

Mr. Chairman and members of the committee, my name is Dr. Jon Schwartzbauer and I'm the Executive Director of the Federation of Chiropractic Licensing Boards based out of Greeley Colorado. I am here to testify in favor of adding the Federation of Chiropractic Licensing Boards (FCLB) to the list of chiropractic continuing education program sponsors acceptable for license renewal in the state of Wisconsin by amending 446.028 of the statutes under Senate Bill 78.

FCLB is a non-profit association of government agencies empowered to regulate the chiropractic profession with the mission to protect the public by promoting excellence in chiropractic regulation through service to our member boards.

About 14 years ago, at the request of our membership and major CE providers, the FCLB worked closely with member boards and program stakeholders to develop a uniform approval process designed to streamline recognition for providers seeking board approval for their CE programs, the program is called PACE- Providers Approved Continuing Education.

The FCLB PACE program is designed to provide uniform criteria and to alleviate the administrative burdens placed upon boards by this resource-intensive process.

PACE's mission is to establish criteria and procedures for multi-jurisdictional recognition of continuing education providers, thereby:

- A. Furnishing doctors of chiropractic with a dependable basis for selecting continuing education programs,
- B. Assisting FCLB member boards in their evaluation of continuing education providers and programs,
- C. Improving the quality of continuing education programs through critical scrutiny and provider self-evaluation, and
- D. Protecting the public through advancements in chiropractic education.

PACE evaluates providers for program quality in eight areas which include 25 criteria. Only CE providers that meet the FCLB PACE Criteria for Quality Continuing Education and comply with FCLB PACE Policies & Procedures are granted PACE approval and are authorized to use the PACE logo and/or approval statement on

their publications. Once approved, CE providers are held responsible for continued compliance with those same standards to maintain recognition.

PACE has three structural components, the PACE Review Team, the PACE Committee and the Appellate Commission.

The FCLB delegate body adopted a resolution without dissent at our 90th Annual Congress in Phoenix AZ last year supporting the participation of every FCLB member board in the PACE program, and encouraging each FCLB member board's participation in the FCLB PACE program within the member board's chiropractic regulation, board policy, or both.

Centralized continuing education programs are common in most all regulated professions. Wisconsin already includes FCLB PACE equivalents in other professions within your statutes as being acceptable program sponsors.

Namely, the Council on Optometric Practitioner Education (COPE), which is a committee of the Association of Regulatory Boards of Optometry, Association of Social Work Boards (ASWB), Accreditation Council for Continuing Medical Education (ACCME) and the Federation of State Massage Therapy Boards (FSMTB). The FCLB is hopeful that you will consider adding us to the list of acceptable program sponsors for the chiropractic profession.

We take FCLB's core values of public protection and lessening the burden on government resources very seriously. Ensuring chiropractors have access to quality chiropractic continuing education ultimately enhances the doctor/patient experience, leading to fewer complaints coming before our member boards. FCLB's PACE program is a proactive regulatory program that we hope you can support.

→ Protecting the
Public

PACE promotes quality continuing education by streamlining the CE credit approval process for valid providers

Online course search feature assists DCs to find the relicensure courses they need.



FCLB

5401 W. 10th St., Ste 101
Gretnley, CO 80634

Phone: 970-356-3500
Web: FCLB.org
E-mail: PACE@FCLB.org

→ **PACE**
*Streamlining CE
Provider Recognition*
FCLB.org



CE PROVIDERS

- Single, simplified application process
- Uniform criteria for approval
- Automatic course approval
- Professional credibility

→ 25 point application tests ability and willingness to comply with certain standards including:

- Instructor screening & qualifications
- Course objectives
- Quality of course materials
- Administrative framework & organization



PRACTICING DCS

- Easy course searching
- Affirmation of quality
- Connect with scientifically sound, reliable education
- Effective CE keeps DCs current

AUTHORITY

Boards retain authority over CE for licensure renewal.

→ Delegate CE provider oversight to PACE without compromising this authority.

