

# Quarterly World Report

OCTOBER 2017



**ACTIVATOR CELEBRATES  
HALF CENTURY**

Interview with Robert Moberg  
Research and Education news  
President's Message  
...and more!

# Chiropractors - more than chiropractic?

## Dr Espen Johannessen, WFC President

While the stories of people's journeys into the chiropractic are varied, many of our colleagues were introduced to chiropractic through being patients themselves. Life-changing results, without the use of drugs or surgery, inspired many to consider chiropractic as a future career.

The academic pathway to qualification has constantly evolved and improved. International accreditation standards have pushed the bar higher, supported by the tireless efforts of educators and academics.

But while we continue to develop our profession, we should be alive to the fact that others are now incorporating increased diagnostic skills and manual therapy techniques into their curricula. For this reason, we should not compromise on maintaining the very highest quality of education, to ensure that chiropractors

remain the providers of choice for evidence-based spine care. We must be uncompromising, even if this means a more demanding and expanded duration of study.

Research remains the currency of any health profession and for chiropractic to advance, we must maintain and stimulate a strong research community to support us with data and innovation.

Supporting existing researchers and promoting research as a career pathway is critical for continuous development. At the same time, we must remember that both science and art are important in chiropractic. It is often the ground-breaking work of practitioners in the field who stimulate subjects for scientific exploration.

At the WFC, we are incredibly fortunate to have a Research Council that consist of some of the most respected persons in the profession around the globe. We



*Continued on next page.*

## OUR PEOPLE

### WFC COUNCIL:

Espen Johannessen (President)	European Region
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Greg Stewart (Past President)	North American Region
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Khalid Salim, Sarah Villarba

## Chiropractors - more than chiropractic? (continued)

are also proud of, and will continually support, our research community as it drives forward an agenda which provides us with compelling data to support our work with patients.

Within healthcare for some time there has been an acceptance that care that does not place patients at its core will be left at the wayside. Integration, sharing best practice and specialization are all features of a modern health system and while the profession is of course distinct, use of the word separate is questionable within an era of collaborative care delivery.

We see chiropractors in a wide range of health care settings. The work of sports chiropractors within elite athletic teams and represented at the highest level of sport reflect the perseverance of those who have kept knocking on doors and finally had their contributions recognized and acknowledged. In some hospital settings, chiropractors have joined musculoskeletal health teams. Working with other health professionals has led to mutual respect and understanding of skill sets and approaches to care. Patients benefit greatly and are increasingly demanding joined-up thinking in their care.

Opportunities for those who see chiropractors as team-based primary health care providers are limitless. Working with my more recently qualified colleagues in Norway and discussing the profession with new graduates around the world has convinced me that we are now welcoming a generation of chiropractors who have a very solid academic background as well as the ability to critically evaluate new information and adapt their practices accordingly. They are also trained in a way that enables them to communicate professionally with colleagues in other professions.

As the chiropractic profession expands, there are further opportunities for engagement. The WFC now has teams of experts in public health and disability and rehabilitation, key areas that have relevance and importance in each of the WFC regions.

Such is the scale of back and musculoskeletal pain in society, that those coming to the table that are willing to participate, use a common language, and demonstrate a commitment to shared care will be welcomed.



In 2017, chiropractors are more than chiropractic. Career pathways for new graduates are varied. The heading of this message may raise eyebrows. The intention was to focus on the fact that if we believe that we have something to contribute to healthcare, we must do it on more than one level. We must be represented, not only at the one table representing clinical practice, but all tables where important discussions are taking place.

Our views and knowledge must be exposed at every level and sector involved in healthcare. We have the capacity, knowledge and integrity, and most important, the persons in our profession. When our colleagues seek other career pathways we must encourage and support them. They will be the voice of our profession in many different settings in healthcare.

If we want to influence the course of development of health care locally, nationally and internationally, it is best done from the inside, as a respectful partner, not from the outside. We must command respect by our actions, not demand it. The ball is in our court. **EJ**

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### NEWS ITEMS

The WFC welcomes news items, digital images and feature stories to include in the QWR. Send all submissions to [rbrown@wfc.org](mailto:rbrown@wfc.org). Please note all submissions may be subject to editing.

### QWR ADVERTISING OPPORTUNITIES

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The World Federation of Chiropractic reserves the right to decline advertising.

### EDITORIAL COMMENT

Our cover story of this issue of the *Quarterly World Report* celebrates the achievements of one of chiropractic's best-known personalities. Few chiropractors on the planet will be unfamiliar with Activator Methods and it was a pleasure for the WFC to be strongly represented in Arizona in July, when the profession paid tribute to the work of Dr Arlan Fuhr over the past half century. He, like many others, have dedicated their careers to serving patients and the chiropractic profession. Through their tireless perseverance, chiropractic has maintained a presence throughout the globe. We salute their efforts and thank them for their service and contribution.

As well as celebrating anniversaries, in July the WFC was also present at the AGM of the World Congress of Chiropractic Students (WCCS) in California. WCCS chapters from educational institutions around the world were present and demonstrated their commitment to the future of the profession by conducting a highly professional and inspiring meeting. One of the outcomes of the meeting was a new Board of Directors comprised solely of female members, a triumph for equality in a profession which has traditionally been dominated by male leadership.

In just under two weeks, on October 16, many in the profession will take part in World Spine Day. This is the sixth year that the WFC has coordinated World Spine Day on behalf of the Bone and Joint Decade. With a theme of *Your Back In Action*, the event provides chiropractors around the world with the opportunity to demonstrate a commitment to public health and community-based care. As usual, the WFC is running a competition for the best national association, educational institution and individual clinic initiatives to celebrate World Spine Day.

Finally, since our last QWR the world has experienced the brute force of Mother Nature. With images of devastation being flashed around the world, we send a message of support to our colleagues in Texas and the Caribbean. In the wake of Hurricanes Harvey, Irma and Maria, many of our colleagues in the chiropractic community will have experienced damage to property and loss of possessions. Our thoughts are with everyone who has been affected.



**WORLD FEDERATION OF  
CHIROPRACTIC**

## Inspiration from tomorrow's chiropractors

This past weekend I attended the annual conference of the British Chiropractic Association (BCA). This year, the conference took place at the University of South Wales, home to the Welsh Institute of Chiropractic, which this year celebrates the twentieth anniversary of its foundation. Having worked at WIOC for three years between 2000 and 2003, I remember well those early years, working with the first cohort of clinic interns and watching them put into practice the knowledge they had acquired during their years of pre-clinic studies.

From the outset of our educational lives we become the product not just of learned knowledge and skills but also the product of those individuals charged with conferring knowledge and skills upon us. From time immemorial, those who have often been responsible for shaping the societies in which we live have been ministers of religion, lawyers, physicians and teachers. The burden of responsibility associated with teaching is therefore of huge significance.

Throughout the world, the chiropractic profession is blessed with those who are dedicated to their students and committed to excellence in the training of tomorrow's chiropractors. This may comprise those who have pursued teaching as a career from the outset as well as those who took the decision to become educators after years of clinical practice. This mix provides students with a rewarding diversity of experiences as well as a grounding in academia and clinical practice.

Those educators who contribute so much to the chiropractic profession do far more than confer knowledge. Through their wisdom, they empower tomorrow's chiropractors with the attitudes of service that personify so many doctors of chiropractic around the world.

And what of tomorrow's chiropractors? As the baton is passed to our graduates, there is much expected of them. Will they continue to advance the

art, science and philosophy that personify our healing art? Will they keep alight the flames of our forefathers? Will they hold sacred the adjusting skills passed down from one generation to the next?

Tomorrow's chiropractors, the students of today, must be permitted to carve their own niche and adapt the profession to the demands of twenty-first century healthcare. To impose upon them historic values and not allow them to shape the chiropractic of tomorrow is to deny them the opportunity to thrive in an era of evidence-based practice, integration and collaborative, team-based care.

Our chiropractic educational institutions are filled with bright, inspiring, independent-thinking young men and women. They might have fresh ideas for how the chiropractic of tomorrow will look like, but they retain the traditional values of care, compassion, integrity and a loyalty to the chiropractic profession. It is a future filled with hope, optimism and opportunity.

Although the chiropractic of tomorrow may not be like it was in our day, we should not be concerned. Our future leaders are more than capable of doing the profession proud. **RB**

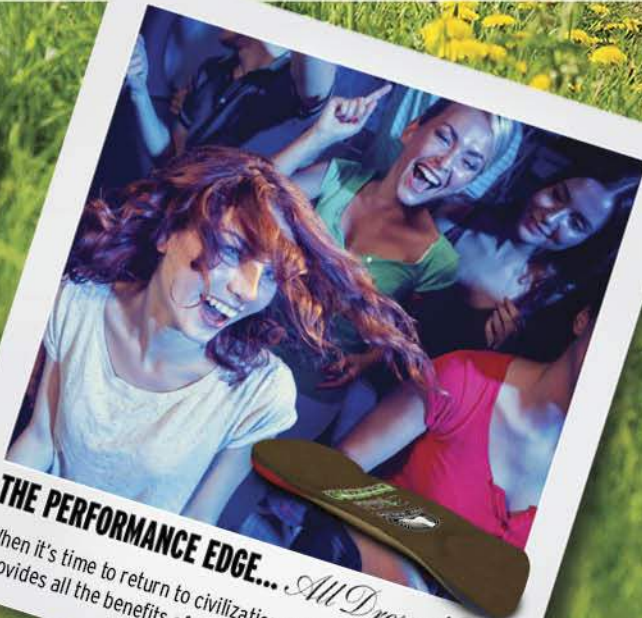


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## All-Female WCCS Board of Directors Announced at AGM

Canadian Dr Danielle Wiesner has been elected as the new President of the World Congress of Chiropractic students.

