

## ACA Develops New Fraud Guidelines

Editorial Staff

The American Chiropractic Association (ACA) has developed *Fraud and Abuse Medical Review Benchmarks*, a document that outlines what it considers to be a proper business approach to fraud and fraud investigations. In a separate document, the ACA has also commented on the increasing use of mobile diagnostic services by DCs. According to the organization, both documents are designed to "protect DCs from insurers who often incorrectly label them as the leaders in provider fraud, but also to provide DCs with the information they need to prevent them from inadvertently entering into any activity that is - or could be perceived to be - fraudulent."

"The ACA believes the first step to removing that black cloud of suspicion that insurers often place over the chiropractic profession, is to provide our members with the education and tools they need to steer clear of fraudulent activities in the first place," commented ACA President Donald J. Krippendorf, DC.

ACA's reference to mobile diagnostic services also provides DCs with information to determine whether or not a lease or rental agreement with a mobile service is right for them. Insurers have told the ACA that approximately 80 percent of providers using mobile diagnostic units are chiropractors, resulting in quick questioning of their use by insurers. The new reference provides DCs with the questions to ask before entering into an agreement.

The ACA guidelines on fraud and abuse can be accessed online at [www.acatoday.com/insurance/policy/fraud\\_abuse\\_benchmarks.shtml](http://www.acatoday.com/insurance/policy/fraud_abuse_benchmarks.shtml). The reference on mobile diagnostic services is accessible at [www.acatoday.com/insurance/managed\\_care/mobile\\_diagnostic\\_services.shtml](http://www.acatoday.com/insurance/managed_care/mobile_diagnostic_services.shtml).

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### NYCC Faculty Member Goes to Greece

Dr. Sherri LaShomb, an assistant professor at New York Chiropractic College, recently spent a week in Athens, Greece, at the World University Tae Kwon Do Championships, working with athletes, coaches and officials from the U.S. team.

Adjusting, taping, stretching and performing soft-tissue and other chiropractic-related treatments on the athletes kept Dr. LaShomb very busy. Working late into the evening, sometimes past midnight, Dr. LaShomb said it was the most amount of work she has done in seven days, but also said it was the most rewarding event she has ever been a part of.

In addition to working with the U.S. Tae Kwon Do Team, Dr. LaShomb also worked with athletes from Iran, Greece, Turkey, Trinidad and Tobago, and the United Kingdom who did not have medical personnel with them.

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## Logan Interns Volunteer Services for Olympic Torch Relay Team

When the Olympic torch passed through St. Louis, Mo., on the way to Athens, a group of Logan College interns were on hand as volunteers, providing chiropractic services for the Olympic Torch Relay Team.

"We learned about this opportunity after being contacted by the Olympic Committee the morning of the relay," said Dr. Ron Boesch, DC, DACNB, director of Logan's Southroads Health Center. "We had a wonderful time meeting the relay team members, who are from a variety of countries. Many of them were unfamiliar with chiropractic because they do not have it in their home countries. It was a great event and a great experience for everyone who participated."

From 8:30 p.m. to 11:30 p.m. on June 17, the Logan volunteers provided care for more than 65 team members, as well as some of the torchbearers. About 125 people were chosen from hundreds of applicants to be a part of the team.

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## Lincoln Chiropractic College Eminent Scholar Chair Named

Dr. Stephen P. Messier has been appointed holder of the Lincoln Chiropractic College Eminent Scholar Chair in Biomechanics at the Florida State University (FSU) College of Human Sciences. Dr. Messier assumes the position on a consulting basis to develop physical activity and biomechanical research programs with the FSU faculty.

The LCC Eminent Scholar Chair was established in 1995 with a \$1 million pledge from the Lincoln College Education and Research Fund, Inc. The endowment now totals \$1.75 million with state match. The Chair is dedicated to conducting applied research on biomechanics and chiropractic to enhance understanding of the role of structure, form and function in human performance.

Dr. Messier is a professor and director of the J.B. Snow Biomechanics Laboratory at Wake Forest University, N.C. Human gross anatomy and biomechanics of human motion are Dr. Messier's areas of teaching expertise. He earned his doctoral degree in biomechanics from Temple University, and bachelor's and master's degrees in civil engineering and physical education, respectively, from the University of Rhode Island.

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## Foot Levelers Makes Contribution in Memory of Former NCCA Executive Director

Foot Levelers has donated nearly \$9,000 to the North Carolina Chiropractic Association (NCCA) in memory of Christine Libby Caron, the former executive director of the association, who died Sept. 29, 2003 of cancer.

The contribution comes from the proceeds of two chiropractic seminars sponsored by Foot Levelers in North Carolina. Funds from the seminars were designated by the company to support the building of a new headquarters for NCCA that will have a seminar classroom named after Ms. Caron.

"It is our privilege to remember Christine Caron in ways that she would find meaningful: supporting chiropractic through education and funding to raise the profile of the profession," said Kent Greenawalt, president and CEO of Foot Levelers. "Her commitment to the profession will live on through the programs she worked hard to advance."

The Congress of Chiropractic State Associations (COCSA) initiated a fundraising effort in Ms. Caron's behalf in July 2003 as a way of honoring her contributions to the chiropractic profession. In August of last year, she was presented with more than \$10,000 in contributions, including an initial contribution of \$1,000 from Foot Levelers. Ms. Caron was a member of the COCSA Board and actively participated in COCSA programs upon joining the NCCA in 1995.

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## N.J. Chiropractor Partners With Major Indoor Soccer League Team

VOORHEES, N.J. - Jeff Eichenbaum, DC, was recently named the official team chiropractor for the Philadelphia KiXX, the local Major Indoor Soccer League team. Dr. Eichenbaum operates a full-service chiropractic and rehabilitative facility, "Back to Health Chiropractic," in Voorhees.

Under league policy, details of the partnership have not been disclosed, except that Dr. Eichenbaum will serve the team during the 2004-2005 season. He will be providing the KiXX with chiropractic care at every home game, as well as at selected team practices.

"We are excited to welcome Dr. Eichenbaum and Back to Health Chiropractic to the KiXX family," said Greg Bibb, the team's executive vice president/general manager. "Back to Health is quickly becoming a leader in chiropractic care in the Tri-State area and we are fortunate to have Dr. Eichenbaum as the team's official chiropractor."

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