



May 2018

“While other professions are concerned with changing environment to suit the weakened body, Chiropractic is concerned with strengthening the body to suit the environment” – BJ Palmer

From the Office of The President

Greeting everyone,

Finally, this year’s long, cold winter is losing its grip and we are starting to see warmer weather and Mainers being more active outside. The MCA has not had much rest throughout the winter and preparing for the MCA business meeting and convention in a few days. We will have great speakers who are certainly worth listening with information you will be able to apply in your practice on Monday morning. Our Association is working hard for you trying to find different speakers that will appeal to a wide variety of audiences, so everyone finds something interesting and informative.



We strongly encourage you to attend our business meeting at 5:30 at the Samoset this coming Friday as there will be ample information discussing the state of Chiropractic in Maine. We will keep you up to date. Even if you do not plan to attend the convention Saturday and Sunday, we sincerely feel you will find enough information to motivate you on many aspects. Learn what we will do from our battle with Evicore, our proposed new legislation and introducing new bills to support and improve the practice of Chiropractic to our campaign supporting candidate which will be supporting Chiropractic. It is imperative we align ourselves with a strong supporter of Chiropractic and have their attention after the election is over. Our Association did not make significant progress the past few years in Augusta because of such a difficult political climate for Chiropractic. We intend to change that and have a better voice for Chiropractic in Augusta.

This is why the SPINE program (Support, Pledge to Initiate a New Era) is so important. by giving to the SPINE program we can use those funds for political action and try to secure a place for Chiropractic. If you have not already donated, I would ask you do soon so we can continue to forward our agenda.

We will also have a general fundraiser in order to prepare for a broad marketing campaign to promote Chiropractic. Please be prepared as we will announce it during the business meeting and in future newsletters. We would really appreciate if you could participate. The money collected will serve to raise awareness toward Chiropractic and what we can do to help many potential patients who never benefitted from Chiropractic care.

It has been important this organization become financially solvent and cease relying on our saving our past president has built for us. We need to move from life support to a strong and healthy organization again. This is gradually happening. With many efforts done such as changing our accounting firm, saving on the cost of the board meetings and renegotiating other contracts, and we will be able to achieve our target date by next year.

Last but not the least, our website will become live within a few days. This has been an effort and priority I vowed to achieve within my first year of Presidency. You will find many informative areas such as the marketplace, about Chiropractic, video presentations and much more. I hope you will find it interesting and I am confident it will bring you the patient who is looking for a Chiropractor in your area.

Chiropractic is at a crossroad and despite the uncertainty and financial insecurity we are experiencing from the high cost of insurance, Chiropractic will inevitably become an increasing choice for Americans seeking effective, lower cost care for their musculoskeletal condition.

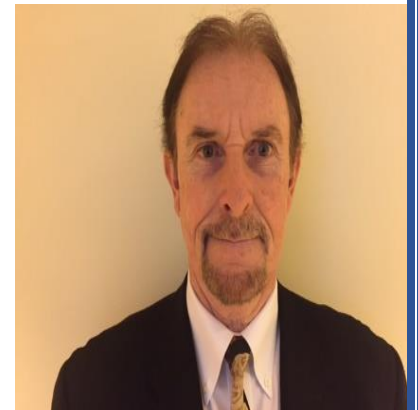
Best,

Luc J Dionne DC
President, MCA



Legislative Updates

Andre Nadeau, Legislative Chair
&
John Royce, Legislative Liaison &
Lobbyist



The 128th Maine legislature has been the most partisan and divided legislature I have witnessed over my entire career. First, all the bills that were on the Appropriations table last year were held over until this legislative session which was a highly unusual act. Then the legislature a few days ago adjourned in anger without dealing with any of the bills on the Appropriations table. Our two Mainecare bills are still on the table and quite frankly it is a long shot that either will be funded in this toxic environment. It was just announced that the legislature will reconvene on May 2nd for a veto day and that will be the last opportunity to deal with all the bills that remain in limbo. We have carried on a good campaign to get funding, but these are difficult political times. I should know the results of our efforts by convention.

On a far more positive note, Dr. Andre Nadeau and I have been able to finally reach an agreement with the Medical Director of Mainecare to have a seamless 24 visits instead of the 12

we have been limited to. The old rule was 12 visits, then prior authorization approval was needed and very few were ever allowed. Now you will get 12 visits and after submitting a correctly completed prior authorization form, an additional 12 visits will be automatically approved for a total of 24 visits. After 24 visits, prior authorization approval will be needed and it will not be automatic. See you at the convention!