Dr Wiesner, a 2017 graduate of the Canadian Memorial Chiropractic College, takes over from outgoing President Dr Damiano Costa and heads up an all-female Board of Directors, which features representation from Africa, Europe, North America and the Pacific regions.

WFC Secretary-General Richard Brown was present at the WCCS AGM, which this year took place at Life Chiropractic College West in Hayward, California.

"I was hugely impressed with the professionalism of the meeting," he commented. "The delegates were respectful of each other and were able to disagree

without being disagreeable. Their preparation was clear and the meeting was brilliantly executed. I congratulate the organisers and, of course, the newly-elected Board of Directors."

This year's meeting also featured a research poster competition, which was judged by the WFC's Dr Heidi Haavik and Dr Michele Maiers and JMPT's Dr Claire Johnson.

Next year's WCCS AGM will be held in Johannesburg, South Africa.

### **2017 WCCS Board of Directors, pictured below, left to right:**

*Danielle Wiesner (President, CMCC), Holly Davies (NZCC), Charlotte Cailliau (IFEC), Dominique Harmath (CMCC), Roxanne Proome (DUT), Naomi van Veen (WIOC)*



## Speakers Urge Global Community, Evidence and Integration at 2017 BCA Conference

BCA Members, Alumni of the Welsh Institute of Chiropractic (WIOC) and chiropractic students headed to the University of South Wales for the annual conference of the British Chiropractic Association, which this year also celebrated 20 years of the admission of the first cohort of students at WIOC.

The conference was opened by University Vice-Chancellor Professor Julie Lydon, who spoke glowingly about the contribution of the chiropractic department at the university. Head of Department Dr David Byfield gave a brief overview of the history of the WIOC program,

Speakers at this year's conference, themed "It's Not What I Do, It's Who I Am" repeatedly returned to the themes of integration, collaboration and evidence-based care .

Opening speaker Dr Josh Wagner focused on mastery of communication and was followed by newly appointed Senior Research Fellow at the University of Southampton, Dr Dave Newell. Other speakers included Dr Ulrik Sandstrom, Dr John Ventura, ECU President Dr Øystein Ogre, Professor Peter McCarthy and World Spine Care's Dr Nadine Harrison.

The WFC was represented by Secretary-General Dr Richard Brown, who spoke on the importance of being part of a global community of chiropractors.

An evening gala dinner further celebrated the anniversary. The Chiropractor of the Year Award was presented to Dr Nadine Harrison for her work in Botswana with World Spine Care, while Professor Susan King received an Honorary Membership of the BCA. Dr Elisabeth Angier was awarded a Fellowship of the BCA.



*Top: A packed lecture hall at the BCA Conference*

*Middle: WIOC Student Ambassadors on hand to keep proceedings running smoothly*

*Bottom Left: Professor Susan King, first Head of Chiropractic at WIOC*

*Bottom Right: BCA Chiropractor of the Year, Dr Nadine Harrison with BCA President Matthew Bennett.*



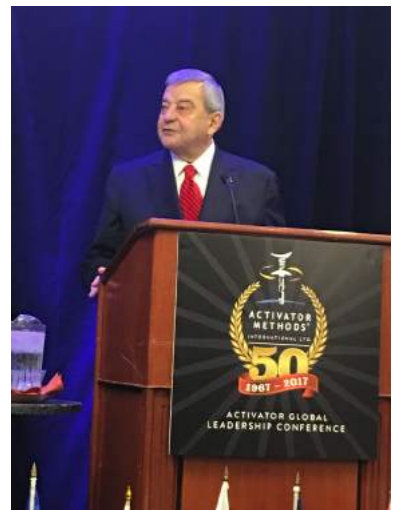
# COVER STORY: WFC Joins Activator In Celebrating Half Century

The WFC was on hand to help Activator Methods International celebrate its 50th Anniversary in July in Phoenix, Arizona.

Founder Dr Arlan Fuhr and CEO Judi Fuhr hosted an international leadership conference attended by its global technique instructors and a host of leaders from throughout the chiropractic profession.

Presenters at the conference included WFC Research Council Chair Dr Greg Kawchuk, WFC Secretary-General Dr Richard Brown, WFC Past President Dr Lou Sportelli, ECU Treasurer Dr Vas Gkolfinopoulos and ACC President David O'Bryon, President of Logan University Dr Clay McDonald, President of Palmer College West Dr Bill Meeker and Past President of Parker University Dr Fab Mancini. Founder of the Lincoln Leadership Institute at Gettysburg, Steve Wiley, gave an inspiring and motivational presentation on leadership.

A glittering evening gala dinner, celebrated the achievements of Dr Arlan Fuhr's achievements, who received a number of presentations and acknowledgements of his service to the chiropractic profession. Judi Fuhr was presented with an honorary doctorate by Dr Clay McDonald on behalf of Logan University.



Top: Dr Arlan Fuhr with Greg Kawchuk

Above middle: Dr Greg Kawchuk

Above bottom: Dr Lou sportelli

Left (clockwise from above left): Dr Arlan and Judi Fuhr, Dr Vas Gkolfinopoulos, Dr Richard Brown, Mr David O'Bryon.

## Dr Rand Baird Retires From WFC Corporate Relations Role WFC President Pays Tribute to Years of Service

WFC President, Dr Espen Johannessen, has paid tribute to one of the profession's most colorful characters.

Dr Rand Baird, Chair Emeritus of the Public Health Committee and Chair of the Corporate Relations Committee has stepped down after years of service to the WFC.

"Dr Baird's contribution to the financial stability of the WFC has been profound," said Dr Johannessen. "His fundraising efforts have supported the chiropractic profession around the world and were significant at a critical time."

A familiar face at the Parker Seminars and Florida Chiropractic Association's The National conference, Dr Baird will be missed by the many vendors and supporters of the WFC with whom he has worked for well over a decade.

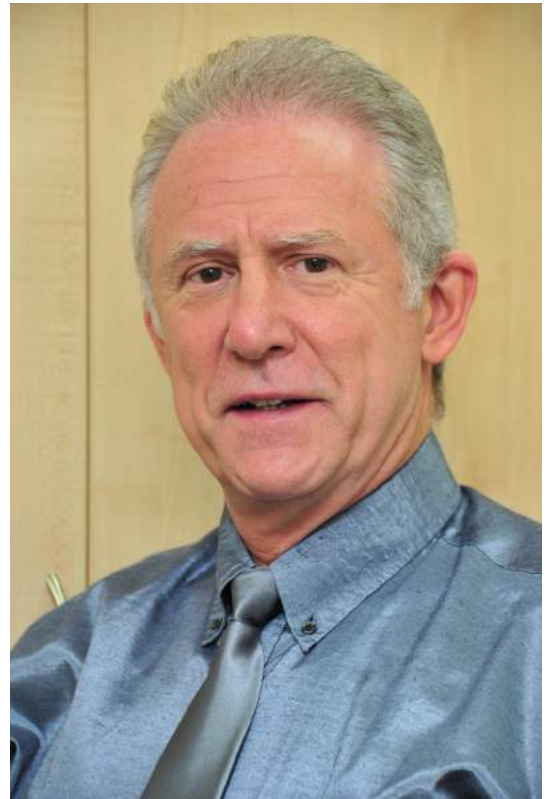
Initially approached by Past-President Dr Tony Metcalfe and then Secretary-General, David Chapman-Smith, in 2003, Dr Baird devised a highly successful campaign to generate financial support for the WFC, which saw educational institutions, chiropractic equipment vendors and supplies companies recruited to provide much-needed funds for WFC activities.

Over the years, Dr Baird's Corporate Relations Committee has been populated by a range of WFC volunteers. In paying tribute to those who worked with him, Dr Baird mentioned Dr Guy Karcher, Dr Andrea Owens, Dr George Le Beau, Dr Catherine Luib, Kelly Ting, Dr Jing Hua Tai, Dr Cheryl Ng, Dr Meagan Wong, and Dr Annicia Toh.

Known for his dazzling array of fine silk shirts and with his camera ever-present, Dr Baird captured many of the WFC's corporate supporters and worked tirelessly to ensure they were featured on the WFC's website.

Dr Baird was also the first Chair of the WFC's Public Health Committee, a post he held from 1999 to 2016. With a Masters in Public Health, Dr Baird was actively involved in the American Public Health Association as well as a regular WFC delegate to the World Health Assembly in Geneva. The originator of the WFC's Anti-Tobacco initiative, Dr Baird led a campaign against tobacco use that attracted attention at the highest levels of WHO.

Dr Baird also presented at WFC Assemblies, Congresses and meetings, where he introduced policy resolutions and



provided regular updates of Public Health Committee activity. He was also responsible for designing an annual calendar of public health activity and evaluated WHO programs for relevance to the chiropractic profession.

In the WFC's Asian Region, Dr Baird taught at International Medical University, Malaysia, and served as a representative for the Thailand Chiropractic Association and at the Thailand Ministry of Public Health.

