



# The Audible Release

## Thank You To Everyone....

By Addison Ozakyol, D.C. ATC. CSCS



Hello everyone!

I hope that all of our members are having a successful start to the New Year. Thank you to everyone who has submitted their membership for this year, supporting us, PAC, and our

profession. Last year we had record membership numbers as well as PAC donations. Without your help we would not be able to continue our work fighting for our scope of practice, PIP rights, and the continued growth of chiropractic in the state of Florida. We are fortunate to have one of the most active local chiropractic societies in the state and thank you for the continued support. If you have not processed your 2023 dues, please kindly consider any small contribution to PAC, we appreciate it!



Renewal Payment Link

\$175  
without PAC

\$225  
with PAC

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on the payment page.

This year we have a wide variety of various speakers and events, and I would like to highlight a couple of the notable items we have on the docket.

In March, we are hosting an off-site meeting at the local chiropractic college clinic, NUHS-FL, during our regular to welcome all interns to meet and mingle with our members and board members. This will be on Thursday 3-30 at 7 pm. Please note the special day to accommodate the clinic hours.

In May, we host our annual fundraiser, Shoot for the PAC, where all proceeds support lobbying efforts of PAC, the Political Action Committee. The annual PAC Shoot is one of our largest PAC fundraisers and is scheduled for May 4<sup>th</sup> in Odessa. As always, we look forward to recruiting teams and sponsors.

In June, we are hosting our biannual CPR recertification course offered to our members (FREE) as part of their membership benefits. However, guests are invited to participate, however they will be responsible for the recert Fee. In addition to the licensing requirement, recent sporting events have brought proper emergency response planning and knowledge to the forefront of public thought (more on this on page 3) and we are proud to be able to offer this event to our members.

We anticipate our annual social in July and would love our member participation to offer suggestions of fun locations. See page 7 for a link to submit your suggestions!

We look forward to seeing you all at events throughout the year. Thank you again for your continued support of the PCCS and please let us know how we can further support you and your practices.

VISIT US ONLINE AT [PCCSCHIRO.ORG](http://PCCSCHIRO.ORG)

Join us for the general educational dinner meeting upstairs at the Marriott on Tuesday February 28th 2023 renewals are ready with payment by check, online, or QR payment code on page 14; please consider PAC CPR biannual re-certifications are due; Join Us for CPR class and recert FREE for members on June 27th



Thank you to everyone who attended the annual legislative “Chiro Day” trip to Tallahassee. We had an excellent representation of chiropractors, students, counsel, lobbyists, and FCA.



# Cardiac Emergencies, Are You Prepared? By Addison Ozakyol

Regardless of if you follow NFL sporting events, you have probably seen updates on the Buffalo Bills player that recently experienced a rare on-field cardiac event. This event has brought a lot of criticism and focus to the management of these emergent conditions, and it is important for us all to be prepared with proper identification and emergency response planning skills for our patients on the field or even in our offices. **Thankfully, as mentioned on the cover, the PCCS is pleased to offer our biannual CPR recertification course this year to our members included “FREE” as part of the membership renewal.** The CPR recert is not only required for our licensing but also educates us on how to be prepared for any event like this if it were to occur in your office.

At the time of writing this communication, the current speculation of the recent football field cardiac arrest of the aforementioned Bills professional football player is that he experienced a rather rare cardiac event known as “Commotio Cordis” described as an injury most common to occur young adolescent athletes from a blunt force trauma to the chest. Tainter and Hughes states, *“Children appear to be at the highest risk for commotio cordis. The mean age reported in the registry is 15 years, and very few cases have been reported above 20 years old.”* (1) Such events would include a football tackle or a high velocity baseball trauma to the chest during ventricular repolarization during upstroke of the T wave of the cardiac cycle. (1) While this specific moment in the heart rhythm accounts for only 1% of the total cycle, during exercise the frequency of these moments is increased and thus the injury is most common in patients in a sport setting where heart rates are elevated. It has been estimated that the impact energy of approximately 50 joules, or a baseball moving at 40 mph, is enough to trigger the ventricular depolarization that causes this

physiological response. (1) This high velocity chest impact will trigger ventricular fibrillation causing the patient to present without a pulse and therefore require the initiation of an emergency response, most importantly early CPR (cardiopulmonary resuscitation) and use of an AED (automated external defibrillator) to promote a return to normal cardiac rhythm and rapid transfer of care to emergency services. Thankfully, according to recent medical literature, survival rates of this injury are continuing to increase as we learn more about the condition with a current rate of about 59% of individuals recovering post cardiac event. (1) However, keep in mind, it is important for patients with this condition to be monitored for cardiac, pulmonary, and neurological damage because of the decreased blood flow during injury management.

