

ANNUAL REPORT



PALMER
College of Chiropractic

The Trusted Leader in Chiropractic Education®

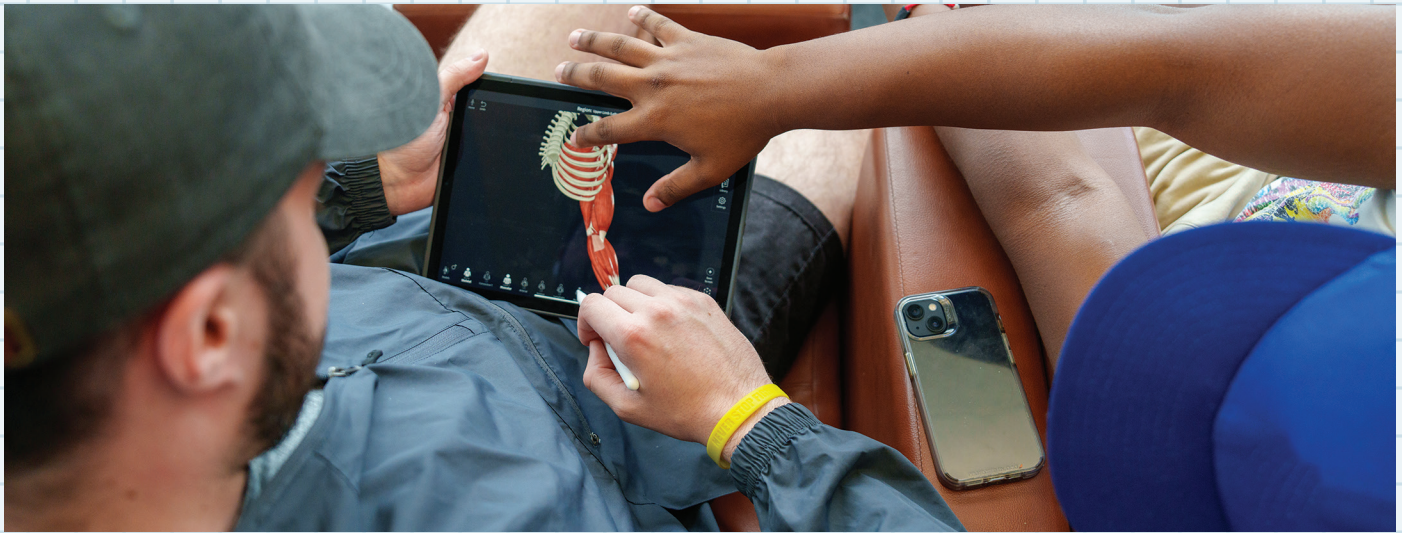


2022-2023

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MESSAGE FROM DENNIS MARCHIORI, D.C., PH.D., CHANCELLOR AND CEO, PALMER COLLEGE OF CHIROPRACTIC



The momentum continues!

The past fiscal year has been one of the most exciting years in the history of Palmer College of Chiropractic. Enrollment continued a steady climb, our students' scores on the national board exams are off the charts, we completed several major capital projects on the Main Campus, "Daring and Driven, the Campaign for Palmer College," exceeded all expectations, and we announced the largest single gift from a living alumnus in school history.

Indeed, Palmer College continues to be driven forward.

There has never been a more exciting and dynamic time in the history of our College. The following pages are filled with the collective accomplishments of our students, faculty, staff, administration, board of trustees and alumni. Please take a few moments now to learn more about the incredible success story that is Palmer College of Chiropractic, *The Trusted Leader in Chiropractic Education®*.

STUDENT LEARNING AND SUCCESS

Palmer College Hits Record Enrollment

In October, 2022, Palmer's Main Campus enrolled its largest fall class since 2007 and Palmer Florida enrolled its largest fall class in its 20-year history.

"We continue to see strong new student enrollment at both campuses," said Michael Norris, Ph.D., vice chancellor for admissions. "Palmer College has invested heavily in the student learning experience over the past several years, and I believe we're seeing the positive impact of those strategic investments."



Approximately one out of every five chiropractic students in the U.S attends Palmer College.

