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When we created Insights in 2006 to serve the graduates of all three Palmer campuses, we decided to expand on the traditional alumni magazine format to include the information you need to make the most of your career. We made it a priority to include articles that relate to success stories, developments in the healthcare arena, career and practice opportunities, and opportunities to support the College. Take a look at this issue and you’ll see our focus hasn’t changed.

One of the benefits of success stories—whether they come from alumni, students or the College—is that they remind practicing chiropractors of the importance and value of their everyday work. Turn to the Davenport Campus section to learn about 87-year-old John Bottorff Sr., D.C., ’55, who continues to practice 20 hours a week, sometimes making house calls. In the Florida Campus section, student Jesse Hodges outlines his own plans for success.

Staying on top of the latest chiropractic research or important practice management information can be a challenge for anyone in the field. That’s why we provide updates on the latest developments in the chiropractic profession. Page 2 provides coverage of three different integrative healthcare studies in which Palmer is involved. It is followed by a story about U.S. Representative Bruce Braley’s drive to make chiropractic available in underserved areas of the country.

A busy schedule also can make it difficult to keep tabs on the multitude of career choices available out there, or to search for or fill a job posting. A story on page 4 tells how the Palmer Center for Business Development is proving to be a valuable resource for both future and recent graduates.

Making sure that programs like these continue to enable Palmer students and alumni to accomplish their goals requires support. In the West Campus section, learn how the generosity of a graduate who passed away in 2006 lives on for deserving West Campus students. Or flip to the ad on the back cover and find out how easy it is to support Palmer College another way—by recruiting students. The Alumni Office is now making available a free electronic presentation on chiropractic that you can use in your office, or load onto a laptop computer and take on the road. It’s also great for informing new patients about chiropractic.

Whether you read Insights in print or online, when you consider your career goals and the information we provide to help you with those objectives, we think you’ll see that we’re all on the same page.

This issue’s cover story profiles 10 alumni who have opted to provide chiropractic care in multidisciplinary practices and other facilities. In his profile, Dr. Spina, left, discusses how the collaborative atmosphere where he works saves patients time and stress.
The Palmer Center for Chiropractic Research (PCCR) has conducted collaborative research projects with other colleges and healthcare institutions since its inception. But in the past few years, the PCCR has been increasingly involved in research projects working alongside scientists from many different health professions.

In February 2011, scientists at the PCCR, the RAND Corporation and the Samueli Institute were awarded a landmark $7.4 million grant by the Congressionally Directed Medical Research Program. The grant will fund a four-year research project to assess chiropractic treatment for military readiness in active duty personnel. This is the largest single award for a chiropractic research project in the history of the profession, and will be used to conduct the largest clinical trial evaluating chiropractic to date.

Ian Coulter, Ph.D., the Samueli Institute Chair in Policy for Integrative Medicine at RAND Corporation, is the research project's principal investigator. Co-principal investigator and Palmer College of Chiropractic's Vice Chancellor for Research and Health Policy Christine Goertz, D.C., Ph.D., will oversee the design and implementation of the three clinical trials funded by this award. The PCCR will receive approximately $5.1 million in order to accomplish this task. Samueli Institute Vice President for Military Medical Research Joan Walter, J.D., also is a co-principal investigator for this project.

Palmer Board of Trustees member William Morgan, D.C., West ’85, who is a chiropractor on staff at Bethesda’s National Naval Medical Center, provided guidance during the grant application process. He served as a subject matter expert in the delivery of chiropractic care in the military, and was instrumental in providing information on patient demographics and conditions treated in the military, as well as identifying optimal military chiropractic sites and military units.

“If this study confirms what other high-quality studies have found, it will be a boon for chiropractors everywhere,” Dr. Morgan says. “It paves the way for chiropractic inclusion in algorithms of care, and a justification for the expansion and further inclusion of the chiropractic benefit will take place. This study has the potential to be very significant and its results may very well impact our profession for many years to come.”

Because musculoskeletal injuries are among the most commonly occurring injuries in military personnel, and can reduce levels of performance and military readiness, the study will assess the efficacy of chiropractic treatment for active duty military personnel in a number of areas.

Through three clinical trials, this comprehensive project will assess the efficacy of chiropractic treatment: in relieving low back pain and improving function in active duty service members; evaluate the effects of chiropractic treatment on reflexes and reaction times for Special Operations forces; determine the effect of chiropractic treatment on strength, balance and injury prevention for members of the Armed Forces with combat specialties; and assess the impact of a chiropractic intervention on smoking cessation in military service members.

Currently there are 24 Army bases, 17 Navy bases and 20 Air Force bases with chiropractors on site.

Group effort: Addressing collaborative care for low back pain patients over 65

COCOA participants will receive medical care or combined medical and chiropractic care over a 12-week period. Here, PCCR Clinician Paige Morgenthal, D.C., palpates a patient.

After receiving a three-year, $1.3 million grant from the U.S. Health Resources and Services Administration in September 2009, the PCCR began collaboration with
researchers at the Genesis Quad Cities Family Medicine Residency Program, the College of Public Health at the University of Iowa, and the College of Health Professions at Thomas Jefferson University, Philadelphia, Pa., to study co-management by M.D.s and D.C.s of adults over the age of 65 with low back pain. The project is named Collaborative Care for Older Adults with Back Pain or COCOA. Patient recruitment in the Quad Cities began in March 2011.

“Currently, there are few examples and little scientific study of care coordination between medical doctors and doctors of chiropractic for low back pain, and nothing that specifically targets adults over the age of 65,” says Christine Goertz, D.C., Ph.D., Palmer’s vice chancellor for research and health policy and principal investigator of the study. “This study will begin to address this critical gap in the literature.”

Study to observe effects of chiropractic on the underserved

The third of PCCR’s integrative research projects is taking place in the Quad Cities area (QCA), through a unique partnership between Palmer researchers and staff at the Davenport-based Community Health Care, Inc. Known as “Back-to-Health in the QCA,” the joint project will study the effectiveness of chiropractic care in medically underserved populations.

In September 2010, the PCCR received a grant from the U.S. Department of Health and Human Services that is being used to fund a research-focused initiative to place a chiropractor into the Davenport-based Community Health Care, Inc., system of clinics. The grant is funding a research program to study the effects of chiropractic care on low-income and underserved populations in this type of clinic system. Beginning in February 2011, a chiropractor began providing care to patients at Community Health Care’s downtown Davenport clinic, in collaboration with M.D.s, nurse practitioners and others.

The main goal of “Back-to-Health in the QCA” is to form a multidisciplinary spine care team made up of doctors of chiropractic, medical doctors, nurse practitioners, and other healthcare providers. They will focus on providing the best possible care for patients with musculoskeletal conditions such as back and neck pain.

“Palmer is committed to best practices in patient care as well as integration with other healthcare providers,” says Maria Hondras, D.C., M.P.H., a PCCR faculty member and principal investigator for the study. “This joint venture provides the exciting opportunity to establish a much-needed community college partnership between Community Health Care and Palmer.”

Chiropractic student loan repayment bill introduced

On Feb. 8, Rep. Bruce Braley (1st District, Iowa) introduced the Access to Frontline Health Care Act of 2011 bill to Congress. According to Rep. Braley, the bill “sets up a new incentive to make sure that chiropractors practice in underserved areas, and will help ensure that Iowans have access to chiropractors no matter where they live.”

The bill (H.R.531) was introduced in the House of Representatives and was referred to the Committee on Energy and Commerce. Rep. Braley notes that he believes “chiropractors play a critical role in our health care system” and that he’s “fighting to make sure all Americans have access to these crucial health services.” Said Rep. Braley, “This bill creates a new student loan repayment program called the Frontline Providers Loan Repayment Program, through which a chiropractor can pledge to practice for two years in an underserved area. In exchange, the chiropractor receives student loan repayment. This is a win-win for patients and providers.”

Center for Business Development:
In touch with students and new grads

As the staff of the Palmer Center for Business Development sees it, the best way to prepare students and recent graduates for the always-changing healthcare field is to provide them with the tools and people they need to succeed—whether online or face-to-face.

“We’re blending high tech with high touch to meet the 21st century expectations of our students and recent graduates,” says Vice Chancellor for Student Success Kevin Cunningham, D.C., Davenport ’88, Ph.D., who oversees the Center for Business Development.

To stay on top of current trends in chiropractic, the center now turns to an expert panel of advisors: Jeff Mackey, D.C., Davenport ’80; Frank Sovinsky, D.C., Davenport ’81; and Lora Tanis, D.C., Davenport ’89. Each was chosen because of their know-how in running successful businesses, the commitments they’ve made to the College and because of their vested interest in giving back to Palmer for the benefit of its students.

New services to be offered at the center include software that matches job seekers with employers based on shared preferences for specific techniques, philosophy and other interests. Additional services will include video résumés, e-portfolios, assistance with résumé writing, and job-interview coaching. Students also may opt for traditional, in-person interviews and participate in a mentor/mentee arrangement. Proposed topics for future business modules—or presentations—include website design, office layout, and the impact of recent healthcare legislation on chiropractors.