PACE credit reports include a breakdown of subject hours so boards may deny credits for prohibited subjects.



MEMBER BOARDS

- Reduces paperwork and review processes, completing a single assessment on behalf of all boards.
- Recognizes providers through a single, cohesive evaluation instead of repetitive reviews
- Random and targeted courses reviews ensure PACE compliance
- Generates comprehensive, on-demand earned credit reports for boards to verify CE credits, dramatically reducing the staff time and cost involved in auditing relicensure compliance.



JERRY PETROWSKI

WISCONSIN STATE SENATOR

Senate Committee on Public Benefits, Licensing and State-Federal Relations
Chair, Senator Chris Kapenga
Testimony by Senator Jerry Petrowski
March 25, 2017

Thank you to the Chair, Senator Kapenga, and members of the Committee on Public Benefits, Licensing and State-Federal Relations for holding a public hearing on Senate Bill 78.

Unlike the majority of health professions, the statutes that regulate the chiropractic profession contain unique and restrictive language that specifically lists what organizations can sponsor Continuing Education (CE) programs for Chiropractors, Chiropractic Technicians and Chiropractic Radiological Technicians.

This restriction was put into place in a prior budget. Whatever the intent of the restriction, the result has been that Wisconsin chiropractors have very limited options for completing their mandatory CE training. There is no rational reason to prevent other qualified providers from making additional options available so that Wisconsin chiropractors can have easier, and possibly less expensive, access to CE trainings.

Senate Bill 78 simply amends the statutes relating to program sponsors for chiropractic CE to include the following organizations: Chiropractic Society of Wisconsin, the Federation of Chiropractic Licensing Boards and the American Chiropractic Association.

By adding these reputable and well established organizations to the list of acceptable program sponsors, this bill provides for increased competition and greater choices for those in the chiropractic profession when seeking CE courses.

29TH SENATE DISTRICT

STATE CAPITOL: P.O. BOX 7882 • MADISON, WISCONSIN 53707-7882
SEN.PETROWSKI@LEGIS.WISCONSIN.GOV • TELEPHONE: (608) 266-2502 • FAX: (608) 282-3569

CHIROPRACTIC
SOCIETY
of Wisconsin

To: Members of the Senate Public Benefits, Licensing and State-Federal Relations Committee
From: Dr. Steven Wilsens, Chiropractic Society of Wisconsin
Date: April 25, 2017
Re: Continuing education program sponsors for chiropractors, chiropractic technicians, and chiropractic radiological technicians

Thank you Senator Kapenga and members of this committee for allowing me to testify in support of SB 78.

My name is Dr. Steve Wilsens. I am a chiropractor in West Allis, WI and have been practicing in Wisconsin for 4 years now. I began my career under unusual circumstances. Though I graduated in November 2012, I did not get my license until July 2013. I graduated cum laude from NWSU and passed all 4 national board exams with flying colors.

The reason that I could not start my professional career in Wisconsin was due to a new extra Wisconsin licensure examination that basically fenced young doctors out of the state. The year before the exam was instituted there were nearly 180 new doctors licensed in Wisconsin, and in 2012, when the testing began, there were less than 20.

Myself, and several young docs, were forced to wait 6 months after graduation before taking this exam, and even then the majority of us failed. This cost us several months of wages, or valuable time setting up a business (which is no small task), compiling interest on our student loans as well as \$1600 for the test itself. Needless to say, we were well behind our fellow graduates in practice in other states.

We really had no hope until the members of the Chiropractic Society of Wisconsin pledged their efforts to eliminate this exam before we were granted a license in Wisconsin that nearly every other state would have granted us with the 4 national board exams we had already passed.

That is why I joined the Chiropractic Society of Wisconsin. They have always been supportive of doctors within this profession and a continued champion of free trade within the state. Without the CSW I would not be practicing in Wisconsin, and I can say the same for several of my peers.

