NUCCA NEWS

NEWSLETTER OF THE NATIONAL UPPER CERVICAL CHIROPRACTIC ASSOCIATION - NUCCA

PRESIDENT'S Letter

The State Of Nucca: Present And Future

What a great time of learning, invaluable time together, and celebration.

A few conference highlights:

All classes were exceptional as our dedicated instructors taught everything from the basics (the foundation of every aspect of the work which cannot be overstated), to how to work down difficult cases, biomechanics, to understanding CBCT.

Students and seasoned doctors connected during the "Mentorship and Career Fair" luncheon. Both received valuable information from each other!

A fun and lively time together at the Thursday night Musical journey through NUCCA, brought many laughs and fun to those who tested their NUCCA and musical knowledge.

Of course, the "after hour sessions" of learning at the watering hole was where many memories were recounted.

The banquet was once again a coming together of friendships, dedication to the work and a surprise walk through the rich history of NUCCA.

Those honored at the banquet were:

Dr. Mary Jo Giagiari from Life West and Anker Tayal from Sherman College received special recognition by Dr. Barbara Read for their support at their colleges in bringing NUCCA to the students.

Dr. Bill Davis was presented by Dr. Kerry Johnson and Tony Hook from Upper Cervical Marketing for his exceptional dedication to bringing marketing concepts to all upper cervical doctors.

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NUCCA

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The doctors, who are striving, through our certification program, were also acknowledged. Level II Candidacy

- Dr. Chad Frandsen
- Dr. Mylene Hopf
- Dr. Charlie Ross
- Dr. Tania Siqueria
- Dr. Jameson Wong

Dr. Marshall Dickholtz Jr. presented to Dr. Gordon Hasick a one of a kind "Howard Johnson Cup" representing the rich history and extreme dedication to NUCCA and UCRF. Dr. Dickholtz gave a historical recount of NUCCA's beginnings and what Dr. Gregory wished all NUCCA doctors to become.

The evening was highlighted with Dr. Craig Lapenski receiving the "R.R. Gregory, D.C. Lifetime Achievement Award" with an extended standing ovation. NUCCA's highest award could not be awarded to a more deserving doctor! With his wife, Clair, their son, Chase (President of the NUCCA club at Life West) in attendance, it was truly a family affair. All the work it takes for a lifetime of countless hours of work with patients, developing one's skills, and then passing it on to others, can only be done with the support and love of those around us. Thank you Dr. Lapenski for all you continue to do for your patients and our amazing organizations (NUCCA and as UCRF's President).

A big THANK YOU to all the instructors, Jaffe staff, volunteers, students and doctors who made the conference so special!

Dr. Glenn Cripe, D.C.

President, NUCCA Board of Directors
NUCCA Board Certified

CONFERENCE UPDATE & Save the Date

NUCCA 2024 Spring Conference Recap

What a fantastic conference! We extend our gratitude to all who participated in the 2024 Spring Conference in Newport Beach, CA, from April 25 - 27. The event was a tremendous success, brimming with opportunities for learning and meaningful engagement.

NUCCA 2024 Fall Conference – Save the Date!

Join us for our 2024 Fall Conference, November 7-9, 2024, in Bloomington, MN.

We hope to see you in the Fall!

SETTLEBACK SESSIONS

Identify Your Ideal Client:

- Profile Your Target Audience: Focus on individuals suffering from chronic pain, migraines, vertigo, and neurological conditions who seek a holistic and non-invasive treatment approach.
- Demographic Specificity: Target middle-aged adults, athletes, and health-conscious individuals within your local community who value long-term wellness.
- Behavioral Traits: Look for clients who are proactive about their health, prefer natural remedies, and are willing to commit to a personalized care plan.

Define Your Unique Selling Proposition (USP):

- Specialized Expertise: Highlight your advanced training and certification in Upper Cervical Chiropractic techniques, setting you apart as a specialist rather than a general chiropractor.
- Holistic Approach: Emphasize your commitment to treating the root cause of issues rather than just symptoms, providing comprehensive care that includes lifestyle.
- Patient-Centered Care: Showcase your dedication to personalized treatment plans, thorough consultations, and detailed follow-ups to ensure optimal patient outcomes.