“The bottom line is that we are developing a co-curricular experience that complements the core curriculum with the goal of minimizing the amount of uncertainty that can be felt by students before and after graduation,” says Dr. Cunningham, who has served Palmer College in a variety of ways for 25 years, while maintaining a private practice for 21 of those years and earning his Ph.D. in education.

New Board Member Named;
Reappointments Announced

The Palmer College of Chiropractic Board of Trustees is pleased to announce that Susan Hatfield, Ph.D., has been appointed to the Board, effective January 1, 2011. This one-year appointment was made by the College Certificate Holders, who annually evaluate applications from potential Board members.

Dr. Hatfield earned her Bachelor of Science degree in education in 1980 and her Master of Arts degree in organizational communication in 1981, all from Miami University in Oxford, Ohio. She went on to obtain her Ph.D. in speech communication from the University of Minnesota in 1990. She is a professor of communication studies at Winona State University, where she has taught since 1981.

In addition to her university responsibilities, she serves as a peer reviewer for the Higher Learning Commission of the North Central Association, and has been appointed by the United States Secretary of the Navy to the Marine Corps University Board of Visitors. A nationally known presenter, Dr. Hatfield has consulted with many colleges and universities on issues related to student learning, assessment, communication research, planning and accreditation.

Dr. Hatfield and her husband, Tim, have four children and live in Winona, Minnesota.

In addition to Dr. Hatfield’s appointment, current Board members Michael Hahn, D.C., Davenport ’90, Mr. John Huston, Mr. Ken Koupal, Barry McAlpine, D.C., Davenport ’71, Paul Peterson, D.C., Davenport, ’67 and Paul VanDuyne, D.C., Davenport ’78, were reappointed to the Board and will each serve a three-year term.
Defining Palmer’s identity: College initiates alumni surveys

As the healthcare landscape continues to change, Palmer College is taking steps to solidify a relevant identity within the contemporary chiropractic education marketplace. Through a series of surveys and questionnaires planned for early this summer, the College will gather valuable information from alumni, clinic patients and the general public that will assist with that effort.

“Many experts and leaders both within and external to the chiropractic profession have stated a need for the profession to have a clearer identity,” said Palmer College Board of Trustees Chair Trevor Ireland, D.C. “Therefore, I have asked the Board and College administration to work together to initiate these surveys.” Outcomes from these efforts will be used to create succinct definitions that satisfy the diverse stakeholder groups within the profession, such as College faculty and staff, alumni, current patients, and the scientific community. At the same time, it must also provide a clear identity that will serve the profession as a marketable statement to the wider public of prospective students and patients, other healthcare disciplines and health policy makers. Furthermore, a clear public identity will help reinforce the College’s brand as The Trusted Leader in Chiropractic Education.

The surveys will be conducted using various online and print survey tools, and should be concluded by the mid summer. Palmer College’s Office of Strategic Development will then compile and tabulate the results from each of the four survey audiences, and generate an initial comprehensive report for review by the Board and the College administrative team this fall.

Watch for e-mail messages from Palmer Communications or visit www.palmer.edu for more details about these important surveys.

COMMITTEE MEMBERS:
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SCOTT HALDEMAN, D.C., M.D., PH.D. Committee Advisor

Palmer website and recruitment materials win awards

Palmer College of Chiropractic’s recent website redesign and printed recruitment communications pieces have won gold and bronze Educational Advertising Awards, respectively, by the Higher Education Marketing Report.

This year, more than 2,500 entries were received for the 26th Annual Educational Advertising Awards from more than 1,000 colleges, universities and secondary schools from all 50 states and several foreign countries. Gold awards were granted to 214 institutions.

Judges for the Educational Advertising Awards consisted of a national panel of higher education marketers, advertising creative directors, marketing and advertising professionals, and the editing board of Higher Education Marketing Report.

Since the College’s rebranding began, its website has been completely redesigned and more than 20 new printed pieces have been produced. To view the results of the Educational Advertising Awards, go to hmrpublicationsgroup.com.
PSAF helps students transition from college to a career

Since it was founded in the early 1980s, the Palmer Student Alumni Foundation (PSAF) has acted as a liaison between Palmer students and the alumni they will soon join in the chiropractic profession. Today, PSAF continues to interact with alumni from the Davenport, West and Florida campuses, who are willing to give students a first-hand view of what it takes to be successful chiropractors.

While PSAF is a student-governed and student-centered organization, it is supported by the College’s Alumni Office and has a staff or faculty advisor from the Alumni Office on each campus. Just as all Palmer graduates are automatically members of the Palmer College of Chiropractic Alumni Association, students are automatically part of PSAF and free to take advantage of all of the benefits the program offers.

“I love working with the students,” says Assistant Alumni Director Lisa Walden, who is the PSAF advisor at the Davenport Campus, noting that students involved in PSAF are often the future leaders of the profession.

“I love their eagerness and passion for the profession,” she says. “They are not yet entrenched in certain ways of doing things and are so open to ideas, and so excited about the hope of helping their future patients.”

One of the most popular activities that PSAF holds are Spizz Night events where motivational speakers come on campus to energize students about the science, philosophy and art of chiropractic—just as B.J. Palmer did through his Spizzerinctum gatherings. Students also have the chance to meet with vendors, talk to other student organizations and enjoy dinner—all for free.

PSAF gives students a real-world taste of what it is like to work in a successful practice through clinic tours held by alumni. During these visits, students are able to interact with practicing chiropractors, ask questions, observe hands-on demonstrations and get a feel for how to organize a practice.

For more information or to find out how you can be a part of PSAF, please contact the Alumni Office at (800) 722-2586, Ext. 3, or by e-mail at alumni@palm er.edu.
The Cafeteria was recently renovated to provide a variety of seating options and environments. The long brown rectangular tables of the past have been replaced with booths and tables that allow small groups to get together to enjoy lunch or prepare for a test. A partitioned platform area provides a quiet space to focus on studies. On the atrium platform, new tables and chairs are joined by comfortable couches and chairs. The renovation also includes new paint, lighting and carpeting.

During the 2010 Holiday Recess, Room W210 in West Hall was transformed with new paint, carpeting and the installation of soft theater seating. Other improvements included wider walkways, a new heating system and sun blocking shades.

Campus wishes Dr. Kern well

Dr. Donald Kern, front row, third from left, was presented a plaque celebrating his 50 years with Palmer College of Chiropractic from the Delta Sigma Chi fraternity.

At the Dec. 17 retirement reception for Davenport Campus President Donald P Kern, D.C., Chancellor Dennis Marchiori, D.C., Ph.D., noted that although the president was leaving the college after 50 years of service, he would continue to stay connected to Palmer through visits with alumni and other activities.

Dr. Kern also was recognized by students and employees who gathered in the Student Union to wish him well and honor all he had done for the College since his days as a faculty clinician in 1960. He was then given the Delta Sigma Chi Service Award by current and past members of the Greek fraternity.

When it was Dr. Kern’s chance to speak, he recalled his days as a student at The Fountainhead when B.J. Palmer was president. The 1958 Davenport Campus graduate also paid tribute to his wife, Nancy, for all of the support she had given him throughout his Palmer career. Demonstrating how their partnership had thrived during their 50-plus years together, he recalled a story of the first time they went dancing, in which he kept stepping on his partner’s toes. He had clearly improved since then as the two of them took a moment to dance on the stage.

Those attending also had a chance to meet with Dr. Kern and sign an oversized going-away card. His commitment to the College was further acknowledged by a poignant video that demonstrated his devotion to teaching students and his wry sense of humor.
Dr. Bottorff: “Why quit something that you love?”

At the age of 87, John Bottorff Sr., D.C., Davenport ’55, has been practicing the profession he loves for 56 years. He still practices 20 hours a week with his daughter, Janelle Bottorff, D.C., Davenport ’89, in Plymouth, Ind. And he even makes occasional house calls, just as he did when he started in practice.

“At the time I graduated, I didn’t have an office,” he says. “My wife, Carol, and I moved back to our home town of Plymouth, Ind., and I began our practice making house calls. I had regular appointments at patients’ homes along with making midnight emergency calls. This was an opportunity to see what my patients were sitting and sleeping on, which were contributing factors to their condition.”

House calls, he adds, were fairly common in the 1950s in many health professions. “Patients were very grateful and appreciative of the efforts I made to help them through their pain,” he says. “Some would pay, some would run credit, and others would give a smoked ham or eggs for payment.”

As for practicing well past the traditional age of retirement, Dr. Bottorff’s philosophy is to continue doing what he loves for as long as he can. “I love what I do. If I can help people, why would I stop? Each day I perform to the best of my ability in the eyes of God.”

He credits good chiropractic care, good nutrition and tender loving care with his excellent health. “Life is a mental, physical and spiritual expression,” he says. “Live it. If you want to excel, develop all of your God-given talents and in so doing you develop love for what you are doing and for your fellow man. Why quit something that you love?”

