

OCCUPATIONAL HEALTH BRIEFS

NEWSLETTER of the ACA's **COUNCIL on OCCUPATIONAL HEALTH**

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President, ACA Council on Occupational Health

PRESIDENT'S MESSAGE: "HEALTHCARE REFORM - ACTION STEPS"

FRED RASCHKE, DC

Fred Raschke, DC, CCSP, has practiced in Weyauwega, WI since 1991. Dr. Rashcke has completed 360 hours of postgraduate Chiropractic Occupational Health and Applied Ergonomics educational. Dr. Raschke works with schools for implementing strategies for prevention and wellness.

"I went to the woods because I wished to live deliberately, to front only the essential facts of life, and see if I could not learn what it had to teach, and not, when I came to die, discover that I had not lived." - Henry David Thoreau

Greetings Council Members,

I recently returned from the National Chiropractic Legislative Conference (NCLC) that was held in Washington, DC, where roughly 600 doctors, students and chiropractic supporters converged on Capital Hill to impact legislators. I witnessed first hand the exceptional work that the American Chiropractic Association (ACA), the Student American Chiropractic Association (SACA), and many doctors, students and chiropractic advocates have accomplished and will continue to accomplish. The NCLC is intended to give a major boost to chiropractic's efforts for forging ahead in battles surrounding national healthcare reform and Medicare.

Because I know you want to make a difference for chiropractic and how you practice on a daily basis, for your convenience I have listed several "Monday morning" action steps which are vitally important for each of us to do at this time of national healthcare reform. Please do your part by:

1. Participating in the Physician Quality Reporting Initiative (PQRI) for our Medicare patients. This is an important measure to demonstrate the value of chiropractic care. We have to participate fully to compete in the health care delivery system. (See ACA website on how to apply at: https://www.acatoday.org/content_css.cfm?CID=3177).
2. Contacting local DC's that are not ACA members to urge them to become a member of the ACA right now. See the NCLAF Legal Update (page 2) attached to this OHB and the ACA website for plenty of reasons to join. We need more members!
3. Have your patients, family and friends sign up for www.ChiroVoice.org to help the ACA mobilize patients to help lobby congress and the new administration about vital chiropractic services.
4. Contacting your state and federal legislators to discuss with them expanding chiropractic's Medicare services, chiropractic in the military, and chiropractic's role in the national healthcare reform. Be sure to express gratitude to them for continued support.

For this last item, you can find 'discussion points' located on the ACA website for (next page)

topics as: (links)

[Veterans Affairs \(VA\)](#)

[Medicare](#)

[National Health Reform](#)

[TRICARE](#)

[Department of Defense \(DOD\)](#)

[Chiropractic A Low Cost Solution](#)

Visit the site to access this information by going to: at
http://www.acatoday.org/level2_css.cfm?T1ID=14&T2ID=77.

By joining together, and acting each in our corner of the world, we can make a difference for our great profession. Thank you for taking the time to do your part.

Respectfully,
Fred W. Raschke, DC
President

Great Opportunity!

STUDENTS & 1ST YEAR DOCTORS: 4-PART SERIES – MEMBER BENEFIT CONFERENCE CALLS FOR YOU!

The Council continues its 4-part series exclusively for students and for doctors in their first year of practice. Participation has been excellent! As a membership benefit, you will be able to participate in scheduled conference calls with your peers where you will be able to pose questions about setting up for practice, what to do in getting started in practice, how to begin practicing to include a degree of focus on occupational health, and other questions that you may have as either a student of chiropractic or a doctor just getting off the ground. Facilitators vary for each topic.

Your cost? You get to call into a **Toll Free Number!** Teleconferences are 1 hour. Email instructions precede conference calls (reminding you one week in advance) to include dial-in information.

Put the dates on your calendar now! It's your chance to ask questions to help you get started!

Current membership status of participants will be verified at the onset of the conference call. Please keep your membership current. Topics and dates are:

**OCCUPATIONAL HEALTH SERVICES
YOU CAN PROVIDE RIGHT AWAY!
May 19, 2009 – 6:00 PM Central Time**

**RETURNING INJURED WORKERS TO WORK
Sept. 15, 2009 – 6:00 PM Central Time**

PLAN TO PARTICIPATE!! THIS IS FOR YOU!!

