Cleveland Health Series

College nurtures community ties by hosting forums on health & wellness

page 12
KMC University: Hands-On Lab for Compliance, Documentation & Medicare
Presented by Kathy Mills Chang & Dr. Dianne Baynes | Atlanta, Ga. & St. Louis, Mo.
May 4-5 | Sept. 21-22

Tong & Associates: X-ray, Ethics & Adjusitive Technique
Presented by Dr. Victor Tong & Associates / Various California Locations
May 5 | May 10 | May 12 | May 17 | May 19

ICPA 180-Hour Certification Program
Presented by Various Instructors / Kansas City Campus
May 5-6 | June 2-3 | July 7-8 | Aug. 4-5 | Sept. 22-23 | Oct. 20-21 | Nov. 17-18 | Dec. 8-9

Foot Levelers Inc. Presents: Thompson Technique
Presented by Dr. Steve Agocs / Greenville, S.C. & Hartford, Conn.
May 5-6 | May 19-20

Meridian Therapy 100-Hour Certification Program
Presented by Dr. Larry Beem / Kansas City Campus
May 12 | June 9 | July 14 | Aug. 4 | Sept. 8

Foot Levelers Inc. Presents: Dr. Mally's Techniques for the Magnificent 7
Presented by Dr. Mitch Mally / Austin, Texas
May 19-20

Coding, Compliance & Documentation in the Chiropractic Office
Presented by Dr. Tim Warren / Des Moines, Iowa; Louisville, Ky.; & Indianapolis, Ind.
June 2-3 | June 9-10 | June 23-24

Homecoming 2012
Join Us In Celebrating 90 Years of Pioneering Health Care Education!
Oct. 12-14 / Kansas City Campus

Kinesio Taping KT1/KT2 Training
Presented by Dr. Scott Hainz / Kansas City Campus
Oct. 27-28

Kinesio Taping KT3 Training
Presented by Dr. Scott Hainz / Kansas City Campus
Dec. 1

Last Chance Seminar 2012
Presented by Various Instructors / Kansas City Campus
Dec. 8-9
News & Features

Dr. Jeurink finds true calling
CCC’s Dr. Tobi Jeurink ’01, associate professor of diagnostic sciences, fulfills her lifelong dream of becoming a doctor and helping people live healthier lives.

College launches health series
The Cleveland Health Series, a new program launched in June 2011, serves to provide the community at large forums for health care discussion and networking.

Drs. Keller & Hochstein synergize
Practice partners Dr. Scott Keller ’09 and Dr. Brad Hochstein ’09 utilize a multi-pronged treatment approach in operating Synergy Chiropractic Spine & Joint Center.

College celebrates 90 years
Cleveland Chiropractic College, founded on Dec. 22, 1922, celebrates a milestone in 2012, marking its 90th year of pioneering health care education.
The National Defense Authorization Act, signed into law in 2000 by President Clinton, mandated availability of chiropractic care for active-duty military personnel. Soon after, President Bush signed the Department of Veterans Affairs Health Care Programs Enhancement Act, making chiropractic a permanent benefit within the Department of Veterans Affairs (VA) health care system. These achievements were built upon successful 1990’s pilot projects demonstrating the value of chiropractic services, when integrated as part of the health care provider teams at military bases and Veterans Administration hospitals.

These and other advancements led to the opportunity in 2009 for Cleveland Chiropractic College to enter into an affiliation with the Walter Reed National Military Medical Center in Bethesda, Md. This program allows Cleveland students to apply for clinical training fellowships. Upon acceptance, they provide chiropractic care to members of the armed services.

Walter Reed is a high-profile hospital providing care not only for active duty military, but also for the president of the United States, as well as elected congressmen, senators, U.S. Supreme Court justices, foreign dignitaries and heads of state.

Students awarded fellowships at Walter Reed provide chiropractic services under the direction of William Morgan, D.C., chair of chiropractic services. Morgan practices in the Chiropractic Department at the medical center, integrating non-medical and non-surgical care for injured service members returning from Iraq and Afghanistan. He has been overseeing chiropractic interns since 2000.*

Dr. Lance Cohen, a 2009 Cleveland-Los Angeles graduate, shared his Bethesda fellowship experience at an all-college assembly, stating how he saw chiropractic patients from 0730 to 1600 hours each Monday, Wednesday and Friday, and then rotated in rounds along with medical residents at the Walter Reed National Military Medical Center on Tuesday and Thursday. On Wednesday afternoons, he traveled to Annapolis with Morgan to care for members of the U.S. Naval Academy football team.

Cohen shared that this hospital-based internship allowed him to see conditions and pathologies that most chiropractors only read about in textbooks. He said: “The most satisfying part of the internship was being part of administering chiropractic care to the brave men and women who have sacrificed so much for our great nation, and to be representing the chiropractic profession at the world’s most advanced tertiary care facility.”

