Companies are making space for on-site chiropractors
A publication for alumni and friends of Palmer College of Chiropractic.

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on the cover Palmer alumni are finding their place providing care to employees in business settings. Find out more on pages 12–17.
When I sat down to write this I had just returned from our sixth annual alumni travel event. This year my wife, Karla, and I joined 80 people on a trip to Punta Cana in the Dominican Republic. The event was sold out, the speaker was phenomenal and we had a terrific time.

During the trip I was asked by several folks how to become a member of the Palmer College of Chiropractic Alumni Association. That question surprised me, because I thought everyone knew by now that if you were a graduate of one of Palmer’s three campuses you were a member. It’s all-inclusive and there are no dues. When you graduate, you are born into a Palmer family. As with all families, as time goes on they get larger. As families get larger they can become a little disconnected, but they’re still family and there’s value in that. Staying connected with your Palmer family helps you in innumerable ways. It can be as easy as attending a Homecoming event.

On our end, we are constantly striving to provide you with meaningful products and services to help you be more successful in practice. In addition to our other alumni business services, Palmer has arranged with NCMIC Finance Corporation to offer possible savings to alumni on merchant credit/debit card processing acceptance. Go to www.palmer.edu/BusinessServices and click on the Merchant Card Processing Program link to learn more. We’ve also arranged with a Google Business Photos Trusted Photographer to provide a Google Tour package exclusively for alumni to showcase your practice online. Go to the Google Business Tour link on the Business Services page for more information.

Regarding our cover story, the trend of chiropractors working as health care providers on site at businesses is a very interesting one, with tremendous potential for the profession. I’m a board member of the Foundation for Chiropractic Progress, and they’ve not only been working very hard to promote positive messages for chiropractic, they’ve also been working with various groups to put chiropractic and its health benefits on their radar.

Individual chiropractors have also made great inroads in the business community through their phenomenal work in their own communities. Their leadership in business and civic organizations has helped the business community understand both the efficacy and cost-efficiency of chiropractic. Every business is looking to reduce costs, so they’re bringing health care professionals on site to care for employees. Businesses that allow their employees to receive as much chiropractic care as they would like are seeing the benefits of chiropractic in terms of reduced time off and better satisfaction with their work environment. Business leaders are seeing that more chiropractic care is better than less.

Health care trends are focused on outcomes, and when you look at outcomes and containing costs, chiropractic comes out on top of nearly every study. There will be turf battles, but chiropractic will quietly and slowly become integrated into the needs of the people. It won’t be long before people expect and ask for chiropractic benefits or on-site chiropractic care.

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a message from Dr. Burt

Corporate chiropractic trend is mutually beneficial

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Recent grad finds a silver lining in his mentor’s passing

When Kirk A. Lee, D.C. (Davenport ‘80), suddenly passed away on Aug. 9, 2012, the Palmer community and the world lost an accomplished practitioner as well as an outstanding expert in the field of sports chiropractic. Dr. Lee not only operated a solo practice in his hometown of Albion, Mich., but frequently traveled on weekends all over the nation, even the world, to deliver lectures on sports chiropractic, and he served as team chiropractor for several sports programs in his community. This sad news came during Palmer’s Davenport Campus Homecoming.

Then-student Jacob Tazzi, D.C. (Davenport ’12), was in the midst of serving a preceptorship with Dr. Lee in his Albion clinic. Later, in his salutatorian acceptance speech at the October 2012 commencement ceremonies, Dr. Tazzi said, “Though the world has experienced a devastating loss with Dr. Lee’s premature passing, it has allowed me to witness an outpouring of unselfish acts of giving and caring in a difficult time of need for his family, friends and patients.”

“Friends and strangers from all walks of life offered to help and comfort his family in any way they could,” he added. “Colleagues arrived to ensure that Dr. Lee’s office would not be without a doctor, and acts of kindness surrounded me as his student, too. I was shocked that amidst such an awful scenario, his family and colleagues approached me with concerns about keeping my internship on track, while they clearly were suffering from a very unexpected and painful loss.”

These acts of kindness included the efforts of David Patterson, M.A., D.C. (Davenport ’86), a Davenport Campus Technique Department faculty member who was a friend of Dr. Lee’s and had helped Jacob attain his preceptorship at Dr. Lee’s clinic. “After Dr. Lee’s unfortunate departure last August, Jacob was suddenly part of a clinic without a licensed, lead doctor on site,” Dr. Patterson says. “Therefore, he would have to leave Dr. Lee’s clinic and locate another clinic to preceptor in or return to Davenport to complete his credits for graduation.”

Dr. Patterson immediately contacted a colleague of his, Jason Stanczal, D.C. (Davenport ’05), of Roseville, Mich., who, without hesitation, stepped forward and offered Jacob a place in his clinic to complete the remaining preceptorship experience.

However, Dr. Patterson was also hoping for another option, and that was to keep Dr. Lee’s clinic open so that it would continue caring for patients uninterrupted. Therefore, he began searching for Palmer alumni in Michigan who could help out. With the assistance of two remarkable students, he soon discovered that Ervin Malcheff, D.C. (Davenport ’69), member of the Palmer Board of Trustees and long-time friend of Dr. Lee’s, was also attending Homecoming.

“Here was the dilemma,” Dr. Malcheff says. “Jacob was approximately half-way through his preceptorship. Dr. Lee’s widow, Terri, had to close the office until she could either locate a locum tenens practitioner or someone to purchase the practice. In order to circumvent this loss of time for the preceptor, Dr. Patterson asked if I knew of anyone in Michigan who could mentor Jacob through the remainder of his preceptorship, which would take approximately eight weeks.”

“The whole experience was a humbling demonstration of charity and a willingness to help others in crisis and need”

—Dr. Jacob Tazzi

Serendipitous timing comes into play at this point. “As luck would have it, I retired from active practice on Aug. 13, 2012,” Dr. Malcheff says, “and was available to accept this opportunity to work with Jacob for the balance of his preceptorship. Dr. Lee’s office is only 30 miles from my home. At that point, the Palmer office that directs the College’s preceptorship program stepped up to formalize the change in Dr. Tazzi’s preceptorship. My role was to be on the premises and able to assist Jacob at any time during office hours. I elected to stay out of the adjusting rooms unless Jacob requested my assistance. We had lunch together each day to discuss the patients for the day. If all of our graduates are as competent and proficient as Jacob, and I believe they are, the future of our profession is in good hands. I believe the clinical training our students receive is second to none.”
Recent grad finds a silver lining ... continued

For his part, Dr. Tazzi is incredibly grateful for Dr. Malcheff's generous gift of his time and experience, as well as Dr. Patterson's efforts to find someone to keep Dr. Lee's practice and Jacob's preceptorship going. “My unending thanks goes to Dr. Patterson for providing the connection to Dr. Malcheff and giving me the support I needed at a difficult time,” he says. “What Dr. Malcheff did was completely selfless, and I'm not sure I will ever meet a man that is so giving without expecting anything in return. The whole experience was a humbling demonstration of charity and a willingness to help others in crisis and need. We have some of the most giving and sincere doctors on the planet helping people restore their lives with dignity.”

Jacob concluded his graduation speech this way: “I truly believe that I gained more of an education (at Palmer) than one could ever put a price on. Not just academically, but the lessons I have learned have been on the need to be there for others, the importance of family and friends, and supporting and maintaining professional relationships with fellow colleagues. My only hope is to somehow give back to the profession and serve to be at least half as influential as my mentors have been to me throughout these past few months.”

And if all of this isn’t enough of a silver lining to the passing of a great Palmer chiropractor, there is more. “After the loss of Dr. Kirk, the Lee family worked with me to help with a smooth transition,” Dr. Tazzi adds. “Dr. Lee left some pretty large shoes to fill, but I have made it my mission to continue his legacy by keeping the day-to-day operations very similar to how they were carried out previously. My goal is to continue to provide the same quality of care to the Albion community that Dr. Lee had given over the past 30 years.”

A Tribute to William Holmberg (1931–2013)

By Alana Callender, Ed.D., Senior Director for Palmer History
(Reprinted with permission from the March 1, 2013 issue of Dynamic Chiropractic.)

Born in Alabama, William Holmberg decided he wanted to become a chiropractor at the age of 10. He attended the University of Alabama and spent two years in the U.S. Army before enrolling at the Palmer School of Chiropractic, graduating in 1955. His bride, Barb, a woman of great charm, influenced him to stay in the area, as she was a local girl. In return, she attended hundreds of ceremonial dinners and cooked almost as many for Palmer students. Together they raised two daughters, Kris and Teresa.

Bill Holmberg should not be remembered in the context of dates, titles and awards, although there were many. Bill Holmberg was a force of nature. In June 2010, I interviewed Bill at his home as part of Palmer’s Oral History Project. We weren’t strangers; I’d known him since he was hired as vice president of development and alumni at Palmer College of Chiropractic in 1984. But until 2010, he had eluded my efforts to get him on tape.

Dr. Holmberg: “The main thing I learned was if you’re going to do something, you gotta do it to the best of your ability or it ain’t going to get done. Of all the things I did—I jumped right in with everything whenever I did anything. I was president of the Delta Sigma Chi [and we] always had

Dr. Holmberg proudly displays the Lee-Homewood Chiropractic Heritage Award he received from the Association for the History of Chiropractic in 1999.

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our annual meeting during Homecoming. When Carl Cleveland, Jr., came up, he was the guest speaker for that function. I don’t know why, but I was so nervous during that whole thing. I called him “Carl Junior Cleveland.”

Bill always enjoyed organizational work. His good-old-boy patter disguised a keen mind buttressed by incredible organizational skills. He was a big-picture guy who paid attention to the details, and he was not afraid to ask for money for a cause he believed in. Dr. William Holmberg and his wife, Barb, help kick off the Chiropractic Centennial celebration on Jan. 2, 1995 at the Rose Parade in Pasadena, Calif. (The parade was held on Jan. 2 that year because Jan. 1 was a Sunday.)

Dr. Holmberg: “I was the chairman of the fundraising committee for the anti-trust case. My good buddy Bob Hulsebus talked to Jerry McAndrews, who was the executive president of the ICA then. He said, ‘Bill Holmberg is always raising money; put him in charge.’ Jerry invited me and Bob over one day in 1977. This was when the headquarters were still over in Davenport. He said, ‘Bill, can you do this?’ I said I’d think about it, [then decided I’d do it]. I went and got a fundraising committee, committee leaders, and I took it over. ... I had my big fundraising committee. It boiled down to Jo Anderson, my secretary, and I wound up having to do all of the stuff.”

The fundraising was successful enough to pay the bills in the Wilk et al. v. the AMA case and have a remainder. “Some of the money went to Kentuckiana. Part of it went to colleges. The last thing it went to was that big lawsuit that George McAndrews was involved in for Blue Cross-Blue Shield in Virginia. We donated quite a bit to that.”

To many of us, Bill Holmberg was simply “Billy Bob.” In 1983, Bob Hulsebus ran for president of the ICA, with Bill on the ticket as vice president. Recalled Holmberg: “We’d be in a board meeting and Sid [Williams] would always call me Bob and Bob, Bill. The guy who really started pushing it was Bruce Nordstrom, who was the executive director of the ICA.” And thus was born “Billy Bob.”

Would there have been a chiropractic centennial without Bill Holmberg? Certainly the hundred-year anniversary would have come and gone, but the grand celebration that brought together all the myriad factions of the profession could have only been orchestrated by someone such as Bill. And there aren’t many with that qualification.

Dr. Holmberg: “What I enjoyed and what was the greatest challenge was the Centennial. I was on the board of trustees and we were all over the map. Straight, mixer, ACA, ICA, and all that stuff. ... We were a very unified board. Trying to balance all of the things and the tremendous amount of money that was involved, the tremendous number of people involved—it was just mind boggling. That’s why I had to get out of my practice. I just had to leave it. I could not concentrate when I was in there. I’d get a million phone calls in the afternoon when I’d get there sometimes. I would say that [working on the centennial celebration] has been the most gratifying.”

