



Chiropractic Associates of Minnesota, LLC

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MEMBER NEWSLETTER

OCTOBER 2008

“Building Change in Minnesota”

MCA FALL CONFERENCE: CAMN will have a booth at this year’s MCA Fall Conference being held at the Ramada Mall of America on Friday October 10th and Saturday October 11th. If you are attending the Fall Conference stop by the booth and say hi or bring your colleagues by the booth so they can learn more about CAMN.

BEST PRACTICES IN CHIROPRACTIC ACADEMY: Attached is the brochure for the Best Practices in Chiropractic Academy (www.bpinchiropractic.com) being presented by NetCare Administrators, LLC (a subsidiary of Chiropractic Associates, Ltd. of South Dakota - CASD) and Northwestern Health Sciences University. The first session of the Academy will take place on the campus of NWHSU November 21-23, 2008 and the second session will take place at NWHSU on January 16-18, 2009. The registration deadline is being extended to October 15th so you still have time to register.

In February 2007 Dr. Thomas Souza, DACBSP, current Dean of Academic Affairs at Palmer College of Chiropractic West and the author of *Differential Diagnosis and Management for the Chiropractor: Protocols and Algorithms*, gave a presentation entitled "Evidence Based Chiropractic" at our annual education conference in South Dakota in February 2007. After the presentation Dr. Souza mentioned that there is a lot of evidence based information about the effectiveness of chiropractic care but no one is providing a "road map" for doctors to take the evidence based information and apply it in their practices. At that point we made the decision to develop the Best Practices in Chiropractic Academy.

The goals of the Academy are to enhance the clinical skills of the Academy participants, as well as promote the chiropractic profession by gathering outcome data from the Academy participants and sharing it with stakeholders in the health care industry including third party payers, health plans, self insured employers and patients.

We started by organizing a pilot project with approximately 25 doctors. The pilot project was done in four separate weekend sessions (cervical, lumbar, upper extremity and lower extremity) over the course of seven months. During the pilot project the attendees were divided into smaller groups and were presented with actual case studies, some of which were quite challenging, on which they had to go through the patient's history and exam and come up with a diagnosis and treatment plan. After the small groups completed the case studies Dr. Souza then presented information (studies, tests, treatments, etc.) relative to the region being discussed. He then presented information directly related to the cases discussed at the tables by the small groups. We kept the attendees busy the whole time so none of them had the opportunity or desire to be reading the newspaper or their computer during the classes.

During the pilot project we also gave attendees to the opportunity to share clinical pearls (interesting cases, techniques, etc.) regarding the regions being discussed. The attendees really enjoyed this opportunity and it helped develop camaraderie amongst the attendees.

Another benefit of the Academy is the amount of resource information that you receive as an attendee. Some of the pilot project doctors commented that the resource information alone was worth the cost of tuition.

We also required the doctors in the pilot project to dress in business casual clothing (no t-shirts, jeans, caps, tennis shoes, etc.) because if we are going to raise the public's perception of the chiropractic profession we feel dressing professionally is important.

Each of the pilot project doctors were asked to compile outcome data on lumbar cases in their clinics. So far over 225 cases have been submitted and Dr. Souza is excited to begin working on a study that he will report on in the near future.

I hope that you will consider participating in the Best Practices in Chiropractic Academy. I know you will find it invigorating, challenging and rewarding.

If you are not able to participate but you have associate doctors in your clinic that may be interested in attending or if you know of colleagues that may be interested in attending please feel free to forward this e-mail to them.

If you have any questions or if you would like more information please feel free to contact me via e-mail at jsmith@casd.us or by phone at 1-877-788-2883.

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