



## PRINT GUIDELINES FOR AUTHORS

### About Chiropractic Economics

Chiropractic Economics magazine continually strives to help doctors of chiropractic in all phases of their careers heal more patients, build their practices, manage their operations and promote the profession. With the most comprehensive, relevant and timely business-management and practice-building information available for DCs today, Chiropractic Economics is the most trusted magazine serving the profession.

**The print publication.** With 20 print issues per year, including two highly regarded buyers guides, each edition explores evidence-based research and case studies, practical application articles and industry news in addition to the latest insight on companies, products and services serving the chiropractic profession today. Written by the industry's most trusted experts, articles cover health, wellness and nutrition, practice building, business management, marketing and communication, technology, tools and techniques, chiropractic education and more.

**The digital edition.** Printed content is also delivered digitally on the Chiropractic Economics website, [chiroeco.com](http://chiroeco.com) and features individual articles plus the complete digital flipbook posted on the issue's cover date.

Once an article is published in the print edition, it will be posted on [chiroeco.com](http://chiroeco.com) within a few weeks, typically appearing on the home page of the site for several days and then remaining in the archives permanently, where it can be accessed via browsing the site, searching the site or using a search engine such as Google. Note that in web format, URLs and email addresses in the article and author bio will be hyperlinked and clickable. Within the text, the editors may also add hyperlinks to other relevant articles or resources on the site or on outside websites.

Individual online articles as well as the full digital edition of each issue are typically promoted via Chiropractic Economics' social media channels, e-newsletters and other electronic media.

**Your knowledge is our power.** We continually strive to provide our readers balanced, relevant and timely information on all aspects of building a practice, helping more patients and promoting the profession. The breadth of our content covers topics beneficial to new practitioners as well as DCs progressing in their careers. Our expert authors share how-to articles with real-life examples, in-depth evidence-based case studies and literature reviews.

**Topics of interest.** You can demonstrate your knowledge and engage with fellow DCs by writing for Chiropractic Economics. We welcome editorial contributions from practitioners as well as professionals who have expertise in the following topic areas:

- Practice management, managing a staff, managing accounts, billing, collections
- Patient relations, customer service, patient retention, patient education
- Finance and taxes, such as building and handling personal wealth, managing taxes
- Legal issues, such as minimizing liability, legal Q&A, malpractice claims
- Tools and techniques
- Technology, diagnostic and rehab equipment, office technology, computers and software
- Health and wellness, supplementation, nutrition, self-care, acupuncture, homeopathy, naturopathy
- Personal and professional development, leadership, communication skills, motivation, ethics, continuing education
- Marketing and communications, branding, advertising, social media, patient recruitment and retention
- Suggest a topic! We welcome your recommendations.

**Editorial Calendar and Schedule.** The complete 2026 editorial calendar with issue themes and potential article topics is provided below. Please note article submission deadlines and cover dates.

**Article ideas.** If you have a question about a particular topic or would like to suggest an article idea, contact Gloria Hall at [ghall@chioreco.com](mailto:ghall@chioreco.com). If your idea is accepted, we will work with you to determine the best timing for the article.

**Intent to submit.** If you are interested in writing for Chiropractic Economics, complete the [2026 Intent to Submit Form](#). Complete instructions are at the top of the form. You can also return your proposed selections to Gloria Hall at [ghall@chioreco.com](mailto:ghall@chioreco.com). By completing the intent to submit form, you are making a commitment to meet the published article submission deadline and write the article in accordance with the author guidelines. **Note:** We can only accept 6-8 articles from the same author or company. Please do not select consecutive issues.

**Article submission and editorial contact.** To be considered for a particular issue, articles must be submitted by the article submission deadline noted in the editorial calendar. To submit an article for consideration, email to Gloria Hall, editor-in-chief, [ghall@chiroeco.com](mailto:ghall@chiroeco.com). Please note submission does not guarantee publication nor does acceptance of an article guarantee it will be published in a specific issue.

**Author's agreement.** All writers must sign an author's agreement prior to the publication of any article. Among other things, the agreement gives Chiropractic Economics the right to edit, revise, augment, retitle, adapt and reschedule articles as the publisher may deem appropriate. It also gives us the right to check all articles for accuracy and originality. Under the agreement, we have the exclusive right and license under all copyrights throughout the world to first publish the articles and to republish and authorize the republication of articles, in whole or in part, in any and all media. If an article needs to be rescheduled, the author will be given the opportunity to publish the article digitally within one to two weeks of decision. The agreement will be emailed once an article proposal is accepted. The agreement will serve to cover any and all articles throughout 2026.