ACA, NCLAF JOIN FORCES: NATIONAL BLUE CROSS BLUE SHIELD ASSOCIATION POLICY CHANGE

The American Chiropractic Association (ACA), in coordination with the National Chiropractic Legal Action Fund (NCLAF), has initiated an "all fronts" response to the Blue Cross Blue Shield Association's (BC/BSA) Jan. 1 policy change that removed doctors of chiropractic from the classification of "physician" in the Blue Cross Blue Shield Federal Employees Health Benefits Plan (BC/BS FEP).

According to reports from doctors of chiropractic, this policy change has caused the local Blues Plans to interpret the application of BC/BSA's action in different ways. Some states report that doctors are being restricted from performing therapeutic modalities or referring federal employee patients for other services, including diagnostic and physical or occupational therapy services. In addition, ACA has received reports that as a result of the Jan. 1 reclassification, one commercial Blues Plan denied allowance of coverage for E/M services performed by a doctor of chiropractic.

"The potentially devastating effects of the Blue Cross Blue Shield action cannot be overstated," said ACA President Glenn Manceaux, DC. "Their action is intended to diminish doctors of chiropractic's standing in national health care reform, and it is intended to forever change the practice of chiropractic and the manner in which we serve our patients."

According to ACA officials, the change in the BC/BS FEP physician status of doctors of chiropractic has potentially devastating effects on the degree to which chiropractic will be included in the final version of any national health care reform plan. The BC/BS FEP is increasingly becoming the standard for current and future legislation. Further, BC/BS FEP is currently used in federal law as the "benchmark" for health coverage.

As an example, under the SCHIP program, Section 2109 "Coverage Requirements for Children's Health Insurance" lists the "Blue Cross/Blue Shield preferred provider option service benefit plan" (42 U.S.C. 1397cc(b)) as a "Benchmark Benefit Package." No other private health insurer is identified in such a manner. In addition, SCHIP law provides that "physician services" are included in "basic services" that must be covered whereas the services of other health care providers are considered "additional services" that are optional (42 U.S.C. 1397cc(c)(2)).

President Obama has pointed to federal employee health plans, such as the BC/BS FEP, as his template for national health care reform. The President has stated on his official Web site that he intends to "establish a National Health Insurance Exchange with a range of private insurance options as well as a new public plan based on benefits available to members of Congress that

will allow individuals and small businesses to buy affordable health coverage.” (Next page) >>>

In addition to the threat posed by BC/BSA, the ACA has information to indicate that several insurers and managed care companies are making policy changes to diminish the role of doctors of chiropractic. In some plans, chiropractic manipulative treatment may be administered only by an MD or DO. Furthermore, the American Medical Association (AMA) recently adopted a policy that would make it a felony for anyone other than an MD or DO to refer to oneself as a “physician.” ACA has also seen a Federation of State Medical Boards’ resolution that would call on state medical boards to consider passing similar preclusions for use of the term “doctor.”

According to the Chairman of the ACA Board of Governors, John Gentile, DC, “ACA and NCLAF urgently need the support of the entire chiropractic profession to fight back against these unprecedented assaults not only on doctors of chiropractic, but more importantly chiropractic patients.”

The ACA and NCLAF urge doctors of chiropractic to support the ACA and to contribute to NCLAF in order to provide the resources needed to take on the forces assembled against the profession. For more details on how you can donate to NCLAF and assist in the efforts to reverse the aforementioned policies, visit www.acatoday.org/nclaf. The ACA will distribute further information and updates regarding this situation as more details are available.

GARDENING & ERGONOMICS WORKSHOP FOR YOUR PATIENTS & COMMUNITY

By Fred Raschke, DC

As I plan my monthly workshops for the year, one that I look forward to the most is the *Ergonomics of Gardening* workshop I do in early May. This may be done inside, but is great to do outside at a local garden, garden center or on right on the lawn of your clinic. The local county master gardener association meeting is also a great venue for this workshop (you can probably learn when this is by calling your local extension office to inquire).

