



BackTalk Newsletter

January 2026



"January is the perfect balance between winter's stillness and the new year's potential."

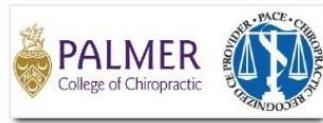
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Bryan & Adam are speaking at the upcoming Whiplash Group Seminar in St. George!

January 17th, 2026 8am-4pm – St. George, UT

Event Title: "Show me the work, I will show you the money" (CE included)



One-day seminar with **PACE CE: Please note, the states NOT listed need individual advanced approval.** AK, CT, DC, ID, IN, IA, KS, KY, ME, MD, MA, MN, MO, MT, NH, NV, NJ, NC, ND, OR, RI, SC, SD, TN, UT, VT, VA, WA, WY, Puerto Rico and Nova Scotia. Nevada has been approved for 3 credits hours for January 17th.



It is the doctor's responsibility to be aware of the rules of their individual state boards and what subject matter they will accept for license renewal. If you are unsure, please check with your state board.

Same curriculum in several states. \$199 in advance, \$249 at the door. CE included for PACE accepted above. Other states need to register early so we can apply for your state. FREE CE compliments of this event's CE sponsor –

Med-Legal cases are Unique. But when done right they are a huge help to the patient/client and a profitable case for doctors and attorneys. - - -

'Controlled Chaos' is where growth happens and money is made" – CJ Mertz

Where: 1173 S. 250 W, Ste 403 St. George, UT

Tentative Schedule: Seating is limited to 25. Up to 6 hours of CE



Bryan Larson ["Begin with the End in Mind"] 55 min

Larson Law has been a longstanding pillar in ethical and pro-chiropractic personal injury work for 30 years. Their expertise and insight gives doctors incredibly helpful guidance in medical do's and don'ts that not only help the care of the patient, but strengthen the case for better settlement outcomes. Better outcomes benefit all parties involved, most importantly – the client / patient, but also the health care providers and attorneys involved. It takes a team on behalf of the patient / client, and that requires communication. Larson Law are experts at communicating, litigating, and working as a team.

To learn more and to register: <https://www.whiplashgroup.org/st-george-january-17-2026/>



Thank You for Your Trust – Referrals Are Appreciated!

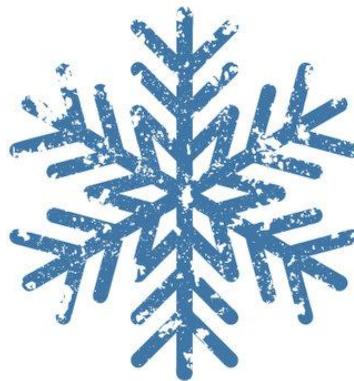
We are truly grateful for the trust you place in us to handle your personal injury cases. Your referrals are the highest compliment we can receive, and they help us continue doing what we do best: supporting patients through challenging times.

If you know someone who has been in an accident and could benefit from experienced legal guidance, we would be honored to assist them in getting the care and compensation they deserve.

You can rest assured that anyone you refer will receive the same dedication, respect, and attention to detail that we provide to every client.

Thank you for your confidence in us—
we truly value your partnership.

HAPPY NEW YEAR FROM ALL OF US AT LARSON LAW!!





FREE
**MINI SEMINAR FOR CA'S
& CHIROPRACTORS**

THURSDAY, MARCH 19TH, 2026

9:00 AM TO 1:00 PM

LARSON LAW OFFICE
922 W BAXTER DRIVE SUITE 200, SOUTH JORDAN, UT 84095

Are you serious about having a PI business?
If so, you will want to attend this FREE Seminar!

Topics will include how to protect your practice from liability, billing, PIP,
record keeping, interesting cases to learn from, ect.

Lunch will be provided!

No CE Credits are offered

FOR MORE INFORMATION AND TO REGISTER CONTACT:
SELINA @ 801-601-8323 OR EMAIL: SELINA@LARSONLAWUTAH.COM



Jim Naccarato DC, PhD

Principle-Centered Practice Building

Free Initial Coaching Invitation from Dr. Naccarato

History proves that during all economic times there are Chiropractors who prosper. Additionally, historical evidence indicates during all economic times that there are Chiropractors who suffer. For some... it reveals their fear. For others... it reveals their faith:

Chiropractors who are fearful become inflexible, engage in overthinking, and hesitate to take necessary—yet ethical—actions to achieve their objectives. This will cause a significant decrease in New Patients, Patient Visits, conversion to Maintenance Care and Income.