As a champion of World Spine Day, Dr Baird was on the judging panel for many WFC World Spine Day competitions.

Dr Johannessen concluded, "On behalf of us all at the WFC, we thank Dr Baird for his invaluable contributions and wish him all the best on his retirement."

# In Pictures: 2017 Parker Seminar and FCA Conference

## WFC Corporate Relations Committee Out In Force At Leading Chiropractic Events



## Reg Engelbrecht Receives WFC Honor Award

Past President and CEO of the Chiropractic Association of South Africa (CASA) Dr Reginald Engelbrecht was presented with a WFC Honor Award at the joint CASA / African Chiropractic Federation conference in September in Stellenbosch, South Africa.

Dr Engelbrecht (pictured below), a 1963 graduate of Palmer College of Chiropractic, Davenport, has been involved at all levels of CASA as well as serving on the Allied Health Professions council of South Africa.

He has also contributed to the development of chiropractic on the continent of Africa and serves with World Spine Care. He was a member of WFC Council 2013-2016, where he served with distinction.



## African Chiropractic Federation Meets in South Africa



Members of the African Chiropractic Federation (ACF) met in September in Stellenbosch, South Africa for the 2017 ACF Annual General Meeting.

National Associations represented were Botswana, Kenya, Namibia, South Africa, Uganda Zambia, and Zimbabwe.

Proceedings were chaired by ACF President Dr Elga Drews of Namibia, assisted by Vice President and WFC Council Member for Africa Dr Musimbi Ondeko of Kenya (pictured above) and Secretary/Treasurer Dr Garth Roberts of South Africa.

Bylaws were formally adopted and members reported on progress in respect of developing the chiropractic profession in Africa.

# Driving Data: An Interview With Robert Moberg



Robert Moberg knows a thing or two about data. As CEO of ChiroTouch, he leads an organization that processes over 400,000 patient encounters visits a day or, put another way, 100 million chiropractic treatment visits a year. As the custodians of such enormous data, *QWR* met Robert to find out more about ChiroTouch what it means to chiropractic and how the data may shape the future.

To most people, 2008 was not a great year to take risks. In the midst of one of the most serious economic downturns of modern times, only the brave were prepared to embark on new ventures. Yet this is exactly what Robert Moberg did. He went from the the world of retail into the world of hi-tech, and with it into a steep learning curve.

"I went into an organization where there were brilliant technological minds, " he says. "But what ChiroTouch needed was business knowledge and with my background that's where I came in."

Moberg says he understood very quickly that ChiroTouch would not grow if chiropractors did not want to modernize. "We had to show value, " he said. "We knew that we had to not simply create a great system that recorded data, but one that also

benefited the busy doctor in his office and delivered both speed and efficiency. At the same time we recognized the entrenched responsibility of collecting this volume of data and working hand-in-hand with chiropractors."

Moberg explains that ChiroTouch was developed with and for chiropractors. As an organization, ChiroTouch is very mindful of the 'Four Ps' of service delivery: Profession; Practice; Provider; and Patient. However, as a collator of data, Moberg also recognizes the duty of accountability.

"Data is a truth-teller," he remarks. "it is what it is and it sometimes tell us things that we may not like. It does, however, help us to be aligned and to contribute to continuous development. Solid data will support the profession as it relates to reimbursement by third party providers. It drives chiropractic's position and direction in healthcare and for this reason we must respect it."

It is clear that Moberg is passionate about ChiroTouch and the service it provides. He describes an organization-wide process of developing values by which ChiroTouch operates. After consulting with the 175-strong ChiroTouch team, the following values were adopted: Courage; Drive; Innovation; Creativity; Fun; and Integrity.

"At ChiroTouch we wake up to work as a team and live our values," he says. "Many of our team have been here since the first year. We make sure that we never lose sight of our vision and what we're here to do."

ChiroTouch has been through a number of



changes recently, including acquiring new partners. This has greatly excited Moberg, who welcomes the bigger vision that they bring.

"What is really exciting is that our new financial partners share our vision of continued growth, but more importantly, our commitment to giving back to the chiropractic profession, our love of our product and our desire to grow sustainably and professionally. We are completely aligned in our goals and this creates a perfect environment to deliver even better service to chiropractors."

Moberg has a deep affection for the chiropractic profession. As well as a profound belief in the effectiveness of the chiropractic approach to healthcare, he sees far more in chiropractors than other health care providers.

"It is hard not to be inspired by the desire exhibited by chiropractors to serve and treat patients. This pillar of service permeates throughout the profession. For me, chiropractors are unique. They have a dogged persistence and history shows that even in adversity, chiropractors continue undaunted to fight for their beliefs and rights to bring relief to patients. Their enthusiasm and passion for what they do is infectious."

Moberg's real passion is data: how it is acquired, how it is used and how it can be harmonized. He sees it fundamentally impacting on the business experience of the chiropractor, but also on the patient's experience. Fundamentally, it is also critical to measuring performance against key performance indicators.

His vision is that data must be collected and used to advance chiropractic. He comments:

"As a Doctor of Chiropractic, data provides a critical benchmark, which in turn leads to both macro- and micro-changes in practice and service delivery. Electronic health records (EHRs) give us the ability to validate the confidence that patients

have in their doctors."

The statistics, certainly in the US at least, tell us that there is still some way to go in terms of utilizing EHRs. Although the figures are encouraging (17% in 1990 versus 45% today), there is some way to go to reach the 93% utilization of EHRs within the medical profession. There is also a bigger picture to consider, says Moberg:

"Data can transform regulation, it can enlighten policymakers and it can build business. As we continue to bring as many clinics on board as possible, we foresee advantages in interoperability, where there is exchange of data between providers."

"We see this as not only being effective for clinics, but by providing effective solutions ChiroTouch stands ready and able to deliver patient-centered care and doctor-focused service."

He may have started his career in the midst of a financial crisis, but Robert Moberg has shown that by committing to innovation and creativity it is possible to build a thriving organization founded on core principles and an unwavering commitment to giving back to the chiropractic profession.

ChiroTouch is a Platinum Corporate Partner of the World Federation of Chiropractic.

*Below: Robert Moberg speaking at The Wave*





## Delivering Successful Clinical and Career Strategies

The Academy of Chiropractic is dedicated to bringing chiropractic to the forefront of Primary Spine Care, which means being the first referral for everything spine outside of fracture, tumor or infection. We have put aside politics and philosophy and have utilized both chiropractic and medical academia in conjunction with research to concurrently further each doctor's practice and the chiropractic profession allowing every chiropractor to practice as they chose within their lawful scope.

Our programs has generated 679,398 direct referrals in 47 states from lawyers, primary care medical providers, medical specialists, urgent care centers and hospitals/emergency rooms because our doctors are both trained and positioned as spine specialists. In short, we are their immediate and long-term solution. Every licensed chiropractor is qualified to join us.

For more information, visit [www.academyofchiropractic.com](http://www.academyofchiropractic.com).



Dr Mark Studin



Dr William Owens

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# PROVEN



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# Veteran Chiropractic Researcher Awarded Inaugural Giles Medal for Research Excellence.

The Chiropractors Association of Australia (CAA) and the World Federation of Chiropractic take great pride in announcing that Canadian Dr David Cassidy is to be the inaugural recipient of the Giles Medal for Research Excellence.

The Giles Medal for Research Excellence has been established by the Chiropractors' Association of Australia (CAA) in recognition of excellence in healthcare research. This highest and most prestigious award for scientific research is named after the first chiropractor to be awarded a PhD in Australia, Dr Lynton Giles. Dr Giles subsequently went on to make an exceptional contribution to our understanding of the spine in healthcare through his basic science and clinical research.

The Giles Medal is endorsed by the World Federation of Chiropractic (WFC), whose Research Council Chair, Dr Greg Kawchuk, chairs the Giles Medal scientific advisory committee.

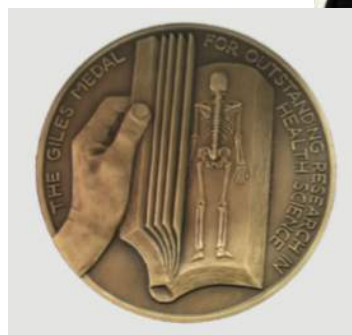
This international research award is intended to recognise those who achieve excellence in healthcare research. The Giles Medal may be awarded to any person, from any health discipline, based anywhere in the world who has published a body of scientific peer reviewed research that reflects a sustained track record of research excellence of relevance to healthcare and the practice of chiropractic.