Dr. Sarah Potthoff, a 2011 Cleveland-Kansas City Summa Cum Laude graduate, recently completed her internship at Walter Reed. She shared her enthusiasm by stating: “Going through my rotations, I would see doctors (M.D.’s) unsure of what to do with low-back pain patients…end up just using a medication. They are frustrated by this,” she continued, “…and when we show them the research supporting chiropractic and its benefits… this builds a great relationship…. There’s a great need for chiropractic care in military treatment facilities… with a waiting list for care… something like two months.”

(Continued on Page 13)
Take a look back

“Forty-four years ago, when I graduated from Cleveland Chiropractic College, I thought my entire life would be devoted to chiropractic. For a while, that was the case, having gone immediately into practice followed by a lengthy time as faculty, researcher, dean and finally VP at the College. When I retired at the end of 2010, I knew I would continue to be involved in the profession in many ways. Whoops! What happened? The closest I’ve come is to have stayed with my grandchildren while my son, a chiropractor in St. Petersburg, Fla., attended a chiropractic convention! At least I can claim to be an ardent member of the Alumni Association. Perhaps I will be more involved in the future?”

— Dr. Ruth Sandefur ’67

“My life is spent attending meetings, local travel, working to make a difference in the lives and economies of my colleagues, in the health and well-being of our patients, and spending that infrequent moment with family, whose patience rarely wears thin! In some ways, it is a continuation of my days in KC. I was never quite able to fly below radar then either, yet involved in a good way. Glad to have been able to return to KC after 10 years away. I’m very proud of the new campus, and all should feel invited to visit it and know that CCC has cemented its future in a very positive way. I am one of many Cleveland grads who show up on the national landscape, making a difference in their practices, states, legislatures and national associations — a fine legacy that CCC lends to our profession and our world.”

— Dr. Albert Kater ’81

“After five years as a biology teacher and a football and wrestling coach in beautiful Manitou Springs, Colo., I entered the College thoroughly enjoying my education. Thirty years later, I have had at least three major dreams in chiropractic come true. The Olympic Training Center asked me to be a regular chiropractor through its volunteer doctor program. I developed neat relationships with athletes of all types, as well as coaches, trainers and other doctors. As this dream ended, a second one began when my son-in-law was a fourth-round draft choice by the Baltimore Ravens. For several years, I flew out to Baltimore and was honored to treat some top pro-football players. My third, and greatest, dream was to have treated my two daughters from birth to adulthood. They were competitive in sports, too, which made me proud. I just recently adjusted my first grandchild. My job has just begun — again! I love what chiropractic has done for my career and my family’s health, and I am still adjusting just like I learned in chiropractic college.”

— Dr. Rick Walford ’84

Time to share

This column gives Clevelanders from KC and LA the opportunity to share their memories or fun stories with fellow alumni and friends of the College.

To have “Memory Lane” items considered for publication, you can either: (1) visit www.cleveland.edu/alumni-news and fill out the online form; (2) email memories to scott.albright@cleveland.edu along with your graduation year and contact information; or (3) mail your submission to Clevelander, Cleveland Chiropractic College, 10850 Lowell Ave., Suite 2045, Overland Park, Kan. 66210.

Submissions should be about 100 words in length. Those chosen for publication may be edited for style and clarity.

Do you remember these events?

1970s
On Nov. 8, 1970, the College’s Beta Chi Rho service organization holds its annual “Sweetheart Breakfast” at the Muehlebach Hotel in downtown Kansas City. The guest speaker at the event is Dr. Reginald Gold, world-renowned chiropractic philosopher and lecturer. Following Gold’s address, club leaders present the “Doctor of the Year” award to Dr. Charles Turner ’71.

1980s
The College holds its 63rd Annual Homecoming celebration Oct. 17-20, 1985, at the Alameda Plaza Hotel on the Country Club Plaza. The keynote speaker is well-respected practice management consultant, Dr. David Singer. Alumni speakers leading the continuing education seminars throughout the weekend include Dr. Dorthea Towne ’54, Dr. Paul Hooper ’75 and Dr. Rand Baird ’82.

1990s
On June 19, 1998, at the annual Homecoming Banquet in Kansas City, three alums are inducted as “Gold” members in The Cleveland Society, an award given in honor of Dr. Carl S. Cleveland Sr. The inductees are Dr. Robert Hatten ’49, Dr. Jack Marvin ’57 and Dr. Raymond Boring ’66. Also that weekend, Dr. Russell Matthias ’74 is presented the College’s 1998 “Alum of the Year” award.
Dr. Jeurink answers chiropractic calling

Growing up in Wray, Colo., a small town on the state’s northeastern border, Dr. Tobi Jeurink ’01 knew she wanted to be a doctor. It might have been just a young girl’s dream at first, but as she got older it became a strong desire to help people feel better and live healthier lives.