Work on “Management of Thoracic Spine Conditions” continues

Since it was founded in 1985, the Council on Chiropractic Guidelines and Practice Parameters (CCGPP) has produced a number of best practice literature syntheses, guidelines, companion documents and programs to assist chiropractors in providing the best care for their patients.

Jeffrey Cates, D.C., Davenport ’83, M.S., has been a commission member since 2004 and has worked on several projects as well. He led a team that performed a formal appraisal of the American College of Occupational and Environmental Medicine Guidelines. It was published in 2006 in The Spine Journal. He also was appointed to the lumbar systematic literature review team which published its literature synthesis in 2008 in the Journal of Manipulative and Physiological Therapeutics.

In 2006, CCGPP Research Chairman John Triano, D.C., Ph.D., asked Dr. Jeffrey Cates to lead a team assessment of the literature pertaining to chiropractic management of thoracic spine conditions. The systematic review and synthesis completed in 2009 and draft copy of this, and others, can be viewed at: http://www.ccgpp.org/view.htm.

Currently, Dr. Cates is working with his team to edit the thoracic spine data into six Journal of Manipulative and Physiological Therapeutics articles. The works should provide an informed and balanced evidence-based interpretation of the literature regarding the appropriate chiropractic treatment of the thoracic spine and related disorders.

“I would like to recognize the remarkable people that I have had the pleasure of working with on these CCGPP projects,” says Dr. Cates. “Their hard work and selfless dedication to the profession and humanity has served as a source of inspiration.”
How to write a case report

What should a report include?

Your case report must have specific sections: abstract, introduction, case report, discussion, conclusion and references. Within those sections, you will need to include plenty of detailed information so that someone else may know exactly what you did. You also will need to include some information out of the professional literature, so you will need to learn some basic literature searching skills.

How do I submit a report to a journal?

It is always a good idea to develop a relationship with a journal editor. Feel free to contact one and ask if they have any interest in your paper. Don’t be offended if they do not; not every paper is appropriate for every journal. There are many journals to choose from in our profession, including Journal of Manipulative and Physiological Therapeutics, Journal of the Canadian Chiropractic Association, Clinical Chiropractic, Chiropractic and Manual Therapies, Chiropractic Journal of Australia and Journal of Clinical Chiropractic Pediatrics. All have websites where you can get more specific information on submission standards.

Does Palmer offer assistance with writing and publishing case reports?

Absolutely. You may start by contacting me at (563) 884-5302 or at dana.lawrence@palmер.edu.

Is there a case report written by a Palmer graduate that I can use as a reference?

Actually, there are many. You can read one written by Mark Morningstar II, D.C., Davenport ’02, at http://chiromt.com/content/14/1/20.
After years of running a successful practice, Dr. James Spina II found himself drawn to integrative healthcare.

"Seeing the way patients were handled by other practitioners or therapists, I knew I could do a much better job," he recalls. "So instead of referring them out and the patients not being satisfied, I decided to provide the same care all in one place and now it's working well for everyone involved. Patients love it."

At Dolson Medical Plaza, Dr. Spina practices alongside other chiropractors as well as massage therapists, acupuncturists, physiatrists, nurse practitioners and physician assistants.

"We all work as a team and review all patient charts twice a week," he says. "We review any tests that have been ordered such as MRIs, CAT scans, EMGs, special X-rays or any test the medical practitioners or chiropractors may have ordered. This way everyone who touches the patient knows their condition as well as their progress and test results."

The group also discusses the best treatment for their patients, whether it be chiropractic care, physical therapy, medical care or a combination of all three. While this environment can increase one's referral base, Dr. Spina says that the main reason to pursue a multidisciplinary care career should be out of a need to create change.

“I think B.J. Palmer said it best,” he adds. “Your right hand is your service hand and your left hand is your money hand. If you do a good job with your right hand, you never have to worry about your left hand.”
Sports chiropractors on the roster at integrative clinic

When Dr. Taylor Rabbetz began working at Chiro-Medical Group (CMG), a multidisciplinary practice in San Francisco, he thought most of his time would be spent developing the practice. Nearly 12 years later, he divides his time equally between running CMG and caring for his patients.

“Although I essentially maintain two full-time jobs,” says Dr. Rabbetz, “I love what I do: being a chiropractor and helping patients achieve optimal health.”

With 17 patient-care rooms and a fully-equipped rehabilitation center, CMG specializes in helping patients manage sports-related injuries. Its sports chiropractic staff includes Dr. Rabbetz, who played on the Palmer Pride ice hockey team, and three other West Campus graduates, (above). Additional providers include exercise rehabilitation specialists, physical therapists, M.D.s and a nurse practitioner.

“In the acute stage for injuries, medicine has a great role in decreasing pain,” notes Dr. Rabbetz, referring to the scope of care provided at CMG. “However, for long-term success, patients want more. They want to know what types of stabilization exercises they can do; and what stretches they can do in order to help reduce the risk of suffering the same injury again. We fill this need with an ‘all-in-one’ facility.”

Healthcare with childcare

Before joining the Florida Campus faculty in 2010, Dr. Tom Young was part of the American Institute for Healthcare & Fitness (AIHF) in Raleigh, N.C. Set up like a shopping mall, AIHF is filled with healthcare practitioners instead of stores. Those providers include chiropractors, acupuncturists, massage therapists, family practitioners, orthopedists, mental health professionals and imaging specialists.

“Many of us collaborated on patient cases, marketing and community service,” says Dr. Young. “The lines of communication were always open. The providers would meet regularly to educate each other about the types of patients we were best suited to treat.”

According to Dr. Young, the close proximity of AIHF’s providers allows for faster-than-normal lab and imaging results, and more timely referrals—saving patients time and the need for return trips. The facility also offers families the conveniences of a fitness center, pharmacy, café and childcare center.

“The lines of communication were always open. The providers would meet regularly to educate each other about the types of patients we were best suited to treat.”

“Getting to know practitioners and collaborating on cases not only increased referrals to each other,” he says, “but was a great learning experience as I was exposed to cases that I may not have seen in a stand-alone family practice.”

Dr. Young recalls two patients in particular who benefitted from AIHF’s multidisciplinary setting. The first had ankylosing spondylitis, and another dealt with debilitating headaches and low back pain. “I was able to consult with several providers regarding appropriate and available treatment and co-manage their care, so that they got the pain relief they needed as they progressed,” says Dr. Young.
Pain management for patients undergoing cancer treatment

What would a chiropractor be doing at the Cancer Treatment Centers of America (CTCA) hospital in Philadelphia? Plenty. Dr. Jeffrey Sklar doesn’t treat or diagnose cancer at CTCA, but provides chiropractic care to patients receiving cancer treatment. Sometimes, he’s asked to adjust patients the day before they have surgery.

“My focus is to find and remove vertebral subluxations and help patients with common side effects to treatment such as chemo-induced neuropathy or tissue fibrosis, which can often occur with radiation treatment,” he says. “Additionally, I assist in pain reduction, with the intention of reducing the need for pain medication.”

Recently, Dr. Sklar had a patient with a chemo-induced headache that kept her from sleeping through the night. After an adjustment, her headache went away and she slept normally again.

Like all CTCA facilities, the Philadelphia hospital assigns a multidisciplinary care team to each patient. It also has the “Mother Standard,” whereby each patient and caregiver is treated “like one would treat a member of their own family.” The mission has special meaning to Dr. Sklar, as three of his immediate family members have had cancer.

“The patients here are truly amazing people,” he says. “They bring an undaunted spirit to the hospital, a spirit I have never experienced before in my life. And, on top of it all, they thank us for being here.”

Some D.C.s make house calls. Dr. Doug Briggs makes hospital calls.

“I am listed as ‘on call,’” says Dr. Briggs, referring to his working relationship with Beebe Medical Center in Lewes, Del. “And if any attending doctor or hospitalist requests my care, I can see the patient in their room or in my office upon dismissal.”

Dr. Briggs says having hospital privileges has given him a range of patients with conditions that he might not otherwise get to treat. He cites one man with spinal fusion pain who, under chiropractic care, was able to stop taking narcotics and resume his regular workload.

“Patients in hospitals need chiropractic care, too,” he points out. “But if we aren’t there to participate, how are they going to know what we can do?”

Dr. Briggs stresses that he’s developed good working relationships with other providers at the hospital, which has, in turn, resulted in mutual respect for everyone involved.

“Working in a hospital, or with medical doctors, does not dilute the value, philosophy or ideals of chiropractic,” he says. “We have different care options to offer. Isolating ourselves from mainstream health care serves no benefit.”
Alaska Native gives back to her community

Dr. Angela Michaud is a fourth-generation Tlingit Alaska Native working her dream job: as a chiropractor for Southcentral Foundation in the Primary Care Center at the Alaska Native Medical Center (ANMC) in Anchorage. Her patients are Native American/Alaska Native descendants or employees of ANMC.

“I love working in this setting because I am giving back to my Native community,” she says. “A lot of the patients I see would not be able to see an outside chiropractor due to financial situations.”

