

STRAIGHT TO YOU!

“THE OFFICIAL VOICE OF STRAIGHT CHIROPRACTIC IN NEW JERSEY”

❖ **SPRING 2006** ❖

“718”

By James Healey, D.C.

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Many of you will recognize 718 as the area code for portions of Long Island. Some will note that the digits have a mathematical relationship ($7 + 1 = 8$). Possibly one of you may recognize that it corresponds to the number of letters in the name of the losing Super Bowl coach, Michael G. Holmgren, but I doubt that very much. I feel very confident, however, that none of you see the obvious connection of this number to non-therapeutic straight chiropractic! We'll get to that in a moment.

Much has been written or spoken about insurance and chiropractic. Of particular importance to us has been whether insurance covers someone for the purpose of allowing them to live as free from vertebral subluxation as possible, simply because that's a good idea – in a nutshell, the premise behind non-therapeutic straight chiropractic – regardless of the presence or absence of symptoms or ailments or whether they stop having ear infections, start having flatulence or notice that their eye color has changed since receiving an adjustment. What I mean is, insurance codes are about therapeutic things – they call it medical necessity because they mean medical necessity, not non-therapeutic straight chiropractic necessity. In order for it to be non-therapeutic straight

chiropractically necessary to provide the service of checking someone for vertebral subluxation, they have to have a spine and be alive. That's it! Under those two circumstances, necessity is demonstrated. Insurance doesn't pay to fix having a spine and being alive! In order for an adjustic procedure to be necessary, a vertebral subluxation must be identified in the person. That's it! They don't need to have a backache or a headache or anything else. The fact is that insurance is inconsistent with any non-therapeutic regimen or procedure and insurance codes are not applicable to non-therapeutic straight chiropractic services of checking spines and delivering forces solely for the detection and correction of vertebral subluxations, even if you use the ones that use the word “subluxation” in them.

Don't get yourself riled up yet. This is not another debate about the matter. It may, however, be a concession speech. You see, I have some news. I found the code that a non-therapeutic straight chiropractor can use! Not only that, it's consistent with the premise and service we provide! If you never thought you'd hear me say that, remember, you still haven't – this is a written statement of it, even more powerful a declaration of my confidence in it! Do I have your at-

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A Letter from the Editor

Change

By Mark S. Ohlstein, D.C.



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STRAIGHT TO YOU!

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Change...Next to death, taxes, and public speaking, it's people's number one fear. Change to a new grocery store? You tell me the new store is cleaner? Has wider aisles? Carries a wider variety of the foods I like AND at lower prices? Change? Nah, I could never do that. I've always shopped at XYZ. I could never change.

Change...These six letters written in this specific order have been known to bring strong men and women to their knees. Why, merely the thought of change is enough to send ripples of fear through entire populations. When the government hints of change in its fiscal policies, fear is often so palpable and paralyzing that panic becomes the word of the day.

Change...The weather forecaster predicts a mild day and, lo and behold, it snows. People are not upset with the snow. No, they are upset that their expectation of one weather circumstance