So, after graduating high school, Jeurink set her sights on becoming a medical doctor. She left Colorado for Pittsburg State University in Kansas, where she took the first step toward her goal by earning a bachelor’s degree in Biology.

Then, while embarking on the next stage of her chosen career path, something happened that brought to the surface a nagging grievance she had with the traditional health care system.

“I always knew I wanted to be a doctor from very early on,” Jeurink said. “But I became frustrated with the system after spending most of my teens on physician-prescribed pain killers. This resulted in having my liver enzymes checked every six months for damage from the medication. I knew there had to be another route.”

An alternative route is what Jeurink chose, leading her south down Interstate 44 to Tulsa, Okla., for osteopathic college. But, she soon realized the osteopathic curriculum did not offer the courses or philosophy in natural health care she desired. Then, she found her true calling.

“In Tulsa, I received care from a chiropractor and was reminded of the many beneficial aspects of chiropractic,” Jeurink said. “Undergoing regular care, I saw those benefits in my own health first-hand.”

Next stop: Kansas City, Mo. The final, life-changing detour on her career path. Jeurink enrolled at CCC, where everything fell into place. She graduated in September 2001, and two months later started practicing in Gardner, Kan.

Committed to chiropractic, Jeurink’s career has evolved beyond the treatment room to include the classroom as well. She joined the Cleveland faculty in 2006, and is an associate professor of Diagnostic Sciences teaching Lab Diagnosis, Differential Diagnosis and Dermatology.

Helping to mold future chiropractors at her alma mater is gratifying for Jeurink. She enjoys imparting her experience, helping students achieve educational goals en route to becoming doctors of chiropractic.

“I try to provide appropriate practice examples in my classes, and I encourage students to think about people they know who can benefit from their knowledge of health,” Jeurink said. “I think students learn best through interaction and taking into account personal experiences.”

She said it is a thrill when students connect with the material, knowing they will apply it long after taking the test.

“It’s cool when a student absorbs a new idea and it changes the way they think,” she said. “My philosophy is to challenge students to think about a problem versus simply memorizing answers.”

In so doing, Jeurink hopes she can impact her students the way her mentors did her. She cited educators at all levels, as well as professional associates at the Kansas Chiropractic Association (KCA).

“I am appreciative of them all,” Jeurink said, adding that the person who had the biggest influence on her life overall was her grandmother, a first-grade teacher.

Jeurink has two recent milestones of which to be proud. In 2008, she earned the Diplomate of the American Board of Chiropractic Internists (D.A.B.C.I.) certification. She was also named KCA’s “Doctor of the Year” in 2010.

In her spare time, Jeurink enjoys volleyball, hiking and running. Loving a challenge, she is currently training for triathlons and obstacle runs.
New board sets sail in 2012

The year of 2012 brings a new CCC Alumni Association board that can be compared to a ship setting sail. We must say goodbye to the previous crew, take on a new crew, and chart a course for our destination while realizing that correctional changes may be necessary to maintain the welfare of our organization.

We begin by thanking the previous board for its efforts and contributions that have left a stable and worthy association. In particular, I would like to thank Dr. Kay Carver for her leadership and guidance during her term as president. The new board members have assured me they are willing and able to help the association attain important objectives. We are well staffed and prepared for the challenges of 2012. However, we always encourage the support of the association members, and welcome our new graduates.

Our destination is defined in the bylaws of our Alumni Association. The purpose of the Alumni Association is to advance the cause of chiropractic, the College and its graduates, as well as facilitating a positive interaction between students, faculty and alumni that promotes the College mission of education, scholarship and service.

Our course, necessary to achieve our destination, is established by setting strategic and tactical goals that will be reviewed, and revised if necessary, on a monthly basis. We welcome suggestions for goals from students, graduates and the College. By accomplishing mutually beneficial goals, we can commit that the Alumni Association will succeed in serving all of its constituents in the best way possible.

I would like to thank our current association members, and future members, for their support in making our organization strong and successful.

— Dr. Gerald W. Witt ’99, president, CCC Alumni Association

Engaging alumni top priority

As some of you already know, I recently accepted new responsibilities in my position at the College. I am now serving as vice president of campus and alumni relations, which means I’ll be taking a leadership role in the development of programs and services for Cleveland graduates from Los Angeles and Kansas City. I will also continue to interact with various campus constituencies, including students, faculty, staff and the external community.

Alumni are the legacy and lifeblood of Cleveland Chiropractic College. My overarching goal for the next year is to increase our engagement with all KC and LA alumni. We want you to come to our campus, whether it’s for a Cleveland Health Series event (see cover story) or Homecoming 2012 (held October 12-14 in conjunction with the Kansas Chiropractic Association).

We will also be working this year to improve communication with you, our graduates. A new alumni newsletter is in the works, as well as improvements to the alumni section of the College’s website. Don’t forget to check out cleveland.edu for continuing education offerings, on campus and online!