This is an excellent opportunity to share with patients and community members about the benefits of gardening and ways to make it easier and safer. Gardening itself is such an exceptional wellness opportunity. It incorporates fresh air and physical exercise; it’s a great stress reliever and people all ages can enjoy artful gardening activities. In additions, the ability to grow beautiful, nutritious food for family and community is another way to help others positively cope with our current economic woes.

I recommend you and your staff hold this gardening workshop for your community. Bring along all the typical garden supplies including some newer ergonomically

designed tools. At the end of your workshop give away seed packets or tomato plants to lucky recipients. This is a great community service and adds more divergence to your area of expertise in the community. To help you, resources are

available. If you would like a sample of a workshop announcement (flyer) and other helpful handouts for people who attend the workshop, please email your request to eauppl@charterinternet.com or call (507) 455-1025 to request the free files. These are excellent tools that you can use to create your own printed materials for the workshop. For any questions about this community workshop, please feel free to contact me @ wellnessdoc@centurytel.net.

As a result of being involved in community and school wellness I am currently helping to plan a community square foot garden on my office property. This will be an educational opportunity for the young and young at heart. We will be working with our local schools to enlist student involvement. The food will be donated to the local food pantry. An important note for those of us in occupational health, we will have free standing tabletop gardens for people with wheelchair access or those that can no longer bend.

If you have a unique program that you do for your patients, community or local business, please let us know. We would like to feature it in the OHB. In the meantime start planting those seeds of goodwill.



**COMMUNITY
OUTREACH**

**TOOLS FOR
YOUR
GARDENING
WORKSHOP**

Talk about an excellent way your clinic can be more visible in your community and influence people about chiropractic care and safety in gardening!
Fred Raschke, DC, has made his own materials that he uses in promoting and announcing the workshop available to you free of any costs.

Request the following:

- 1) *Workshop flyer* (sent as a pdf file to you via email);
- 2) *Gardening Injury Prevention* (also a pdf file)
- 3) *Ergonomic Gardening Supply List* (also a pdf file).

Email: eauppl@charterinternet.com to request these resources.

WINTER BEHIND – CONSTRUCTION INDUSTRY IN FULL SWING

By Elizabeth L. Auppl

The construction industry has a lengthy list of trades that fall into any number of categories including carpentry, roofing, iron works, painting and electrical. Regardless of category, there is one common denominator that runs rampant throughout the entire construction industry: *falls are the number one cause of fatal injuries – often a fall at less than 20 feet.* Did you know that one in every five fatal workplace accident victims is a construction worker? In fact, according to the Occupational Health and Safety Administration (OSHA), between 1995 and 1999, roughly 362 fatalities from falls alone occurred each year, and this number is increasing. Other causes of fatal workplace accidents in the construction industry include coming in contact with electricity, injury by mobile (flying) objects, exposure to a hazardous chemical, faulty equipment or use of equipment without proper training, and improper use or lack of appropriate personal protection equipment (PPE).

There are many hazardous conditions that pose risk to construction workers – open spaces in an unfinished constructed structure (as windows and doorways), unguarded building edges, faulty scaffolding, ladders, protruded items (as rebar, uneven edges of boards/decking, etc.), edges of surfaces, skylights, and weather conditions that cause slippery surfaces or muddy conditions.

Check any source that projects an outlook for the construction industry, and you will quickly see that it is one big booming business, hardly likely to decrease its number of workers anytime soon. While I have no idea exactly how many people in the United States make their living in the construction industry, it's not rocket science that a tremendously large segment of our population does.

What does this mean to you, the industrial consultant? Well, for one thing – if you need something built, odds are good you can have that happen without too much delay. But more importantly, this means that there is a huge market available to you for providing occupational safety training services to. Having used the word “market” – I'd like now to express it differently and in more humane words by saying that there are so many people that could benefit greatly from your own chiropractic occupational services and training – and this is what matters most: *people being safe.* I'm simply passionate about safety. *You can help save lives!*

Even if you were to provide simple handouts to patients you treat that work in the industry, or deliver ladder safety training, you would make an impact. Wide-stance lifting training is another service you can provide. Assisting with hazard identification at a site is hugely preventive in nature.

