



YOUR PROFESSION

Year in Review: DC's Best of the Best for 2018

Dynamic Chiropractic Staff

As 2018 winds down, let's highlight the most popular articles in *Dynamic Chiropractic* by month (December – this issue – excluded, of course). Popularity was determined by aggregating digital readership statistics, download / reprint requests, social media and forum comments, letters to the editor and other variables.

With each article, we provide a short summary (excerpted directly from the text) and a link to the complete article in our digital archives. Enjoy!

January: "Taping the Shoulder"

Author: David Parish, DC, CSCS, DACBSP

URL: dynamicchiropractic.com/digital/index.php?id=3b17e328&Page=24

"A common course of [subacromial impingement syndrome] treatment is chiropractic care, including manipulation of the cervical and thoracic spine, as well as shoulder girdle manipulation. Additional exercise and other modalities also have been proven effective. Pekyavas and Baltaci (2016) in particular show that combination therapies are more effective than single-modality treatments.

"An additional modality that has become increasingly popular is kinesiological taping (KLT). Combined with other therapies, including manipulation, KLT is a valuable tool for SIS care within the chiropractic practice."

February: "Are You Misusing Your Degree(s) and Credential(s)?"

Author: John Riggs, DC, FACO

URL: dynamicchiropractic.com/digital/index.php?id=0210c3a9&Page=39



"It is often a challenge when marketing to make your image as positive and strong as possible. The use of credentials is one way of making the public aware of your qualifications. However, misuse of credentials can lead to disciplinary action by state boards for misleading advertising and even legal sanctions when using proprietary names."

"Professionalism dictates the proper use of credentials to present an accurate portrayal of one's qualifications. Failure to do so reflects poorly on you and the profession."

March: "Documenting Laser Therapy"

Authors: Michael Mathesie, DC, DACRB, DABFP and Rob Berman, MBA

URL: dynamicchiropractic.com/digital/index.php?id=45544222&Page=43

"We speak to many chiropractors during lectures and at trade shows, and often ask them, 'Do you have a laser?' Many respond, 'Yes,' but when we query further about what type of laser they have, we draw a blank stare or a response of, 'I don't know.' Any chiropractor who does not know much about their laser could use a little bit of help with documentation.

"The first step is to know the manufacturer of your laser, model, wavelength, maximum power output in watts or milliwatts, and the square area of your aperture. (Note that if you have a 'light therapy device,' it may not even be a laser.) Once you have that basic information, there are six key items to consider for proper laser therapy documentation in your clinical records."

April: "Defending Chiropractic: F4CP Responds to *Forbes*"

Author: DC Staff

URL: dynamicchiropractic.com/digital/index.php?id=44590027&Page=15

"Read the introductory paragraphs to Dr. Steven Salzberg's Feb. 12, 2018 article in *Forbes* magazine and you'll instantly appreciate why the Foundation for Chiropractic Progress (F4CP) was quick to prepare a written response on behalf of the profession:

"Here's a quick way for the U.S. government to save over half a billion dollars. Stop paying for coverage of medical procedures that have no evidence to support them and that are little more than quackery.'

"I'm talking about chiropractic and osteopathic manipulation. These are similar but distinct belief systems, both involving bones, and both with no evidence to back them up."

May: "Waking Up to the Right Way to Treat Low Back Pain"

Author: DC Staff

URL: dynamicchiropractic.com/digital/index.php?id=8d44a6aa&Page=2

"A collection of papers published in *The Lancet* that highlight the global impact of low back pain, the ineffectiveness of current medical treatments and the value of spinal manipulation and other nondrug options before turning to NSAIDs is receiving substantial media attention.

"One of the brightest spotlights: a 'Health Alert' segment on 'Good Morning America' captioned 'New Research on Lower Back Pain: Are Millions of People Getting Ineffective Treatment?'

"'GMA' anchor Robin Roberts opened the segment with this statement to the show's estimated 4.5 million viewers regarding lower back pain: 'As many as 540 million people suffer from it. According to new research, many treatments, [including surgery and pain medication] ... could be all wrong.'"

June: "The Art of the Associateship: Success Is in the Finances"

Authors: K. Jeffrey Miller, DC, MBA, and James Anderson, DC

URL: dynamicchiropractic.com/digital/index.php?id=895ce7aa&Page=25

"In chiropractic, one of the most common financial relationships involves agreements between doctors who own a practice and their associate doctors. Unfortunately, these agreements frequently fail.

"Two issues typically lead to financial failure in these relationships. First, the established doctor isn't really prepared financially for an associate. Second, the associate doctor often focuses primarily on the established doctor's philosophy, style of practice and location."

July: "Dropping Insurance: 4 Steps"

Author: Eugene Charles, DC, DIBAK

URL: dynamicchiropractic.com/digital/index.php?id=ac62e8fc&Page=28

"I believe the same traits that make you a very good chiropractor can make you a very bad businessperson. Spoiling patients does not make you a good doctor and is not the same as making them responsible for their health. This also applies to compensating you for your expertise in helping them."

"Follow these small steps and make plans to drop insurance now, if you haven't already done so. Your work will be more rewarding because you can focus all of your energies to healing the sick, not getting them to pay you. And isn't that why you became a doctor?"

August: "CBD for Athletes"

Author: Neil Browne

URL: dynamicchiropractic.com/digital/index.php?id=fc66af6f&Page=52

"For athletes, pain is often part of their sport or activity. And to a certain extent, it is to be expected. However, after pushing themselves to the limit, soreness and fatigue set in, hampering

their ability to perform and recover. As athletes age, this recovery time becomes even longer.

"Because of this, athletes are discovering the advantages of cannabidiol (CBD). With its anti-inflammatory properties and studies showing it helps with pain relief, CBD is starting to be the medicine of choice for the professional athlete and weekend warrior alike."

September: "'Don't Crack My Neck' - What Do You Do Next?"

Author: James Lehman, DC, MBA

URL: dynamicchiropractic.com/digital/index.php?id=f56b8c6b&Page=17

"It's Monday morning and your first new patient of the day, a 35-year-old female, presents with chronic headaches and neck pain. The patient was referred by her primary care provider for evaluation and management without the use of cervical manipulation."

"She denies receiving chiropractic care in the past and expresses fear of neck cracking. In fact, she states that she absolutely does not want her neck cracked or popped."

October: "Important ICD-10 Updates"

Author: Sam Collins

URL: dynamicchiropractic.com/digital/index.php?id=ec62ebfc&Page=13

"Changes for ICD-10 take place Oct. 1, as they have since the inception of ICD-10 (and for that matter, ICD-9). This year is no different, and there are several changes that will likely affect the chiropractic provider.

"Some years (2016-2017 is a good example), there were significant changes and additions to cervical disc conditions, TMJ disorders, and neuralgia of the extremities, which accounted for about 75 codes that are common to the doctor of chiropractic. However, the 2017-2018 changes were minor, with only a slight update to lumbar spinal stenosis.

"The updates for 2019, however, although not as great in number as 2016-2017, are significant. Here is the summary of updates."

November: "A Little More Chiropractic, a Lot Less Pain"

Author: DC Staff

URL: dynamicchiropractic.com/digital/index.php?id=f57289f8&Page=2

"Why should I visit a doctor of chiropractic when I'm not experiencing pain or other symptoms?"

That's the question many patients still ask themselves, despite the growing body of research supporting the value of chiropractic maintenance care. Here's why. The latest study on maintenance care for low back health suggests receiving chiropractic care periodically dramatically reduces the number of days LBP patients experience 'bothersome' low back pain over the course of a year."

DECEMBER 2018