



CALIFORNIA  
CHIROPRACTIC  
ASSOCIATION

# LOCAL PERSPECTIVES

From: The Orange County Chiropractic District, CCA March 2010

Chiropractic District [www.occhiro.org](http://www.occhiro.org) [www.calchiro.org](http://www.calchiro.org)

June 200

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### CCA Orange County District Officers

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### California Chiropractic Association

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CCA is now on **facebook**

**Orange County District, CCA Website:**

[www.occhiro.org](http://www.occhiro.org)

**CCA Website for DC's:**

[www.calchiro.org](http://www.calchiro.org)

**CCA Patient Education Website:**

[www.californiachiropractic.com](http://www.californiachiropractic.com)

## \*Next\*

### CCA OCCD General Meeting

**Cliff Tao, DACBR**

*"Cervical Spine" 2.5 hrs CEUs*

**Time:** Wednesday, March 24, 2010  
7-7:30 PM Mixer & Food Immediately Available  
7:30 PM -10 PM Speaker. Please be on time. 2.5 hrs CEU's Available

#### New Location:

Claim Jumper  
18050 Brookhurst Street  
Fountain Valley, CA 92708-6739  
(714) 963-6711

*New Location*

**Cost:** Complimentary dinner for CCA/OCCD Members; \$50 for non-members. Students and Members of Other CCA Districts: \$20  
**RSVP:** to Dr. Steve Eggleston  
[Dr.Eggleston@Yahoo.com](mailto:Dr.Eggleston@Yahoo.com)  
(714) 962-7103

### CCA OC Chiro District General Meetings

Wed Apr 28: Ed Harkins, DC, Digital Motion X-ray (2 hrs CE)

Wed May 26: Round Table Discussion

### CCA OC Chiro District Board Mtg.

**Time:** Tues., April 13, 2010 7-9 PM.

**Place:**

Heller Chiropractic  
8840 Warner Ave Ste 100  
Fountain Valley, CA 92708  
(714) 898-0515

**\*New Board Members Welcome\***

### From CCA-OCCD President Kevin Joe, DC

Wow, what a good attendance at the recent CCA Free CEU Seminar 100 Year Lifestyle Overview in Santa Ana! Thank You Foot Levelers, Menla Technologies, The Family Practice, Meyer Distributing, ChiroTouch, Blaine Labs, Advantage Claims Recovery, Multi Radiance Medical, & NanoGreens for your support & to CCA Central for allowing CCA- OC Chiropractic District to host this event.

Kristine Schultz attended this & hosted a Town Hall Meeting after the Saturday seminar. She addressed current events with National Health Reform & matters relating to insurance.

Over the past couple of months the OC District Board has received a proposal to be involved in a co-op with other CCA District in the Southland for advertising. The following are the parameters of this television commercial.

#### CCA Public Service Announcement on NBC

**What:** A 30 second chiropractic public service announcement

**Where:** NBC Television

Channel 4

**Time:** 10 AM-4 PM weekdays for 12 airings/week for 6 months.

Attached is the tv commercials that have been prepared already for two CCA districts along with another follow-up commercial.

#### Video Connections:

[http://www.calchiro.org/documents/JerryRice73009R2\\_000.wmv](http://www.calchiro.org/documents/JerryRice73009R2_000.wmv)

<http://www.calchiro.org/documents/PainRelief1.wmv>

At the seminar a presentation of one of the videos was shown. OC DCs who wanted to financially support the

commercial with a financial contribution were asked to write their name down for a count. CCA Leadership has calculated that if each CCA OCCD Member contribute \$21.88/month beyond what you kindly contribute to CCA month to month for 6 months that we'd have the funds available without necessarily drawing funds from our current reserves. If you'd be willing to commit to supporting these TV Announcements please send me a note that you would be willing to do that. In the subject line of your e-mail please write: **from: CCA OCCD Member**  
**re: tv commercial**

The language of the video & details of all of the editing are still being completed, however, to give you a sense of what we, your Board, have been asked to look at till now we thought sharing this with you would be important. Please look closely at your e-messages relating to this in the days ahead should something feasible be available for the district. Finally, if you are a Member... Thank You. Financially contributing to this is not mandatory. However, if you would want to contribute to the campaign or have ideas of what you would want to see your CCA OC Chiropractic District do in the way of Co-op advertising now &/or in the future, please let me know & we'll put that on the list.

Thank You to Izzy Silva, MD PT for speaking at our last meeting.

To the DC's in Haiti who are volunteering & donating to help those who have lost everything... keep up the good work.

