# JACA

May 2025 Volume XXXIV / Number 3



# President's Report



#### 100 Chiropractors vs......

If you've been anywhere on social media lately, you have no doubt seen that the latest internet fascination is a hypothetical fight between a single gorilla and 100 men. Countless memes, reels, and Al generated clips have been created speculating about the outcome of this epic battle. The verdict usually comes down to two camps, the gorilla wins because they can easily defeat a human if they fight them one at a time, or, the humans win easily because of our sheer numbers and cooperation.

I hope you can all see where I'm going with this metaphor.

The 800lb gorilla is our current healthcare system in its entirety. All the insurance companies, third party administrators, government entities and agencies, and hospital systems. All of it. This gorilla has dominated us for so long because we've fought it alone. We have been fighting this foe one at a time, one after the next. Single office after single office. Yes, we have had occasional victories, but they have been too rare to make real progress or move the needle in any meaningful way.

It is time for us to take a lesson (again) from what nature tells us. The secret to our success has always been our numbers and our cooperation with each other. That's how our caveman ancestors were able to fell much larger beasts and become the dominant species on this planet. We need the same strategy. We MUST grow our numbers! Through stronger membership, coordinated advocacy, and shared strategy; we MUST work TOGETHER.

And there's no better place to start than at our upcoming MCA Convention on May 17-18. It's more than an event, it's our gathering ground, where we strengthen our numbers, share strategies, and stand united. If you haven't already, renew your membership today or join us for the first time. And don't stop there, spread the word to colleagues and friends. The more we stand together, the more we can stop fighting solo and finally take on the 800lb gorilla as one unstoppable force.

The time is now. The moment has arrived. Let's do this!

Sincerely, Dr. Louis Crivelli, MCA 1st Vice President



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#### **Maryland Chiropractic Association**

2331 Rock Spring Road Forest Hill, MD 21050 443-640-1059 FAX: 443-640-1031 E-MAIL: <u>info@marylandchiro.com</u> <u>www.marylandchiro.com</u>

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# **Register Now!**

# 2025 Spring CE Forum

May 17 - 18, 2025

DoubleTree BWI Airport Hotel 890 Elkridge Landing Rd Linthicum, MD 21090

## Submit an Article for the MCA Journal



The Maryland Chiropractic Association is seeking your input for articles in the MCA Journal. If selected as a contributor, you will gain increased visibility within the Maryland chiropractic community and influence the educational landscape.



# Dangerous Comfort: The Health Hazards of Prolonged Sitting (Excerpt)

eBook by Foundation for Chiropractic Progress

As a part of their May Marketing Roadmap, the F4CP has released a new eBook, 'Dangerous Comfort: The Health Hazards of Prolonged Sitting.' Their free Marketing Roadmaps are available to all MCA members and this e-book may be shared with your patients.

#### Overview:

Would you rather have a job where you needed to stand or sit all day? Most of us would immediately say "sitting, please" assuming a job where we stood for all or most of the day would leave us exhausted and with aches and pains. A growing body of scientific and medical evidence, however, suggests just the opposite. Prolonged sitting – especially with poor posture – is more harmful to our neck, back, joints and other areas of our neuromusculoskeletal system and overall physical and mental health than standing for most of the day.

This is backed up by fossil records discovered early in the 21<sup>st</sup> century indicating that the human body was not designed for prolonged sitting, whether in an office, on a couch or driving a truck. Archaeologists studying ancient bones found that our hunter-gatherer human ancestors had high bone density1 compared to modern humans' weaker bones, which is believed to be associated with sedentary lifestyles.

The health problems caused or influenced by lack of movement throughout the day affect far more than just our personal health. In fact, the most common causes of work absenteeism, disability and overall worse health and higher healthcare costs can be linked to conditions associated with sedentary work environments.

