

The Audible Release

“How do you...”

By Dan Roode, D.C.



- ... adjust a stubborn rib?
- ... deal with unresponsive planter fasciitis?
- ... market to health professionals?
- ... market to your patient base and community?
- ... conduct red flag / emergency

referrals?

- ... manage HIPAA-compliant Business Associate Agreements?
- ... prepare for audits and inspections?
- ... ensure Florida DOH laws and manuals compliance?
- ... introduce office policy changes?
- ... transition into / out of insurance panels?
- ... quell a patient demanding their money back?
- ... address sham negative online reviews?
- ... handle employee / HR disputes?

The multitude of complications arising from providing healthcare, practice management, balancing

finances/taxes, and compliance with laws and regulations provides health care business owners a never-ending stream of issues which often require outside help to manage properly (and legally). No one person can know everything.

Before paying outrageous hourly rates for professional advice which could result in a simple answer, why not try asking those who have been through it before? Or who may even be currently going through the same issue? The last Tuesday of most months you have that resource available in the form of PCCS General Meetings. If we don't have the answer, we'll find it together. (One year of this resource costs less than an hour of a lawyer's time and even comes with enough meals and events to pay for itself)

Yours in health,
Dan Roode, DC



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Details on Pg 4**

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ATTENTION!!!

Thank you for taking a minute to read this short message. For those of you that don't know me, my name is Jennifer Comey and I am the Executive Director for the PCCS. If you are NOT a current PCCS member, I want to direct your attention to page 5 of this issue for an early registration for the 2020 chiropractic membership.

Even if you are members of the FCA or other organizations, we encourage you to be a member of your local society. Our board of directors volunteer their time to do what they can at both the local, state and national levels. Do your part on supporting your local society and PAC (Political Action Committee).

If you have any questions, comments, concerns, or suggestions, I would appreciate an email to ed@pccschiro.org.

Jennifer Comey
Executive Director

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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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Jennifer Comey

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email: ed@pccschiro.org



ROSE RADILOGY

Calendar of Events

September

- 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: Barry Rubin MCP, WEO
Certified Workforce Professional
Topic: Transforming payroll into a profit center:
How to lower practice labor costs and reduce
employment liability.
- 28** Annual Board Retreat

October

- 15** Chiropractic Day on the Capitol
Details on page 12
- 24** Shoot for the PAC
Details on page 11
- 29** 6:30pm Joint General Meeting
Location: **The Crafted Plate**
Topic: FCA and Legislative Updates
NO GENERAL MEETING

November

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

December

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



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and Clinic Website link.

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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. 2020 Membership
September 2019 thru December 31, 2020

This is a message for Chiropractors that are NOT current 2019 paid members!!!
If you join now for 2020, you will have the rest of the 2019 membership
which includes the September and October meetings,
PLUS the Holiday Party if your payment is received by September 20th, 2019!

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
- 1st Year Licensed D.C. Annual Dues + \$50 contribution to the PAC = \$149.00
(Graduated in 2018)
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(Graduated in 2018)

PAC = The PCCS Political Action Committee

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Mailing Address (if different) _____

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Membership is for the chiropractor listed above only & is non-transferable.

Email Jennifer Comey, Executive Director at ed@pccschiro.org with any questions.

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

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Tampa Bay Imaging.....	10
Thomas Boland, MD, DMD.....	10

THE RADIOLOGIST'S VIEW

YOU MAY HAVE SOME EXPLAINING TO DO



Immediately following your well thought out, clear and concise report of findings, including results of the physical exam, lab tests, x-rays and your diagnosis, you ask your patient if they have any questions. The glazed eyed patient points to the x-ray and says, "What is all that black stuff?" You think to yourself, "After all of that, the only thing that you are concerned

with is gas in the colon?" How could that be? Maybe you didn't do as well as you thought or maybe the patient really didn't care or understand. Was it worth it? Do patients want to discuss results and see their x-rays, or other diagnostic images and reports? A current research study concludes, yes.