Leverage Your Competitive Advantage:

- Cutting-Edge Technology: Invest in equipment to offer precise and effective care, enhancing patient trust and satisfaction.
- Strong Community Presence: Build strong relationships within your local community through educational workshops, health fairs, and collaboration with other health practitioners to increase your visibility and credibility.
- Exceptional Patient Experience: Create a welcoming and supportive clinic environment where patients feel valued and cared for, from their first visit to ongoing care.

Implement Effective Marketing Strategies:

- Content Marketing: Utilize blogs, social media, and video content to educate potential clients about Upper Cervical Chiropractic care and its benefits, establishing your authority.
- Testimonials and Reviews: Encourage satisfied patients to share their success stories and positive experiences through testimonials and online reviews to build social proof and attract new clients.
- Referral Programs: Develop a referral program that incentivizes current patients to refer friends and family, leveraging word-of-mouth marketing to grow your practice organically.

Mastermind for Success:

- Leverage Group Genius: Engage in mastermind groups with other successful chiropractors and health professionals to inspire, challenge, and grow together.
- Choose Friends Wisely: Surround yourself with like-minded individuals who share your vision and values, fostering a supportive and motivating network.
- Seek Mentorship: Find mentors whose success you admire and learn from their experiences to navigate your own path more effectively.
- Consider Partnerships and Mergers: Explore opportunities for partnerships or mergers with complementary practices to expand your reach and grow faster, avoiding the isolation of building your practice alone.
- Collaborative Growth: Emphasize the benefits of collective wisdom and support, recognizing that collaboration can lead to innovative solutions and accelerated success

Always Forward,
Justin Brown, DC

UCM
PRACTICE GROWTH SYSTEMS

Systems and tools to help the upper cervical practice GROW

https://uppercervicalmarketing.com I (877) 252-1230
tony@uppercervicalmarketing.com

Regional Workshops

We are excited about our Summer 2024 Regional Workshop with Dr. Tym Flory. The deadline to register is July 19 and space is limited so don't delay!

Adjusting & Biomechanics Workshop

Join Dr. Flory for this two-day adjusting and biomechanics workshop at his clinic in Carmel, IN.

When:

Friday, August 16, 2024, 2:00 – 6:00 pm
Saturday, August 17, 2024, 8:00 am – 5:00 pm

Lunch will be provided on Saturday.

Dinner will be arranged for those that will dine together on Saturday evening.

Agenda:
See NUCCA website for details.

Location:
Atlas Spinal Care
12289 Hancock Street, Suite 35
Carmel, IN 46032
(463) 243-0300

Instructor:
Dr. Tymothy Flory, NUCCA Board Certified

Registration:

$650/person

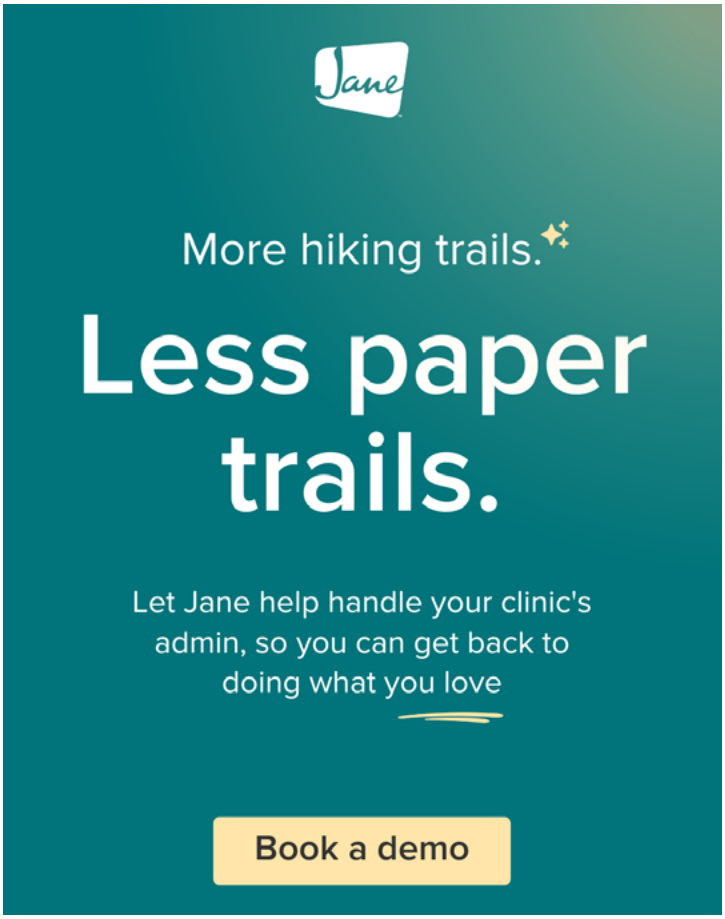
Workshop registration is limited to 10 participants.

Registration deadline is Friday, July 19, 2024.

Registration & Full Regional Workshop Details Here

If you are interested in holding a NUCCA Regional Workshop near you, please click here to fill out the online request form. If you have any questions about the process or holding a workshop, please reach out to the NUCCA Office at 952-564-3056 or email info@nucca.org.

Please note: Workshops take place during the summer or winter months so as to not interfere with conference attendance. (Summer: June, July, August / Winter: December, January, February)



DOCTOR'S LIFE NEWS

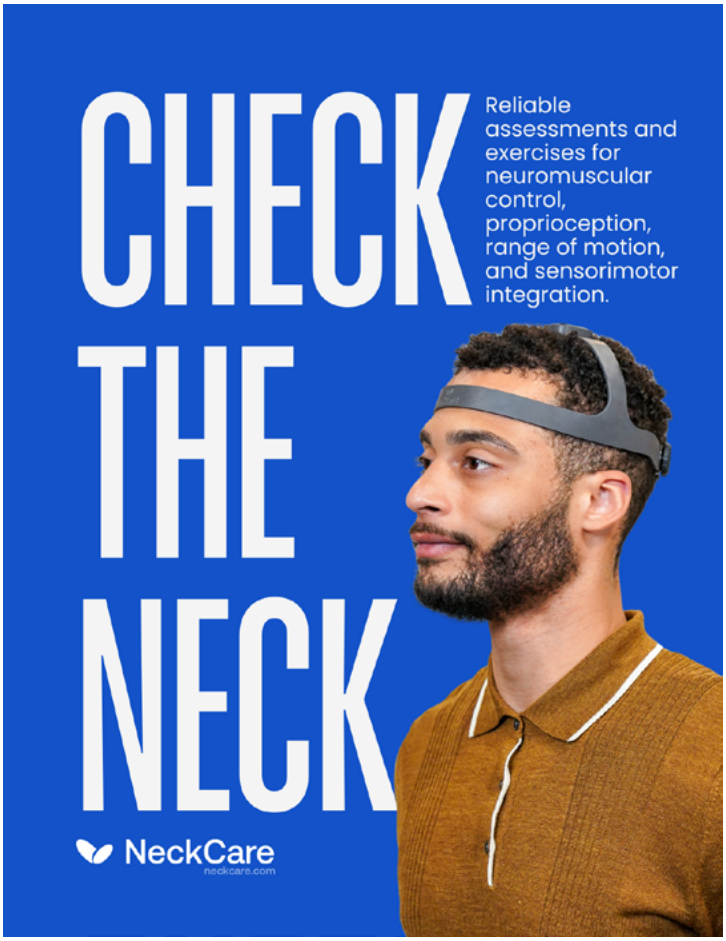
On March 15, 2024, I had the opportunity to speak about NUCCA at the Society of Brain Mapping and Therapeutics. During the presentation, many healthcare practitioners, particularly optometrists, expressed great interest in understanding the importance of proper neck alignment for our nervous system. They were especially interested in how NUCCA chiropractors use precise X-ray imaging to assess and correct small, measurable spinal misalignments in the head and neck region.