#### **Those Top Contributors Are:**

- 1. NEUROMUSCULOSKELETAL CONDITIONS: Neck, back and other types of joint pain are the top reasons an employee applies for disability compensation. Construction, nursing, warehouse and other physically demanding jobs are certainly high-risk for developing neuromusculoskeletal pain, however it is important to note that sedentary office workers have among the highest incidence of these conditions as well.
- CHRONIC DISEASES: The health risks associated with too much sitting are not limited to our bones, joints and muscles, but rather extend to vital internal organs and their proper functioning. For example, chronic cardiovascular conditions, diabetes and certain cancers are associated with highly sedentary jobs and tend to worsen the more we sit.
- 3. MENTAL HEALTH: Physical health is inextricably linked to our mental health, so it is understandable that people with chronic pain and other health problems would suffer from depression, anxiety and other related challenges. Yet, independent of those conditions, prolonged sitting is associated with feeling worse emotionally as well as poorer cognitive performance.

**Login to Access Marketing Roadmaps** 

**Download Full eBook** 

# When Free Isn't Free: The Real Cost of Zero-Dollar Services

By ChiroHealth USA

Recently, a chiropractor posted in a Facebook group asking whether it was okay to provide extremity adjustments for free. The responses? All over the place. Some doctors proudly declared, "I never charge for them," while others warned, "You can get in trouble for offering free services."

While chiropractors themselves may be divided, compliance consultants, auditors and investigators are not! Experts in chiropractic compliance overwhelmingly agree. **You should never offer free services.** The risks of violating insurance regulations, anti-kickback laws, and state board rules are simply too high.

#### FREE Doesn't Always Mean Value

Let's be honest—just because something is free doesn't mean people want it. If someone offered you a free cup of coffee, you'd probably take it. But what if someone offered you or a family member a **free or deeply discounted vasectomy?** Suddenly, "free" doesn't sound so appealing, does it?

Patients value what they pay for. When you give away adjustments, exams, or any part of your care for free, patients may subconsciously assume it's not worth much. Worse, they may start to expect free services as the norm. Free can be a great marketing hook in some industries, but in healthcare, it most definitely is not.

Think about it: Would you trust a mechanic who promised you a free brake job? Or a dentist offering a "Buy One, Get One Free" root canal? Probably not. Patients associate cost with quality, and your chiropractic services are **valuable**. If you offer something for nothing, people start to wonder about the value of your care—and not in a good way.

#### Federal and State Laws

Giving away free services might seem harmless, but many states and federal agencies disagree. In some cases, offering free exams, X-rays, or adjustments can violate anti-kickback laws and insurance regulations. A well-meaning giveaway could put your license and your practice at risk.

#### Setting a Dangerous Precedent

Once you start offering free services, it's hard to stop. Patients talk. If one person gets a free adjustment, *4* | *MCA Newsletter*  others will expect the same treatment. Before you know it, you've got a waiting room full of people who aren't paying for your time and expertise.

It also creates an expectation that chiropractic care should be cheap—or worse, free. That's not just bad for your practice; it's bad for the entire profession. Chiropractors work hard to establish themselves as healthcare professionals, and giving away services undermines that effort.

#### Legal and Insurance Nightmares

Many insurance companies consider free services a red flag. If they find out you're offering freebies, they might audit your practice, question your billing practices, or even refuse to reimburse your claims. An insurance audit is about as fun as a root canal, so it's best to avoid giving them any reason to investigate your office.

#### Losing Money Instead of Gaining Patients

The goal of offering free services is usually to bring in new patients, but the numbers rarely work out in your favor. Let's say you give 10 free adjustments, hoping that 50% of those patients will stick around. In reality, only 10–20% convert into paying patients. Now you've given away hours of your time and resources for a handful of uncertain commitments.

Meanwhile, those 10 free adjustments could have been paying appointments. Instead of building revenue, you're burning it.

## A Legal and Compliant Alternative: Discount Medical Plans

If your goal is to make chiropractic care more affordable for patients, there's a legal way to do it: **Discount Medical Plans (DMPO)**. These plans allow you to offer discounted care to patients in a way that complies with federal and state laws.