In addition, we’d like to hear any news about you – personal, professional, new contact information, whatever you’d like to share. And we’ve made it easy. Just go to cleveland.edu/alumni-news and complete the quick form.

As a 1975 graduate and longtime teacher and administrator at Cleveland, I have a unique perspective on the growth and change that has taken place here over the years. As a practicing chiropractor, I also understand what you go through each and every day. I hope that in my new role, I can help the College and its graduates work together for the betterment of both.

— Dr. Clark Beckley ’75, vice president, Office of Alumni Relations
Dr. John F. Cafferty '84 passed away on Dec. 28, 2011. Cafferty was a loyal and consistent member of the ICA since his student days at CCCLA. He was an active Mason most of his life and participated in many charitable endeavors.

The College was saddened to learn of the death of Dr. John F. Cafferty, 74, who passed away on Dec. 28, 2011, in Portland, Ore. He was born to Thomas and Genevieve (Farley) Cafferty on April 20, 1937.

Cafferty served in the U.S. Army during the Korean War. Following his military service, he was a top national salesman for Sears and operated a successful Farmer’s Insurance agency. He then embarked on his chiropractic career, graduating from CCCLA in 1984.

After earning his D.C. degree, Cafferty opened a practice in Tustin, Calif. About two years later, he married Molly Scoles. They moved the family to Oregon in 1991 and built Cafferty Chiropractic Center in Gresham.

For a period of almost 10 years, he served as the International Chiropractors Association’s (ICA) Assembly Representative from Oregon. In that capacity, he received numerous ICA honors and was elected as a Distinguished Fellow of the ICA (FICA) in 2001.

He was twice named Oregon’s “Chiropractor of the Year,” in 1999 and 2003, and in 2002 was awarded the prestigious Legion of Chiropractic Philosophers (LCP) credential.

He is survived by his wife, Molly; three sons, Randall, Brian and Michael Sean; stepchildren Michael and Tracy Staley; five grandchildren and two great granddaughters. His parents, two brothers, Robert and Thomas, and a sister, Genevieve, preceded him in death.
Dr. Elmer C. Post, 87, of Nevada, Mo., passed away on Sept. 16, 2011, at his residence. He was born Oct. 4, 1923, in Moundville, Mo., to Eilt “Ed” Post and Anna Alvina “Winnie” (Kuhlman) Post. He was married on June 18, 1948, in Kansas City, Mo., to Joyce Emma Newcomb.

A 1941 graduate of Nevada High School, Post later attended the Missouri State Teachers College in Springfield, Mo., before serving in the U.S. Army during World War II from 1945 to 1947. After his military service, Post attended CCC and graduated in 1949. Following graduation he opened Post Chiropractic in Nevada, where he practiced for 54 years until his retirement in 2003. He was a member of the United Methodist Church of Nevada, the American Chiropractic Association (ACA), the Missouri State Chiropractors Association (MSCA), The CCC Alumni Association and the Osage Masonic Lodge.

Post’s passions included being with his family, especially his grandchildren and great-grandchildren. He and Joyce traveled extensively, visiting all 50 states and many European countries. He enjoyed camping, boating and raising horses with his children. Deeply devoted to the profession, Post spent countless hours treating children.

Survivors include his wife, Joyce; six children, Dr. Kay Carver ’71 and her husband, Dr. Gary Carver ’70; Janet Erwin and her husband, Bill; Debra Anne Zoglmann and her husband, Steve; Dr. Daniel Post and his wife, Cathy; Don Post and his wife, Tina; and Nancy Jeffries and her husband, Bill. Other survivors include 15 grandchildren and 10 great-grandchildren.

Preceding him in death was an infant son, Carl Post; three sisters, Lena Martin, Anna Seitz and Lucille Butner; and two brothers, John and August Post.

Reflections

The inevitable passing of alumni, their family members and friends of the College saddens all of us within the Cleveland community. Although they are gone, they are not forgotten. Alumni Services has learned of the following passings:

- Dr. Jack Kessinger ’63 (KC), died Oct. 22, 2011.
- Dr. Ronald Dunham ’67 (KC), died Nov. 24, 2011.
- Dr. Dwight Fletcher ’77 (KC), died Feb. 9, 2011.
- Dr. Anthony Publico ’80 (LA), died Jan. 6, 2012.
- Dr. Harold Azuma ’84 (LA), died Oct. 5, 2011.
- Dr. Gregory Kelling ’86 (KC), died Oct. 1, 2011.
- Dr. Arlin Resco ’86 (KC), died Oct. 15, 2011.
- Dr. Randi Currier ’04 (LA), died May 13, 2011.

To report the passing of someone from the College, please send a notice via e-mail to scott.albright@cleveland.edu or through the postal mail to Cleveland College, Cleveland Chiropractic College, 10850 Lowell Ave., Suite 2045, Overland Park, Kan. 66210.
Dr. Nelson finishes 50th marathon

Dr. Terry Nelson ’87 of Kansas City completed his goal of running a marathon in all 50 states and Washington, D.C., in October of last year. Crossing the finish line of the Bay State Marathon in Lowell, Mass., was the final piece of a quest that he began in 1994.

