



PALMER

College of Chiropractic



Annual Report 2019 – 2020

The Trusted Leader in Chiropractic Education®

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Message from Chancellor and CEO

Palmer College of Chiropractic –first, foremost, forever

Pause, pivot, grow, celebrate. These are the words of the past 12 months as our students, alumni and the College forged ahead through a global pandemic.

As the world faced new challenges, we collectively paused – but only for a breath – before we pivoted in the way we deliver student learning and patient care.

Out of these moments we've grown. Students have shown a resilience and determination, alumni have gone above and beyond to demonstrate their commitment to patient care, and patients have shown how essential chiropractic care is to them. In this Annual Report you'll read about ways the College innovated to continue to deliver student learning, health care, research and engage our communities.

This year marks the 125th anniversary of chiropractic. As we celebrate this milestone, the daring and driven nature of D.D. Palmer and the chiropractic profession shines through to the present. To the entire chiropractic community, I urge you to take this moment to pause, to celebrate where we've been and where we're going.

As *The Trusted Leader in Chiropractic Education*®, our mission is to promote learning, deliver health care, engage our communities and advance knowledge through research. We've reached a pivotal milestone in the chiropractic profession, and at Palmer College, we continue to lead the profession for our students who'll one day join the ranks of the best chiropractors in the world.

Sincerely,

A handwritten signature in black ink, reading "Dennis M. Marchiori". The signature is fluid and cursive, with the first name "Dennis" and last name "Marchiori" clearly legible.

Dennis M. Marchiori, D.C., Ph.D.
Chancellor and CEO

Student Learning and Success

Life as a chiropractic student during the COVID-19 pandemic hasn't been easy, but like generations of chiropractors before them, today's students are showing resilience and finding ways to make the best of this time.

When COVID-19 prompted national, state and county public health regulations, Palmer College was able to adapt and continue to advance our mission.

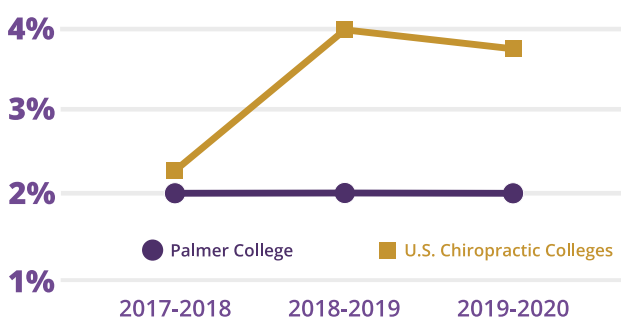
"I think this situation is teaching us how to adapt and overcome, because you either give up and quit and don't get anything done, or you just push ahead with what you have," says David Claggett, who's in his sixth trimester at Palmer's main campus. "I think the professors have been doing a really good job moving online and maintaining order and efficiency with how they're teaching." Seventh quarter Palmer West student Alecia Stewart focuses on maintaining a schedule to keep her studies on track and has found that, "Having the ability to re-listen to any ideas or important information that a professor has said has been helpful."

Seventh quarter Palmer Florida student, R.J. Cinco reflects, "You know, there was so much change starting in March, but one thing that didn't change was our expectations: the expectations students had for the education they would receive, and the expectations faculty had for our learning. I take my hat off to the faculty for pivoting online so quickly."

In response to COVID-19, Palmer College:

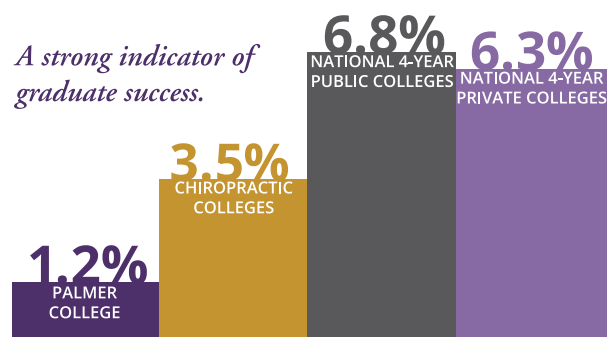
- Launched the Palmer Student Emergency Relief Fund
- Shifted students to online learning
- Increased offerings to support mental and emotional health needs of our students
- Allowed the majority of faculty and staff to work from home
- Implemented new health and safety protocols to allow a safe return to campus
- Created virtual-campus visit experiences

Mean Chiropractic Tuition Increases



Student-loan Default Rates

A strong indicator of graduate success.



