

## **Top Stories**

### **Employees Learn About Strength Training**

**Posted on Jan. 21, 2005**

About 25 Northwestern Health Sciences University employees recently attended a workshop on campus about designing a resistance training program. The workshop was presented by Zach Lee, a fitness coordinator for Lifetime Fitness.

The workshop explained the fundamentals of resistance training and outlined principles to consider when creating a resistance training workout. Lee also explained why resistance training is important.

“We lose more than one-half pound of muscle for every year of life after age 25 unless we strength train regularly,” said Lee. “The gradual loss of muscle tissue in non-resistance training adults leads to a 5-percent reduction in metabolic rate every decade of life.”

Participants in the workshop had an opportunity to ask Lee questions following the session. Additionally, each person received a full-color booklet with detailed pictures of various stretches and strength training workouts.

“The booklet is great,” said Rosie Ward, MCEH, Northwestern’s health and wellness coordinator. “And I was pleased with the turnout for the workshop. People seemed to enjoy it; I noticed a lot of people taking notes.”

Ruth Ann Marks, information technology, was one of the 25 people at the workshop. She said she learned a lot and felt very motivated.

“I know strength training is important,” said Marks. “I want to get back into it and this workshop will help.”

Ward said similar workshops have not been slated, but she hopes to add some in the future.

[» Back to Top](#)

### **Congress Directs \$2 Million to Chiropractic Student Loan Program**

**Posted on Jan. 20, 2005**

President George W. Bush signed into law on Dec. 8 legislation that includes a directive from Congress to provide \$2 million in funding to expand and extend a pilot program allowing doctors of chiropractic to participate in the National Health Service Corps (NHSC) student loan repayment program. The chiropractic provision, contained in the conference report to accompany HR 4818, was sponsored by Senators Tom Harkin (D-Iowa) and Arlen Specter (R-Pa.), and backed by the American Chiropractic Association (ACA) and the Association of Chiropractic Colleges (ACC).

“This is yet another important milestone in the ACA’s battle to ensure that chiropractic care is fully included in all federal health care programs,” said ACA President Donald Krippendorf, DC. “Doctors of chiropractic belong in the National Health Service Corps because we have a unique and important role to play in providing millions of Americans in underserved areas with the care they need. Thanks to Tom Harkin and Arlen Specter — two great leaders who understand the value of chiropractic to the nation’s health care system — there will be new opportunities for doctors of chiropractic and better health care for patients.”

Added Alfred Traina, DC, president of Northwestern Health Sciences University, “From a big picture perspective, it’s wonderful because the chiropractic profession is now recognized by the federal government as a benefit to patients. It’s been a long time coming; it really opens the door for students with regard to scope of practice.”

In 2002, Congress approved ACC- and ACA-backed legislation establishing a special pilot program to assess the impact of making chiropractic care more available in communities served by the National Health Service Corps. Under this program in 2003, eight chiropractors who had entered into employment contracts with eligible community health centers around the United States and submitted applications to the government were selected to serve as the first chiropractors in the NHSC student loan repayment program. These doctors began receiving tax-exempt student loan reimbursements up to \$25,000 per year to continue during a two- or three-year service commitment.

Following selection of this initial group of chiropractors, from a pool of about 90 applicants, NHSC officials unexpectedly — and counter to their orders from Capitol Hill — announced that the program was closed and would be evaluated without additional groups of chiropractors being added. The ACA and ACC vigorously protested this decision and worked together not just to overturn it, but also to support new legislation to expand and extend chiropractic participation in the NHSC and the student loan repayment program. The ACA/ACC advocacy effort — launched officially at the National Chiropractic Legislative Conference in March 2004 — successfully secured support from Senators Harkin and Specter, Rep. Charlie Norwood (R-Ga.) and other pro-chiropractic leaders in Congress and culminated with final approval by Congress of the conference report on HR 4818 on Dec. 6, 2004.

