

The Audible Release

WINDS OF CHANGE

By Dan Roode, D.C.



Whether you're looking at the weather or keeping an eye on the capitol, it is that shifting time of year again. As the clouds and sun cannot decide on how to share the sky lately, the D's and R's in our state capitol

are also in disagreement on how best to serve the public with the laws of the land.

But it can also be a time when we look inward upon the things we ourselves have direct control over. This can be a slow time of year for offices for a number of reasons, renewed deductibles not least among them. It gives us a chance to look around, from our office desk or the perspective of our waiting rooms, and see what it is that we could change for the better.

We all have plenty of ideas about how people, places or things around us could improve themselves – he should smile more, this park could use more trash cans, the

government should introduce/repeal more regulations. It can be more difficult, however, to apply similar perception and changes to our own lives. Partly due to the lack of a true “outsider” viewpoint but also because we're the one that has to do the work for that change, it can be a complex and trying process.

Resources are available from the PCCS, FCA and ACA which can provide everything from a starting point for assessment to tools for implementing change to legal advice for office procedure and protocol. Use this cache of information to your advantage, because it's always best to learn from the mistakes of others rather than your own.

Yours in health,
Dan Roode, DC



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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

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

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SAVE THE DATE

PCCS ANNUAL GOLF

TOURNAMENT

THURSDAY

MAY 10th 2018

DETAILS TO FOLLOW

SOON!

Calendar of Events

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: David Sandefur, D.C., Esq.
Topic: Personal Injury Law from a
Chiropractic Perspective.

March

- 13** 12:30pm Board of Directors Meeting
Location: **The Crafted Plate**
- 27** General Meeting
PCCS Social 6:30-8:30
Location: **The Raven**
2535 East Bay Dr., Largo

April

- 10** 12:30pm Board of Directors Meeting
Location: **The Crafted Plate**
- 24** 6:30pm: General Meeting
Location: **The Crafted Plate**
(located inside the St Petersburg Marriott)
Speaker: Dr. David Hogsed
Topic: Top 5 Nutrition Foundations for the
Chiropractic Practice.



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**For corrections, contact:
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THE RADIOLOGIST'S VIEW

TAKE THE PLEDGE



Most everyone will take a pledge sometime during their lifetime. The pledge is basically a promise to do something; show allegiance to your country, be faithful to your spouse or perhaps agree to pay back a loan. But have you ever taken a professional pledge to be a better physician? In diagnostic imaging, this has become a realistic option. The American College of Radiology, the Radiological Society of North America and others, combined forces to create the “Image Wisely” campaign with the objective of reducing radiation and unnecessary imaging studies and procedures.

This gives us a chance to demonstrate adherence to diagnostic imaging standards, as an individual practitioner and as a profession.

The “Image Wisely” campaign allows imaging professionals, referring practitioners, imaging facilities and associations to take an annual pledge to help meet the objectives of the campaign. Their website provides information for patients regarding imaging procedures, patient safety and radiation dose. A link to a sister organization, “Image Gently”, for pediatric radiation safety information, is provided. Medical imaging record templates are available for patients in order to allow them to keep track of their radiation exposure.

Cont On Pg 8

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THE RADIOLOGIST'S VIEW (Cont From Pg 6)

Radiation safety information and other resources for referring physicians are available that can help the referrer when deciding the need for imaging and appropriate modality selection.

So exactly what do you have to do? First, visit the website “Imagewisely.org” and take a look at all that is available. When you are ready, click the “Take the pledge” button then click the appropriate “Pledge” button. If you are a “Referring Practitioner” you will be asked if you have reviewed the webpage for referring practitioners. If yes, take the pledge. You will pledge to educate yourself regarding radiation exposure, and to balance benefits of the imaging exam against potential risk of that exam. You will also pledge to consult with specialists in medical imaging as needed, in order to choose appropriate imaging examinations for your patients.

