

HEART BEAT

The monthly newsletter from the OSCA

September is Drug-Free Pain Management Month



Enhance your practice and profession in your community by participating in this important event.

Again this year, the OSCA has worked with Governor DeWine's office to make September Ohio "Drug-Free Pain Management Month."

The September campaign is a national observance sponsored by the Foundation for Chiropractic Progress and promotes public awareness of chiropractic care as the preferred first-line approach to safe, effective, drug-free management of neuro-musculoskeletal pain.

The statewide PR awareness campaign (billboards featuring the "Find A Doc" call to action and radio ads) that launched in August was designed to overlap with the September promotion.

Follow the guidelines below to make the most of the campaign.

What F4CP does nationally - combined with the following local activities offered by the OSCA - will elevate public awareness and utilization of chiropractic as the optimal approach to pain management.

Use these items in the **OSCA toolkit** to get the message out to your

community:

- Press release and letter
- [Social media posts](#)
- Resolution request for your town to make September "Drug-Free Pain Management Awareness Month"
- Governor DeWine's Proclamation

Drug Free Pain Management Month Toolkit

Use the tools provided above for your community outreach:

1. Request your local Mayor and/or City Council, Chamber of Commerce or other civic organization to sponsor a formal Resolution commemorating September as Drug-Free Pain Management Awareness Month.



2. Notify your local media with a press release, and send the letter to the editor of your local newspaper commemorating September 2022 as Drug-Free Pain Management Awareness Month.

Promote the "Healthy Me, Drug Free" Poster Contest

We have created everything you need to send to your local schools to spread the word about a drug-free, healthy lifestyle to kids in grades 4-9.

Please send the provided letter, contest rules, and entry form to your local schools.

- Participants will create a poster about how they live a healthy life without the use of drugs.
- The poster contest winner and their teacher in each category will receive a \$250 Amazon gift card.

Poster Contest Toolkit



You're invited to attend the OSCA Annual Membership Meeting

Friday, Oct. 7, 9-9:45 am

Hilton Polaris/8700 Lyra Dr./Cols, OH 43240

RSVPs must be received by Wed. Sept. 21 via osca@oscachiro.org

Questions/comments for the meeting agenda must be submitted in writing and emailed to osca@oscachiro.org by Sept. 21.

Register today for "Connecting Purpose To Passion" Annual Convention Oct. 7-9 Hilton Polaris/Columbus

The membership meeting will kick off a busy and productive Convention weekend, which also includes the 4th quarter OSCA board meeting.

The Convention starts Friday at 1:30 with an engaging program by Dr. Dennis Marchiori, CEO of Palmer College. He will frame ways you can connect and leverage both purpose and passion and explain why this benefits your practice.

Convention details



Still on the fence about attending the Annual Convention?
We hope our list will give you a little nudge to sign up!

1. Meet leaders in your industry.
2. Connect with colleagues from around the state.
3. Network and make new connections.
4. Enjoy everyone's favorite, Dueling Pianos, at the Gala.
5. Support chiropractic legislative efforts and

- take home a cool item from the PAC auction.
6. Help your patients by applying newly-acquired knowledge.
 7. Do some team building with the staff at convention and empower your staff to grow your practice with you.
 8. Earn 12.25 CEs - and one is a board-mandated topic!
 9. Enjoy great food and spirits throughout the weekend at a beautiful hotel.
 10. Celebrate your profession and colleagues at the Awards Ceremony and Masquerade Gala.



12.25 CEs! REGISTER FOR CONVENTION

Insurance Updates

Please access all updated information for these providers on the members-only section of the OSCA website:

- Ohio Medicaid's Next Generation
- Evaluation and Management Codes
- CareSource
- Molina
- Paramount
- United
- Buckeye

[Click For Insurance Update Details](#)

Upcoming District Elections

Calling all OSCA members in Even Numbered Districts! It's Election Time

Do you feel the call of leadership? If so, now's your chance! If you are interested in serving as District Director, please submit your intent according to these guidelines:

Eligibility: a candidate must be a regular member in good standing and have been in the practice of chiropractic for at least 3 years at the time of the scheduled election.

Filing Deadline: intent to run by a qualified candidate must be received at the Executive Office by close of business on the 1st Tuesday in October, 2022 – must be received by 4:30 pm on Tuesday, October 4th at 4:30 pm. Email your



intent to osca@oscachiro.org

Election: election will occur the last week in October.

2022 Election will open at 8:00 am Monday 10/24 and close at 4:30 pm on Friday, 10/28.

Term: Effective January 1 of the upcoming year and for a duration of 2 years

Employee Retention Tax Credit

The ERTC is a refundable tax credit, instituted as part of Covid relief aid under the CARES Act, that business can claim on qualified wages, including certain health insurance costs, paid to employees.

Speak with a tax professional to see how the credit works and if you qualify. A tax professional can also advise you how to claim the credit and provide deadlines for applications.



SEPTEMBER

Ohio Chiropractic Awareness Media Campaign

The F4CP's and OSCA's collaborative statewide PR campaign (billboards and radio ads) to increase the awareness and utilization of chiropractic in Ohio launched in August. The campaign overlaps with September's Drug-Free Pain Management month and October's Chiropractic Health Awareness month. The final phase will be completed in November. For more information, please review [the details emailed to you on Friday, July 29.](#)

"Healthy Me, Drug Free" Poster Contest- see info above

OCTOBER

National Chiropractic Health Month - National awareness of the use and benefits of chiropractic care. More information coming soon on the OSCA website.

7-9 Annual Convention, Hilton Polaris

- **OSCA Annual Membership Meeting, Friday, Oct. 7, 9:00 am**

NOVEMBER

11-13 Acupuncture 300-1: [Practical and Clinical Application of Tung's Acupuncture](#)

DECEMBER



*Financial Guide
for the Chiropractic Community*

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