In addition, in the state of Wisconsin, chiropractors are required to pass a 48 hour nutrition certificate program in order to discuss nutrition or sell nutritional products in our offices. Currently because of the restrictions on what organization can be a CE program sponsor, the only in state association capable of providing this course is the WCA at a cost of over \$1,500, but if you join the WCA you receive a discounted rate of -\$768 for the CE courses.

Sure, we can take a course out of state at a chiropractic college, but costs climb when factoring travel, hotel and time away from the office. And all of that money goes out of state.

After my experience with the state examination I do not want to join an association that did not want me practicing in the state in the first place, who would?! Yet I would very much like to discuss nutrition in my clinic as chiropractors are already highly educated in nutrition through graduate school. We have more training in nutrition than most medical providers.

I do not want to join the WCA to get a discounted rate, support an association I do not agree with or travel to a different state, which sends money out of state, increases my overhead and costs me valuable time as I build a new business in Wisconsin.

By allowing the CSW, ACA and others to provide quality CE within Wisconsin we will keep the money in the state, provide more opportunities for clinicians to learn about topics that interest them and create competition for CE, which benefits the chiropractors in Wisconsin and, most importantly, the patients they see.

Please support SB 78 and allow the CSW to provide Continuing education to our profession.

~ Empowering Chiropractors to Vitalize Wisconsin ~



CHIROPRACTIC
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of Wisconsin

To: Members of the Senate Public Benefits, Licensing and State-Federal Relations Committee
From: Dr. Kris Erlandson, Chiropractic Society of Wisconsin
Date: April 25, 2017
Re: Continuing education program sponsors for chiropractors, chiropractic technicians, and chiropractic radiological technicians

Thank you Senator Kapenga and members of this committee for allowing me to testify in support of SB 78.

I am Dr. Kris Erlandson. I practice in Viroqua Wisconsin, WI. My testimony today is related to the CE program sponsor request. It is designed to demonstrate to the legislature that the CSW is a real and viable organization worthy of the ability to provide CE to its members.

It is not a secret in the Capitol that the WCA has been advocating for prescription rights for chiropractors. The CSW is aligned with the ACA, ICA, COCSA and all recognized chiropractic organization on this issue. We are all 100% opposed to the WCA's continued efforts for prescription drug rights for chiropractors.

On a positive note, the CSW is the only Wisconsin chiropractic organization that has joined AG Schimel's Dose of Reality program. In that light, today I would like to provide you with information on the CSW's Chiropractic First program. This program includes a very special video that the CSW produced and is now being used across the nation by multiple state and national chiropractic associations and thousands of chiropractors in their offices.

The first video is based on my families loss related to opioid addiction. The loss of my son to opioids was a foundation for my personal involvement in creating awareness nationwide on the opioid abuse problem. This video has been played in thousands of offices across the United States and I have received communication from many that it made a difference in their lives.

Our second video will be released this afternoon and this again is for every single member in our association to use in their offices to educate their communities on opioid abuse prevention and the opportunity for chiropractic care as a viable first solution for patients instead of turning to opioids.

I am very proud of the work our association has accomplished with our Chiropractic First and opioid awareness programs for our members. The ability for the CSW to provide CE programs will generate a new funding source our association to create the next phase of this important project.