Congratulations



Kathy Boulet, DC, of Lewiston, Maine: **Delegate of the Year Award**, the award recognizes exceptional service, achievement and/or leadership to the profession. Dr. Boulet was also elected to the ACA Board of Governors.

Calendar of Events

MCA Membership Re-enrollment
March 15, 2018 1st Half dues

MCA Spring Conference - Samoset Resort
May 4– May 6, 2018

MCA Board of Directors
May 6, 2018 (Samoset Breakfast)

MCA Fall Seminar – Marriott at Sable Oaks (New location)
October 28 – 28, 2018



News From the MCAA

The MCAA has been working diligently behind the scenes to create better communication, more education, a more involved association around the state of Maine with more events and activities to improve our association and our CAs to better serve our doctors, offices and to make a difference in our state. Being a member of our association with yearly dues is such an important part of what we can accomplish. Naturally we cannot do some of these things without the financial funding from our dues such as better speakers, more education throughout the year for your CAs, events along with things as simple as mailings. For our members we offer quarterly educational webinars via Zoom so there is no hotel cost, events to support local charities throughout the state, fun events to build comradery and team building and coming soon will be greet and meets with the board members throughout the state so everyone can be heard and supported as they need without the trouble of travel and hotel expenses. We want to bring collaboration with every office staff and doctor throughout the whole state no matter where your office is.



We are excited for our first fun event this Friday April 27th. We are having a Paint Night for our members. A fun social night so everyone can get to know one another which will bring offices the ability to lean on and learn from other members for support. We also have some charity events planned. These events are to show our support as an association throughout the state. We want our name along with the MCA to be known as the amazing associations that we are by others. These events need volunteers and we are hoping for a great turn out at all of them. Please share this with staff so we can show our support in large numbers. If anyone has an event that is important to them, please let us know how we can support you and your cause.

7/22/18 Tri for a Cure @SMCC- Volunteers needed for water station and also looking for us to pull a team of massage therapists together for them.

8/4/18 Beach to Beacon- Volunteers needed throughout the race. They are also hoping we could pull a group of massage therapists together for them.

8/25/18 ALS walk in Bangor- Participating as Team MCAA. Donation and walkers for our team are needed. Sign up is on our Facebook page.

Please follow our Facebook page for daily updates, events and webinars. We post everything coming up on there to keep the communication open along with emails. We have also revamped our website, so our information is on there also. www.mechiroassist.org

We are so excited with the number of members this year and the participation in the seminar weekend at the Samoset. We have already spoken to our main speaker for fall and even planning our Spring 2019! Thank you all for your continued support and thank you to the new offices and new CAs that are members this year. You all make a difference!

Vendor Voices

When we have an opportunity, we would like to showcase some of our vendors knowledge and products or services that may be new to the marketplace. This is NOT an endorsement of any kind but an opportunity to expand our understanding.

Deborah Zolla of Avant Wellness Laser Systems has been in the laser phototherapy world since January 2008, and passionate about alternative health and wellness therapies much longer. She considers herself most fortunate to work amongst the pioneers and trend-setters like yourselves at the MCA which affords her the opportunity to learn, grow, and share with like-minded individuals.



Technology has Evolved--the future is now!

We live in amazing times! Do you remember the first cell phone? Motorola's "The Brick", weighed in at almost three pounds with a price tag of about \$4000. *Now* we have smartphones that fit in a pocket or purse, weigh less than five ounces, are sleek and small, cost considerably less money, and that have many more features than most of us know what to do with.

Technology in the health and wellness world has evolved as well, now bringing us tools that are compact and much more price-friendly, and most important--much more effective. Two such examples are therapy lasers for non-invasive treatment, and personal wearable health devices to monitor vital signs.

Therapeutic lasers (compared to thermal lasers used in surgery or for esthetic purposes) have been an effective and important tool since their first generation in 1975, for doctors seeking to help their patients decrease pain, increase range of motion, speed up wound healing and much more, as well as FDA-cleared for safety and efficacy. Today's generation of lasers, like cell phones vary in size and price, and can be as compact as to fit in a pocket.