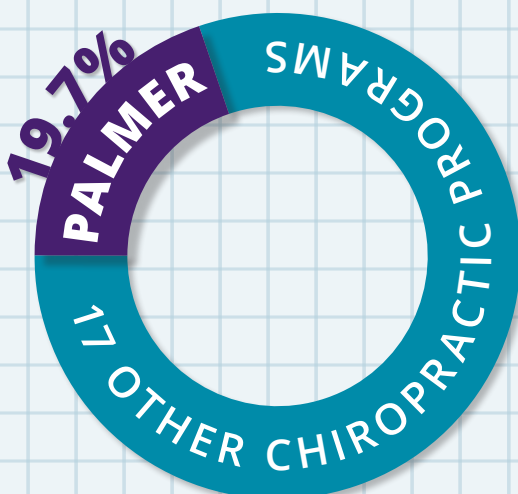
Palmer College introduces Student Success Scholarship Initiative

Palmer College has a bold vision: to one day provide scholarships to all students who have the passion and drive to become a Doctor of Chiropractic. Palmer's new Student Success Scholarship Initiative brings the entire Palmer community together as we drive toward a future of unlimited health and human potential through chiropractic.

Academic Scholarships: Palmer College proudly recognizes incoming students who have distinguished themselves academically before choosing to pursue a chiropractic education. Academic scholarships are awarded to students who demonstrate outstanding achievement in their academic pursuits prior to entering Palmer College – ensuring that Palmer graduates carry with them a commitment to excellence and lifelong learning.

Opportunity Scholarships: Palmer students come to the College with many accomplishments – including leadership and engagement in their communities, personal achievements, and having overcome social, educational and economic obstacles. Opportunity scholarships are awarded to enable a richness of talent and voices among our students, ensuring that Palmer graduates carry an inclusive attitude beyond the College's walls and into the communities they serve throughout the world.

CHIROPRACTIC STUDENT MARKET SHARE



\$3.83

MILLION

in scholarships awarded

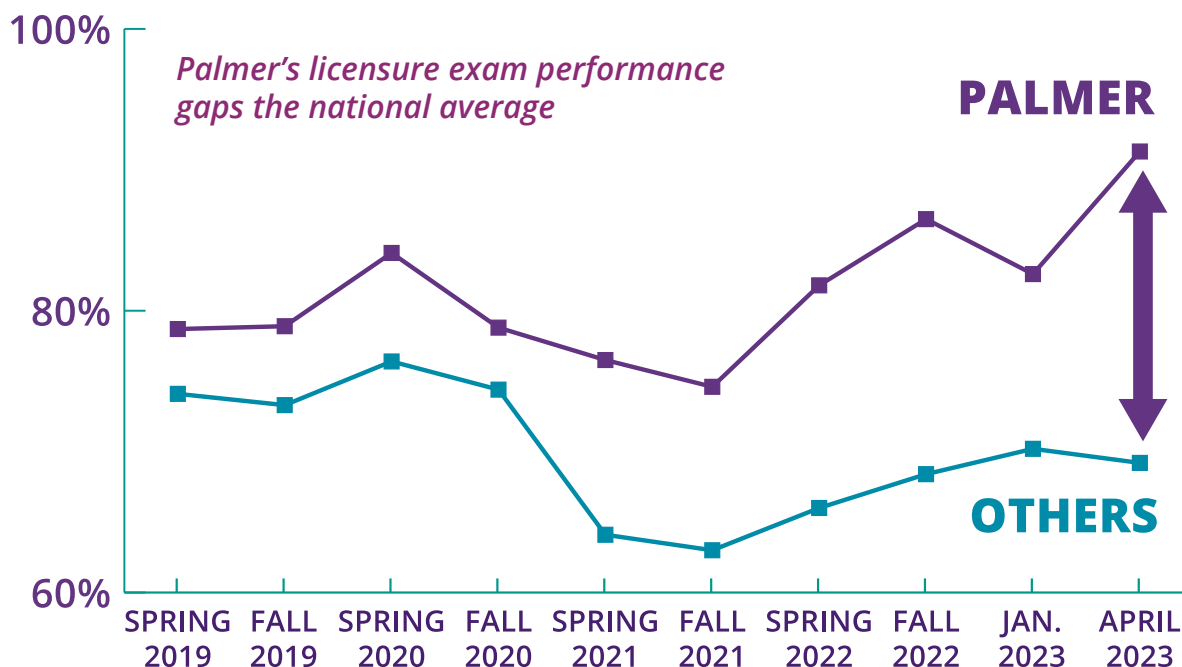
July 2022-June 2023

Palmer College NBCE Scores Skyrocket

Palmer College's licensure exam pass rates set a new standard of excellence, with the performance gap between Palmer and the average of all other chiropractic educational institutions growing by more than 400% since 2021. Palmer students had a 100% pass rate on the chemistry portion, and a 98.1% pass rate on spinal anatomy.