Thank you

~ Empowering Chiropractors to Vitalize Wisconsin ~

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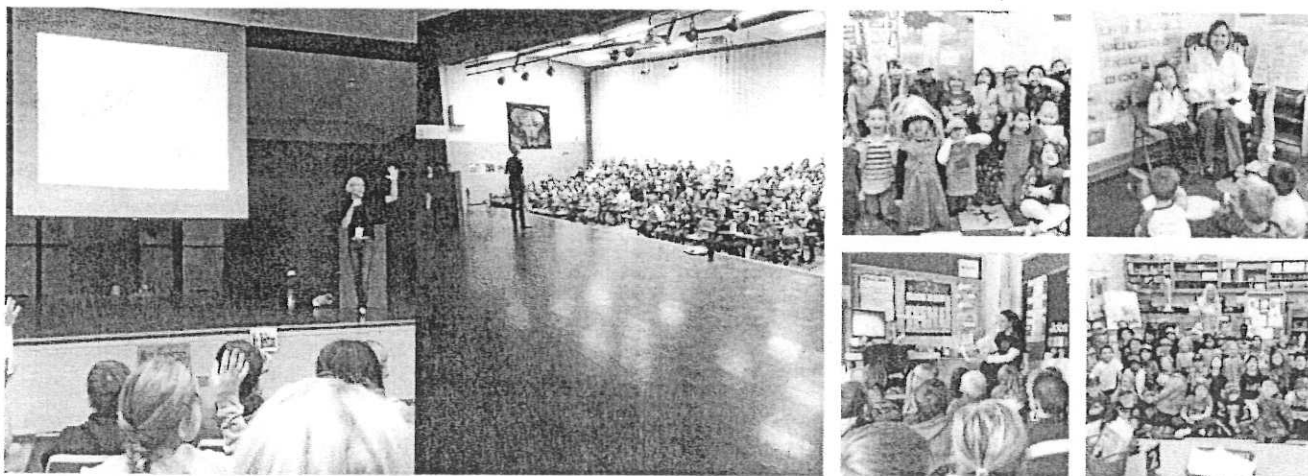
To: Members of the Senate Public Benefits, Licensing and State-Federal Relations Committee
From: Dr. Lona Cook, Chiropractic Society of Wisconsin
Date: April 25, 2017
Re: Continuing education program sponsors for chiropractors, chiropractic technicians, and chiropractic radiological technicians

Thank you Senator Kapenga and members of this Committee for allowing me to testify in support of SB 78. My name is Dr. Lona Cook. I am the current President Elect of the CSW. My son Jack and I are very proud constituents of Senator Harsdorf, and we appreciate all that she does representing us in Madison.

I am asking you to support SB 78, which simply allows our association to provide Continuing Education (CE) to our members.

I am excited to testify regarding the amazing statewide educational programs that our association conducts every year. It started 3 years ago when we created a very special day to educate the public on the benefits of chiropractic for children. The CSW's ChiroKids Day is an awesome collaboration of all of our members joining together on a single day to provide information on spinal health starting from pre-school up to parents out in the community.

Our members have been invited into whole school districts at all age levels to provide wellness related programs:



Our members also put up billboards around the state:



We also had members on radio and TV helping to spread the message of being pro-active with your body and health.

Each year our program grows. This year we want our members to participate in a much larger way, so we sent the very special book *The Superpowers Within* to our members as a surprise gift. The book was written by one of our CSW members and promotes the benefits of chiropractic health and wellness for children.

Our goal is to provide CE related to pediatric chiropractic at our district meetings. Without the ability to sponsor the CE, we cannot achieve this goal. With your support of SB 78, the CSW would be able to provide CE to our members especially at our district meetings conveniently held around the state.

~ Empowering Chiropractors to Vitalize Wisconsin ~

CSW • Two East Mifflin Street, Suite 600, Madison, WI 53703
Phone: 608.609.6383 • Fax: 608.252.9243 • Email: chiropracticsocietywi@gmail.com

CHIROPRACTIC
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To: Members of the Senate Public Benefits, Licensing and State-Federal Relations Committee
From: Dr. Wade Anunson, Chiropractic Society of Wisconsin
Date: April 25, 2017
Re: Continuing education program sponsors for chiropractors, chiropractic technicians, and chiropractic radiological technicians

Good Morning. Thank you Senator Kapenga and members of this committee for allowing me to testify in support of SB 78.

I'm Dr. Wade Anunson. I represent the CSW as legislative chair and on several occasions have been called upon for testimony regarding significant legislative proposals that served to greatly impact our profession, our ability to provide quality care and ultimately the choices for patient's of Wisconsin.