**Artificial intelligence (AI) use of.** No article may include any text generated by any artificial intelligence program or tool, including but not limited to ChatGPT, Copilot and Gemini. Articles submitted using AI will not be accepted and returned to the author.

**Author biography and contact information.** A biographic summary for each author, of no more than three to five sentences or 100 words, should be submitted with the article. It should include the author's name and degrees, current job title, years of experience area(s) of specialty/expertise, degree(s)/qualifications and the conferring institution(s) and contact information (telephone, email and/or website).

**Commercialism.** Commercialism is strictly prohibited. Commercialism is deemed to be the inclusion of visual, written or verbal references to any specific company and/or product for its promotion or commercial advantage. Articles promoting a specific product or company will not be returned to the author for revision.

**Copyright and ownership.** Authors must sign an author agreement transferring copyright ownership to Chiropractic Economics before an article is published. The article is not published until the release form has been received from the authors. Accepted articles become the property of the publisher and may not be published elsewhere without the written permission of both the author and publisher.

**Correctness and accuracy.** Authors are responsible for the correctness and accuracy of all statements contained in the article (the publisher assumes no liability). Make sure to substantiate all facts and provide appropriate references before submitted article.

**Editing.** Chiropractic Economics reserves the right to edit, revise, augment, retitle and adapt the article in accordance with the magazine's style guide in addition to the Associated Press Stylebook, 56th edition.

**Exclusive use of material.** Articles submitted for review and publication may not be submitted to other publications during our review process. Authors agree not to publish the same or substantially similar material with another magazine for three months (90 days) following publication in Chiropractic Economics.

**Payment.** Chiropractic Economics does not pay any financial remuneration to authors.

**Permissions.** Authors wishing to include figures, tables or text passages that have already been published elsewhere are required to obtain permission from the copyright owner(s) and to include evidence that such permission has been granted when submitting their articles. Any material received without such evidence will be assumed to originate from the authors.

**Reprints.** After the article has been published, it may be posted on the author's company website with a link back to [chiroeco.com](http://chiroeco.com). Contact the editor for more information.

**Search engine optimization (SEO) keywords or phrases.** Each article should include three to five SEO keywords or phrases that you feel represent the main point of the article. What terms would readers search for to find your article?

**Selection criteria.** The editors look for articles that have a takeaway value to readers; knowledge they can implement to make their practices or the profession more successful. Articles are evaluated based on a number of criteria, including timeliness of information, relevance and appropriateness, accuracy, originality, quality of writing and value to the reader from an educational, economic, marketing and/or practice-management point of view.

**Writing style.** Use an informative, clear and concise style.

### **Article presentation**

**Overview.** Articles range between 900 – 1,400 words (approximately 600 words per page), **excluding** references and tables. We do on occasion make exceptions and accept articles over the word count limit. Articles under the limit will be considered for digital exclusives only. We encourage articles to incorporate bulleted learning points, figures, tables and references to support claims. Authors may also submit supplemental material related to the article, such as sidebars, quizzes, checklists, source lists, forms or additional information, to be published on the magazine's website. Keep formatting to a minimum. Do not use automatic headings, formatting, numbering, footnotes or endnotes. Use only black typeface and 12-point Calibri throughout. See specific details on format below.

### **Article Format**

- 900-1,400 words
- 12 pt Calibri
- Single-line spacing between document lines (not 'multiple')
- Paragraphs set flush left (no para indent)
- No extra spacing after paragraphs – just a single line space
- No extraneous formatting (bold, italic, underline, etc.)
- Avoid excessive formatting. Please do not use headers, footers, endnotes or footnotes
- Lists should be bulleted, not numbered unless referring to a sequence of things/events
- Do not include notes in the Reference section
- Website links (URLs) in the Reference section must be confirmed as correct and functional
- Do not use links that require registration fees
- Articles should be written in a more formal, non-conversational tone
- Use only one space after a period, question mark or exclamation point at the end of a sentence
- Body copy headings: sentence case bold
- Body copy subheading: sentence case bold italic

### **Article structure and content**

**Headline.** The article needs a clear and concise headline, which is the main topic of the article. The headline should deliver on its promise. The headline should be no more than 70 characters; all caps.

**Subhead or tagline.** The sub-headline should be descriptive and define the headline. It should contain no more than 35 characters; sentence case.