Dr. Michaud is very appreciative of her education at Palmer because the hospital receives patients with all types of diagnoses that accompany their musculoskeletal conditions. Her own patients are referred to her by primary care physicians with whom she stays in contact regarding patient findings, care and progress. “We also will contact them if we find useful information for their treatment plan or if we need to have further studies ordered, such as MRIs or blood work,” she says.

Dr. Michaud encourages any chiropractors who are Native American or Alaska Native to contact a new organization, the American Indian Alaska Native Doctors of Chiropractic (www.AIANDC.org) to help provide more chiropractic care to Native communities.

New grad takes integrative initiative

Within days of walking across the stage at his graduation, Mike Olson, D.C., walked into the hospital in Bigfork, Minn., and became its first chiropractor. Dr. Olson had initially interviewed at an integrative orthopedic clinic in Grand Rapids, Minn. While they didn’t have any openings, they referred him to Bigfork Valley Hospital, where he now works.

“The clinic I initially applied at was not currently hiring, nor was the hospital,” he says. “However, by taking the initiative and sending them my résumé, much progress was made.”

His contract with Bigfork Valley provided him with two adjusting rooms at the hospital and another two at the hospital’s clinic 15 miles away, where he provides care once a week. “They’ve given me the wonderful opportunity of developing a great system for the hospital,” says Dr. Olson. “They are very open to all of my opinions, questions, concerns and the way I envision myself practicing.”

“Chiropractic needs to be involved in multidisciplinary health care,” he says. “We have so much to offer our patients, and by becoming involved in a multidisciplinary setting, we not only can educate our patients, but we can also educate other healthcare professionals as to what we do.”
Free care that has great value

Dr. Steve Agocs first worked in an integrative healthcare setting while precepting. Today, he provides care part-time at the Kansas City Free Health Clinic (KCFHC), one of the largest of its kind. On average, Dr. Agocs sees 30 to 45 patients during the eight hours he donates each week.

“My work at KCFHC has become the highlight of my week, and it is very rewarding in a professional sense,” he says. “I get to see cases like none I ever had in private practice, and the satisfaction of being able to use my talents to help people who would otherwise not have access to chiropractic care is just incredibly rewarding in every way.”

Dr. Agocs regularly sees patients with multiple complaints, including a man who has lived with a heroin addiction and diabetes for 10 years. Chiropractic pain management has proven to be critical for patients like him because it doesn’t interact with drugs and can prevent the need for additional medications.

“There is an enormous market for chiropractors in the medical system that is almost entirely untapped,” he says. “But a little bit at a time, all of us who work in a multidisciplinary setting are showing other professionals how valuable chiropractic is to patients and, frankly, their bottom line.”

Where med students do chiropractic rotations

Some medical school students must observe the care of hospital patients under the guidance of an attending physician. In Muncie, Ind., some med students also do a rotation at the chiropractic clinic of Dr. Donna Frederick.

Each rotation involves a student in residency at Indiana University Health Ball Memorial Hospital observing Dr. Frederick during one four-hour visit as she performs patient exams, gives reports of finding and interacts with and adjusts patients. In some cases, the two will discuss how each would address a particular patient’s case before weighing the pros and cons of both actions. As an added bonus, students are free to interact with the patients.

“They talk to the patients to find out how chiropractic has helped them,” says Dr. Frederick, who believes the visits provide a win-win opportunity for both parties.

“We don’t want the M.D.s to be closed-minded about what we do, and we shouldn’t be closed-minded to what they do,” she says. “It’s a learning experience.”

“I enjoy getting an opportunity to teach the residents things that they may not otherwise learn or be exposed to,” she adds. “Plus, it’s always fun if they want an adjustment after their round with me!”
Creating a hospital’s first chiropractic department

When Steve Barnett, D.C., retired from his successful, 30-year practice in Stone Mountain, Ga., a few years ago, he never envisioned himself as a pioneer in enhancing collaboration between D.C.s and M.D.s. “I was bored,” he says, “so I started a management company to facilitate chiropractic referrals to a hospital setting for outpatient care, specialty consultation and diagnostic imaging services.”

After presenting his idea to the administrators of DeKalb Medical Center, with nearly 600 acute care beds and campuses in several Atlanta suburbs, the hospital administration asked him to work for them and create a chiropractic department. Dr. Barnett became the director of chiropractic relations for DeKalb Medical Center (DMC) in Decatur and Conyers, Ga. He quickly began developing a network of Atlanta-area chiropractors in the fall of 2009, which is now more than 175 members strong.

“Therefore, the hospital staff was very impressed with the level of knowledge of the chiropractic practitioners,” Dr. Barnett says. “The hospital’s imaging department has received most of the referrals, but nearly all specialties have received chiropractic referrals and the hospital is reciprocating.”

The chiropractors are listed as non-staff physicians and invited to come to the hospital at any time, he adds. “I’ve learned how the hospital works and they are learning a great deal about us, our education and the quality of care we provide.”

The role of the chiropractors at DMC was expanded dramatically beginning in November 2010 with the start of an emergency room chiropractic referral program. Through this program, all low-level motor vehicle accident (MVA) patients coming into the DMC emergency room will be referred to the network of chiropractic providers for DMC. These are ambulatory patients without cuts or broken bones, but who are experiencing back or neck pain. They are stabilized in the ER and then referred to one of the chiropractors in the DMC network.

Dr. Barnett credits the “tremendous, tireless support of the chiropractors” in the referral group with the success of both the original referral program and the new program for low-level MVA patients. “It is estimated that this new program could introduce 300 patients per month to chiropractic care,” he says. “For those in our profession who are worried that chiropractic will go the way of osteopathy, make no mistake—our program is one of integration, not assimilation. It’s a wonderful concept that puts the patient first.”

OTHER MULTIDISCIPLINARY SETTINGS

- **Department of Defense and Veterans Affairs sites.** Currently, chiropractors provide care at 61 Department of Defense (DOD) sites at Army, Navy and Air Force bases, and at Veterans Affairs (VA) facilities throughout the United States. Palmer’s DOD/VA Chiropractic Internship Program provides senior-level interns an opportunity to work with a staff chiropractor located in a DOD or VA hospital.

- **Chiropractic research studies.** Researchers from the Palmer Center for Chiropractic Research conduct many collaborative studies with healthcare professionals at other institutions, such as colleges, hospitals and the DOD. Further information can be found at www.palmer.edu/research.

Further information on working in, joining or establishing an integrative healthcare practice or other healthcare facility is available at:

- [www.integrativepractitioner.com](http://www.integrativepractitioner.com)
- [West Campus President Bill Meeker, D.C., West ’82, MPH, serves on the advisory board of this online publication.](http://www.integrativepractitioner.com)
- [www.acatoday.org/hospitals](http://www.acatoday.org/hospitals)
Palmer’s homecomings always feature an impressive array of educational programs and entertaining events. The 2010 West Campus Homecoming added one more element to the excitement—a 30-year anniversary celebration. More than 200 students, alumni, employees and guests attended Homecoming this past October, 30 years after the campus was founded on Sept. 18, 1980, in Sunnyvale, Calif.


Special presentation by retired Brigadier General Halstead

Foundation for Chiropractic Progress spokesperson retired Brigadier General Becky Halstead delivered an inspiring and energetic presentation, “Advancing Chiropractic in the Military: Leading the Charge!” It elicited many “hooah!” responses from the capacity crowd in the West Campus Library and set the tone for an exciting Saturday gala.

Prospective Student Event

More than 50 guests attended the concurrent prospective student event. Of the 22 prospective students in attendance, five had already submitted applications and 11 more submitted applications at the event.

Find the latest graduation stories and photos at www.palmer.edu/graduations
A celebration of 30 years

Saturday Evening Gala

Following General Halstead’s presentation, guests convened for Saturday evening festivities in a special tent set up on campus. Guests enjoyed an elegant dinner, danced to the sounds of Ben Marcato and Mondo Combo, and vied for prizes playing various Casino Night games.

West Campus Associated Student Government
President Darci Robertson and Wil Agin enjoy the swing-dance sounds at the black-and-white-themed Saturday Evening Gala.

Dr. Adams discusses chiropractic neurology on “Healing Quest” show

Dr. Robert Adams

Dr. Adams’ segment focused on his work in the field of chiropractic neurology, and how he is utilizing this technique to help children with learning disabilities reduce their dependency on drugs.

The opportunity to appear on the show came about when one of the show’s producers—a patients of his—contacted him to discuss a segment on chiropractic. When Dr. Adams mentioned his success in helping children with learning disabilities, the producer decided to make this the focus of the segment.

Dr. Adams, who earned his diplomate from the American College of Chiropractic Neurology in 1993, says the ability to precisely adjust certain areas of the nervous system without drugs is a major advantage of chiropractic. As the result of his “Brain Back Body” neurotechnology-focused exercise program, Dr. Adams has had many young patients referred to him by teachers.

“The typical medical model (in treating ADD) is to do what? To give them medications, which are amphetamines, to slow them down,” says Dr. Adams, who has maintained a practice with his father, James Adams, D.C., Davenport ’62, in Sonoma, Calif., since graduating from Palmer’s West Campus 23 years ago.

