it feels good to be making headway as a Primary Physicians Network (PPN) Manager. Our first milestone is 100 doctors on the panel. As PPN prepares to seek contracts with Payors, there is still time to sign up. There are still a few places left to fill before we reach our initial goal of 100 physicians. Joining now will ensure you have the lowest costs available for the first 3 years of contracts.

Your PPN Managers are a volunteer army of talented doctors who are evolving this company into a force to be reckoned with in New Mexico healthcare and solidifying chiropractic's position now and into the future. Your managers seek another milestone, which is to have fully functioning committees to service the network. The committees are: Contracts, Credentialing, Finance, Information Technology, Recruiting and Utilization Review/Utilization Management. Many of you have expressed interest in one of these functions and we are ready now to bring you into the fold. Please contact any of the managers with your interest or questions. The Board of Managers are as follows:

Marc Girod DC, Founder,
Chairman of The Board of Managers and President
drgirod@lifetimechiropractic.com
505.822.0306

Michael Pendleton DC, Founding Member,
Vice President, Manager of Credentialing
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This volunteer job is evolving into much more than we ever could have foreseen. This evolution leads me to our next milestone which is the development of key business partners in the market. We are developing contacts with Infinedi, who provides a billing platform for approximately 10,000 chiropractic offices. We are also deepening our connection to the Nebraska Chiropractic Association (NCPA). We are blessed to have wonderful and gifted people like Lou Andersen, CEO of the NCPA to help guide us forward. We are fortunate that Ann Bruns and Mandy Rettig, (NCPA Credentialing) work tirelessly to vet our panel and prepare us to achieve full acceptance in the market.

Janice Torrez, Executive Director of PPN, is a key piece of our ever evolving odyssey into chiropractic primary care. Her involvement in this business endeavor may be the biggest milestone yet. After more than 20 years spent in top management in New Mexico healthcare, she has found a home with us. Her understanding of all phases of healthcare delivery is astounding. Couple her unique bent towards preventive care, with a profound knowledge of the business and legislative aspects of healthcare and we have our ideal executive director. Janice and I were speaking with another chiropractic board about forming an IPA and Janice was expressing her view that they must tell their story. As we know, executives in healthcare delivery understand very little about chiropractic and prevention in general. While I fully agree with her position, I contend you must have the right person tell the story. She has the credentials, contacts and the credibility to tell the story and be heard at the senior executive level. Yes, she makes this work possible. If you haven't yet, try to spend some time with her and you'll discover how blessed we truly are! You can reach Janice at janice.torrez@resultzgroup.com or 505.615.5390.

As the holidays approach, we recognize our many blessings and we acknowledge the achievement of these significant milestones. We give thanks to all who are helping us achieve a better tomorrow for all New Mexicans.

RENEW YOUR MEMBERSHIP NOW ~~ ONLINE or with the enclosed MEMBERSHIP FORM ~~ AND JOIN US FOR THE NMCA 2011 ANNUAL CONVENTION ~~ register with the enclosed CONVENTION REGISTRATION FORM!!

You can now renew your membership on line at www.nmchiro.org by clicking on membership info in the left hand menu bar. We look forward to having you as a NMCA member in 2011 and to serving the profession for another great year of productivity and progress!!

The NMCA 2011 Annual Convention line-up is below for your information. Everything you want to know about the convention can be found on our web site, mentioned above, by clicking on the convention announcement link on the Home page. There is a tentative Schedule of Events, registration form, speaker announcement and all the exhibitor information. We hope you will join us for another great event . . . this year at the Sandia Resort & Casino in Albuquerque!

NMCA 2011 ANNUAL CONVENTION

**May 13 - 15, 2011
Sandia Resort & Casino, Albuquerque, NM**

NMCA is Proud to Announce its Speakers for 2011

Kathy Mills Chang ~ Documenting, Coding and Compliance ... Oh My! How to Analyze Your Needs, and Train and Implement These Procedures and Live to Tell About It. Since 1983, Kathy Mills Chang has been providing Chiropractors with hands-on training, advice and tools to improve the financial performance of their practices. A well-known and sought-after speaker, Kathy Mills Chang have served in National and State level Chiropractic Organizations, sits on diverse boards and advisory councils related to the profession, and is frequently invited to address Chiropractors in important conferences and seminars around the country. In 2007, Kathy Mills Chang, Inc. was created to streamline, develop and offer a broader range of Chiropractic solutions aimed to effectively assess and enhance the financial performance of the Chiropractic practitioners in the areas of coding, insurance, patient financial procedures, Medicare and compliance. Ms. Chang comes to us through the Foot Levelers Speakers Bureau.