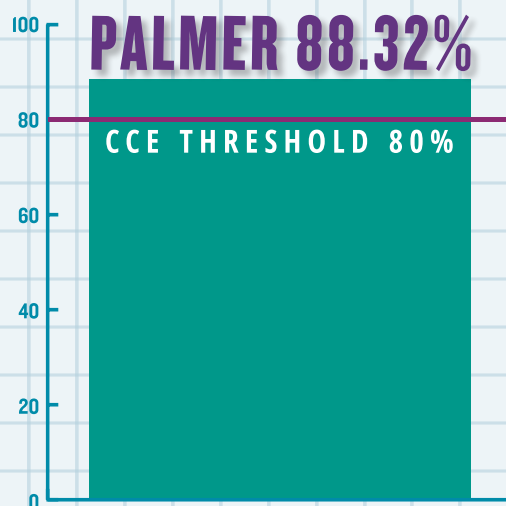
Since 2019, Palmer College has invested significantly in its learning spaces, technology and faculty, doubling down on the industry-leading hands-on training that Palmer College is known for as *The Trusted Leader in Chiropractic Education*®. As a result of this investment, today's students receive the best academic training in the business, as evidenced by their NBCE board scores.

NBCE PART I PASS RATE



FALL 2022
PALMER
BACHELOR OF SCIENCE
COMPLETION PROGRAM
ENROLLMENT
30

PALMER LICENSURE COMPLETION RATE





Paul & Donna VanDuyne Hall Opens on Palmer's Main Campus

A new Student Living Complex opened this year, offering 115 units and features multiple study areas, a meditation area, multi-purpose rooms and lounges, free on-site laundry and parking, and a fire pit and grilling area.

Isaac Boedigheimer is one of the students now living in VanDuyne Hall. "I love interior design and when I walked in, I thought wow, this is really cool! They did a great job. I love the modern and clean look," he says.

Isaac, who is also a Campus Guide, had the opportunity to tour students through the space when it opened.

"Students were shocked in a good way by how it turned out. They love the huge kitchen with all the counter space, and having a double bathroom, so they don't have to share a bathroom." As beautiful as the apartments are, Isaac says it's also hard to beat the views.

"The views from the windows, especially on the fourth floor overlooking the new recreation field are amazing. Some of the rooms even have sunset views, and you can see the sun setting over campus."

VanDuyne Hall has been so popular, it's already filled to capacity.

Dr. Martin Retires

After 35 years of service to Palmer College of Chiropractic, Peter Martin, D.C., FPAC (Main, '68), campus president of Palmer Florida, has retired from the College.

"The fact that I have been fortunate enough to do this for many years is a testament to the wonderful team I work with who have made Palmer Florida a truly happy place. I have been blessed in that, but at the age of 85, it's time to call it a day."

On the occasion of his retirement, he established the Dr. Peter Martin Opportunity Scholarship, one of the first under the new Student Success Scholarship Initiative. He established this scholarship to help ensure that anyone who has the passion and drive to become a Palmer-educated Doctor of Chiropractic has support for their academic journey.



Dr. Sherrier named Palmer Florida Campus President

Palmer College of Chiropractic has named William Sherrier, D.C., M.A., campus president of its branch campus, Palmer Florida. Dr. Sherrier assumed his new role on June 19.

Dr. Sherrier, who has served as Palmer Florida dean of academic affairs for the past two years, is the second person to hold the Palmer Florida campus president post since the campus opened in 2002.

"Following a nationwide search, it was especially gratifying to find our lead candidate among our ranks. Dr. Peter Martin has had a long, successful tenure, and I am thrilled to continue the campus' success through Bill's leadership," said Dennis Marchiori, D.C., Ph.D., Palmer College of Chiropractic chancellor and CEO.