According to the study, which was designed to

determine patients' preferences for receiving their imaging results, it was found that nearly two-thirds of the patients preferred to receive results from the referring physician and wanted the option to receive a copy of the radiologist's report. 85 percent wanted to see their images. Interestingly, some participants (approximately one-third) preferred direct communication with the radiologist. A noteworthy aside was the finding that some participants didn't know what a radiologist does and, although 79 percent knew that radiologists interpreted the images, nearly half didn't know that radiologists are doctors. Some did not know that medical radiologists perform interventional procedures. ^{1,2}

With the availability of online medical information, the patient is not only better equipped to ask appropriate questions and understand their disease, but they have greater access to their reports as the current healthcare environment moves toward electronic medical records. This could create a predicament for

Cont On Pg 8

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THE RADIOLOGIST'S VIEW (Cont From Pg 6)

the patient by allowing easier access to information that they may not fully understand. Patients may overreact to certain terminology or the radiologist's recommendations that additional testing be performed. Most patients do not want to directly contact the reading radiologist (although they may have that right), as they feel more comfortable with the physician to whom they are most familiar, the referring doctor. Referring doctors therefore, need to have the capacity to explain findings in a manner that satisfies the patients desire to know what is wrong and what can be done.

There are caveats a referring physician should be aware of when showing x-rays, CT and MRI images to a patient:

The images must be of good quality. Today's patient is well aware of the appearance of a good image having seen them from previous providers, viewed them online or, in some cases, noted them in the background on their favorite medical show. Showing poor images does not reflect well on you or your profession.

When pointing out abnormalities you need to be certain that what you say is correct. It would be embarrassing if not negligent to describe something as incidental or benign only to later find out you dismissed a metastatic lesion. Similarly, you should not overestimate a particular finding.

You need to determine if additional images or

advanced imaging is necessary and how to follow-up. That is, which modality to use, and why? You also need to understand the test that you order to be able to answer questions accurately and be able to explain the logistics of the test you order, such as how to prepare and what to expect.

Patients want to be involved in their care. By having an increasing opportunity to become knowledgeable about their condition and with easier access to their records, they demand and deserve clear explanations of diagnostic test results. The physician has an obligation to make available radiology studies and reports when requested by the patient or as a component of your report of findings. The mystery of the medical language is now public domain and patients know too much for the physician to be dismissive of their concerns.

References:

1. "Patients Prefer Results From the Ordering Provider and Access to Their Radiology Reports"
Cabarrus, Miguel et al. Journal of the American College of Radiology
Published online April 16, 2015
2. bitily/1EdCyzP Journal of the American College of Radiology, April 16, 2015

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

PCCS Classified Ads

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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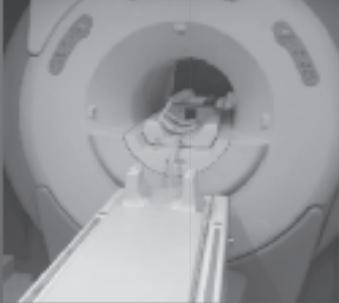


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PCCS PAID MEMBERS 2019

"Thank you to the chiropractors below that are supporting the PCCS and PAC in 2019" See page 5 for the 2019 Membership Application if you have not already mailed it in. Contact Jennifer Comey, Executive Director, with any questions regarding membership at ed@pccschiro.org

We appreciate your support of our society which works hard to serve & represent you. Names listed in **BOLD** have donated to the PAC In their membership dues (Political Action Committee)

- | | |
|------------------------------|----------------------------------|
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Pinellas County Chiropractic Society

“Shoot for the PAC”

Trapshooting Tournament

This is a trapshooting event that will be held at the **Silver Dollar Trap Club** in Odessa. No previous gun handling experience or equipment is needed, as there will be registered instructors to help each participant in the safe use and handling of the shotgun. There are no age restrictions for participating.