Since that time, Nelson has averaged nine marathons a year and continues to train with a running club whose members include other multi-marathon runners. Nelson is now a member in good standing of the exclusive and prestigious “50 States Marathon Club.”

Nelson said he is quite proud of his accomplishment. He’s not certain exactly how many others have reached the same milestone, but it’s an elite club.

“I believe officials at the 50 States Club said there were 650 or so that had completed it at that time,” Nelson said. “I know there are several others in the KC area. In fact, there are four 50-state finishers in the running club where I train. One of those has all seven continents and over 125 marathons, and she is 75 years old!”

Nelson is currently a chiropractor and Certified Clinical Nutritionist at Southwest Boulevard Family Health Care, a safety net clinic located in Kansas City, Kan. Although he turned 65 in February, he has no plans to slow down. He already has his sights on marathons in Tulsa and Tucson near the end of 2012 and plans to pursue more shorter, local races as well. He also hinted at the possibility of attempting two marathons in one weekend.
An interview with Dr. Sarah Potthoff ’11

Serving chiropractic’s future

Dr. Sarah Potthoff, a December 2011 Cleveland graduate, served as a chiropractic intern at the Walter Reed National Military Medical Center, in Bethesda, Md. Aside from her work at the hospital, she provided chiropractic care to members of the U.S. Naval Academy football team. This interview was conducted toward the end of her internship.

A graduate of the University of Northern Iowa prior to enrolling at Cleveland, Dr. Potthoff served as vice president of the World Congress of Chiropractic Students, president of Cleveland’s Student Council and national events coordinator for the Integrative Committee of the Student American Chiropractic Association.

Below is a condensed version of the interview Dr. Daniel Redwood conducted with Dr. Potthoff. The full version, including references, appears in the January/February issue of Health Insights Today (www.cleveland.edu/hit), Cleveland’s web-based bimonthly health promotion newsletter.

Q: Were your hopes and expectations for the Walter Reed internship fulfilled?
A: Yes! It’s an honor to be able to treat patients who have done so much for our country. I can’t say enough how my patriotism and respect for the men and women who serve our country have grown here. My father and grandfather both served in the military—my father in Vietnam and my grandfather in World War II. Even with that, I don’t think I ever understood the dedication that these people give.

At our clinic, the waiting room is shared with departments whose main patient base is wounded warriors. So when I go out to pick up my patients, I always see someone who is missing a limb. And as I look out the window right next to my office, I see people learning how to walk with their new prosthetics. It’s a constant reminder they didn’t only dedicate their time when they were over there — they are dedicating every second of their lives.

Q: Did your education at Cleveland Chiropractic College prepare you well for this fellowship at Bethesda?
A: Oh, most definitely. Even in neuroradiology, I would know a lot of the MRI of the low back or of the brain, for example. When we had a case where we were talking about tumors in those areas, people said “You learned about that?” And I said, “Yeah, we learn about that stuff too.” So, Cleveland definitely prepared me.

Q: What would you say is the most important thing you have learned in your experience there?
A: I’ve learned that there are a large number of sick people. I ride my bike to work and the only bike ramp is at the other side of the hospital. So I walk through the full length of the hospital in the morning. And I’m only going to be here for a little while, so I really want to take everything in. When I walk in the morning, I see all of these patients, and we look at them, and I can tell that they’re tired and they’re sick. I’ve never been in a hospital this much before, to be around people suffering. You can tell that people want help.

One other important thing I have discovered is that the mindset of other practitioners is quite different from my own chiropractic background. The suggestion or consideration of less invasive treatments than the particular department’s specialty—whether it be prescribing medication, injections, or surgery—usually does not occur as part of their clinical thinking. I believe it is a result of their training, another reason why hospital-based settings are in need of the chiropractic dynamic.

Q: Can you describe how chiropractors are integrated into the health care staff at Walter Reed?
A: There are two chiropractors at what is now called Walter Reed National Military Medical Center. For patients to come to our clinic, they have to be referred by another department in the hospital.

Q: There are enough referrals that you aren’t just sitting around?
A: There’s a waiting list for chiropractic care, which is unfortunate. I know that at one point it was something like two months. However, wounded warriors have priority and are able to be seen in a timely manner in most cases. Dr. William Morgan, Dr. Terence Kearney, his intern, and I have been very busy and have been able to shorten the waiting list.

Q: Anything else to share?
A: There is a huge need for chiropractic care in hospitals. Sometimes we forget that healing sick people is the ultimate goal. As a profession, we need to focus on that, rather than getting lost in the pettiness of battles over the definition of subluxation. We need to focus on serving our patients. Being able to bring chiropractic care into hospitals is one important way to do that. The time is now.