Chiropractors who are confident are adaptable; they streamline processes and proactively take appropriate actions, provided these actions are ethical, to achieve their objectives. This will cause a significant increase in New Patients, Patient Visits, conversion to Maintenance Care and Income.

Many of the doctors I coach had their best year yet, and this year is shaping up to be even better.

You might be interested in the results of a recent study:

[International Coach Federation Study Benefits of Being Coached](#)

Positive Change in personal work habits plus:

- Smarter Goal Setting
- More Balanced Life
- Lower Stress Levels
- More Confidence
- Improved Quality Life
- More Income

Quoted in Sharon Lechtner and Greg Reid's book, "Three Feet From Gold".

Truth:

You've invested too much time, too much energy, and too much money not to learn the additional skills and procedures needed for you to succeed and prosper in today's ever-changing healthcare market. So.... to make this year great - possibly your best year ever - you (like all of us) must lean forward, which includes working with a qualified personal coach. FYI... Personal coaching, for those who are coachable, does not cost money, it makes money! In fact, it takes a mere three visits per week to pay for my personal coaching program. Who isn't going to experience at least three more visits per week with a qualified personal coach than they would on their own!?

Bottom line:

I teach doctors how to build practices full of patients who stay, pay, and refer so they can get on with the other important things in life (God, family, and friends)! To be clear... When practice building is done wrong it feels like a choke chain is around your

neck squeezing the very life out of you twenty-four hours a day, seven days a week. When practice building is done right your work is a blessing in your life. I am encouraging you to take advantage of my no cost initial coaching session. During said session we will do a brief practice analysis, determine your needs, and see how I can help you succeed and prosper.

Call

801-224-3795

and speak with my staff to arrange a time to speak to me.

Homework:

Think deeply on the information covered in this email and Consider the following three questions. I call it the rule of tens:

- If I keep achieving as I am currently, where will I be in Ten Minutes?
- If I keep achieving as I am currently, where will I be in Ten Months?
- If I keep achieving as I am currently, where will I be in Ten Years?

Think about it. Do something about it...today: www.rpchiro.com/



The Green-Light Practice

Week #47 Practice Building Tip from Dr. Naccarato

Intro

Every successful practice has one unmistakable marker: the phones are alive. The green lights are glowing. Why? Because your staff is consistently reaching out to active, inactive, and prospective patients with purpose. The more they create reasons to call—real reasons to invite patients to stay, pay, and refer—the stronger and more predictable your growth becomes. One key principle stands out: minimize asking people to call you back. When your staff leaves a message that says, “This is Denise from Dr. Naccarato’s office—sorry I missed you. I’m calling to talk with you about... I’ll call you back,” the responsibility stays with you. This keeps the communication loop alive and places the next step firmly on your to-do list, where it belongs.

Suggestions

Treat the phone as your primary practice-building tool.

Keep the green lights glowing—prioritize live outbound calls as much as possible.

Avoid messages that say “call me back.” Always let patients know you will follow up.

Remember: glowing green lights mean your business is growing; dark phones mean your practice-building has stopped.

Set clear goals for each call, stay deadline-driven, and maintain consistency.

Encourage staff to operate with the right intentions, confidence, and mental discipline.

Train your team to be results-driven—not time-driven—by focusing on how many patients they bring in, not how long they spend on the phone.

Truth

I run a green-light business. Everyone who works for me knows that when the green lights on the phones are glowing, I'm happy—because it means we're taking responsibility for growth rather than waiting for people to contact us.

Bottom Line

To succeed with telephone marketing, your staff must have clear goals, strong intentions, unwavering consistency, and results-driven discipline. When the green lights are glowing, your practice is growing!

Homework

Identify one group you need to call this week: active, inactive, or prospective patients.

Determine the purpose of each call before dialing.

Track how many green-light hours you and your staff produce this week.

Set a goal to increase that number next week—no matter what.

[View Upcoming Seminars!](#)



[Seminars | Rpchiro.com](#)

Dr. Jim Naccarato DC, PhD offers seminars nation-wide for chiropractors to earn CE credits and improve their practice and personal life. Find a seminar near you!

Clinical Reminder: Rivermead Questionnaire

We encourage all DCs to utilize the Rivermead Questionnaire in appropriate cases to help identify possible concussion-related symptoms. When a patient's responses indicate a potential concussion, timely referral to an appropriate provider or specialist is recommended to ensure comprehensive care and the best patient outcomes.

Rivermead Post Concussion Symptoms Questionnaire (cont.)