**Byline.** First Author, PhD, Second Author, MSc and Third Author, MD. Use first and last names. Do not use prefixes. Note capitalization and punctuation.

**Key takeaway.** The article should identify a clear takeaway for readers. Specify in one or two sentences what DCs will gain from reading the article. This is a brief summary 70-75 words.

**Keywords or phrases.** Provide there to five suggestions, in alphabetical order.

**Introduction.** The article should also include an introduction clearly outlining what the readers can expect and a summary of what's to come. The introduction provides background information and states goals of article.

**Sub-headings.** Subheadings break up your content, making it more digestible. They guide readers through different sections.

- Level 1 subheads – sentence case; bold typeface
- Level 2 subheads – sentence case; bold, italic typeface

**Bulleted points.** Use solid bullets UNLESS referring to a sequence of things; then use numbers.

**Text citations.** Superscripted numbers (e.g.,<sup>1</sup>) in increasing numerical order (see Style Guide).

**Narrative.** The article's narrative should support what's provided in the headline and descriptive subhead.

**Conclusion.** The article should also include a conclusion that indicates what readers can do with this knowledge, how it will impact their practice, their patients and the profession.

**Abbreviations list.** Include in alphabetical order, after text and before Reference section

**Brief bio for each author.** No more than 100 words (see above Author Biography)  
Acknowledgment or Disclaimer, if needed

**Reference List.** Provide in increasing numerical order, corresponding to text citations (see Style Guide).

**Statistics.** Please provide up to three relevant statistics on your topic, i.e., percentage of patients who wear orthotics; percentage of DCs who use low-level laser therapy, the number of practices integrating supplementation, etc.

**Figures and tables.** Only figures and tables meeting the following criteria will be accepted:

- Graphics/Images must be in .jpg, .tif, pdf or .ai format (300 dpi recommended for high-resolution printing at actual size or larger)
- Low-resolution images downloaded from websites are not acceptable resolution for print.
- We do not accept images/figures created in CAD, Visio or other drafting programs.
- Do not embed graphics into Word Docs or PowerPoint Slides.

- Graphics/Images must be submitted as separate files.
- Tables and figures are referenced in the text by Arabic numbers, in increasing consecutive order, e.g., Table 1, Table 2 and Figure 1, Figure 2.
- Tables must not be submitted as images.
- Each table must have a heading. The table column/row header should explain clearly and concisely the components of the table.
- Identify any previously published material by giving the original source in the form of a reference at the end of the table caption.
- Figure and table captions must be included with the figures and tables. All necessary symbols, notations and axes must be of sufficient size to be legible when reduced for publication.
- If abbreviations are used in the table or figure, list the abbreviation and the term written out in full at the end of the table/figure, in alphabetical order.
- Author must provide appropriate credit for figures and tables if from another source and must obtain the necessary permissions to use figures that have already been published. Source should be included as a reference and the reference number placed at the end of the caption.
- Only simple or text-heavy tables should be created in Word. If submitting the actual data to plot the figures or charts, the information must be provided in Excel.
- Label in increasing numeric order (see below, under Figures and tables).

## 2026 Issue Themes, Topics and Article Submission Deadlines

**Intent to submit.** If you are interested in writing for Chiropractic Economics, complete the [2026 Intent to Submit Form](#). Complete instructions are at the top of the form. You can also return your proposed selections to Gloria Hall at [ghall@chiroeco.com](mailto:ghall@chiroeco.com). By completing the intent to submit form, you are making a commitment to meet the published article submission deadline and write the article in accordance with the author guidelines.

### DEPARTMENTS

Evidence-based research, case studies, regulatory

Health, wellness or nutrition

Practice/business management

Education

Technology, tools or techniques

Marketing your practice

| EDITION | ARTICLE DEADLINE | THEME AND ARTICLE TOPICS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | COVER DATE    |
|---------|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| Issue 1 | OCT. 13, 2025    | <b>HEALTHY AGING</b><br>Strategies for lifelong wellness<br>1. The role of HRV monitoring in longevity and stress management<br>2. How chiropractic care supports healthy aging and neuro-musculoskeletal resilience<br>3. Navigating Medicare's changing landscape: Billing and compliance updates for aging patients<br>4. Visual identity and messaging tips to grow your practice<br>5. Postural intelligence, strength and mobility<br>6. The importance of talking to your patients about biological vs. chronological age<br>7. The benefits of regenerative medicine<br>8. Top supplements you should recommend for lifespan and healthspan | JAN. 12, 2026 |
| Issue 2 | NOV. 10, 2025    | <b>ALTERNATIVE REVENUE STRATEGIES</b><br>Income streams for sustainable practice growth<br>1. Developing a hybrid practice model: Combine insurance, cash and concierge care<br>2. Hyperbaric oxygen therapy (HBOT) to promote healing<br>3. Creating low-overhead retail revenue stream with nutraceuticals and wellness products                                                                                                                                                                                                                                                                                                                  | JAN. 25, 2026 |