Three thousand people together in Washington, D.C., “five or six thousand” in Davenport. “I’ve never seen so many people come together. We raised a lot of money and came out with money ahead. We gave $40,000 to the ACC. We’re still in business. We’re not out of business yet. The Chiropractic Centennial Foundation is still a nonprofit entity. ... Of course, we don’t have any meetings and don’t have any money. One of the last things we did in the CCF was we set up a bicentennial endowment” (an idea Bill credited to Don Petersen, Jr., publisher/president of Dynamic Chiropractic).

Bill was elected first vice president of the Association for the History of Chiropractic, serving with the president of the association and dear friend, Ken Padgett. The AHC has held its recent board meetings in Bonita Springs, convenient to the winter homes of both. The last time I saw Bill was in Florida in December. I had a long drive ahead of me, so unfortunately, I had to leave the room before he finished that evening’s rendition of “Stars Fell on Alabama.”
Alumni Profile: Naa Ashley Ashietey, D.C.

Dr. Ashietey is a 2011 graduate from Palmer’s Davenport Campus who is currently practicing in Tema, Ghana.

Are you originally from Ghana?

Yes, I was born and raised in Ghana. I lived there until I was 19 years old, then I moved to Canada for my undergraduate studies.

What has your experience been like at The Spinal Clinic?

It has been wonderful. I have been at The Spinal Clinic for almost one year now. As a chiropractor, I must say that it has been my best year so far. I had been away from Ghana for almost 10 years, so it has been great reconnecting with family and friends again. The patients are great, they are very open to this new (for them) form of health care in Ghana; considering it is still very new and there are only about 15 or so chiropractors in Ghana currently serving a population of about 24 million. My favorite thing to do since I’ve been here at The Spinal Clinic is to communicate chiropractic in our local languages since I speak three of them fluently.

You also are president of the West African Chiropractic Association, which is a relatively new organization. Can you tell me about it and its mission?

WACA was started officially in April 2012, just about when I moved back home to Ghana from the U.S. Considering that I had just moved and there were 10 other chiropractors who had been here so much longer than I had, I still don’t know why and how I won that election. So, yes, I am the president of WACA, currently. This one-year-old organization was formed to first unite the chiropractors in Ghana so that with a stronger force we can work on getting a separate and distinct legislation for chiropractic in Ghana. Secondly, it was formed so that together we can create more awareness for what we do within our communities. Our mission statement is “to be the bold, unified voice representing the interest and growth of the chiropractic profession and the people it serves.”

What initially led you to become a chiropractor? And why did you choose Palmer?

When I was in my third year of college in Halifax, Nova Scotia, I suffered a strange bout of low back pain, which was quite severe. After taking all the pain killers and all that stuff, I started having some physiotherapy. That gave me some slight relief, very temporarily. Eventually the physiotherapist referred me to go see a chiropractor, who happened to be her sister. So I did that, and within two weeks of NUCCA adjustments, the low back pain vanished. I then started to inquire from this wonderful chiropractor what in the world she was doing with my neck that had such a tremendous effect in my lower back. She was very patient and explained everything to me. My interest was sparked right there and then, and since she went to Palmer herself, too ... you know how the story ends. She encouraged me to go to chiropractic school and, of course, made sure that I sent an application only to Palmer and the rest is history.
West Campus alumnus
Dr. Amar Sandhu enjoys ‘Rocky’ experience in charity boxing match

Dr. Sandhu laces up the gloves at his practice.

When Abbotsford, B.C., native Amar Sandhu, D.C. (West ’12), returned to Canada last year to establish a practice in Victoria, where he didn’t know many people, the former co-captain of the Palmer Pride ice hockey team took an “outside the box” approach to building community awareness about the new doctor in town by lacing up the gloves and stepping into the ring—of the boxing variety.

Dr. Sandhu was one of 24 members of the Victoria community who accepted the challenge to participate in the “Fight 4 the Cause” fundraiser held Dec. 8, 2012, at the Fairmont Empress Hotel. The 12-bout “social boxing” event featured men and women who were brave stepping into the ring for the first time.

The black-tie event rolled out the red carpet (literally), and drew more than 500 people for an elegant evening of fine dining and Vegas-style entertainment, including costumed dancers and live music. Single-ticket guests paid $45, and groups of eight doled out $1,100 for a ring-side table and four-course dinner. By the end of the evening, more than $16,000 was raised for three local charities.

Participants actually had to pay for the privilege of getting punched; however, various local businesses covered the $1,000 entry fee for each participant, which covered their training costs at Studio 4 Athletics. Dr. Sandhu was sponsored by Dr. John Douglas at Aria Health and Wellness Clinic in Victoria, where Dr. Sandhu has practiced since September.

“I had multiple motivations for entering the event,” says Dr. Sandhu, who earned his B.S. in kinesiology from the University of Fraser Valley in British Columbia, Canada, prior to initiating his chiropractic studies at Palmer’s West Campus.

“I wanted to get in better shape, promote my practice, promote the health benefits of chiropractic care, and support the local charities,” he says. Dr. Sandhu’s pre-fight training regimen included eight weeks of early-morning, intensive “contender bootcamp” training from Monday to Saturday, thrice-weekly adjustments, and a strict sugar-free diet.

“By the end of the ‘boot camp’ training, I’d dropped nearly 20 pounds (from 194 to 177), and although the training pushed me to the point of total exhaustion, it actually raised my energy level at the office,” says Dr. Sandhu, who was inspired to pursue a chiropractic career while playing high school hockey in Abbotsford, where his coach also happened to be a local chiropractor—Dr. Todd Marshall (West ’99).

All participating punchers wore protective head gear and used 16-ounce gloves. Each bout of the Boxing B.C.-sanctioned event featured three two-minute rounds. Although Dr. Sandhu’s opponent had a four-inch height advantage, he won his bout, which included three “standing eight counts.”

“I’ve played years of elite-level hockey, and played in hundreds of games, but I don’t think I’ve ever experienced anything as physically and aerobically intensive as boxing,” says Dr. Sandhu, who played three seasons on the Palmer Pride ice hockey team and also was a member of the West Campus Sports Council.

Dr. Sandhu isn’t ruling out a return to the ring. However, for now, he’s content using his hands to adjust rather than jab, which includes providing chiropractic care for his boxing coach, who is now training for a kickboxing event in May. “My hands are my livelihood, so I have to be careful,” he says. “However, as shown by the number of (Fight 4 the Cause) participants our office treated, getting adjusted helps to ensure optimal condition and performance before they step into the ring. Now, in addition to speaking as a practitioner, I can also speak from personal experience.”
West Sports Council alumni provide care at Winter Dew Tour

West Campus alumni Richard Robinson, D.C. (’96), and Karla Solum, D.C. (’09), experienced an impromptu Sports Council reunion of sorts at the Dew Tour action sports and lifestyle festival in Breckenridge, Colo., last December. Dr. Robinson and Dr. Solum provided chiropractic care for members of the Canadian and U.S. teams, respectively, during the four-day competition that featured some of the world’s best skiers and snowboarders competing in 10 different slopestyle and superpipe events.

This marked the first Dew Tour event for Dr. Robinson, a member of the medical staff that provides care for Canada’s freestyle skiing team. He also has provided care at three Olympic games, and will care for Canadian athletes at the 2014 Winter Games in Sochi, Russia.

“It was amazing to see another Sports Council alumnus involved with such a great event, and it demonstrates how more and more Sports Council alumni are getting selected to provide care at such high-performance events,” says Dr. Robinson. He practices at LifeMark Health in Calgary, and since graduating in 1996 has traveled to California at least once a year to help teach the Sports Chiropractic elective and assist at Sports Council events.

“I wasn’t aware that Dr. Robinson would be providing care for the Canadian team until my first day on the tour,” says Dr. Solum, who was practicing in Colorado at the time of the Dew Tour event. She has since relocated to Seattle, where she now practices at Elite Sports and Spine. “Dr. Robinson taught my Sports II class at Palmer, and I’d worked with him at numerous events as a student. I looked up to him as a mentor and now as a colleague,” adds Dr. Solum. She has provided care at the 2012 Track and Field Olympic Trials and currently travels as chiropractor for the USA Beach Volleyball teams.

The Dew Tour is known for the extreme physical nature of the events. In addition to providing first responder care on the superpipe and slopestyle events, Dr. Solum provided chiropractic care in the event’s poly clinic, which was frequented by participating athletes.

Dr. Robinson and Dr. Solum credit the West Campus Sports Council program for helping them achieve their goals in the field of sports chiropractic. “The Sports Council is a great adjunct to the core program, and, for students who wish to specialize in sports chiropractic, it helps them realize that the opportunities for chiropractors in this field are limitless,” says Dr. Robinson.

“I’m so happy that I chose to attend Palmer’s West Campus, because the Sports Council program has opened so many doors for me in the world of sports chiropractic,” adds Dr. Solum. Her postgraduate achievements include earning her CCSP and ICSSD (International Chiropractic Sport Science Diploma), as well as completion of a two-week rotation at the U.S. Olympic Training Center in Colorado Springs, which now makes her eligible to travel and treat Team USA athletes.

“I don’t know another chiropractic college that provides the opportunities to gain valuable on-field skills like Palmer’s West Campus, which is the primary reason that I chose to go there,” adds Dr. Solum. She also works as an advisor to the National ACA Sports Council, providing input to other chiropractic colleges in the process of developing student Sports Council chapters modeled after the program at Palmer’s West Campus.

Find the latest graduation stories and photos at www.palmer.edu/graduations
Minister of Health and Sports for Aruba Richard Visser, D.C. (West '93), has been a strong advocate for chiropractic's participation in health organizations in his region, and a voice for action on health issues such as childhood obesity.

His most recent endeavor was participating in the “Building a Healthier Future Summit,” held March 6-8 in Washington, D.C. At this conference he had the honor of meeting First Lady Michelle Obama, who shares his passion for dealing with the issue of childhood obesity. Ms. Obama is honorary chair of Partnership for a Healthier America, which sponsored the conference.

Dr. Visser was one of four international panelists joining Health and Human Services Assistant Secretary for Global Affairs Nils Daulaire speaking on the issues of global childhood obesity at the conference. He highlighted Aruba’s innovative domestic initiatives to reduce childhood obesity and related diseases through National Plan Aruba 2009-2018 and community-based action to promote physical activity and healthy eating. Dr. Visser created the Institute for Healthy and Active Living to increase health promotion and prevention of noncommunicable diseases. Results to date show that the number of people engaging in moderate to intense physical activity on a regular basis in Aruba has increased from nine percent to 39 percent since 2009. Dr. Visser is planning the third Pan American Conference on Obesity (PACO III) in Aruba June 6-8, 2013.

In September 2012, Dr. Visser participated in the 28th annual Pan American Sanitary Conference in Washington, D.C. During this conference, Aruba, Curacao and Sint Maarten were admitted as new Associate Members of the Pan American Health Organization (PAHO). This category of membership will enable the three countries to participate directly in PAHO activities. According to Dr. Visser, this membership in PAHO marks “a new beginning for Aruba” and “reflects the need for closer relations with the countries of the Caribbean” to face common health problems, such as noncommunicable diseases.

Dr. Visser is voice for chiropractic in Pan American Health Organization

Dr. Visser with First Lady Michelle Obama at the Building a Healthier Future Summit in March.

Adam Bunce, D.C. (Florida '05), Lexington, S.C., doesn’t treat patients every day. Instead, he spends his time building the capacity of chiropractic practices and enhancing the skills and abilities of the doctors within those practices.