Creation of the Student Emergency Relief Fund in response to COVID-19

As COVID-19 continued to bear down on areas surrounding Palmer College's three campuses, alumni and friends of the College reached out to ask how they could help students facing financial difficulties due to the pandemic. In response, the College established the Palmer Student Emergency Relief Fund, made possible solely by donor support. The fund will provide assistance to students experiencing a "temporary financial hardship resulting from an emergency or crisis situation; or struggling with debilitating financial circumstances which may impede their academic progress and ability to complete classes." The latest initiative to raise money for the fund resulted in more than \$8,000 in support from alumni, friends, faculty and staff.

Palmer Florida's 4th Academic Building

Palmer continues to drive toward a strong future on the Florida campus with the addition of a fourth academic building. As an answer to consistent increases in enrollment, this new space will add 33,000 square feet of academic and office space, as well as an extended patio overlooking the campus pond.

"At Palmer Florida, we hope to grow the chiropractic profession not only in the southeast, but across the country. This new academic space solidifies our commitment to the students and the faculty who will make that happen." – Peter Martin, D.C. (Main, '68), campus president, Palmer Florida.

Palmer Academic Health Center becomes Harold & Marie Bechtel Center

Palmer College received its largest philanthropic gift in its history in 2019, a \$5 million gift from the Bechtel Trusts. The newly renamed Harold & Marie Bechtel Center was dedicated in honor and memory of the founders of the Bechtel Trusts and longtime Bechtel trustee and supporter of Palmer, R. Richard Bittner. The Bechtel Center, formerly the Academic Health Center, remains the gateway to campus and serves as a welcome center to all campus visitors including prospective students and their families. It also is home to the Trevor V. Ireland Student Clinic and the Palmer Outpatient Chiropractic Clinic.

81%
of First-year **PALMER**
GRADUATES
were Employed in
CHIROPRACTIC in 2019

Palmer *by the* Numbers

MAIN
campus

63
FACULTY

899
STUDENTS

FLORIDA
campus

57
FACULTY

830
STUDENTS

WEST
campus

39
FACULTY

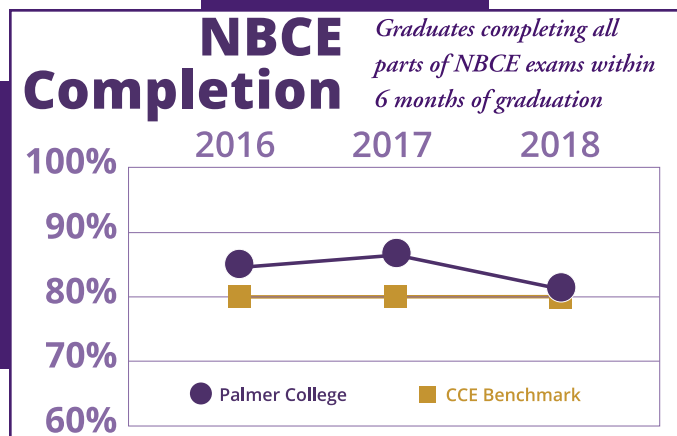
354
STUDENTS

Learning Commons will re-imagine collaborative learning spaces

Construction is underway for the Learning Commons, a first-of-its-kind academic space at Palmer's main campus. The Learning Commons, which will be located in B.J. Palmer Hall, will feature 22,270 square feet of space, 47 study spaces that will be used by more than 1,000 students each year and a coffee shop, with a glass atrium and grand staircase designed with the anatomical feel of a spine.