**Kevin Joe, DC**  
[kjoedc@aol.com](mailto:kjoedc@aol.com)  
(714) 447-3361

## CCA UPDATE

### CCA Conventions & Seminars

#### Marketing Chiropractic to Medical Practices Teleseminar

- March 10

#### CCA's Right in Your Back Yard Seminar – Free to CCA Members

- March 20-21, San Jose
- April 17-18, Sacramento

#### Free CCA Annual Convention To Members-Save Your Seat

- June 11-13, Reno, NV
- You can register online at the following connection:

[https://www.2580.sslsdomain.com/calchiro/2010/convention\\_signup.html](https://www.2580.sslsdomain.com/calchiro/2010/convention_signup.html)

## Leg Con to the Max – May 11!



Register now for this year's CCA Legislative Conference, Tuesday, May 11 at Sacramento's Esquire IMAX Theatre. Not only is the location convenient to the Capitol, but the BIG SCREEN rocks!

### FREE CE for CCA Members

Click on the Free CE logo below for brochure and registration form.



- March 20-21, San Jose
  - April 17-18, Sacramento
- Register early – seats are limited.

### 100 Year Lifestyle

Click on the 100 Year Lifestyle logo below for information.



- **March 20-21, San Jose**  
100 Year Lifestyle Certification doctors get 12 hours of certification credit. (Additional fee required.)

### CCA Journal - Winter 2010

Click on the *Journal* cover below.



### Helpful Links

**CCA Membership Directory**  
"Alpha" and "Alpha By City" Lists  
"Alpha By District" List Only

### Sign up for ChiroVoice.org

### CCA Patient Testimonial Video Contest

Submission Guidelines  
Sample Patient Release Form

## CCA Calendar CCA Classifieds CCA Fights Big Insurance – In the Ring with Anthem Blue Cross

Anthem Blue Cross is under intense scrutiny and criticism in the wake of its recently proposed 39 percent premium hike which alone would impact a reported 800,000 California policyholders. The hearings and accusations fall on the heels of two lawsuits filed against Anthem and its parent company, Wellpoint in which CCA is a plaintiff, for alleged illegal provider reimbursement practices.

A recap of the recent turn of events and CCA's actions follow:

**February 22: the California Department of Insurance (DOI) announced** that an investigation of consumer complaints filed between 2006 and 2009 against Anthem Blue Cross' claims handling practices uncovered more than 700 violations of state law.

The DOI's investigation of Anthem, which was triggered by consumer complaints, underscores **the need for doctors of chiropractic and their patients to file complaints** with state officials to get action. Visit CCA's Web page for a step-by step-guide to making complaints to the appropriate regulatory agencies.

**February 23: the Assembly Health Committee** hearing examined Anthem's proposed 39 percent premium increase for California policyholders. In answer to a question posed by committee chair Assembly Member Dave Jones, D-Sacramento, the president of California's largest for-profit health insurer said the company had no interest in profits beyond what she said were slim margins of 2 to 5 percent.

**CCA joined as a plaintiff in two cases** currently pending at trial court level challenging Anthem Blue Cross, and its parent Wellpoint, Inc., with engaging in illegal reimbursement practices:

**1)** A federal class action against Wellpoint and Blue Shield of California alleging illegal demands for repayment by doctors of chiropractic of alleged overpayments and the repayment of reimbursements made for services rendered by DCs that were subsequently determined to not be covered benefits, and **2)** a lawsuit against WellPoint/Anthem Blue Cross of California alleging the insurance giant illegally reduced reimbursements

to out-of-network doctors of chiropractic.

**February 24: the Subcommittee on Oversight and Investigations of the U.S. House Energy and Commerce Committee**, chaired by North Hollywood Congressman Henry Waxman, held a hearing on "Premium Increases by Anthem Blue Cross in the Individual Health Insurance Market." During the hearing, Rep. Waxman questioned proposed increases in premium rates by Anthem in California's individual health insurance market and noted

WellPoint said its rate increases had nothing to do with increasing company profits, but an internal company e-mail uncovered stated the increase would "return CA to target profit of 7 percent." He further revealed that WellPoint paid 39 senior executives over \$1 million each in 2008 and spent \$27 million on 103 executive retreats during 2007 and 2008.

To support CCA's actions for the chiropractic cause, **donate to the CCA Legal Reserve Fund**; call (916.648.2727, ext. 0) or e-mail ([cca@calchiro.org](mailto:cca@calchiro.org)) your credit card authorization or mail your check to 1451 River Park Drive, #230, Sacramento, CA 95815.