“Once a new clinic has opened in the area, I handle all support and coaching for the doctor, teaching them how to handle patients in the office from Day 1 as a new patient, setting up the office properly, billing and coding, office flow, paperwork questions, etc.,” says Dr. Bunce. “As a coach, I coach the doctors in handling more of the mental aspect of seeing patients, running a practice, and life in general. Basically, I help doctors improve their communication with their patients by teaching them how to do a better job explaining the ‘why’ behind ‘what’ they are recommending for care. When more doctors do a better job explaining the ‘why behind the what,’ more patients get it. When more patients get it, they follow through better with their care and, in turn, get better results.”

Dr. Bunce also helps carry chiropractic’s message beyond the treatment setting. For several years he has worked closely with the South Carolina Chiropractic Association (for whom he currently is secretary/treasurer) and their director, Nicki Davis, to establish a state proclamation proclaiming October as Spinal Health Month each year. “We’ve been doing this for a long time,” adds Dr. Bunce, “at least since the 1980s under former Governor Carroll Campbell. Each Governor is different, and slight changes may be made each year, but overall, South Carolina is very supportive of the proclamation.”

Dr. Bunce helps build chiropractic’s capacity

Dr. Visser is voice for chiropractic in Pan American Health Organization

Dr. Visser with First Lady Michelle Obama at the Building a Healthier Future Summit in March.

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with Dr. Roy Sweat, founding father of Atlas Orthogonal

Roy W. Sweat, D.C., graduated from Palmer in 1950. He is the pioneer of the Atlas Orthogonal technique, which, according to SweatInstitute.com, “is a technically advanced, scientific, revolutionary procedure that has been refined over the past 60 years. Atlas Orthogonal Chiropractic differs from traditional Chiropractic with a gentle, light force instrument adjustment to the Atlas bone.” Dr. Sweat and his son, Matthew Sweat, D.C., practice in Atlanta, Ga., at the Sweat Institute for Atlas Orthogonal Chiropractic Care.

**Insights:** You began your chiropractic career after leaving the Navy and serving your country in World War II. What was it that led you to chiropractic and then to Palmer?

**Dr. Sweat:** My sister, Etheleen, had migraine headaches and was taking phenobarbital and it was not helping. She decided to go to a Chiropractor, Dr. Wenton Hall in Waycross, Ga. Dr. Wenton was a Palmer graduate, and he adjusted her atlas. She took me to meet him on one of her visits, and he showed me the spinal nerve chart. He also encouraged me to go to Palmer College of Chiropractic.

**Insights:** You are known for the Atlas Orthogonal (AO) technique and really as its pioneer. Tell me how your interest in the upper cervical complex led you to the work that you’ve done, the organizing of the Society of Chiropractic Orthospinology, and, of course, the Sweat Institute.

**Dr. Sweat:** I started Palmer College in January of 1947 and studied under B.J. Palmer for four years. I was in B.J.’s Hole-In-One Program (or the Toggle-Recoil technique, in which the atlas and axis are adjusted very precisely and gently). I went into private practice in April 1950 with Dr. Vic Brooks in Decatur, Ga. In 1952, I decided to study with Dr. John F. Grostic (Palmer School of Chiropractic ’33) and learn about the upper cervical spine. In 1957, Dr. Grostic asked me to assist him and teach the classes with him. He died in 1964, and we moved the seminars to Atlanta in 1965. They were called the Grostic Presentation seminars. Then I decided I wanted to design an instrument that would do the same thing as the hand adjustment. We went down to Georgia Tech and hired engineers to design our first Atlas Orthogonal adjusting instrument in 1980. (The engineers based the Atlas Orthogonal Percussion Adjusting Instrument on the way Dr. Sweat used his hands to perform the adjustment.)

**Insights:** It sounds like you are very involved in your community as well as in chiropractic associations. You have also been an instructor and have presented around the world. What are some of the highlights of what you’ve been involved in?

**Dr. Sweat:** I’m a lifetime member of the Georgia Chiropractic Association and have also served as president. I am a member of the International Chiropractors Association. I’ve been Kiwanis Club president and have been a member of Embry Hills Methodist and Mt. Carmel Methodist churches.

**Insights:** What are you favorite memories of Palmer College?

**Dr. Sweat:** It was a pleasure seeing and hearing B.J. Palmer at Lyceums every year that he presented.

**Insights:** What would you like see in the future of the chiropractic profession?

**Dr. Sweat:** I think Chiropractors must improve all their adjusting programs. And we must have a leg check and scanning palpation instrument.

**Insights:** Do you have any advice for chiropractors just starting out or for those future chiropractors just starting their journey?

**Dr. Sweat:** My advice is to work as an associate in a private clinic with an Atlas Orthogonal doctor! God bless Atlas Orthogonal Chiropractic, and God bless Chiropractors!
Dr. Rick Acquaro, an advocate for Palmer and chiropractic

Still youthful in appearance and reflecting the fit and healthy lifestyle espoused by his profession, Rick Acquaro, D.C., continues to make significant contributions to Palmer College and the field of chiropractic. “When you are so fulfilled by your profession, it’s only natural to want to help those coming behind you,” says Dr. Acquaro. A 1965 graduate of Palmer’s Davenport Campus, the road to success was not easy for Dr. Acquaro and his colleagues during a time when chiropractic was not widely understood or accepted.

“I first became interested in chiropractic when I injured my back playing high school football in Daytona Beach,” he says. “I was referred to an orthopedic surgeon, then a physical therapist. Eventually I ended up in the chiropractic office of Frank D’Ambra, D.C., a Palmer grad (Davenport ’57). After receiving chiropractic treatment, Dr. Acquaro was able to successfully return to playing sports. Over time several of Dr. Acquaro’s classmates were also treated by Dr. D’Ambra and it was then that Rick Acquaro decided that becoming a chiropractor was what he wanted to pursue.

As Dr. Acquaro’s relationship with Dr. D’Ambra grew, he learned more about Palmer College. “Dr. D’Ambra was a faithful follower of Dr. B.J. Palmer,” Dr. Acquaro says. “I was always interested in science, and the more I learned the more I knew that Palmer was the place for me. So in 1961 I enrolled in Palmer Davenport.”

While a student at Palmer, Dr. Acquaro met and married his wife, Kay. (Their daughter, Dawn Funk, works in the Student Services Dept. on the Florida Campus.) It was during this time that Douglas B. Cox, D.C. (Davenport ’63), introduced and taught the Gonstead System in the Palmer curriculum. “I became totally immersed in the specificity and science of the Gonstead Technique and accredit much of my subsequent success in practice to the application of Gonstead patient care,” he says. Upon graduation, Dr. Acquaro returned to Florida, accepting an associate position in Gainesville working for Marion Weaver, D.C. (Davenport ’55).

After completing his contract with Dr. Weaver, Dr. Acquaro accepted a second associateship position with Herb Sweatland, D.C., who maintained a very busy practice in Fort Myers, Fla. Dr. Sweatland brought Dr. Acquaro on board to help grow a satellite practice. “I’ll always remember what he said: ‘You don’t go into practice to a waiting market, you’ve got to create your own market.’” Dr. Acquaro worked hard to aggressively grow the satellite
office from about six or seven patients to 45-50 per day. “When necessary I would even treat people in their homes,” he adds. “For the patient, it was truly affordable, accessible health care, to which I was totally committed.”

In June 1967, Dr. Acquaro opened his first office and solo practice. “It was on 2nd Street in Holly Hill (Florida),” he says. “I had a three-room office. I leased my first X-ray machine and bought an old Relaxo table from the Palmer Clinic. We had one combination treatment/X-ray room, a waiting area with six chairs and my wife was my receptionist.” As a new chiropractor, Dr. Acquaro would begin blazing a trail for chiropractic that many of his fellow chiropractors would eventually follow. “At that time there were 12 or 13 chiropractors in all of Volusia County. I became active in the community to promote myself and chiropractic, did a mail-out and placed several ads in the newspaper. By the end of my second month the practice was profitable.”

Now well-established with expertise and experience on his side, Dr. Acquaro was targeted for leadership roles with the Florida Chiropractic Association, serving on the board of directors for 10 years and then as FCA president in 1987-88. Dr. Acquaro also served as president of Palmer’s Florida Alumni Association. “I was committed to growing the field of chiropractic in Florida, developing scholarships, helping to recruit students and supporting Palmer College,” he says. He also served on the State of Florida Peer Review Committee as well as with several other state agencies in an advisory capacity.

In 2000, Palmer College developed an interest in tapping into the potential market for students from the southeastern United States and more specifically from Florida. Around the same time, the city of Port Orange became interested in establishing a college as part of its growing community. As a trusted advisor, Dr. Acquaro became integral to the process. He helped coordinate a contingent from Port Orange who traveled to Davenport, Iowa, to begin discussions that would eventually lead to the opening of Palmer’s Florida Campus in 2002. Dr. Acquaro remains active with the Florida Campus, having founded the Gonstead Club, being the first class “Adopt a Doc” and serving as a regular host of PSAF tours of his office.

Forty-five years later, Dr. Acquaro partners with Dr. Peter Wakeman in an extremely successful multidisciplinary practice, combining the best of chiropractic care with physical rehabilitation. They enjoy an excellent relationship with the medical community, and a large percentage of new patients are a direct result of medical referrals. The practice is contemporary, spacious and located in a beautiful building overlooking the Halifax River.

“I was committed to growing the field of chiropractic in Florida ... and supporting Palmer College”

Dr. Acquaro, who regularly employs recent Palmer graduates as associates, continues to blaze a trail for chiropractic and Palmer College. His reputation and relationships allow him to advocate with community institutions such as Daytona International Speedway, where, as a member of their checkered-flag committee, Dr. Acquaro, who has treated many NASCAR drivers over the years, is working on integrating Palmer students into The Speedway’s Ambassador Program. In addition, he helps chair the Florida Campus capital campaign.

He firmly believes that even today the number one reason young people choose Palmer is a referral from their local Palmer chiropractor. “We need to keep the doors open to chiropractic care,” Dr. Acquaro concludes. “I feel a responsibility to those who helped me and to help those who come after me.”

The Alumni Office is your link to the Palmer College of Chiropractic Alumni Association. If you would like to become more involved with the alumni programs, please complete the Alumni Profile Form at www.palmer.edu/AlumniProfile/.
As businesses innovate to combat rising health care costs, chiropractors are finding a new niche: providing care for employees in on-site clinics. Chiropractors, with their expertise in treating musculoskeletal conditions that often afflict workers, as well as their focus on overall well-being, are ideal health care providers for employees where it is most convenient for them to seek care—the workplace.

“On-site clinics are booming,” says William Updyke, D.C., who has been caring for employees at Cisco Systems’ LifeConnections Health Center in San Jose, Calif., since 2008. “Last year a survey by Towers Watson found that over 40 percent of employers (small, medium and large-sized) either had an on-site clinic or were planning one or considering one. Chiropractic just happens to be the perfect service because for many companies musculoskeletal complaints are the number one reason for going to a health care provider. And with the growing wellness trend, we are a perfect fit for employers wanting to help their employees stay healthy.”

Dr. Updyke’s experience at Cisco has been positive and rewarding. It started with a tip from a former student at Palmer’s West Campus who saw the opportunity posted on Craigslist. “Cisco wanted to provide what the employees wanted, and when they polled them, chiropractic was very high on the list of providers the employees wanted on-site,” he says. “I started in October of 2008 and the clinic opened in November. When I started I was only working 20 hours a week, but I was full-time in about nine months as the practice grew rapidly. We added a second chiropractor, Dr. Morgan Young (West ‘07, profiled on page 17) a few years later. Cisco’s administration has remained extremely supportive of the services and I now manage the chiropractic, physical therapy and acupuncture providers in the practice.”