Earlier this year, after hearing from ACA members, the Senate Appropriations Committee voted on Sept. 15 to register concern about the handling of the NHSC chiropractic pilot and approved a funding directive to expand and extend the program. The panel's report to accompany the FY 2005 appropriations measure for the Department of Health and Human Services states:

“...The Committee is concerned that funding provided for this demonstration in fiscal year 2003 resulted in only eight chiropractic demonstrations nationwide. The purpose of the demonstration program was to collect data on comprehensive patient outcomes associated with community health centers that provided chiropractic services ... the Committee believes that eight chiropractors is not a statistically significant figure and conclusions cannot be safely drawn from this part of the demonstration. Therefore, the Committee expects HRSA to use these funds to conduct another demonstration on a cohort of exclusively chiropractors and report to the committee on the findings.”

The NHSC, administered by an agency within the U.S. Department of Health and Human Services, assists medically underserved communities to recruit and retain primary care clinicians, including dental and mental and behavioral health professionals, to serve in their community. More than 23,000 health professionals have served with NHSC since 1972. Current field strength totals more than 2,700 clinicians/health care professionals whose careers are influencing the outcomes of underserved populations and communities. Many clinicians have remained in service after fulfilling their initial NHSC commitments.

**Source: ACA Press Release**

[» Back to Top](#)

## **Anne Packard-Spicer, DC, Obtains Diplomate in Pediatrics**

**Posted on Jan. 19, 2005**

After years of research, papers and exams, Anne Packard-Spicer, DC, DACCP, was recently granted diplomate status from the Academy Council on Chiropractic Pediatrics. Dr. Spicer is an associate professor for Northwestern Health Sciences University's chiropractic program, where she has taught obstetrics and pediatrics for the past decade. Dr. Spicer is also a faculty clinician in the Bloomington Natural Care Center.

"Obtaining the diplomate involved three years of post-graduate study," says Dr. Spicer, who graduated from Northwestern in 1991. "I followed courses at Northwestern through the International Chiropractic Pediatrics Association for about 10 weekends per year."



During her post-graduate work, Dr. Spicer wrote two articles for publication, her most extensive involved a case study on pediatric low-back pain. According to Dr. Spicer, injuries can occur in gestational development, infancy and childhood. "Early injuries can all lead to abnormal adaptations such as bone shape change, muscle change and eventual neural pathology. My case study adds to the urgent need for a clinical control trial in the area of pediatric back pain."

Dr. Spicer's interest in pediatrics has developed since her entrance into chiropractic. For the past decade she has focused on the care of pregnancy-related conditions, and on infants and children's health. "I love working with children," she says. "They are in a constant mode of adaptation."

Obtaining her diplomate not only furthered her own knowledge but will serve her patients. "I never intended for this diplomate to be a stepping stone in terms of my career," says Dr. Spicer. "I went after the degree to learn about kids. Rather than a career move, it was a patient-care move."

[» Back to Top](#)

## **Club and Organization Day Informs New Students**

**Posted on Jan. 19, 2005**

Every trimester features a ritual for all student clubs that includes a table in the foyer, access to students, and of course, candy. This term's Club and Organization Day, which took place on Jan. 18 from noon - 1 p.m. in the foyer, brought more than 35 organizations together in an effort to recruit new members and increase awareness of their clubs'missions

"Club and Organization Day creates awareness for new students especially about the opportunities available to them on campus," says Molly Masis, T2 chiropractic student and Student Senate parliamentarian. "What we want to avoid is a student figuring out about the Kinesiology Club or some other club that they might have joined initially, in the middle of the term. This way, new students will know what is offered to them at the get-go."

More than 40 registered student groups exist at Northwestern Health Sciences University, ranging from technique clubs to fitness groups to political student organizations. While student group budgets are approved through the Student Senate, student groups may also be self-funded.

For more information on the various clubs and organizations offered at Northwestern, visit <http://www.nwhealth.edu/staffairs/organiz/index.html>.