— Dr. Daniel Redwood is a professor at CCCKC and editor of the College’s Health Insights Today newsletter and Daily HIT blog. He also serves on the editorial boards of the journal of the American Chiropractic Association, Journal of Alternative & Complementary Medicine and Topics in Integrative Healthcare.
In June 2011, the College launched an informative and educational new program called Cleveland Health Series (CHS). Coordinated by the Office of Admissions, the series is a tool to educate the public about different aspects of health and wellness that affect daily life. While the program contains some elements of chiropractic care, it is supplemented with a variety of other topics as well. Each event in the series features a presentation from a health expert providing professional insight to their particular subject. Many of the presenters have been and will be faculty and/or alumni of the College.

Melissa Denton, director of admissions, said offering a series of monthly programs like this is something she had wanted to do for quite some time. “Our alumni and faculty have this abundance of expertise and knowledge about health, and we asked them to share it with our prospective and current students and other audiences that are curious to learn ways to improve their health.”

Melissa Denton, Director of Admissions

The August 2011 CHS installment is a great example of the variety of expertise found within the Cleveland community. Dr. Kendall Payne presented “Athletics and Active Lifestyles.” A 2001 graduate of the College, Payne shared information about sports chiropractic and his Lenexa, Kan., practice, Chiropractic Injury and Wellness.

Payne indicated that he researched several health care careers from orthopedics to physical therapy, before finding his true calling with chiropractic. He said the ability to deliver immediate relief to patients is one of the most appealing things about his chosen profession.

And now, 10 years after opening his practice, Payne continues to enjoy his work. He is also involved in assessing and treating sports injuries at local high schools and works with the KC Legends Soccer Club and the Football and Cheerleading Club of Johnson County.

Denton said that’s the kind of information prospective students and their parents want to hear. Learning the pervasiveness of chiropractic excites them about the field.
“More and more of our prospective students are looking at a variety of health-related programs,” Denton said. “Considering all of the opportunities related to chiropractic, such as sports, pediatrics, animals, acupuncture and nutrition, this series can help inform the prospective students and their families about the wide array of options available to the doctor of chiropractic.”

Denton is highly optimistic that the series can be a valuable learning tool for the next generation of health care professionals, chiropractic or otherwise.

“I think that everyone can benefit from a mentor or a coach, and hopefully this series will provide some of our prospective and current students networking opportunities,” she said. “Our campus is top-notch with some of the best science labs and technology available, so it seems appropriate to invite the community to promote health and wellness.”

For more details on the Cleveland Health Series program and its upcoming events, visit www.cleveland.edu or contact the Office of Admissions by telephone at (913) 234-0744.

Dr. Lynn McIntosh ’02 was on campus March 30 for the Spring 2012 “D.C. Discovery Day” open house. As part of the newly formed Cleveland Health Series, McIntosh shared stories of her time in practice and the treatment she has given power lifters and other athletes.

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PRESIDENT’S MESSAGE (Continued from Page 4)

Potthoff further stated: “I went into the fellowship at Walter Reed wanting to give back … because my father served in Vietnam and my grandfather in World War II. Even with that, I don’t think I ever understood the dedication that these people give.”

Potthoff went on to say that she was moved when seeing patients on the Walter Reed campus who were missing a limb, or learning to walk with a prosthetic, stating it was a constant reminder of their dedication and commitment to our country. She said she had no idea it would be so rewarding until she got there.

Morgan said: “Having chiropractors integrated at the VA and Department of Defense hospitals not only enhances the experience of the chiropractic interns, it educates the next generation of medical doctors on the value of including doctors of chiropractic in their referral and health care decision making.”

As of 2012, D.C.’s were serving in official capacities at 45 VA hospitals or outpatient facilities and at 60 military treatment centers, including 23 Army, 17 Navy and 20 Air Force facilities. This represents a major step forward in bringing chiropractic into the mainstream of military and veteran’s health care.

Yet, action is needed to gain full access to care! Legislation has been introduced to Congress that would expand chiropractic access to more VA medical facilities. Contact your congressman and request co-sponsorship of HR329. Then contact your senator requesting co-sponsorship of S1147. Visit chirosummit.org for more information on this legislation. For more information on Drs. Morgan, Potthoff and Cohen and Walter Reed, go to cleveland.edu and link to the Health Insights Today newsletter.

* Dr. Joann Hudec ’00 was the first to participate in the Bethesda program, having served in post-doctoral fellowship there. Her participation was part of a pilot program that has now evolved into today’s academic affiliations at Walter Reed National Military Medical Center.
Partnership offers synergistic solution

The goal of any serious athlete is to achieve peak performance. When it occurs, it offers the chance for greatness and the accompanying accolades. But to sustain that level of excellence, the body must receive proper treatment. For the non-athlete struggling with the woes of carpal tunnel syndrome, plantar fasciitis and other ailments, this treatment provides something quite different — a better way of life.