Dr. Randy Ferrance, DC, MD, FAAP, FHM ~ Pediatrics: History, Examination, Conditions, Abuse and Neglect. Dr. Ferrance graduated from Life Chiropractic College in 1987 and from Medical College of Virginia in 1998. His residency was a combination of Internal Medicine and

Pediatrics and was completed in 2002. He has been in chiropractic practice since that time. He also works with the Rivrside-Tappahannock Hospital in Tappahannock, Virginia, in Internal Medicine and Pediatrics and is the Medical Director of their Pediatric Advanced Life Support Training. Dr. Ferrance is also the Medical Director of The Orchard, assisted living, dementia and nursing home facilities. He has had numerous honors and achievements and belongs to both medical and chiropractic associations, locally and nationally. Dr. Ferrance comes to us through the NCMIC Speakers Bureau.

Dr. Patrick Gentempo, Jr., DC ~~ A Simple 5 Level Structure That Proves the Case for Chiropractic and Organizes a Clinical Model for Increased Success.

Dr. Gentempo is co-founder and Chairman of the Chiropractic Leadership Alliance (CLA) which has over 8,000 chiropractic clients on six continents. He is an internationally renowned visionary, lecturer, business leader and author. Over the past 20 years, Dr. Gentempo has impressed audiences with his vision of world leadership of healthcare in a chiropractic model. He has received numerous awards of the highest level within the chiropractic profession. Dr. Gentempo has also provided testimony to the White House Commission on Complimentary and Alternative Medicine and in 2007 was inducted into the Wellness Hall of Fame. He currently serves as Chairman of the Creating Wellness Alliance (CWA). Creating Wellness has hundreds of affiliated chiropractic wellness offices throughout North America, Europe and New Zealand.

Dr. Jerome Rerucha, DC ~~ Laserology and ReHab.

Dr. Rerucha graduated from Life University in Marietta, GA, in 2000. He is currently the owner of Performance Chiropractic & Wellness in Eatonton, GA. He lectures internationally on the use of cold laser for neurological programming, healing enhancement and human performance. Dr. Rerucha has been involved with numerous Division 1 strength programs. He has competed on the national and international level as a powerlifter for 14 years, winning a world title in 1999. His performance based laser and chiropractic protocols have helped patients and elite athletes maximize their physiological goals. Currently, he has worked with many athletes, including golfers, as well as those in the USA World Powerlifting Team, USA Olympic Weightlifting and in Mixed Martial Arts. He is an international lecturer on the topics of neurology, nutrition and lab analysis.

Dr. Ben Markham, DC ~~ Essential Nutrition Components in Chiropractic Practice.

Dr. Markham graduated from Palmer College of Chiropractic in 1976. Since that time, he has been in practice, currently in Albuquerque, with a chiropractic/clinical nutrition practice. He is a Diplomate, International Board of Applied Kinesiology; Fellow, International Academy of Clinical Acupuncture; Diplomate, American Chiropractic Board of Nutrition; Certified Clinical Nutritionist with the International and American Academy of Clinical Nutrition; and, a Board certified homeopathic physician from the Academy for Classical Homeopathy. Dr. Markham has taught applied kinesiology, nationally and internationally, along with numerous other topics, and has developed "Clinical Solutions" seminars, teaching clinical nutrition to licensed health care providers across the United States.

Sandia Resort & Casino

**30 Rainbow Road, NE, Albuquerque, NM 87113
877-272-9199 or 505-798-3930**

A block of rooms has been reserved by the NMCA until April 11, 2011 ~~ so, make your reservations early to be sure to have a room!! Rooms will be \$189 per night. Be sure to mention that you are part of the NMCA event!!

. There will be enough room for approximately 36 vendors with easy access for every spot!! Booths will be assigned on a first-come/first-serve basis. Contact NMCA for additional details at 505-280-0689 or by e-mail to Jaeni Aarden, NMCA Executive Director, at jaeni13@aol.com!!

Congress of Chiropractic State Associations (COCSA) Annual Meeting

Bill Doggett, DC, COCSA State Delegate

Dr. Bill Doggett, Dr. Rob Jones and Dr. John Rogers attended the COCSA Annual Meeting in Scottsdale, AZ, on November 3 - 6, 2010. Following is a report of some of the most important information that was shared during the weekend.

National Health Care Reform

What question should you be prepared to answer in the coming preparation for National Health care or PPACA? The question that the Insurance Exchange committee might ask you is; What role do you think chiropractic can play in National Health care.

This was the first question posed to us at the COCSA meeting this week. During the round table discussion, the participant from Oregon noted that he had already had the question asked of him. He responded that chiropractic can be the leader in the preventative and wellness paradigm needed in the plan. I think he is correct in a way. We are or can be better trained in Wellness care and preventive health care than most of the other provider groups that are principally trained in interventional healthcare.