[» Back to Top](#)

## **Color Me Informed: Northwestern Weekly Has a Whole New Look**

**Posted on Jan. 19, 2005**

Reflecting significant content changes made in University publications, "Northwestern Weekly" has been revamped with a colorful new shell. The new version of Northwestern Weekly hit news stands on Jan. 12, brightening the faces of its readers. The weekly printed publication is aimed at students, faculty and staff of the University.

"Moving toward a color publication was a great decision," says Jaime Hunt, BA, Northwestern's public relations coordinator and editor of the publication. "For virtually the same price, we could offer a more aesthetically pleasing publication for people on campus."

The design of the new publication, which is dusted over with red, orange and green maple leaves, symbolizes the mission of the University. "I believe that it represents our dedication to natural health care," says Hunt.

In addition to color, the improved publication features photos and a different layout.

"It was a blast designing the new look of 'Northwestern Weekly,'" says Hunt. "My vision was exceeded 200 percent by the work of Chris Sothman, AA, graphic designer. Its beauty is enhanced by the fact that it has become an increasingly popular publication among the Northwestern community."

[» Back to Top](#)

## **University of Minnesota Medical Students Explore Acupuncture and Oriental Medicine at Northwestern Health Sciences University**

**Posted Jan. 18, 2005**

More than 160 students from the Physicians and Society course at the University of



Minnesota \_\_\_\_\_ medical school met with students and faculty from the Minnesota College of Acupuncture and Oriental Medicine for an interactive seminar on the campus of Northwestern Health Sciences University on Jan. 13. The field trip was designed to introduce students to other modalities in health care as a part of a course for the first-year medical students.

"This event was an excellent form of exposure," says Peter Ragussa, one of the first-year medical students to experience the traditional Chinese practice of tui na for the first time.

“As future physicians, we need to understand this study of medicine that is approached holistically rather than symptomatically.”

Medical students were bused to Northwestern for a lecture and demonstrations of acupuncture, herbal medicine, pulse and tongue diagnosis, as well as techniques like moxibustion, tui na and cupping.

“This is a wonderful opportunity for primary care physicians to get an introduction to Oriental medicine and acupuncture,” says Mark McKenzie, MaOM, LAc, dean of the Minnesota College of Acupuncture and Oriental Medicine. “In addition to sharing our knowledge, we are working on building relationships with these future medical doctors.”

With the growing interest in traditional Chinese medicine, many medical students expressed a desire to learn more about various methods of treatments, “I have heard the term ‘Oriental medicine,’ but I don’t understand exactly what it is, or how it works,” says Carolyn Stewart, a first-year medical student.

“They seem very eager to learn about Chinese medicine,” says Amy Moll, a T5 acupuncture and Oriental medicine student. “I have been busy answering questions all morning, and explaining the various areas that MCAOM students study.”

Previous presentations by the Minnesota College of Acupuncture and Oriental Medicine brought good reviews from medical students. Pre- and post-surveys filled out by students showed a slight shift in the attitudes and perceptions of students toward Eastern medicine. A more in-depth analysis will be performed, the results of which will be reported upon completion.

Anecdotally, however, the medical students seemed intrigued. “Overall, I was impressed,” says Sean Engel, medical student, “I received treatments of acupuncture and cupping. It was fascinating.”

[» Back to Top](#)

## **Diversity Commission Identifies Seven Challenges Facing Northwestern**

**Posted Jan. 14, 2005**

Northwestern Health Sciences University’s Diversity Commission began work in November on seven challenges facing the University related to diversity. Over the next six months, “Challenge Champions” — small committees assigned to each goal — will work with the commission to develop a plan to address each challenge.

The challenges come on the heels of four years of work by the commission to increase awareness of diversity issues on campus. Tolu Oyelowo, DC, chair of the Diversity Commission, says that as the fourth year came to a close, members of the commission

agreed it was time to move forward with an action plan and identified the seven challenge areas that need to be addressed.

“In order for Northwestern to be what we say it is, we need to do some work with regard to diversity,” says Dr. Oyelowo. “We have spent a lot of energy raising awareness about diversity; now we need to work on cultural knowledge and cultural skills.”

