

Northwestern Weekly

April 20, 2005

Top Stories

New Diversity Web Site Serves as a Resource on Cultural Competence

In early April, Northwestern Health Sciences University's Diversity Commission launched the first phase of a Web site designed to serve as a resource for both the campus community and natural health care practitioners.

The site provides a number of resources, including a listing of upcoming cultural events, information about service learning initiatives, information about Northwestern's diversity scholarships, links to literature about diversity, and information about the University's seven diversity challenges. Additional information is expected to be added in future phases.

"I am pleased that it is up and going," says Tolu Oyelowo, DC, chair of Northwestern's Diversity Commission. "It will be a resource for the campus community and will provide answers to commonly asked questions about diversity."

The Web site is just one of several new diversity initiatives launched in 2005. Earlier this year, two diversity scholarships were awarded. The scholarships each provide 50-percent tuition reductions for winning students. For more information about the scholarships visit <http://www.nwhealth.edu/diversity/scholar/index.aspx>.

Additionally, the Diversity Commission is planning a Summer Science Academy for eighth-grade students from low-income or minority groups. The commission is currently working on curriculum for the program, which will take place in August. Faculty and students interested in offering instruction during the program can contact Dr. Oyelowo at ext. 276.

Chinese Scroll Donated by Graduates Displayed at Northwestern

A Chinese scroll thought to be from the mid-1800s has been hung in the hall leading to Northwestern Health Sciences University's foyer.

The scroll, which is about five feet tall and three feet wide, was donated to the Minnesota College of Acupuncture and Oriental Medicine in 2003 by that year's graduating class. It was displayed during graduation, but following a recommendation by an art historian, MCAOM opted to have a Plexiglass display case constructed to protect it. The case enclosing the scroll was put on display just in time for the Great River Symposium, which was held April 1-2.

The scroll is brush and ink on paper and is titled, “One of the Three Celestial Purities of Daoism.” It is likely part of a triptych, which includes the legendary sage Lao Zi, who is considered to be the likely father of Daoism. The deity shown is thought to be the source of knowledge and scripture.

“We are hoping it will be the first piece in a series of pieces displayed on campus that represent the Chinese tradition,” says Mark McKenzie, MaOM, Lac, dean of MCAOM.

The Natural Care Center at Woodwinds Celebrates Five-Year Anniversary

Since opening its doors in May 2000, Northwestern Health Sciences University’s Natural Care Center at Woodwinds, in Woodbury, Minn., has offered a wide array of natural health care services, including chiropractic, acupuncture and Oriental medicine, massage therapy, naturopathy, and healing touch. This spring, the center celebrated its five-year anniversary — and five years of successfully integrating all three of the University’s academic programs into one clinical setting.

The state-of-the-art clinic is located within the HealthEast Woodwinds Health Campus, which includes a 70-bed hospital and a medical office building. The concept for the Natural Care Center evolved during the planning stages of the health campus.

“HealthEast approached Northwestern Health Sciences University as experts in natural health care: they wanted to work with the best,” explains Deborah Miller, LPN, Northwestern’s clinic administrator.

“The services provided at the Natural Care Center directly support the original vision of the community for this health care campus,” says Julie Schmidt, CEO of the Woodwinds Health Campus.

Over the last five years, the Natural Care Center has seen explosive growth and expects to record its 100,000th patient visit this fall. Staffing at the clinic has grown from four staff clinicians to 10. Additionally, the clinic has added a thriving retail component offering quality natural health care products. Miller attributes the successes of the natural care center to the high-quality clinicians, the exceptional customer service, the highly effective marketing plan, and the support of the Woodwinds Health Campus.

“The clinic has received overwhelming support from HealthEast and Woodwinds administrators, physicians, and nursing staff that has been invaluable to the clinic’s success,” says Miller.

The clinic benefits from its proximity to a hospital and other medical offices. Many patients have come to the clinic as a result of referrals from doctors practicing on the campus or nearby. Additionally, the center’s location allows the staff to interact with medical doctors when seeking the best treatments for patients.

