

## Chiropractors on National Television

Editorial Staff

Douglas Markham, DC, a 1984 Palmer graduate who practices in Southern California, was one of the guests on CNN's "Larry King Live" on July 12, 2002. The topic of the popular interview program was nutrition and obesity.

Dr. Markham, a former All-American wrestler and chiropractor for the U.S. Rugby Team, is the author of *Total Health Beyond the Zone: How to Unlock Your Body's Natural Ability to Burn Fat, Stay Healthy, and Boost Your Energy*. He lectures on nutrition, exercise and weight loss, and has founded TotalHealthDoc.com.

Larry King's main guest was TV actor John Schneider (former *Dukes of Hazzard* star), who spoke about his struggles with obesity in his youth. Schneider was later joined by Dr. Markham. Schneider explained that Dr. Markham was his chiropractor, and had successfully treated him for a long-standing elbow problem.

Larry King asked Dr. Markham if chiropractors were interested in nutrition. Dr. Markham explained the holistic approach of chiropractic, and that diet and nutrition were part of this approach. Dr. Markham spoke of the importance of eating quality proteins, and lowering intakes of starchy carbohydrates. He explained to the national audience that he was embarking on a "Health across America" tour of the 25 "fattest" U.S. cities (as ranked by *Men's Fitness*).

Steven Katz, DC, of Alpharetta, Georgia, was on CNN Live on June 5, 2002 to field questions from callers on sports injuries, a segment called "Risky Fitness." Dr. Katz has been in practice for 16 years, and has treated members of the NBA's Atlanta Hawks, and several Major League Baseball players, including John Smoltz of the Atlanta Braves, and Chris Walker, a sixth-round draft pick of the Chicago Cubs.

The callers asked about a number of conditions, including heel spurs and hip problems. Dr. Katz explained that hip problems are usually structural in nature, and a classic reason for going to the chiropractor. He also touched on the topics of exercise, stretching, and proper athletic footwear.

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### ASH Allies with Gateway Computers

American Specialty Health (ASH), touted as the leading complementary health care benefits organization in the U.S., has teamed with Gateway, Inc., a large computer manufacturer, to enhance the electronic interaction between ASH and its more than 22,000 contracted chiropractors, acupuncturists, massage therapists and other providers.

Under the agreement, Gateway offers ASH providers purchase and financing options on new computer equipment, including high-speed internet connections. ASH providers will also be instructed on working with ASHLink, ASH's provider website, which allows providers to receive claims payment within five business days of submission when they file electronically.

"The expansion of ASHLink and our alliance with Gateway supports our overall philosophy of intelligently leveraging the internet to make it easier for providers to find the information and services they need," said George DeVries, CEO and chairman of ASH.

"We become the IT department for 22,000 American Specialty Health providers," and they get a great deal on technology that helps them more efficiently manage their businesses," is how Gateway CEO Ted Waitt described the agreement. "We've been helping small-to-medium-sized businesses for years by outfitting them with the latest and best technology solutions. So this alliance makes good business sense," he added.

ASH is based in San Diego, California. Its affiliate, American Specialty Health Plan of California, is the nation's largest health plan for chiropractic and acupuncture, covering more than nine million members nationwide.

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### NBCE Clarifies Computerized SPEC

GREELEY, CO - The National Board of Chiropractic Examiners (NBCE) has a computerized version of the Special Purposes Examination for Chiropractic (SPEC), which is administered six times a year. The NBCE notes, however, that some in the profession misunderstand the purpose of the SPEC. The SPEC is not intended to be used for license renewal, nor for initial licensing purposes; it does not replace NBCE Parts I, II, and III. The NBCE further clarified that it has no plans to develop exams for routine license renewal.

The SPEC can be used by state licensing boards to assess licensed or previously licensed DCs, specifically for:

- state-to-state reciprocity/endorsement;
- disciplinary action, including reassessment of clinical competency; and
- reinstatement following: a lapse in licensure, disciplinary action, license suspension or revocation (does not include routine license renewal).

To be eligible for the SPEC, candidates must:

- hold a DC degree from an NBCE-eligible chiropractic college;
- be (or have been) licensed for at least two years;
- provide authorization or requirement from a licensing agency to take the exam.

For more information on the SPEC, go to [www.nbce.org](http://www.nbce.org) or call 970-356-9100.

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### Alumni of the Year Awards

The "Alumnus of the Year" at Logan College of Chiropractic became the "Alumni of the Year," when DCs John Allenburg, Shelby Elliott and Eugene Sparlin were each bestowed that honor during Logan's homecoming.

Logan Alumni Association President Rodney Small,DC, presented the awards to Drs. Elliott and Sparlin, and William Ramsey,PhD, college vice president of academic affairs, read a letter of thanks from Dr. Allenburg, who was unable to attend.

Dr. Allenburg (1951 Logan graduate) recently retired as president of Northwestern Health Sciences University; Dr. Elliott (1952 Logan graduate) is president of Texas Chiropractic College; and Dr. Sparlin (1952 Logan graduate) has been chairman of the Logan Board of Trustees since 1996.

Reed Phillips, DC, DACBR, PhD, president of the Southern California University of Health Sciences, formerly the Los Angeles College of Chiropractic, received the "Alumnus of the Year" award from his alma mater, the National University of Health Sciences (formerly the National College of Chiropractic). The award was presented during National's homecoming celebration by university President Dr. James Winterstein.

Dr. Phillips has been president of SCUHS since 1991. He is the president of the Council on Chiropractic Education, and the past president of the Association of Chiropractic Colleges, and the American Chiropractic Board of Radiology.

Dr. Bradley Sullivan, of Sherman Oaks, was named *Doctor of the Year* by the California Chiropractic Association. Dr. Sullivan has been an active CCA member for over 20 years, and formerly served as its president.

Dr. David Hoewisch, of Santa Clara, was presented with the *Botterman* award, which is given to the doctor who has most advanced the image of chiropractic within the community. Dr. Hoewisch organized his colleagues to carry the message of chiropractic in the annual "Bay to Breakers" run in San Francisco.

Dr. Eric Mumbauer, of San Fernando, received the *Thomas Truax* award for his efforts in the legislative arena.

Dr. Brian Zaleski, of Sausalito, received the *Distinguished Service* award for his efforts to redesign and maintain the CCA website.

Dr. Kent Karras, of San Diego, received the *Outstanding New DC* award for his fundraising efforts.

Bryan Rudiak, of Hayward, was the *Student of the Year* for reviving the Student CCA Chapter at Life Chiropractic College West.

SEPTEMBER 2002