

ANNUAL REPORT



PALMER
College of Chiropractic

The Trusted Leader in Chiropractic Education®



June 2023 - July 2024

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MESSAGE FROM DENNIS MARCHIORI, D.C., PH.D., CHANCELLOR AND CEO, PALMER COLLEGE OF CHIROPRACTIC

What a year it has been!

Enrollment at Palmer Main Campus and Palmer Florida hit record highs, and we celebrated the successful completion of “Daring & Driven: The Campaign for Palmer College,” the largest fundraising campaign ever undertaken by any chiropractic college.

It’s with great Palmer Pride that I share this report, filled with the many accomplishments of our students, faculty, staff, administration, board of trustees and alumni. Please take a few moments to learn more about the dynamic success story that is Palmer College of Chiropractic, *The Trusted Leader in Chiropractic Education*®.



STUDENT LEARNING & SUCCESS

Palmer College hits record enrollment ... again!



Enrollment at both Palmer campuses hit a high this fiscal year. Palmer Florida enrolled an all-time record high number of students, and Palmer Main Campus enrolled more students than it has in the past 12 years.

"Prospective students recognize Palmer College's continued dedication to delivering the best chiropractic education, in state-of-the-art facilities, with the most accomplished faculty members in the profession," said Michael Norris, Ph.D., vice chancellor for admissions.

Approximately one out of every five chiropractic students in the U.S. attends Palmer College.

PALMER'S CHIROPRACTIC MARKET SHARE

18.9%

17 other programs

FALL 2023 BACHELOR OF SCIENCE COMPLETION PROGRAM ENROLLMENT

45

Eastern Iowa Community College honors Dr. David D. Palmer

In 1964, David D. Palmer, B.S., D.C., then-president of Palmer College of Chiropractic, opened Palmer Junior College, a liberal arts associate-degree-granting institution. On Aug. 1, 1979, the Eastern Iowa Community Colleges (EICC) District Board of Directors, signed the contract that merged Palmer Junior College into the EICC District.

To recognize Dr. Dave for his leadership in growing EICC, a plaque is now prominently placed on the EICC campus to memorialize this moment in Quad Cities higher-education history.



In 1964, Dr. David D. Palmer, B. S., D. C., President, Palmer College of Chiropractic, opened Palmer Junior College, a liberal arts associate-degree-granting institution. On August 1, 1979, the Eastern Iowa Community Colleges (EICC) District Board of Directors signed the contract that merged Palmer Junior College into the EICC District.

E
EASTERN IOWA
COMMUNITY COLLEGES

PALMER
College of Chiropractic

Palmer students active in their communities



Palmer students give back to their communities. In 2023-24, students contributed in the following ways:

- Hosted a blood drive
- Collected and wrapped Christmas gifts for local families in coordination with the local YMCA and Toys for Tots
- Hosted a clothing drive for a local shelter
- Hosted a toiletry drive for elementary school children
- Palmer Rugby players volunteered for the Quad Cities Senior Olympics

PBS Show, "Main Streets" featured Davenport and Palmer College

Palmer College of Chiropractic was featured on "John McGivern's Main Streets," a PBS show that explores the heart and soul of unique towns across the Midwest. The episode showcased Davenport's community and hidden gems, including Palmer College!

View it at
https://www.youtube.com/watch?v=_zP3MiDNCxg



\$3.98
MILLION

in SCHOLARSHIPS
AWARDED

June 2023-July 2024



PALMER BY THE NUMBERS

	STUDENTS*	FACULTY
MAIN	955	56
FLORIDA	1,059	59
WEST	159	13

*based on fall enrollment





Palmer College hosts SABCA Eastern and Central Regional Conferences

Palmer College of Chiropractic was proud to host the 2024 Student American Black Chiropractic Association (SABCA) Central and Eastern Regional Conferences in spring 2024. The conferences, hosted at Palmer's Main and Florida Campuses, welcomed dozens of students and members of the American Black Chiropractic Association and featured guest speakers, networking and mentorship opportunities.