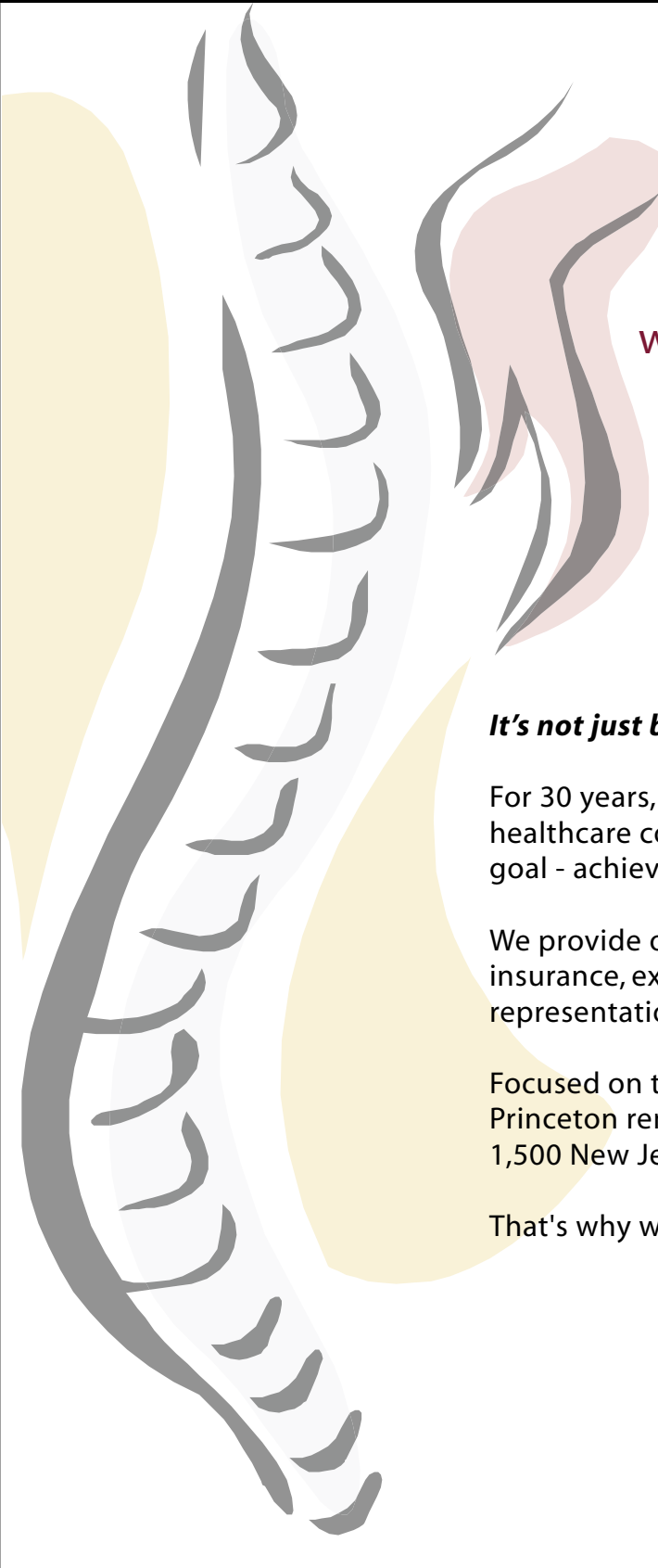
has gone unfulfilled and been replaced with a new weather pattern, a pattern that probably would have been fully acceptable if only we had been presented with this prediction from the beginning. Please don't make me deal with change. No, anything but change.

Change...That's what my office has recently gone through. Yup! Bought a building, picked up and moved 3.5 miles into the neighboring town. The fear amongst the folks in my office would have been quite laughable if not for the fact that it was so real. "Ah, he's moving!" "How will we know how to get there?" "Will he change from a no-appointment system to an appointment system?" "Will he take the wall murals with him?" "Will he change?" "What will the traffic be like?" "Will his staff still be comprised of a dog and a dolphin?" Actually, the dog and dolphin thing has turned out to be a bigger deal than I would have ever

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Mark Messano, D.C.

A LETTER FROM THE PRESIDENT

Got Spring?

By Mark Messano, D.C.

This is the time of year that no matter where you look you see a world that is coming alive. Everywhere we see new life and new growth. This growth and life happens every year as part of the natural order of things, and we as humans not only have come to delight in its beauty, but we also come to depend upon it for our existence!

Imagine how it would be if this same process of new growth and life were a built-in part of our lives! Unfortunately unlike nature, we as humans have the ability to spend years stuck in winter's deep freeze. We have this wonderful gift of choice that gives us "the potential" to enable us to actually create a spring. Our choices can lead us to new growth any time of year or no time of the year! We have the ability to set the season of our life. Perpetual spring is ours for the choosing. We all know of people throughout history that lived their lives mostly in the growth of spring. We may even currently have people in our lives that are continually blooming.