"We're doing this for the students, past, current and future," said Dennis Marchiori, D.C., Ph.D., chancellor and CEO of Palmer College. "Our vision for the future puts our students, their learning—and the profession—at the center of everything we do. The commitment we're making to enhance the student experience is unmatched by any other chiropractic college in the world."

This project is being made possible thanks to generous gifts from alumni and friends of the College.



Health-Care Delivery

Palmer Chiropractic Clinics serving patients through COVID-19

Palmer Chiropractic Clinics pivoted in response to COVID-19 this year. Our patients continued to seek chiropractic care and expected to see precautions to COVID-19 in place. In order to continue to provide care, our clinics implemented public-health measures including:

- Patients are screened by phone before their appointment and upon arrival; patients wait in their vehicles until the doctor is ready to see them
- Patients are asked to minimize guests accompanying them to appointments
- All patients, staff and students entering the Clinics are required to take a health screening, temperature check and wear a face covering at all times
- There's increased sanitation throughout the Clinic and between patient visits
- The reception areas were rearranged to accommodate social distancing
- Directional signage was placed on the floors throughout the Clinics to assist with social distancing

To reinforce that Palmer Chiropractic Clinics are doing everything possible to provide patients with the best care in a safe environment, we regularly communicate health measures with patients and produced a video explaining new safety measures.

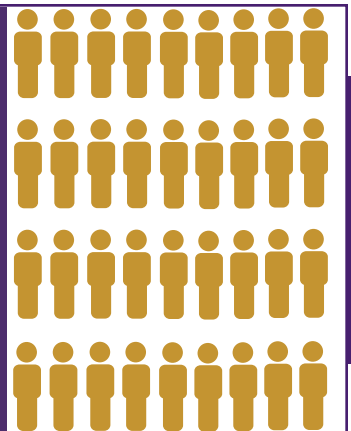
Trevor V. Ireland Student Clinic centralizes student-clinic experience

On November 8, 2019 the Palmer College community, including members of the Board of Trustees, gathered to recognize Palmer alumnus and long-time chairperson of the board, Trevor V. Ireland, D.C. (Main, '70), with the dedication of the Trevor V. Ireland Student Clinic. Dr. Ireland was joined by members of his family, as well as close friend, Vickie Anne Palmer, as he cut the ribbon to commemorate the opening of the space where students provide care to fellow classmates and members of the surrounding community. A targeted fundraising campaign was launched to support this project, and 48 donors gave \$66,000 in honor of their classmate, teammate, colleague and friend.

The Ireland Student Clinic is the first place our students begin to deliver care to student patients, and eventually, the surrounding community. All on-campus clinical experiences are now centralized under one roof, offering a contemporary place for education, healing and care.

\$4.06
MILLION
in Pro-Bono Clinic Care

**PALMER CHIROPRACTIC
CLINICS DELIVERED
138,546
TOTAL
PATIENT
VISITS**



The new space benefits students like seventh trimester student Alec Morgan who was among the first group of students to experience the new clinic. “Palmer always, in a very Palmer fashion, has kept things the best of the best. Hands-on clinical experience is one of the most important parts of our education, and the new clinic gives us a more cohesive clinical-education experience.”

Trevor V. Ireland Student Clinic Features:

- 25 exam rooms
- One full wing dedicated to student clinical assessment
- Radiology Review Room equipped for face-to-face learning and radiology review sessions, and fully equipped for distance learning
- 100” monitors with interactive capabilities that allow for an immersive experience with X-ray image review
- Education/conference room fully equipped for video conferences
- Multi-doctor offices
- Reception area

Growing the DoD/VA Student Rotation Program

Palmer College’s clinical co-curricular programs have provided students with unique and challenging opportunities in the field for more than a decade. Most recently, Palmer has developed 15 new Department of Defense/Veterans Affairs hospital affiliations as well as affiliations within corporate health and pain-management settings, providing students with additional opportunities to enhance their skills.

