

# The Audible Release

## FALL FORWARD

By Dan Roode, D.C.



What better time of year to start incorporating a new avenue into your practice than the transition period of autumn? As summer turns to fall, green turns to yellows and browns (sans Florida), and animals prepare for the winter, we ourselves can naturally transition to a new area.

naturally transition to a new area.

Fall prevention is a good and pun-worthy addition to a practice during this time of year. Many chiropractic practices already employ this but it could be a simple add-on to a clinic which does not. As the Silver Tsunami comes to our shores and more of the population is aging, neuromusculoskeletal practitioners are in a unique position to help deter unnecessary falling injuries and mitigate the ensuing costs to the healthcare system (you listening, HHS?).

If your practice is neurological or orthopedic in nature, it's a perfect fit. Or maybe it is a sports-oriented clinic

already doing advanced balance-challenging exercises which could be toned down for venerable patients. If your practice is nutritionally oriented, you likely have a patient population which would benefit from at least a simple balance screening even if you refer out any positives (maybe to a neuro/musculoskeletal chiropractor who might then refer nutritional cases to you).

Should you care to refer patients out for these situations I would highly recommend utilizing the PCCS resources and physician directory to find a quality chiropractor to help you serve your patients' various health and wellness needs. After all, they won't be coming in to your office if they are in the hospital recovering from a nasty tumble!

Yours in health,

Dan Roode, DC



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Details on Pg 4**

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*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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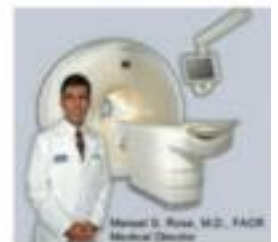
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# Calendar of Events

## October

- 13** Board Retreat  
Location: **Holiday Inn Clearwater Beach**
- 18** **Shoot for the PAC.**  
(See Pg 12 for details)
- 30** Joint Meeting with HCCS & PCCS  
Location: **Laser Spine Institute Tampa**  
5335 Avion Park Dr. Tampa, FL 33607  
Topic: Legislative & FCA updates

## November

- 13** 12:30pm Board of Directors Meeting  
Location: **The Crafted Plate**
- 25** NO GENERAL MEETING

## December

- 1** **PCCS HOLIDAY PARTY**  
Location: **Marina Catina - Clearwater Beach**  
**For 2018 Members and Sponsors**  
**Invitations and Evites to come soon**  
**with the details.**
- 11** 12:30pm Board of Directors Meeting  
Location: **The Crafted Plate**



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advertising later this year.

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information is updated.

For corrections, contact:  
Mark Lipkin DC

# Patient History

When we take a thorough history of a patient that has been involved in an accident, we as chiropractors tend to focus on pain in the spine, because that is what we were trained as a profession to do. We tend to be so focused on the aches and pains and what clinical procedures to do, that we sometimes forget to ask the patient the most important questions that pertain to them and their daily activities. The key things we should focus on are duties under duress or loss of enjoyment.

Duties under duress are daily activities that were once easy for an accident victim to complete, but are now painful and difficult to accomplish. These duties are broken down into four categories including: work, household, domestic, and educational. These are some possible questions you might want to ask or have on a form:

Why have you continued to work?

Have there been any changes in your ability to work due to the accident?

What is the duration of the symptoms at work?

Have you experienced any pain with household activities outside the home? I.e. lawnwork

Have you experienced any pain with household activities inside the home? I.e. vacuuming

What is the duration?

As a student have you experienced any problems with any activities regarding school? I.e. sitting in class, carrying books, or looking down while reading textbooks?

Loss of enjoyment of life, sometimes known as hedonic damages, refers to the detrimental alterations of a person's life or lifestyle or a person's inability to participate in the activities or pleasures of life that were formerly enjoyed. These questions are a little more personal and often will embarrass the patient or doctor, but are very pertinent regarding your patient's case. Specific examples include but not limited to family bonding, deterioration of social life, serious hobbies that can no longer be pursued, and loss of a special holiday or occasion. There also is Loss of consortium, which is a term used in the law of torts that refers to the deprivation of the benefits of a family relationship due to injuries caused by a tortfeasor. The tortfeasor is a person who commits a wrongful act or infringement of a right leading to civil legal liability. This deals with the loss of spousal duties between husband and wife. Since same sex marriage became available in the United States, courts have extended loss of consortium to these unions. These are some of the things that might improve your patient's case and improve your dialogue with some of the attorneys.

Jason Miller, D.C.



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# THE RADIOLOGIST'S VIEW



## “HOW MUCH RADIATION AM I GETTING?”

After a patient is advised that x-rays are needed to assess their condition, the concerned patient often asks; how much radiation am I going to get from these x-rays? That’s a fair question.

How do you and how should you respond? Remember, a patient is entitled to receive a satisfactory response. As a matter of informed consent, the question should be answered accurately. However, quantifying your response can be difficult.

What does the patient really want to know? In many cases a patient simply wants to be reassured that the

x-rays are necessary and safe. In these instances, you need to be firm with your decision and explain the benefit of the x-rays in their case. Some patients may be more technical in their query and truly want to know how much radiation they will receive. Responding with an actual value, such as 1.0 millisievert, may elicit a deer in the headlights look but the patient may not want to admit that they have no idea what you said. Some people want you to compare the amount of radiation they will receive to, for example, walking through airport security. There are also those who don’t want any radiation because they believe only in natural interventions and consider all x-ray as harmful. How you respond in any of these scenarios requires that you have a good understanding of the biological effects of radiation.

