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## BackTalk Newsletter

### February 2026



"February is the bridge that connects the promises of the past year with the hopes of the year ahead"

-Unknown



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

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**THURSDAY, MARCH 19TH, 2026  
9:00 AM TO 1:00 PM**

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

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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

**[CLICK HERE TO REGISTER FOR FREE SEMINAR!](#)**



## Do Not Work for Free

BY: BRYAN A. LARSON

Most patients are understandably reluctant to hire an attorney. However, once PIP benefits are exhausted—and unless your patient is represented by counsel with a signed lien in place—your accounts receivable are at serious risk.

At that point, your remaining options are limited:

- Accept direct cash payment from the patient, or
- Bill health insurance and absorb the contractual reductions that follow.

Simply handing a patient an attorney's phone number and hoping they'll make the call is rarely effective. Most patients won't take that step without consistent follow-up. As uncomfortable as it may feel, this is an issue you must stay on. Otherwise, you may find yourself with thousands of dollars in unpaid treatment and no clear path to recovery.

A strong policy matters. Either require payment at the time of service ("cash on the barrelhead") or work with an attorney you trust who will properly handle the lien process. Once patients are out of pain, they often forget just how much pain they were in—and may simply stop treating. That leaves you facing collections and, all too often, a substantial compromise of your bill.

Tightening up this part of your practice is essential. Make sure your staff is well-trained and confident in addressing representation, liens, and payment expectations early and consistently. We can help with that.

## Choose the Right Attorney Partnership

Working on a lien basis only makes sense if the case itself is viable. You should be aligned with an attorney who is willing to discuss the strengths and weaknesses of a case so you can make an informed decision about the financial risk involved. If you refer a patient to an attorney and do not hear from them, follow up. If the attorney is unwilling or refuses to discuss the matter with you—even at a general level—that is a red flag. In those situations, it is appropriate to advise the patient to seek different counsel.

The chiropractor–attorney relationship is a true partnership. When all parties communicate, collaborate, and understand their roles, the process works. When they don't, providers are the ones left holding the bag.

Don't work for free. Protect your practice. Let us help you do it the right way.



[www.larsonlawutah.com](http://www.larsonlawutah.com)

801-601-8323



## **Clear Communication, Better Outcomes: Why Patient Balance Updates Matter**

When treating patients for auto-injury cases, keeping patients informed about their account balances—especially when care is provided under a lien—is critical.

Many patients assume bills are “handled by the case,” which can lead to confusion or frustration when a settlement is reached.

Regular balance updates help patients understand their financial responsibility, set realistic expectations, and avoid surprises at the conclusion of the claim.

Clear communication also strengthens provider-patient trust, reduces collection issues, and supports a smoother resolution of the personal injury case for everyone involved.

## RAYUS RADIOLOGY FORUM

### Tuesday, February 17 @ 12 PM



Hosted by **RAYUS** RADIOLoGY

Join RAYUS Radiology Utah for an engaging discussion on:

### ALL THINGS IMAGING: Q&A

Along with a brief presentation

Featuring Guest Speaker  
**NICHOLAS K. SULLIVAN, MD**

Board-Certified  
Diagnostic Radiologist

Connect with fellow professionals

Enjoy a delicious provided lunch

10701 S. RIVER FRONT PKWY  
SOUTH JORDAN, UT 84095  
BOTTOM FLOOR REC ROOM

TUESDAY, FEB 17 12 PM

**RSVP NOW**  
[Brady.Torgerson@RAYUSradiology.com](mailto:Brady.Torgerson@RAYUSradiology.com)



## How Do You Like to Be Recognized for Your Hard Work?

Recognition isn't just a nice gesture—it's a powerful motivator. According to the *Modern Medical Laboratory Journal*, receiving praise or rewards for a job well done triggers neurochemicals such as dopamine, reinforcing positive behavior and boosting motivation. In busy clinical environments, taking time to recognize effort can have a meaningful impact on morale and performance.

Indeed's Editorial Team highlights several effective ways to show appreciation:

- **Use incentives.** Thoughtful bonuses, gift cards, or handwritten notes help reinforce sincere words of praise and show that contributions are truly valued.
- **Highlight valuable qualities.** Recognition doesn't always have to be tied to metrics or productivity. Acknowledging integrity, compassion, reliability, or teamwork reminds individuals of their inherent worth.
- **Offer public praise.** Public recognition complements private feedback and ensures that behind-the-scenes contributions don't go unnoticed—especially for those who work independently or outside the spotlight.

A culture of recognition not only strengthens teams but also supports better outcomes for patients and practices alike.

This Valentine's season is the perfect time to pause and recognize the people who support your practice and your patients. Thoughtful appreciation can strengthen relationships and reinforce a positive workplace culture.





## **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 VALENTINE'S DAY FROM ALL OF US AT LARSON LAW!!**



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**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](http://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!**

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**If you have any recommendations for our BackTalk newsletter or our  
upcoming seminar,  
please email us at [ceri@larsonlawutah.com](mailto:ceri@larsonlawutah.com)**

#### **Find Us Online**



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This email is being sent to you as a respected chiropractor in our community.

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