I first learned about neuro optometrists when one of my patients mentioned vision therapy and prism glasses. A colleague then recommended Dr. Clark Elliott's book, "The Ghost in My Brain," where I discovered the significant role of eye doctors. The author detailed his substantial recovery milestones under the care of Dr. Zelinsky, which piqued my deep curiosity about the eyes and vision. Interestingly, I learned that Dr. Zelinsky (Optometrist at Mind Eye Institute) practices very close to my private practice in Northbrook, IL, so I reached out to connect with her.

We shared a patient who was suffering from frequent anxiety, depression, and noise sensitivity following a bike injury. This patient showed significant atlas rotation, and Dr. Zelinsky was curious if her eye care could further reduce this atlas rotation by co-managing the patient. Although the atlas rotation has not been noticeably reduced, the patient has started to maintain NUCCA correction much better while undergoing Dr. Zelinsky's eye care very effectively. This experience has led me to contemplate the potential for further research into the relationship between vision and atlas misalignment.

Wontaek Hwang, DC
Upper Cervical Chiropractor

Head & Neck Spinal Care
401 S Milwaukee Ave, Ste. 210
Wheeling, IL 60090
847-497-5003 | headandneckcare.com



RESEARCH UPDATE

UPPER CERVICAL RESEARCH FOUNDATION

Have you checked out the new UCRF website? A team led by Drs. Hasick, Soham, and Kang have overseen the rebuilding of the UCRF site. The site has been updated with information about upper cervical research, links, and options for charitable giving. The site has a much more current appearance as well as a better functionality for browsing. In a recent conversation with some of our membership, I discovered that not everyone is aware that all of the Monograph editions have been digitized and are on the site as well. If you haven't looked at some of the rich history and research of our organization, there is a wealth of knowledge here. Thank you, team, for your hard work on this!

Progress continues study design for upcoming data gathering for evaluating our assessment tools. The Anatometer and GSA will be tested as assessment tools for evaluating posture. This is essential for future studies for our tools to be vetted and to appear in the literature.

Thank you, members, for responding to the Assessment Tools Survey. Dr. Russamano and team have been unpacking the results of the 114 doctors who responded to the survey. The biomechanical and neurophysiological tools we use were categorized. We are also looking into the use of imaging modalities and how our doctors use them in practice. The survey is an on-ramp towards an IRB. There will be more on this in the near future as we look at not just what assessment tools are used, but when and how.

Dr. Jose Portella and others are presently involved in study design for looking at the percentage of people in the population that have an Atlas Subluxation Complex.

Work is actively being done to look at how patient outcomes are affected depending on the percentage of correction of the Atlas Subluxation Complex.

Fall will be here soon, so be on the lookout for emails on how you can participate in the Small Steps to success program. Last year we had 26 offices participate with $7800 US and $4500 CAD collected. Great Job everyone! We appreciate your engagement! Our Goal this year will be to have double the number of doctors participating.

Thank you for supporting NUCCA research as we help to look at the most effective methodologies for reducing the Atlas Subluxation Complex, it's impact on health and physiology, and make contributions to protect our clinician's capacity to practice.

Dr. Craig Lapenski
President UCRF

STUDENT CLUB Updates

Barcelona

Dr. Glenn Cripe visited and worked on headpiece positioning, patient positioning, x-ray analysis, and the different phases of the NUCCA adjustment, emphasizing the neuroanatomy and clinical reasoning behind NUCCA procedures. He shared valuable insights with us and outlined the club's future work. Starting next week, we will organize bi-weekly calls with him and connect with Grace Cho and, hopefully, more NUCCA doctors. This initiative greatly excites us.