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|  |  | 4. The hyperlocal marketing hack every DC should know (but few use)<br>5. Integrating acoustic wave therapy<br>6. Risk and reward: Legal and compliance tips for new revenue streams<br>7. Turning outcomes into income: Leverage care plans for consistent profit<br>8. Sarcopenia and spinal health: Combating muscle loss with movement-based care |  |
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| Issue 3 | NOV. 10, 2025 | <b>CHIROPRACTIC SPECIALTIES</b><br>Define your niche for differentiation and clinical impact<br>1. How the next generation of DCs is rebooting the profession<br>2. Pediatrics, prenatal and performance: High-growth chiropractic niches<br>3. Expanding your clinical skill set with traumatic brain injury patients<br>4. Training pathways: Programs, CE courses and learning opportunities for specialization<br>5. Marketing a specialty practice: How to position yourself as a go-to expert<br>6. Advanced diagnostics: Use imaging, labs and functional tests to support care<br>7. Collaborating with MDs and PTs: Multidisciplinary partnerships in specialty care<br>8. Nutrition and weight management: The best ways to add nutritional and dietary advice to your practice | FEB. 20, 2026 |
| Issue 4 | DEC. 1, 2025  | <b>DOCUMENTATION MASTERY</b><br>The art and science of clinical documentation<br>1. Documentation best practices: Too little? Too much? Or just right?<br>2. EHR macros: Not cookie-cutter documentation after all<br>3. Compliant marketing: Possible, but packed with potential pitfalls<br>4. The science of touch: How chiropractic influences the parasympathetic nervous system<br>5. Make sure your medical records are in line with the No Surprises Act<br>6. Using AI in patient records: Is it safe and HIPAA-compliant?<br>7. The relationship between ICD-10 coding and your documentation<br>8. Becoming a speaker or author in chiropractic: Branding through education                                                                                                    | MAR. 8, 2026  |

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| Issue 5 | JAN. 5, 2026  | <b>NUTRITION and SUPPLEMENTATION</b><br>Proven solutions to treat more patients <ol style="list-style-type: none"> <li>1. The CBD conversation: How to educate patients with confidence and credibility</li> <li>2. Peptides and nutraceuticals – What DCs in integrated settings need to know</li> <li>3. Simple messaging to attract patients who avoid adjustments</li> <li>4. Integrating lab testing for nutritional deficiencies: In-practice testing and interpretation</li> <li>5. Nutrition coaching for CAs and health coaches: Role of your team in reinforcing healthy habits</li> <li>6. Comparing weight management plans: The importance of individualized plans</li> <li>7. Should I add nutrition services to my practice?</li> <li>8. Precision nutrition and personalized supplementation</li> </ol>                          | MAR. 24, 2026 |
| Issue 6 | JAN. 19, 2026 | <b>PHYSICAL THERAPY AND REHAB</b><br>Opportunities for your patients and your practice <ol style="list-style-type: none"> <li>1. Trends in rehab, PT and chiropractic care</li> <li>2. Using PEMF in rehab</li> <li>3. Diagnosing and coding Upper and Lower Crossed Syndrome</li> <li>4. Incorporation of cognitive support supplements</li> <li>5. How to bring rehab patients into your office</li> <li>6. Hire strategically: Multidisciplinary providers to expand your treatments and cash flow</li> <li>7. Steps in rehabilitating the core</li> <li>8. Creating foundational stability through rehabilitation and chiropractic care</li> </ol>                                                                                                                                                                                           | APR. 14, 2026 |
| Issue 7 | FEB. 9, 2026  | <b>NEW FRONTIERS IN TREATMENT</b><br>Bridging innovation with proven care <ol style="list-style-type: none"> <li>1. Modern therapies shaping chiropractic practice</li> <li>2. Naturopathic principles in chiropractic practice: Synergy in natural healthcare</li> <li>3. How to use PAS messaging to attract patients who fear adjustments</li> <li>4. The future of online scheduling: Making it work for multidisciplinary practices</li> <li>5. Top 10 supplements for musculoskeletal support: Evidence-based picks for spine and joint health</li> <li>6. A DC's guide to laser classifications: From clinical efficacy to compliance</li> <li>7. Benchmarking key performance indicators in chiropractic and multidisciplinary settings</li> <li>8. Precision adjusting: How data-driven diagnostics elevate patient outcomes</li> </ol> | APR. 28, 2026 |