Chiropractors are many times, the doctors whom patients seek to solve their problems without chemical drugs or invasive surgery. One of the biggest reasons is, you are the professionals really most apt to avail yourselves to today's most cutting edge alternative high tech options. Options that empower your patients with healthy, practical education and the newest state of the art healthcare technology applications for their best quality home health care.

One such recent product on the market is the **wearable health bracelet** which can monitor patients' vital signs so they are aware of their vitals to be proactive in their health. Why is this important? Among the ten leading causes of death in 2012 were heart disease and stroke. How incredibly valuable would this type of device be to someone who has had a heart attack or stroke, by recording this data and sending an alert to themselves or another loved one, that their blood pressure is too high? Or for the patient who has just discovered they are not getting the amount of exercise they thought. Other information these devices monitor, such as sleep quality, heart rate, breath rate, blood sugar, etc., would go a long way to assisting the doctor's education and recommendations, as well as keeping the dialogue open for healthy lifestyle changes. We all know technology has evolved and keeping up with it is vital to you and your patients. It's here and your patients need to know. Wouldn't it best if you were the one to educate and inform them?



Business Pay Tech is proud to announce our new partnership with the Maine Chiropractic Association. This partnership will result in monthly revenue sharing for the Maine Chiropractic Association. Business Pay Tech has no contracts, no cancellation fees, next day funding, local service and most importantly an average of 15 to 20 percent savings on your current Credit Card Processing. Our Maine based company works hard to get local businesses the rates they deserve. Call Richard Bush at [207-446-3020](tel:207-446-3020) for a free consultation and find out how much you are overpaying with your current processor.

New Vendor at Samoset

Who is LifeVantage?

Lifevantage is a Biotech Company that is at the forefront of a new science called Nutrigenomics. By studying the effects of nutrients and natural compounds on our genes, it is helping people Biohack their health. Please stop by their booth to meet with Linda Linscott - a former CA/Office manager with a background in physical education, Sheridy Olson – a licensed massage therapist and health and wellness consultant, and Patricia Schimpf – a biotech administrator and hardy Maine lobsterwoman.

What is Nutrigenomics and why is it Important?

Nutrigenomics is a method of **ACTIVATING** your body's ability to heal itself on the level of your DNA. Since every cell of your body holds the same DNA code, this means that **EVERY** cell of your body is optimized for health on the deepest level possible. Our Nutrigenomic products support the body's natural cellular function by targeting the main biochemical effects of aging. By awakening our body's ability to rejuvenate itself on a massive scale—whether by up-regulating the genes ability to produce their own antioxidants, the cells ability to produce mitochondria, or the guts ability to regulate bacteria—Lifevantage is on top of the aging process while delivering the mental clarity and overall well-being you need every day to get the absolute most out of life.

How is this Different?

Most natural health products focus on **SUPPLEMENTING** your body. This implies that there is something lacking within your system. One of the key aspects of **Protandim** is its one of a kind formula. It contains a proprietary blend of five botanicals—green tea, turmeric, milk thistle, ashwaganda and bacopa—each of which possess potent anti-aging properties. More important, is the fact that recent testing demonstrates that the five ingredients together produce a superior protective effect against oxidative stress as they dramatically increase the production of anti-aging enzymes.



FACT #1: Oxidative Stress has been linked to hundreds of diseases and the aging process.

FACT #2: Protandim is the only supplement clinically proven to reduce the body's oxidative stress by an average of 40%.

- Over 40 years of research
- Currently 10 peer reviews
- 27+ university studies
- 4 patents

FACT #3: Over 80,000 studies have been done on oxidative stress.

Member Classified Ads



Full Time Chiropractor Needed in Lewiston, Maine. Come join our team in the up and coming Lewiston/Auburn Community. The twin cities have so much to offer... great adventure, wonderful people, and limitless opportunity. Our amazing work family is looking for the right chiropractor to complete our team and help better serve our fast-growing practice.

This practice is a wellness clinic that focuses on providing patient satisfaction. If you feel you are a great adjuster, then we want to speak with you! This is an excellent opportunity for a chiropractor who wants to be heavily involved and not deal with the headaches of owning the practice.

Benefits of Joining:

- Competitive base pay based on experience
- Student loan repayment assistance
- Malpractice insurance provided
- Annual CE credits covered
- Supportive Staff

Requirements:

- ME license to practice
- Great Adjuster
- Proficient in Soft tissue therapies
- Motivated and ready to see patients immediately
- Willing to expand knowledge in advanced ART technique, acupuncture, nutrition, and/or rehabilitative exercise.