Tainter CR, Hughes PG. Commotio Cordis. [Updated 2022 Sep 19]. In: StatPearls [Internet]. Treasure Island (FL): StatPearls Publishing; 2022 Jan-.

While commotio cordis is a rare occurrence in clinical and sport settings, it is important for us as providers to be able to identify and properly respond to cardiac events. Please take advantage of our upcoming CPR recertification course to ensure that you and even your office staff are prepared to handle a cardiac emergency in any setting. We look forward to seeing you there!

## Join Us for YOUR CPR Recert

Tuesday, June 28th during  
the regularly scheduled  
dinner meeting at 7 pm.

Member Recert is FREE

# THE RADIOLOGIST'S VIEW



## READING X-RAYS IS CHILD'S PLAY

"What is this?" I said  
"Peh-wi-kul"  
"Good, the pedicle. Now, what is this?"  
"Da wha te bul boby"  
"And this?"  
"Innn...innn...inda"  
"Intervertebral..."  
"DIS!"  
"The intervertebral disc. Very good. Now, tell me, is this x-ray normal?" (*Blank stare*)  
"Is it a normal lumbar spine?"  
(*Blank stare and blinking*)

No, I have not lost my mind. I'm teaching a 4-year-old normal x-ray anatomy. It's not too difficult. But when asked if the image was normal, the child was unable to understand the question. There was no conceptual understanding of normal, no foundation for an answer. The same is true for the fledgling medical or chiropractic student. Identifying parts on an x-ray image is an uncomplicated task that requires relatively low cognitive ability. However, determining if the image is normal, free of pathology, takes a totally different level of intellectual and conceptual thought processes. This is what separates the physician from the non-physician and further, the radiologist from the non-radiologist.

The art and science of interpreting a diagnostic image, be it a radiograph, MRI or CT, begins with an appreciation of normal. Without a solid understanding of normal, one cannot recognize the abnormal. Developing the ability to separate normal from abnormal requires a tremendous input of normal images and the processes that form them. The more images one sees, the greater the mental resolution of the image. The first x-ray images that I formally read (i.e. signed the report), were two views of the thoracic spine. It took me over 20 minutes. Now, I can interpret those same images in less than 20 seconds. Why? I'm certainly not any smarter. But I have seen hundreds of thousands of images since those first two and have developed a refined and detailed mental image of a normal thoracic spine. The following is a crude

analogy of how I think this happens. My mind has developed the equivalent of a 2Gb resolution image of an AP thoracic film and when an image deviates from normal, that image does not fit on the mental image of normal that I have developed. Therefore, abnormalities are recognizable almost immediately since they don't fit on my normal template. The new radiology student has a mental image of normal that is 2k in size since there has been relatively minimal input. In other words, there is insufficient "data" available to make a decision of normal versus abnormal.

Once a mental high resolution normal image is developed, one can then determine if the image being observed can be superimposed on the normal one. If not, why? Essentially, there are two reasons, and they represent the ways in which pathology presents. There is either something missing in that anatomy that should be present or there is something present that should not be.

There are children's games that can help improve the skill required to help visualize pathology. First, there is the game where one must find an object or animal hidden in a complex background. For example, a picture of a tree is shown with a list of objects on the bottom of the picture that you try to find in the tree, such as a bird. The tree represents the normal anatomy and the object (bird) is the pathology. This simulates the pathology that manifests as something that does not belong. The other game requires that you find a certain number of differences between two seemingly similar pictures. This is analogous to finding things that belong in the image but are not present. A clinical example of the first game would be a mass in the abdomen or lung. An example of the second game would be a missing pedicle at L3. These type of games can help you develop an "eye" for the abnormal.