## **CCA OCCD Classifieds**

**Organic Gardening:** Help your patients grow an organic garden at their home, apartment, senior care center. GroOrganic provides everything. For more information: Jennifer DeWitt, Vice President groOrganic, LLC "Cultivating Healthy Lifestyles" <http://www.groOrganic.com> 888-9-groOrganic 909-477-4520

**Space Available:** Beautiful Anaheim location with 5000 sz. Ft. of space. Parking for 36 cars. 8 tx rooms. X-Ray & Automatic processing. Massage Therapy. Utilities Included. Excellent for new or established doctors.

Dr. Alan Schwartz, DC  
504 S. Brookhurst St.  
Anaheim, CA 92804  
(714) 533-1813

### **Disclaimer**

*Local Perspectives* is intended to inform chiropractors of current developments in the profession. It is not intended to provide legal advice on the subjects addressed. Information is gathered from sources deemed reliable; however, CCA is not responsible for its accuracy. *Local Perspectives* is provided as a member benefit included in annual dues.

**Space Available:** I am looking for a DC on a percentage or space rent situation. We have in house x-ray and estim, cervical traxction, Cox table, ultrasound. Great location and nice large sunny office. A lectur room for 24 people also part of the office - good for patient education lectures. Contact: Bea Heller, D.C. email: [DrBHeller@yahoo.com](mailto:DrBHeller@yahoo.com) tel: 714-898-0515

### **SHARE SPACE IN ANAHEIM**

Located near Disneyland. Equipped office with x-ray, Myovision, Foot scanner, Thompson, Activator tables. Percentage basis.  
Gerald L. Majer, II, DC  
302 W. Ball Rd.  
Anaheim, CA. 92805  
(714)774-9800  
[dr.glmajer@sbcglobal.net](mailto:dr.glmajer@sbcglobal.net)

## **Other Events** **Cal Jam 2010**

### **Four Reasons to be at Cal Jam:**

1. Some of the greatest CHIROPRACTIC speakers gathering under one roof.
2. Many California Chiropractic Association leaders will be attending.
3. CCA members get a \$50 discount. Enter CCA in the coupon code portion of the online registration form.
4. It's fun...lot's of love, hugs and rock-n-roll at an inspirational event.

### **Speakers:**

Schofield, Mancini,  
Gentempo, Peacock  
Mata, Porteous  
Kimes, Syn  
Dukowitz, Breitenmoser  
Gibson, Dan Murphy  
Lerner, David Jackson DC  
Glowaki, Babich,  
Hubbard, Tao  
Schiffman, Victor Hansen  
Billy DeMoss DC

**Date:** March 12, 13, 14, 2010

### **Place:**

Orange Cty. Performing Arts Ctr.

**Tel:** (949) 250-0600

[www.deadchiropracticsociety.com](http://www.deadchiropracticsociety.com)

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## **Chester Wilk, DC**

**CCA San Diego District**

**Who:** Chester Wilk, DC

**When:** Wed., April 7 2010

7 PM Social

8 PM Speaker

**Contact:** Dr. Rachel Richards

[dr-richardschiro@gmail.com](mailto:dr-richardschiro@gmail.com)

## **Activator**



Arlan Fuhr, DC

**CCA-OCCD:** What's current with Activator?

**Arlan Fuhr, DC:** Chiropractic In-Service @ Phoenix Veteran's Administration has doubled in size. University of Iowa TMJ Project Grants for Activator have been received from National Institute of Health. There's been a technique club on campus at LACC, now an elective is available.

Beginning Training can be obtained On-Line at your convenience. Video demonstrating the methods can be viewed. [www.activatoronline.com](http://www.activatoronline.com)

- Accredited by Palmer College of Chiropractic.
- Earn up to 12 Continuing Education credits online.
- Test your knowledge AND certainty.
- Counts towards earning your Proficiency Rating.
- Learn at your own pace.

**Who:** Activator.com

**What:** Seminar for Intermediate & Advanced

**Where:** Hilton Costa Mesa  
(714) 540-0400

**When:** March 27-28, 2010

*Do you have an event in O.C. for others?  
Let us know: [kjoedc@aol.com](mailto:kjoedc@aol.com)*

*If you do not wish to receive further faxes from the California Chiropractic Association (CCA), please fax this item back to 916-648-2733 or e-mail to [icoltrin@calchiro.org](mailto:icoltrin@calchiro.org) and include your name, telephone number and the word "Remove". CCA Members: You will be contacted as there are other items from CCA that may be of interest to you.*