Curt Krause, D.C. (Davenport ’99), has been working as a clinic chiropractor in the Healthe Clinic at Cerner Corporation’s worldwide headquarters in Kansas City, Mo., since 2009. (See profile on page 14.) He also participated in a research project at Cerner to demonstrate improved overall quality of health of the company’s employees, while at the same time providing a cost benefit to the company. The results of this project were published in the August 2012 issue of the Journal of Occupational and Environmental Medicine.

The study, a retrospective claims analysis and clinical evaluation to assess the influence of on-site chiropractic services on health care utilization and outcomes, found that patients treated off-site were significantly more likely to have physical therapy and outpatient visits. In addition, the average total number of health care visits, radiology procedures and musculoskeletal medication use per patient with each event were significantly higher for the off-site group. Last, headache, neck pain and low back pain functional status improved significantly among patients treated at the on-site health clinic. These results, the paper concluded, suggest that chiropractic services offered at on-site health centers may promote lower utilization of certain health care services, while improving musculoskeletal function.

Chiropractors choosing to care for patients at on-site business clinics, as well as their employers, need to consider a number of factors before the chiropractor begins on-site care of employees. “No matter how a doctor chooses to practice, whether a full- or part-time employee of
a corporation, visiting a few times a week to provide care, or any other method of delivering chiropractic services to a business, the professional liability issues remain the same,” says Mike Whitmer, assistant vice president of corporate relations for NCMIC Group, Inc. “The doctor needs to have a malpractice policy in place, maintain an active license for their state of practice and practice within the state’s scope for chiropractic.”

Liability issues need to be addressed whether the chiropractor is employed by the business or not, Mr. Whitmer adds. “Regardless of whether the doctor is an employee or an independent contractor, the employer will have liability issues they will want to address with their insurance carrier and legal counsel,” he says. “If the chiropractor is not an employee, rather an independent contractor visiting the business occasionally, they will need to structure their practice like any other practitioner running their own practice, whether an LLC or other corporate structure allowed in the doctor’s state of practice. As always when structuring a practice, seeking legal counsel is a sound investment for the protection of the doctor and practice.”

Additionally, the chiropractor must consider any type of on-site care they provide at a business just as they would if they were operating their own practice. “It is essential the chiropractor realize they will be developing doctor-patient relationships and will have the same responsibility to those patients as if they had their own stand-alone clinic facility,” Mr. Whitmer adds. “Records must be kept, informed consent obtained, examinations and histories completed, and practice standards met.”

For those chiropractors interested in providing care in this type of setting, Dr. Updyke has this advice: “Learn how to build a practice and be a good care provider; work with medical providers and build relationships with them; network in your community; understand the research and keep up with health policy. That is what worked for me.”

The Palmer alumni working in corporate chiropractic settings credit their education with their success in this new arena for providing patient care. “It’s always exciting to see fellow graduates doing well and working in new and emerging settings,” says Blake Howard, D.C., West ’04, (profiled on page 14). “Having been out of school for almost a decade now, you get a sense of what type of doctors graduate from each type of school, and there is always pride when you see someone from your school excelling. I think it speaks volumes to the type of education we receive at Palmer’s West Campus when you see graduates in these types of positions.”

Doug Endel, D.C.: Taking care of employees and their families at Modern Medical, Inc.

A pitch to the CEO of Modern Medical, Inc., in Lewis Center, Ohio, who is also his patient, led Doug Endel, D.C., to providing care to the company’s employees and their family members in October 2011. Since graduating from Palmer’s Davenport Campus in 2008, Dr. Endel has wanted to provide chiropractic care in a corporate setting. “I really believe that the way health care will be delivered is going to drastically change in the next five to 10 years, and on-site corporate chiropractic clinics will emerge as a solution to decrease employer costs while giving employees an added benefit,” he says.

Modern Medical’s CEO was very receptive to his proposal to provide on-site employee care. “He said he was tired of his employees having to take sick days because their kids were sick, so he wanted to offer a program to allow family members to also receive care, knowing that if the kids were to get adjusted, they wouldn’t get sick as often.”

Dr. Endel launched the program with a presentation at the business to give people a better understanding of chiropractic and what was being offered to them. “There are about 115 employees currently, and I’m seeing about 40% of them as well as their families on-site. I come in to the business two half days each week and all of the scheduling is done online.”

Several employee satisfaction surveys Dr. Endel has conducted demonstrate that employees are satisfied with their care, have seen health benefits from it and would recommend it to their co-workers. Here are the latest employee satisfaction results:

- 90% are very or extremely satisfied with their chiropractic experience
- 64% report that their job performance has improved significantly
- 83% say their overall health has improved dramatically
- 18% have seen a direct decrease in their out-of-pocket health expenses
- 100% would recommend it to their co-workers

Dr. Endel encourages chiropractors to pursue practicing in an on-site corporate clinic. “It is a great way to make a difference in the community, get out of the office and is going to drastically change the way health care is delivered in the United States,” he says. “I have started a company called Buck-eye Wellness Solutions, with the vision of setting up chiropractors in on-site corporate centers like this in the future. My goal is to see 500 chiropractors changing the culture in 500 companies across the U.S.”

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Following his graduation from Palmer’s West Campus in 2004, Blake Howard, D.C., ventured out on his own and maintained a traditional private practice in Idaho for nearly eight years. However, over time, the business challenges of managing a practice began to outweigh the exhilarating joy of caring for his patients. “I’ve been a good practitioner and have had good success at getting my patients better and out of pain,” says Dr. Howard, a Casper, Wyo., native who was introduced to chiropractic care while serving a two-year mission for the Church of Jesus Christ of Latter-day Saints near Davenport, Iowa. “However, maintaining my own office was always a struggle for me—in particular due to the challenge of getting patients to understand the importance of regular chiropractic care, which led to a constant turnover.”

Last spring, Dr. Howard’s frustration with “revolving door” patients led him to pursue a position at the Take Care Health Center, based at the Boise campus of a prominent technology company. He now provides chiropractic care as a member of a multi-disciplinary team—which also includes M.D.s, a physician assistant, physical therapist and naturopathic practitioner—serving more than 5,000 employees.

During his years of private practice, Dr. Howard developed referral relationships with some of the M.D.s in the Boise area. The lack of formal work experience in a multidisciplinary setting was not a deal-breaker when he applied for the chiropractic position at the Take Care Health Center. “I think the primary skill that clinics such as this are looking for in all the providers they hire, not just the chiropractor, is an ability to work as a team and to understand your role as part of that team,” he says.

Much like the company at which he’s providing care, Dr. Howard says that Take Care Health Services (owned by Walgreen’s) measures the Center’s success by the achievement of bottom-line goals. And the bottom-line results are rather impressive: In 2011, the company reported On-site Visit Savings and Clinic Oversight of Workers’ Compensation Claims were 64% below Official Disability Guidelines (ODG).

Through on-site visit savings and clinic oversight of workers’ compensation claims, costs for 2012 were 72% below ODG. Health center reports attributed the improved ODG figures to the health clinic’s addition of physical therapy and chiropractic care.

“Patients are looking to get fixed and get back to work, so you have to use all your skills and tools to help your patients quickly,” Dr. Howard adds. Chiropractic care is referred by one of the M.D.s, and Dr. Howard says he treats approximately 45% of the patients who present with a musculoskeletal complaint.

He enjoys the health center position for the patient-care benefits, including a regular flow of new patients and challenging cases, along with no weekend hours, as well as the personal benefits such as a 401k plan, health insurance and paid vacation time. However, he also acknowledges that before any D.C. pursues a similar position in a corporate-based health center, the doctor must be prepared to make a few concessions.

“I miss out on seeing some acute cases, where I could really make a difference, because they have to see their primary-care provider to receive a referral for chiropractic care” says Dr. Howard. “You definitely give up control over the case—but the other providers also understand that just giving medicine isn’t what patients need.”
But research is needed to demonstrate effectiveness of any new health initiative, and Dr. Krause and several colleagues at Cerner conducted the research project detailed in the introduction. (Their article about the project titled “Value of Chiropractic Services at an On-Site Health Center” was published by Krause, CA D.C.; Kaspin, Lisa Ph.D.; Gorman, Kathleen M. M.P.H.; Miller, Ross M. M.D., M.P.H., in the August 2012, Volume 54, Issue 8, pp. 917-921, of the Journal of Occupational & Environmental Medicine.)

In addition to this research, Cerner associates treated by Dr. Krause and his colleagues at the HealthClinic have an opportunity to complete a satisfaction survey after each visit. “My care and the care of the clinic has consistently been rated 4.8-4.9/5,” he says. “They enjoy the convenience of the facility being on site.”

Dr. Krause is optimistic about the on-site corporate chiropractor trend and how it is already benefitting the profession and will continue to do so as more and more businesses add on-site clinics and include chiropractors. “I believe that as the cost of health care increases every year, particularly expenditures for musculoskeletal conditions, and as research demonstrates the benefits not only in overall health, but also for cost benefits to the company, having on-site chiropractors will only increase. I believe this will benefit the profession immensely. First, it opens doors for chiropractors that were not open before and provides them with another option for employment besides owning a practice or becoming an associate. Second, it brings chiropractors in collaboration with other practitioners and provides them with a voice. Third, it gives greater and easier access to potential patients who have not used chiropractic care previously.”

His advice to aspiring on-site corporate chiropractors is to focus on cooperation, patient education and outcomes. “Understand that we don’t have to be all doctors to all patients, but should be willing to work cooperatively with other providers,” he says. “Be educators and teachers and not salesmen, and allow the outcome of care to speak the loudest.”

Daniel Lord, D.C.: Helping Facebook employees stay healthy and productive

Daniel Lord, D.C. (West ’08), really “likes” providing patient care as the director of chiropractic services at the health care center located at Facebook’s corporate headquarters in Menlo Park, Calif. And judging by the number of employees that Dr. Lord has already served, it appears they “like” his quality of care.

Nearly one-third of the approximately 4,000 Facebook workers at the Menlo Park campus utilized at least one form of service at the 6,000-square-foot health center in the first six months after its opening in August 2012. The demand for Dr. Lord’s services has grown so rapidly that his treatment space, which he shares with the center’s physical therapist, was quickly doubled to 1,000 square feet and soon will be doubling again, so he can accommodate his ever-expanding patient load.

In addition to Dr. Lord, Facebook’s health center, which is managed by Crossover Health integrated health services, is staffed by two M.D.s, four nurse practitioners, an acupuncturist and a physical therapist, and provides services that compare with a hospital emergency room.

“I think more and more companies recognize that providing campus-based health services for their employees typically results in a healthier and more productive workforce,” says Dr. Lord, who joined the Facebook clinic following four years as member of the chiropractic staff at the Chiro-Medical Group in San Francisco.

“An on-site health center helps reduce a big portion of company health costs that result from work-related accidents, production loss from missed work days, or symptoms that typically would result in admitting someone to the local hospital emergency room,” says Dr. Lord, who served as co-president of the West Campus Sports Council.

At the Facebook health center, chiropractic is a portal of entry service that employees can seek without first receiving a referral from one of the staff M.D.s. In fact, all health center patients who present any type of musculoskeletal type of condition are directed first to Dr. Lord.

The average Facebook employee falls into the 20-something generation, and the most common conditions for which they seek Dr. Lord’s care typically fall into one of three categories: repetitive stress, sports injuries or postural syndromes.

In addition to the convenience of the on-campus health center, Facebook also promotes a healthy environment for its workforce by serving healthy meals prepared by top chefs in its primary cafeteria, and bikes are available for workers to peddle from one part of the spacious campus to another.

“The types of conditions that I see most are what you would expect from a young and athletic group of people who approach their recreational endeavors with the same degree of passion and energy they do to their work-related projects,” says Dr. Lord.