Four hours of filming in Dr. Adams’ office resulted in the seven-minute segment on the program. Dr. Adams gives the producers a “thumbs-up” for their final edited report.

“I think it’s a nice presentation, and it shows that as doctors of chiropractic, we’re more than just musculoskeletal specialists,” says Dr. Adams, past president of the California Chiropractic Association North Bay Society, from which he received “Doctor of the Year” Honors in 1995.

The “Healing Quest” segment with Dr. Adams, may be viewed on YouTube at www.youtube.com/LightbridgeMedia under “Chiropractic Neurology.”
Alumnus named Chief of Chiropractic Services for 2011 Pan Am Games

Saul Luengas, D.C., West ’94, has earned the distinguished appointment of Chief of Chiropractic Services for the 2011 Pan American Games, Oct. 14-30, in Guadalajara, Mexico. It marks the first time that chiropractic services will be offered within the polyclinic that serves all participating athletes at the games.

More than 10,000 athletes representing dozens of North and South American countries are expected to compete in nearly 40 sports at this year’s games.

Dr. Luengas earned his International Chiropractic Sports Science Diploma from the International Federation of Sports Chiropractic (FICS) in 2009, and has been vice president of the Mexican Federation of Sports Chiropractic for the past eight years.

“I am very proud to be a Palmer alumnus, and it is a great honor to represent my country, my profession and my college,” says Dr. Luengas, who will be a keynote speaker at the 2011 Pan American Congress of Sports Medicine, and the 2011 FICS Assembly and Symposium.

“I received the best education for my professional life, and it has served me well,” he says. “I hope to someday return and share my experience with the current students.”

Sports Council teams up with San Jose State Rugby

The West Campus Sports Council has ventured into a partnership with the San Jose State University (SJSU) Spartans rugby club, marking the first time in its 17-year history that the Council will provide continuous care for a team for a whole season.

“As opposed to our usual one-day events, we will now have the chance to work with the athletes for the entire season,” says past Sports Council president Adam Meisenhelder, who was instrumental in forging the relationship with the SJSU rugby club. “This represents a more ‘real-world’ patient management experience for our interns.”

The Sports Council will provide care for the Spartans at practices and home-games throughout the rugby season, which runs from January through April. The primary field clinicians are West Campus alumni Drs. Daniel Lord, ’08; Kily Tracy, ’93; and Jonathan Slater, ’97.

Dr. Slater sees real benefit in the Council’s extended commitment.

“When you see players at practice and games during the course of a season, you develop a rapport, establish a consistency in care, and monitor the progress, which enables you to better assess the outcomes.”

Phil “Rolo” Toste, former Spartan rugby player and SJSU rugby coach for 20 years, says, “We’ve never had anything like this before. It’s an enormous comfort to have skilled healthcare personnel available to assess our injured players, and, equally important, to provide pre- and post-game care that helps to reduce the risk of injury.”
When Dr. Flavia Van Dyke graduated from the Davenport Campus as a second-generation chiropractor in 1947, she looked forward to a career utilizing her skilled hands. However, practicing chiropractic at that time in her home state of Washington was more than challenging in large part due to the medical community’s lack of acceptance of chiropractic, which translated into poor public opinion and low utilization.

As a result, Dr. Van Dyke would use her hands not only to adjust others but to supplement her home-based practice by teaching piano. She gave her last lesson at age 95, and even wrote a song, “Palmer Spirit.”

Although Dr. Van Dyke loved teaching piano, chiropractic was her greatest passion. Plus, her perseverance and pioneering spirit earned her an honorary lifetime chiropractic license by the Washington State Chiropractic Association in 1995. Then, prior to her passing in 2006, she requested the establishment of an endowment that would assist women pursuing their D.C. degree at Palmer’s West Campus.

At the 2010 Homecoming, the first recipient of a scholarship from Dr. Van Dyke’s endowment was Cherity Smythe, who, like Dr. Van Dyke, hails from Washington.

“I am thankful to have received this award, and it has motivated me to apply myself, and work as hard as I can in school,” says Ms. Smythe, who selected Palmer’s West Campus after visiting four other chiropractic colleges and finding West Campus staff and students the most friendly and helpful.

“I read about Dr. Van Dyke, and the struggles she went through, and how she was a pioneer—in my home state, for that matter. She was an amazing woman and worked very hard,” adds Ms. Smythe, who hopes to practice in Seattle when she graduates.

Dr. Van Dyke demonstrated “Palmer Spirit” in more than just the song that she wrote. She didn’t let the laws of the time keep her from practicing chiropractic, and she held chauvinistic social laws in even greater contempt. In fact, one of the preprinted certificates in her office referred to “his” practice, which Dr. Van Dyke crossed out and wrote “her.”

Says Ellen Kennaugh, executor of Dr. Van Dyke’s estate, “Flavia was aware of the distinct challenges in pursuing a career in a male-dominated profession, and she was very interested in encouraging other women to fulfill their desire to enter the chiropractic field. As a woman with something of a pioneering spirit herself, we are confident that she would have been pleased to help Palmer expand opportunities in this way.”

Dr. Van Dyke’s career achievements stand as a source of inspiration and motivation on their own merit. And perhaps future recipients of the scholarships awarded from her endowment will be inspired to honor the legacy of this chiropractic pioneer by establishing a similar scholarship program.

“Dr. Van Dyke’s personal story is as impactful as her endowed gift,” says Senior Development Officer Shelley Hammill. “And as we see in Ms. Smythe, both will pass on the values of service to others and the determination so clearly held by Dr. Van Dyke.”

To learn about creating an endowed scholarship in your name, leaving a legacy, or making a contribution, contact Shelley Hammill at (563) 884-5609 or at shelley.hammill@palmer.edu. Or you may contact the Advancement Office at (563) 884-5453 or (800) 722-2586.
Florida Campus launches into the future

As if on cue, the Space Shuttle Discovery soared over the Florida Campus at this year's Homecoming, just before ceremonies began for the Feb. 24 groundbreaking of the newest building on campus. The majestic launch of Space Shuttle Discovery symbolized the bright future in store for Palmer College and the Florida Campus.

The new facility, tentatively referred to as Building Three, will provide flexible room formats suitable for student assemblies, large group seating, final exams, Homecoming activities and other campus events. It will also accommodate a relocated and expanded food service area, along with the Bookstore.

“We are committed to enhancing the campus environment for our current and future students, which will support their overall educational experiences at Palmer College,” said Dr. Marchiori. “This investment is all about ensuring continued success in our academic and student programs.”

Vice Mayor Dennis Kennedy said, “Palmer College, congratulations on your new building. We are very pleased that you chose the City of Port Orange as your home and with the excellent working relationship we have developed. We are very happy to have you here.”

Following the groundbreaking, the President’s Reception featured an induction ceremony for two new Fellows in the Palmer Academy of Chiropractic: Michael Chance, D.C., Davenport '78, and David Chapman Smith, LLB (Hons), the secretary-general of the World Federation of Chiropractic. Dr. Martin then gave an update on the many exciting developments occurring on the Florida Campus.

The next two days of Homecoming included continuing education that covered nutritional biochemistry's influence on pain and inflammation; the relationship that nutrition has on chiropractic treatments; traumatic brain injuries and the high risk patient; chiropractic laws and rules in Florida; HIV/AIDS education and updates; and adjustable techniques for the pediatric patient.

Friday’s general session featured Scott Haldeman, D.C., Davenport '64, M.D., Ph. D., who spoke about chiropractic identity and practice in the era of evidence-based health care. The day’s CE program also included a presentation by Florida Campus Director of Research and Professor Donald Dishman, D.C., on the utility of electro-diagnostics in chiropractic practice. Frank Sovinsky, D.C., Davenport ‘81, spoke about the do’s and don’ts of practice management, and protocols for extremity adjusting were presented by Mark Charrette, D.C., Davenport ‘80.

Palmer’s Board of Trustees and management team also participated in events throughout the weekend, providing a great networking opportunity for students, practitioners, instructors and guests. Homecoming’s finale celebration featured an excellent ’80s band that had students dancing the night away.
Dr. Haldeman advocates evidence-based care

Dr. Scott Haldeman told Homecoming audiences that chiropractors must work together to advance their profession.

During presentations at Homecoming, Scott Haldeman, D.C., Davenport ’64, M.D., Ph.D., stressed that chiropractors must understand the principles of evidence-based healthcare, keep up with current research, maintain their clinical expertise, and support their educational, research and political institutions.

On the first day, Dr. Haldeman made two separate presentations to students and faculty: “Non-Surgical Management of the Cervical Spine: A New Conceptual Model from the Bone and Joint Decade Task Force and Implications for Practice” and “World Spine Care.”

Dr. Haldeman believes that as health care continues to change, chiropractors must rethink their practice models to fit into the new reality. Evidence-based health care and cost effectiveness will become the dominant features in this new environment.

At the General Session the following day, Dr. Haldeman pointed to research efforts that proved the cost-effectiveness and other efficiencies of chiropractic treatment, and urged practitioners to adopt these measures as they help to build and shape the future of the chiropractic profession.