Dr Cassidy is Professor of Epidemiology at the Dalla Lana School of Public Health, University of Toronto, in Canada. After completing his chiropractic training Dr Cassidy completed his PhD in 1994. His initial research was undertaken at the University of Saskatchewan in Saskatoon, Canada, under the guidance of Professor Kirkaldy-Willis where he examined the basic mechanisms involved in back pain and the efficacy of spinal manipulation. Over the subsequent 30 years he has published over 250 articles which are identifiable in the US National Library of Medicine

records (PubMed) with over 200 articles published in scientific peer reviewed journals of the highest international standing. Notably, he has published over 44 papers in *Spine* ranked 3rd highest among the 113 journals in field of *Medicine - Rehabilitation* listed by the journal ranking authority, SJR (Simago) and over 28 papers in the *Journal of Manipulative and Physiological Therapeutics* which is ranked number 1 in the field of *Chiropractic*. His work has been cited by the internationally recognized *Cochrane Library of health evidence* reflecting the work is of the highest quality. Dr Cassidy was awarded a Doctorate in Medical Science in 2005 by the prestigious Karolinska Institute in Sweden for studies in the fields of epidemiology and injury prevention. He is internationally recognized for his research concerning whiplash and its associated disorders and ranked by *Expertscape* as being in the top 10 experts in the world for research concerning neck pain. To further embody the highest international standard of "research of relevance to health care and the practice of chiropractic" that the awarding of the Giles Medal is intended to recognize and acknowledge, Professor Cassidy has been a mentor to over 65 research higher degree (MSc, PhD) students.



Above: Dr David Cassidy, DC, PhD, DMedSci



Left: Giles Medal

## NIH Commits \$7m to Palmer Center for Chiropractic Research For Outcomes Studies.

The National Institute of Health in the United States has committed up to \$7m to chiropractic research in what is being seen as the largest-ever single grant to a chiropractic institution.

Scientists at the Palmer Center for Chiropractic Research (PCCR), along with partner organizations, have received a \$1.46 million award from the National Center for Complementary and Integrative Health and the Office of Research on Women's Health at the National Institutes of Health (NIH).

The award (UG3-AT009761) funds a two-year research planning project to address the short-term pain and functional outcomes associated with different numbers of chiropractic visits, and the long-term effectiveness of chiropractic care delivered at Veterans Health Administration (VHA) clinics.

If the NIH determines initial project goals are met after the two-year planning phase and pending available funds, the project and funding will extend over an additional four years totaling approximately \$7 million, making this the largest award ever granted by the NIH to a chiropractic institution.

"There is a pressing need to address the devastating impact of chronic low-back pain in U.S. Veterans," said Principal Investigator Christine Goertz, D.C., Ph.D., Palmer College of Chiropractic's vice chancellor for research and health policy.

"I'm extremely excited about the outstanding multidisciplinary team Palmer has brought together to look at dosing of chiropractic services, both during an episode of low-back pain and in preventing future episodes. We believe the results of this study have the potential to directly impact chiropractic health policy within the VHA and beyond."

This award is part of a multi-disciplinary initiative sponsored by the NIH, Department of Defense and the Veterans Health Administration. It includes 11 pragmatic clinical studies, as well as a coordinating center that will support these projects.

Partner organizations with the PCCR on this project are the Dartmouth Institute for Health Policy & Clinical Practice, Iowa City VA Health Care Systems, Minneapolis VA Health Care System, the University of Iowa, VA Connecticut Healthcare System, VA Greater Los Angeles

Healthcare System, and Yale University.

The Palmer Center for Chiropractic Research, headquartered on Palmer College of Chiropractic's main campus in Davenport, Iowa, is the most highly funded chiropractic research center in the U.S.

Dr Goertz continued: "Currently, we have very little data regarding the optimal number of chiropractic treatments required for patients suffering from chronic low back pain, an issue with important clinical and policy implications. The goal of our multi-disciplinary study is to shed light on this important issue. "|

Within the past 10 years, the PCCR has been awarded grants from the NIH, the U.S. Health Resources and Services Administration and the Department of Defense, in addition to private-foundation grants.



*Dr Christine Goertz, Vice-Chancellor for Research and Health Policy, Palmer College of Chiropractic.*



**PALMER**  
College of Chiropractic

## **New PhD Canadian Chiropractor Forges Career as Clinical Epidemiologist**

As more and more chiropractors seek alternative pathways to clinical practice, Dr Carol Cancelliere (pictured below) is showing the way by becoming an epidemiologist.

A 2004 graduate of the Canadian Memorial Chiropractic College (CMCC), Dr Cancelliere has recently been awarded a PhD in from the prestigious University of Toronto after undertaking research at the Faculty of Health Policy, Management and Evaluation. She is now working as a Clinical Epidemiologist at the University of Ontario Institute of Technology.

As well as working as an epidemiologist, Dr Cancelliere still finds time to serve as a Board Director for the Ontario Chiropractic Association.

The WFC offers its congratulations to Dr Cancelliere on her PhD award.

*Below: Dr Carol Cancelliere DC, MPH, PhD*



## **NIKKB Reports Multiple, Diverse Research Initiatives**

The Nordic Institute of Chiropractic and Clinical Biomechanics, located at the University of Southern Denmark is one of the world's most productive research establishments. Here's a snapshot of current projects.

### **The ChiCo Project**

The "Danish Chiropractic Cohort" (ChiCo) project involving NIKKB Senior Researchers Tue Secher Jensen and Alice Kongsted collects data on patients with current lower back pain from a group of patients from chiropractic practice. The aim of the project is to establish a database for use in future research projects. At the latest count, ChiCo had included more than 700 patients in the project from six chiropractic clinics.

### **Children's Headache Project**

The Children's Headache project by NIKKB Senior Researcher Lise Hestbæk and chiropractor Susanne Lyngø runs according to plan. The project centres on the study of headache in children and adolescents and a new round of recruitment is underway.

### **Kindergarten Project**

The Kindergarten Project, which looks at the significance of increased physical activity on children and adolescents, is the world's largest project of its kind.

### **Colic Project**

The project is a collaboration, which started in 2015 between NIKKB and the Research Unit for General Practice in Odense.

## JCE included in prestigious journal indexing system

The chiropractic profession has one more thing to celebrate when it comes to recognizing international research in chiropractic education.

On September 23, 2017, Elsevier confirmed that the *Journal of Chiropractic Education (JCE)* has been accepted for inclusion in Scopus.

Scopus is a prestigious indexing system and, "the largest abstract and citation database of peer-reviewed literature: scientific journals, books and conference proceedings." Scopus provides global access to "the world's research output in the fields of science, technology, medicine, social sciences, and arts and humanities."

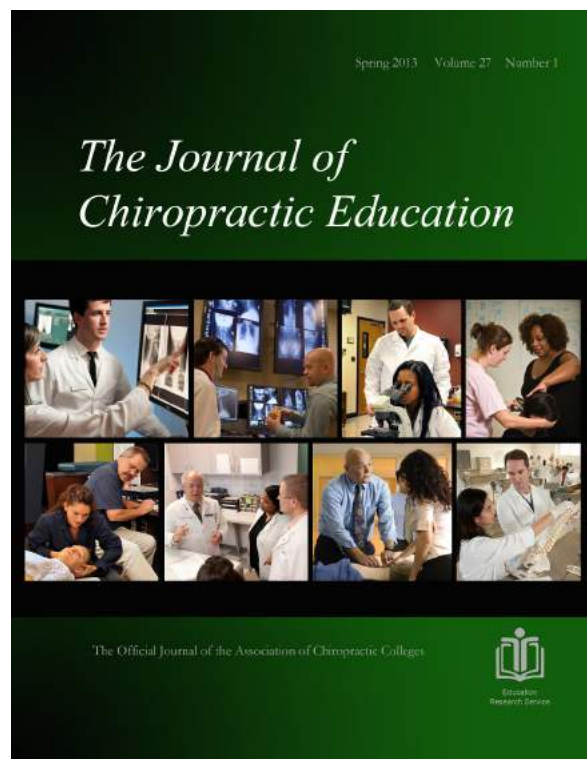
The Scopus acceptance letter noted, "The Editors are to be commended for the growing level of citations in Scopus based journals, indicating a recognition by the scientific community in the field of the scholarship found in the articles." The letter goes on to say (the Journal), "has a large international editorial board which offers a broad perspective from other countries in the development of this international journal."

Bart Green, DC, MEd, PhD, *JCE* Editor, received the acceptance letter. He said: "We have worked toward this goal for several years so that the *JCE* has an even broader accessibility to scholars and so that their papers can have greater citations. It is a great honor for the journal to be recognized and included in Scopus."

Dr. Green also led the initiative to have *JCE* indexed in PubMed, which occurred in 2008, and



Dr Bart Green (left), Editor of JCE, with Dr Richard Brown and Dr Espen Johannessen .



Thomson Reuters' Emerging Sources Citation Index, approved in 2015. This most recent accomplishment with Scopus provides scholars in chiropractic education more exposure of their work and ability to connect with scholars worldwide.

The *JCE* recently published the 2016 World Federation of Chiropractic/Association of Chiropractic Colleges Education Conference proceedings, <http://www.journalchiroed.com>. Inclusion in Scopus now provides greater distribution of these proceedings.

The *JCE* is the official journal of the Association of Chiropractic Colleges (ACC). Clay McDonald, DC, MBA, JD, Chair of the ACC upon hearing the news said, "The addition of the *JCE* in Scopus is a testament to the quality the *JCE*, those who contribute to it, its editor, and its editorial board. The ACC is proud of our affiliation with the *JCE* and we are confident it will continue to mature and reflect the best in chiropractic education and research."

The *JCE* first began as a newsletter, developed by

## JCE included in prestigious journal indexing system (ctd.)

Grace Jacobs in 1987. Since that time, the journal has grown in both content and scholarship, becoming the official journal of the ACC in 1989. Beginning in 1998, Drs. Robert Ward and Reed Phillips worked through the transition of the journal from newsletter style to a more refined scientific publication.