Dr. Tunning Named Dean of Programs

Michael Tunning, D.C., M.S., ATC (Main, '06) has been named dean of programs at Palmer's Main Campus. Dr. Tunning served as associate dean of clinical sciences for five years, overseeing the Diagnosis & Radiology, and Technique Departments.

Additionally, he previously taught active care and neuromuscular skeletal diagnosis, while also assisting in anatomy labs, the advanced soft tissue elective, and technique coursework. As a faculty member, Dr. Tunning served for three years as the Faculty Senate President and received the Faculty of the Year Award in 2014. Dr. Tunning is actively involved as a member of the Affiliate Partnership Council and Graduate Chiropractic Education Committee with the VA of Central Iowa Health Care System.



Palmer College and Raygun Introduce New Line of T-shirts

Palmer College has entered into a licensing agreement with nationally known retailer RAYGUN of Des Moines, Iowa. RAYGUN, famous for its T-shirts carrying tongue-in-cheek messages, teamed up with Palmer to share Palmer pride and spread the word about Palmer College and the chiropractic profession.



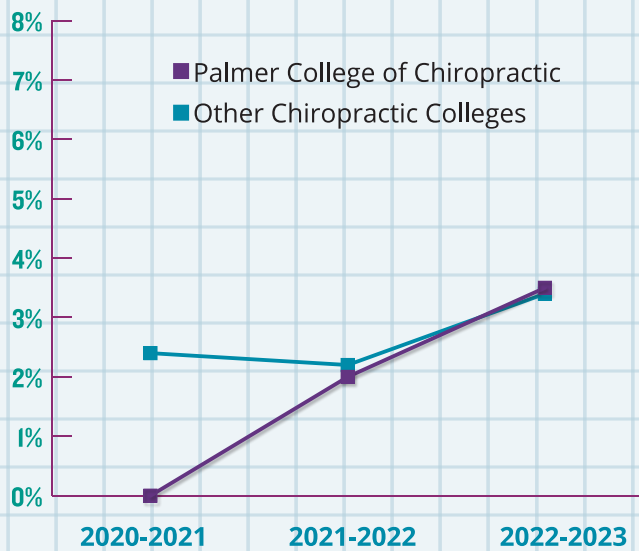
Palmer College Celebrates 125th Anniversary

In September, 2022, more than 1,000 alumni and friends of Palmer converged on the Fountainhead to celebrate the 125th anniversary of the first and founding chiropractic educational institution.

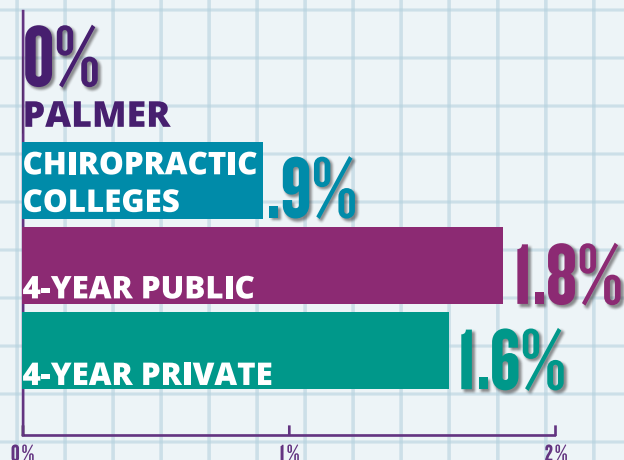




MEAN **CHIROPRACTIC** TUITION INCREASE



STUDENT LOAN DEFAULT RATE



PALMER CareerNetwork
averages

3,528
job postings
annually*

*Three year average

PALMER by the NUMBERS

STUDENTS

MAIN CAMPUS

897

PALMER FLORIDA

905

PALMER WEST

235

FACULTY

MAIN CAMPUS

58

PALMER FLORIDA

58

PALMER WEST

29

IN 2022
81% of FIRST-YEAR
PALMER GRADUATES
were EMPLOYED
in **CHIROPRACTIC**
within **six MONTHS**
of GRADUATION

ADVANCING KNOWLEDGE THROUGH RESEARCH

The Palmer Center for Chiropractic Research (PCCR) continues to advance chiropractic through high-quality scientific research that informs chiropractic practice, education and health policy.