STUDENT CLUB Updates / cont. from page 6

CUKC Update

Joshua Boudar from Cleveland University- Kansas City attended the Springs NUCCA conference in Newport Beach. He states, "we are looking for a facility clinician to oversee an Upper Cervical club. Once we get that support on campus, we will be able to get the club up and running again."

Lifewest Update

Lifewest NUCCA Club has been working on teaching the basic NUCCA principles along with the adjusting phases. We have also had the opportunity to learn about how NUCCA care can improve sports performance.

NWHSU Summer Update

Connor and Alecka are kicking off the summer trimester at NWHSU and representing the NUCCA Club at the Club & Org Fair! They had a great turn out! They are getting students more active this trimester with using the coordinator to practice adjusting.

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STUDENT CLUB Updates / cont. from page 7

Palmer Update

With this tri coming to an end, we've got some excited students ready to test our knowledge and take part in one of the student proficiency programs. We've been working hard this tri and have such a great group of dedicated students!

Each Tuesday we get together to practice NUCCA hands on and learn from the modules while on Fridays we have guest speakers zoom or come in to teach us. These amazing speakers share their knowledge with us and helping us grow each step of the way and we are so grateful!

Club interest is growing, and we'll have a great group of students at the fall conference too. We can't wait! We also have some exciting upcoming office visits and are eagerly planning our schedule for next tri.

We're currently still combining with AO (Palmer's AO/ NUCCA Club) as we increase student interest and organize club. We're working on establishing a strong foundation to ensure both clubs thrive and continue spreading upper cervical passion while also getting better connections with docs before splitting off. Hopefully next tri!

Sherman College

Next quarter we are planning on making lessons more interactive with the students. We want to provide a platform that works well with all types of learners, visual, kinesthetic, and audio. We will start club by doing a 20-minute lesson, do an activity based on that days lesson, and then end club with drills.

CALLING All Preceptors!

Are you an experienced and dedicated Preceptor? If the answer is yes, we want to connect with you! NUCCA is currently in the process of assembling a comprehensive roster of its esteemed members who serve as Preceptors. Your valuable insights and contributions to the education and training of future NUCCA professionals are highly appreciated.

To be part of this initiative, kindly provide us with the following information:

- Name: Share your full name so we can properly acknowledge your involvement.
- State: Let us know the state in which you practice as a Preceptor.
- Colleges You Are an Approved Preceptor For.

Please take a moment to email your details to Traci Grandfield who has volunteered to coordinate this information. grandfielddc@gmail.com

Thank you for your commitment to NUCCA, and we look forward to hearing from you soon!

NUCCA STUDENT CLUB Reminder

This serves as a reminder of NUCCA's ongoing commitment to supporting NUCCA Student Clubs at participating Universities and Colleges. If your NUCCA Student Club is planning an upcoming event focused on NUCCA or needs funding for NUCCA-related supplies or equipment, reimbursement is available!

NUCCA is prepared to reimburse up to $500 per event/request, with a maximum annual limit of $1,000 per University/College. Reimbursement will be granted upon the submission of receipts and a satisfactory report from the University/College. Approval will be processed within two (2) weeks of the event's conclusion or the purchase of supplies/equipment.

To initiate the reimbursement request, please click on the button below to access the form. Provide as much information as possible to ensure the NUCCA Board has everything needed to grant approval. Request Form

For any questions or assistance, please contact the NUCCA office at info@nucca.org.

If waiting for reimbursement poses a challenge for your club, kindly email the NUCCA office. We are happy to collaborate with you on alternative arrangements to ensure your club activities and expenses proceed as seamlessly as possible.

Thank you for your continued dedication to NUCCA, and we look forward to supporting your upcoming initiatives.

CERTIFICATION Update

At the Spring Conference I read a letter aloud from a patient whom I had taken care of for many years who had moved to a different state. In the letter the patient said "It's been almost three years since we lived anywhere near a NUCCA specialist. I'm sitting here in my chair, beat up from a traditional chiropractor about 2 hours ago. There's no one within 6 hours of me to provide the care our family is used to getting from you. Two things: is it at all feasible as a business to set up a clinic with a visiting doc? Also, what is the shortest career path to do what you do?