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| Issue 8  | FEB. 23, 2026 | <b>THE WELLNESS ADVANTAGE</b><br>Chiropractic care as the foundation of lifelong well-being <ol style="list-style-type: none"> <li>1. Creating wellness memberships: Models that boost retention and revenue</li> <li>2. How to rebrand your practice as a wellness destination</li> <li>3. Red light, infrared and cryotherapy: Integrate adjunctive modalities into your wellness offerings</li> <li>4. The role of emotional wellness: Collaborate with behavioral health professionals</li> <li>5. Wellness for the whole family: How to engage pediatric and prenatal patients in wellness care</li> <li>6. Fitness and flexibility screening in chiropractic: Create personalized movement prescriptions</li> <li>7. Risk and reward: Legal and compliance tips for new revenue streams</li> <li>8. Functional nutrition in the chiropractic setting: Going beyond the standard multivitamin</li> </ol> | MAY 19, 2026  |
| Issue 9  | MAR. 16, 2026 | <b>THE POWER OF INTEGRATION</b><br>Therapies, technologies and techniques to grow your practice <ol style="list-style-type: none"> <li>1. Trending modalities in chiropractic: What's working, what's hype and how to integrate wisely</li> <li>2. Research supporting the benefits of integrating LED therapy into chiropractic care</li> <li>3. The role of peptide supplementation in chiropractic care</li> <li>4. Using location-based advertising</li> <li>5. Incorporating diagnostic ultrasound in musculoskeletal management</li> <li>6. Inflammation-fighting protocols: Using food and supplements to calm chronic inflammation</li> <li>7. From adjustments to adjuncts: How DCs enhance care plans with complementary therapies</li> <li>8. The CEU strategy: Choosing course that help you grow, not just re-license</li> </ol>                                                                 | JUNE 2, 2026  |
| Issue 11 | APR. 20, 2026 | <b>EMPOWER WOMEN NATURALLY</b><br>Serving the unique needs of women at every stage of life <ol style="list-style-type: none"> <li>1. Building a women's health specialty in an integrated practice: Team roles, services and systems</li> <li>2. Attracting and retaining female patients: Practice marketing with a feminine touch</li> <li>3. Pelvic alignment and core stability</li> <li>4. Supplements for hormone health</li> <li>5. Case studies: Clinical outcomes from chiropractors in niche practices</li> <li>6. From wellness centers to TikTok: Tracking the growth of laser and red-light therapy in consumer health</li> <li>7. Prenatal and postpartum chiropractic care: A guide to safe, effective protocols</li> <li>8. Laser and red-light therapy for women's health</li> </ol>                                                                                                         | JULY 14, 2026 |

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| Issue 12 | MAY 11, 2026  | <b>TREATING ATHLETES</b><br>The skill of working with active individuals <ol style="list-style-type: none"> <li>1. Integrating nutrition and supplements to enhance athletic performance</li> <li>2. Functional analysis, evaluation and treatment protocols: Your guide to treating athletes on any level</li> <li>3. Financial forecasting: Tools for modeling new service profitability</li> <li>4. The digital chiropractic office: Leverage AI, data and technology for smart practice growth</li> <li>5. Mighty mitochondria: Cornerstone of human performance</li> <li>6. Which tape wins: Evaluation of tape applications, strengths and weaknesses</li> <li>7. Patient promotions that enhance health and well-being</li> <li>8. Acoustic wave laser therapy to treat injuries</li> </ol>    | AUG. 5, 2026  |
| Issue 13 | MAY 25, 2026  | <b>TRENDS IN SOFTWARE AND TECHNOLOGY</b><br>Innovative solutions for your practice and patients <ol style="list-style-type: none"> <li>1. Laser, shockwave and decompression therapies in chiropractic care</li> <li>2. Build a knowledge-driven billing practice</li> <li>3. Market your toolbox: How to educate patients on services beyond adjustments</li> <li>4. Chiropractic and integrative solutions to manage pain naturally with nutrition and supplementation</li> <li>5. EHR software integration</li> <li>6. Trends in email marketing</li> <li>7. The rise of virtual rehab: Will telehealth and remote monitoring become the norm?</li> <li>8. Choosing the right practice management software for your practice</li> </ol>                                                            | AUG. 25, 2026 |
| Issue 14 | JUNE 22, 2026 | <b>NATURAL MEDICINE'S INFLUENCE ON CHIROPRACTIC CARE</b><br>Solutions for holistic healing <ol style="list-style-type: none"> <li>1. Case studies in integrated naturopathic-chiropractic care: What's working in the field</li> <li>2. Creating a collaborative practice culture: DCs, NDs and shared care plans</li> <li>3. The digital transformation of chiropractic practices</li> <li>4. The inflammation connection: Naturopathic protocols for chronic pain</li> <li>5. Positioning new therapies to attract new patients</li> <li>6. The role of nature in patient recovery – Encourage lifestyle prescriptions</li> <li>7. Billing and coding practices for NDs: What you need to know</li> <li>8. Botanical medicine and the nervous system: Herbal support for pain and stress</li> </ol> | SEPT. 8, 2026 |