It is not in the scope of this article to discuss the detail of the physics of radiation. Besides, patients generally

Cont On Pg 8

# PAIN RELIEF

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Treatments are available for:

- Headache
- Facial pain
- Neck-Shoulder pain
- Back pain
- Herniated disc
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- Shingles



- Arthritis pain
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- Diabetes pain
- Sports injury
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- Any chronic pain



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## Tallahassee 2019

Accompanying this newsletter in your mailbox this month was, no doubt, one or several political mail pieces. Every single State House of Representatives seat is up for grabs this November. Half of the Senate districts are running this year as well. The folks who are elected to these positions are the decision makers for the policies that regulate our profession in Florida. Of the 160 people who will make up the Florida Legislature for the next two years, maybe one will be a chiropractor, if we are very lucky. In case you haven't heard, the Governor isn't a chiropractor either.

Legislator's individual experience with, and knowledge of, chiropractic care varies greatly. There is no better way to effect the legislation that governs our profession in Florida than to establish good relationships with your representatives. No matter where you live in Florida, you have one State Senator and one Representative in the State House. The office where you work may have the same or different representation in Tallahassee. I

urge you to reach out to those that represent you before they head up to Tallahassee next March. Let them know that you are happy to be their "expert on all things chiropractic". Start the dialogue now so when the "PIP hits the fan" they welcome your input.

Once session begins in Tallahassee, anything can happen. Each spring, at the height of the legislative session, chiropractors from across the state converge on the capital to make contacts, show appreciation to our supporters and strengthen our cause in state government. Although the Jack Hebert, the main Florida Chiropractic Association lobbyist, works hard all year to advance and protect our profession, nothing influences individual senators or representatives like actual voters from the area they represent. So please plan to join us in the spring.

Woody Brown, D.C.

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

want to know the risk in relative terms not absolute values. Here are some helpful points:

Don't dismiss the patient's concern by simply telling them not to worry and leave it at that. They deserve a better response. NEVER tell a patient that x-rays are safe. Emphasize the benefits. Let them know that you adhere to the concept of ALARA (delivery of x-ray as low as reasonably achievable).

Avoid tech-speak. Keep things simple without being derogatory.

Use comparisons to explain the amount of radiation. There is no sense in trying to explain the differences in the terms REMs, Sieverts or Grays. Just use relative terms, (units) for example:

You may try using radiation exposure dose comparisons. For example, the effective dose (The dose used to assess health risks.), in relative units, from a lumbar spine exam is 7 while a chest exam is 1. A chest CT is 70, a barium swallow is 15, a mammogram is 7 and coronary angiography is 50-150.

Some patients may better relate to a comparison between diagnostic x-ray dose to natural background dose. In that case, a lumbar spine exam would be equivalent to 3 months of natural exposure. A chest study would equate to 10 days and a coronary

angiogram would equate to 20 months to 5 years of background exposure.

Comparisons to everyday events can be made. For example, a cervical spine exam at 20 units can be compared to travelling in a jet, which is equal to 0.5 units per hour or going past a luggage x-ray inspection machine, which would expose you to .002 units.

There are many sources available that can equip you with the knowledge required to give the concerned patient the information they seek and to which they are entitled. Review the physics and biological effects of ionizing radiation. The patient has a right to ask questions and the physician has a duty to respond in a respectful and accurate manner. They want the reassurance that the risk involved is outweighed by the benefits. If you exhibit confidence when you tell the patient you decided that an x-ray exam is needed and you back that up with clear clinical justification the patient will feel much more at ease.

Be prepared.

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

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**FOR SALE for \$500.** Winco tables for \$25 each. They have imperfections on their tops. 1 shoulder wheel \$25. 2 14 X 17 rare earth green cassettes/screens and 3 10 X 12 of the same. \$100 buys all three. Please contact Dr. Russell Janssen at 727-726-8822 or email at backdr1@verizon.net

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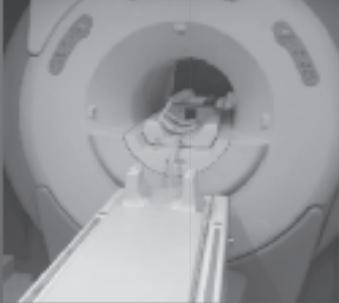



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Contact Jennifer Comey, Executive Director, with any questions regarding membership at (727) 398-5303 or email at: [ed@pccschiro.org](mailto:ed@pccschiro.org)

We appreciate your support of our society which works hard to serve & represent you.

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# Pinellas County Chiropractic Society

## “Shoot for the PAC”

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Proceeds from this FUN event will benefit the **PCCS PAC** and will be used to support campaigns of State Legislators that support the chiropractic profession.

**Date: Thursday October 18, 2018**

**Time: 10:00 AM for squad assignments (must be prompt)**

**Address: 12515 Silver Dollar Dr., Odessa, FL 33556**

Price (includes one practice round and two tournament rounds of trap, trophies and lunch!):

- Current PCCS members and their guests \$85/person
- Non-members and their guests \$95/person
- Corporate sponsored team of five \$400/team

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Name and phone #: \_\_\_\_\_ Occupation \_\_\_\_\_

OR

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