“As a group of professionals, we are not well organized to advocate for ourselves,” he said, imploring students and alumni to get involved in their community, and the political and legislative process.

“Dr. Haldeman put forth a supposition that the chiropractic profession can proceed along its current path or can develop into a conservative, non-surgical spine care profession,” said Professor Donald Dishman, D.C. “His lecture was well-received and served to set the tone of what was a well-attended event.”

Palmer pride abounds during Clinic Open House

City officials, local chiropractors, members of the media, current and former patients, and area citizens gathered on Jan. 20 for the Palmer Clinic’s Open House. The event showcased the newly renovated clinic and provided an opportunity for students, staff and faculty to introduce visitors to Palmer College and educate them on chiropractic care.

“I’m so glad I came,” said a visitor. “The clinic is beautiful and your students are absolutely wonderful.”

Dean of Clinics Al Luce, D.C., believes the new environment has had “an uplifting effect” on everyone at the Clinic, adding, “It demonstrates Palmer’s commitment to the community and the program.”

Clinicians and interns provided tours of the modernized facility, including the patient registration area and treatment modules. Several also gave demonstrations of the techniques and tools used in chiropractic treatments.

“I really like these types of events,” said Scott Self, an 11th Quarter student. “It’s exciting to make people aware of chiropractic for the first time and to show off our new clinic.”

Pride in the “new” clinic was the theme of the day as staff and faculty interacted with guests and each other. Said Director of Institutional Support George Bertish, M.B.A., “This was an opportunity for those on the academic side to join clinic staff in coming together as one and represent Palmer to the community.”

The Open House was further energized by the live remote radio broadcast from the Palmer Clinic of the Marc Bernier Show. City officials, college and clinic administrators and clinicians all had a turn in being interviewed by Bernier during the event.
Jesse Hodges was always interested in a career in the health field. A shoulder injury sustained in college would lead to his first experience with chiropractic. A wrestler and power lifter, Jesse was told that he would need surgery in order to continue activities that had become an important part of his life. A chiropractor in Lafayette, La., where Jesse was completing his undergraduate degree, treated Jesse for shoulder and neck injuries. He experienced immediate relief.

“He was a real doctor to me,” says Mr. Hodges. “He looked at me as a whole person, not just as a patient. He cared about returning me to a level of functioning that would allow me to resume activities that were extremely important to me.”

With the continued help of his chiropractor, Mr. Hodges’ level of functionality improved and he returned to his personal training. This experience led to his exploring chiropractic as a career. Although somewhat skeptical, friends and family supported his decision to explore a career that seemed suited for him. His chiropractor suggested he look into Palmer College.

“Palmer combined the art, science and philosophy of chiropractic, it was very comprehensive,” Mr. Hodges says. Although he looked at another chiropractic college, he felt that Palmer’s “more stringent selection process” bode well for the future.

“Palmer wanted me to visit the campus,” he says. “They stayed with me and communicated with me regularly. I felt that they cared about me, my family, my life,” he adds. “It hit me in my heart. And it’s not just me. It’s the way they treat everyone.”

Mr. Hodges remembers his first day at the Florida Campus being both exciting and scary. He had just moved from Louisiana to begin a new adventure in his life—which meant leaving his family, friends and fiancée behind. He also was coping with the recent loss of his father. The thrill of starting a new chapter in his life without his Dad dampened his spirits. But meeting his new classmates during orientation eased the transition.

“They pretty much felt the same as I did,” he says. “We were all in the same boat. I realized that this was going to be my new support system.”

Within the 1st Quarter, he knew he’d made the right decision. He began with courses that dealt with “the way the body works and functions.” He recalls Structure 4 with Dr. McConner, Bio-Mechanics with Dr. Young, and Basic Foundations with Dr. Sherrier, as his favorites.

“My first few classes laid the foundation for the way the body works,” Jesse says enthusiastically. “The sequence was right for me. It was what I was most interested in at the time. I knew that it would only build from here.”

Currently in the 6th Quarter, Mr. Hodges’ plans for the future are to combine his undergraduate work in kinesiology, health promotion and human performance, with his degree in chiropractic. He plans to incorporate his education with his experience in personal training to open a practice in New Orleans, La. He concludes, “Although returning home to Louisiana feels right, I know I’ll miss the beach and the natural environment which is something that I’ve come to like so much about the Florida Campus.”
Interns help open door to life after addiction

Lena, who is in her third week of a six-month commitment to the Salvation Army substance abuse treatment program was at first leery of chiropractors.

“I worked for a neurosurgeon and didn’t have the best impression of chiropractors,” she says. “My addiction landed me here. When I heard from other patients that they were being treated by chiropractors from Palmer College, I decided to give it a try.”

Since that day, Lena estimates that she has seen her intern, about seven times for an injured back she says was caused by the tension and stress in her life. Her impression of chiropractors is now very different.

“I really look forward to the visit,” she says. “Dr. Bobo and the interns are very pleasant and sincere. They’re more personable than other doctors. They’re concerned about me as a person and the circumstances in my life. It really contributes to recovery.”

Teams, led by Faculty Clinician L. Sally Bobo, D.C., have been treating patients at the Salvation Army program since January of 2010 as part of the Palmer Clinics’ Outreach Program. Dr. Bobo and interns from Palmer’s Clinics spend about 10 hours per week on three different days at the Daytona Beach facility.

“The relationship with Palmer is very helpful,” says Clinical Supervisor Gerard Pepin. “They provide a very beneficial service. The staff is friendly and flexible, people here really enjoy and appreciate it. The interns and our residents are a good mix. The Palmer students are good role models for our residents.”

Says Michael McPharlin, a 12th Quarter student, “We provide safe, structured, human contact, which is something that’s been missing in the lives of many of the people we see. We are inspired by each other. The mind and spirit are treated by Salvation Army and the body by Palmer.”

Sharing that same sentiment, 13th Quarter student Anna Foster says the Clinic provides a chance for patients fighting substance abuse to be taken seriously, to dispel the myth that they’re not worthy.

Michael McPharlin, now a 2010 Florida Campus graduate, uses an activator on a patient at Salvation Army facility in Daytona Beach, Fla.

Twelfth Quarter student Amanda Baum says that the message of the Clinic is that it is “open, non-judgmental and that everybody deserves care.”

David Eads, Salvation Army’s Program Director had nothing but praises for the partnership. “When we ask our patients what the best part of their day was, they say when the doctor took the time with me and treated me like a person.’ That kind of compassion leads to real healing.”

**FAST FACT** Palmer College’s tradition of giving back to the community is illustrated by its outreach clinics and collaborative outreach facilities—such as the Salvation Army in Daytona Beach.
DAVENPORT CAMPUS

1960s

Dr. Jim Rhodes, ’61, Salem, N.H., retired from practice in 2006. Dr. Rhodes’ son, Jim, a Sherman College graduate, has taken over the practice. E-mail: jimrhodesdc@msn.com.

Dr. Sheila K. Laws, ’62, Quincy, Ill., has recently retired from practice. She continues to teach Nimm Receptor Tonus technique seminars around the world. Phone: (217) 223-2690, e-mail: drlaw61@comcast.net.

Dr. Max E. Grupp, ’65, Cape May, N.J., has retired after more than 45 years of practice.

1970s

Dr. James Stogdill, ’70, Bloomfield, Iowa, was recently awarded a plaque to honor his 25 years as the team chiropractor for the Davis County Community School District’s football team, and another plaque for his 18 years of service to Iowa High School Wrestling. Phone: (641) 664-1749, e-mail: drstogdill@netins.net.

Dr. Henry Hulteen, ’73, Camden, S.C., received the Palmetto Patriot Award from South Carolina Lt. Governor Andre Bauer. The Palm etto Patriot Award is given for commitment to public service within the state and community.

Dr. Barry Cole, ’74, Dyersburg, Tenn., received a special recognition award at the Tennessee Chiropractic Association Annual Convention in August 2010. He was presented this award for his many years as a volunteer leader making strides towards the advancement of chiropractic in the state. He is currently the association’s District VII director. Phone: (731) 285-2696, e-mail: coleclinic@yahoo.com.

Dr. James R. Burt, ’75, Rotorua, New Zealand, was re-elected president of the New Zealand Chiropractors’ Association for the fourth consecutive year at the Annual General meeting in May 2010. He also was named the 2010 Chiropractor of the Year. Phone: (64) 7 348-5894, e-mail: burt_jamesand Denise@xtra.co.nz.

Dr. Glenda Foy, ’75, Aledo, Ill., has been appointed to a second 10-year term as the Sigma Phi Chi Sorority’s Supreme Ktarius. This year the sorority is marking its 100th anniversary. Phone: (509) 582-2222, e-mail: dglenda@hotmail.com.

Dr. James Milliron, ’75, Yakima, Wash., received his diploma in chiropractic philosophy on Oct. 17, 2009. Additionally, in November 2010, Dr. Milliron won the Eber and Wein Publishers National Poetry Contest, which received more than 10,000 submissions. Phone: (509) 452-0738, e-mail: famchiro@aol.com.