One of the other suggestions during that portion of the discussion was to form alliances with other groups of providers such as PA's, CNP's and PT's. Dr. Jones has already begun to have dialogues with these groups, as well as the Pharm D's and Nurse mid-wives.

Discussion on the State Insurance exchanges emphasized the need to have a seat at the table. When the membership of this panel, committee or task force is named, we absolutely need to be included. There was also discussion as to what laws or regulations will be in effect if the state purchases coverage from an out-of-state company. It was the general consensus that NM law would govern insurance exchange contracts. We have gotten in touch with the person responsible for naming the insurance exchange committee members. Linda has begun this process and we need to make sure that we are represented on the provider advisory committee. www.ncls.org is the site to get some information on the exchanges.

Linda has already submitted Dr. Doggett's name to the HHS secretary for inclusion on the provider advisory committee panel.

There is a great deal of concern about PT's national movement to add or incorporate spinal manipulation into the usual PT recognized procedures. The PT state associations are franchises of the national association and, therefore, have to adhere to the national agenda and their stated goal is to be the principle provider of treatment for neuromusculoskeletal conditions within the next decade. This is being coordinated with the DPT (Doctor of Physical Therapy) programs and legislation in every state that is being introduced to permit PT's to adjust the spine. Unfortunately, in NM this

has already passed under the language of mobilization. A grade 5 mobilization is defined as using high velocity and low amplitude force to the joint.

This is why each and every NM DC MUST belong to the NMCA and the national organization of their choice.

The chiropractic profession needs to compile a collection of chiropractic studies on manipulation as a therapy performed by chiropractors. Right now the PT's have a great deal of research documentation of manipulation performed by PT's and are claiming that the bulk of research is being performed by the PT's.

The PQRI program in Medicare is barely being used by chiropractors. This is a quality reporting system that needs to be used by more chiropractors. You can obtain information on how to use this reporting on www.acatoday.org/Medicare. The other good site to access Medicare information and more understandable information on PQRI is www.chirosummit.org at the document header.

Army One Source will be contacting the state association regarding the Healing Hands for Heroes program. Chiropractic in the form of COCSA has become the first healthcare profession to sign a commitment letter promising to help reduce the stress, physical and emotional, that military families suffer due to deployment. There will be more information available through the NMCA as the association gets familiar with this project. You can get more information about the organization at www.myarmyonesource.com. They also have on-line CE courses that can be approved for NM DC CEU credit. The courses can be found at www.army.mil/community

The round table also talked about using CA registration with the doctors certifying that the CA has been appropriately trained. Some existing regulations with this concept have a small (\$35) yearly or biyearly fee to remain registered for a two year period. They have a 10-15 hour CME requirement. This seems to be a good method of dealing with BCBS in areas where they want to deny payment for modalities performed by non-physician personnel.

One new thread that was discussed involved whether DC's that are classified as primary care physicians in an insurance code, as we are in NM, can then be reclassified as specialists with respect to co-payments. This is something that the NMCA insurance committee chair should investigate.

Help us build our patient databases, and demonstrate to Congress the public's desire to have chiropractic services

included in all health care legislation. With your help, we can educate policymakers about the value of chiropractic. You will also be kept informed about important health care issues and easily contact your legislators in Washington, DC.

Sign up now and have your patients go to
www.chirosummit.org **and sign up too!**

ChiroVoice.org
 AdjustTheVote.org

CCGPP reported on new research compilations that they have published recently. These include acute lower back pain, chronic neck and back pain and they are raising money to prepare a paper on the methodology used by DC's to determine the site of adjustment.

The Foundation for Chiropractic Progress has placed many magazine, newspaper and TV spots featuring General Halstead, Jerry Rice and a spot on backpacks and back pain. They still need monthly contributors and all money raised goes directly into the ad placement. All agency and administrative costs are covered by Foot Levelers and the ad agency. Participating associations, NMCA is participating, can use the TV spots if we want to submit some of these PSA's to the local stations for broadcast.

Government Relations

Lawmakers priorities – To be respected, to do a good job, to win reelection, to make informed decisions, to help their constituents, to remember names and faces, to have favorable media attention and to raise campaign funds.

Basic GR activities – Get organized. How much do you know? What resources are on hand? What do the members want? Who do they know? Where's the competition? What are our goals?

Match the legislators to those members that are friends or have a direct or close relationship with them. Engage your volunteers and decide who is in charge. How are you going to make decisions Use a contract lobbyist and set up "ready response teams." Get some help. Get some money. Get out the word.

What is our budget? What are the internal and contract costs? How will the PAC fund grow? Get the word out. Send legislators holiday and birthday cards. Get legislator profiles into your journal or on line site. Give them invitations to association events. Send them issue briefs. ALWAYS SPEAK WITH A SINGLE VOICE!!!! Send legislative updates to your members frequently with e-blasts and web updates. Use social media as an association tool. Profile active members that helped out in the GR effort.