The challenges identified by the commission are:

- Challenge One — Develop a shared and inclusive understanding of diversity;
- Challenge Two — Create a welcoming campus climate;
- Challenge Three — Encourage service to a diverse community;
- Challenge Four — Build opportunities that retain a diverse student body and workforce;
- Challenge Five — Develop a curriculum that fosters cultural competencies;
- Challenge Six — Cultivate leadership that champions diversity; and
- Challenge Seven — Coordinate organizational change to support the diversity goals.

After the action plans for each challenge are developed, it will take five to seven years for Northwestern to fully realize each goal, says Dr. Oyelowo. “We have allowed five to seven years because it’s a process, not an event,” she says.

“Challenge Champions” are still being solicited. The champions below have been invited to serve based on their experience and roles on campus. To volunteer to serve on a challenge committee, contact Dr. Oyelowo at [toyelowo@nwhealth.edu](mailto:toyelowo@nwhealth.edu).

- Challenge One — Charles Sawyer, DC, senior vice president and provost, and Chu Vang, information technology;
- Challenge Two — Dr. Oyelowo and Mark Shader, MA, University counselor;
- Challenge Three — Nicky Simon, BA, community relations coordinator; Ann Kempke, MA, librarian; and Debbie Miller, LPN, clinic administrator;
- Challenge Four — Jeff Graham, BA, recruitment coordinator, and Bill Kuehl, BA, admissions director;
- Challenge Five — Dr. Oyelowo and Mark McKenzie, dean of the Minnesota College of Acupuncture and Oriental Medicine;
- Challenge Six — Dr. Oyelowo and Noni Threinen, DC, institutional effectiveness administrator; and
- Challenge Seven — Deborah Hogenson, BS, director of human resources, and Dr. Sawyer.

## **Health and Wellness**

*Submitted by Rosie Ward, MPH, CHES, health and wellness coordinator*

## **February is American Heart Month**

### **Whole Grains and Coronary Heart Disease**

Research continues to accumulate on the positive effects of whole grains, especially for preventing coronary heart disease. A recent study included 42,850 healthy men whose diets were studied for 14 years to see who developed coronary heart disease. Men who ate the most whole grains (top 20 percent, 50 grams per day) had an 18-percent decreased risk of coronary heart disease even after adjusting for other dietary and coronary heart disease risk factors. For every 20 grams of whole grains eaten, there was a 6-percent reduction in coronary heart disease.

Men with the highest intake of bran (11 grams per day) had a 30-percent decrease in coronary heart disease. Bran was even more strongly related to decreased risk than whole grains.

This means that one out of every three to five heart attacks may have been prevented by eating primarily whole grains and foods high in bran. Whole grain foods include oatmeal, barley, brown rice, rye breads and whole rye crackers, bran muffins, oatmeal bread (with at least two to three grams of fiber per slice), and low-sugar granola.

For a healthier heart, choose primarily whole grain breads and cereals. When choosing breads, look for bread that is “100 percent whole wheat.” By law, “whole wheat bread” only has to be 51 percent whole wheat (the rest can be white flour) unless it says 100 percent.

When buying breakfast cereals, look for the number of grams of fiber per serving. Choose cereals that have at least five grams of fiber per serving. Bran cereals may have seven to 10 grams per serving

Aim for three to five servings of whole grains daily and 11 to 15 grams of fiber from whole grain foods daily (25-38 grams of dietary fiber per day is recommended). The authors conclude their article by stating, “Whole grains should be considered an important modifiable risk factor for coronary heart disease.”

Source: Jensen MK, et al. "Whole Grains, Bran, and Germ and Risk of CHD", American Journal of Clinical Nutrition 80:1492-9, Dec. 2004

### **10 Weeks to Wellness Lifestyle Education Program Offered at Northwestern**

*“Many people think they have to lose weight to be healthy, but in truth, you have to be healthy to lose weight.” ~Diana Schwarzbein*

This program, being offered to Northwestern employees and students, presents practical lifestyle changes to begin and continue the journey to optimal health rather than turning to fad diets, miracle supplements, and pharmaceuticals to address the troubling symptoms of poor health: slow weight gain, fatigue, restlessness, insomnia and chronic pain. Each seminar is taught by Paul Ratte, ND, a naturopathic practitioner at Woodwinds Natural Care Center, in Woodbury, Minn.

