

The Audible Release

Happy New Year to all of our members!

By Addison Ozakyol, D.C. ATC. CSCS



I hope everyone had a safe, happy, and healthy holiday season and a good start to 2024. Thank you to everyone who was able to attend our holiday party. We are working on setting up some wonderful monthly meetings this year and highlight some our annual events like the PAC

shoot, golf tournament, and our various socials. With this year being an election year, we will also be featuring our biennial meeting with local politicians as they prep for their election cycle. This is a great opportunity to meet your local representatives and put more information out there regarding chiropractic and the future of the profession.

Your membership is extremely important for the success of our organization and our fight to protect our scope of practice and further the chiropractic field. Keep an eye out for membership renewals which are set to go out early this year. If you are able, please be sure to donate to PAC. Your donation helps us and the FCA and advocate for our rights as providers, we appreciate your support!

Hope to see you soon at our first monthly meeting on 1/30 for an update from Dr. Gantzer and Dr. Norman regarding some of the improvements we are making to the website and across the board. We look forward to seeing you soon.



VISIT US ONLINE AT PCCSCHIRO.ORG

Next General Educational meeting upstairs at the Marriott on Tuesday January 30
2024 renewals are ready with payment by check, online, QR payment code on page 14. Please consider PAC
Special dinner social on Thursday March 28th at the local NUHS chiropractic university clinic





THE RADIOLOGIST'S VIEW



NEW YEAR'S RESOLUTIONS

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 includes 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. Regarding New Year's Day 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 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 and what you do.

I would imagine that creating New Year's Day 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.

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and unlimited downloads available online.

Editors:
Dr. Jen Gantzer
Dr. Cynthia Gramberg

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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Executive Director

Cynthia Gramberg

P.O. Box 7515, Seminole, FL, 33775-7515

email: ed@pccschiro.org

Calendar of Events

Monthly Dinner Meetings

Join us In-Person

Last Tuesday of the Month

www.pccschiro.org/annual-calendar

Marriott Upstairs
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

January

30th-General Meeting

Location: Marriott Upstairs

12600 Roosevelt Blvd N., St Petersburg, FL 33716

Speaker: Dr Jen Gantzer & Dr. Alan Norman

Topic: PCCS Website improvements and how it can help your business.

February

27th-General Meeting

Location: Marriott Upstairs

12600 Roosevelt Blvd N., St Petersburg, FL 33716

Speaker: Dr. Martensen

Topic: Interesting Radiology Case Studies

March

28th-General Meeting

Location: National University of Health Science

7200 66th St N, Pinellas Park, FL 33781

Speaker: NUHS Students

Topic: Student Case Studies

January Board meeting 9th 12:30pm Zoom

February Board meeting 13th 12:30pm Zoom

March Board meeting 12th 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”

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We apologize for not including our sponsors from the Golf Tournament in our November/December newsletter. Your support is greatly appreciated.

RAFFLE SPONSORS

Florida Spine Institute, Bay Area Orthopedics, DeLoach, Hofstra + Cavonis, P.A., Orange Blossom Groves, Splash Hourbor Water Park at the Holiday in Hourbourside, Bascom's Chop House

Proceeds from this event help support the general operation of the Society as well as raise money for our PAC. The total amount raised for our PAC is still being determined but needless to say it is more than we had prior to the tournament!

The PCCS Board of Directors and members would like to thank all the players, sponsors, raffle contributors and volunteers for making the event a success.

I hope you will take a moment to review the list of sponsors and raffle contributors who supported this year's tournament and make the choice to patronize those who support our

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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.



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)
- FREE unique URL member page to advertise and market yourself and your practice (click your name in the directory)





PCCS 2024 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 1st Year DC

Renewals Only: complete below ONLY 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

1st Year DC: Graduated in 2022

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

ONLINE APPLICATION & RENEWALS* AVAILABLE

<https://pccschiro.org/paynow/>

Or you may still Join or Renew* by Mail:

Enclose Completed Application Invoice Check Payable to:

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*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 upstairs, 12600 Roosevelt Blvd N, St. Petersburg

Know someone interested in joining as a DC/Sponsor/Advertiser; 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.



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