1980s

Dr. Gary Tapper, ’75, Sioux City, Neb., is happy to announce that his son-in-law and daughter, Drs. Kurt and Tonya Boeckenhauer, ’08, opened a new office in Papillion, Neb. Dr. Tapper’s youngest son, Ben Tapper, is currently attending Palmer’s Davenport Campus. Phone: (402) 494-2141, e-mail: gltdc@yahoo.com.

Dr. James Gale, ’76, North Platte, Neb., retired in the summer of 2010 after 33 years of practice. She continues to teach Nimm Receptor Tonus technique seminars around the world. Phone: (217) 223-2690, e-mail: drlaw61@comcast.net.

Dr. Alf Garbutt, ’78, La Crescenta, Calif., was named the American Chiropractic Association Rehab Council’s 2010 Chiropractor of the Year. He is the editor of the Journal of the North American Rehab Specialists and is a member of and team doctor for the USA International Martial Arts Team. Phone: (818) 248-5570, e-mail: doc4your-wellness.com.

Dr. Steven MacDonald, ’78, Pacific Grove, Calif., became certified in NUCCA and elected to the NUCCA board. He is also a member of the Pacific Grove Planning Commission. Phone: (831) 375-9528, e-mail: dmacnucca@sbcglobal.net.

Dr. Yardley serves on the organization’s standards committee as one of five doctors responsible for qualifying doctors for board certification. He also has received a lifetime appointment to the Upper Cervical Research Foundation.

Dr. Bradley Brown, ’79, Oelwein, Iowa, was appointed by then-Iowa Governor Chet Culver to the Iowa Board of Chiropractic. Dr. Brown is a past-president of the Iowa Chiropractic Society and has served as chairman on many of its committees. Phone: (319) 283-1621, e-mail: bjbrownndc@gmail.com.

Dr. Dan Madock, ’79, Tampa, Fla., received the Medical Hero Award given by Tampa’s Greater Temple Terrace Chamber of Commerce on Feb. 10, 2011. Among other factors, the award is bestowed on a healthcare practitioner who has been recognized for excellent service and has shown personal dedication or sacrifice beyond expectations. Phone: (813) 935-1664, e-mail: drdanmadock@hotmail.com.

1990s

Dr. Eric Shearer, ’91, recently relocated his practice, Art of Life Chiropractic – Wellness, to 357 Hw y. 74 North, Ste. 1, Peachtree City, GA 30269. He earned the designation of LCP (Hon.) through the Philosophy Colloquium at Palmer College in 2004. Phone: (770) 652-1995, e-mail: easdexc91@gmail.com.

Dr. Eric Anderson, ’91, recently relocated his practice, Chiropractic ornam ents that are available in Palmer’s Bookstores and on the website: www.bookstore.palmer.edu. Phone: (815) 368-3421, e-mail: rjmadc3@aol.com.

Dr. MaryAnne Del Negro, ’82, has moved her practice, The Center for Natural Healing and Wellness, to 332 North Avenue, Garwood, N.J. 07027. Phone: (908) 276-2100.

Dr. Joan Fallon, ’83, Rye, N.Y., in conjunction with her biotechnology research and development company, Curemark, was featured in the article, “Drugmakers Dance with Autism,” in the August 2010 issue of Nature Biotechnology. Curemark is working on an enzyme replacement therapy using a mixture of digestive enzymes. Website: www.curemark.com.

In “Lessons from Everest: 7 Powerful Steps to the Top of Your World,” 1986 graduate and motivational speaker Tim Warren, D.C., tells how his first attempt at reaching the top of Mt. Everest failed, but through that experience he learned several valuable lessons. Ultimately, he decided to share those lessons with others to help them “overcome difficulties in life or simply to edge a little closer to their human potential.” Incidentally, he made it to the peak of Mt. Everest on his second effort.

In the “Healthy Exercising Guide Book” Robert Pruni, D.C., ’89, who developed the FlexBuilding exercise program, explains how exercise can be used to decrease stress and nerve interference, while achieving strength, balance and flexibility. He describes FlexBuilding as a full range of motion stretching with a full range of motion isokinetic resistance workout/rehabilitation.
Dr. Jeffrey Alexander, '93, opened Active Chiropractic, at 1038 S. Washington St., Millersburg, OH 44654. Phone: (330) 674-4373.

Dr. David Krebs, '93, is serving on the board for the village of Campbellsport, Wis. Phone: (920) 533-4821.

Dr. Doug Briggs, '95, Wilmington, Del., was recently awarded Delaware Chiropractor of the Year. E-mail: dbriggs@gmail.com.

Dr. Don Ledoux, '95, Suffield, Conn., sold his New Hampshire practice of 12 years in May 2009 and opened Turning Point Wellness Center, LLC, in Connecticut in January 2010. Dr. Ledoux married Lisa Pepe in June 2009. Phone: (860) 758-7272, e-mail: dondc@cox.net.


Dr. William A. Kriva, '97, Woodbury, Minn., and his reflections, are included in “Life Pearls,” a collection of 21 short stories inspired by actual experiences of author Marty Hanson. Phone: (763) 498-2096.

Dr. Mahran Soudabakhsh, '97, has a new office location: 3900 N. Rancho Dr. Ste. #107, Las Vegas, NV 89130. Phone: (702) 658-1681, e-mail: dcdoc97@cox.net.

2000s

Dr. Heather Wright, '01, Weatherford, Texas, is excited to announce her engagement to Keith Award of Brownwood, Texas. E-mail: heatherrmwright@hotmail.com.

Dr. Jason Davis, '02, Lady Lake, Fla., had a daughter, Harper Julia, in September 2010. Phone: (352) 430-2121, e-mail: jasondavisdc@comcast.net.

Dr. Jay Bersche, '04, and his wife, Katy, Blooming- ton, Ill., had a son, Rex Michael, on June 3, 2010. E-mail: jmbersche@yahoo.com.

Dr. Nicholas Helmich, '04, and his wife, Anita, Estherville, Iowa, had a son, Nicholas Helmich, on Jan. 12, 2011. Phone: (712) 362-5236.

Dr. Kelly Lange, '04, Ashland, Ore., was elected Secretary to the Sports Council at the 2010 ACA Sports Council Symposium in Portland, Ore. She also was given an appreciation award for her work with the education committee. Phone: (541) 482-3492, e-mail: drkellylange@yahoo.com.

Dr. Brian Hughes, '05, was recently appointed to the South Carolina Board of Chiropractic Examiners. He also serves on the South Carolina Chiropractic Association’s board of directors. Phone: (803) 327-3700, e-mail: Hugheschiro@comporium.net.

Dr. Tammy Ledden, '05, celebrated her civil union with Jodi Hartem on May 28, 2010. She operates Ledden Family Chiropractic Center, LLC, at 2821 E. Landis Ave., Vineland, NJ 08361. Phone: (856) 692-2220, e-mail: tledden@hotmail.com.


Dr. Amber Grover, '06, Chanhassen, Minn., married Michael Trapp, on Dec. 11, 2010. Dr. Grover works at ChiroZone in Bloomington, Minn. Phone: (952) 693-6806, e-mail: agrover@netzero.net.

Drs. Stephanie and Jeff Krueger, both '06, Oshkosh, Wis., opened Krueger Family Chiropractic in 2007 and had a son, Trent, in 2008, and a daughter, Helayna, in 2009. Phone: (920) 236-6000, e-mail: stephaniekruegerdc@hotmail.com.

Dr. Michelle L. Wattier, '06, Murray, Utah, recently moved to Utah and is working in a pregnancy and pediatric practice at 495 E 4500 Street, Murray, UT 84107. Phone: (801) 536-0344, E-mail: dwattier@yahoo.com.

Dr. Tara Stateler, '08, and her husband, Mark, Volo, Ill., welcomed a baby girl, Calla Jean Sue, on July 12. E-mail: drstateler@yahoo.com.

2010s

Dr. Kendra Kazemba, '10, South Milwaukee, Wis., is an associate chiropractor at South Shore Family Chiropractic. Phone: (414) 762-8441, e-mail: kendra_kazemba@hotmail.com.

Dr. Josh Koenig, '10, Plymouth, Mass., recently opened Koenig Family Chiropractic. Phone: (508) 746-8899.

Drs. Paul Nottoli, and Erin O’Connor, both '10, Aurora, Ill., married on Sept. 11, 2010. In October 2010 they opened Vitality Chiropractic Center, which cares for people and animals. Phone: (630) 499-4078, e-mail: info@myvitalitychiropractic.com.

Dr. Chad Updike, '10, opened a new practice in Waunakee, Wis., in September 2010. Phone: (608) 849-4464, e-mail: cp updike@yahoo.com.

WEST CAMPUS

1980s

Dr. Stephen Perlestein, '81, Santa Fe, N.M., was recently appointed to the New Mexico Board of Chiropractic Examiners and was the NMCA PAC chairman from 2005-2010. He is one of the architects of the Advanced Practice laws in New Mexico. Phone: (505) 984-0006, e-mail: spchiro@comcast.net.