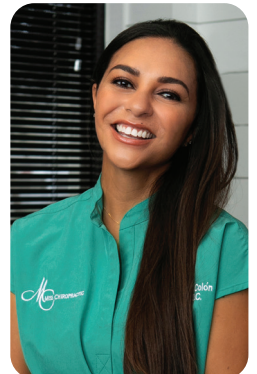
"SABCA was founded to inspire and empower students of color to embrace the journey and not shy away from looking different in the classroom, as well as to encourage students of color to teach the true meaning of health care to black and brown communities through the power of chiropractic," said Byron Nwonye ('24) president of SABCA on Palmer's Main Campus.

"The 2024 SABCA Eastern Regional Conference was a great opportunity for students and doctors from across the eastern region to connect. Students from Life University, Keiser University and Bridgeport University came to Palmer Florida to access the wealth of information that the speakers provided," says Palmer Florida SABCA member Danique Mason, ('24).

Palmer Florida alumna featured on TLC show "Crack Addicts" and "The Today Show"

Palmer Florida alumna Alessandra Colón, D.C. ('12) is the first doctor of chiropractic to have a national television series. The show, called Crack Addicts, is on TLC. Dr. Colón says she intends to break perceptions surrounding the chiropractic profession and to showcase that it is not just about the "cracks" when it comes to healing.

Dr. Colón also appeared as a guest on "The Today Show" in January 2024.



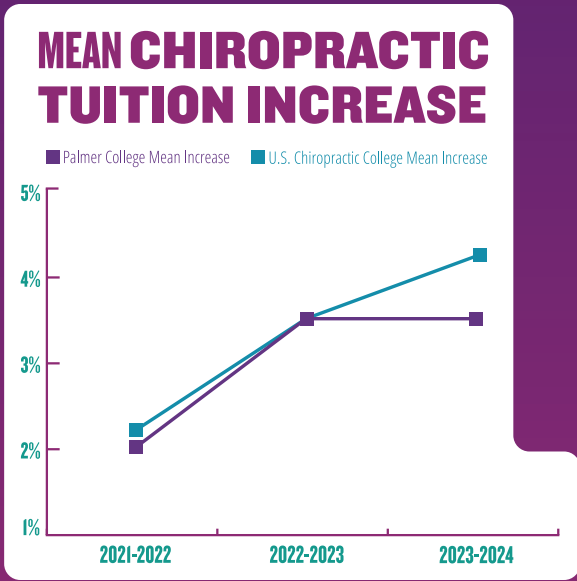
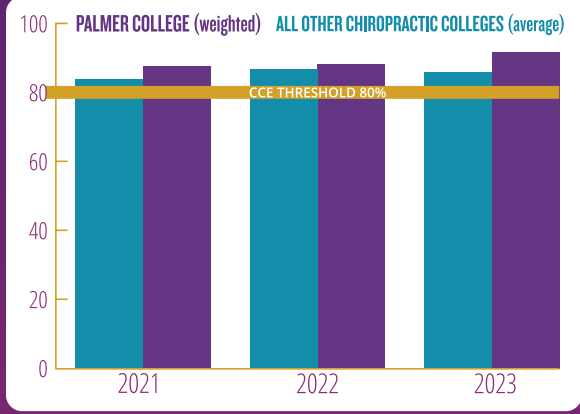
PALMER CareerNetwork
AVERAGES
3,614
job postings
ANNUALLY
 (3 YEAR AVERAGE)



In **2023**
79% of **FIRST YEAR**
PALMER GRADUATES
 were *employed* in
chiropractic
 within **6 MONTHS**
 of **GRADUATION**



**PALMER LICENSURE
 COMPLETION RATE**

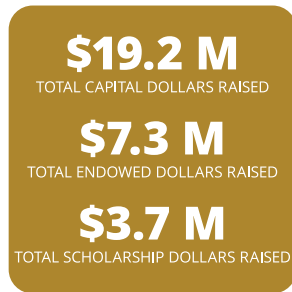
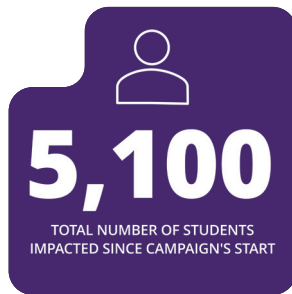
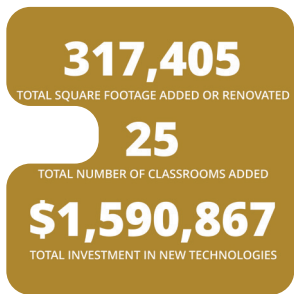


RESOURCES AND SUPPORT

MISSION: *The Advancement and Alumni Relations Office amplifies pride and inspires engagement, leading to lifelong connections and impactful generosity.*

Daring & Driven: The Campaign for Palmer College Celebrates Tremendous Success

Palmer College of Chiropractic isn't new to making history. And the College did it again with the successful completion of Daring & Driven: The Campaign for Palmer College, the largest fundraising campaign undertaken by any chiropractic college – ever. The six-year comprehensive campaign ended in September 2023 with more than \$30 million raised, surpassing a goal of \$25 million.