PCCR recently launched its Biennial Report, which can be viewed at <https://www.palmer.edu/palmer-center-for-chiropractic-research/research-report/>.

Collaborative Research Projects

PCCR faculty collaborated as co-investigators on two new research grants awarded by the National Institutes of Health (NIH).

Spinal Manipulative Therapy vs. Prescription Drug Therapy for Care of Aged Medicare Beneficiaries with Neck Pain

Brian Anderson, D.C., M.P.H., M.S., Ph.D. is collaborating with colleagues at Southern California University of Health Sciences and The Dartmouth Institute for Health Policy & Clinical Practice on this project. A key activity involves students from the Palmer Research Honors Program on the project; they also participated in weekly Spine Care Research lectures by renowned experts in the field.

Combined Chiropractic Care and Tai Chi for Chronic Non-Specific Neck Pain

Robert Vining, D.C., D.H.Sc. and Cynthia Long, Ph.D. PStat are collaborating with colleagues at the Osher Center for Integrative Health (jointly based at Harvard Medical School and Brigham and Women's Hospital) on this project developed through the Inter-Institutional Network for Chiropractic Research. To reflect real-life chiropractic practice, care is provided by community-based chiropractors.

PALMER PUBLICATIONS

7 PALMER CENTER FOR
CHIROPRACTIC RESEARCH
PUBLICATIONS

PALMER COLLEGE OF
CHIROPRACTIC EMPLOYEE
PUBLICATIONS **40**



\$2,837,914

in **FUNDING**
COMMITTED
to **RESEARCH**
July 2022-June 2023



PCCR Faculty and Staff have received honors and awards this year.

Dr. Brian Anderson was the first Palmer faculty member to be awarded a grant from the highly competitive NIH Loan Repayment Program.

Stacie Salsbury, Ph.D., R.N. was named 2022 Faculty of the Year at Palmer's Main Campus.

Five abstracts were awarded as Best Scientific Papers at the July 2022 and March 2023 ACC-RAC conferences. This work resulted in the following publications:

Vining R, Onifer SM, Twist E, Ziegler AM, Corber L, Long CR. Thoracolumbar fascia mobility and chronic back pain: Phase 1 of a pilot and feasibility study assessing repeated measures and the influence of paraspinal muscle contraction. *J Bodyw Mov Ther* 2023;34:19-27.

Vining R, Onifer SM, Twist E, Ziegler AM, Corber L, Long CR. Thoracolumbar fascia mobility and chronic low back pain: Phase 2 of a pilot and feasibility study including multimodal chiropractic care. *Chiropr Man Therap* 2022;30:46.

Ziegler AML, Salsbury SA, Maiers M. Discrepant perceptions of biopsychosocial and active care recommendations between doctors of chiropractic and midlife and older adult patients: A descriptive study. *J Manipulative Physiol Ther* 2023 Jun 14 (epub ahead of print).

Roytman GR, Cheung KH, Bathulapalli H, Goertz CM, Long CR, Lisi AJ. Characteristics of chiropractic patients in VHA during the COVID-19 pandemic: A cross-sectional analysis. *J Manipulative Physiol Ther* 2023 Jun 12 (epub ahead of print).

Student Success

Learning Innovation

The Palmer Experience

20

Daring and Driven
Alumni Events
across the country

(as of 7/31/23)

\$24.8
MILLION RAISED

GOAL

\$25
MILLION

RESOURCES & SUPPORT

The Palmer Alumni & Advancement Office is dedicated to advancing Palmer College's standing as *The Trusted Leader in Chiropractic Education*®.

Daring and Driven: The Campaign for Palmer College

In September 2022, Palmer College announced the public phase of the largest campaign ever undertaken by a chiropractic college. Daring and Driven: The Campaign for Palmer College is a \$25 million fundraising effort that will empower the College to continue to graduate Doctors of Chiropractic who provide the best patient care in an ever-changing health care environment.

Daring and Driven is centered around three pillars: student success, learning innovation, and the Palmer experience. This focus allows the College to make critical investments in state-of-the-art learning spaces, technology, and scholarships and endowment.