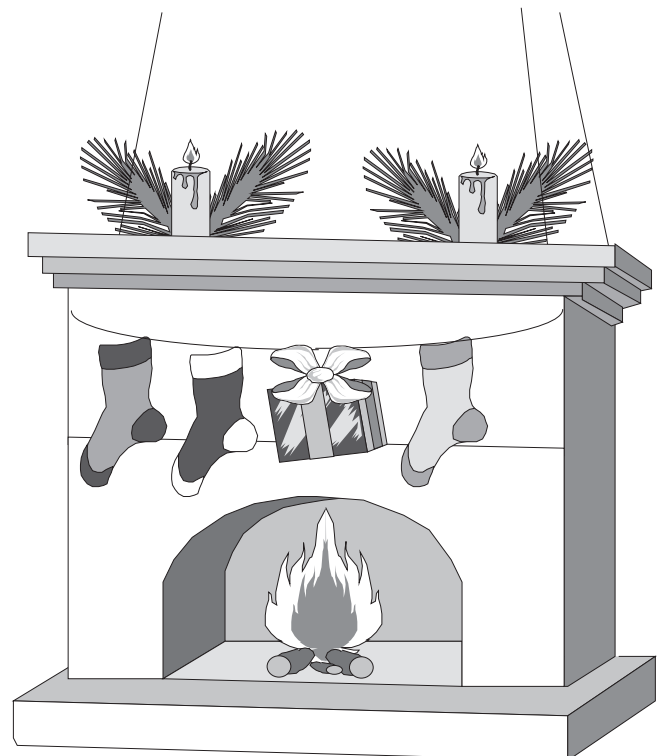
Take the temperature of your members. Use a mailed or on-line survey. Incentivize the completion of the survey. Ask about likes and dislikes, discover their connections, and ask about their willingness to help.

Provide special communication methods to those involved in GR (separate list serve). Create a ready response team that can act on a piece of legislation or a decision that needs to be made rapidly, whether in person or by conference call. Provide leadership training for volunteers less experienced in the processes. Create special GR events (communications in Journal, reception for PAC at convention, etc.).

Hosting a successful event. Do not invite legislators to hear you gripe and complain. Good timing is after work during the week at a location that is close (in their district). Send a formal invitation and follow up with a phone call. Have a simple program. Keep it short at 15-30 minutes. Keep it a positive progressive tone. Use a positive theme (use their bio to find out what they're interested in). Have name tags and give introductions.

Getting noticed at a capital visit. What are the optimal dates and venues? Be familiar with the current issues and climate. Make sure there are no conflicting groups planned for that day. Invite the members that will do well in that environment and stick to chiropractic issues. Ask patients to come. VIP participation. Ask doctor attendees to RSVP. Keep your message short and have everyone stay focused on that message. Debrief members after the event. Create a leave behind (issue briefs, etc.).

The information shared at the COCSA meeting was valuable and our participation is a very worthwhile expense for the NMCA.



The Thyroid – Cortisol Connection

Proper thyroid function is imperative to optimal health. The thyroid gland is one of the primary sources governing metabolism and the symptoms of thyroid dysfunction are varied and sometimes vague. What is clear is the fact that thyroid problems are very prevalent; in fact a 2000 a study of more than 25,000 people in Colorado estimated that more than 9% of Americans may unknowingly be suffering from abnormal thyroid function. And that's in addition to the 20 million people who already have a diagnosis of thyroid disease!

Correcting a thyroid imbalance can seem like a miracle to many patients; they have more energy, are warmer, lose weight, sleep better, their cholesterol levels improve etc. But what about those patients who don't see significant improvement in their symptoms, even if they're labs have normalized? Or what about the patients whose symptoms clearly point to thyroid dysfunction, but whose thyroid lab results are all in range? These can be frustrating situations for patients and practitioners alike and may be indicative of additional hormonal imbalances.