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Bryan Muth, D.C.: Wellness and chiropractic are part of the culture for Standard Process

Bryan Muth, D.C., is a 2008 graduate of Palmer College's Florida Campus. Dr. Muth joined Standard Process Inc. in 2009 as part of the team facilitating the company's award-winning health and wellness program. He provides chiropractic treatment, nutritional counseling and personal training for the company's nearly 300 employees.

“There are so many advantages to this approach to wellness, not only for me, but for the employees and the company,” Dr. Muth says. “I make a difference by giving adjustments and providing nutritional counseling. I then get the chance to physically walk into my patients’ work environment and make modifications on site! And of course I am experiencing what every chiropractor wants to see ... better health due to greater compliance.”

Standard Process, headquartered in Palmyra, Wis., has been providing health care professionals with nutritional whole food supplements for more than 80 years. “I am fortunate to work for a company that truly does put their employees number one,” Dr. Muth says. “Standard Process realized long ago that a happy employee is a productive employee. By putting wellness initiatives in place to help employees enjoy a better work/life balance, the company has experienced happier, better-focused employees. Additionally, convenience equals compliance. The convenience of being right on location keeps patient compliance relatively high. Compliance means patients get better faster and are able to return to work and continue being productive for the company.”

There are three chiropractors on staff at Standard Process. In addition to Dr. Muth, Paul Frank, D.C., and Georgia Nab, D.C., are also employed full-time with the company. “I think we’ve been very well received,” says Dr. Muth. All three of us have great relationships with the employees. We all have very different personalities and different areas of expertise. Also, our hours vary, allowing for all first-, second- and third-shift employees to take advantage of our services.”

In the last year, Dr. Muth had nearly 3,800 visits (chiropractic and nutrition). This year, he expects to have even more visits because Standard Process has extended the benefit of on-site chiropractic, nutritional and fitness services to the employees’ spouses. The spouses can also go online and sign up for an appointment at the company’s corporate headquarters. “Eventually, I personally would also like to see on-site services extended to the employees’ dependents,” adds Dr. Muth.

According to Dr. Muth, his education at Palmer’s Florida Campus was imperative to his preparation for his current position. “Before attending Palmer I never realized that the four pillars of health included educating the patient, chiropractic care, physical fitness and nutrition. Palmer helped me to understand this idea and laid the groundwork for me to succeed in my current position. Those four pillars are the foundation of our Corporate Wellness Program.”

Asked if he sees a trend in companies continuing to offer health care in the workplace, Dr. Muth says, “Standard Process is pretty unique in that way and way ahead of the wellness curve. However, I truly feel more companies will be heading in this direction. Having health care professionals in the workplace environment provides a definite cost savings for the company and its employees. I think both patients and corporations are starting to seek out alternative health care options.”

Providing health care in the workplace is different from a private or clinic practice. “The convenience for the patient and patient compliance are the big differences,” Dr. Muth says. “If we did not have chiropractic care available here, our employees would have to take time off from work or from their family time. It is so much more convenient for all parties if the employee can walk right in for their appointment, then get right back to work without having to drive anywhere.”

A unique benefit of being in the workplace is the ability to influence the employees’ work environment. “I can ergonomically assess their workspace,” Dr. Muth says. “If they are telling me that a particular job or motion is hurting their shoulder, for example, I can observe them performing their job and recommend ways to modify their movement. I can talk with Standard Process’ engineers and determine ways to improve our workspace environments throughout the company.”
Standard Process has taken several different approaches to impact the rising costs of health care. One of the most impactful approaches has been an annual, comprehensive Health Risk Assessment (HRA), which is offered at no charge to the employees and also includes a self-assessment. This helps to screen for general health issues. In 2012, 270 employees and spouses participated.

“As the health care staff, we can see what areas could use improvements, and then we gear our patient education programs or ‘brown bag’ lunchtime talks to address them,” Dr. Muth adds. “Education helps lower our employer health care costs by teaching employees and their spouses which choices they could be making to improve their health. There’s always a positive attitude here. We use every opportunity to keep everyone involved and educated on health. A happy, enthusiastic, engaged employee is healthier and more productive. Our customers can see it when they visit for company tours. They see the smiling faces of employees who truly care about their job.”

In the five years since graduating from Palmer’s West Campus in 2007, Dr. Morgan Young has already earned a pair of impressive appointments: at a hospital of the largest managed care organization in the U.S.; and the corporate-based health center for a Silicon Valley company that employs more than 70,000 people worldwide.

Dr. Young’s first step into a multidisciplinary setting came in 2008, when he was hired as an independent contractor to provide chiropractic services at Kaiser Permanente’s medical center in San Jose. “I learned a lot about working with other health care professionals, sharing patients, how to build relationships with other providers—and I also learned a bit about the politics, and how large organizations function,” he says.

In the summer of 2010, Dr. Young joined Dr. Bill Updyke, former West Campus clinician, at Cisco Systems’ LifeConnections Health Center, a multidisciplinary health facility based at Cisco’s largest campus in San Jose, where growing demand for chiropractic care (a portal of entry service) prompted the need to add a second D.C. “My position with Kaiser helped prepare me for my position at Cisco; without that, I probably wouldn’t have been chosen, since I’m a relatively young practitioner,” says Dr. Young.

The LifeConnections Health Center opened in 2008, and provides an array of health services to employees and their dependents from a team of providers that includes M.D.s, D.C.s, P.T.s, an acupuncturist, nurse, dietician and mental health counselor. The Center’s close proximity to the West Campus is an added bonus for Dr. Young, a member of the faculty since he graduated.

In addition to advancing his clinical skills, Dr. Young’s experience at Kaiser also provided a valuable lesson on learning about the interprofessional (as well as interpersonal) components that commonly define the dynamic of a multidisciplinary setting, where some patient cases may involve overlap care by multiple practitioners. “You have to be a team player, which means a willingness to provide care within the specified role rather than a ‘cure-em-all-cowboy’ attitude,” says Dr. Young. “Understanding everyone’s scope and specialty means a strong referral system.”
Dr. Martin reports from Chiropractic Summit 19

The Chiropractic Summit 19 was held on March 6 in conjunction with the NCLC conference in Washington, D.C. Florida Campus President Peter Martin, D.C. (Davenport ’68), is a member of the Chiropractic Summit and provided the following recap of the proceedings.

As always, the highlight of the Summit is the Government Relations Report presented by John Falardeau, ACA lobbyist. Mr. Falardeau mentioned that since the prior Summit, statements have been presented to HHS regarding chiropractic inclusion in multi-state plans and essential health benefits proposed rules. Mr. Falardeau stated that implementation of the Affordable Care Act will largely be at the state level and that lobbying by individual state associations will be essential for good chiropractic inclusion.

As in prior Summits, Mr. Falardeau emphasized the three big issues for chiropractic are state insurance exchanges, essential benefits and Section #2706, the non-discrimination provision in the Affordable Care Act. State exchanges will serve largely to provide insurance at a price to the estimated 40 to 60 million people who are currently uninsured. Plans offered by the exchanges must include, at a minimum, essential benefits as defined by the individual states utilizing federal guidelines. Mr. Falardeau added that most employer-based plans and ERISA plans will remain in place and unchanged.

It was anticipated that most states would set up their own insurance exchanges rather than defer to the federal government. This is not proving to be the case. Seventeen states have established or will establish their own exchanges, including California. Seven states, including Iowa and Illinois, will partner with the federal government to establish an exchange. Twenty-six states, including Florida, have stated they will not establish exchanges and will defer to the federal government to do so. It does not appear that the federal government will be able to meet the October 2013 deadline to establish exchanges. Indeed, HHS has no funding to set up insurance exchanges in those 26 states.

States establishing their own exchanges are utilizing, as benchmarks, major plans currently used by small businesses within that state. California elected to emulate the low-cost Kaiser Plan, which does not offer chiropractic services. Oregon’s plan includes chiropractic as a profession rather than as a service; this would appear to be an ideal situation. California, according to Mr. Falardeau, should work to get around the limitations of the Kaiser Plan by having chiropractic included as a profession providing essential benefits rather than as a specific service.

As a side note, the AMA has determined the repeal of Section #2706 to be a major priority. Certain states, such as Connecticut, have stated their intent to strongly insure patient protection provisions, including the non-discrimination provisions of Section #2706.

On March 7, Dr. Martin attended the NCLC general session, where the keynote speaker was United States Senator Bill Nelson of Florida. Sen. Nelson spoke of his personal experience with chiropractic, cited the good care and personal friendship with Dr. Bill Morgan and even mentioned Palmer’s Florida Campus. He added that he believed chiropractic was well positioned to take advantage of the Affordable Care Act.

Later that day, Dr. Martin joined the Florida contingent and visited the Florida members of congress. Congressional visits were focused on passage of HR 741 to provide to military retirees, dependents and survivor beneficiaries through TRICARE the same chiropractic services provided to active duty military. HR 741 is authored by Mike Rogers (R-AL) and Dave Loebsack (D-IA).

Also promoted during the visits was HR 171, authored by Gene Green (D-Texas), which would extend commissioning in the USPHS to doctors of chiropractic, and HR 702, the “Access To Frontline Health Care Act,” which would establish a student loan repayment program to health care providers, including chiropractors, who have committed to practice in a medically under-served community for at least two years.
Administrators take Palmer identity message ‘on the road’

PALMER CHANCELLOR DENNIS MARCHIORI, D.C., PH.D., AND WEST CAMPUSS PRESIDENT WILLIAM MEEKER, D.C., M.P.H., ALONG WITH A FEW OTHERS, HAVE CONDUCTED OR SCHEDULED A SERIES OF PRESENTATIONS ABOUT THE PALMER IDENTITY THIS YEAR AT MAJOR CHIROPRACTIC CONVENTIONS AND MEETINGS. Taking the Palmer identity message “on the road” to the wider chiropractic profession is important, Dr. Marchiori says. (To see Palmer’s identity statements, go to www.palmer.edu/our-identity.)

“Our identity project resulted in an Identity Statement, supporting Pillars, and development or revisions to key institutional documents such as our Vision, Mission, Values, Philosophy Statement and Practice Paradigm,” he says. “Without a doubt, some of the content within these documents expresses specific norms, beliefs and attributes of our Palmer community. However, as testament to its validity, the overarching Identity Statement has received broad support from audiences within the profession. Claiming our professional identity with a clear, concise, accurate statement is a recognized need within the profession. We are pleased to share our work and hope it is broadly adopted by the profession, not just the Palmer community.”

The benefits of widespread acceptance of the Palmer Identity Statement by a majority of chiropractors are far-reaching. With chiropractic firmly established as the third-largest form of health care in the U.S., behind medical doctors and dentists, Palmer’s identity efforts are intended to preserve chiropractic’s core identity while building greater collaboration within the health care system. The language in Palmer’s identity documents reinforces that direction by providing not only an identity, but a description of what chiropractors do.