For 17 years, I was an active member of the WCA. I proudly supported ONE organization, ONE voice, ONE direction. 6 years ago, it became clear that the future of the profession under the leadership of the WCA was not reflective of my core chiropractic values and principles. Our choices for CE were cajoled into programs that served the WCA's agenda with complete disregard for its members.

The legislative committee of the CSW exists to promote and protect the rights of chiropractors in the state of Wisconsin as well as stay attuned to the various ramifications that changes in legislation will have on the profession's ability to provide quality, drug free chiropractic care. Our committee answers to our membership in protecting and promoting the rights of chiropractors.

In 2012, the CSW worked with legislators including those on this committee to remove the failed WCA "Wisconsin Exam" that was designed to fence new chiropractors from coming to our state under the false guise of protecting the public. All new graduates coming back to Wisconsin continue thank the CSW for achieving this landmark change. However, if you remember the compromise with the WCA was to increase the score requirements on 2 of the final NBCE national exams. This action is still restricting graduates from returning to Wisconsin. They can practice anywhere in the US, but not in Wisconsin. The CSW will be advocating that this legislature remove the arbitrary higher numbers and return them back to the normal which will allow more graduates and jobs to return to Wisconsin.

In 2014, the CSW passed vital legislation on informed consent that significantly impacted provider's in the state of WI from unnecessary and costly litigious scenarios. Of greater significance, is the fact that for the first time in the history of our profession, the CSW as an organization successfully partnered with Doctors of Podiatry, Dentistry and Optometry in a coalition designed to pass legislation protecting both patients and providers in their respective fields. I personally was involved in this legislation and found it extremely fulfilling to associate with the partnering organizations. I met and quickly became aware of the challenges they all faced.

Our ability to collaborate those efforts with integrity is why I am proud to be a part of this organization. The goal is to strengthen our profession and expand access for drug free health care to the people of Wisconsin.

That is why we will do everything in our power to protect the rights of our patients. As our profession stands, we are the last primary care providers that are drug free. Patient's deserve access to at least one primary care provider that is not under the influence of Big Pharma. Chiropractic is currently that profession. The definition of Chiropractic within states, "it is drug free". That is widely accepted by the heavy majority of chiropractors in the state of WI. Less than 2% of licensed chiropractors want prescription rights and now "over the counter drugs".

The CSW has shown more success with positive legislation in 5 years than the other organization has in 25 years.

It is very apparent by the opposition to open up competition within the chiropractic CE market that the WCA clearly would like to see the CSW go away.

However, right now, chiropractic students and newly licensed chiropractors need this organization to work to change the arbitrary exam score barrier.

The patient's in Wisconsin, including children need this organization and it's scientifically backed spinal health education. The public has a right to know how safe and effective chiropractic is. Our profession needs this organization to compete in the marketplace and level the playing field. The proposed language in SB 78 will help achieve those goals.

Thank you again for your support.