When: Tuesdays, Feb. 15 – April 19, noon – 1:00 p.m.

Where: Cafeteria Conference Room

Cost: \$25.00 (cost is for program materials only; the regular price is \$79)

\*Advance registration and payment are required. Make checks payable to NWHSU. Contact Rosie Ward, health and wellness coordinator, at ext. 519 or e-mail [rward@nwhealth.edu](mailto:rward@nwhealth.edu) to register.

### **“Do” Campaign**

“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.

Thus far, Northwestern’s “Do-crews” have spotted and rewarded 12 people. **Kevin Wolpern**, building manager, was spotted running errands and being active around campus. **Anne Mackereth**, MA, librarian, and **Della Shupe**, librarian, were spotted taking an afternoon walking break outside – even in the cold weather. If a Do-crew spots you “doing,” you could be the next winner! For more information about Do, visit [www.do-groove.com](http://www.do-groove.com).

### **Healthy-U Program Updates**

#### **January Recess Activities**

Remember when you were a kid and had “play” time each week? Imagine the benefits on your stress levels and personal well-being if you took time out for yourself each week

You will receive a new 2005 Recess tracking card when you attend your first Recess activity for the year. Each time you participate in a Recess activity, the group leader for that activity will initial your tracking card. At the end of July, there will be drawings for varying levels of prizes based on your participation. Even if you can only attend one or two events, you’re still eligible for a prize!

- **Friday, Jan. 28 – Relaxation Class** – will take place from 11:30 a.m. – 11:50 a.m. in the gym. Take 20 minutes out of your day to unwind and rejuvenate.

## **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 spring 2005);
- Northwest Athletic Club (all locations);
- YMCA (18 metro locations); and
- YWCA of Minneapolis (Downtown, Midtown and Uptown).

## **Wellness Fun Facts**

### **Barley Lowers Cholesterol Levels**

Barley is very high in soluble fiber but is not often eaten in the American diet. A new study shows that barley is very effective in lowering cholesterol. Test subjects consumed standard diets plus barley at a low, moderate or high level. They added barley flakes, barley flour, or pearled barley to common foods such as pancakes, granola, cookies, hot cereal, steamed grain, tabbouleh and muffins. Those eating the moderate or high barley diet had a significant drop in total cholesterol (9 -10 percent) and a 14-17 percent drop in low-density lipoprotein cholesterol.

Need help in lowering your cholesterol? Try incorporating more barley in your diet. Look for barley flour, flakes and pearled barley to add to your foods. Barley also has the lowest glycemic index of any grain (coarse barley bread has a glycemic index of 39 compared to wheat bread at 99). For best results in lowering cholesterol, aim to eat at least six grams of beta-glucan (the soluble fiber found in barley) daily.

Source: Behall KM et al. Blood Lipids and Barley Beta-Glucan, Amer J Clin Nutr 80:1185-93, Nov. 2004.

### **Quote of the Week**

*“Don't pretend to care and love when the truth is you're indifferent. Don't spend a lot of unnecessary time with people you don't like. Have the courage to know what you feel, and to live honestly, in accordance with what you feel, and with integrity.” ~Nathaniel Branden, PhD, psychologist.*

## **Upcoming Events – January, February**

*“Do-winter” and start training for a walking, running or bicycling event.*

**Grandma’s Marathon and Half-Marathon Notice** - For people hoping to enter the lottery to participate in either the full - or half-marathon on June 18, here is important information:

- Entry forms will be mailed during the third or fourth week of January to those who requested them or who were registered for the 2003 or 2004 full marathon.
- Last year’s participants in the half-marathon will not automatically receive an entry form this year; you must request one by the end of January.
- For more information, visit [www.grandmasmarathon.com](http://www.grandmasmarathon.com).