The question for us to ask ourselves is "How much spring is in our life?" Do we live in a perpetual state of growth? Do we at least have some times of the year where we experience new growth? Can we even recall the last time that we had springtime? Do we wear a winter parker year round? Boy that's chilly stuff. So what season have we chosen for ourselves (either by active choices or by choosing not to act)?

Yes, there is a cycle to life and to growth and each person is unique. I would also add that for many people year round growth is not natural for them. So to force continual growth would be wrong. On the other hand, to say that for most of us spring only happens once every leap year is to let us off the hook way to easy. We all know that doing is more effort than not doing, at least in the short run. However, if we do not choose to put forth the effort, we will never grow and mature and our lives will be much harder and less fulfilling than they could and should be. So you see spring is not an option, it is necessary for us to be, well... us!

Lets all prepare for some major spring growth, so that by summer we can enjoy a very bountiful harvest – in the office, in the home and in all areas of your life!

Peace,

Mark



You're true to your patients. They count on you to provide quality chiropractic care. Everyday, you uphold your promise to help them live life to its fullest potential.

Likewise, Sherman College of Straight Chiropractic is true to its students. We're the only chiropractic college in the country that's been consistently dedicated—since 1973—to advancing vertebral subluxation-centered chiropractic care. **Period.**

Students come to Sherman College because they know they'll be able to focus solely on the most important aspect of chiropractic care—

improving lives. And they also know they'll be able to fulfill their mission of taking straight chiropractic to the world.

Help us ensure that students continue to receive the extensive training and education needed to become true chiropractors. The future of straight chiropractic is in your hands. Be true to the profession. **Be true to Sherman College.**



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of STRAIGHT CHIROPRACTIC

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tention yet? I thought so!

I don't know if the insurance industry just slipped up or if this is one of those "hidden" items, like software writers or DVD producers sometimes slip in so that those who know how to "crack" it get to change their mouse pointer to look like their pet or see the un-rated bonus scenes in a movie or some other mischievous thing. It's just one of those things that gets stumbled upon. It's not in the instructions or widely publicized. That is, until now!

It's 718.

I was told recently that 718 is the insurance code for "moron." Now, it's not that you'd treat this as a condition, even with adjustments. In fact you can't use this code in the conventional way, adding it to a claim form when submitting a bill for office visits. Even therapeutic mixer chiropractors are not likely to claim that they are treating such a condition. No, you can't use it that way. You can't use it in any way connected with what you do. Here's the delightful elegance: it's con-

nected with what you don't do!

What is our message? What is our objective in the office? Simply put, that it's better to live unsubluxated than subluxeated, no matter what your circumstances are otherwise. Period. Each person has a unique potential in life. With vertebral subluxeation, it's impossible to realize that potential! Visiting a non-therapeutic straight chiropractic office is for a larger purpose. It is the only way to know if vertebral subluxeations are present and interfering with the fullest expression of life. In fact, those who understand the effects of vertebral subluxeations choose to have their spines checked regularly and on an ongoing basis independent of symptoms. This is the best recommendation that anyone can give regarding vertebral subluxeations. I have no reason ever to tell someone otherwise.

So, what would you say about someone who knows this yet chooses to live subluxeated? That's right – they are a moron. They must be! Oh, and don't

worry about making a medical diagnosis here. Any lay-person would answer this the same way. It's blatantly obvious to the common man. No advanced training or specialized reasoning is needed. Therefore, the code works like this: when someone misses a visit to have their spine checked, that's when 718 applies! You didn't check them. You made no unjust thrusts. You have no idea even if they're subluxeated – and neither do they! How much more proof do you need?

Now, go use your powerful new knowledge and, darn it, be happy that we've finally bridged the chasm regarding the insurance code issue ... but, please, don't write and ask me what the maximum is that you can charge with this code. Just go to your code manual and look up the charge for the condition, "tongue in cheek."

***Change******continued from page 2***

thought.