~ Empowering Chiropractors to Vitalize Wisconsin ~

CHIROPRACTIC SOCIETY

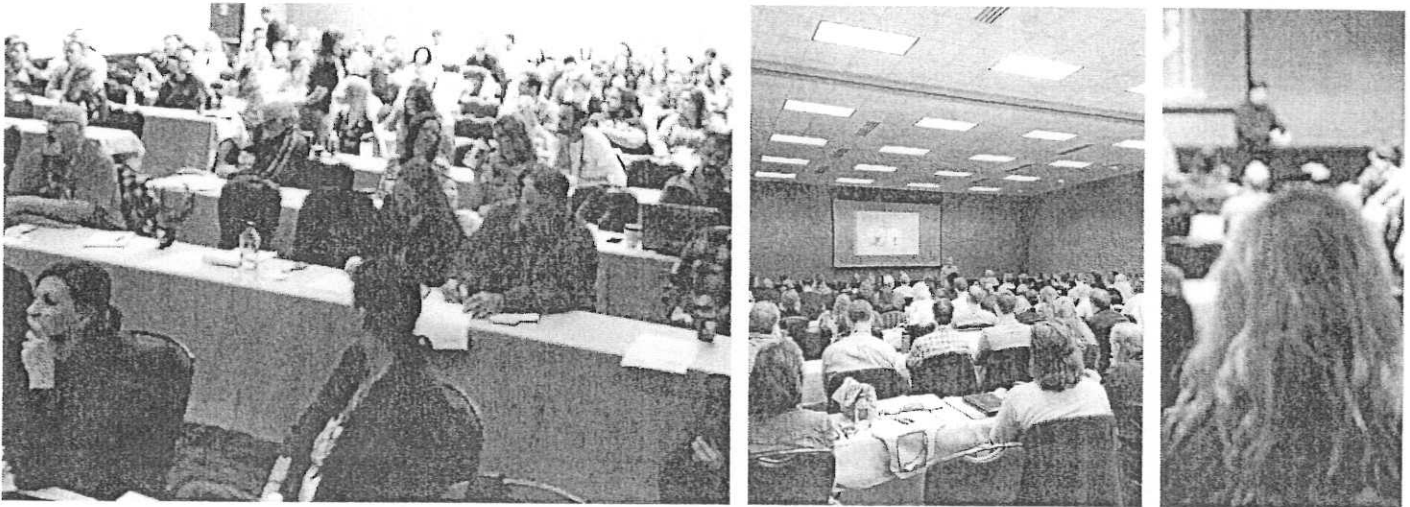
of Wisconsin

To: Members of the Senate Public Benefits, Licensing and State-Federal Relations Committee
From: Dr. Brian Wussow, Chiropractic Society of Wisconsin
Date: April 25, 2017
Re: Continuing education program sponsors for chiropractors, chiropractic technicians, and chiropractic radiological technicians

Thank you Senator Kapenga and members of this committee for allowing me to testify in support of SB 78.

I am Dr. Brian Wussow from Middleton, Wisconsin. I recently finished my first 25 years in practice and I'm just as excited about the next 25 as I was for the first. As a full time practicing chiropractor, I would just like to say thank you for your time and your consideration of this piece of legislation.

Today I am here to testify not only as a practicing chiropractor but also as a Chiropractic Society of Wisconsin Board Member and Chair of the Continuing Education Committee. This Committee is responsible for putting together all continuing education for the association for license renewal. When I first began reaching out to speakers four years ago, I was amazed at the support we received as an organization from so many in the profession. Many speakers were very excited for the opportunity to speak in Wisconsin...they had never been offered an opportunity.



One of the things I love about the volunteer work I get to do on this Committee is bringing in a wide variety of speakers. Many in the profession, due to time, family commitments or finances, are forced to do most, if not all of their continuing education in the state and preferably close to home. Year after year, we bring the biggest names in chiropractic to the state. Opening up the marketplace to allow more in-state opportunities is extremely important and vital to the growth and development of the profession.

As mentioned by Dr. Shepherd, unlike the other healthcare providers, the chiropractic statutes are written to only allow specifically named organizations to provide CE programs in Wisconsin. The Wisconsin Chiropractic Association (WCA) and the Medical College of Wisconsin are the only Wisconsin based organizations allowed to provide CE courses.

It needs to be noted that it has not been easy for the CSW to find or keep an approved program sponsor partner to provide the CE programs in Wisconsin. In the early stages, the Wisconsin Chiropractic Examining Board began a series of denials of CE programs applications with any organization that partnered the CSW, specifically if the seminar location was to be in Wisconsin.

As a Committee and an organization, trying to put on CE opportunities without being able to sponsor the CE is challenging both logistically and financially. The combination puts us at a huge competitive disadvantage. Currently we have to partner with Life University in Georgia to be the program sponsor. While this relationship is positive for large conventions, the financial part of our relationship with Life to put on these CE programs prohibits the CSW from doing any CE programs at our district meetings. This again puts us at a very distinct competitive disadvantage with the WCA.