The endocrine system is complex and interwoven, single hormone deficiencies or excesses do not exist in a vacuum, but can affect many other aspects of hormonal health. For example, estrogen dominance increases thyroid binding globulin (TBG) rendering less of the thyroid hormone unbound or bioavailable. Estrogen dominance is created when the overall influence of estrogen is not balanced by sufficient progesterone levels. Since progesterone levels start to decline earlier than estrogen levels, and fall at a faster rate in women

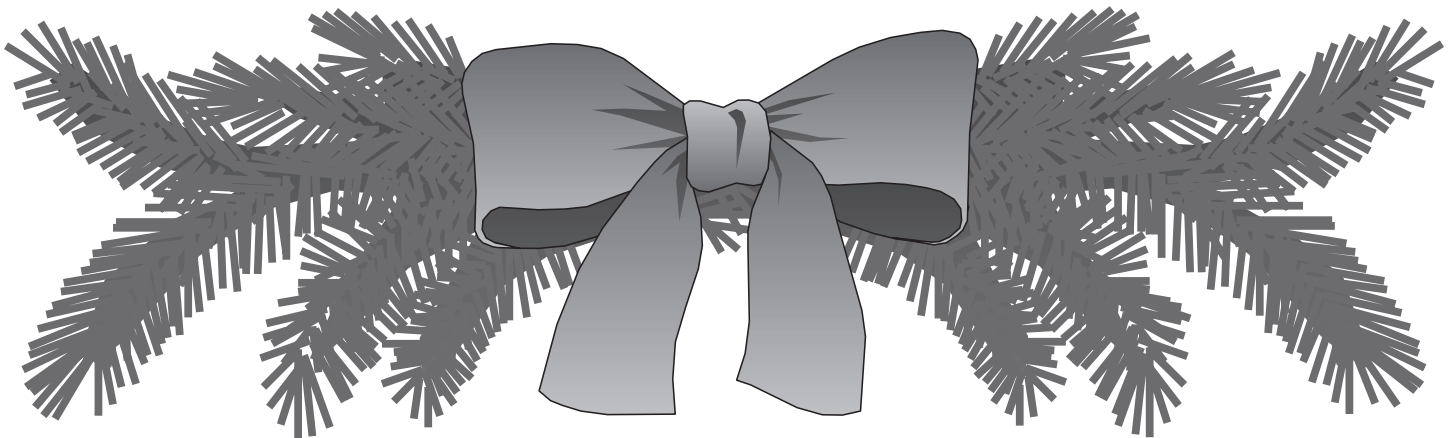
as they move into peri-menopause, this mechanism may be playing an important role in changing the metabolisms of many women, including those with "normal" thyroid levels.

Adrenal function however, is perhaps most closely connected to the thyroid gland. Cortisol assists in the conversion of T4 (thyroxine) to its more bioactive form T3 (triiodothyronine), so low cortisol levels can often result in inefficient conversion to T3, exacerbating hypothyroid symptoms. Cortisol and thyroid hormone work together to activate gene expression in the cell, like two keys in a safety deposit box, so a deficiency of either one causes the system to work inefficiently. Elevated cortisol can promote the conversion of T4 to reverse T3, which is not usable by the body. It can also affect hormone receptors causing "thyroid resistance" where even sufficient levels of thyroid hormone result in symptoms of deficiency. Elevated cortisol levels suppress pituitary function including production of growth hormone and thyroid stimulating hormone (TSH) which of course reduces the amount of T4 produced.

A comprehensive thyroid work-up should include evaluation of cortisol levels as well as reproductive hormones, as fluctuations in these hormones can greatly affect thyroid hormone levels, and the ability of the hormone to work effectively.

Canaris GJ, Manowitz NR, Mayor G, Ridgway EC. **The Colorado thyroid disease prevalence study.** Arch Intern Med. 2000 Feb 28; 160(4):526-24.

Thyroid Power: Ten Steps to Total Health Richard Shames, MD. HarperCollins 2002.



Staying Competitive in Tough Economic Times

It's all very well to talk about keeping your chiropractic practice up to date, but that can be hard, especially when the economy is not great. However, by knowing where to cut spending and where a little investment can yield big results can really help you to keep your office competitive without blowing your budget. Above all, you cannot allow your practice to remain static. The advertising, service, and even documentation methods that worked in the last five years will not work in the future. Change is necessary, but doesn't have to be expensive. The whole point of remaining competitive is knowing how to keep old business coming in while still attracting new business, and knowing where to invest and where to cut.

The Most Important Thing:

First and most importantly, remember what your source of income is: your patients. You need to be re-engaging with old patients and making a conscious, every day effort to reach out to new ones. A good way to achieve this is through effective advertising. Although it may seem counter-intuitive to put money towards advertising if you're already financially strapped, consider what master salesman P.T. Barnum said: "If you say you can't afford to advertise, you can't afford not

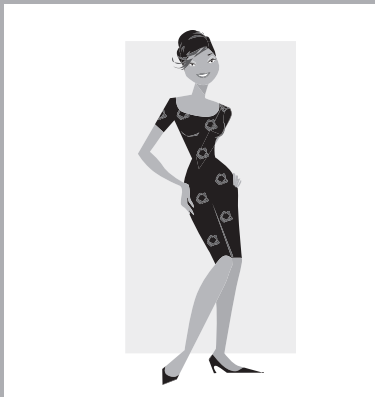
to advertise." Even if you have an extremely well-established practice with reliable, long-term clients who are active and engaged in their relationship with you, advertising should be one of your top priorities. When done carefully, it doesn't have to be expensive. Look for unorthodox opportunities, beginning designers, and think about where you are most likely to reach the majority of your clients.