Miss the care and miss just visiting with you. There's nothing like what you do. In fact, I'm feeling the effects of the opposite right now.

If there's a way to bring NUCCA care to my state, I want to help. For me, and all the other folks that would benefit.

Thanks, Phil and family"

This letter from a patient is what brings to mind the importance of our continued growth in the work, and the consistency of care we are able to reproduce for the public. If a patient is so impacted by it that they are wondering what the shortest career path to doing it looks like, then it must be impactful.

The desire of our organization is to create a technique that is reproducible and available to the population, but the only way it is able to be sustained and reproduced is through ongoing coaching and training in our own personal capacities.

That is the hallmark of the Certification Program. Its desire is to equip our doctors to be able to effectively care for the person through the high percentage correction of the Atlas Subluxation Complex. To have an in depth mentoring and coaching program available to our doctors is one of the unique aspects of our organization. If you haven't been utilizing the benefits of the program, get started now!

As a reminder, the deadline for the Member Certification Review Process for doctors who are level 2 candidates, level 3 candidates, or are board certified is November 30, 2024. Submissions passed before the deadline will allow website directory listings to remain active. Those doctors who have passed candidacy levels for certification since July 1, 2023 are exempt.

Dr. Craig Lapenski I Co-Chair Certification
Dr. Marshall Dickholtz Jr. I Co-Chair Certification

DR. ROBERT J. GOODMAN Memorial Scholarship

Dr. Robert Goodman was a dedicated NUCCA practitioner who had a desire to support NUCCA beyond his years. Thus, the Dr. Robert J. Goodman Memorial Scholarship was established to support chiropractic students and first-year practicing doctors to attend a NUCCA Conference. Dr. Goodman found great value in the NUCCA seminars and wants to ensure others new doctors and students have the same experience. Dr. Goodman served as NUCCA President for 8 years, he was an Ambassador for NUCCA as well as an award recipient numerous times throughout his volunteer years serving the organization. Scholarships will be awarded in the amount of $500 per person/per seminar to cover the seminar fee and help cover some meals.

Scholarship Criteria:

- Must be a current NUCCA Student or Graduate Member to apply.
- Must submit application by the published deadline (October 10, 2024)

Dr. Glenn Cripe and Dr. Brian Cripe, with the help of Dr Steve Nakano, will select the scholarship recipients. These Drs. personally knew the heart of Dr. Goodman and are honored to award these scholarships in his name.

Help Fund a Scholarship

If you would like to honor Dr. Goodman and support one of these scholarship offerings, consider making a donation to the memorial fund. Please complete this form to make your donation: Dr. Robert J. Goodman Memorial Scholarship Donation Form.

NUCCA CERTIFICATION Level Advancements

The NUCCA Certification Program is an integral part of Chiropractic education, training, and development. Becoming proficient in all aspects of x-ray positioning, x-ray analysis, biomechanics, patient evaluation, set up, and adjusting are essential to the reduction of the Atlas Subluxation Complex. Many of our members are currently in the process of their NUCCA certification, and we want to highlight those that have made advancements in the last quarter.

Congratulations to the following doctors for advancing in their process towards NUCCA Board Certification:

Completed Level 2 Candidacy

- Dr. Chad Frandsen
- Dr. Mylene Hopf
- Dr. Charlie Ross
- Dr. Tania Siqueria
- Dr. Jameson Wong

NUCCA recently implemented payment installment plans for those doctors interested in engaging in NUCCA Certification. The installment plans are now set up and optional to select in the NUCCA store when signing up for NUCCA Certification.

Want to learn more about certification and how to get started? Click here!

NUCCA Online Modules

The NUCCA Online Modules are designed for doctors and students at any level of experience. A perfect example is how these modules It is free to all members and students. The module topics encompass all aspects necessary to become a successful NUCCA Doctor. From aligning your X-ray machine and analyzing images to examining patients and delivering adjustments.