~ Empowering Chiropractors to Vitalize Wisconsin ~

We understand that the WCA has been claiming that multiple CE options exist for chiropractors, and they only provide a small percentage of all of the approved CE on the Chiropractic Examination Board approved list. What they have failed to explain is that the WCA provides over 95% of all of the approved courses **held in Wisconsin**. The entire list of approved courses includes programs in Alberta Canada, California and Florida. If you specifically look for programs only held in Wisconsin, they are almost all WCA programs.

By allowing the CSW to become a program sponsor of CE, the legislature will open up the free market in Wisconsin and bring in real competition which can only result in greater choice and lower prices for chiropractors, CTs and CRTs.

Allowing us the same courtesy as the other state association, and all other state associations is good for state chiropractors, it's good for chiropractic, it's good for competition and it keeps Wisconsin dollars in Wisconsin!

Thank you for your time and I hope will consider supporting SB 78.

CHIROPRACTIC
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To: Members of the Senate Public Benefits, Licensing and State-Federal Relations Committee
From: Dr. Dean Shepherd, Chiropractic Society of Wisconsin
Date: April 25, 2017
Re: Continuing education program sponsors for chiropractors, chiropractic technicians, and chiropractic radiological technicians

Thank you Senator Kapenga and members of this Committee for allowing our State Organization, the Chiropractic Society of Wisconsin (CSW), to testify in support of AB 126. My name is Dr. Dean Shepherd, and I am the president of the CSW.

Today our simple request is to allow our organization to provide CE to our members by passing SB 78. SB 78 is new legislation that simply allows our association to provide Continuing Education (CE) to our members. The legislation also allows the Federation of Chiropractic Licensing Boards and the American Chiropractic Association to be program sponsors in Wisconsin. This legislation will bring more choices and lower costs to chiropractors, chiropractic technicians and chiropractic radiological technicians in Wisconsin.

Unlike other Wisconsin-licensed healthcare providers, the statutes related to chiropractic are written to only allow specifically named organizations to be able to provide CE programs. The Wisconsin Chiropractic Association and the Medical College of Wisconsin are the only Wisconsin-based organizations allowed to provide CE courses.

The chiropractic technicians (CT) and chiropractic radiological technicians (CRT) situation is even more perplexing. Currently, the statutes and rules allow for the CSW to provide programs to certify a CT and CRT. However, the CSW is **not** allowed to provide CE programs to these same CTs and CRTs to keep their certifications active.

The CSW has been required to partner with an out of state chiropractic college in Georgia, which is included in the approved Wisconsin list of CE sponsors, to provide the CE program at our annual conventions. Each convention has had over 200 in attendance with keynote presentations from Lt. Governor Kleefisch and the AG's office.

The CSW is an established and reputable association. We formed in April 2012 and are celebrating our 5th year anniversary this month. We are currently over 300 members and growing each month. In fact, many of our members, me included, have been involved in advocating for the chiropractic profession in Wisconsin for 10, 20, 30 plus years.

The CSW is a strong and viable Chiropractic organization whose legislative presence has already been felt here in the Capitol building. Dr. Wade Anunson, our Legislative Chair, will provide information on our efforts to remove the failed Wisconsin examination, which strategically fenced out new graduates from returning to Wisconsin to practice, and our coalition with the Dental, Optometry and Podiatry professions related to informed consent legislation.

The CSW continually creates new and innovative programs for our members, including a statewide educational program we call ChiroKids Day that educates parents and children about the importance of a healthy spine and nervous system. This past year, the CSW created a public service video to describe the tragic downward spiral of health consequences that opioid use produces. The CSW has created a Chiropractic First campaign to again educate Wisconsin healthcare consumers about non-drug chiropractic options for pain. The CSW is the only chiropractic association that has joined with Attorney General Schimel in his Dose of Reality campaign. Drs. Cook and Erlandson will provide additional information on those subjects.

Please support and recommend for passage SB 78.

Thank you.

~ Empowering Chiropractors to Vitalize Wisconsin ~