Instead of giving away free services, you can enroll patients in a DMPO where they pay a set fee in exchange for legally discounted chiropractic care. This keeps your practice in compliance, ensures patients receive affordable care, and helps you avoid the legal pitfalls of offering free and discounted services the wrong way.

Free chiropractic services might seem like an easy way to attract new patients, but the risks far outweigh the

benefits. Legal troubles, devalued expertise, insurance headaches, and lost revenue all make it clear "Free" isn't really free.

If you want to grow your practice, focus on ethical, sustainable marketing strategies that respect your time, skills, and financial well-being. A **Discount Medical Plan** is one of the best options for offering patients affordable care **legally** while also keeping your practice profitable. Because at the end of the day, you're not just a chiropractor— you're a business owner. And businesses thrive on smart decisions, not giveaways. If you are looking for a profitable discount strategy for your practice, click here to learn more.

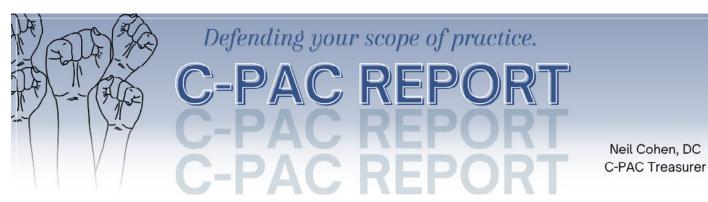


## Ask the MCA President



The MCA mission is advancing the chiropractic profession in Maryland. In our continuing effort to do so, we have established a forum in which members can ask the MCA President their questions regarding membership, the chiropractic scope of practice, insurance matters, etc. All submitted questions will be addressed and published by the President in a future MCA Newsletter, which is distributed bimonthly on odd months. NOTE: You must be logged into your member account in order to submit.

**Submit Your Question** 



As you know, the Maryland legislative session for this year is over. I'd like to thank all of those who support our PAC. The PAC is here to protect our rights and the rights of our patients, and to secure our future in Maryland. If you have noticed that your name no longer appears on the list of supporters, please be aware that this list reflects contributions during the prior 12-months only. Please make a contribution and get back on the list and help protect our profession and your practice. These generous donors listed here help C-PAC, and through it, the MCA implements our legislative agenda, and I thank them. In particular I'd like to thank those at the top tiers whose generosity is an example to us all. Thanks!! Let's follow their example. As we head into the post-session political fundraising period, we need DCs to attend events and represent us by attending fundraisers for lawmakers and other elected officials. The PAC is non-partisan, so your participation is welcome regardless of your party preference and the PAC pays for the event ticket. If you are interested in attending an event in your area and having CPAC buy the ticket, please contact me or Louis Crivelli via email. drcrivelli@yahoo.com nbcohen@comcast.net.

#### **President (\$1,000 +)**

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\*This list includes all donations between May 1, 2024 – May 1, 2025

#### **Donate to Protect MD Chiropractic**

# **"We've helped 4.3 million family members receive chiropractic care.** -AND WE'RE JUST GETTING STARTED."

"When my mother, Dr. Betty, began her practice decades ago, Chiropractic care was illegal in our state. We've made incredible strides since then. I remember her unwavering commitment to helping as many people as possible, and I embraced that responsibility. However, my efforts to be generous and my failure to clearly explain the reasoning behind my services and fees—including offering different fee schedules unfortunately caught the attention of my state's Attorney General.

*This experience was the driving force behind the creation of ChiroHealthUSA.* 

- I was determined to create a tool that empowers Chiropractors and protects our practices.
- I wanted to safeguard our profession while helping patients overcome barriers to care.

I invite you to learn more about CHUSA, and thank you for making a difference in the lives of your patients".