Now that you've got your advertising in place to reach out to new clients, focus on keeping your old clients excited about their work with you. Unfortunately, chiropractic work tends to be one of the first things people cut out of their budgets when economic times get tough, since some consider it a luxury rather than a needed medical treatment. Take time to engage with your clients, and make sure they know just how important chiropractic work is to their well-being and health. Make it clear to them that their health is one of your top priorities, and they're much more likely to return the favor by making their chiropractic appointments a higher priority in their budget, even when things get tight.

Knowing Where to Cut:

Cutting costs is never easy, but sometimes there's just nothing else you can do. Sit down one day and take a good,

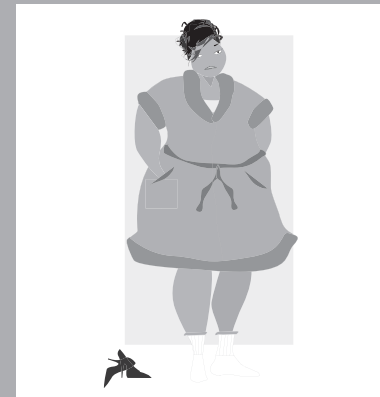
The Curves Keep Changing



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hard look at your practice. You need to consider several areas. First, is there any way that you can save money that has to do with the building itself? Are there outdated power-sucking machines that run up your electricity bill, or is your chiropractic documentation system so outdated that you've got stacks of old charts taking up valuable space? If so, there are ways to work around that, and the simplest way is to just get rid of it. If there is something in your office that is not of genuine, evident value, then it doesn't belong there.

Harsh as it may sound, the same rule goes for staff. You need staff that are well-trained, engaged and excited to come to work, not automatons sitting there to drink coffee and collect a paycheck. It is never popular, and always difficult, but consider laying off any staff member that is not truly contributing to the office. You may find that removing one bad apple can help your entire office function more efficiently.

Again, look for unorthodox opportunities. If you need some filing done, or would like to have a new receptionist, consider taking on an intern or someone looking for work experience. These people are often willing to work for reduced pay in order for benefits like treatment discounts or even just for the experience, and it can be a good opportunity for them and for you.

Knowing Where to Invest:

Once you've gone through your office and determined what elements need to go, it's time to consider where you want to invest. Saving money is a proactive, long-term process, not just a survival method to use until the market settles down.

One of the single most important areas in which to invest is technology. The big problem inherent in medical offices is the need to keep charts and files on hand. If you have chiropractic SOAP notes overflowing in file cabinets, you are not only wasting space, but you are making it impossible for you or your staff to work efficiently. By investing in some of the new chiropractic EHR systems, you can organize your soap notes and other chiropractic documentation electronically, and save a ton of space and time. If you invest in nothing else, you must invest in a good chiropractic documentation software and a decently fast computer system.

Another area in which a little investment goes a long way is energy efficient lighting and machinery. If you can't cut out those machines that are running up your electricity bill, at the very least try to get updated versions that use less energy. Even if you have to keep one or two old clunkers around, you can at least cut down on electricity costs by changing out light bulbs, printers, and even your staff kitchen equipment.

Finally, you must continue to invest in your clients. While you should of course not invest in every new treatment and equipment that comes along, if there's a solid new trend in the industry, you should consider if it could bring you new business, or help you to better treat and connect with your patients. An example of this is the new

trend of using netbooks to take down chiropractic SOAP notes and demonstrate treatments via chiropractic imaging software. A netbook may cost a little to begin with, but you will ultimately get that back in customer "word-of-mouth" advertising and through the money and time you save on not plowing through mountains of paper documentation.

In Conclusion:

The chiropractic industry may be facing one of its toughest challenges as customers become reluctant to invest in health treatments and any kind of success requires keeping your practice on the cutting edge. However, by knowing where to cut, where to invest, and remembering above all the importance of your clients, you and your practice can not only weather this economic storm, but come out even better on the other side.



VISION STATEMENT of the NEW MEXICO CHIROPRACTIC ASSOCIATION

The Vision of the New Mexico Chiropractic Association is to have every Chiropractor in the State of New Mexico as a member, working together to expand and protect the rights of the chiropractic profession.

The NMCA needs every chiropractor in the state involved and united in order to combat any loss of chiropractic rights as they now stand, to stop any infringement by other professions into areas that are traditionally chiropractic in nature, to provide pathways for chiropractors to expand their areas of expertise in order to service their patient population to the fullest, to educate the public as to the value and benefit of chiropractic care, and to provide easy access to chiropractors within the health care industry.

