

# COLLEGE ROUND-UP

## PARKER COLLEGE OF CHIROPRACTIC

### Students visit local chiropractic offices in After Hours Clinic Visit program (PIC)

In an effort to reinforce business procedures and for students to experience the business side of a chiropractic practice, the Parker Alumni Association has instituted the After Hours Clinic Visit Program. The idea is to invite Parker students to area chiropractic offices "after hours" to tour clinics and visit with field doctors.

The Parker Alumni Board wanted to insure that students have more exposure to the business side of chiropractic and with that in mind designed the program so students can "experience the vast amount of business decisions they will have to make after graduation," said Tim Gunn, Director of Alumni Relations. "This program," Gunn said, "allows students to see first-hand how a clinic operates using paper forms versus software technology; open floor plans versus private adjusting rooms; and the many other differences various clinics can have."

Dr. Michael Rider who practices in Dallas hosted the first After Hours Clinic. "We need to have our young DCs coming out of school prepared to hit the ground running so they can experience some success quickly. I hope the insights they learned while visiting my clinic help make their transition from academia to business an easier one."



Dr. Michael Rider of Dallas, Tex., invited students from Parker College for a tour of his clinic and to answer questions students have about life after chiropractic college. Dr. Rider was the first host of an After Hours Clinic program sponsored by the Parker Alumni Association.

## CLEVELAND CHIROPRACTIC COLLEGE

### Director of Research discusses chiropractic on public radio's health segment

An open discussion on chiropractic care was the focus of the May 15 Walt Bodine Show on Kansas City's public radio station KCUR. Dr. Mark Pfefer, director of research at Cleveland College Kansas City and Dr. Gail Boyer, Cleveland College alumnus and president of the Kansas Chiropractic Association, were featured guests on the station's weekly health segment.

The discussion allowed Pfefer and Boyer the opportunity to share the changes in chiropractic care and how it has become more widely accepted by the public and the medical community.

Pfefer had pursued the appearance on the show hoping to generate interest among listeners in the research studies being conducted at the college.

The show went well and offered Pfefer and Boyer the chance to field questions from the interviewers, as well as from audience members who called into the live broadcast. Pfefer felt the questions were positive, calling them "fair and

well-thought out." He found most of the queries to be supportive and in some cases challenging, such as one asked about immunizations by a medical doctor who was an advocate of chiropractic. Overall Pfefer was pleased with the experience and said he would consider a return engagement in the future.

### Open house with island theme showcases college's offerings

Some view Friday the 13<sup>th</sup> as a day as a day when bad things happen. But not bowing to superstition, the Office of Admissions at the Kansas City campus scheduled an open hours for prospective students on April 13 and shattered that myth. They welcomed more than 70 visitors, 40 of whom were pro-

spective students.

The cold rainy conditions outside were in sharp contrast to the island theme of the event which made everything inside bright and cheerful.

The day began with a presentation by Dr. Carl Cleveland III, who welcomed the group, followed by Dr. John Nab, director of professional development and alumni services, who shared information about the College's role in helping achieve success both as students and practitioners.

Visitors next attended breakout sessions, one by Dr. Michael Ramcharan, technique instructor, and the other by Dr. Paul Barlett, academic dean. Student groups, the Multicultural Student Advocates and Student Ambassadors,

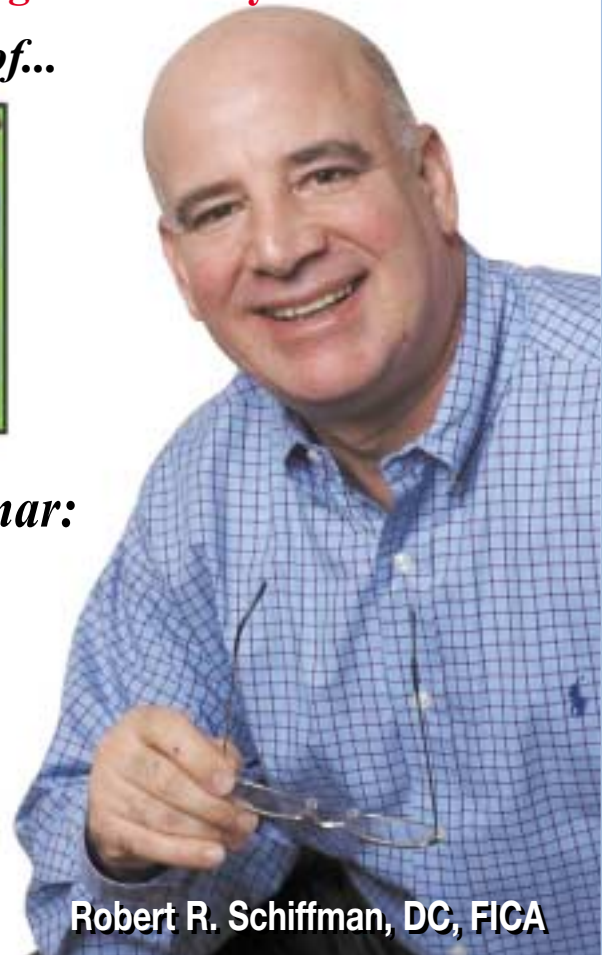
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