Here’s a schedule, as of April 2013, of past and upcoming Palmer identity presentations:

- June 23, 2012, California Chiropractic Association Board of Directors, West Campus President Dr. William Meeker (West ’82)
- Aug. 11, 2012, Palmer’s Davenport Campus Homecoming, Chancellor Dr. Dennis Marchiori (Davenport ’90)
- Oct. 5, 2012, Alaska Chiropractic Society convention, Vice Chancellor for Advancement Mr. Robert Lee
- Oct. 18, 2012, Friends of Palmer West meeting, West Campus President Dr. William Meeker
- Oct. 24, 2012, Association of Chiropractic Colleges presidents, West Campus President Dr. William Meeker
- Nov. 13, 2012, California Chiropractic Association, Alameda Chapter, West Campus President Dr. William Meeker
- Nov. 14, 2012, California Chiropractic Association, North Bay Chapter, West Campus President Dr. William Meeker
- Jan. 9–11, 2013, Foundation for Chiropractic Progress Board of Directors, meeting at Parker Seminars, Chancellor Dr. Dennis Marchiori
- Jan. 29, 2013, California Chiropractic Association, Santa Clara Chapter, West Campus President Dr. William Meeker
- Feb. 26, 2013, California Chiropractic Association, San Diego Chapter, West Campus President Dr. William Meeker
- Feb. 26, 2013, Southern California University of Health Sciences: Los Angeles College of Chiropractic faculty, West Campus President Dr. William Meeker
- March 1–3, 2013, Palmer’s Florida Campus Homecoming, Chancellor Dr. Dennis Marchiori
- March 8, 2013, American Chiropractic Association, Board of Delegates, West Campus President Dr. William Meeker
- March 14–16, 2013, ACC-RAC conference, Chancellor Dr. Dennis Marchiori
- April 10–13, 2013, World Federation of Chiropractic 12th Biennial Congress, West Campus President Dr. William Meeker
- April 26, 2013, International Chiropractors Association, Palmer’s Davenport Campus, Chancellor Dr. Dennis Marchiori
- May 3–5, 2013, Michigan Association of Chiropractors convention, Chancellor Dr. Dennis Marchiori
- May 4, 2013, Palmer’s West Campus Homecoming, Friends of Palmer West meeting, West Campus President Dr. William Meeker
- Sept. 21–22, 2013, Wisconsin Chiropractic Association convention, Chancellor Dr. Dennis Marchiori
- Oct. 4–6, 2013, Pennsylvania Chiropractic Association convention, Chancellor Dr. Dennis Marchiori

Palmer at ACC-RAC
This year 59 faculty, staff and students from all three Palmer campuses participated in the Association of Chiropractic Colleges Research Agenda Conference (ACC-RAC) March 14-16 in Washington, D.C. Florida Campus Professor Niu Zhang, M.D., center, received an award from the Association of Chiropractic Colleges, sponsored by the National Board of Chiropractic Examiners, for her research on “Test Anxiety and Academic Performance in Chiropractic Students.” PCCR Professor Ram Gudavalli, Ph.D., also received an award for his paper on “Instantaneous Rate of Loading During Manual High Velocity Low Amplitude Spinal Manipulation.”

For a complete list of Palmer ACC-RAC participants, go to www.palmer.edu/, select “News and Events” and go to the “College News” page.
The sounds of many languages resound through Palmer’s Davenport Campus on most days, thanks to the campus’ international student population. But in late January those languages were more evident. Ten students from South Korea and two from Egypt were visiting Palmer along with officials from Jungwon University, Chungbuk, South Korea, and Western Iowa Tech Community College (WITCC), Sioux City, Iowa, where they are currently studying.

“Our international population is an important part of bringing a diverse culture to campus and chiropractic to the world,” says Anthony Schumacher, Davenport Campus international admissions representative.

The group’s journey to Palmer began several years ago, when Terry Yi, D.C., who grew up in Sioux City, Iowa, started a sports medicine program incorporating chiropractic at Jungwon University in South Korea. “I want chiropractic to flourish in Korea and other Asian countries,” Dr. Yi says. “This is one of the biggest markets for chiropractic, but the problem is that Asia doesn’t know much about chiropractic. This is my passion and somebody has to do it. We need more chiropractors in Asia.”

Dr. Yi began a process to help more students at Jungwon University become chiropractors. “Some of my students were really focused on a career in chiropractic, and I wanted to bring them to Palmer,” he says. But before they could matriculate at Palmer, they needed to improve their English. Dr. Yi partnered with officials at Western Iowa Tech Community College in Sioux City to bring the Jungwon students to Iowa to study English at WITCC, with the goal of eventually enrolling at Palmer College’s Davenport Campus. In addition to improving English language skills, some of the students finish their prerequisites at WITCC, while some are ready to start at Palmer. In January 2012, Dr. Yi brought a group of 10 students to Palmer, and several of them have already enrolled.

This unlikely partnership between the three colleges has evolved, and on January 25, 2013, Dr. Yi, along with two officials from WITCC, brought 10 Korean students originally from Jungwon who are studying at WITCC, along with two Egyptian students from WITCC, to spend the day on the Davenport Campus.

In addition to participating in a full campus visit, the WITCC officials signed an articulation agreement with Palmer to help WITCC students more easily transfer to Palmer’s Bachelor of Science in general science program, which is earned in conjunction with a Doctor of Chiropractic degree. “We believe that a student can start their education at WITCC no matter their intended educational goal,” says WITCC’s Division Chair of Arts and Sciences Darin Moeller. “Articulation agreements are key for us in developing educational pathways for students so they can see a clear academic plan that meets their goals.”

Added Palmer’s Articulation Coordinator Sandy Miller: “Building relationships with quality institutions like Jungwon University and Western Iowa Tech will benefit students in meeting their educational goals as well as enhance the leadership we enjoy today. The curriculum agreement provides advisors and educators with the tools to assist a student in meeting their goal of becoming a Doctor of Chiropractic.”

While at Palmer, the group from Sioux City participated in a Korean-language campus tour and enjoyed lunch with members of the college’s Korean Club. They also heard from Palmer administrators, faculty members and Admissions Department staff members. “I learned a great deal about the history of chiropractic and Palmer’s primary role in the profession’s development,” Mr. Moeller adds. “It’s a top-notch institution with outstanding facilities and staff.”

Their visit to Palmer made an impression on the students as well. One has already enrolled and will begin classes in November 2013, and several others are completing their prerequisites at WITCC with the intention of enrolling at Palmer as soon as they are finished.
Palmer’s identity highlighted at Florida Homecoming

As the primary care professionals for spinal health and well-being, it is the mission of Palmer College to promote learning, deliver health care, engage our communities and advance knowledge through research. During the 2013 Florida Homecoming, this mission was accomplished.

With weather conditions relatively cooler than normal, the more than 300 participants experienced the warm Florida Campus hospitality and shared in the knowledge provided by speakers, alumni and Palmer’s staff at Homecoming 2013 held March 1-3 on the Florida Campus in Port Orange. A capacity crowd heard Chancellor Dennis Marchiori, D.C., Ph.D., kick off the event with a presentation on “Increasing Cultural Authority through Palmer’s Identity.”

The chiropractic Pillars espoused by Palmer College were clearly in evidence throughout the three days with continuing education sessions focused on the modern chiropractic practice, nutrition, low back stabilization, adjustment techniques, concussion evaluation and the use of electro diagnostics in chiropractic practice.

Special events were highlighted by the President’s Reception, hosted by Florida Campus President Peter Martin, D.C., and the class of 2008 five-year reunion, both held at the world-famous Daytona International Speedway. The Florida Campus Student-Centered campaign reception and the Saturday night finale were both held on campus in the Standard Process Student Center.

The Florida Homecoming was sponsored by long-time supporters Standard Process, NCMIC, Performance Health, Biofreeze, Thera-Band and Prossage. Other exhibitors included Biotics Research Corporation, Foot Levelers, Palmer Imaging Consultation Services and the Markson Connection.

To see more photos, visit the photo gallery at http://albums.phanfare.com/isolated/P9yJ4oTe/1/5984975.

Capital campaign nears goal

Recent contributors include NCMIC (National Chiropractic Mutual Insurance Company) based in Clive, Iowa, which is the U.S.'s largest provider of malpractice insurance for chiropractors. Florida Campus President Peter Martin, D.C., who is directing the campaign, recently announced the NCMIC donation of $50,000. Dr. Martin has been meeting with key alumni throughout Florida, recently hosting alumni dinners in the Tampa/St. Petersburg area and in Gainesville. A reception in Jacksonville is upcoming.

In August 2012 during the FCA convention, the Foot Levelers Corporation helped put the campaign over the $2 million mark with a gift of $200,000. Foot Levelers recently hosted Dr. Martin and Vice Chancellor for Advancement Robert Lee at the company’s headquarters in Roanoke, Va. Dr. Martin and Mr. Lee had the opportunity to tour Foot Levelers’ facility and thank Foot Levelers CEO Kent Greenawalt and Vice President of Education Dr. Mark Zeigler for their generous donation and commitment to the capital campaign.

Foot Levelers donation presentation: (from left) Dr. Mark Zeigler, Dr. Peter Martin, Mr. Kent Greenawalt and Mr. Robert Lee.

The capital campaign that was established to help defray the costs associated with the construction of the Standard Process Student Center on the Florida Campus is approaching the $2.5 million goal set by Palmer’s Board of Trustees. At press time approximately $2.2 million had been raised.
**ADMINISTRATIVE ACCOMPLISHMENTS**

**Dr. Meeker receives APHA Lifetime Achievement Award**

The Chiropractic Health Care (CHC) section of the American Public Health Association (APHA) honored William Meeker, D.C., M.P.H., for two-plus decades of “outstanding service and leadership” to the CHC by presenting the president of Palmer’s West Campus with the Lifetime Achievement Award at the 2012 APHA Annual Meeting & Exposition, Oct. 27-31, in San Francisco.

The Lifetime Achievement Award recognizes outstanding service and leadership in relation to chiropractic and public health, and requires membership in the CHC section for at least 15 years. Dr. Meeker has devoted much of his 30-year career to advancing chiropractic’s presence and elevating its voice in the oldest and most diverse organization of public health professionals in the world.

**Dr. Goertz published in major health journals**

Palmer Vice Chancellor for Research and Health Policy Christine Goertz, D.C., Ph.D., is the principal investigator for a study published in the April 15, 2013 issue of *Spine*. The study demonstrated that active-duty military patients receiving a combination of chiropractic manipulative therapy and standard medical care experienced a statistically and clinically significant reduction in their back pain and improved physical functioning when compared to those receiving standard medical care alone. (See story on page 24.)

Additionally, Dr. Goertz was a co-author of a study published in the March 27, 2013 issue of *JAMA*, the Journal of the American Medical Association. The study, “Effect of Disodium EDTA Chelation Regimen on Cardiovascular Events in Patients With Previous Myocardial Infarction: The TACT Randomized Trial,” found that “among stable patients with a history of MI, use of an intravenous chelation regimen with disodium EDTA, compared with placebo, modestly reduced the risk of adverse cardiovascular outcomes, many of which were revascularization procedures.”

**Dr. Lawrence named Academic of the Year**

Dana Lawrence, D.C., M.Med.Ed., M.A., senior director of Palmer’s Center for Teaching and Learning and Davenport Campus professor, received the Academic of the Year Award from the American Chiropractic Association (ACA). The ACA presented its annual awards in March during its House of Delegates meeting in Washington, D.C. These awards are given to outstanding volunteer members and other individuals for their contributions to advancing the chiropractic profession.

**Dr. Long receives American Statistical Association award**

Director of Research Cynthia Long, Ph.D., was selected as the winner of the American Statistical Association Section on Teaching of Statistics in the Health Sciences’ Distinguished Achievement Award. Dr. Long received the award for her “years of constant and expert service” to the Section.

**Dr. Meeker keeps alumni engaged**

In his efforts to engage alumni and other D.C.s about Palmer’s historic identity documents and share exciting developments at the West Campus, West Campus President William Meeker, D.C., M.P.H., has traveled from one end of the state to the other—as well as to the nation’s capital.

In addition to identity presentations at CCA District meetings throughout California, Dr. Meeker was a guest speaker at the ACA Board of Delegates meeting in Washington, D.C. (see story on page 19.) He also hosted a special dinner meeting attended by nearly two dozen Palmer alumni on the West Campus in September. As well as providing this actively-engaged group of alumni with an overview of the Palmer Identity documents, Dr. Meeker discussed the Palmer College ad that appeared in the programs sold at the final four home games of the San Francisco 49ers’ 2012 season and on the 49ers’ website.

A poster-size copy of the ad was on display for alumni to see, and each attendee received a program-sized copy of the ad in their information packets. Meeting attendee John Moore, D.C. (West ’87), was the lucky winner of the drawing for a pair of tickets to a 49ers’ game.