2019-2020 Highlights:

- Participation among Palmer main campus students increased 71%
- A record number of Palmer Florida students participated
- Palmer West had consistently high participation

Participation in the DoD/VA Student Rotation program has also led to former student clerks advancing to the VA Residency Program or becoming staff doctors at VA hospitals.

“The training gained through the student clerkships in the VA will leave students very prepared to begin their career as a health-care provider,” said Charbel Madlej, D.C. (Main, ’20). “It’s a very challenging program designed to train you in a hospital, so you’re prepared for a multidisciplinary setting following the completion of residency.”

“The clerkship provided many opportunities to work closely with a seasoned doctor of chiropractic and other health-care professionals from a variety of disciplines,” said Matthew Kneiper, D.C. (Main, ’19). “This had an immense impact on how I see chiropractic as an important role in the larger health-care system, as well as the importance of collaboration with other health care providers for what is most appropriate for each individual patient, providing evidence-informed patient-centered care.”

Service

Palmer students give back to their communities. In 2019-2020, students contributed to more than a dozen philanthropic organizations surrounding the Palmer campuses. They:

- Collected and wrapped Christmas gifts for children in coordination with the local YMCA and for Toys for Tots
- Collected items for the local animal shelter
- Hosted a blood drive
- Participated in the National Alliance for Mental Illness (NAMI) walk
- Mentored elementary-school students
- Volunteered with the local women's homeless shelter, Humility of Mary

Resources and Support

Daring & Driven

We aspire to be *The Trusted Leader in Chiropractic Education*® not just today, but forever. To stay on top – and make chiropractic available to communities all across the world – we must dare to dream bigger. Push boundaries. Drive toward new heights. And create an unmatched student experience.

There is a science, art and philosophy to building our future, and over the past few years, we've taken time to investigate what our student experience should be.

This is a pivotal moment in our profession's history – and Palmer's. As we celebrate 125 years of chiropractic, we're reminded of our mission to promote learning, deliver health care, engage our communities, and advance knowledge through research.

Palmer College is setting a vision for its future by being Daring & Driven.

Major Gifts made to inspire, honor, remember

Palmer College's daring plans and drive to create an unmatched student experience inspired **Evan Beane, D.C. (Main, '69) and his wife, Cynthia**, to make a generous gift of \$300,000 in support the College's priority capital projects. A second-generation chiropractor, Dr. Beane's love for chiropractic came from watching his father, Ercil (Main, '37), spread chiropractic around the world through his many mission trips. In recognition of their gift, the *Beane Family Active Learning Center* in the new Learning Commons has been named in their honor.

Carol (Elliott) Evans, along with her husband, Richard, chose to honor their family's century-old legacy in the chiropractic profession with a gift of \$100,000 to support capital projects and the establishment of the *Evans-Elliott-Sprague Endowed Scholarship*. The scholarship will support a student pursuing a chiropractic education on the main campus in Davenport, Iowa. In addition, the *Evans-Elliott-Sprague Study Room* in the new Learning Commons has been named in recognition of their support.

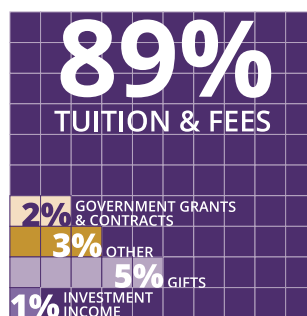
Peter Martin, D.C. (Main, '68), campus president of Palmer Florida, established two scholarships in memory of his wife, Christian, and to honor the impact she had on both his life and on Palmer College. Dr. Martin's pledge of \$50,000 will fund the *Christian Mary Martin Memorial Endowed Scholarship*, which will provide funds for generations of Palmer students. The second scholarship, the *Christian Mary Martin Memorial Gift Scholarship*, allows for the immediate