DARING AND DRIVEN BY THE NUMBERS

The success of the campaign was also recognized with a Silver Circle of Excellence Award by the Council for Advancement and Support of Education (CASE) as part of their annual awards program.

"What a success story for Palmer College, which, before the campaign, had .8% alumni participation, a deficient database, and no fundraising staff," explained one of the competition judges. *"How can we not all be reminded of what can be accomplished through a systematic approach, strategic advanced planning, sheer optimism, and unrelenting effort?"*

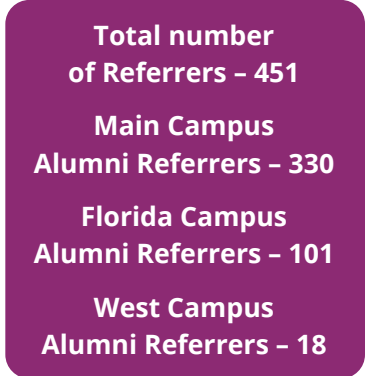
CASE's Circle of Excellence Awards are the premier recognition program for educational advancement. These peer-selected and adjudicated awards celebrate colleges, universities and schools worldwide whose talented staff have advanced their institutions with resourcefulness and ingenuity.

This year, volunteer judges from CASE's membership reviewed more than 4,200 entries from 28 countries and selected 486 exemplary entries for bronze, silver, gold, and grand gold recognition across multiple categories.

Referrers by the Numbers

Referrals from Palmer alumni and friends of the College account for two-thirds of the student inquiries the College receives on an annual basis. Palmer recognizes those and friends for the impact they have made on Palmer College, simply by referring a student.

Our thanks go to the 451 people who referred at least one student to Palmer during fiscal year 2024. Their support as a referrer has a significant impact on the strength of the College and the growth of the chiropractic profession.



**Referrers who refer at least one student between November 1 and October 31 are recognized annually in December by the Alumni Office.*

New Scholarship Initiative Launched

The new Student Success Scholarship Initiative was launched in early 2023 to provide financial support to all students who have the passion and drive to become a Doctor of Chiropractic at Palmer College. The program comprises two endowed scholarships: the Academic Scholarship and the Opportunity Scholarship. The Academic Scholarship requires a minimum GPA, while the Opportunity Scholarship does not, making every incoming student a potential recipient.

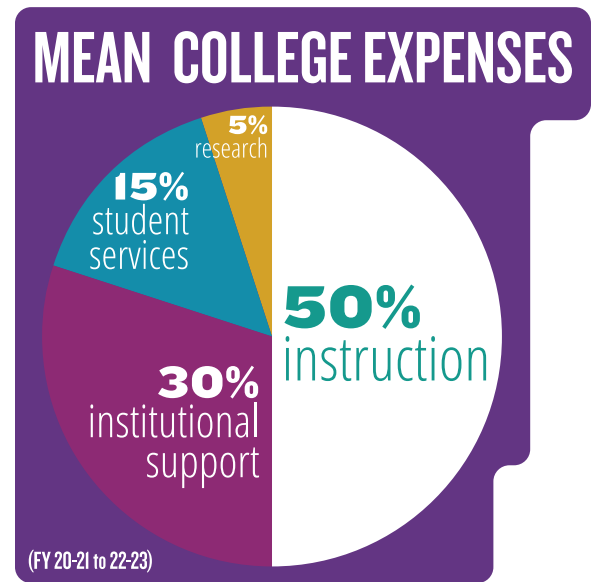
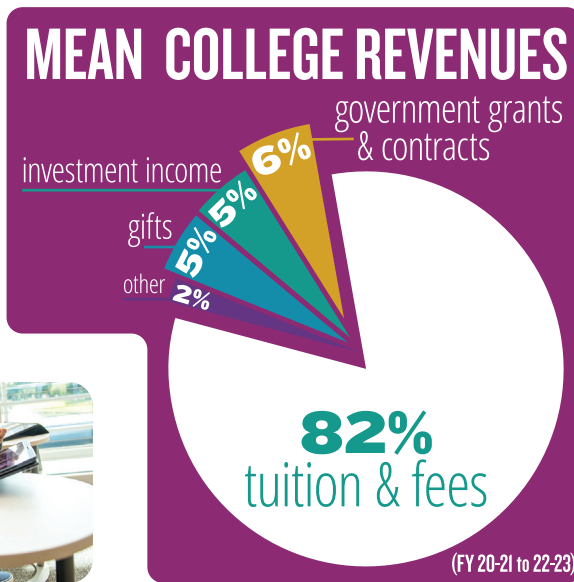
Since the launch of the initiative, numerous donors with existing endowed scholarships have lifted restrictions that were originally placed on their funds to create endowed Opportunity Scholarships.