Change...And what were the results? Well, to date, roughly one percent of my practice is AWOL, just one percent. Approximately, one percent of my folks opted not to move with us. Everyone else, the other ninety-nine percent, has made, and continues to make the cross-town trek. That's the great news. However the GREATER news is practice volume has increased by nearly TEN PERCENT

since the move! We've had a ton of new folks come in and get started. At this rate of practice expansion I might just move every six weeks or so.

Change...I guess it all comes down to attitude. Expect change to make life tougher and it probably will. Expect change to present new and wonderful things and it probably will do that instead. Be careful what you wish for as you just might get it. Embrace change. Heck,

change your attitude about change and it just might change your life. Now, there's a bit of food for thought. Gotta' go, I've got families to check.



Making a Difference

By Danielle Argenio, D.C.

As chiropractors, we strive to make a difference. We focus on educating people. We conduct lectures, send newsletters, and fill our office walls with chiropractic material. Every day as we talk to people, we attempt to steer the conversation towards something that will deepen their understanding of chiropractic. We share ideas with other straight chiropractors and attend conventions to get new ideas. The methods that we use to convey our message are countless. Day after day many of us dedicate our lives to bring this ever so important truth to as many people as possible.

Yet how many people do we actually reach? Sure, we reinforce our message to hundreds of people each week, but how many new people do we reach; people who have no idea what straight chiropractic is or how important it is to their life? Some of us do a one-on-one type of education with new folks. Some of us start husbands and wives together. Some of us lecture to a group; let's say maybe ten patients, once a week on average. The point is that we are only reaching a handful of new folks each week.

No doubt there are other chiropractors who are working with us. We can be confident that our group of objective straight chiropractors are pushing forward in the same direction that we are, but what about those chiropractors who are moving us backward?

By backward I mean those, (and I use the term loosely), chiropractors who are treating aches and pains, or even worse, those

claiming that chiropractic can cure everything! These chiropractors are only adding to our challenge of bestowing any true understanding of straight chiropractic to our people. Often when seeing a new person who has been under their care previously, you first have to undo the damage and misinformation before you can even begin with your educational process. You almost wish that your new person never went to a chiropractor prior to coming to your office rather than having gone to one of these guys. Then at least you could start with a nice clean slate!

Now imagine: What if, every single person in New Jersey – better yet – every person in the world that set foot into a chiropractor's office was told the truth about chiropractic? They learned that subluxations are bad, occur on a regular basis, and need to be corrected for life. They started and continued under chiro-

practic care for the sole purpose of having their spines checked for subluxations to ensure that their bodies were expressing life to the fullest.

Call me an idealist, but I think we can be a lot closer to that dream than we are at this point. We can work towards this vision by communicating with other chiropractors, especially those that practice something other than objective straight chiropractic.

Think about it. These "other" chiropractors are educating tons of people each day. Sure they may not be delivering the same message that we are, but they have the opportunity to do so. Even if the other chiropractor sees only 50 people a day; multiply that by the 3000 chiropractors in New Jersey and we could be reaching out to 150,000 people per day! Envision

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8

How Strong Is Your Signal?

By Daria Messina-Sasso, D.C.

As a chiropractor, we constantly look for new and interesting ways to explain straight, non-therapeutic chiropractic. We take the time to sit down with each and every new person who walks through our doors and explain what a subluxation is and how it negatively affects every aspect of our body and ultimately negatively affects our life. We explain how vertebral subluxations not only affect our physical body but also our performance in our activities, whether they are of sport, work or leisure. It is a challenge to keep our explanations brief yet effective. It is a challenge to keep the explanations interesting and relevant to that person sitting in front of you.

A few months ago, I was sitting with a young girl and her mother. The mother had started chiropractic adjustments the prior week and wanted me to check her daughter. During the conversation, it was

evident she was very bright and by her questions and comments understood the “big” picture. Within a few moments, we were discussing cellular telephones. Don’t ask me how this happened, but I couldn’t resist the challenge of making this conversation a chiropractic example.