30,000
worldwide practicing alumni

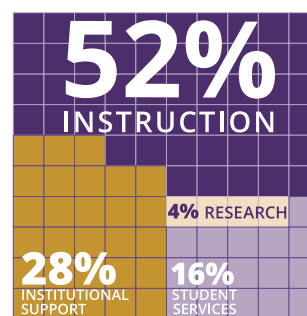
Mean College Revenues

(FY 17-18 to 19-20)



Mean College Expenses

(FY 17-18 to 19-20)



awarding of scholarship funds until the endowed scholarship generates earnings to be awarded. Both scholarships will support students pursuing their chiropractic education at Palmer Florida.

Mark Reis, D.C. (West, '89) recognized “the hard work and dedication it takes to run Palmer College” with a \$10,000 gift to the Palmer West Alumni Endowed Scholarship, making it the largest single contribution to a scholarship designated for Palmer students on the West campus. This scholarship is one of three Alumni Endowed Scholarships that have been established for each of Palmer’s three campuses, making it easy for alumni to directly support student scholarships at the campus of their choice, with a gift of any amount.

Founder’s Day

Palmer College’s third annual Giving Day, held in conjunction with Founder’s Day, was a banner day with a record number of alumni, friends, faculty, staff and students coming together to give back to Palmer. A total of 256 donors gave \$35,000, more than doubling the day’s goal of 124 donors and far surpassing totals from the previous year of 70 donors and \$9,510 raised. Plans are already in place for another record-breaking giving day in celebration of the 125th anniversary of the profession on September 18, 2020.

Endowed Funds & Scholarships

Endowed scholarships are established funds from donors that will support future Palmer students pursuing their dreams of becoming chiropractors. Last year, four new endowed scholarship funds were established:

- Christian Mary Martin Memorial Endowed Scholarship
- Dr. Max Raynor Joseph Memorial Endowment for Gonstead Technique
- Evans Elliott Sprague Family Endowed Scholarship
- Kenneth Evans Memorial Endowed Scholarship

First Adjustment Statue Dedications

On September 18, 2019, the first of two First Adjustment statues was dedicated on Palmer’s main campus in Davenport. The interactive statue invites visitors to lie down and be “adjusted” by D.D. Palmer on a replica of the table used to adjust Harvey Lillard during the first recorded adjustment of the chiropractic profession in 1895. A second identical statue was dedicated during Homecoming at Palmer Florida in February 2019.

The statues were made possible by a generous gift from Juanita Thompson, wife of the late Homer Thompson, D.C. (Main, '68).



Advancing Knowledge through Research

Palmer Center for Chiropractic Research continues its work with The Network

The Interinstitutional Network for Chiropractic Research (The Network) is a collaborative effort between the Palmer Center for Chiropractic Research (PCCR), The Yale University Center for Medical Informatics, and the Osher Center for Integrative Medicine, which is jointly based at Harvard Medical School and Brigham and Women's Hospital. Developed in 2017, The Network is a five-year, multidisciplinary effort to create new knowledge to inform future chiropractic practice, education and research, and deliver new scientific evidence to support health-policy decisions for chiropractic care.

A number of projects are currently underway through The Network, including:

The **Non-operative Spine Cohort Study** being conducted at The Yale University Center for Medical Informatics, led by Anthony Lisi, D.C. (West, '96). The project is studying the differences in health care use and outcomes based on administrative data of more than 5 million veterans with pre-identified musculoskeletal diagnoses.

The outcome of this study will influence health-care decision making, and potentially policymaking within the Veterans Health Administration and beyond.

The Integrative Migraine Pain Alleviation through Chiropractic Therapy: IMPACT Study is being carried out at Osher Center for Integrative Medicine, Harvard Medical School, and Brigham and Women's Hospital.