In spite of the high rate of work-related fatalities in the construction industry, a lot can be done to prevent injuries, falls, electrocutions, and “struck-by” accidents (being in the path of flying objects as nails from nail guns, tools, moving equipment, vehicles, etc.) and prevent deaths. Contractors are responsible for compliance to OSHA regulations (29 CFR Part 1926) for providing safety training, hazard elimination, training for proper use and fit of PPE, ladder and scaffolding safety, and training in the use of machinery and equipment used in the construction industry. Guards and rails can be erected or painted marks can be made notating edges of surfaces (as roof tops, open spaces) and

alternative methods for construction can be implemented where work that is usually done at a height can be done on the ground (such as building frames/walls). Training in safety of all types (vehicular, equipment, PPE, etc.) is vitally important to keeping construction workers safe on the job.

But what can you, the local practicing doctor of chiropractic do in your own community? How do you reach out to those in the construction industry so you can provide training about safe lifting/twisting/bending, or fall prevention? How can you make a significant difference? (In my book, a *significant difference* would be saving one life or preventing one serious life-altering workplace injury from occurring.)

I'd like to respond to the questions posed above, but I will forewarn you that my suggestions will sound rather simplistic. But, again, this is not rocket science. If you were to create a new widget, how would you get the word out? Probably the simplest way would be to *tell someone.* And that someone can be one or several of your patients. Give patients “something to take home” besides an appointment card. It could be a single page sheet that gives simple safety tips for construction workers. Each patient that leaves your premises should have a tangible piece in hand that will help them refer others or to give to their employer about your services. Importantly, converse with patients about safety tips, and let them know you are able to provide training for those working in the construction industry. Patients are your best advertisers! Experts in the marketing industry indicate that nearly 75% of all Americans select a health care provider based on a word-of-mouth recommendation by a family member, friend or co-worker. Begin marketing by talking with your patients. They already are talking about you – give them the info you want them to be talking about.

Set aside one afternoon per week or month whereby you go visit with local contractors and companies involved in the construction industry to let them know about yourself and your services. While it is true that you can do all sorts of sophisticated marketing (and should), it is also true that doing nothing – *is, well, doing nothing.* If you make the contacts on a regular basis, you will be remembered when the need for services arises.

RESOURCES

I'm pleased to tell you that there are many (free) resources you can access online. Visit the Occupational Health and Safety Administration (OSHA) website at www.osha.gov. Get familiar with federal guidelines for the construction industry by reading through them once. You can find excellent web-based eTools available on the OSHA website, one of which you can view at http://www.osha.gov/SLTC/etools/construction/electrical_incidents/mainpage.html, and others you can access by navigating the website with little internet savvy by relevant keywords search.

There is also a great PowerPoint slide program that you can download, authored by those at Georgia Tech. I would be happy to send that to you via email attachment. It is a program that you could either use for training a group of construction workers, or use it in your waiting room or as a patient prescription item onsite your clinic. The PowerPoint program is titled, *FALL PROTECTION FOR CONSTRUCTION: A SURVIVAL GUIDE*, and if you simply copy and paste the title into a Google (or other) search, it should be the top search result. You can save the file to your hard drive. (Next page) >>

OSHA also publishes "QuickCards" for injury prevention topics, which you can access at

<http://www.osha.gov/doc/falls/preventingfalls.html>.

The National Institute for Occupational Safety and Health (NIOSH) publishes "Preventing Falls of Workers through Skylights and Roofs and Floor Openings" which can be accessed for downloading at

<http://www.cdc.gov/niosh/docs/2004-156/pdfs/2004-156.pdf>.

Yet another excellent NIOSH publication, "Preventing Injury and Deaths from Falls During Construction and Maintenance of Telecommunication Towers" can be downloaded at <http://www.cdc.gov/niosh/docs/2001-156/pdfs/2001-156.pdf> and, "Preventing Falls from Suspension Scaffolds", can be downloaded at <http://www.cdc.gov/niosh/pdfs/92-108sum.pdf>.

These resources are excellent handouts that you can hand to your patients – resources they can take back to their bosses and supervisors, those whom they contract with to provide their labor during construction projects. You can effectively communicate with employers (contractors) of construction workers by providing these same resources to them when you meet with these people.