I asked her how she knew her cell phone had maximum charge. She replied it would have four bars across the top of the display. I then asked her if she thought the phone operated at its best when it had a maximum charge and, of course, she replied, “yes!” Okay, you see where this is going. The conversation shifted to how people who get checked and are adjusted on a regular basis are much like the cell phone with a maximum charge. They are at their best potential and have the greatest capability of performing their functions as they are intended. We further discussed how many cell phones are still operational

with less than four bars but their function may be compromised – the call may have echoes or it may even be lost.

Many people we know and love walk around every day with less than their full potential. Certainly, they are functioning – but are they functioning to the greatest potential? How would their life change if they had their maximum signal strength? At what point do you decide to have your spine checked? At what age do you decide to have your children checked for vertebral subluxations? What does maximum signal strength mean to you?

Using your cell phone as an example to explain straight chiropractic is a great tool and opportunity to positively change a person’s life.

Monthly cellular service – \$29.99.
Changing someone’s life – priceless.



Making a Difference ***continued from page 7***

the difference that would make.

I say let’s work on empowering these other chiropractors. Instead of cringing when you see the guy in scrubs with an eight danger signal sign at the street fair, stop and talk to him. Tell him about your office and how you run it. Rather than curse under your breath when the chiropractor at your gym is hooking people up to electrodes, befriend him and invite him to a Garden State meeting. Be proactive. Pull over and introduce yourself to the chiropractor whose office you drive by everyday that has that sign in the window that just breaks your heart.

I truly believe that somewhere

within, these chiropractors want what we have. Surely they might not admit it, but deep inside, often it is there. Let them see how excited you are about your office. Ask them questions about their practice. Talk to them about the children that you see, and the families that come in together, and the folks that really get it. Your enthusiasm just may be contagious. And maybe they won’t change, but at least you will have planted a seed. They may just think of you on a weak day when they are tired of hearing about backaches or sick of fighting with insurance companies to get paid. Quite possibly they merely want to be able to face themselves in the

mirror each day and know that they are doing the right thing. After all, as B.J. once said, “Serenity of mind can only be obtained by a clear conscience.”



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ONLINE ADVERTISING: On-line chiropractic classified ads. Have something to sell? Listings are very inexpensive. Looking for something? Check it out! www.coolstuff4chiro.com

OFFICE COVERAGE: The coverage service dedicated to the correction of vertebral subluxation, PERIOD. Gary W. Rushing, D.C., Garden State Chiropractic Society member, private practice since 1986. If you're in need of this service, please call 732-583-0033.

OFFICE COVERAGE: Chiropractic is about making a difference in the world, so while you're away let me keep your vision going strong! I can check for subluxations! I can use individualized adjusting techniques! I can help people understand the importance of lifetime chiropractic! I can handle even the toughest questions! Call Jim Healey, D.C., at 732-367-8811.

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WANTED: Straight chiropractors with a commitment to serve their fellow man or woman. Serve and educate once a month at Elijah's Promise soup kitchen in New Brunswick, NJ from 11:00 am to 12:15 pm on Thursdays as part of "Chiropractic for Humanity." Contact Jay Yuhas at 732-321-0377.

OFFICE SPACE: Available to share - 1200 sq ft, 3 adjusting rooms, reception area, kitchen, bathroom, kid's corners, looking for straight chiropractor, willing to train in practice building and office procedure if needed, \$550/mo. Call Dr. Jay Yuhas at (732) 321-0377.

OFFICE SPACE: Beautiful office space to rent on a sublet basis in mid-town Manhattan, one block from Columbus Circle and new Time Warner building. Office located in secure, 24-hour newly renovated building. You would have one room and shared waiting room. Current doctor is retiring, office should be available late spring/early summer or sooner. Rent is approximately \$1300 per month. Call Dr. Taraski at Dr. DeMarco's office at 212-265-3457 or Charles DeMarco, D.C. at 212-489-9821.