Approximately 15% of the U.S. population experiences migraines. This pilot study successfully demonstrated the feasibility of conducting a full-scale clinical trial of patients with migraines, using multiple hospital and community-based chiropractors. A grant application for the next clinical trial has been submitted to the National Institutes of Health.

Four research papers have been published from this study. The papers are linked at www.palmer.edu/research.

- The impact of spinal manipulation on migraine pain and disability: A systematic review and meta-analysis
- Integrating chiropractic care into the treatment of migraine headaches in a tertiary care hospital: A case series
- Perceptions of chiropractic care among women with migraine: A qualitative study
- The integrative migraine pain alleviation through chiropractic therapy (IMPACT) trial: Study rationale, design and intervention validation

Thoracolumbar Fascia Mobility: A Pilot Study

This proof-of-concept study seeks to understand how thoracolumbar fascial mobility is related to low-back pain to inform care decisions. Principal research investigators, Robert Vining, D.C., D.H.Sc. and Stephen Onifer, Ph.D., both with Palmer College, are recruiting participants. The study is being carried out at the PCCR research clinic.

“We’re excited about this research,” said Dr. Vining. “This study can potentially shine more light on how chiropractic care influences some types of back pain.

PCCR unveils new diagnostic tools in *Journal of Manipulative and Physiological Therapeutics*

The team at the Palmer Center for Chiropractic Research has spent the last decade studying pain management in a variety of patient populations including active-duty military personnel, veterans, older adults, and inpatients at a rehabilitation hospital. In addition to its focus on clinical research studies, the PCCR team is developing practical tools for chiropractors in the field.

Three recently published, free-to-download papers from the Palmer Center for Chiropractic Research will offer chiropractors everywhere new tools to guide diagnoses and standardize terminology.

“Back pain is often complex, with sometimes overlapping causes,” said Robert Vining, D.C., D.H.Sc., associate dean of clinical research, Palmer Center for Chiropractic Research. “Few good diagnostic tests are available, making diagnosis difficult. People suffering similar symptoms can have completely different conditions. Also, research findings are sometimes difficult for practitioners to interpret and use. These new tools will help address these common challenges.”

The articles, and corresponding synopsis videos, are available free online in the *Journal of Manipulative and Physiological Therapeutics*.

Development of a Clinical Decision Aid for Chiropractic Management of Common Conditions Causing Low Back Pain in Veterans: Result of a Consensus Process

A new, practical tool that will assist in clinical decision-making. This decision aid is a four-page tool summarizing evidence-based clinical management and treatments for conditions that cause low-back pain.

Development of an Evidence-Based Practical Diagnostic Checklist and Corresponding Clinical Exam for Low Back Pain

This evidence-based diagnostic checklist and exam are designed to help streamline examination and develop evidence-based working diagnoses for low back pain.

Current Evidence for Diagnosis of Common Conditions Causing Low Back Pain: Systematic Review and Standardized Terminology Recommendations

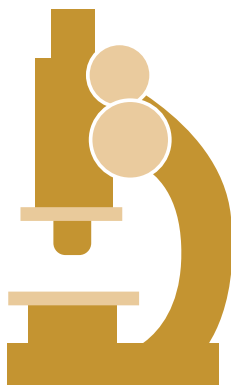
Standardized terminology that will help chiropractors and other health-care providers communicate more effectively.

We invite you to share these tools with your colleagues through social media, association and other professional meetings.

The full report can be found at <http://www.palmer.edu/alumni/research-publications/gallup-report/managing-neck-and-back-pain-in-america/>.

\$2.9 MILLION
IN FUNDING
COMMITTED
TO RESEARCH
IN FY 19-20

internal and external funding sources



8

PALMER
CENTER for
CHIROPRACTIC
RESEARCH
PUBLICATIONS

PALMER
COLLEGE
EMPLOYEE
PUBLICATIONS

15



PALMER

College of Chiropractic

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Davenport, IA 52803-5214

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