**Dr. Ray Foxworth** CEO/Founder ChiroHealthUSA SCAN OR CALL NOW TO CHANGE YOUR PRACTICE FOR GOOD WITH A <u>PROFITABLE</u> DISCOUNT STRATEGY.





# **2025 SPRING CE FORUM**

The MCA 2025 Spring CE Forum is a last-stop opportunity to earn those essential continuing education hours before the license renewal deadline! Join us for expert-led sessions, networking, and everything you need to stay compliant.



#### **DR. TY TALCOTT**

Ty Talcott, DC, CHPSE is a Certified HIPAA Privacy and Security Expert, who consults thousands of healthcare practices relative to business development and protection. He is a soughtafter speaker who has led numerous seminars, performed as a keynote speaker and has been featured on the cover of several magazines.



#### **JOE KRYSZAK**

Joe Kryszak, MBA is the founder and CEO of Stirling Professional, sold in over 250+ DC offices nationwide. Stirling Professional sells high-quality lotions, gummies, tinctures, and oils exclusively to the Chiropractic Industry. He has given CEU-approved presentations in seven states. Joe has written six articles for Chiropractic Economics and is considered by many a thought leader in the CBD industry.



#### **DR. KEITA VANTERPOOL**

Keita Vanterpool, DC is a nationally respected speaker, educator, and thought leader in chiropractic, regulatory affairs, and integrative health. With over 27 years of clinical, consulting, and advocacy experience, she is recognized for her powerful voice in advancing healthcare standards, professional ethics, and wellness education.



#### **YVETTE STEVENSON**

Yvette Stevenson MSN, APRN, FNP-C is a registered Nurse, BSN, and FNP-C with extensive knowledge in surgical scrubbing, procedures, pain management, IV therapy, preoperative, postoperative, and PACU care. Vitamin IV hydration, infusion therapy, aesthetics, and injectables are also an added bonus to her skill set, as well as oral surgery, DAANCE certification, and X-ray.



#### **DR. LILA PANTAZIS**

Lila Pantazis, DC has been helping people of all ages to live fuller and healthier lives for 30 years. She has been committed to assisting patients in obtaining total wellness with less dependence on drugs. She holds licenses in New York, Virginia and Maryland, and is the current Vice President of the Maryland Board of Chiropractic Examiners.

<u>Register Today!</u>



#### **DR. ENID CRUISE**

Enid Cruise, DC has been a chiropractor for over 25 years. She specializes in Personal Injury has been deemed and expert witness in the field of chiropractic in several counties in Maryland and Washington, DC. She often speaks to children about the field of Chiropractic hoping to inspire more young people to join the profession.