So basically, learning to read x-rays is child's play. The caveat is that this skill requires the development of a mental high resolution image of every body part, in every plane so that the abnormal findings can stand out. Improving this skill requires the study of tens of thousands of normal images. In addition, you need a child to teach you how to "find the bird in the tree".

Terry D. Sandman, DC, MPH, DACBR  
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Dr. Jen Gantzer  
Dr. Autumn Burns

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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email: [ed@pccschiro.org](mailto:ed@pccschiro.org)

# Calendar of Events

## Monthly Dinner Meetings

### Join us In-Person

Last Tuesday of the Month

[www.pccschiro.org/annual-calendar](http://www.pccschiro.org/annual-calendar)

Marriott Crafted Plate  
12600 Roosevelt Blvd N  
St. Petersburg, FL 33716

6:30-8:30 pm

*Dinner/Speaker at 7 pm*

*Please RSVP to Evite for dinner attendance*

#### February

28th-General Meeting

Location: St. Petersburg Marriott - 2nd Floor

Speaker: Zac Gottlieb

Exzact Business

Topic: Saving on Merchant Services

#### March

30th-General Meeting

Location: See Address

Speaker: Special Thursday Event at  
Chiropractic Clinic 6630 70th Ave. N.

Pinellas Park, FL 33781

Topic: Meet & Mingle

#### April

28th-General Meeting

Location: St. Petersburg Marriott - 2nd Floor

Speaker: AKUMIN

Topic: TBA

#### May

4th - PAC shoot Annual Fund Raiser  
event in Odessa

28th-General Meeting

Location: St. Petersburg Marriott - 2nd Floor

Speaker: TBA

Topic: TBA

**February** Board meeting 14th 12:30pm

Zoom

**March** Board meeting 14th 12:30pm

Zoom

## PCCS PAID MEMBERS 2023

“Thank you to the chiropractors below that are supporting the PCCS and PAC in 2023”  
See page 14 for the 2023 Membership Application

Names listed in BOLD have donated to the PAC  
*Political Action Committee*

And are additionally recognized on the  
member directory with a “PAC Star”

Woody Brown, D.C.  
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**Lorraine Thorpe, D.C.**  
Daniel Strauss D.C.  
**Jordon Vanderveen, DC.**

**Welcome 2023**  
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Richard Frost, D.C.  
**Chris Slininger, D.C.**  
Jade Woodruff, D.C.

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\* Denotes New Sponsor



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Akumin.....	9
Saint Pete MRI.....	8
Susanti Chowdhury, M.D. ....	8
Tampa Bay Imaging .....	10
Thomas Boland, MD, DMD .....	10

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## Seeking Member Suggestions

We are beginning to consider locations for our July social.  
Please share your location suggestions! Check as many as you like!



Scan the QR code to access the suggestions survey!  
*Places we've been before? New rooftop to explore?*  
*Other suggested mid-county locations?*

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**The PCCS Board of Directors wants to express our appreciation and thanks for all the support that these sponsors have extended to the Chiropractic Profession.**

## A Tribute – by Cris Langheier

I hope everyone had a great holiday season, unfortunately the new year has brought along with it some sadness and passing of Dr. MK Roberts and Attorney Paul Lambert.

As the FCA Director of the PCCS, I would like to share a moment of appreciation for their chiropractic support and loyalty.

Dr. MK Roberts, came to the Tampa Bay area in 1978 and immediately became involved with the local chiropractic society and chiropractic state association along with serving his community.

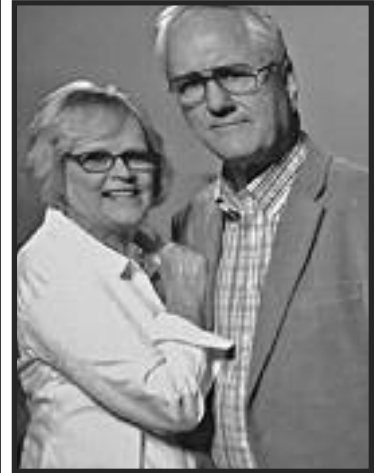
Paul Lambert was brought on board as FCA's general council in the late 70s. Attorney Lambert was instrumental in helping with the legislative efforts on behalf of the FCA and its members for which all of us benefit with our standard of practice and the service we provide to our patients and community.