**Saturday, Feb. 5 – Securian Frozen 5K and Half-Marathon**, (St. Paul, Minn.)

- A St. Paul Winter Carnival event.
- Half-marathon entry fee is \$18; 5K entry fee is \$13.
- For more information and to register, visit <http://www.raceberryjam.com/indexrr.html>.

**Saturday, Feb. 12, 2005 –Valentine’s Day 5K Run and Walk**, (Minneapolis, Minn.)

- Bring your non-perishable food items for Minnesota Food Shelves.
- \$18 entry fee.
- For more information and to register, visit <http://www.raceberryjam.com/indexrr.html>.

## **Recipe Corner**

### **Pasta with Butternut Squash and Parmesan**

#### **Ingredients**

12 ounces tagliarini pasta  
1 tablespoon olive oil  
1/2 tablespoon butter  
1 medium butternut squash, peeled and cut into one-inch pieces  
salt to taste  
freshly ground black pepper  
1 teaspoon chopped fresh sage  
1 tablespoon sherry vinegar  
1 cup baby arugula leaves  
1/4 cup freshly grated Parmesan cheese  
2 tablespoons chopped toasted walnuts

### Cooking Instructions:

Bring a large pot of salted water to a boil. Drop in the pasta and cook until it is al dente, about 10 to 12 minutes. Drain.

Meanwhile, in a large skillet, heat the olive oil and butter over medium heat. Add the butternut squash, season with salt and pepper and cook until the squash is just tender, about seven minutes. Add the chopped sage and vinegar.

Add the pasta and arugula and toss with tongs to combine. Divide the pasta among four warm serving bowls. Sprinkle with Parmesan cheese and walnuts and serve.

*Yield: Four servings.*

*Nutrition: 459 calories, 10 grams fat (three grams saturated), nine mg cholesterol, 77 grams carbohydrate, 16 grams protein, six grams fiber.*

Source: [www.foodfit.com](http://www.foodfit.com)

## **Student Resources**

### **Chiropractic Methods Tutorial Labs Offered by Faculty**

Through March 23, chiropractic methods tutorial labs are offered every Monday and Wednesday from noon – 1 p.m. in Room 27. All are welcome to attend and it is recommended that students bring a partner for practice. Northwestern faculty Jonathon Williams, DC; James Amundson, DC; Tom Bergman, DC; Link Larson, DC; Rachel Franklin, DC; and Don Eggebrecht, DC, will supervise the labs.

### **Consultation Group Offered for T8 and T9 Interns**

Joseph Sweere, DC, director of the Department of Occupational Health at Northwestern, and Mark Schader, MA, University counselor, will co-facilitate a weekly, hour-long, voluntary clinical consultation group for T8 and T9 chiropractic student interns. The consultation group will meet every Tuesday at 5 p.m. in the Fetzer Board Room.

The consultation group will help students to:

- Deal effectively with challenging clinical cases;
- Develop communication skills with patients;
- Hone a personal philosophy of care;
- Make ethical clinical decisions;

- Realize the difference between “technician” and “healer”;
- Develop student confidence; and
- Learn how to grow a practice through compassion.

For more information, contact Schader at [mschader@nwhealth.edu](mailto:mschader@nwhealth.edu), or ext. 458.

## **Employee Resources**

### **Daily Hot Spots**

A phenomenal resource for researchers trying to grasp the Australian legal system: <http://www.austlii.edu.au/>.

It’s tough keeping up with world leaders these days. Test your world leader knowledge at: <http://www.terra.es/personal2/monolith/00index.htm>.

Don’t be fooled by whimsical titles like “Artichoke Unbound.” The Electric Gallery is jam-packed with wonderful original paintings and reproduction prints for sale or just browsing. <http://www.egallery.com/>.

The Royal Ontario Museum collects and exhibits the cultural and natural history of Canada and the world. <http://www.rom.on.ca/>.