#### THE DETAILS

DOUBLETREE INN BWI

WWW.MARYLANDCHIRO.COM/SPRING\_CE\_FORUM

# AGENDA

FRIDAY. 16.2025	
Welcome!	Friday will be for arrivals and hotel check-in only. No education or exhibit hall.
	SATURDAY **** 17, 2025
7:00 am -8:00 am	Registration opens + Breakfast with the exhibitors   Welcome desk sponsored by Organo
8:00 am -10:00 am	The Ins and Outs of Random HIPAA Audits (4 CE hours) with Dr. TyTalcott (State Requirement: Risk Management) Expand your awareness regarding the increasing number of complaints against doctors relative to mishandling/theft and cyberattacks (electronic data theft) of patient information and the fines and penalties being exacted relative to HIPAA enforcement. Find out what enforcement agencies are looking for and how they find out if you are in compliance to include new HIPAA laws.
10:00 am -10:30 am	Break with the exhibitors
10:30 am -12:30 pm	The Ins and Outs of Random HIPAA Audits (continued)
12:30 pm -1:30 pm	Lunch with the exhibitors
1:30 pm -3:30 pm	<b>Beyond the Hype - The Science of CBD (2 CE hours) with Joe Kryszak</b> Get ready to speak knowledgeably on this topic to your patients when recommending CBD products. Using research from Harvard Medical School, the Mayo Clinic, Cleveland Clinic, National Institute of Health, and other reputable organizations, this session provides reliable information regarding the fast-growing marketplace for compounds like CBD and other cannabinoids.
3:30 pm -3:45 pm	Break with the exhibitors
3:45 pm -5:45 pm	Are you really Connecting? Culture Competency in the Modern Clinic (2 CE hours) with Dr. Keita Vanterpool (State Requirement: Cultural Competency) This sessions helps healthcare and wellness professionals recognize the value of cultural awareness in improving care delivery, patient engagement, and equity. Participants will explore the role of bias, communication, and the social determinants of health (SDOH) in shaping the modern clinical experience – and leave with practical tools to apply immediately in their practice.
6:00 pm	Cocktail Reception   Sponsored by Physician Services
7:00 am - 8:00 am	Registration opens + Breakfast with the exhibitors   Welcome desk sponsored by Organo
8:00 am -10:00 am	The Germ Stops Here: Infection Control for Hands-On Healers (3 CE hours) with Yvette Stevenson (Sate Requirement: Communicable Disease) Review common pathogens and how the impact day-to-day practice, routes of transmission and infection control. Receive updates on COVID-19, MRSA, TB, and other public health concerns - and understand how infectious trends affect clinical decision making. Gain practical tools on sanitation protocols to protect your staff, patience, and your practice.
10:00 am -10:30 am	Break with the exhibitors
10:30 am -11:30 am	The Germ Stops Here: Infection Control for Hands-On Healers (continued)
11:30 am -11:45 am	Final break with the exhibitors
11:45 am -12:45 pm	Jurisprudence (1 CE hour) with Dr. Lila Pantazis and Dr. Enid Cruise of the MDBOCE (State Requirement: Professional Ethics/Jurisprudence)
12:45 pm	Conference adjourns



# **SPONSORS:**

# THANK YOU TO OUR SPRING 2025 **EXHIBITORS!**





# EXHIBITORS:



Let's be friends!

@marylandchiropracticassociation

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# Classifieds

To place a classified ad in the MCA Journal please fill out the appropriate form on the classifieds section of the MCA website. The cost for a 50-word ad is \$20 for MCA members for two months (4 months for \$30) or \$30 for two months for non-members. Classifieds are listed below from newest posted to oldest posted.

Estab Practice for Sale Annapolis/Parole Area This unique practice features Chiropractic/Spinal Decompression in a shared practitioner 3500 sq ft space near Parole Town Center. Current 3 day a week opening allows growth or practice merging with still more space and equipment for an additional provider. Retiring Doctor documents all aspects of care for seamless and successful transfer. Your Vision has Room to blossom here. Contact DavidKaufmannrealty@gmail.com

**Chiropractor Opportunity** Artisan Chiropractic Clinic is seeking a full-time, Maryland-licensed Chiropractor with PT privileges to join our fast-paced, wellness-focused practice. Duties include adjustments, exams, supervising rehab exercises, and patient education. Board-approved Supervisors preferred; CPR certification a plus. New graduates welcome! We offer competitive salary, health insurance, malpractice coverage, CE credits, PTO, and bonus opportunities. Make an impact in a community-centered environment that values holistic care. Ask to speak to Kofo at 240-341-0005 or email your CV to artisanchiroclinics@gmail.com.

**Chiropractor Wanted - Ballenger Creek Chiropractic** Associate wanted-Fulltime, Maryland licensed chiropractor with PT privileges for Chiropractor office located in the Lutherville-Timonium Area. Competitive base salary plus bonus plan. Benefits include, Malpractice insurance, paid time off and Holidays. Please email your resume to office@ ballengerchiropractic.com.