Attorney Paul Lambert



Dr. MK Roberts, DC



Both MK and Paul will be greatly missed. It is in their memory that I hope all of us will continue to proudly serve our community and profession.

## ABOUT THE PCCS

The goal of the PCCS is to preserve, promote, protect, and advance the Chiropractic Physician profession.

*We sincerely appreciate your chiropractic financial support which helps us to preserve, promote, and protect you!*

Join Now: <https://pccschiro.org/join-now>

## OUR MEETINGS

We host 8 monthly member educational dinner meetings, an off-site social mixer, a holiday party, and 3 annual PAC events.

The 8 general meetings are held the last Tuesday of the month at the Marriot restaurant The Crafted Plate which begin at 7:00 pm with pre-meeting networking at 6:30 pm as members and sponsors begin to arrive. Dinner is served during a featured speaker on a Chiropractic related topic with the meetings concluding around 8:30 pm. We are continuing the monthly dinner meetings in-person and virtual for 2022; please RSVP to the evite for dinner or connect via Zoom to join us.

## PROVIDING VALUE TO YOUR MEMBERSHIP

- FREE dinner at monthly meeting (\$30 for non-members; guests/staff/spouse)
- FREE dinner & drink at our annual social and holiday parties (for members & one guest)
- FREE training class for CPR recertification (every other year; next CPR recert class will be 2023)
- FREE Classified ads & listings in our "Audible Release" newsletter (also digital archive on the website)
- FREE round-trip transportation via bus to Tallahassee for Chiropractic Day with the FCA (anticipated for 2022)
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- PERSONAL INJURY (BI)
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**PCCS 2023 Membership Application & Invoice**  
January 1 through December 31

**The following will be displayed in the website member directory**

Name: \_\_\_\_\_

Credentials and Post-doctorate certifications:

*Circle all that apply:* DC MS DABCI DACBN DACNB DACBSP DACBR DICCP

Select One: New Member / Renewal / New Member 1<sup>st</sup> Year DC

*Renewals Only: complete below IF YOUR CONTACT INFO has changed*

Office or Company Name: \_\_\_\_\_

Office or Company Address: \_\_\_\_\_

Multiple office locations: \_\_\_\_\_

Email: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Office Fax: \_\_\_\_\_

Cell phone (for PCCS communications): \_\_\_\_\_ On directory? Y / N

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

New Members & Renewals: PAC contribution; website 'PAC star' & newsletter 'bold'

- Annual Dues with a \$50 voluntary contribution to the PAC = \$225.00**
- Annual Dues = \$175.00

1<sup>st</sup> Year DC: Graduated in 2022

- 1<sup>st</sup> Year Licensed D.C. Annual Dues +\$50 contribution to the PAC = \$149.00**
- 1<sup>st</sup> Year Licensed D.C. Annual Dues = \$99.00

**ONLINE APPLICATION & RENEWALS\* AVAILABLE**

<https://pccschiro.org/join-now/>  
<https://pccschiro.org/paynow/>

Or you may still Join or Renew\* by Mail:

Enclose Completed Application Invoice Check Payable to:  
PCCS, P.O. Box 7515 Seminole, FL 33775-7515

\*Paper & Online renewal form only needs to be completed if contact info has changed.



PCCS Pay Now

**General Monthly free Educational Dinner Meetings are the "last Tuesday of the month" at the Marriott from 6:30-8:30 pm.**  
Marriott Crafted Plate, 12600 Roosevelt Blvd N, St. Petersburg  
**Know someone interested in joining as a DC/Sponsor/Advertiser; [www.pccschiro.org](http://www.pccschiro.org) click "Join Now or Get Involved"**

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.

## 17x17 Hybrid DR Panel



**\$18,000 w/ installation**

- Panel Warranty: 5 years
- **\$1000** manufacturer rebate
- We can fit to virtually any existing x-ray unit!



- New/pre-owned x-ray system options available
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- Installation
- State required planned review submittal
- Service/repair



## Dynamic Digital Radiography (DDR)

- **TRUE** motion x-ray **NOT** fluoroscopy
- DDR dose comparable to standard 2-view x-ray exam.
- Observe actual movement of spine or extremities to diagnose potential issues - faster and more precise.

**Call or email for more information!**



# Audible Release

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