Dr. Green assumed editorship in 2006 and continued to develop the journal. The journal was brought online by Brighthall, which assumed the responsibility for daily management.

David O'Bryon, JD, CAE, ACC President praised the accomplishment by saying "*The inclusion of ACC's JCE into Scopus is a positive affirmation of the scholarship of JCE. It allows our high quality papers and conference abstracts to be found by thousands of additional researchers.*"

In addition to being the editor, Dr. Green is in active practice. He is a chiropractic physician for a large corporate primary care and wellness center for the employees of a technology company. He previously served as chiropractor for Naval Medical Center San Diego, opening its first chiropractic service in 2003.

Dr. Green combines his passion for practice, scholarship, and education, which helps to make the product of his work in the *JCE* both practical and applicable.

The journal's green and silver colors represent the ribbons on the hoods of commencement regalia for chiropractic degrees. The journal is indexed in PubMed, Emerging Sources Citation Index, CINAHL, MANTIS, AMED, ICL, ReadCube, and now Scopus. Content of the journal is free to the public as open access directly online at [www.JournalChiroEd.com](http://www.JournalChiroEd.com).

**QWR gratefully acknowledges Dr Claire Johnson for the kind submission of this article.**



*Dr Bart Green, Editor of the Journal of Chiropractic Education*

## WFC Research Council Chair Attracts Media Interest With 'Stiff Back' Study.

Greg Kawchuk, WFC Research Council Chair and Professor at the faculty of Rehabilitation of the University of Alberta has recently authored a study focusing on spinal stiffness that has gained international attention in a number of media outlets.

According to the study, a feeling of back stiffness as described by patients does not mean that in reality that stiffness objectively exists.

"A conscious experience of feeling stiff does not reflect true biomechanical back stiffness," explains Dr Kawchuk. "When we use the same word, stiffness, to describe a feeling and how we measure actual stiffness, we assume these words are describing the same thing. But that is not always the case."

In the study, Dr Kawchuk and his team asked participants how stiff their backs felt to them. After that, using a customized device, they measured just how stiff the back actually was.

"There was no relation between biomechanical stiffness and the reported feeling of stiffness," he said. "What people describe as stiffness is something different than the measurement of stiffness."

"Words are important. The words patients use to describe a problem in the clinic may not be the same thing we as clinicians measure in the clinic," said Kawchuk. "We need to find out what it means exactly when someone says they have a stiff back. We now know it might not mean that their back is mechanically stiff."

It could mean they feel their movements are slower and more painful."

### Reference:

Tasha R. Stanton, G. Lorimer Moseley, Arnold Y. L. Wong, Gregory N. Kawchuk. **Feeling stiffness in the back: a protective perceptual inference in chronic back pain.** *Scientific Reports*, 2017; 7 (1) DOI: [10.1038/s41598-017-09429-1](https://doi.org/10.1038/s41598-017-09429-1)

# TREAT MORE, FATIGUE LESS.



“With Activator, I know I can deliver the same adjustment to my patient at 6pm as the one I did at 7am. I’m not physically worn out after a long day in the office, so I still have time for my life outside of work.”

## DR. MICHAEL McMURRAY

*Long distance cyclist,*

*Official Chiropractor for the NHL San Jose Sharks,*

*Activator adjusting since 1987*

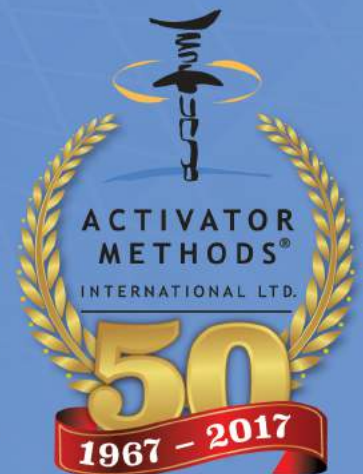
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# THE SECRET TO SEEING MORE PATIENTS



## HOW SUCCESSFUL CHIROPRACTORS INCREASE PATIENT VOLUME WITHOUT CAUSING INJURY TO THEMSELVES

When Dr. Michael McMurray first launched his practice in 1984, he knew that he would have to see a large volume of patients to provide for his family and community.

He chose to use the diversified manual adjusting technique, and with a lot of physical work, built a busy practice.

## THE ACCIDENT THAT CHANGED EVERYTHING

Just a few years into his career, a sports accident helped Dr. McMurray discover a new, effective adjusting option.

While competing as a windsurfer, Dr. McMurray suffered a high-speed crash that left him with chronic pain down his left arm. Finding manual adjustments were unsuccessful at relieving his pain, he decided to see a chiropractor using the Activator Method.

Within hours after just one Activator adjustment to his T2 rib, the pain let up. Inspired by this incredible outcome, he decided to learn the Activator Method to offer his patients the same dramatic benefits he experienced.

## WHY INSTRUMENT ADJUSTING

The Activator instrument and prescriptive Method were invented by Dr. Arlan Fuhr in 1967. After adjusting more than 300 patients a week, Dr. Fuhr suffered so much wear and tear on his body, that he would have to ice his elbows at the end of each day. He developed Activator as a way to alleviate this physical cost to chiropractors while still providing patients with reliable results.

Dr. Fuhr has long-believed that rigorous testing and studying was important to provide clinical proof that Activator really works. The Activator instrument and Activator Method are backed by 23 clinical trials and have been featured in more than 150 peer-reviewed articles.

Dr. McMurray has developed a successful practice, seeing 200 patients or more per week. He has also served as a chiropractic consultant for the San Jose Sharks for the past 19 years. The Activator Method allows him to treat his patients in the morning, see players at the Ice Center during lunch and be back in his practice for the afternoon.

## CONSISTENT & RELIABLE OUTCOMES

Dr. McMurray's favorite aspect of the Activator Method is that it helps him deliver consistent, research-based treatments throughout the body for every patient.

"With Activator, it's an algorithm—so no matter what language you speak or where you go in the world, the doctor's going to treat you similarly and you're going to get great results."

Dr. McMurray is an avid mountain biker, road biker and surfer. The Activator Method affords him the freedom and health to enjoy time with his family and being active in his favorite sports.

"Not only does the Activator allow me to deliver reliable and reproducible results, it also has allowed me to adjust patients with less wear and tear on my body," Dr. McMurray says.

"The Activator delivers the same or better results than other techniques but leaves me with the energy for doing the things I love at the end of the day."

### ABOUT ACTIVATOR

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# FIRST NOTICE



## 2018 EDUCATION CONFERENCE LONDON, ENGLAND OCTOBER 24-27, 2018



The 2018 Education Conference will be held at the prestigious BMA House in the centre of London. It will feature international educational experts from within and outside the chiropractic profession and will showcase current educational research as it relates to chiropractic. There will be an exhibition of posters and a call for abstracts will be made in due course.



Registration will open on November 1, 2017.

The Conference will be of great interest to educators, academics and anyone involved in the development of chiropractic undergraduate and postgraduate education.

**PRESENTING SPONSOR OF THE  
2018 WFC/ACC EDUCATION  
CONFERENCE**



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## CALL FOR PAPERS

### SUBMISSION DEADLINE: MAY 1, 2018

Authors from all nations are invited to submit abstracts describing their chiropractic educational research and innovations. Authors may present material pertinent to teaching, learning, assessment, evaluation, faculty development, governance, or any area of education. Educational domains may include undergraduate, postgraduate, residencies, and any other specialty training relevant to chiropractic education. For full conference details please visit [www.wfc.org](http://www.wfc.org).

**No more than 2 abstracts may be submitted for a given presenter for any combination of the following:**

**PLATFORM PRESENTATIONS:** Platform presenters will have approximately 8 minutes to describe their education research. Provided in the room will be a projector, a laser pointer and a PowerPoint slide changer. Platform abstracts should include: objective, methods, results, and conclusion. Experimental studies involving human subjects (eg, comparative trials, pilot studies, cohort studies, and surveys) must have IRB/ethics board approval or exemption as determined by the author's institution.

**POSTER PRESENTATIONS:** Poster presenters will bring a printed poster of their education research for display to the conference on poster boards throughout the conference. Poster presenters will be asked to stand by their poster to answer questions about their research during designated break times during the conference. Poster abstracts should include: objective, methods, results, and conclusion. Experimental studies involving human subjects (eg, comparative trials, pilot studies, cohort studies, and surveys) must have IRB/ethics board approval or exemption as determined by the author's institution.

**WORKSHOP PRESENTATIONS:** Interactive workshops develops skills of attendees. (note that workshops are not lectures, a series of presentations, nor a substitute for the scientific platform sessions.) The workshop proposal of 250 words should include an abstract, skill-based learning objectives, and outline of the presentation.