**Great Associate Opportunity - Johnson Chiropractic and Rehabilitation** 30 year established practice with an impeccable reputation and strong new patient flow is looking for an associate doctor. The job duties are new patient exams, take and interpret x-rays, design care plans, reports of findings, demonstrate rehabilitation exercises and adjust patients. This is a 4 day a week position with a very competitive salary, paid time off, and bonus structure based on overall clinic volume. All applicants must be licensed in the State of Maryland and have PT privileges. 2 years experience is preferred but we will consider new graduates too. Call Dr Johnson at 410-446-2788 or email your CV to backdoc96@aol.com.

Join Our Team of Passionate Health Professionals! - The Joint Chiropractic Job Type: Full/Part-Time. \$Salary: 130,000 with bonus or daily rate up to \$650. Student loan forgiveness and relocation bonus up to \$5,000. Join Our Team of Passionate Health Professionals! We are a growing, patient-focused chiropractic clinic seeking a licensed and dedicated Chiropractor to join our team. Responsibilities: Evaluate and treat patients using chiropractic techniques and holistic approaches. Educate patients on lifestyle habits, posture, exercise, and nutrition. Qualifications: Doctor of Chiropractic (D.C.) Valid chiropractic license in MD. Strong communication and interpersonal skills. Dr. Victor Abadom 443-472-8760 dr.victor.abadom@thejoint.com

**Coverage available** Chiropractor with 30+ years experience in private practice and coverage work. Leave your patients in good hands. Rates negotiable depending upon your needs and location. Now booking for Spring and Summer. Call or text Dr. Teresa Barrett at 443-722-5053.

Chiropractic Assistant - Southern Maryland Chiropractic Waldorf, Maryland (Charles County) chiropractic office seeking a licensed chiropractic assistant to join our team. Clinic hours are M, W, Th. 8:00-1:00, 2:00-5:30. We don't work Tuesdays or Fridays!!!! Great hours, beautiful office environment, wonderful staff and patients. If you are interested, please call us at 301-638-7300. Check out our website to learn more about us at www. southernmarylandchiropractic.com



#### (Continued from previous page)

Chiropractic Practice for Sale in Wilmington, DE Award-winning, thriving, chiropractic practice for sale in the suburbs of Wilmington, Delaware! Collecting \$400,000+/yr on only 15 hours per week! Mix of cash + insurance. Manual & diversified adjusting. Dozens of 5-star online reviews. Buy with as little as \$0 down! For more info, see http://www.strategicdc.com/25101 or email info@strategicdc.com.

Annapolis Office Seeking Licensed Chiropractor Living Health Integrative Medicine is 24 year successful multidisciplinary office. We are seeking a chiropractor with PT privileges to be part of our team. The ideal candidate enjoys working with a team, has great communication skills, looking for growth and open to new opportunities. To learn more please text 410-507-9657 or email tchaneydc@gmail.com

Associate Chiropractor Position - Peak Potential Chiropractic and Physical Therapy Associate Chiropractor wanted in Severna Park, MD. If you are interested in working with a team approach for the betterment of our patients, our practice is for you. We thrive on the notion of caring for our patients and giving them the attention and time that go with that. The perfect candidate for this associate position is motivated, has good communication skills, works well with patients from youth to elderly and is ready to take their career to the next level by learning from their colleagues with years of experience. Please contact Dr. Beall at pbeall@peakpotentialchiropt.com

**Chiropractic Assistant - Total Health Family Clinics** We are in need of a licensed chiropractic assistant to work part-time with an opportunity to move to full-time. Being able to speak Spanish is a huge plus based off our patient demographics. We have clinics in Hyattsville and District Heights. Please email TKramer@THFClinics.com.

# Thank you, MCA Supporting Member!

MCA has a Supporting Membership category for suppliers of goods and services. We encourage you to consider the following 2025 Supporting Members when making purchases. Support those that support **YOU**!

Physician Services | <u>www.psmbs.com</u>

# **Partners Pavilion** Saluting MCA's 2025 Partners!

#### GOLD

Foot Levelers, Inc. www.footlevelers.com



Shockwave Centers of America

www.shockwavecenters.com



BRONZE

**Service First Processing** 

www.sfprocessing.com

