

# *The Audible Release*

## Hope for the Holidays



Thank you for coming out and making the PCCS Annual Holiday Party another great success! With the casino night theme and games I'm proud of the impact we made with donations towards the Women With Purpose charity to help good people in bad situations. From the atmosphere and laughter at the party I'd say we all had a great time doing it. Not much beats tables of poker, blackjack, roulette and craps all going towards a positive purpose.

And congratulations to the PCCS members who used their casino play-money winnings to buy raffles tickets and walk away with great prizes – a Google Home speaker, a two-night hotel stay, a rather crafty beer kit, restaurant gift certificates and the fishing charter!

Thank you to the following sponsors that helped make this event memorable:

Saint Pete MRI, Central Imaging, Duo Services, Dr. Thomas Boland & Rose Radiology.

Now we look ahead to the official end of the year and the actual holidays of the season. For those of us on insurance panels that means reset deductibles and policy changes to deal with. Those of us accepting auto insurance will be keenly attentive of the FCA's updates on potential changes to the PIP law. Now is the time (when breaking from eggnog and traditional feasting) to stay vocal and vigilant in order to have a say in these changes.

The Florida Chiropractic Association and Pinellas County Chiropractic Association are here to help with all of that. Please reach out with any suggestions, questions, donations or input as the rolling calendar brings these many changes.

Yours in health,  
Dan Roode, DC



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**Audible Release, Dec/Jan 2018**

*The Audible Release*  
is published 10 times per year  
and unlimited downloads available online.

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The Audible Release provides news and information that is both educational and informative to the chiropractors and their associates in the Pinellas County area.

Society news, staff changes, personal announcements, photos and success stories are welcome. Articles about chiropractic procedures and issues concerning the practice of chiropractic should be submitted to the editor. Advertising inquires should be made to the publisher or visit us online at [www.pccschiro.org](http://www.pccschiro.org)

The deadline for ads and articles is the 7th of every month.

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Dear Colleagues,

Well its been another interesting year for Chiropractic, to include our annual trip to Tallahassee. We had a great group of DC's to travel to the capitol and discuss our issues with the Florida legislature. Unfortunately, one of our topics was the never ending battle for Florida no fault or "PIP" as it is usually referred to. This year was not unlike other years where we again are fighting to keep PIP and keep the legislature from legislating it out of the state. As you all know, PAC contributions are a valuable way to educate the legislature as to why PIP is a good system for the citizens of the great State of Florida. So please keep your PAC contributions coming! For those of you who attended the Christmas Party, I hope you would agree that it was a great time and enjoyed by all, and again congratulations to Dr. Al Comey for his Chiropractor of the Year award, he certainly deserves it!

In closing, I would like everyone to know that I have enjoyed and tried my best to be a good and honest servant as your Pinellas County FCA Director, however after several years of serving, this will be my last. Dr. Roberts will take over the position effective January 1st, 2018. I hope you will support him in all his efforts to represent the FCA for our Society. I am and always will be active in the local societies and state associations and am always available for any discussions. It has been a privilege to represent and serve the Society and FCA and encourage each and everyone of you to consider service and leadership for our profession.

I hope everyone has a Merry Christmas and a Happy New Year!!

Your in Chiropractic,  
Dr. Cris Langheier  
FCA Director  
Pinellas County Chiro  
Society



[www.pccschiro.org](http://www.pccschiro.org) **3**

# Calendar of Events

## December

- 1** HOLIDAY PARTY  
Location: Holiday Inn Harbourside  
For paid Chiropractic Members and Sponsors  
Casino theme night  
More information in your mailed invitations
- 12** 12:30pm Board of Directors Meeting  
Location: **The Crafted Plate**  
NO GENERAL MEETING THIS MONTH!

## January

- 9** 12:30pm Board of Directors Meeting  
Location: **The Crafted Plate**
- 30** 6:30pm: General Meeting  
Location: **The Crafted Plate**  
(located inside the St Petersburg Marriott)  
Speaker: Dr. Clay Hopkins  
Topic: Clinical Work up For Shoulder Complaints,  
Anatomy review, orthopedic & neurological  
examinations, imaging & treatment  
recommendations & referrals

## February

- 13** 12:30pm Board of Directors Meeting  
Location: **The Crafted Plate**
- 27** 6:30pm: General Meeting  
Location: **The Crafted Plate**  
(located inside the St Petersburg Marriott)  
Speaker: TBA  
Topic: TBA



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Plans for social media  
advertising later this year.

Make sure your  
information is updated.