“The West Campus recorded its largest four-quarter period of enrollment in nearly a decade for the period of Winter ’12 to Fall ’12,” says Dr. Meeker. “Much of the credit for the positive enrollment trends at the West Campus goes to Julie Behn (West Campus enrollment director) and her team. However, I also have to acknowledge our alumni for their referrals of new students. This is the ultimate compliment because it reflects their respect for the skill-building program we provide our students and confidence in the caliber of graduating doctor.”
DoD/VA Internship Program helps students become doctors

Palmer's Department of Defense/Veterans Association Chiropractic Internship Program began in November 2007. It is administratively managed through Clinic Capstone Programs, located on the Davenport Campus.

“The primary focus of the program is chiropractic care with students assisting in providing services to active military personnel and veterans,” says Senior Director of Clinic Administration Julie Schrad, D.C. (Davenport ’85). “Our students have reported an increased level of confidence upon completing the program, and many say that it helped them make the transition from being a student intern to a doctor.”

The College has established 15 affiliations to date, seven with military health facilities under the Department of Defense, and eight with Veterans Affairs medical centers. The facilities are located across the United States.

Within the program, clinic-level students undergo a thorough application process that includes an initial interview with a clinic administrator, followed by an interview with one or more of Palmer's affiliate doctors who decide which student they wish to accept from the pool of eligible candidates. To date, 72 students from all three Palmer campuses have completed or are currently in the program.

“Depending on the location of their internship, students may have the opportunity to rotate through other departments in the hospital, such as neurology, rehabilitation and women’s health,” says Dr. Schrad. “At some locations, students may have opportunities to observe surgical procedures.”

Palmer is working to continue expanding the program. Doctors currently working at a Department of Defense military medical center or a Veterans Affairs health facility are welcome to contact Dr. Julie Schrad at julie.schrad@palm er.edu or (563) 884-5818.

ASCT program is recognized training provider for FCLB certification

Through the Associate of Science in Chiropractic Technology (A.S.C.T.) degree program, Palmer College of Chiropractic, which has offered chiropractic staff training since 1966, has qualified as a PACE-recognized provider for the Certified Chiropractic Clinical Assistant (CCCA) certification offered by the Federation of Chiropractic Licensing Boards (FCLB).

Those students who complete the A.S.C.T. program are considered to have met the required education and internship components for CCCA certification, should they decide to obtain this additional credential, and are eligible to sit for the exam with proof of completion of their A.S.C.T. degree. (See www.fclb.org for exam details.)

“Regulatory requirements for training in allied health are changing to meet new demands in an ever-changing health care environment,” says Palmer’s Vice Chancellor for Academics Robert Percuoco, D.C. (Davenport ’83), “Palmer’s A.S.C.T. degree program provides graduates with unique chiropractic supportive training to meet such requirements.”

While X-ray training and certification is required by virtually all states, the majority still do not have specific training requirements for staff performing other billable services involving patient contact. The FCLB, which deals with maintaining uniform standards in areas related to chiropractic licensure, regulation and education, has developed this national clinical chiropractic staff certification to offer continuity from state to state. One motivation to establish a more uniform standard is in reaction to insurance companies’ accreditors who are, in many cases, requiring that those performing billable procedures, such as physiotherapy, be credentialed. States will make individual determinations regarding acceptance of the FCLB’s standard.

The CCCA certification was developed to provide staff training for basic clinical procedures other than radiography. Palmer’s A.S.C.T. program, however, is a comprehensive associate's degree program offering hands-on training in physiotherapy, patient history-taking, recordkeeping and performance of physical, orthopedic and neurological exams. In addition, it prepares students to take X-rays, preparing them for the ACRRT certification exam or other state-based radiography exams. Students also are provided with the business management skills needed in a chiropractic office such as insurance billing and coding, bookkeeping, office management, chiropractic philosophy, ethics, communication and more.

Doctors with clinically-trained staff are more productive. Such formal training also helps to address the issue of vicarious liability: doctors’ liability for actions of staff. For additional information about the A.S.C.T. program, contact Lisa Gisel at (563) 884-5743, lisa.gisel@palm er.edu, or go to www.palm er.edu/asct.
Study highlights included:

- Adjusted mean Roland-Morris Disability Questionnaire scores were significantly better in the standard medical care plus chiropractic manipulative therapy group than in the standard medical care group at both week two (8.9 vs. 12.9; p = 0.001) and week four (8.0 vs. 12.0; p = 0.004).

- Mean Numerical Pain Rating Scale (0-10) scores were significantly improved in the group that received chiropractic manipulative therapy when compared to standard medical care alone at both week two (3.9 vs. 6.1; p = 0.001) and week four (3.9 vs. 5.2; p = 0.02).

- Seventy-three percent of participants in the standard medical care plus chiropractic manipulative therapy group rated their global improvement as pain completely gone, much better or moderately better, compared to 17% in the standard medical care group.

“While these findings are exciting, they need to be confirmed with additional research that replicates this study on a larger scale,” Dr. Goertz adds.

Palmer College, the RAND Corporation and Samueli Institute are doing just that. Collaboratively, they received a $7.4 million, four-year grant from the Department of Defense in 2011 to conduct a similar multi-site clinical trial, this time with a sample size of 750 active-duty military personnel.

The first clinical trial, as part of this study, will examine chiropractic’s effectiveness in relieving low back pain and improving functions in active-duty service members. Assessment of Chiropractic Treatment 1 (ACT1), is recruiting participants and collecting data at three military bases: Pensacola, Fla., Bethesda, Md., and San Diego, Calif.

Assessment of Chiropractic Treatment 2 (ACT2) will compare differences in reflexes and reaction time before and after chiropractic treatment in members of Special Operations Forces. The study will begin participant recruitment and data collection in summer 2013. Currently, study methods are being piloted with Doctor of Chiropractic student volunteers on the Davenport Campus.

Assessment of Chiropractic Treatment 3 (ACT3) will assess military readiness by evaluating differences in strength, balance and recurrences following chiropractic treatment in service members that are deployment ready. Military site participant recruitment and data collection is expected to begin in fall 2013.

The Palmer Center for Chiropractic Research has released its 2012 Research Report. Inside you’ll find information about active grants, current projects and recently published articles as well as faculty and staff listings, facility information, a budget and funding graph, and more. To access the report, visit www.palmer.edu/researchreport.
DAVENPORT CAMPUS

1940s

Dr. Keith D. Bailey, '49, Brentwood, Tenn., presented the first Keith D. Bailey Chiropractic Service Award to Dr. Stephen Nutt, Murfreesboro, at the Tennessee Chiropractic Association's (TCA) annual convention in August 2012. The award was established by the TCA in recognition of Dr. Bailey’s lifelong commitment to professional mentoring of young chiropractors.

1960s

Dr. William Meredith, '62, York Beach, Maine, lost his wife, Mildred, in 2000 after 56 years of marriage.

Dr. Lyle Abbas, '64, Clear Lake, Iowa, is sad to report the passing of his wife Sharon. Sharon was well known at Palmer in the early 1960s. She was secretary for Dr. Herbert Hines of the Research Clinic. Later she was secretary at the Palmer Public Clinic under Dr. Jerry McAndrews and Dr. Donald Kem. Phone: (641) 357-1636, e-mail: gmashay@netins.net.

1970s

Dr. Michael Froyd, '72, Hendersonville, Tenn., recently celebrated 40 years in practice. Phone: (615) 260-1625, e-mail: drfroyd@comcast.net.

Dr. William Mead, '74, Choctaw, Okla., has been on the Oklahoma state Board of Chiropractic Examiners for more than ten years now. He has been elected president of the Oklahoma State Association six times. E-mail: William.mead.ctf@tinker.af.mil.

Dr. Arthur G. Lensgraf, '76, Nashville, Tenn., announces that Benjamin A. Lensgraf, who began his studies at Palmer's Davenport Campus in November 2012, is the fourth generation of Palmer chiropractors in the family. The other generations include: first—Dr. Arthur William Lensgraf (21); second—Dr. David Daniel Lensgraf, '56; and third—Dr. Arthur Glenn Lensgraf '76.

Dr. Craig Ratcliff, '76, Sevierville, Tenn., was appointed to the Tennessee Board of Chiropractic Examiners for a second term. He serves as vice president of the Board. E-mail: drcraigratcliff@aol.com.

1980s

Dr. Molly Edwards-Jones, '81, and Dr. Randal Jones, '81, Castaville, Calif., celebrated their 30th anniversary in practice. Their son, Dr. Gregory Jones, West '11, has joined them in practice. E-mail: randyjonessmusic@aol.com.

Dr. Traci Nelson, '81, Bettendorf, Iowa, announced that Nelson Chiropractic was given the Quad-City Times Readers Choice Award for “Best Chiropractor” in the Quad-City area for 2012. E-mail: nelsonchiro@aol.com.

Dr. Thuy Nguyen, '81, Westminster, Calif., retired in 2009 after 28 years of private practice. Dr. Nguyen’s daughter took over the practice in August 2012. Phone: (714) 891-2596, e-mail: chiro.wellness@yahoo.com.

Dr. Andrew McBain, '82, recently accepted a position at Womack Army Medical Center in Fort Bragg, N.C. In addition to Dr. McBain, the team of health care professionals serving active-duty soldiers at Womack includes physiatriats, physical and occupational therapists, acupuncturists, massage therapists, social workers, psychiatrists, psychologists and nurses. E-mail: doctormcbain@msn.com.

Dr. Jack Hollada, '82, Kligore, Texas, retired from practice in December 2011. E-mail: jhollada@casscom.com.

Dr. David Donaldson, '83, opened a new practice at 1112 B Street, Petaluma, CA 94952, after 18 years of teaching at Life Chiropractic College West. Phone: (707) 772-5154, e-mail: youbackinacation@sonic.net.


Dr. Diane Sherwood-Palmer, '84, Seattle, Wash., was elected as president for another three year term on the Washington State Chiropractic Association Board. Phone: (206) 242-3700, e-mail: drdianedc@comcast.net.

Dr. Susanne Lynge, '86, Broenoderslev, Denmark, was awarded a Masters of Science in Chiropractic Pediatrics by Bournemouth University and AEC in September 2012. Phone: 0045-20211234, e-mail: sl@kiropraktikskoler.dk.

Dr. Tim Warren, '86, Saunderston, R.I., gave the keynote address at the Michigan Association of Chiropractic in April 2012. In September of 2012, Dr. Warren sold his practice of 25 years to Dr. David Pilloni, '09, Florida Campus graduate. Dr. Warren gave the main presentation “Chiropractic at the Top of the World,” in March 2013 at the Nebraska Association of Chiropractic Physicians. Phone: (401) 374-5069, e-mail: tim@drtimwarren.com.

Dr. Matthew Johns, '89, Greenfield, Wis., was recent re-elected to the Wisconsin Chiropractic Association Board of Directors. He joins Dr. Brenda Holland, '03, as the association’s south east district representative. Phone: (414) 321-2273, e-mail: drjohns@chiropracticco.com.

1990s

Dr. Yvonne Murphy, '91, moved to Auckland, New Zealand. She operates Divine Clearing offices in Auckland, Wellington and Queenstown. For more information you can view her website at www.divineclearing.co.nz. Phone: (64) 21278995, e-mail: y.murphy@hotmail.com.


Dr. Brent Beyer, '93, opened Arrowsmith Chiropractic at 208 N. Main St., Arrowsmith, IL 61722. Phone: (309) 531-3695, e-mail: arrowsmithchiro@yahoo.com.

Dr. Wendy Henrichs, '93, Rhinelander, Wis., was named the 2012 Wisconsin Chiropractor of the Year. E-mail: wherichs@newnorth.net.