**INNOVATIONS PRESENTATIONS:** Innovation panellists will each have approximately 5 minutes to present their educational innovation and a panel discussion will follow. Innovation presentations are not lectures or a substitute for platform presentation. Instead, their purpose is to present a true educational *innovation*. Innovations abstracts of 250 words or less should include: rationale or need for the innovation, short description of the innovation, and potential impact. Potential panel topics include:

Technology in Education	Student Assessment and Evaluation
Faculty Development	Teaching in the Classroom and Clinical Setting
Interprofessional Education	Professionalism and Ethics
Program Evaluation	Teaching Methods for Learners with Difficulties
Cultural Competency/Diversity	

### SUBMISSIONS INFORMATION

- Abstracts:** Abstracts must be written in English and are limited to **250 words maximum** (word count does not include title, authors or affiliations). Do not include: references, tables, graphs, figures, pictures, video, etc. All works will be considered. A work is eligible if it has been presented at another meeting or if it has been published, or will be published, by the time of the conference in October 2018.
- Author responsibilities:** The primary author will be the contact person responsible for submission of all required materials and all correspondence. The primary author is responsible for accuracy of the abstract submission. Abstracts will be published as submitted by the corresponding author. It is the responsibility of the primary author to ensure that all requirements are met. Any author (primary or coauthor) may present. Only primary or coauthors are allowed to present at the conference (non-authors are not allowed to present). By submitting an abstract, the authors consent that the abstract will be published in the *Journal of Chiropractic Education* if the submission is accepted for presentation.
- Peer Review Process:** All submissions will be evaluated for completeness, strength of contribution, and relevance to the conference by the WFC-ACC Education Conference peer review committee. Primary authors will be notified by **July 1, 2018**.
- Attendance:** Presenting authors must complete paid registration (non-refundable) by **July 15, 2018** to be included in the program and proceedings. Online registration is available from November 1, 2017 at [www.wfc.org](http://www.wfc.org)

Details of where to submit abstracts will be released shortly.

All questions should be directed to [brighthall.inc@gmail.com](mailto:brighthall.inc@gmail.com) ...

# AECC enrolls first students as AECC University College

As of the 11th September, students will be enrolling at Bournemouth's latest higher education institution, AECC University College, formally known as Anglo-European College of Chiropractic.

Many will know the Anglo-European College of Chiropractic, established in 1965, as the institution delivering courses, hands-on clinical training, and treatment for patients in their on-site clinic.

Under its previous name, the College went from strength to strength, widening their offer to students and patients to include diagnostic ultrasound services and an Access to Higher Education Diploma course. They also focused on gaining quality marks, first voluntarily inviting the QAA to assess them in 2012 which started the process of applying for Taught Degree Awarding Powers and University College designation. These achievements indicate a mature institution, and one that no longer requires another higher education provider to validate the courses it offers.

Gaining University College status meant that a rebrand was necessary in order to include the new name. The rebrand and repositioning work began in 2015, informed by the institution's strategic objectives, the primary being to expand course provision within the health sciences education field.

The new brand sees a stylish and striking new logo with a mix of modern colours and traditional emblems; with both references to the institution's illustrious past and also to its future. An additional element of the rebrand and repositioning was the introduction of a fresh, contemporary website ([www.aecc.ac.uk](http://www.aecc.ac.uk)), accomplished by digital agency Greenwood Campbell.

Professor Haymo Thiel, Principal of AECC University College commented, "Now, more than ever, and as the AECC University College grows, is it important that we tell our story and demonstrate to our audiences and stakeholders what we do, why we matter and where we aim to be in the future. We are positive that the launch of our new name and brand will mark the beginning of a successful next chapter in the growth and impact of our work, and we can all look forward to being a part of this journey. We are proud to have built a University College and now we have an identity fitting for an autonomous Higher Education Institution.

Physical changes have also been taking place on their



Parkwood Campus over the summer, with nearly half a million pounds spent on renovating key spaces; all part of the University College's longer term plan to improve the learning environment for students and academic study, whilst catering for increased student numbers as course-offering expands.

The refurbishments provided an opportunity for the institution to sensitively modernise spaces, improve utilisation and enhance energy efficiency within the Grade II listed building and further facilities.

Gordon McKenzie, Chief Executive of GuildHE praised the institution, "I am delighted to congratulate AECC on becoming a University College. One of the great strengths of UK higher education is its diversity. Specialist institutions like AECC University College are a hugely important part of that. They provide expert staff and links to industries and professions, and offer an excellent experience for students."



**AECC**  
University College

## Ontario gets its first Anatomage Table as CMCC enhances its anatomy program

The Canadian Memorial Chiropractic College (CMCC) is now the first health care education institution in Ontario to enhance its learning environment with the acquisition of the Anatomage Table, an advanced digital anatomy visualization system.

The table, one of only four in Canada – is a life-sized virtual dissection table preloaded with male and female digital bodies in addition to 300 pathology cases built on animal and human models and will become an integral part CMCC's foundational anatomy program that includes cadaver work and a minimum of 329 hours of study within the 4,200-hour Doctor of Chiropractic program. The Anatomage Table 5 will be integrated into the full curriculum beginning this fall. It includes three full body cadavers completely annotated and dissectible using special digital tools. It makes use of high quality graphics and flexibility of display, while touch screen manipulation of the models allows the user to remove select layers of tissue to highlight specific systems and allows for repeated dissection and rotation of the body. A pen tool allows an instructor to make further annotations and highlight areas, while the images can be projected onto screen and saved onto a USB drive.

"It's a powerful clinical tool," says Dr. David Wickes, President of CMCC. "It doesn't diminish the importance of cadavers for understanding the nuances of the human body or the ability to view real tissues in 3D, but with its technical capabilities, serves to augment traditional dissection and is extremely versatile for our students and instructors, allowing integration with microanatomy, histology X-ray, CT and MRI images."

"From an educational perspective, this is an exciting technology in line with adult learning principles that will provide another viewpoint in the study of anatomy," says Dr. Scott Dunham, Director of Curriculum and Faculty Development, "It has the potential for expansion into other areas of study, such as diagnostic imaging."

CMCC is one of 10 institutes of higher learning in



Ontario with its own cadaver lab, which it has maintained since it opened in 1945. The anatomy program remains a vital part of the chiropractic program in ensuring a comprehensive understanding of the body and its intricate systems.

CMCC's body donation program is provincially controlled by the Chief Coroner's Office and regulated by the Anatomy Act of Ontario.



# CMCC

Canadian Memorial Chiropractic College

## WIOC Gains Prestigious National Accreditation

The Welsh Institute of Chiropractic (WIOC) at the University of South Wales, has recently been accredited by Health Inspectorate Wales.

What this means is that the clinical services delivered at WIOC, including chiropractic, x-ray, diagnostic ultrasound, DXA scanning, injection-guided ultrasound and shockwave, have all been judged to meet or exceed national standards for quality care in Wales as set down in the Care Standards Act 2000.

Speaking after the accreditation visit, Dr David Byfield, Head of WIOC, said: "This is a very important accreditation as this means that we are a registered independent clinic in Wales that has reached NHS standards and opens the door to provide care to more patients and expose our students to number of diagnostic and therapeutic interventions enhancing their experience."



*Dr David Byfield, Head of the Welsh Institute of Chiropractic, UK*

## Cleveland Chiropractic College Hosts ICA International Vertebral Subluxation Summit.

WFC Council member (USA-ICA) Dr John Maltby and WFC Research Council member Dr Heidi Haavik were amongst a range of speakers presenting at the International Chiropractors' Association Vertebral Subluxation Summit, which took place at Cleveland Chiropractic College, July 20-21.

The Summit, which was live streamed around the world, focused on the biomechanics, neurology and neurophysiology of the vertebral subluxation.

"The objective of this conference was to showcase the wealth of new research on the vertebral subluxation and its implications for the health and performance of patients of all ages," said ICA President Dr. George Curry.

"The ICA is proud to bring to the world of chiropractic such an exceptional array of speakers and to be able to provide DCs worldwide with the kind of powerful, relevant and clearly documented and proven information on the subluxation and the power of the chiropractic adjustment. We are also truly honored to have convened this conference on the campus of Cleveland University, one of the world's most outstanding chiropractic educational institutions with exceptional facilities," said Dr. Curry.

This program was approved for continuing education credit in 44 US states and a host of other jurisdictions around the world and was also approved for distance learning credit in 27 US states and will continue to be available to be viewed for credit in those states where such credit is authorized.

For more information on how to access this great resource, contact the ICA at [chiro@chiropractic.org](mailto:chiro@chiropractic.org)

# YOUR BACK IN ACTION



WORLD **SPINE** DAY  
16.OCT.2017

# WFC World Spine Day Competition: YOUR BACK IN ACTION



## GET INVOLVED FOR A CHANCE TO WIN!!

World Spine Day takes place on October 16. Here at the WFC, we want to hear how you have celebrated World Spine Day in your local community. Whether you're an individual chiropractor, clinic, organization, society, educational institution or student group, tell us what you've done to make an impact on World Spine Day.

We will be recognizing the best projects and activities, so be sure to take plenty of photographs when you share your stories with us.

There are five prizes to be won.

### Professional associations

First prize: US\$600

Runner up: US\$300

### Educational institutions

First prize: US\$600

Runner up: US\$300

### Clinic/ individual practitioner

Best entry: US\$500

Send in your competition entries by November 15, 2017 to Sarah Villarba at [svillarba@wfc.org](mailto:svillarba@wfc.org).

Winners will be featured in the December issue of the WFC Quarterly World Report.



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## Cultural Diversity Promoted Through ISA At Logan University

At Logan University, the college experience is not only defined by academics, but also by the support and encouragement students receive from those who surround them, expanding their worldliness and preparing them for future success in all areas of life.

At Logan, the student population represents more than 15 countries, including Canada, Brazil, Puerto Rico and Venezuela. Due to an increasing international student population and a yearning from U.S. students to participate in clinic abroad, Logan started the International Students Association (ISA), an organization that promotes cultural diversity and awareness throughout the Logan campus and community.