For corrections, contact:  
Mark Lipkin DC



# P.C.C.S. 2018 Membership Invoice

January 1, 2018 thru December 31, 2018

Doctor's Name \_\_\_\_\_

Please check one of the following:

- Annual Dues with a \$50 voluntary contribution to the PAC = \$225.00**
- Annual Dues = \$175.00
- 1<sup>st</sup> Year Licensed D.C. Annual Dues +\$50 contribution to the PAC = \$149.00  
(Graduated in 2017)
- 1<sup>st</sup> Year Licensed D.C. Annual Dues = \$99.00  
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### Membership Due by January 31, 2018

\_\_\_\_ Check here if there have been no changes to your contact information from your application from 2017. Proceed to the bottom of the page for mailing details.

\_\_\_\_ Check here if you are a **New Member** or if there has been any change in your contact information. Please fill out the following contact information.

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Call Jennifer Comey, Executive Director at (727) 398-5303 with any questions.

\*Contributions to the PCCS-PAC are not deductible as charitable contributions for federal income tax purposes.

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# THE RADIOLOGIST'S VIEW

## NEW YEAR'S RESOLUTIONS FOR 2018



At the beginning of each New Year most of us go through the process of establishing resolutions. With anticipatory excitement, we create a wish list that include things we want to do but are not obligated to complete. The common list includes losing

weight, exercise more and spend more time with family. In general, the goal is to improve one's life, both personal and professional. As a clinician, you likely have resolutions for your office, many of which are oriented toward increasing income. In regards to New Year's resolutions in your professional life, one should consider ways in which to improve the use of diagnostic imaging services in your office. Here are some suggestions:

**UPGRADE YOUR EQUIPMENT** - There are many practitioners who have had the same equipment and have utilized radiology in the same manner for the past 20 to 30 years. I still read x-ray films that use individual lead letters and numbers to identify the patient's name and date of films. (Many of you are not even familiar with that form of film identification.) If your film cassette screens create artifacts or your film processor sounds like an infant's squeaky toy or the Smithsonian has asked to exhibit your equipment, it is likely a good time to upgrade. If you do, it needs to be digital and it needs to be good quality. Prepare for sticker shock.

**QUALITY ASSURANCE** – As physicians, we have a duty to do what is best for the patient. In regards to diagnostic imaging, it is important to develop a specific and comprehensive protocol for your imaging services. This begins with the decision to use some form of diagnostic imaging and ends with the final product...the actual image. Review all the steps that are required to accomplish this and determine where changes can be

Cont On Pg 8

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# THE RADIOLOGIST'S VIEW (Cont From Pg 6)

made to minimize patient exposure and improve image quality.

**IMAGE QUALITY** – Are you satisfied with the quality of your images? Poor quality images reflect on both you as a practitioner and on the entire profession. Make it a goal to improve your image quality with the equipment that you have. There are often simple fixes to the common errors that are seen in image production. If necessary, review your factor chart (if you still use one). Equipment needs to be calibrated, screens and processors need to be cleaned regularly and darkrooms need to be dark. If you have digital equipment, be sure the software is up to date and any required maintenance is performed. Collimate, collimate, collimate. This improves image quality and can reduce patient dosage.

**EDUCATION** – The most important function of the practitioner regarding diagnostic imaging is to determine when imaging is indicated and which is the appropriate modality to order. Don't practice by habit. Each case is different and therefore the requirements for imaging are different. Learn the advantages and disadvantages for each modality so that you feel more confident in your orders. Know when to use contrast MRI and understand why CT may be a better choice in some cases. Develop a clear rationale for ordering flexion and extension x-ray or MRI images. Understand the value of images that you do not regularly perform, such as chest films. Learn to navigate the various

image viewers that are contained on CDs produced by imaging centers. Review basic terminology that may be contained in an image report. Review State rules and regulations that relate to the use of ionizing radiation and be certain you are in compliance.

**IMAGING CENTERS** – It seems that there is an increasing number of physicians that are opting out of the responsibilities of owning their x-ray equipment and are choosing to send patients to a local diagnostic imaging center. Choose the center wisely. Make it a goal to visit a center, introduce yourself and learn about the equipment that they have. Be sure that the center knows your needs, who you are, what you do, what your profession is about and that is has radiologists with which you are comfortable in consulting.

I would imagine that creating New Year's resolutions, in regards to diagnostic imaging, is not a top priority. But one of mine is to continue to help and encourage the clinicians in our profession to do that which is best for the patient when it comes to ionizing radiation and other forms of diagnostic imaging.

Terry D. Sandman, DC, MPH, DACBR  
drtsandman@aol.com

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## PCCS Classified Ads

**DYNATRONICS INTERFERENTIAL UNIT FOR SALE** for \$500. Winco tables for \$25 each. They have imperfections on their tops. 1 shoulder wheel \$25. X-Ray cabinet \$25. Please contact Dr. Russell Janssen at 727-726-8822 or email at backdr1@verizon.net  
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if you have not already mailed it in.

Contact Jennifer Comey, Executive Director, with  
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We appreciate your support of our society  
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Names listed in **BOLD** have donated to the PAC  
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