

ON THE AGENDA

NYSCA

December 2023

New York State Chiropractic Association



PRESIDENT'S REPORT

Anthony Palumbo, D.C.

SPRING CONVENTION

April 12-14, 2024

Time to Hit the Range: New York State's Pay Transparency Law Now in Effect

Although golf season in New York is slowly coming to an end, many employers across the state are hitting the range—the pay transparency range, that is. Effective September 17, 2023, the New York State Pay Transparency Law (“PTL”) requires employers to disclose pay ranges and job descriptions for all advertised job postings. The NYS Department of Labor also issued proposed regulations for the PTL and is accepting comments on these proposed regulations until November 12, 2023. Though these regulations are not yet finalized, employers should take note of their new obligations under the PTL.

Who does the PTL apply to?

As we previously reported, the PTL requires employers with at least four employees to disclose the pay range and job description, if such description exists, for any internal or external advertised job positions, promotions, or transfer opportunities. The PTL applies to jobs physically performed in-state, as well as jobs physically performed out of New York but that require reporting to an in-state supervisor, worksite, or office. If the proposed regulations are accepted in their current form, positions requiring infrequent or incidental presence in the state, such as for meetings or conferences, are exempt from the PTL obligations.

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All Employers Must Use Form I-9 Starting November 1, 2023

Beginning November 1, 2023, all U.S. employers must use the new 08/01/2023 edition of the Form I-9. U.S. law requires employers to complete the Form I-9 for all new employees to confirm valid employment authorization. The new form edition includes important changes and allows E-Verify enrolled employers to virtually examine employee documents—a process that has historically been completed in-person.

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The Power Habits® of Highly Successful Chiropractors

By Noah St. John, PhD

In the dynamic landscape of chiropractic care, the bridge between potential and success is built through habitual excellence. The most accomplished chiropractors distinguish themselves not just by their manual dexterity but through the adoption of Power Habits®. These are the daily, transformative practices that yield a prosperous practice and a balanced life. Let's delve into five pivotal Power Habits® that can redefine your chiropractic journey.

1. Embracing the Affirmations® Method

Success begins in the mind, and Affirmations® are the key to unlocking a positive mindset. Unlike affirmations that assert a belief, Affirmations® are empowering questions that prompt your brain to search for answers, thereby naturally leading to a change in belief and behavior. By asking, “Why am I such a successful chiropractor?” rather than telling yourself that you are, you engage your brain's problem-solving abilities, setting the stage for genuine and sustainable transformation.

2. Prioritizing Continuing Education

The healthcare landscape is perpetually evolving, and staying updated is not just a requirement but a habit of the successful chiropractor. Whether it's the latest research in functional medicine, innovations in patient care, or new business management strategies, continuous learning fuels growth. It's the appetite for knowledge that keeps you at the forefront of your field, ready to provide the best care for your patients and keep your practice ahead of the curve.

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3. Cultivating a Patient-First Approach

At the heart of a thriving chiropractic practice is a deep-rooted commitment to patient care. This encompasses not only the technical aspects of treatment but also creating a welcoming practice environment and a patient experience that starts from the first phone call to post-treatment follow-ups. Successful chiropractors habitually seek patient feedback, adapt to their needs, and build long-lasting relationships that turn patients into practice advocates.

4. Investing in Strategic Marketing

Marketing is no longer an adjunct to running a chiropractic practice; it's a crucial habit for growth. This involves a strategic online presence, community engagement, and building a brand that resonates with your values and appeals to your target demographic. Successful chiropractors habitually analyze their market position, adjust their strategies accordingly, and invest time into marketing activities that yield the highest return.

5. Mastering Financial Acumen


Financial health is a clear indicator of a practice's overall health. The habit of regularly reviewing financial performance, understanding the levers of profitability, and making informed decisions based on financial data is indispensable. This also includes prudent investments in technology, staffing, and coaching that improve patient care and operational efficiency.

Adopting these Power Habits® positions you not just as a chiropractor but as a leader in holistic healthcare. They are the building blocks for a practice that doesn't merely survive but thrives. Begin by incorporating these habits one by one, starting with the revolutionary practice of Affirmations® to catalyze your journey towards success. Remember, the habits you cultivate today shape your practice's tomorrow.

About Noah St. John, PhD

DR. NOAH ST. JOHN is known worldwide as The Father of AFFIRMATIONS® and "The Mental Health Coach to The Stars." Get a FREE copy of his new book *The 7-Figure Chiropractor: Your Ultimate Guide to Scale Up Your Practice and Live a Freedom Lifestyle* at 7FigureChiropractor.com.






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