"We provide a platform for interaction among international students and the Logan student body, encouraging and supporting cooperative relationships among cultural differences," said Kemmy Klein Ritter, a trimester 5 student from Brazil and president of ISA. "Our purpose is to advance and unite the global chiropractic profession through inspiration, integrity and leadership." The ISA presents students with opportunities for learning and collaboration with a diverse group of future health professionals from across the world.

Kemmy said the group occasionally brings in doctors to address real-world experiences with practicing chiropractic in other areas of the world. "It's different outside of the U.S., and it's important to know the different rules and regulations for practicing chiropractic in different countries," she said.

Though Kemmy is currently serving in her third trimester as association president, her vision for the organization is just getting started. She hopes to involve more students on a global level, aiming to unite the profession and support one another. "A lot of people dream about the future, and we are the future," said Kemmy. "Getting involved now means that we have the chance to start the future in the present."

With the support of the Logan student body and many faculty members, Kemmy and her officers have linked together students from across the globe with three main common interests: their passion for health care, chiropractic and the world around them. "Learning life experiences from students and doctors in the field of chiropractic beyond the Logan clinic is a very humbling experience and a unique opportunity to grow as a future DC."



## Dr Ron Oberstein named as President of Life Chiropractic College West



Life Chiropractic College West, located in Hayward, California, USA, recently announced the appointment of Dr Ron Oberstein as its new President.

Dr Oberstein (pictured above), who previously served as Chairman of the Board until his appointment as interim President in October 2016, is a 1981 graduate of Life University. He has been active in private practice in both San Diego and Boston as well as serving as Vice-President of the International Chiropractors Association, a WFC Constituent Member for the USA.

Dr Oberstein becomes just the third President in the history of Life Chiropractic College West since it was founded in 1981 as a result of an agreement between Life University and Pacific States Chiropractic College.

The WFC congratulates Dr Oberstein on this prestigious appointment and wishes him every success in leading Life Chiropractic College West to continued success.

## Committee advances Ravenstahl bill bolstering chiropractic programs, interns

US State Representative. **Adam Ravenstahl**, D-Allegheny, has announced that legislation that would enable chiropractic educational programs to expand in Pennsylvania won unanimous approval in the House Professional Licensure Committee.

"I'm heartened by the committee's full support of my House Bill 1737 and look forward to its consideration in the full House of Representatives," Ravenstahl said.

"Chiropractic care is an important facet of health care, and the bill would open the door for new opportunities and professional jobs in the field."

Ravenstahl said H.B. 1737 would amend the state Chiropractic Practice Act to allow chiropractic interns and students to perform chiropractic activities under the supervision of a licensee, instructor or supervisor.

"Currently, a chiropractic intern cannot obtain experience in Pennsylvania, a barrier to advancing the profession in the state and a major factor why the state has no chiropractic educational programs," Ravenstahl said. "By removing this restriction, I hope to spark educational programs and increase chances that a chiropractic practitioner practices and remains in Pennsylvania."

"We need to expand job opportunities throughout the commonwealth by allowing interns and students to practice under supervision," said Ravenstahl, who said the measure is supported by the Pennsylvania Chiropractic Association.

**Source: House Democratic Communications Office**



## Madrid Celebrates Its Tenth Birthday

Madrid Chiropractic College (MCC) has celebrated its 10th birthday, writes **Dr Ricardo Fujikawa**. It recently graduated its sixth cohort and now boasts over 100 chiropractors practising across Europe and the rest of the world.

MCC, formerly Royal Centro Universitario Escorial - Maria Cristina, admitted its first cohort of students in 2007 after having been supported in its establishment by the Anglo-European College of Chiropractic and the European Chiropractors' Union.

Since this time, the course has developed and now has active exchange programs with Mexico, Brazil, Japan and the U.S. It has also developed collaborative agreements for research with the Jimenez Diaz Research Foundation, San Pablo CEU University and RMIT, Australia.

MCC held a ceremony and conference to celebrate reaching double figures, which featured past and present Presidents of the Spanish Chiropractic Association (AEQ) and other dignitaries.




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## Activator Methods Commits to Support of Education Conferences to 2020

WFC Platinum Corporate Partner Activator Methods International has committed to lead sponsorship of the 2018 and 2020 WFC/ACC Education Conferences.

Activator Methods, established in 1967, is the world's best-known instrument adjusting company and undertakes proficiency training around the world. The company, headquartered in Phoenix, Arizona, recently announced a new online training program to support Doctors of Chiropractic.

Chairman and Founder of Activator Methods, Dr Arlan Fuhr, said: "We are delighted to be the principal sponsor of the WFC/ACC Education Conference. As an organization that is committed to lifelong learning, this is an important event in the chiropractic calendar and we look forward to a successful meeting in London next year."

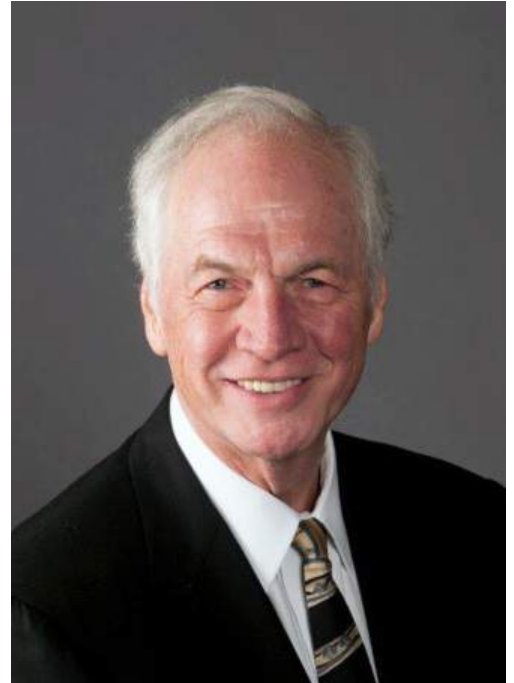


## GSCI Continues To Promote Evidence-Based, Sustainable Spine Care

Spinal pain is a primary cause of disability worldwide that affects approximately 1 billion people and disproportionately impacts women, the elderly, rural communities, and the poorest of the population. Spine disability is costly and is one of the largest contributors to non-communicable diseases. It is described as “an epidemic in slow motion.” Yet, despite the negative social, economic, and personal impact of spine pain and disability, no developmental help is available to reduce this burden. A model of care is needed to address this problem.

The World Spine Care (WSC), a non-profit organization dedicated to improving “lives in underserved communities through sustainable, integrated, evidence-based spinal care.” The WSC convened the Global Spine Care Initiative (GSCI), the purpose being to “develop an evidence-informed, practical, and sustainable, spine health care model for communities around the world with various levels of resources.” Funding from both the Skoll and the NCMIC Foundations made it possible to convene the GSCI. The Skoll Foundation provided a matching grant in which the key members of the GSCI volunteered to participate without any remuneration beyond travel expenses to several in initial meetings. The primary goal of the GSCI is to develop an evidence-based Care Pathway and Model of Care that provides guidance on how to implement a model of care for the management of spinal disorders in communities with limited resources.

Leading the GSCI project is Scott Haldeman, DC, MD, PhD, President of WSC. He states that “in low-income settings, we see a wide variety of spine-related symptoms including those that have a high incidence of chronic symptoms that interfere with normal activities of daily living. At the same time, we see a higher proportion of serious systemic diseases including spine infections, developmental, and congenital spine deformities in the primary care setting in low-income communities than what may commonly present in high-income communities.” Thus, it has been his passion to bring evidence-based spine care to improve function and reduce suffering to people throughout the world. It has been noted that clinical staff members in low-income countries are unlikely to have the education, experience, and skills necessary to provide care consistent with current evidence-based spine guidelines. Therefore, in order to provide successful spine care programs, the GSCI developed a toolkit for a care pathway and model of care that are practical and sufficiently simple to be implementable by clinicians with limited training in the care of spinal disorders. For the past four years, the GSCI team has been working on a series of papers that will be the foundation of this new model of spine care. A multidisciplinary team of over 60 clinicians, researchers, and other stakeholders from over 20 countries participated. The papers are nearing completion and over the next several months and will be published in a special issue of the *European Spine Journal*.



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## World Spine Care Europe - The Rhine Spine Ride 2017

**The report is from Adam Wilkey, who was the driving force behind the development of World Spine Care Europe. It details the WSC fundraising ride from Amsterdam to Strasbourg, July 12 to 18, 2017.**

On a crisp clear Wednesday morning in July we boarded our flight in Manchester heading for Amsterdam and the start of our ride to raise money for World Spine Care. 16 riders all kitted up and excited about the prospect of riding just over 800km in the warmth of midsummer in Europe.

Amsterdam felt like Noah had loaded his Ark and was waiting for 'lift off'. It was wet, very wet, and cool, and by the time we had unloaded the bikes from the support van we were soaked to the skin. Undeterred by such trivial obstacles as floods we set off on our epic journey, confident that, at some point, the sun would appear, dry us off and warm us up.

Our route was to take us to the Rhine, which we would follow over the following 5 days, terminating on the West bank of the river in Strasbourg. Punctuated by stays in hostels at strategic points our tour turned out to be smooth and thoroughly enjoyable and apart from a couple of very sharp showers after the first day, the weather was fabulous for riding.

