

The Wisconsin Chiropractor

Volume 44, Number 9

The Official Publication of the Wisconsin Chiropractic Association

September 2009

WCA to OCI: Time for a Decision

The Wisconsin Chiropractic Association has requested that the Office of the Chiropractor (OCI)...

The WCA also requested that penalties be imposed on the insurers found guilty of violating the law and that OCI issue new policy bulletins to insure that future cost...

"This exploitation of chiropractors and their patients has severely damaged the chiropractic profession and may well be an attempt to impede the profession's ability to effectively compete in the healthcare marketplace," Leonard said. "Chiropractors, like all health care professionals, need a...

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2010 Advertising Packet

abuses of dozens of... business in Wisconsin. The comp... stem from alleged violations of WI. Stat. 632.87 (3)(a)(2) which prohibits the application of cost containment or quality assurance measures to chiropractic services in a manner that is inconsistent with cost containment or quality assurance measures generally applicable to physician services.

The WCA believes... have cost chiropractors and their... tens of millions of dollars over the years. While some problems like higher copayments for chiropractic services have only become a problem in recent years, discriminatory reimbursement in managed care plans appears to have been common place for more than a decade.

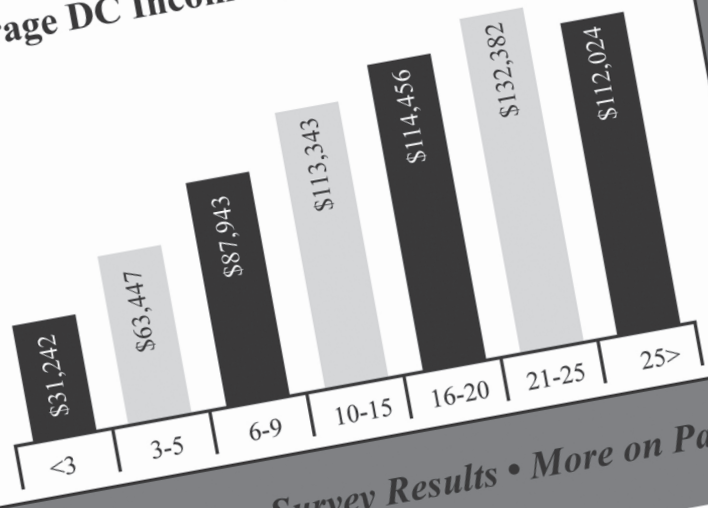
survey they im... reimbursement and copayment pra... insurers in Wisconsin. When that process is complete, they have the alternatives of taking no action, holding a hearing to gather additional facts or, issuing a decision.

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Average DC Income by Years of Experience



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Telephone: (608) 256-7023 Fax: (608) 256-7123

THE Wisconsin Chiropractor

The Wisconsin Chiropractor is the official publication of the Wisconsin Chiropractic Association (WCA) and is published free as a service to our members. The WCA serves one of the fastest growing chiropractic markets in the country.

More than 1,400 WCA chiropractor members and 100 student members receive this monthly publication, which is mailed on the 1st of every month. Our readers make purchasing decisions for services and goods ranging from insurance services, computers, office and clinical equipment, to real estate and other related products. As an advertiser, you will be reaching more than 90% of the Wisconsin chiropractic market.

The WCA represents its commitment to excellence in each publication. The issues focus on specific concerns in the chiropractic industry that directly affect our members. With such intense topics at hand, this ensures careful reading, which means your advertisement is read and your dollars are well spent. Many of our readers are likely to keep issues for reference, putting your company name at their fingertips for months to come.

The WCA reserves the right to reject any advertising considered solely by management to be objectionable as to wording or appearance.

The Wisconsin Chiropractor is published the first of every month. Space reservations and artwork are due by the 15th of the prior month.

Files may be sent via mail or e-mail.

All payments are due by the 15th of the prior month. Unpaid ads will not run in the specified issue.

Add 35% to the price of your add to insure which section of the Wisconsin Chiropractor your add will be in.

For space reservations, please contact
 Jason Acord
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 Fx: (608) 256-7123
 E-mail: jacord@ameritech.net

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1/3 Page	\$145	\$140	\$135	\$130
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THE

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For additional information, please contact Jason Acord at: Phone: (608) 256-7023 | Fax: (608) 256-7123

THE Wisconsin Chiropractor

Become an Associate Member and receive...

- * One booth at our annual Spring and Fall Convention & Trade Shows.
- * Preferential exhibit opportunities at statewide WCA continuing education programs.
- * Preferred space assignment at all trade shows and seminars at which you exhibit.
- * One full page, or two half pages of advertising per quarter free in the WCA's monthly publication of The Wisconsin Chiropractor. Plus a free subscription!
- * 20% off additional advertising in The Wisconsin Chiropractor. (Based on applicable ad rate.)

Beginning January 1, 2009, yearly dues for an Associate Member will be \$2,100, which are payable quarterly at a rate of \$525.

For more information, please call or email JASON ACORD at
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