Already, Daring and Driven has made possible major capital improvements including the new David D. Palmer Learning Commons, William J. & Mary A. Kiernan Hall – Anatomy & Technique Center, Paul & Donna VanDuyne Hall, and a cutting-edge academic building at Palmer Florida. The campaign continues until Sept. 1, 2023, with celebrations planned during Homecoming on the Main Campus.

Atlas Society

The Atlas Society was established to celebrate Palmer's most dedicated donors and recognize their commitment to stand alongside Palmer College year after year as we transform the world through chiropractic care.

Launched in April 2023, the Atlas Society welcomed 460 current donors, including 112 faculty and staff, who have supported Palmer for at least two years. The College's most loyal donors have been giving for 45 years, while nearly 100 donors have been giving for more than twenty.

Donors will be recognized in the Atlas Society each year they make a gift, no matter the size, and will receive additional recognition as they reach milestone years.



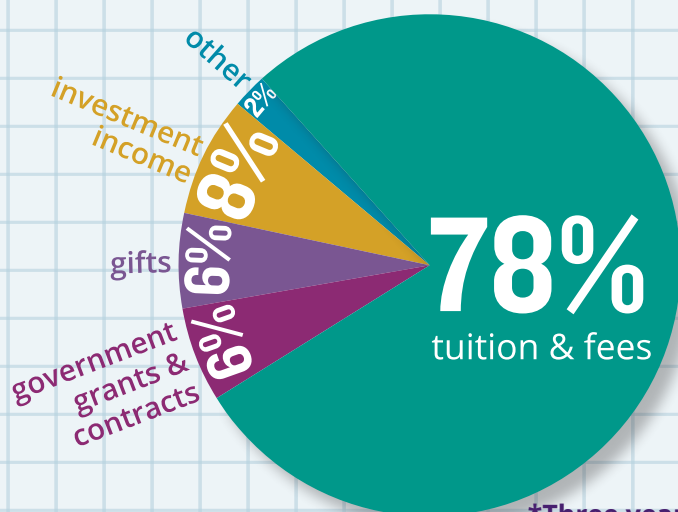


Paul & Donna VanDuyne Hall Dedication

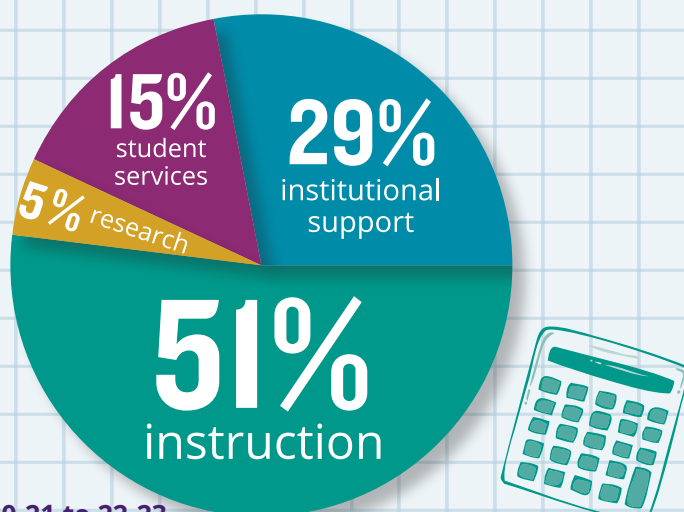
Paul & Donna VanDuyne Hall, the new Student Living Complex on Palmer's Main Campus, was dedicated during the 125th Anniversary Celebration of Palmer College in September 2022. Drs. Paul and Donna VanDuyne, 1978 Palmer graduates, met on Palmer's Main Campus as students in the mid-1970s.

Following graduation, Donna joined the faculty and Paul followed his passion for health care and engineering, eventually being named president and CEO of IMEG, one of the top health care engineering firms in the country. Paul currently serves as vice chairperson of the Palmer College Board of Trustees. VanDuyne Hall was named in recognition of Paul and Donna's dedication to Palmer College and their leadership support of the Daring and Driven Campaign.

