# PI FAX & Email ALERT 01/22/2008

#### BY SHAWN STEEL, CHIROPRACTIC ATTORNEY

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#### **ZAGET SURVEY for your Doctor**

Coming soon to your neighborhood. Instead of evaluating a steak dinner, Zagat's Survey will be asking patients about their doctors. One million subscribers with WellPoint will be able to rate their doctors on 1. Trust 2. Communication and 3. Availability and office environment.

Web sites that already rate doctors Revolution Health and RateMDs.com are working already.

AMA's board chair, Edward Langston was quoted that such surveys "may be counterproductive."

We believe this is an outstanding service. DC's almost always have the trust of their patients. Now it's time the MD's learn some manners.

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### **Shawn Steel Speaking Schedule All Doctors and Staff are invited**

	<b>CCA-Districts</b>	
Riverside	<b>Feb 19</b>	7:00 PM
<b>Long Beach</b>	<b>Feb 20</b>	12:00 PM
Butte	<b>Mar 12</b>	7:00 PM
Alameda	Apr 10	7:00 PM
Sacramento	<b>May 14</b>	7:00 PM
Orange	<b>Jun 03</b>	7:00 PM

Call John Tawlian (800) 626-0003

### Physiotherapy attacked again

Rule 302 Misused

Expert PI chiropractor Gary Lewkovich reports that the misuse of Rule 302 to deny payment in PI cases is back again.

Rule 302 is part of the California Chiropractic Law. Some carriers are claiming, again, that Dc's & their staff cannot do PT. Only spinal manipulation and some diagnostics would be paid.

Of course this is total nonsense promoted by dishonest insurance carriers.

Rule 302 was a major victory of DC's after 4 years of protracted litigation. The Rule is clear.

- 1. Authority to manipulate
- 2. Authority for modalities
- 3. Conditions and diseases may be treated
- 4. Authority for X-Ray and ultra sound
- 5. Limits how DC's may advertise.

If you run into the Rule 302 Misuse, contact johntawlian@shawnsteel.com for a copy of the excellent Lewkovich article.

## Big DC Win in the OC

(Pre-existing Diabetic)

Steve Marcum was hit in an Irvine intersection. Defendant admitted fault. But the insurance argued that Marcum wasn't really hurt.

Douglas Murray, DC of Mission Viejo deserves an award for <u>excellent</u> case management. Murray brings in an internist to prove that Steve's unusual swallowing disorder was caused by the swelling of a tortuous artery, exacerbated by a diabetic condition. The jury awarded \$41,612. That was almost 3 x the medical bills.

**Marcum vs. Neff** Orange Co Superior Court 06 CC 06902