Those within the group visiting for the first time, experienced unexpected delights as we wound our way through picture perfect villages, ancient towns, striking cities and regions of stunning scenery. We raced gigantic barges, were overtaken by older ladies in skirts riding their big Dutch bikes with baskets on their handlebars and ate copious amounts of ice-cream, and it was delicious! (as we were riding nearly 100 miles a day we felt we could justify an ice cream or two!). The hostels were fabulous, welcoming, and comfortable, with places to store the bikes and often meals provided.



Whilst the geography, in many ways, was very similar over the whole ride, we were after all following the river - an industrial lifeline - we also discovered a great deal of diversity. Our starting point of the calm waterways of Holland, stopping at Arnhem, was replaced by the industrial Ruhr-lands of Germany as we headed towards Duisburg for stop 2. For most of day 3 we continued our 'trek' through the cities of Dusseldorf, Koln and onto the beautiful city of Bonn for the night. Day 4 was completely different; almost

immediately we were engulfed in our valley by steep hills covered in vines as we wound our path to Kaub. Day 5 we continued to Koblenz for lunch and then to Mannheim. The final day was the longest. Passing from Germany into France our target was Strasbourg. What a gorgeous city, and what lovely ice-cream parlours!

It was not a ride that tested our mountain climbing ability, our main challenge came from the constant turning of pedals and long days in the saddle; we averaged 92 miles a day. Although for seasoned cyclists this may not sound a great deal, for us it provided a decent challenge. None of those participating were really seasoned cyclists, which in some ways may have helped to maintain a cohesion within the group. We had a fabulous time and raised almost £5000 for the World Spine Care clinic in India. Thank you to all who participated, and to those who sponsored, donated and helped us in any way. We look forward to working with you next year as our travels continue.

If you are interested in joining us please do. You don't have to be a 'professional' cyclist. We had dentists, chiropractors, students, university lecturers and a support van. Please contact [adam.wilkey@worldspinecare.org](mailto:adam.wilkey@worldspinecare.org) for more details.





A M E R I C A N  
**C H I R O P R A C T I C**  
 A S S O C I A T I O N

## New Brand Positions ACA Chiropractors for Higher Standards, Future Opportunities

The American Chiropractic Association (ACA) has launched a new brand designed to make the association stronger and more relevant to its members and to better position it to seek and respond to opportunities in the modern health care system. More than just a new logo, the brand boldly defines what it means to be an ACA chiropractor.

“We’re making a historic transformation on the inside by transitioning our governance, holding ourselves to higher professional standards, improving our relationships with other health care providers and committing to evidence-based care,” said ACA President David Herd, DC. “We’ve also improved our mission, vision and values to inspire and empower a new legion of members to join our ranks.”

ACA is also making a revolutionary transformation on the outside with a new look that is fresh, relevant and inspiring.

The new brand was the product of an extensive process of self-examination for ACA that started in 2015 with a new strategic plan. ACA then hired a respected consultant to reach out to a variety of stakeholders to ask what ACA means to them. The project took nearly six months and was a deep dive into the profession. After more than 30 hours of interviews, hundreds of survey responses and volumes of research, recommendations were presented to ACA’s leadership.

Among key findings of the brand study:

- Chiropractic has a long history of intraprofessional fighting over treatment philosophy, making the goal of total

professional unity unachievable.

- The profession is very insular and has an underdog mindset, which is holding it back.
- The wide variances in quality and treatment options for patient care leave consumers and other health care professionals without a clear and consistent patient expectation.
- By reinventing itself with substance, a positive tone, and clear language, ACA has an opportunity to elevate members and move the profession forward. This also results in the public having clear expectations of and greater confidence in ACA chiropractors.

“We will ask all ACA members to become a part of our movement of chiropractors who pledge to be more collaborative with other health care professionals, more rigid in our standards and more evidence based,” explained Dr. Herd. “As a first step, members can show their support for our new direction by signing our Pledge of Professional Values. This will be a sign to the public and the health care world at large as well as other chiropractors that we are living our brand.”

For more information, visit

[www.acatoday.org/NewACA](http://www.acatoday.org/NewACA) and watch our [Facebook Live broadcast](#) about the new brand.

**Michele Maiers**

## Alberta chiropractors warming the feet of the most vulnerable with annual Toasty Toes Sock Drive.

Every year, throughout the month of September, Alberta's chiropractors partner with United Way and Wood's Homes to keep the feet of vulnerable Albertans warm during winter season with the Toasty Toes Sock Drive. Thanks to the support of community partners and the generosity of the chiropractors and their patients, the drive results in thousands of pairs of socks donated.

Socks are a basic necessity that most of us take for granted and they are consistently requested, but still one of the least donated items. Participating chiropractors' offices collect new pairs and packages of socks from September 1 - October 1.

Improving the well-being of Albertans is something that Alberta's chiropractors feel passionately about. Through this campaign, the chiropractors are aiming to help even more vulnerable citizens to prepare for the impending cold. Many people in our communities do not have access to socks, making the cold winter months even more difficult to stay warm and dry. When feet get cold, the whole body gets cold.

Individuals who access shelter services often walk for

hours during the daytime. Without socks, walking in severe winter weather can lead to some very serious health issues. Every donation of socks is well used and very appreciated. The sock drive is able to provide multiple pairs of clean, dry, new socks for free to children and families in communities who need them the most.

Although socks may be small, the act of helping someone in need is not; even the smallest gesture can mean a lot. Receiving something as simple as a pair of socks has a positive effect on overall well-being.

The Alberta College and Association of Chiropractors would like to thank and acknowledge the many chiropractors across Alberta for the amount of time and energy that has been put into this initiative. We also extend our appreciation to Albertans for supporting us in this worthwhile initiative.

**Sheila Steiger**  
CEO, ACAC



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Go to [wfc.org](http://wfc.org) and find out how you can become an Individual Supporter

## Taiwanese Chiropractic Volunteers Spearhead Mission to Cambodia

In July, a group of Taiwanese medical volunteers, including chiropractors, traveled to Cambodia to provide care in an underserve community.

The intrepid team included 8 chiropractors, 4 dentists, 3 medical doctors, 2 Traditional Chinese Medicine doctors,, 2 physiotherapists, 9 nurses and other volunteers from different fields.

The volunteers endured 38 degree Celsius heat In Pursat Province. Working as an integrated unit, the volunteers provided assistance to over 4,000 members of the local community, some of whom were transported from over 100 kilometers to see us. In such an under-served community, this was the only opportunity to access healthcare of any kind in Cambodia.

The team witnessed the effects of Cambodia's recent history and its current socioeconomic situation. Many were the victims of Cambodia's violent history. Senior citizens having lost limbs through land mines, gunshot or shrapnel wounds; spine and joint sufferers afflicted through hard labor in farming or factory work; young children with bugs crawling out of their hair - the experience was unforgettable and it was a privilege to provide care to this very special population.

Witnessing the outcomes of chiropractic treatment results and collaborating with other health professionals was inspiring.

Sadly, despite their work in serving the population of Taiwan, chiropractic remains unrecognised, classified



only as traditional bone setters. The Taiwanese government and the medical profession still refuse to legitimize the profession and chiropractors remain systematically persecuted and maligned by mainstream western/traditional Chinese medicine and the government.

The Taiwanese Chiropractic Doctors Society continues in its quest to bring statutory recognition. **TCDS**



## Norwegian Minister of Health and Care Services welcomes chiropractic to Norwegian hospital

Chiropractic is playing an integral role in the multi-disciplinary team at Southern Norway's first private hospital.

The CEO of Aleris Agder presented the hospital's resident chiropractor, Tim Lothe Raven, to The Norwegian Minister of Health and Care Services, Bent Høie, at the opening ceremony in August.

The hospital offers a complete care plan from diagnosis to treatment through a close collaboration between different professions. Aleris Agder collaborates with the surgeons and radiologists from the South-Eastern Norway Regional Health Authority.

Chiropractors, including Dr Raven, will collaborate with radiologists, orthopaedists and physical therapists at the hospital to offer a complete diagnostic- and treatment service.



From right Hans Otto Engvold (Secretary General of the Norwegian Chiropractors Association), Tim Lothe Raven, Grethe Aasved (CEO of Aleris Agder) and Bent Høie (Norwegian Minister of Health and Care Services).



Dr. Årtun at the Norwegian musculoskeletal research network yearly conference in September 2017.

## Chiropractor employed as scientist at the University of Oslo

Dr. Ellen Årtun, pictured above, has commenced a prestigious position as scientist at the Institute of Health and Society at Oslo University's Faculty of Medicine.

The International Classification of functioning (ICF) Research Branch, a cooperative partner within the World Health Organization's Collaborating Centre in Nottwil, Switzerland, invited the chiropractic profession to finance the project to develop a database of patient self-reporting questionnaires to measure function and disability in patients.

The project includes competence building through researching what is measured and reported and designing patient self-reporting questionnaires.

Dr. Årtun will also participate in other research activities such as evaluating PhD.-projects, and both developing and applying for funding for new projects.

Dr. Årtun receives research- and salary funds from the European Centre for Chiropractic Research Excellence, (ECCRE), and the Norwegian Chiropractic Research Foundation ELIB.



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