“I talk to doctors regularly,” says Valerie Johnson, NCTMB, BS, associate clinic faculty. Johnson, who has practiced massage therapy at Woodwinds since its launch in 2000, says she is often approached in the halls by medical doctors who are wondering about the effectiveness of massage for various medical conditions. “I’d like to see that increase even further over the next five years,” she adds.

Meanwhile, within the Natural Care Center itself, doctors of chiropractic, acupuncturists, massage therapists and the other practitioners often work together to achieve the best model of care for their patients. In-office referrals are commonplace and each modality works with the others to treat the patient as a whole, rather than just the symptoms.

“The most rewarding experience for me [as a practitioner at Woodwinds] is being a partner in healing and a witness to the positive health changes that people generate for themselves,” says Andy Lininger, LAc, an acupuncturist who has practiced at Woodwinds for the last five years.

But not only has the Natural Care Center provided excellent health care opportunities to patients, it has also been a fertile training ground for Northwestern students. Over the last five years, Northwestern has sent scores of student interns to the Natural Care Center. As part of an integrated group of practitioners — all of the different natural care modalities work side-by-side at the clinic — students have an opportunity to develop valuable skills that assist them as begin practicing after graduation.

“Because we operate in a hospital setting, student interns at Woodwinds get opportunities to observe and handle much more complex situations that go beyond what they might see elsewhere,” says David Smith, DC, an associate professor who has practiced at the clinic since 2000. “The University had real vision when it developed a clinic that could educate students on how to become well-rounded practitioners.”

Do Challenge Set to Begin May 2

Beginning May 2, Northwestern Health Sciences University will participate in the “Do Challenge,” a six-week incentive program based on the ongoing “Do” campaign. The Do Challenge replaces the Shape Up Challenge at Northwestern.

During the Do Challenge, employees will form teams of five to eight people. Each team will select a captain who will receive an information packet from Rosie Ward, MPH, CHES, Northwestern’s health and wellness coordinator. Teams from Northwestern will compete with teams from other organizations in Hennepin County.

Before the Do Challenge begins, individuals set goals to strive toward during the program and record points daily for increasing daily “Lifestyle Physical Activity”— parking further away, doing yard work, hand delivering e-mails and other similar tasks — and “Leisure-time Physical Activity” — lifting weights, biking, running, dancing, brisk walking, yoga, Pilates and other fitness activities. Bonus point opportunities will be available each week to participants who incorporate other healthy behaviors into their

lifestyles that aren't specific to physical activity. Team members will report their points to their team captains each Monday.

The team with the highest average points each week will win prizes. At the end of the program, the team with the most points will win a grand prize. In addition, those who meet their program goals or make significant lifestyle changes during the program will be rewarded.

Health and Wellness Update

April 24-30 is National Infant Immunization Week

Submitted by Rosie Ward, MPH, CHES, Health and Wellness Coordinator

Love Them. Protect Them. Immunize Them.

Immunizations are one of the most important ways you can protect your child's health. Infants and young children are particularly vulnerable to infectious diseases. That is why it is so important to get your child immunized.

Before the age of 2, your child needs to be immunized against the following diseases: hepatitis B, diphtheria, tetanus (lockjaw), pertussis (whooping cough), *haemophilus influenzae* type b (Hib disease), polio, measles, mumps, rubella (German measles), varicella (chicken pox), and pneumococcal disease. Influenza vaccines are also recommended annually starting at six months of age.

Hepatitis A vaccine is recommended for children and adolescents in selected states and regions and for certain high-risk groups. Check with your health care provider to see if your child should also be vaccinated against hepatitis A.

Work with your health care provider to set up an immunization schedule that is right for your child. Some children should get their first shot (hepatitis B) before leaving the hospital. Others begin at 2 months of age. Be sure to keep the immunization appointments. Also, keep a record of your child's vaccinations.

For the latest recommended immunization schedule and blank vaccine record forms, visit <http://www.cdc.gov/nip/recs/child-schedule.htm>. For a free booklet on immunization, visit <http://www.cdc.gov/nip/publications/Parents-Guide/default.htm>.