The NMCA is the only organization in the state that can accomplish the above work. This work cannot, however, be accomplished without the required funds and without the necessary people to follow through. Therefore, the NMCA needs a large and actively involved membership. No matter what part of the state you call home, if the Practice Act for Chiropractors changes, you will be affected—for better or for worse, depending on whose changes are adopted. Help us make the changes that occur, changes that you want to see occur, changes that will enhance your profession.

In summary, the NMCA Vision is to have the total participation and backing of the entire chiropractic community in New Mexico toward the enhancement of the chiropractic profession while protecting the rights of chiropractors to treat patients within the expertise of their training and licensure. Please help us make this Vision a reality!!

2010-2011 Calendar of Events

2010

December

- NMCA/NUHS Advanced Practice Module 2, December 11 & 12, 2010. Radisson Hotel Albuquerque, 8 a.m. to 5 p.m. Saturday and 8 a.m. to 12:30 p.m. Sunday.

2011

January

- NMCA/NUHS Advanced Practice Module 3, January 8 & 9, 2011. Radisson Hotel Albuquerque, 8 a.m. to 5 p.m. Saturday and 8 a.m. to 12:30 p.m. Sunday.
- NMCA/NUHS Advanced Practice Module 4, January 22 & 23, 2011. Radisson Hotel Albuquerque, 8 a.m. to 5 p.m. Saturday and 8 a.m. to 12:30 p.m. Sunday.
- 2011 Legislative Session begins on January 18, 2011

March

- 2011 Legislative Session ends on March 19, 2011.

April

- Advanced Practice CEU Seminar with Dr. Daniel Richardson, April 2 - 3, 2011, Albuquerque Marriott Pyramid North, Albuquerque, NM.

May

- NMCA 2011 Annual Convention, May 13 - 15, 2011, Sandia Resort and Casino, Albuquerque, NM.

The three seminars with Dr. Michael Taylor for Advanced Practice will be held during the summer of 2011. Dates, location and times will be forthcoming shortly. Please check NMCA web site for this information.

A fourth round of the NUHS seminars with Dr. Daniel Richardson for Advanced Practice is being considered and will begin in the fall of 2011, if enough interest is expressed. Please contact Jaeni at the NMCA if you are interested in attending this training in 2011.



*Remember to Support and Thank the
Professional Associate Members of the NMCA*

You can get all contact information on our web site at www.nmchiro.org
by clicking on the ***Start Shopping*** page!!

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Enchantment Land CDC
Guna, Inc.
HealthCare Provider Solutions
Heel, Inc.
Infinedi, LLC
JR Consulting

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NCMIC
Nutri-West 4-Life
Patient Media, Inc.
Share 'n Care Pharmacy
Standard Process
Ultimate Practice

Merry
Christmas
and...



Classifieds

Job Opportunities

LOOKING FOR POSITION ~ A new Western States graduate to be in about 10 months wants to associate with a DC in Albuquerque, NM, with the hope of purchasing the practice at some point in time. He is married with two children, very responsible, high recommendations from some of the Western States Faculty. Please have interested doctors contact Dr. Jim Lehman at jaslehman@aol.com.

Practice for Sale/Office Space Available

LOOKING FOR OFFICE SPACE ~ Licensed NM DC seeks one room to rent in an existing office in Albuquerque for 2-3 days monthly. Please contact Robert at (703) 641-4966 EST or e-mail vdnmc@verizon.net.

PRACTICE FOR SALE IN ALBUQUERQUE ~ Business in existence since 2004 and is earning over 150k per year. More than 50% cash. Doctor is moving out of the country and will stay for transition. Price will include equipment and new doc will take over the lease. Wonderful location. Price for the business is 100k. Please email harvestchiro@gmail.com if you are interested.

SPACE AVAILABLE ~ Space available at 9601 Sierra Vista Court, NE, Albuquerque. Please contact Dr. Gretchen Peterson, DC, at 505-480-8505 for details and information.

PRACTICE FOR SALE ~ BUILDING & EQUIPMENT ~ 30+ years, 6 years with current owner, established practice in Jal, New Mexico. 2600 sq. ft. building with more than enough space and rooms to accommodate adjustments, exams, therapies and x-rays. Equipment includes 2 adjusting tables, 1 combination traction/segmental distraction table, and more. Asking the fair market value of the building at \$169,000. Contact Dr. Kendall Boyd at 575-5319-0319 or kw_boyd@yahoo.com.

