



## PRESIDENT'S CORNER

### Standing Firm

*"LAW: That universal, unital and mortal understanding and knowledge, which is stable, permanent, fixed, inflexible, a constant thru all time, in all things."*

Palmer's Law of Life, BJ Palmer 1958; pp 7

By John K. Maltby, DC, FICA  
ICA President

I sometimes think we chiropractors forget this basic principle as set forth by BJ. Truth is not negotiable, it simply is. Yet, here we are again debating the truth of chiropractic.

Example — CCGPP "Best Practices" document, purported to be a defining document of what chiropractors can and should do, developed by a small group of self-selected individuals, many of whom do not practice, who cite selected research articles which support their view of the 'truth of chiropractic'. They told us that this document was presently under review by the profession and was not designed to be used by insurers and 3<sup>rd</sup> party payers to cut chiropractic care.

In a Q and A section on COSCA's web site, the promoters of CCGPP state the following:

*"Insurers, third party payers and state regulators (i.e., work comp) are*

*all important stakeholders in the chiropractic profession, regardless of how we feel about them. What chiropractic is, and chiropractors do, impacts them just as their actions impact the profession, and more importantly, our patients. Giving them the opportunity to comment on our process ensures greater credibility of the document. It does not give any of them an opportunity to dictate to us what we can and cannot do. On the contrary."* (emphasis added)

*"For too many years DCs have been hammered over the head by guidelines which were crafted by people outside our profession. We now have an opportunity to educate those outside our profession with a resource which includes a very credible review of the scientific literature, filtered through and interpreted by chiropractors, not outside "au-*

*thorities" who would impose their vision of our profession, rather than the chiropractic profession's vision."*

Oh really? I have recently received a copy of a letter sent to a DC from Blue Cross Blue Shield, received in September of 2006. In the letter to the DC, they state:

*"As part of our efforts, we monitor claim payments and at times review medical records to ensure that payments have been made properly."*

*"More recently, the Council on Chiropractic Guidelines and Practice Parameters — the Chiropractic Best Practices Document for Lower Back Pain reported (emphasis added) that the literature..."*

Wait a minute. I thought the "Low Back Document" was out for review and insurance carriers are already using it to evaluate chiropractor's claims? This is not some parade of imaginary horrors; some speculation on what "might" happen. This is a real quote from a real letter from a real insurance company.

I knew this was going to happen, even though we had the assurance of those involved that it wouldn't. What really surprises me is that 3<sup>rd</sup> party payers apparently didn't even wait for the ink to dry before they started using it.

The problems and bias represented by this document are many, but perhaps one of the most interesting developments is the discovery of the citing of what can only be characterized as "bo-

gus" research in order to justify it. Dr. Dan Murphy, ICA Vice President, took the time to track down a document that has haunted us for years, cited by this group as authoritative, and shown that in fact this was based on nothing more than the statements of a general practitioner who admitted he wasn't an authority. Thanks Dan for your effort in helping expose the lie and presenting the truth.

What the chiropractic profession is facing in the CCGPP challenge is a line in the sand. Individual practitioners must assert their own personal rights and authorities to practice, as authorized by the laws of the jurisdiction in which they operate, and simply refuse to be restricted, penalized or harassed by the extra-legal, artificial matrix that the CCGPP seeks to impose as authoritative.

The International Chiropractors Association has issued a resounding rejection of this document, asking that it be withdrawn from publication. ICA's Board of Directors accompanied this call by publishing one of the most comprehensive reviews and critiques of the CCGPP draft prepared by any chiropractic membership organization. No one in the CCGPP should continue to delude themselves, and dismiss this tidal wave or rejection on the basis that we just don't understand it. We do; maybe better than they do.

It should not be lost on the CCGPP that ICA's call has been echoed by dozens of state organizations, specialty councils, regional and local chiro-

CONTINUED ON PAGE 6

# JOIN ICA TODAY!

Name \_\_\_\_\_ Date of Birth \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
MONTH YEAR

Office Address\* \_\_\_\_\_ Suite \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip \_\_\_\_\_

Country \_\_\_\_\_

Office Phone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

Home Address \_\_\_\_\_ City \_\_\_\_\_

State/Province \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Home Phone (\_\_\_\_) \_\_\_\_\_ Email Address \_\_\_\_\_

Chiropractic College Attended \_\_\_\_\_ Grad. Date \_\_\_\_\_ / \_\_\_\_\_

Chiropractic licenses held in: \_\_\_\_\_

In active practice?  Yes  No Former SICA member?  Yes  No Former Field member?  Yes  No

I hereby apply for membership in the International Chiropractors Association, agreeing to abide by the Constitution, By-Laws, Code of Ethics, all amendments and regulations adopted by the Board of Directors and Officers of the Association under the provisions of the Constitution, and amendments hereafter legally adopted. I also understand that failure to remit dues will result in loss of membership, and all rights and privileges thereof.

Signature of Applicant \_\_\_\_\_ Date \_\_\_\_\_

Please charge my:  VISA  MasterCard  American Express  Enclosed is a check/money order

Account # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Signature \_\_\_\_\_

Return application to:

**INTERNATIONAL CHIROPRACTORS ASSOCIATION**  
1110 North Glebe Road, Suite 650 • Arlington, VA 22201  
1-800-423-4690 or 1-703-528-5000 • Fax: 703-528-5023

\* Unless otherwise requested, correspondence will be sent to your office address.

\*\* Not eligible to vote in ICA elections

† Teaching 8 or more academic hours per week at an accredited chiropractic college.

†† ICA dues are not deductible as a charitable contribution for income tax purposes, but may be deductible as a business expense.

### MEMBERSHIP CATEGORIES:

#### FIELD MEMBERSHIP

##### First year after graduation

Former Student ICA member (\$50 transfer fee) \$ \_\_\_\_\_

Non-Student ICA member (\$85 yr.) \$ \_\_\_\_\_

##### Second year after graduation

Former Student ICA member (\$85 yr.) \$ \_\_\_\_\_

Non-Student ICA member (\$75 qtr./\$300 yr.) \$ \_\_\_\_\_

##### Third year after graduation

Fmr Student ICA member (\$75 qtr./\$300 yr.) \$ \_\_\_\_\_

Non-Student ICA member (\$150 qtr./\$600 yr.) \$ \_\_\_\_\_

##### Fourth year or more after graduation

(\$150 qtr./\$600 yr.) \$ \_\_\_\_\_

#### INTERNATIONAL — OUTSIDE U.S.

\$150 yr. (U.S.) Payment may be made by MasterCard/Visa/American Express or International Money Order. Checks drawn on Canadian Banks must have "In US Funds" written after amount. \$ \_\_\_\_\_

#### FACULTY — D.C.s (full-time faculty only†)

Voting (\$75 qtr./\$300 yr.) \$ \_\_\_\_\_

Non-Voting\* (\$110 yr.) \$ \_\_\_\_\_

Teaching at (school): \_\_\_\_\_

#### LAY\*\* (must be sponsored by two ICA members)

Faculty non-D.C. (\$85 yr.) \$ \_\_\_\_\_

Chiropractic Assistant (\$85 yr.) \$ \_\_\_\_\_

Interested individual (\$85 yr.) \$ \_\_\_\_\_

Plus \$15 non-refundable application fee \$ 15.00

STUDENT\*\* (\$30 one-time fee) \$ \_\_\_\_\_

TOTAL AMOUNT†† \$ \_\_\_\_\_