<http://www.cdc.gov/nip/recs/child-schedule.htm>

Source: CDC National Immunization Program, www.cdc.gov/nip

“Do” Campaign Continues at Northwestern

“Do,” a social-marketing campaign put together by Blue Cross/Blue Shield and the American Heart Association, provides fun, point-of-decision marketing to remind you to make choices to be healthy and add activity into your day.

The campaign reinforces how easy it is to “groove your body” three times a day for 10 minutes to promote good health and to decrease the various health risks associated with inactivity. It was piloted in Brooklyn Center and Duluth earlier this year and was so successful that the campaign messages have spread to Minneapolis and St. Paul.

The “do-crews” are on duty and have already spotted and rewarded 36 people. The latest winners are Kathy Hinks ,who was spotted taking a walking break outside, and Sharon Frevik, who was recognized for making a special trip to get boxes for people in her department. If a do-crew spots you “doing,” you could be the next big prize winner, so stay active!

Healthy-U Program Updates

April Recess activities:

- **Thursday, April 21 – Walking Groups** (inside walking lanes – meet on main level by Door 4) Break up your day by going for a short walk with three different starting times: 11:30 a.m., noon, and 12:30 p.m.
- **Tuesday, April 26 – Lunchtime Games** (Employee Lounge) – take a few minutes out of your day for fun and socializing with fun and games. Come anytime between 11:30 a.m. and 1 p.m.

Health Club Discount Program

Did you know that as an employee or student of Northwestern, you can receive discounts when joining one of our eight health club partners?

Northwestern has health clubs partnerships with:

- Bally Total Fitness (all locations);
- Calhoun Beach Club (Minneapolis);
- Fitness Crossroad (Minneapolis and St. Anthony);
- Gold’s Gym (Vadnais Heights and White Bear Lake);
- Lifetime Fitness (all locations, no discount until fall 2005);
- Northwest Athletic Club (all locations);
- YMCA (18 metro locations); and
- YWCA of Minneapolis (Downtown, Midtown and Uptown).

Wellness Fun Facts

Sports Drinks Cause More Damage to Teeth Than Soda

While sports and energy drinks help athletes rehydrate after a long workout, if consumed on a regular basis they can damage teeth. These beverages may cause irreversible damage to teeth enamel. This damage could result in severe tooth decay.

According to a new study, the damage caused to enamel by non-cola and sports beverages was three to 11 times greater than cola-based drinks. Energy drinks and bottled lemonades caused the greatest damage.

The study exposed enamel from cavity-free molars and premolars to a variety of popular sports drinks, including energy drinks, fitness water and sports drinks, as well as non-cola beverages such as lemonade and ice tea for 14 days (336 hours). The exposure time was comparable to about 13 years of normal beverage consumption.

The study findings revealed there was significant enamel damage associated with all beverages tested. Results of the study in order of greatest to least damage to enamel: lemonade, energy drinks, sports drinks, fitness water, ice tea, and cola. Most cola-based drinks may contain one or more acids, commonly phosphoric and citric acids. Sports beverages contain other additives and organic acids that can advance damage to teeth.

To preserve tooth enamel and protect teeth from decay, the Academy of General Dentistry recommends limiting drinking soda and sports drinks and choosing water or low-fat milk instead.

Source: *General Dentistry*, January/February 2005, and Academy of General Dentistry, www.agd.org.

Quote of the Week

"The key is not to prioritize what's on your schedule, but to schedule your priorities."

~Steven Covey

Upcoming Events – April/May

"Do spring" and start training for a walking, running or bicycling event.

Saturday, April 16 – Run the Valley (5K Run/Walk and 10K Run) (Golden Valley, Minn.)

- Course is a relatively flat loop route through residential Golden Valley.
- \$25 registration fee if received by April 13; fee increased to \$30 through race day.
- For more information and to register, visit <http://www.raceberryjam.com/indexrr.html>.

Saturday, April 23 – Tornado Trail Mix 5K and 1-Mile Fun Run (Anoka, Minn.)

- Proceeds benefit the Anoka Track and Field Team.
- \$15 pre-registration fee (\$20 on race day) for ages 15 and over; \$12 pre-registration fee (\$15 on race day) for ages 14 and under.