The Cyberspace Racing Team could be a fantasy sports league for horse race lovers – except these folks actually own the horses you learn about online. CRT is a group of more than 30 Internet users who are racing fans and aspiring owners from all over the United States and Canada. <http://www.crt-stable.com/>.

To recall and celebrate the positive contributions to our nation made by people of African descent, Carter Woodson, American historian, established Black History Week beginning on Feb. 12, 1926. As a part of the nation’s bicentennial in 1976, the week was expanded into Black History Month.

[Release/www/releases/archives/facts\\_for\\_features\\_special\\_editions/003721.html](http://www.releases/archives/facts_for_features_special_editions/003721.html).

Plot a course to one of the Web’s best sources of digitized maps at University of California – Berkeley’s Earth Sciences and Map Libraries site. The digital maps are organized into areas such as nautical charts, topographic maps, transportation and communication maps, facsimile maps and reproductions, and aerial photography. <http://www.lib.berkeley.edu/EART/>.

## **Northwestern People**

### **Student Spotlight: Adam Kaliff, T4 Chiropractic Student**

*Where are you from originally?*

I am from Friend, Neb.

*What is life like in Friend?*

It is mellow and tranquil. I grew up on a farm.

*What type of farm?*

We had pretty much everything. There were cows, pigs, corn...

*Did you drive a tractor?*

I did. A big John Deere. I started driving it when I was 12.

*That sounds intimidating for a 12-year-old.*

It was. I remember learning to drive it. We were headed toward this narrow underpass, I was having difficulty figuring out how to keep the tractor in control. It was pretty stressful for a few minutes.

*But everything worked out in the end?*

Yeah. I was fine.

*What other tasks did you do when on the farm?*

I worked in irrigation and fixing equipment. I pretty much became a mechanic by the time that I left.

*What was your favorite job?*

I really enjoyed driving four-wheelers and checking irrigation wells.

*Least favorite?*

That would have to be when I would have to clean the grain pits. This is where the juices from corn are deposited. The juices ferment and smell disgusting.

*These days, what hobbies do you enjoy?*

I just took up playing acoustic guitar. I have always wanted to play. I admire musicians who are able to use music to express emotions. Making someone feel the way that they do through their music, to me, is amazing.

*If you had a guitar right now and could express your emotions, what emotions would you express?*

Life is good.

*Why is that?*

Because I just found out some amazing news this past weekend.

*Do tell!*

I went home to Nebraska to see some old friends, some of whom are chiropractors. One friend offered me his practice in three years!

*That is awesome! You must be thrilled.*

I am.

*Any other hobbies besides guitar?*

I enjoy traveling. I travel quite a bit. I studied abroad in New Zealand for six months. This experience really propelled me to continue to explore the world. Lately, I have been concentrating on Mexico. I go back and forth quite often, taking advantage of my Spanish skills, and learning about the Mexican culture.

*You speak Spanish?*

I do. I want to open a bilingual chiropractic practice some day. In the more recent future I plan on taking advantage of Northwestern's clinic in Costa Rica.

*Where else are you planning to travel?*

I will be going to Barcelona, Spain, in April.

## **Employee Spotlight: Scott Austen, MS, Biomechanical Research**

*What do you do at Northwestern?*

Mostly, I do the physical biomechanical testing for research. This entails doing tests on range of motion and on strength and endurance. I am also involved in research study recruitment.

*What studies are you currently working on?*

We are working on three research studies. Two are senior studies on neck pain and low-back pain. The other is a study on acute neck pain.

*Where did you receive your education?*

I attended undergrad at the University of New Hampshire, in my home state. I continued my education at University of Wisconsin – La Crosse, where I received a master's degree in exercise physiology.

*How long have you been at Northwestern?*

Almost a year.

*What were you doing prior to working here?*

Lots of different things. I spent some time working in retail management. I worked at Erik's Bikes.

*Are you a biker?*

No. I am a cyclist. I don't wear leather, I don't ride a bike, I cycle.