For many resources – some in several languages, visit the Electronic Library of Construction Occupational Safety & Health topics at <http://www.elcosh.org/> and navigate around the site to discover helpful questionnaires and other tools.

Even if you are only accessing online tools so that you can tell patients about them, or place them in their hands, you can make a significant difference today for your patients working in the construction industry. You may even save a life, and what could be better than that?

HELPING STUDENTS TO PRACTICE!

The Council on Occupational Health has many chiropractic students as its members. Nearly every quarter, students contact the Council to learn about opportunities for internships, residencies, and in general, getting into practice. **The Council is looking to practicing doctors for assistance.**

If you are interested in providing any opportunities for students for internships, residencies, or help getting into practice, please contact the Council at once by calling (507) 455-1025. The Council can put students and interested doctors in contact with one another.

SUPERCONFERENCE

PLANNED FOR COUNCILS

Oct. 28 – Nov. 1, 2009 - St. Louis

The American Chiropractic Association, along with its Council on Occupational Health, Sports Injuries & Physical Fitness Council, Council on Diagnosis & Internal Disorders, and Council on Chiropractic Pediatrics, have joined forces to bring you a *Superconference*. The Superconference will offer doctors a wide variety of continuing education offerings, something for every doctor. Chiropractic Assistants (CAs) and Office Managers will want to attend too since there will also be educational offerings pertaining to their clinical roles and responsibilities. Students of chiropractic may also plan to attend. Vendors are being invited to participate in the exhibit hall at the conference.

This historical event is scheduled for October 28 – November 2, 2009 to be held in St. Louis, MO. The location alone affords doctors the opportunity to bring family along whether for visiting Grant's Farm, the Anheuser-Busch brewery or riding to the top of the Gateway Arch – there's plenty for family to see and do! More information will be forthcoming.

Each Council will provide speakers to the program on a wide variety of relevant topics; as well, the ACA and industry will provide speakers for the superconference.

Many details have yet to be decided but planning continues. Please watch for more information in this publication and by other means soon. This will be a great opportunity for license renewal hours as well as hours that may be applicable to diplomate re-certification in some specialties.

MARK YOUR CALENDAR NOW TO ATTEND!



Occupational Health and Applied Ergonomics Diplomat Program
DVD Order Form

36-Hour Introductory Module*

\$275 for each 12-hour Session (Inquire for student or new doctor discounts)

Session 1: The Role of Chiropractic in Occupational Health Current statistics show that most of the injuries that occur on the job involve the neuromusculoskeletal system. Who knows how to prevent and treat these conditions better than anyone else? You, the chiropractor. Find out how you can translate your chiropractic skills into prevention and improved clinical case management of work and non-work related disorders. Discover how corporations are rapidly expanding a more conservative, prevention-driven approach to workplace health and wellness. Joseph J. Sweere, DC, DABCO, DACBOH, FICC

Session 2: Learn How to Promote Services with an Emphasis on Industrial Relations Discover what it takes to create profitable relationships with business and corporate employers. Real-world examples and proven techniques will be explored. Scott Bautch, DC, DACBOH

Session 3: DOT Drug Testing and Alcohol Screening Certification and DOT Physical Exams. You will become certified for official recognition to perform U.S. Department of Transportation screenings for your industrial clients and the general public. Discover how quickly and easily you and your staff can add this service to your practice and how by providing one of these services opens the doors for providing a host of services to industrial clients. Elizabeth L. Auppl, CDSP/T, CASP/T; and Joseph J. Sweere, DC, DABCO, DACBOH, FICC

First Name Middle Initial Last Name

Address

City: State: Zip:

Office Phone: Email Address:

States of License: License #

Payment Options:

Amount Paid \$ Check #:

VISA MC Card #:

Exp. Date: Signature (required):

Check with your state licensing board(s) for approval of distance learning toward license renewal credits. The DVD format is approved by the ACBOH so you can earn hours toward the diplomate.

* To order the complete Phase 1 package – contact Diana Berg or Jennifer Bell at 952-888-4777 ext 249. Diana or Jennifer can give you the details as well as the pricing for the package. From: Occupational Health Briefs, Publ. ACA Council on Occupational Health (ACAOH), Summer 2008.