- For more information and to register, visit <http://www.raceberryjam.com/indexrr.html>

Saturday, April 23 – Earth Day 5K (St. Paul, Minn.)

- Run on the campus of the College of St. Catherine on both a grass and earth trail.
- Pre-registration fee is \$15 (\$20 on race day).
- For more information and to register, visit <http://www.raceberryjam.com/indexrr.html>

Sunday, April 24, 2005 – Ironman Bike Ride (Lakeville, Minn.)

- Jump-start your bicycling season after a long Minnesota winter by riding in this recreational event. This is not a race but a test of your personal strength, stamina, and commitment to cycling.
- Choose the distance to best meet your needs: 30, 62 or 100 miles
- Registration fee is \$30 for adults and \$15 for ages 17 and under.
- For more information and to register, visit www.ironmanbikeride.org.

Saturday, April 30 – Get In Gear 10K (Minneapolis/St. Paul, Minn.)

- Minnesota's largest 10K; a 5K run/walk has also been added.
- Course crosses the Mississippi River and travels on both sides of the river.
- Registration is \$24 through April 23; \$29 through April 28; and \$32 on April 29.
- For more information and to register, visit <http://www.getingear10k.com/>

Saturday, May 7 — Jump To It 10K, (White Bear Lake, Minn.)

- Proceeds benefit the White Bear High School science program.
- \$18 pre-registration fee (by May 5); \$25 on race day.
- For more information and to register, visit http://www.active.com/event_detail.cfm?event_id=1202042

Saturday, May 7 — Preeclampsia Walk-A-Thon, Lake Harriet (Minneapolis, Minn.)

- Proceeds benefit the Preeclampsia Foundation to fund research and provide public awareness, support, and education to people whose lives have been touched by preeclampsia and other hypertensive disorders of pregnancy.
- \$15 pre-registration fee; \$20 on race day.
- For more information and to download a registration brochure, visit <http://www.magnetmail.net/images/clients/INTRINXEC/attach/pfWT05brochure mn.pdf>.

Sunday, May 8 — Race for the Cure 5K Walk/Run (3.1 miles) (Bloomington, Minn.)

- Support breast cancer research by starting your Mother's Day with a walk or run.
- \$20 registration fee for adults; \$10 for children 12 and under if postmarked by April 16. \$25 fee for adults, \$12 for children from April 17 – May 7; \$30 for adults, \$15 for children on race day.
- For more information and to register, visit <http://www.racecure.org>.

Wednesday, May 11 — Cobb 5K Run/Walk, Lake Harriet (Minneapolis, Minn.)

Race starts at 6:30 p.m.

- \$17 pre-registration fee with shirt, \$7 without shirt; \$25 on race day.
- For more information and to register, visit http://www.active.com/event_detail.cfm?event_id=1176473

Saturday, May 14 — Arise and Run for the Prize (Maple Grove, Minn.)

- Run through the Elm Creek Park Reserve with a chance to win various door prizes.
- \$16 pre-registration fee if paid by April 30; \$20 after April 30.

For more information and to print a registration form, visit

<http://www.raceberryjam.com/indexrr.html>

Recipe Corner

Green Beans Indian-Style

Ingredients:

1 ½ teaspoon vegetable oil
1 teaspoon mustard seeds
1 pound fresh green beans, trimmed, cut diagonally into 1-inch pieces
2 medium-sized carrots, peeled and sliced
1 small onion, chopped
1 teaspoon salt or to taste
1 teaspoon ground coriander
1/8 teaspoon ground ginger
2 tablespoon fresh lemon juice

Cooking Instructions:

In a large, nonstick skillet, heat oil over medium-high heat.

Add mustard seeds and sauté for 30 seconds, or until they start to pop.

Stir in beans, carrots and onions and cook, stirring constantly, for 5 minutes.

Stir in salt, coriander and ginger.

Reduce heat to low, cover and cook, stirring often, for 8-10 minutes, or until the beans are tender-crisp. Stir in lemon juice and serve.

Serves 4. 72 calories per serving, 2 grams protein, 2 grams fat

Campus Calendar

April 27

- Annual plant sale order forms must be turned in. Return order forms to Carol Schmidt or fax the form to (952) 886-7593.