*Do you cycle indoors during the winter?*

I really need to. I hate stationary bikes though. I am used to racing on my bike, so I just hook it up to a magnetic clamp.

*You race?*

I did for a while. Back in the Northeast, I participated in criterions, road races and time trials.

*What is your favorite race?*

Definitely the Tour de France. The terrain is incredible. I would love to venture through that countryside on a bike.

*Have you ever toured Europe?*

Just England. It was amazing.

*Have you raced in Minnesota?*

Not too much.

*What brought you here?*

My wife is from here.

*What other hobbies do you enjoy besides cycling?*

I love sports altogether. Soccer, cross-country skiing and hiking are my favorites. I also love reading, photography, art and spending time with my two kids.

## **New Faces at Northwestern**

Effective Dec. 20, **Marvin Steberg** was hired as staff in the student affairs department.

Effective Dec. 31, **Justine Chesnutt-Wilber** was hired as staff in the library.

Effective Jan. 1, **Tammy Belka** and **Rebecca Rauer**, were hired as staff in the gaming department.

Effective Jan. 31, **Sharon Olson** will serve as patient services coordinator at the Bloomington Natural Care Center.

## **Practice Management**

### **Turn Complaining Patients into Enthusiastic Referral Sources!**

*Submitted by Honora Wolfe, Dipl.Ac., marketing manager at Blue Poppy Enterprises*

Every business receives complaints. People are people, clear communication is difficult, and there are misunderstandings even among the best of friends. In running any business there are always things that fall through the cracks, no matter how hard you try or how good your intentions.

It is an unfortunate truth that people who are unhappy with your services are 10 times more likely to be vocal about their dissatisfaction than happy customers are likely to be about their satisfaction. None of us can afford too many "bad-mouthing" ex-patients running around spreading the bad news.

Here are some hints on handling unhappy patients and turning them into loyal and enthusiastic cheerleaders for your clinic:

1. Listen carefully and attentively. Let the person blow off some steam. Don't become defensive. If possible, make it clear to them that you are on their side (even if you think that some of their issues are unreasonable). Try to avoid an adversarial posture.
2. Ask for details. Let patients know that you care about their concerns while allowing you to clarify what really happened and what you might do about it. This allows the patient time to move from being angry to being rational.
3. Propose one or more solutions. If you give people several options, they are in the driver's seat. They get to make the choice of how their situation may be rectified. Another possibility is to ask them how they would like the situation to be handled. Most people will be more reasonable than you might think. In fact, statistics are that if you let the complainant choose the solution, it often saves you money (or time) in the long run. If their request is unreasonable, you can come back with "Well, here's what we can do."
4. Get it over with and get past it. Make sure your patient is satisfied with the solution that is agreed upon. Make sure they know you appreciated them bringing the problem directly to you instead of letting it fester or just disappearing without contacting you. If there are any fundamental problems in your clinic, you need to know about them or they cannot be fixed.
5. Then make sure you apologize for their inconvenience or discomfort. Make sure whatever solution is agreed upon is followed through. Make sure every phone conversation, e-mail, fax, or letter, is documented and in the patient's file. This is of vital importance if there are any legal or insurance ramifications.

Of course, this may not work every time. While you may still lose the patient, they will be far less likely to speak ill of you to others. They may, in fact, remain enthusiastic customers. By following these steps, you will ensure that you treated them fairly and

dealt with any problems that developed in your clinic. Since it is ourselves we have to live with, that is ultimately the most important issue.

For more information on marketing and business, e-mail [honora@bluepoppy.com](mailto:honora@bluepoppy.com) or visit [www.100kacupuncture.com](http://www.100kacupuncture.com).

### **Poll Question**

What is your favorite menu option offered at the cafeteria?

- a) Soup
- b) Chili
- c) Build your own burger
- d) Salad bar
- e) Cookies

### **Menu**

Due to the Northwestern Health Sciences University Chiropractic Homecoming, the cafeteria will close at 2:30 p.m. on Feb. 1 and will reopen on Feb. 7.