The modules are intentionally concise and focused. You can access specific content when needed and proceed at your own pace. If you are new to the field, it's advisable to follow the topics in the recommended sequence. For those more advanced, you can target specific areas where you require assistance, without having to listen to complete lectures.

New content will be added as instructors identify needs and as standards of care continue to evolve. All material has been crafted and reviewed by Credentialed Instructors under the oversight of the NUCCA Education Committee and the Standards and Certification Committee.

NEW! All students can now request access to our Online Modules video library, and membership status is no longer a prerequisite. To obtain access, students should reach out to the NUCCA office at info@nucca.org. In their request, they should include a valid student email address and provide their contact information.

- All active members are eligible to request access to our Online Modules video library. This platform serves as a valuable complement to the NUCCA textbook. Here is how it operates: Request access by completing this online form: https://nucca.memberclicks.net/onlinemodules
- Within two weeks of your request, NUCCA staff will grant you access. (You will receive a unique, one-time login code and further instructions via email.)
- Enjoy watching videos related to X-ray alignment, positioning, analysis, biomechanics, headpiece placement, adjustment, and more.

For inquiries regarding this new member benefit/resource, please email the NUCCA office at info@nucca.org.

VOLUNTEER Call Out!

NUCCA Committees are the heart and blood of the many NUCCA projects and initiatives that happen throughout each year. A dedicated group of members step-up and work alongside staff to deliver member value, think strategically and move the mission of NUCCA forward. Below you will find information on each committee as well as the strategic initiatives that are championed by each committee. Join one of our NUCCA Committees today!

Benefits of volunteering:

- Extend your professional network
- Enhance your leadership skills
- Take advantage of numerous opportunities for professional development
- Support the upper cervical chiropractic community

Current committees seeking new volunteers: Collegiate Curriculum Committee, Communications Committee, and Fundraising Committee.

Visit this link to express your interest

2024 GREGORY CIRCLE Members

Gregory Circle Gold

- Dr. Kerry Jo hnson

Gregory Circle Silver

- Dr. Philip Arnone
- Dr. Benjamin Kuhn
- Dr. Michael Russamano
- Dr. Blair Schmaus

Gregory Circle Junior Silver

- Dr. Keith Denton
- Dr. Craig Lapenski
- Dr. Patrick Lin

Gregory Circle Senior Bronze

- Dr. Valeri Briski
- Dr. Kyle Murray

Gregory Circle Bronze

- Dr. Alan Barnes
- Dr. Justin Brown
- Dr. Greg Goffe
- Dr. Norris Golberg
- Dr. Jason Granger
- Dr. Jeremy Kerrigan
- Dr. Kyrie Kleinfelter
- Dr. Steven MacDonald
- Dr. Russill Mills
- Dr. David Packer
- Dr. Andrea Pritchett
- Dr. Julia Radwanski
- Dr. Jeffrey Scholten
- Dr. Kurt Sherwood
- Dr. Jayson Snyder

Gregory Circle Junior Bronze

- Dr. Marie Biek
- Dr. Jamie Cramer
- Dr. Christopher Dawson
- Dr. Stanley Dombroski
- Dr. Donald Erwin
- Dr. Vince Fitzpatrick
- Dr. Michael J. Foran DCCJP
- Dr. Traci Grandfield
- Dr. Patricia Gregg
- Dr. Clint Grover
- Dr. Shawn L Hall
- Dr. Scott Hansen
- Dr. Gordon Hasick
- Dr. Daiki Ishiyama
- Dr. Aaron Kiefer
- Dr. Christopher Maxson
- Dr. Terry McCoskey
- Dr. Jim Moore
- Dr. Reanna Plancich
- Dr. Kalan Stittleburg
- Dr. Jack Stockwell
- Dr. Ashleigh Street
- Dr. Shawn Thomas
- Dr. Gary Thomson
- Dr. MarcellaZiska

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