Radiology has been, and will continue to be, an essential tool for our profession. Our conservative approach to health care demands that we utilize ionizing radiation with a healthy dose of caution. In addition, we are often scrutinized and suspect when it comes to standard of care and

appropriateness of procedures. The only way to overcome this perception is to do better and continue to improve. Because radiology is ubiquitous in health care, we must conform to the standards that have been established. The quality of our diagnostic images need to be compared to these standards. It's important to remember that the quality our diagnostic images create an image of our profession.

By taking the Pledge you are demonstrating your willingness to improve your understanding of the proper use of diagnostic imaging and, at the same time, enhance our profession's image.

Terry D. Sandman, DC, MPH, DACBR
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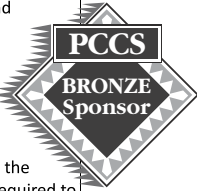
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ADDRESSING SLEEP LOSS WITH PATIENTS

by Dr. Jordon VanderVeen, DC

The most important role of a chiropractic physician is the modulation of the nervous system through specific spinal adjustments. How long does an adjustment take and how long does a patient visit last? The conversation had between doctor and patient can sometimes become a bit benign, with the patients health being the last topic discussed. Asking the simple question, "How have you been sleeping lately?" can open the door for future health recommendations and improved quality of life with the patient.

Most will find that sleep loss is a common entity shared amongst patients. While most believe pain leads to sleep loss, it is actually the reverse. Looking at the neurology, a nociceptor is a sensory receptor that sends signals to elicit the perception of pain. Sleeping nociceptors are found in all tissues. They remain inactive in healthy tissues and are not activated by noxious mechanical stimuli (1). These nociceptors begin firing when the tissue becomes increasingly inflamed. In the presence of inflammation, sleeping nociceptors "wake-up" and enhance pain signaling to the spinal cord. Therefore, pain during sleep is created without a mechanical stimuli and can be termed an inflammation-induced pain.

There are elevated levels tumor necrosis factor alpha (TNF- α) in persons with chronic insomnia (2). TNFa is a cytokine involved with increasing systemic inflammation, and in turn, activating sleeping nociceptors. Increased TNFa production is prominent in diseases such as Alzheimer's disease, cancer, metabolic syndrome, major

depression, psoriasis, and inflammatory bowel disease. Drugs like Remicade, Humira, and Enbrel act to inhibit the production of TNFa. One can hypothesize that improving the quality of sleep in an individual can lower the risk factors and expression of these debilitating disorders.

As sleep loss increases, so does ghrelin, or the appetite hormone. This hormone is responsible for the "growling" sound heard when a person is hungry. When associated with sleep loss, it typically stimulates the need for high fat, high carbohydrate foods often associated with increasing systemic inflammation, activating sleeping nociceptors.

As a chiropractor seeing multiple patients in a day, addressing sleep loss can be an intimidating obstacle to overcome. It is best to keep it simple. If a patient answers 'yes' to loss of sleep, have handouts readily available about proper sleeping habits and/or anti-inflammatory nutrition. Follow up is key. Questions in subsequent visits will determine if further intervention or referral is needed.

Byers MR, Bonica JJ. Peripheral pain mechanisms and nociceptor plasticity. In: Loesser JD. Ed. Bonica's management of pain. 3rd ed. Philadelphia: Lippincott, Williams & Wilkins; 2001: p.26-72
Vgontzas et al. chronic insomnia is associated with a shift of interleukin-6 and tumor necrosis factor secretion from nighttime to daytime. Metabolism. 2002; 51(7):887-92

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AREAS OF PRACTICE

- HEALTH CARE CLINIC COMPLIANCE
- PERSONAL INJURY (NO-FAULT)
- PIP
- IME
- EUO
- PERSONAL INJURY (BI)
- CIVIL LITIGATION
- INSURANCE LAW
- PIP BILLING COMPLIANCE
- FEE SCHEDULES
- SINKHOLE

MAIN OFFICE -- TAMPA

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