Dr. Tyler Nelson, '93, Cape Fear Region, N.C., has developed a live stream website for high school football. In addition, Dr. Nelson continues to educate kids on the importance of chiropractic. Go to www.highschoolgameoftheweek.com to view his website. Phone: (910) 426-9112, e-mail: tnelson11@ncr.com.

Dr. Norm Skjonsberg, '93, Saint John, NB, Canada, was once again elected president of the NBCA for another two years. Phone: (506) 852-1818, e-mail: firedocnorm@nb.aibn.com.

Dr. Sean Reil, '94, Thornton, Colo., was appointed president of Homestead H.O.A. Board of Directors for 2013; a 110 unit luxury townhome planned unit development. Phone: (303) 452-2678, e-mail: tffchiro@earthlink.net.

Dr. Trond Seland, '94, was honored to have his clinic, Seland Chiropractic, receive the award of nominee for Small Business of the Year for 2012, from the Fishers, Ind., Chamber of Commerce at the annual Fishers Chamber of Commerce meeting Jan. 16, 2013. Seland Chiropractic is one of 700 businesses in Fishers. Dr. Seland is also working on a book to be titled, “Ode to Joy: The Essentials of Life, Faith, Music and Chiropractic.” “It’s kind of a summary of what I have learned in life that has brought me joy in life and how I use these life lessons to bring joy into the lives of our patients,” he says. E-mail: tseland@hotmail.com.

Dr. Curt D. Day, '95, sold his Chicago practice, Avalon Chiropractic Clinic, in 2012 after 18 years of practice in Chicago. He opened Saugatuck Chiropractic Clinic at 3219 Blue Star Hwy., Suite 200, Saugatuck, MI 49453. Phone: (269) 879-1900. E-mail: cdadyct@yahoo.com.

Dr. William Garrett, '95, built a new office at 220 King St., Cookeville, Tenn., and moved in July 2009. E-mail: web.dcg5@yahoo.com.

Dr. Jacqueline Thomsen, '96, Woodbine, Iowa, celebrated her 44th year in practice and first year at the new location of Thomsen Chiropractic at 410 Ely St., Woodbine. E-mail: drjti@iowatelecom.net.

Dr. Keith Klover, '97, Mississauga, ON, Canada, purchased True North Chiropractic in
Dr. Robert Conine, ’06, married Dr. Jackie Fullerton, ’05, on June 6, 2009, in Key West, Fla. E-mail: drbobconine@live.com.

Dr. Ckon Pienciowski, ’06, has been appointed assistant professor of neurosurgery at the Medical College of Wisconsin. He sees patients in the Spine-Care program at the Tosa Center in Wauwatosa. Dr. Pienciowski also is a certified strength and conditioning specialist and licensed athletic trainer. His clinical interests include orchestrating patient care in an integrated setting. Prior to joining the college faculty, Dr. Pienciowski worked as a chiropractor and athletic trainer at Schubbel Resch Chiropractic and Physical Therapy Center in Appleton. He was also team chiropractor for the University of Wisconsin-Oshkosh’s athletes.

Dr. Jennifer Brocker, ’07, Portland, Ore., completed the Diplomate of the International Council on Chiropractic Pediatrics program in August 2012. E-mail: drjenny@portlandchiropracticgroup.com.

Drs. Rebecca and Brian Gennero, ’07, Clinton Township, Mich., had a son, Bennett, on July 11, 2011. E-mail: bgennero@yahoo.com.

Dr. Jennifer Kocour, ’07, has moved to a new office space at 1900 Washington Blvd., Suite 104, Ogden, UT 84404. E-mail: jkocour.dc@gmail.com.

Dr. Lindsay Gall, ’08, and her husband, Lloyd, Eldridge, Iowa, had a daughter, Sadie Jean, on Jan. 3, 2013. E-mail: linecheers8@yahoo.com.

Dr. Nicholas Alfieri, ’09, moved from Spirit Lake, Iowa, to Portage, Mich., to join his father’s practice, Alfieri Chiropractic Clinic. Phone: (269) 327-8590, e-mail: alfieri19@hotmail.com.

2010s

Drs. Kyle and Savannah Lorenz, ’11, opened Northview Chiropractic located at 435 Vandehei Ave., Suite 150, Cheyenne, WY 82009, in November 2012. They are expecting their first child in March 2013. Phone: (307) 632-3399, e-mail: northviewchiro@hotmail.com.

2020s

Dr. Matthew DeFilippis, ’04, has been in private practice since 2008 in Port Charlotte, Fla., and is married to Courtney. They have three children: Gavin, Machyn and Laine.

Drs. Rebecca and Brian Gennero, ’07, Clinton Township, Mich., had a son, Bennett, on July 11, 2011. E-mail: bgennero@yahoo.com.

Dr. Lindsay Gall, ’08, and her husband, Lloyd, Eldridge, Iowa, had a daughter, Sadie Jean, on Jan. 3, 2013. E-mail: linecheers8@yahoo.com.

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Technologies of Spinal and Related Diseases” conference at Xin-Hua Hospital—affiliated with Jiao Tong University School of Medicine in Shanghai, China. Dr. Garnecki was awarded the Daily Progress & Charlottesville Woman magazine’s “4 Under 40” award in February 2013 and was the national winner of the SCORE Foundation’s “Outstanding Veteran Owned Small Business” for Spinal Health & Wellness LLC in 2011. Her family was recently expanded with the adoption of a baby girl, Autumn YuChen Garnecki, on Jan. 28, 2013.

Dr. Venessa Walker, ’07, Lauderdale Lakes, Fla., was named a “40 under 40 Legacy Magazine Leader of Today and Tomorrow” and was a “Power 30 under 30” nominee. She also was a 2012 African American Achievers Award Nominee and named to the 2011 South Florida Business Journal “People on the Move” list. E-mail: info@drvenessawalker.com.

Dr. Michelle Kerr, ’08, opened Healing Touch Chiropractic, 1110 Hillcrest Rd., Ste. 1F, Mobile, AL 36695, in July 2012. E-mail: michellekendc@me.com. Office phone: (251) 289-1482.

Dr. Sandra Doman, ’09, Aventura, Fla., was elected president of the Dade County Chiropractic Society. E-mail: DrSandra@DrDoman.com.

Dr. Joseph Morreale, ’09, Leesburg, Fla., was married in May 2012 and named 2012 Best Chiropractor for Lake County.

Dr. George Sarantos, ’09, and his wife, Dr. Melissa Bogdan-Sarantos, ’10, Naples, Fla., opened an office in 2012 and had a daughter, Mckenzie Elle Sarantos, in 2011.

Dr. Gabriel Boze, ’10, started practice in Spring Hill, Fla., on Dec. 12, 2012, and added a new associate who is a recent Florida Campus graduate. E-mail: Boze.DC@gmail.com.

Dr. Jennifer Carter, ’10, Vero Beach, Fla., and her husband had a daughter, Abigail, in April 2011.

Dr. Nicholas Muthart, ’10, purchased Vero Spine and Sport Rehab in Vero Beach, Fla., in Oct. 2010. Phone: (772) 657-2185, e-mail: Drnick@verospine.com.

Dr. Colleen Ford, ’11, Lakewood Rand, Fla., was married in November 2011 and opened a new practice in October 2012. E-mail: doctorxford@aol.com.

Dr. David Young, ’12, opened his own office, Lake Buena Vista Chiropractic, at 11953 S. Apopka Vineland Rd., Orlando, Fla. E-mail: DrYoung@LBVchiro.com.

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.”

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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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Davenport Campus

1940s
Dr. Daniel O. Clark, ’47
Henderson, Nev.

Dr. John T. Ciarlelli, ’48
Southbury, Conn.

Dr. Shirley E. Johnson, ’48
Rosenberg, Texas

Dr. Richard H. Nelson, ’49
Monona, Wis.

1950s
Dr. William Kutner, Sr., ’50
Dunkirk, N.Y.

Dr. William D. Shepherd, ’51
Oshkosh, Wis.

Dr. John W. Connors, ’54
Mashpee, Mass.

Dr. William F. Holmberg, ’55
Bonita Springs, Fla.

Dr. Sidney E. Williams, ’56
Powder Springs, Ga.

Dr. Ernest W. Corless, ’57
Derry, N.H.

Dr. Janet McNeely, ’57
Thomaston, Ga.

Dr. Lawrence E. Newsom, ’57
Rancho Palos Verdes, Calif.

Dr. Grady S. Roper, ’57
Royal, Ark.

Dr. Claude Christophe, ’58
Bordeaux, France

Dr. Gerald H. St. John, ’58
Greer, S.C.

Dr. Herbert W. Craven, ’59
Salem, N.H.

Dr. Edward M. Harrell, ’59
Panama City, Fla.

1960s
Dr. Robert Griffin, ’60
Roswell, Ga.

Dr. John D. Marte, ’60
McKeesport, Pa.

Dr. Evelyn M. Wofford, ’60
La Mesa, Calif.

Dr. Richard B. Bohner, ’61
Rockingham, N.C.

Dr. Thomas (Tom) Burns, ’61
Sacramento, Calif.

Dr. David J. Fachtling, ’61
Mountain Home, Ark.

Dr. James R. Flanders, ’61
Atlanta, Ga.

Dr. Albert E. Warner, Jr., ’61
St. Petersburg, Fla.

Dr. Bruce M. Wellum, ’61
Marshall, Ill.

Dr. Thomas B. Gwilliam, ’63
Telford, Shropshire, United Kingdom

Dr. Bobby G. Moore, ’67
Phoenix, Ariz.

Dr. Don N. Parkerson, ’67
Lake Oconee, Ga.

Dr. Ronnie G. Brandt, ’68
Green Bay, Wis.

Dr. Ervin M. Malcheff, ’69
Hillsdale, Mich.

Dr. Clayton Reynolds, III, ’69
Longwood, Fla.

1970s
Dr. Tim E. Tarry, ’70
Grand Ledge, Mich.

Dr. Alvis L. Goalden, Jr., ’71
Goodland, Kan.

Dr. Richard M. Alexander, ’72
Keyport, N.J.

Dr. Richard Newman, ’72
Mesa, Ariz.

Dr. William K. Hilliard, ’73
Portales, N.M.

Dr. Barney E. Lucas, ’75
Williamsport, Pa.

Dr. Bobby D. Newsom, ’75
Metairie, La.

Dr. Wayne H. Zmelka, ’75
Bettendorf, Iowa

Dr. Kenny D. Brooks, ’77
Morristown, Tenn.

Dr. Steve M. Douglas, ’78
Janesville, Wis.

Dr. John D. Robinson, ’78
Richmond, Ind.

Dr. Jeffrey A. Slocum, ’78
Tifton, Ga.

Dr. Glen A. Stuckey, ’78
Attica, Ohio

1980s
Dr. Martin L. Erlandson, ’80
Westby, Wis.

Dr. Donald M. Patrick, ’80
Fairfield, Iowa

Dr. Eugene H. Degner, ’82
Reedsburg, Wis.

Dr. Paul Pride, ’85
Champaign, Ill.

Dr. Donald (Don) L. Adams, ’87
Sedona, Ariz.

Dr. Leslie A. Eldon, ’87
South Windsor, Conn.

Dr. Donald E. Miller, ’88
Cedar Rapids, Iowa

Dr. Robert L. Stanley, ’89
Mount Vernon, Ill.

1990s
Dr. Steven C. Pennington, ’90
Mount Pleasant Hills, Pa.

2000s
Dr. Michael D. Silver, ’09
Torrance, Calif.

West Campus student
Davin Clymore, Clovis, Calif.,
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For more information about the event, contact the Alumni Office at alumni@palmer.edu or call (800) 722-2586, ext. 3.

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6/28 Cruising
6/29 Juneau, Alaska
6/30 Skagway, Alaska
7/1 Tracy Arm Fjord/Sawyer Glacier
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7/3 Victoria, British Columbia
7/4 Seattle, Wash.