Check out our website: sassevillechiropractic.com and be part of our FAMILY. Resumes can be sent to drcsasse@yahoo.com

Associate Wanted in Maine: We are a family owned, subluxation based, wellness-oriented practice seeking an additional doctor to join us. Located in Winthrop in beautiful south-central Maine. Close to the capital and to lakes, skiing and the ocean. Perfect for outdoor nature lovers.

Our techniques include full spine diversified, SOT, F/D, Activator, drop table and physiotherapy modalities. Our patient base includes families, kids, seniors, and folks with a wide variety of occupations and interests. We focus on education which leads to a high rate of patient retention for acute exacerbations and ongoing wellness care.

Candidate must be outgoing and willing to meet and bring in new patients and to provide coverage for the other doctors. We offer a commission-based salary. Great opportunity for a motivated Chiropractor with a strong philosophy and vision.

Michael Hoyt, D.C. & Lacaya Hoyt, D.C. (207) 377-2151 www.hoytchiro.com

Busy Winthrop Chiropractic office is seeking a full-time associate. Candidates must be energetic, compassionate, and focused on helping patients get results, as well as teaching healthy lifestyle choices. We are looking to add diversity to our existing practice. We currently offer Activator method, drop table, wellness care (on staff NP), nutritional services, and massage therapy. Looking for a doctor with great diversified adjusting skills who either knows Activator method or is willing to learn. Any other techniques are welcome. A generous compensation package will be offered to the right candidate. We would like at least a 2-year commitment and are ideally looking for a long-term associate. New grads are welcome to apply. Please email your CV to dgrondinc@gmail.com.



You're invited.... to an amazing evening of Sea Dogs baseball, cookout and fireworks! The MCA/MCAA presents a fun social event for all doctors, staff and their families to join in on.

Saturday, July 21st 6:00 game- Doors open and cookout begins at 4:30 Fireworks after the game!

Tickets are \$27 for game and all you can eat buffet* OR \$11 for game only (food can be purchased in concessions) Tickets will be held and available for pick up on game day at will call.

Seats are limited so we must have your request for tickets and money by June 29th

*All you can eat buffet includes hamburgers, hot dogs, BBQ pulled chicken, Cole slaw, beans and Sea Dogs ice cream biscuits

Name on reservation: _____

of Tickets _____ \$27 buffet included _____ \$11 game only

Total payment: \$ _____ (Check payable to MCA)

Mail form to: Maine Chiropractic Association 58 Albert St. Lewiston, ME 04240
E-mail to: mainechiroed@gmail.com or fax to (207) 782-5482

Credit Card: Please charge \$ _____ to my: Visa Mastercard Debit card

Card holders name _____

Credit Card # _____

Billing Zip Code _____ Signature _____

We can put groups together for seating (must be same ticket type). Please let us know how many are in your group that you would like to sit with, so we may put the tickets together for you.

people in group seating _____ Name(s) on envelope of tickets _____

MCA Member Benefits



VIP Tires & Service

- \$10 off every oil change
- 5% of Tire purchases
- 10% off parts and labor



U.S. Cellular

- 15% off personal phone plans for employees
- 15% - 20% off business plans for the office



Hertz Rental Cars

- 25% off standard rental rates (use our CDP#0002117987)



TD Bank

- Credit card processing discount
- Affinity Merchant Servicing

Staples



- Business Advantage Discount Program,
- Discounted office supplies in person or ordered online, plus 25% off copying, 10% bathroom and cleaning supplies, car rentals, flower deliveries and more.

Advance Collection Services - 25% flat fee for collections of accounts placed



MCA
MAINE CHIROPRACTIC ASSOCIATION

MCA Website, designed to provide information to the Chiropractic community and those seeking care. Including a search engine to find an MCA doctor nearby

www.mainechiro.com



Nationwide Processing

- Credit Card processing fees that will guarantee the lowest rates offered in Maine to members of the Maine Chiropractic Association.



SUPPORT

The Maine Chiropractic Association now offers a help desk to assist with a variety of issues your office may face - including billing and reimbursement, training, and much more. Got a quick question or want a second opinion (non-clinical), call us for help!