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 24, 2019

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

REGISTRATION

Name and phone #: _____ Occupation _____

OR

Corporate Team Name: _____ (if applicable)

For more info or you have any questions regarding this event please do not hesitate to call me at 727-584-5737 or on my cell phone at 727-434-2002. email: mkrdc@aol.com

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- **Trap House Sponsor:** Your Company and Logo information placed in front of a trap house for all to see includes 1 shooter. \$500. 2 of these are available.
- **Trophy Sponsor:** Recognition of sponsoring the trophies during the awards ceremony \$400
- **Lunch Sponsor:** Recognition of sponsoring the Lunch during the awards ceremony \$500

Make checks payable to: PCCS PAC

2019/2020 CHIROPRACTIC DAY AT THE CAPITOL PCCS AGENDA & TRANSPORTATION

Once again we will be chartering a bus. The trip is **FREE** to 2019/2020 paid chiropractic members of the PCCS. The cost to staff and non-members will be \$50.00. The bus will be leaving the parking lot at the Holiday Inn in the Icot Center (13625 Icot Blvd, Clearwater) promptly at 6:00pm on Monday October 14th. Accommodations for that night can be made through the FCA (contact Jennifer Comey or your local society executive director for information). The bus will return on Tuesday night approximately 11:30pm.

ITINERARY

Monday, October 14th:

6:00 pm: Bus leaves from the Holiday Inn to Tallahassee

11:00 pm: Bus arrives at the Holiday Inn/Comfort Inn

Tuesday, October 15th:

Meeting with legislators from our area and others who have significant impact on healthcare. Breakfast & Lunch will be served compliments of the FCA. (See FCA itinerary for details of specific times)

Be sure that you register with the FCA

6:30 pm: Bus leaves Tallahassee

11:30 pm: Bus returns to the Holiday Inn

If you cannot attend, please consider making a donation to the local chiropractic PAC (Political Action Committee) to financially support our efforts.

Make checks payable to PAC and mail to:

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***Please contact Jennifer Comey, PCCS Executive Director, at (727) 560-6302 or by email at ed@pccschiro.org, if you plan on joining the PCCS group on the chartered bus trip.

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BOARD CERTIFIED RADIOLOGISTS

Foundation for Chiropractic Progress Secures Historic TV Commercial Space to Air during 2020 Summer Olympics in Tokyo

Orlando FL August 26, 2019—To honor chiropractic's upcoming 125th birthday, the Foundation for Chiropractic Progress, a not-for-profit organization dedicated to educating the public about the value of chiropractic care, proudly announces its securement of five commercial placements to air during the 2020 Summer Olympics, July 24 –August 9, 2020. The announcement of this exciting effort was made on stage at the FCA National in Orlando. Generously sponsored by the National Board of Chiropractic Examiners (NBCE), the thirty second commercial will serve to both inspire athletes and others to consider a career as a doctor of chiropractic (DC), as well as motivate consumers to seek chiropractic care for themselves and their family. "There is no better time than now to showcase the value that chiropractic offers, both professionally and as a patient, which is why we fully support the historic development of an Olympic commercial," said Norman Ouzts, Jr. DC, chief executive officer, NBCE, an international testing organization for the chiropractic profession with the mission of ensuring professional competency through excellence in testing." Taking chiropractic to over 23 million households during such a monu-

mental event grants the profession access to millions of consumers and builds the connection between what a rewarding career in chiropractic looks like, and how individuals can utilize chiropractic care to maintain optimal health." The storyline is set to feature a past Olympic athlete discussing the challenges of competing against the world's best and how chiropractic care enhanced their performance and competitive edge, resolved their injuries and ultimately inspired them to pursue a career in chiropractic. The commercial, which will air on five weekdays, Monday-Friday, between the hours of 12:00 pm EST and 5:00 pm EST during the 2020 Summer Olympics, will result in promoting a career in chiropractic to 23.7 million U.S. households. F4CP Chairman and CEO of Foot Levelers, Kent S. Greenawalt, concludes, "For years, the Foundation has dreamt of pursuing opportunities of this grandeur for the profession. The chance to create this commercial would not have been possible without the support of NBCE. We are going for the gold, and are pleased to show case chiropractic care to the world during the highly televised 2020 Summer Olympics."

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