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| Issue 15 | JUNE 29, 2026 | <b>THE BODY ISSUE</b><br>Care, needs and future trends for whole-body wellness<br>1. Adopting a wellness approach: Make the shift from reactive to proactive care<br>2. Trends in laser and light therapies for patient overall wellness<br>3. Research to support alternative medicine and trending care protocols<br>4. Understanding the different endocannabinoid receptors<br>5. Family chiropractic care: Tips to attracting the entire family at every age<br>6. Navigating payer rules: What you can and can't charge for outside of insurance<br>7. Balance therapy and the growing need for senior care<br>8. Supplements for whole-body health                                                                                                                                    | SEPT. 23, 2026 |
| Issue 16 | JULY 20, 2026 | <b>MARKETING and COMMUNICATIONS</b><br>Strategies to attract, educate and retain patients<br>1. Digital marketing using video, social media and blogs to connect with patients<br>2. The modern referral strategy: Patient reviews, Google Maps and professional partnerships<br>3. From table to tablet: The digital transformation of chiropractic practices<br>4. Front desk as marketer: Train your team to communicate benefits with confidence<br>5. Passive income for DCs: Explore digital courses, product sales and affiliate strategies<br>6. Community presence: Local marketing ideas that don't involve a screen<br>7. Burnout recovery for practitioners and staff – Protect the well-being of caregivers<br>8. Tracking your success: Key marketing metrics DCs need to know | OCT. 6, 2026   |
| Issue 17 | AUG. 3, 2026  | <b>THE LASER ISSUE</b><br>Innovation, research and practice integration<br>1. Laser therapy: Why class matters – A practical guide for chiropractors<br>2. The state of PEMF therapy in chiropractic: Current evidence, clinical applications and future trends<br>3. Exploring the systemic wellness benefits of acoustic wave therapy<br>4. Best practices for marketing lasers<br>5. Laser integration playbook: Workflow, ROI and packaging strategies for chiropractic practices<br>6. Proving the power of light: A review of Level 1 clinical trials supporting laser therapy in chiropractic care<br>7. Precision over power: Why laser parameters matter for clinical outcomes<br>8. The endocannabinoid system's role in neuropathy                                                | OCT. 20, 2026  |

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| Issue 18 | AUG. 17, 2026  | <b>COMPLIANT CODING AND REIMBURSEMENT</b><br>Navigate regulations while maximizing revenue<br>1. Chiropractic Economics Fees and Reimbursements Survey Report<br>2. Case study: What a CPT coding analysis can tell you about your risks and opportunities<br>3. In-house or outsourced billing: Which is right for my practice?<br>4. Attract more patients with health screenings: Tips to marketing your practice<br>5. Evaluating your fee schedule in today's market<br>6. Nutrition, supplementation and musculoskeletal health for longevity<br>7. How AI will change the chiropractic industry in the next five years<br>8. Cash-based services to improve your bottom line | NOV. 3, 2026  |
| Issue 20 | SEPT. 21, 2026 | <b>PERSONALIZED CARE</b><br>Unlock the key to patient success<br>1. High-touch, high-profit: The case for personalized wellness programs<br>2. Shockwave therapy and personalized treatment protocols<br>3. Personalized nutrition and supplementation solutions for improved wellness<br>4. AI and patient education: What you need to know<br>5. Promoting maintenance care: How to get your patients to stay engaged<br>6. Best methods to reactivate patients<br>7. Orthotics: Effectiveness, types and protocols<br>8. Elevate billing precision through training                                                                                                              | DEC. 15, 2026 |