Whether it is a need for better performance or enhanced functionality, the wellness team of Dr. Brad Hochstein ’09 and Dr. Scott Keller ’09 has a solution. They opened Synergy Chiropractic Spine and Joint Center in Lincoln, Neb., as a “diagnostic and treatment center for human performance,” and utilize a multi-pronged approach for treatment. The concept of “synergy” is the cornerstone of their practice in both name and deed.

Because they utilize many innovative approaches to patient treatment, they are considered by some to be a non-traditional chiropractic facility. As one of the only “comprehensive manual-care clinics” in their area, they combine the soft-tissue treatments of Active Release Techniques (ART) and Graston Technique, with research-based rehabilitation protocols and advanced chiropractic manipulative techniques. Nutritional consultation is also offered to complement their treatment.

The doctors believe their efforts allow patients to enjoy a faster recovery than what is offered by more traditional chiropractic care. The blend has proven successful, and as a result, lends credence to the benefits of the synergistic treatment regimen the doctors employ.

“In our office, we are very focused on the biomechanics and function of our patients,” Hochstein said. “To do this we do a lot of soft-tissue work and functional rehabilitation, which is much different than some practitioners. By focusing on how the soft tissues are affecting the joints and vice versa, we typically see the results much quicker.”

Although their care often yields more rapid results, outcomes may vary depending on the needs of a patient. Their long-term goals are assessed, and a treatment plan is initiated to meet those goals.

“We strive to make every person feel like they matter to us by listening to them, caring for them and giving them our best effort to help them,” Keller said. “Once they are out of pain and performing at higher levels, we encourage maintenance care to ensure they stay at peak fitness and wellness levels.”

Both practitioners played sports during their youth and into their college years, and both suffered injuries that led them to seek chiropractic care. Not only did both find relief through their treatment, they also found a career.

“My siblings had been to our hometown chiropractor for various things, so I figured I would try it out,” Hochstein said. “Within one or two visits, I was back to full speed on the field and not having any more discomfort. From then on, I had made up my mind what I wanted to do.”

Keller quickly knew he had found his professional direction as well, saying, “I fell in love with it for one main reason: I always loved working with my hands.” He went on to say that he thought being able to help others in this way was a “gift from God.”

When they arrived at Cleveland, they immersed themselves not only in their studies, but also in the social fabric of the College. What they found was a group of like-minded peers who shared their desire for the profession. The supporting cast of the educational community made
new beginnings

Everyone had the overall common goal of helping people live healthier lives, which creates a close, community-type atmosphere,” Hochstein said. “Faculty and staff were readily available to help with any needs, which makes any educational experience more enjoyable. It was obviously a very challenging program that was made easier by the support and attitude of everyone around the College.”

Keller found extracurricular activities to be a valuable part of his experience. “I served as a Campus Ambassador for two years, as well as leading the Motion Palpation Club on campus for three years,” Keller said. “Both of these enabled me to work closely with many of the clinicians, and to also get to know a larger part of the student body. I did many other things while at Cleveland, but those two were the most rewarding.”

When the two men decided to go into practice together, they took full advantage of the resources available to them at Cleveland. This involved regular consultations with Dr. James C. Anderson ’66, the business coach and leader of Success Strategies at the College. He is an expert source for all things associated with launching a practice, and his knowledge was invaluable to their start-up efforts.

“Dr. Hochstein and I decided to enter into a partnership and we began meeting weekly with Dr. Anderson,” Keller said. “This was a turning point for us. He provided us with much guidance and wisdom that without, I think we may have been lost as to where to go with our business. I have to give him a lot of credit, and will always have much gratitude for him.”

Hochstein also shared high praise for Anderson saying, “If it wasn’t for meeting with him, I don’t think I would have been able to go out and start my own practice right out of school.”

Away from the office, each finds a way to enjoy their personal time with friends and family. Keller is an avid CrossFitter and enjoys a wide-range of outdoor pursuits to stay in shape. He also nurtures his spiritual side, which helps him keep life in perspective. Also one who is focused on physical fitness, Hochstein plays in a basketball league with friends and stays busy with his wife and two sons.

Building their practice is done in a variety of ways. They work at Madonna Proactive, a fitness facility that shares their synergistic approach by offering a variety of training, rehabilitation and therapy options. That same location also houses Holy Family Medical Associates, a medical doctor group, and Solutions Prosthetics and Orthotics. Their positive relationship with these entities has led to the creation of a referral network between their practice and their fellow health care professionals. Finally, they also serve as the exclusive chiropractic and ART providers for the Nebraska Wesleyan University Athletic Department.

The two men stay busy, which is a positive sign. They now have two other Cleveland alumni contributing to their office, Dr. Aron Ferguson ’10 and Dr. Britney Swartz ’10. Their practice experiences have been favorable for both Hochstein and Keller so far, but that’s not to say getting there has been easy.