April 30

- Sony Canteenwala, DC, will give a lecture about the “Torque Release Technique: An Overview of History and Methods” from 3:45 p.m. to 8 p.m. in Room L2.

May 2 - May 6

- Northwestern Women in Health Care will hold a book sale from noon to 1 p.m. in the foyer.

May 5 - May 6

- Orders from the annual plant sale can be picked up in the court yard from noon to 2 p.m.

Employee Resources

Student Resources

Swimming Instructors Sought

The Northwestern Health Sciences University aquatics program is looking for motivated and fun students to instruct water exercise classes. No experience necessary; training and swimming suits provided. Classes are available on a flexible schedule. This would be a great opportunity to exercise while getting paid at the same time. If you are interested or have any questions, call Tara Vosu at ext. 101.

Daily Hot Spots

The first two are from last week, but I didn't use them.

Absolutely useless trivia is useless, but interesting:

<http://dogman0.tripod.com/useless.html>

Want to become an evil overlord? Check out these tips:

<http://omega.med.yale.edu/%7Epcy5/misc/overlord1.htm>

Do you want to be a published author? Check out iUniverse: <http://www.iuniverse.com/>

Check out trailers of upcoming movies: <http://www.apple.com/trailers/>

About to make a major purchase? Check out <http://www.epinions.com> to read reviews before you buy.

Practice Management

Start from Scratch or Buy a Practice?

Every year, a few thousand chiropractors either start a practice from scratch or acquire an existing practice. Advantages of starting from scratch include being not as restricted geographically, selecting the patient base you are interested in, and customizing your floor plan. You also do not have to be concerned with another doctor's way of doing things. If you know what you are doing and are well capitalized, this could be the way to go.

However, starting from scratch is a much greater risk compared to acquiring an established practice. With a new practice, you have to do absolutely everything. There are no patients or name recognition. Most doctors underestimate the amount of money and involvement required just to reach a break-even point.

Buying a practice offers an opportunity to avoid the starvation period during the years when certain costs were incurred without realizing a profit. The benefits of buying an established practice include:

- Access to existing patients;
- Patient referral sources, and a known location;
- The office and chiropractic equipment are in place;
- Practice operations and management systems are in place, including insurance billing and collecting procedures;
- Computer software and filing systems are in place;
- Staff are already hired;
- Phone numbers are established;
- Financing options are greater when acquiring an existing clinic;
- Use of former doctor's name for a limited time;
- Transition assistance to assure a smooth transaction; and
- The right practice purchase allows instant income.

The practice should have the cash flow ability to pay all of the overhead expenses, the buyer's new loan debt service, the buyer's compensation, and income taxes plus extra profit.

There are numerous creative financing options for acquiring a practice. These include various Small Business Association guaranteed loan programs, a low down payment with an aggressive pro-chiropractic bank, and also seller financing.

Sometimes an opportunity becomes available to intern or associate after licensure with a buy-out option.

It is imperative that would-be buyers do their due diligence. Without this, it is difficult to determine profit potential, how to conduct a suitable manner of effecting the sale, and whether it will be compatible from a personal standpoint.

Network with fellow chiropractors and chiropractic consultants. They want to help you for the good of the profession. Entering into practice should be the most exciting and rewarding time in your life. Explore your options, and get off to a good start!

Loren Martin is President of Practice Opportunities Inc. and specializes in consulting, appraisals and brokerage. He has completed over 180 successful chiropractic transactions. For a free consultation, he may be reached at (800) 736-0089 or loren.martin@charter.net.

Poll Question

If you could be on a reality TV show, which would you choose?

1. Survivor
2. American Idol
3. Nanny 911
4. The Bachelor
5. The Amazing Race
6. Fear Factor
7. America's Next Top Model

Menu

April 25 - April 29

Monday

- Soup, sandwich, chips, pop \$4.50

Tuesday

- Burgers, fries or salad, pop \$5

Wednesday

- Grilled ham and cheese sandwich, chips, pop \$5

Thursday

- Chicken fillet sandwich, fries, pop \$5

Friday

- Pasta, salad, bread, pop \$5.25