FOR SALE: Older electric Zenith Hylotable with porcelain base in good working order, covers are pretty good, may need replacing soon. Doctor is retiring from practice. Make a decent offer and come pick up the table! Table is located in Nassau County, Long Island. Please contact Charles DeMarco, D.C. at 516-731-2772 or at 212-489-9821.



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Classified ads are complimentary to GSCS members in good standing, non-member ads are \$40.

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Your check, made payable to the GSCS, must accompany your ad.

Deadlines are March 15, June 15, September 15, and December 15.

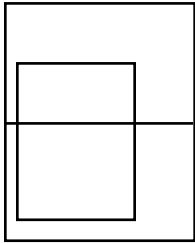
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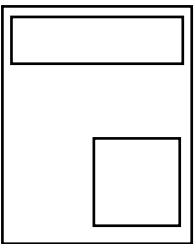
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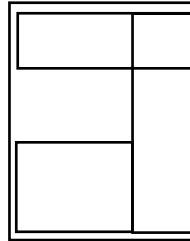
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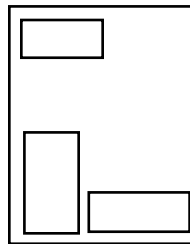
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Ad Size	1 issue	4 issues
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Publication Schedule

Winter: Jan. - Mar. issue, deadline Dec. 15
Spring: Apr. - June issue, deadline Mar. 15

Summer: July - Sept. issue, deadline June 15
Fall: Oct. - Dec. issue, deadline Sept. 15

Business card ads may require a one-time \$50 preparation charge if ink does not reproduce well. Submit this contract for space reservation with your camera-ready ad and payment no later than the deadline for the publication issue you desire. Send all copy and correspondence to:

GSCS Newsletter
c/o **Danielle Argenio, D.C.**
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Garden State Chiropractic Society

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APPLICATION FOR MEMBERSHIP

PRINT OR TYPE:

FULL NAME _____ NAME OF SPOUSE _____

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ALL OTHER CHIROPRACTIC ASSOCIATION MEMBERSHIPS _____

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NAME OF GSCS MEMBER WHO SPONSORED YOU _____

DO YOU NOW USE ANY ADJUNCTIVE THERAPIES OR MODALITIES? YES NO (CIRCLE ONE)

DO YOU EVER ADJUST OTHER THAN THE BONES OF THE SPINE OR ITS IMMEDIATE ARTICULATIONS? YES NO

ARE YOU IN FULL-TIME PRACTICE? YES NO

IF NOT IN PRACTICE, WHY? _____

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I hereby apply for membership in the GSCS, and enclose a check in the amount of _____. I understand that my application is subject to approval by the Board of Directors and that I will be notified of its actions. In applying for membership, I agree to abide by the Charter Provisions, Constitution, By-Laws, and all amendments and Regulations of the Garden State Chiropractic Society. I also understand that failure to remit dues when due, or non-compliance with the aforesaid rules, upon action of the Board of Directors, may result in loss of membership and all rights and privileges thereof.

Signature of Applicant _____ Date _____

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Conducted By: _____

Accept: Yes No

Phone Chain: _____

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- _____ GENERAL MEMBER: \$300 ANNUALLY (\$75 Initial, \$75 quarterly)
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Eat, Drink and Be Merry!
GSCS Picnic at the Shore!
Saturday, September 9, 2006
at Windward Beach in Brick, NJ!



The warm weather is fast approaching and before you know it the GSCS annual picnic will be here. Mark your calendars for Saturday September 9th, 2pm - 6pm. The location will be the same as last year, in beautiful Windward Beach Park, Bricktown N.J. As with last year, the entire cost of the day will be paid for by the GSCS! We will be providing beverages, but feel free to bring your own non-alcoholic beverages if you like. We suggest that you bring some of your favorite munchies and a dessert to share. The park has a ball field and lots of room so feel free to bring any outdoor game you want to share. There are children's play sets and a beach to roam.

Please come and join us for a day of fellowship and fun for the family! If you have any questions or would like to RSVP, please call Joe Donofrio at 201-967-0020.

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