“We are two years in and have been blessed tremendously, but it has come with a ton of hard work and dedication to what we do,” Keller said, offering a bit of professional advice before he finished. “Don’t expect that people will just walk through your doors. But once they do, treat every single one of them like they are dear to you.”

Although the term “hard work” is accurate, it’s also relative. When starting a business, it’s simply a matter of doing what it takes to be successful. And neither man would want to be doing anything else.

“I enjoy what I do,” Hochstein said. “As long as you enjoy what you do, you really can’t call it ‘work.’”

To learn more about Keller and Hochstein or their practice, visit synergylincoln.com on the World Wide Web.
Commencement for CCCKC’s Class of Fall 2011 was held Friday, Dec. 9. During the ceremony, Dr. Carl S. Cleveland III conferred 31 graduates.

Dr. Daniel Fahnestock, a 1965 CCC graduate, served as the commencement speaker.

Samuel Yoder earned class Valedictorian honors.
As they move on to forge bright futures in chiropractic, many of the College’s graduates leave behind a legacy of leadership in major campus clubs and organizations. CCC’s former campus leaders were Chad Barnes, vice president of Functional Biomechanics Club; Sam Beugelsdijk, president of Mentors Club; Breanne Hinz, president of Research Journal Club and president of Functional Biomechanics Club; Kaleigh Jones-Clark, treasurer of Student Council; Jennifer Knobbe, president of Student International Chiropractors Association (SICA); Joel Pistello, treasurer of Functional Biomechanics Club; Sarah Potthoff, president of Student Council, secretary of SICA and secretary, treasurer and social chair of Student American Chiropractic Association (SACA); and Kiley Willis, vice president of Functional Biomechanics Club.

We’re proud of our 2011 LA graduates!

See the Fall 2011 issue of the Clevelander for all LA students graduating in April, August & December of last year.

Chiropractic Oath

“I do solemnly pledge before God and man to devote my life to the prevention and relief of human disease and suffering; to perform my professional duties with dignity, pride and courage; to always live up to the high principles of my profession; to protect my science; and to enjoy the blessings and benefits of chiropractic.”

— Written especially for Cleveland Chiropractic College by Dr. Leo Spears, founder of the former Spears Hospital, Denver, Colo.

Not Pictured:
Sarah Potthoff
A Closer Look

This feature photo essay provides a “Who’s Who” insider’s view of faculty, staff and alumni as they participated in the College’s Homecoming festivities Oct. 7-9, 2011.

Dr. Jeff Spencer ’88, left, uses Dr. Martin Parks ’02 as a subject during his keynote speech on Friday.

Dr. Carl S. Cleveland III chats with Dr. Lois Webb ’63 during Friday’s barbecue luncheon.

Dr. Larry Hälttäri and Dr. Michelle Walton, 1996 grads, enjoy the ice cream social.

Dr. Dale Huntington ’70, 2011 Alum of the Year, receives his plaque from Dr. Linda Klinginsmith-Tilford ’76.
The world of today is a performance-based society. We honor accomplishments at every turn and applaud the efforts of those who make a difference. Recognizing the milestones of leaders in their field is a way to pay homage to those who have made excellence their credo. It is because of that commitment to quality that they endure, and such is the case for Cleveland Chiropractic College, which celebrates 90 years of pioneering health care education in 2012.

The lasting legacy of the many years of service can be put into perspective by simply reflecting on how far society has advanced since the College opened its doors in 1922. The country was in the midst of Prohibition and women had been given the right to vote only two years earlier. “Flapper hats” were all the rage, King Tut’s tomb had just recently been found in Egypt’s “Valley of the Kings,” and a man could look dapper in a suit starting at just $27.50.

From trains to planes and automobiles, and eventually into the ever-evolving technology of the 21st century, so much has changed. But 90 years removed from that first Cleveland class, we now recall the proud legacy that is the science, philosophy and art of chiropractic. The basic tenets of the profession are still in place and they remain a fertile ground for those who wish to pursue health and wellness in a conservative and holistic manner.

For nine decades, there has been the Cleveland family and chiropractic. From the founders, Dr. C.S. Cleveland Sr., Ruth R. Cleveland and Perl B. Griffin, through champions Dr. Carl S. Cleveland Jr. and Dr. Millie Cleveland, to current-day President Dr. Carl S. Cleveland III and Provost Dr. Ashley Cleveland, this family has kept the chiropractic dream alive.

More than 5,000 Cleveland graduates, practicing in all 50 states and at least 20 countries, have added to the legacy. And while times have most certainly changed, one thing has not: Dedicated students still come to Kansas City to pursue their dream of becoming a chiropractor. In doing so, they become a vital part of the history of Cleveland. These students are seeking a special road to health and wellness, and for 90 years that road has gone through Cleveland Chiropractic College.

You’re invited to attend a special anniversary celebration Friday, Oct. 12, during Homecoming.
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