SPACE FOR RENT ~ at Back to Health Chiropractic in Santa Fe. Our office is located at 1651 Galisteo Street, Suite 10, Santa Fe, NM 87505. It is in an office complex called doctor's park and is near St Vincent's Hospital. There is one treatment room available and the rest of the office would be negotiable. We have a high frequency x-ray machine, a spinal decompression device, interferential therapy, therapeutic exercise equipment, whole body vibration and more. If interested please call Chaz Schatzle, DC at 505-690-4057 or see our website at www.backtohealthsantafe.com for more details.

Equipment for Sale

EQUIPMENT FOR SALE ~ Chattanooga Intellect #120 Electrical Muscle Stimulator meets OSHA standards. Asking \$300. Also have a 3-tier stainless steel rolling cart for \$60. Selling a 20" Lloyd standard Chiropractic table with moveable head piece for \$300 OBO. Call Ramleen at 505-984-3034 or e-mail inquiries to sheila.grd@gmail.com.

EQUIPMENT FOR SALE ~ Complete X-Ray Unit. Raytheon RMS 325. Includes X-ray tube, collimator, tubestand, bucky, grid cabinet, and HV cables. Notes: I bought this unit used but in great condition in 2008. I used it in my clinic for one year before moving. The unit is currently disassembled and in storage, ready to be picked up. Priced for quick sell at \$4,500. Please call Jacob at (505)908-1990 for inquiries.

NURSE STATION FOR SALE ~ This is an all stainless steel storage cabinet, DEA approved, refrigerator, sink combo with all locking drawers and a double locking cabinet. Also, it has a light this is recessed in the top that illuminates the work area. This is an excellent piece of equipment that will last forever. Dimensions: H 77", W 48" and D 20". Price \$3,500.00. Pick up in Tucumcari, NM. Contact Dr. Ross Hastie at 575-403-5267.

EQUIPMENT FOR SALE ~ CHATTANOOGA ERGOSTYLE 2000 Chiro Table. Bought new in '06 and is in excellent condition. Black, with manual pelvic and thoracic drops, very smooth operation. Lowers to 20" and raises to 32". Asking \$2,900. WANTED TO BUY OR TRADE ~ Looking for used Thompson 440 table, preferably with compressor. Would consider trade with table listed above. Call Dr. Doug Patrick 575-437-4888 or e-mail welldoc1@netzero.net.

EQUIPMENT FOR SALE ~ Almost new Thermographer/subluxation station with software, case and manual included. \$6,000 or best offer. Call Nina at 505-930-2790.

EQUIPMENT FOR SALE ~ A Teeter Hangups DEX II-decompression & extension Bench. Normally \$250, on sale for \$300. Brand New. Contact Christine Baranowski or Michael Klosterman at 505.424.3976. Santa Fe.

EQUIPMENT FOR SALE ~ Acoustic Cardiograph. In new condition. Paid \$6,500 for it but will sell for \$3,500. Contact Dr. Vernon Redd at 505-888-6138.

Services Available

SHARE 'N CARE COMPOUNDING PHARMACY ~ would like all Chiropractic Advanced Practice members to know that we are available and waiting to fill your patient's prescriptions. We have a fully certified staff to compound medications for both male and female hormone replacement, compounded desiccated thyroid, chronic pain management, sports medicine, and topical pain gels, including our exclusive Six Way Pain Gel (Ketoprofen-10%, Cyclobenzaprine-2%, Dextromethorphan-10%, Gabapentin-6%, Magnesium-3%, Lidocaine-10%). For the needs of your BHRT patients, we have on staff a nurse educator, Sallie Rizzo, who will personally conduct a thorough interview with your patient and make recommendations based on that interview. She, along with our pharmacist, will come up with the most appropriate balance of bio-identical hormones for the well being of your patient.

Share 'n Care Compounding Pharmacy will go to great lengths to ensure your satisfaction as the provider. We have a state of the art facility and have been serving the state of New Mexico and beyond since 1973. You fax your patient's prescription to us and we will prepare it and mail it off the next day with USPS Delivery Confirmation. We service medical providers in all areas of New Mexico. We are proud of what we do and are happy to share with you any one of our clients for a referral of our work. 701 Dalies Ave, Belen, NM 87002, Phone: 505-864-7471 or 866-767-4273.

PRACTICE MANAGEMENT & BILLING ~ You manage your patients and we will help you manage your practice - HealthCare Provider Solutions offers medical billing, full practice management with reports and analysis, full collection services, remote data backup service with 24/7 protection and so much more. We are locally owned and operated, call HCPS today 505-292-0451.

Classified ads are free to NMCA members, doctors and professional associates, and can be faxed to 505-828-1128 or e-mailed to jaeni13@aol.com. Non-members please send ad and \$50 to NMCA, P. O. Box 21100, Albuquerque, NM 87154. Please contact Jaeni Aarden, NMCA ED, at 505-280-0689 with questions.

...Happy
New Year!



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