MEAN COLLEGE REVENUE



MEAN COLLEGE EXPENSES



*Three year average FY 20-21 to 22-23

William J. & Mary A. Kiernan Hall - Anatomy & Technique Center

The former Experiential Learning Center on Palmer's Main Campus was dedicated as the William J. & Mary A. Kiernan Hall - Anatomy & Technique Center in May 2023.

William Kiernan, D.C. (Main, '53) and his late wife, Mary, have supported vital campus expansions and renovations. Together, Dr. Kiernan and Mary also established the Dr. William J. and Mary A. Kiernan Endowment for Radiology and the Dr. William J. and Mary A. Kiernan Endowed Scholarship. To support the transformation of Kiernan Hall, Dr. Kiernan gave \$3 million, the largest single gift from a living alumnus in the history of Palmer College.

Kiernan Hall was named in recognition of Dr. Kiernan and Mary for his 75 years of exemplary service to the profession and their generous support of Palmer College.



HEALTH CARE DELIVERY

Practicing Community Outreach

Through the Palmer Chiropractic Clinics, students gain experience doing community outreach and education – skills that will help them build a practice.

Palmer Florida students took part in Port Orange Family Days where they had the opportunity to talk with families and community members about Palmer Chiropractic Clinics and the benefits of chiropractic.

“I have had the pleasure of working Port Orange Family Days each year with the students since I started working at the college,” said Bethany Aponte, D.C. “This event provides a great opportunity for the students to become familiar with speaking to the community regarding the benefits of chiropractic care while sharpening their external marketing skills. Each year I encourage as many of my students to attend Port Orange Family Days as a means to improve their confidence engaging with the community in preparation for their journey as building their own practices as Doctors of Chiropractic.”

At Palmer’s Main Campus, students conduct community outreach at Quad City Storm and Quad Cities River Bandit games, as well as the Bix 7 road race and Quad Cities Marathon.

“Events at Quad City Storm hockey games allow Palmer students, faculty and staff to work together connecting with the greater Quad Cities community,” said Casey Buns, D.C. “I enjoy working with students to develop skills not only in a clinical setting, but at these promotional events to help communicate the benefits of chiropractic care as well. It is also a great opportunity to build relationships with students and colleagues while enjoying a great athletic event.”



Leaders in the Field

The Radiology Department at Palmer Chiropractic Clinics, in collaboration with the Palmer Center for Chiropractic Research, has conducted ongoing research based on a retrospective review of radiology reports and the influence of comparison studies on recommendations for patient management.

Palmer Chiropractic Clinic leaders presented new research at the ACC-RAC poster presentation in 2023 and to the American Chiropractic College of Radiology. This new research helps advance the use of radiology in the clinical setting.

Reviewing Prior Imaging in a Chiropractic Radiology Practice: Influences on Recommendations for Additional Diagnostic Testing.

Principal Investigator: Robert Vining, D.C., D.H.Sc.

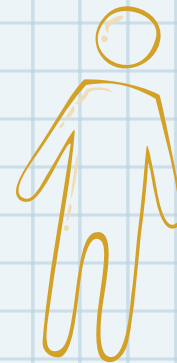
Co-Investigators

Ian McLean, D.C., DACBR, Professor, Director of Clinical Radiology, Palmer College of Chiropractic

Kira Baca, M.S., D.C., Post-Doctoral Research Scholar, Palmer Center for Chiropractic Research

Emma Forlow, D.C., Radiology Resident, Palmer College of Chiropractic

Forlow E, McLean I, Baca K, Vining R. Unintended outcomes of conducting research in an academic radiology practice. ACC-RAC Conference, March 23-25, 2023, New Orleans, LA.



PALMER STUDENTS
GAINED EXPERIENCE
FROM

144,757

PATIENT VISITS
JULY 2022-JUNE 2023

**PALMER CHIROPRACTIC
CLINICS PROVIDED**

\$5,962,624

in **PRO-BONO CARE**
from July 2022-June 2023





PALMER

College of Chiropractic

MAIN CAMPUS:

Palmer College of Chiropractic
1000 Brady St.
Davenport, IA 52803-5214

BRANCH CAMPUSES:

Palmer Florida
4777 City Center Parkway
Port Orange, FL 32129-4153

Palmer West
90 East Tasman Dr.
San Jose, CA 95134-1617

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