Dr. Andrew Crellin, '89, maintains a practice in West Warwick, R.I., while practicing part-time at the Women and Infants Hospital in Providence, R.I. Phone: (401) 821-6091, e-mail: accrillin@chiro.com.

1990s

Dr. Scott Sawyer, '97, Santa Cruz, Calif., offers practice coaching through web- and seminar-based training at www.dctraining.com. Phone: (831) 457-2000, e-mail: dctraining@gmail.com.

2000s

Dr. Jeff Lease, '00, San Jose, Calif., was elected to the Board of Trustees for the San Jose Community College District on Nov. 2, 2010. His mobile practice travels to businesses throughout Santa Clara County. Phone: (408) 258-4800, e-mail: drllease@mobiledc.com.

Dr. Jolene Gagnon, '07, Federal Way, Wash., was married to Shawn Harlow, on Aug. 1, 2009. They had a daughter, Callie Nicole, on Nov. 5, 2010. Phone: (253) 927-0660, e-mail: Jolene_1999@hotmail.com.

Drs. Nicole and Neal Barry, both '04, Santa Barbara, Calif., recently celebrated the first birthday of their son, Palmer. Phone: (805) 201-2909, e-mail: dnicoleolsen@hotmail.com and dmeallsbchiropractic.com.

Dr. Steven D’Antonio, '07, Smithfield, R.I., was recently married to Jenn Smith. Phone: (401) 233-2211, e-mail: twinriverchiropractic@verizon.net.

Drs. Jason and Lyndsey (Paquette) Powers, both '07, Milan, Tenn., had a daughter, Lydia Grace, on May 29, 2010. Phone: (731) 686-8636.

Drs. Beau Pierce, '09, and Kyle Knox, '10, recently launched www.circleofdocs.com, as a social network for chiropractors and chiropractic students.
Made any “adjustments” lately? Keep your College and fellow classmates up-to-date with what’s going on in your life. Simply fill out this form and mail it to Insights, Palmer College of Chiropractic, 1000 Brady Street, Davenport, IA 52803; or fax it to (563) 884-5393. You can also e-mail your information to marketing@palmer.edu. Or go to palmer.edu/insights and click on “Alumni Adjustments Form.”

Name (please print) ____________________________________________ Campus __________________________ Class __________

Business or Home Address____________________________________________________________________________________

City, State/Province____________________________________ Country_________________ ZIP/Postal Code________

E-mail Address________________________________________________________________________________________

Work Phone____________________________________________ Home Phone____________________________________

Information (practice openings, address changes, births, marriages, appointments, current military service, honors, etc.)

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Stephen Awwad, D.C., left, a 2009 graduate, recently began providing care for the Detroit Lions football team while maintaining his private practice. You can read about his role with the team at: http://shar.es/35H61.

Dr. William Pena, ’06, recently completed course work on Documentation and Coding Exercise and Rehab FCE/Disability Ratings. Phone: (305) 331-6854, e-mail: drpena@return2wellness.com.

Dr. Gregory Cobb, ’07, opened Cobb Rehab & Wellness in Tampa, Fla., in April 2008. Dr. Cobb received his CCSP in 2009. Phone: (813) 914-8500, e-mail: info@cobbrehabwellness.com.

Dr. Melissa Ferranti, ’07, and her husband, Dr. Philip Afghai, recently had their second daughter, Callie Renee. Phone: (386) 492-4881, e-mail: msfunf@yahoo.com.

Dr. Dolly Garnecki, ’07, recently relocated her practice to 673 Berkmar Circle, Charlottesville, VA 22901, and won the first-ever C’Ville Entremom for her achievements as an “entrepreneurial mom.” Phone: (434) 566-0126, e-mail: drdolly@scoliosisdoc.com.

Drs. Damon and Lori Blackley, both ’08, Lumberton, N.C., had a daughter, Taylor Elizabeth, on Nov. 24, 2009. Phone: (910) 739-5751, e-mail: lori_blackley@yahoo.com.

Dr. Isaac Hernandez, ’09, Orlando, Fla., opened Thrive: A Family Health Center, in January 2011. Phone: (407) 641-0743, e-mail: drisaac@thrivefamilyhealth.com.

Dr. Pavloa Santamaria, ’09, South Daytona, Fla., was married on Oct. 16, 2010. Phone: (386) 589-6132, e-mail: pavloadc@gmail.com.
Davenport Campus

1940s
Aline K. Merkel, D.C., '45
Plymouth, Ind.

George Bentley, D.C., '47
Medford, Ore.

Chester J. Kowalski, D.C., '47
Monessen, Pa.

Joseph M. Mokres, D.C., '48
Sedona, Ariz.

Roland E. Moore, D.C., '48
Lakeland, Fla.

Robert W. Weston, D.C., '48
Elizabethtown, Pa.

Cletus E. Tindle, D.C., '49
Osceola, Iowa

Lyle N. Whitney, D.C., '49
Red Deer, Alta., Canada

1950s
Donald E. Plimpton, D.C., '50
Plympton, Mass.

Eli Rosenthal, D.C., '50
Miami, Fla.

Rolland K. Hart, D.C., '51
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Richard McNutt, D.C., '51
New Brighton, Pa.

Gus Mercurio, D.C., '53
Melbourne, Vic., Australia

Donald L. Herndon, D.C., '57
Reno, Nev.

Joseph T. McEachron, D.C., '58
Olympia, Wash.

Lelton E. Bailey, D.C., '59
Pulaski, Tenn.

Merton D. Partridge, D.C., '59
Randolph, Vt.

1960s
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Pittsburgh, Pa.

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Saginaw, Mich.

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Hannibal, Mo.

Charles P. Gunter, D.C., '61
Seneca, Mo.

Wallace Robb, D.C., '62
Kerikeri, New Zealand

Thomas A. Cordima, D.C., '63
Medford, Mass.

John W. Dittmer, D.C., '64
Palm Bay, Fla.

Thomas D. Mistretta, D.C., '64
Hermitage, Pa.

Ernest W. Paquette, D.C., '64
Beatrice, Neb.

Larry W. Green, D.C., '69
West Point, Ind.

1970s
Thomas J. Hudak, D.C., '70

Richard A. Pokorny, D.C., '72
Dickinson, N.D.

Richard L. Lilienthal, D.C., '73
Arlington, Wash.

Fred D. Spinks, D.C., '73
Indianapolis, Ind.

Lawrence M. Hine, D.C., '74
Wolfeboro, N.H.

Linda M. Atkinson, D.C., '75
Flat Rock, Mich.

David L. Williamson, D.C., '76
Durham, N.C.

Steven D. English, D.C., '78
Lexington, Ky.

Rick L. Herron, D.C., '78
Wapakoneta, Ohio

1980s
Jeffrey R. Johnson, D.C., '82
Lake Forest, Calif.

Sharon L. Willoughby-Blake, D.C., '86
Palmer, Alaska

1990s
Robert I. Tubb, D.C., '93
Springboro, Ohio

West Campus

1980s
Gabrielle Ridgeway, D.C., '83
Santa Rosa, Calif.

Florida Campus

2010s
Spichael Gage Stallings, D.C., '10
Murfreesboro, Tenn.
Cost Of Care For Common Back Pain Conditions Initiated With Chiropractic Doctor Vs. Medical Doctor/Doctor Of Osteopathy As First Physician: Experience Of One Tennessee-Based General Health Insurer

AUTHORS: Richard L. Liliedahl, M.D.; Michael D. Finch, Ph.D.; David V. Axene, FSA, FCA, MAAA; and Christine M. Goertz, D.C., Ph.D.

OBJECTIVE: The primary aim of this study was to determine if there are differences in the cost of low back pain care when a patient is able to choose a course of treatment with a medical doctor (M.D.) versus a doctor of chiropractic (D.C.), given that his/her insurance provides equal access to both provider types.

METHODS: A retrospective claims analysis was performed on Blue Cross Blue Shield of Tennessee’s intermediate and large group fully insured population between Oct. 1, 2004 and Sept. 30, 2006. The insured study population had open access to M.D.s and D.C.s through self-referral without any limit to the number of visits or differences in copays to these two provider types. Our analysis was based on episodes of care for low back pain. An episode was defined as all reimbursed care delivered between the first and the last encounter with a health care provider for low back pain. A 60-day window without an encounter was treated as a new episode. We compared paid claims and risk-adjusted costs between episodes of care initiated with an M.D. with those initiated with a D.C. Results: Paid costs for episodes of care initiated with a D.C. were almost 40 percent less than episodes initiated with an M.D. Even after risk adjusting each patient’s costs, we found that episodes of care initiated with a D.C. were 20 percent less expensive than episodes initiated with an M.D.

CONCLUSIONS: Beneficiaries in our sampling frame had lower overall episode costs for treatment of low back pain if they initiated care with a D.C., when compared to those who initiated care with an M.D.

The entire article can be found at: J Manipulative Physiol Ther 2010;33(9):640-643.

One of the authors of this abstract, Dr. Christine M. Goertz, is Palmer College of Chiropractic’s Vice Chancellor for Research and Health Policy.
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