Modified (Rpq-3 And Rpq-13)²³ Printed With Permission: Modified Scoring System From Eyres 2005²⁴

Administration only

Individual item scores reflect the presence and severity of post concussive symptoms. Post concussive symptoms, as measured by the RPQ, may arise for different reasons subsequent to (although not necessarily directly because of) a traumatic brain injury. The symptoms overlap with broader conditions, such as pain, fatigue and mental health conditions such as depression²².

The questionnaire can be repeated to monitor a patient's progress over time. There may be changes in the severity of symptoms, or the range of symptoms. Typical recovery is reflected in a reduction of symptoms and their severity within three months.

Scoring

The scoring system has been modified from Eyres, 2005²⁴.

The items are scored in two groups. The first group (RPQ-3) consists of the first three items (headaches, feelings of dizziness and nausea) and the second group (RPQ-13) comprises the next 13 items. The total score for RPQ-3 items is potentially 0-12 and is associated with early symptom clusters of post concussive symptoms. If there is a higher score on the RPQ-3, earlier reassessment and closer monitoring is recommended.

The RPQ-13 score is potentially 0-52, where higher scores reflect greater severity of post concussive symptoms. The RPQ-13 items are associated with a later cluster of symptoms, although the RPQ-3 symptoms of headaches, dizziness and nausea may also be present. The later cluster of symptoms is associated with having a greater impact on participation, psychosocial functioning and lifestyle. Symptoms are likely to resolve within three months. A gradual resumption of usual activities is recommended during this period, appropriate to symptoms. If the symptoms do not resolve within three months, consideration of referral for specialist assessment or treatment services is recommended.

References:

Eyres, S., Carey, A., Gilworth, G., Neumann, V., Tennant, A. (2005). Construct validity and reliability of the Rivermead Post Concussion Symptoms Questionnaire. *Clinical Rehabilitation*, 19, 878-887.

King, N. S., Crawford, S., Wenden, F.J., Moss, N.E.G. Wade, D.T. (1995). The Rivermead Post Concussion Symptoms Questionnaire: a measure of symptoms commonly experienced after head injury and its reliability. *Journal of Neurology*, 242, 587-592.

Potter, S., Leigh, E., Wade, D., Fleminger, S. (2006). The Rivermead Post Concussion Symptoms Questionnaire. *Journal of Neurology*, October 1-12.

Rivermead Post Concussion Symptoms Questionnaire

Modified (Rpq-3 And Rpq-13)⁴² Printed With Permission: Modified Scoring System From Eyes 2005 ²⁸

Name:

Date:

After a head injury or accident some people experience symptoms that can cause worry or nuisance. We would like to know if you now suffer any of the symptoms given below. Because many of these symptoms occur normally, we would like you to compare yourself now with before the accident. For each symptom listed below please circle the number that most closely represents your answer.

- 0 = not experienced at all
- 1 = no more of a problem
- 2 = a mild problem
- 3 = a moderate problem
- 4 = a severe problem

Compared with **before** the accident, do you **now** (i.e., over the last 24 hours) suffer from:

	not experienced	no more of a problem	mild problem	moderate problem	severe problem
Headaches	0	1	2	3	4
Feelings of dizziness	0	1	2	3	4
Nausea and/or vomiting	0	1	2	3	4
Noise sensitivity (easily upset by loud noise)	0	1	2	3	4
Sleep disturbance	0	1	2	3	4
Fatigue, tiring more easily	0	1	2	3	4
Being irritable, easily angered	0	1	2	3	4
Feeling depressed or tearful	0	1	2	3	4
Feeling frustrated or impatient	0	1	2	3	4
Forgetfulness, poor memory	0	1	2	3	4
Poor concentration	0	1	2	3	4
Taking longer to think	0	1	2	3	4
Blurred vision	0	1	2	3	4
Light sensitivity (easily upset by bright light)	0	1	2	3	4
Double vision	0	1	2	3	4
Restlessness	0	1	2	3	4
Are you experiencing any other difficulties? Please specify, and rate as above.					
1.	0	1	2	3	4
2.	0	1	2	3	4

Administration only:

RPQ-3 (total for first three items)

RPQ-13 (total for next 13 items)

Larson Law

Pamphlets & Business Cards

Please let us know if you are in need of Larson Law pamphlets and business cards.

We can mail them out to you or feel free to stop by to pick them up.

Let us help you with your Personal Injury case flow!



www.larsonlawutah.com

801-601-8323

Did you know Larson Law has Facebook Pages, Instagram, TikTok and more!

Click icon links below to follow our pages!

We'd love for you to join and like our pages!

If you have any recommendations for our BackTalk newsletter or our upcoming seminar,
please email us at ceri@larsonlawutah.com

Find Us Online



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