Barb Melbourne, J.D.

“As we meet with alumni, we hear time and again how important it is to them that chiropractic education is affordable,” says Barbara Melbourne, J.D., vice chancellor for advancement. *“More and more alumni are stepping up to make donations to support scholarships because they share our bold vision.”*

For the first time, students enrolling in Palmer and starting in the 2024 summer term were eligible to apply for an Opportunity Scholarship, known as the Beacon Award.



The Palmer Alumni Awards Program Takes Off

The Palmer College Alumni Office aims to *“amplify Palmer pride”* through the launch of the new Palmer Alumni Awards Program. The five prestigious awards, including the College’s highest honor of Fellowship, recognize individuals who exemplify what it means to lead and serve, not only in the profession but also Palmer College.

The first round of nominations for the four inaugural awards were accepted in spring 2024, with more than 200 nominations submitted from Palmer alumni and friends. The recipients were selected by a committee comprised of College leadership and members of the College’s Board of Trustees. They will be recognized in the fall issue of Palmer Proud and during Homecoming on Palmer’s Main Campus in September 2024.

NEW PALMER ALUMNI AWARDS

- Distinguished Achievement Award
- Distinguished Service Award
- Entrepreneurship Award
- Palmer 10-Under-10 Award

HEALTH CARE DELIVERY

Palmer Chiropractic Clinics in the Community

Palmer Chiropractic Clinics provide students with real-world learning opportunities, including experience interacting with the public through community-engagement events.

In the Quad Cities, Palmer College partnered with the minor league hockey team, the Quad City Storm, as the official team chiropractic-care provider. We also brought awareness to the community through sponsored events at the Quad City Storm and the Quad Cities River Bandits, The QC's minor league baseball team.

Students gained experience caring for athletes at the Bix 7 Road Race, and the famous Palmer Spine was once again part of the race.



In Port Orange, the College established relationships with the Port Orange Family YMCA, hosting monthly community lectures. Students joined faculty clinicians at events with the Port Orange Parks and Rec Department, with the Daytona Tortugas minor league baseball team, and at multiple local sporting events including the Swamp 360 Mountain Bike event, Sula Challenge Obstacle and the Atlantic Coast Classic CrossFit Competition. Students also helped provide care at the North Florida Homeless At-Risk Veteran Stand Down event.

PALMER STUDENTS

gained experience from

137,399
patient visits

July 2023-June 2024



PALMER CHIROPRACTIC CLINICS provided

\$5,711,375

in **PRO-BONO**

CARE from

July 2023-June 2024

ADVANCING KNOWLEDGE THROUGH RESEARCH

VERDICT Reaches Project Milestone

In May 2024, the Palmer Center for Chiropractic Research (PCCR) reached a major project milestone by meeting its enrollment goal of 766 veterans in the clinical trial “Veteran Response to Dosage in Chiropractic Therapy (VERDICT)”.

VERDICT will provide evidence to guide the number of visits in an initial course of care and an extended-care approach for veterans with chronic low-back pain. The trial finishes data collection in May 2025 with results following. Information on the effectiveness of the number of visits for chiropractic care can greatly assist Veterans Affairs in determining the number of Doctors of Chiropractic that will best meet the needs of veterans with chronic low-back pain.

VERDICT is a part of an \$81 million federally funded National Institutes of Health-Department of Defense-Veterans Affairs Pain Management Collaboratory that supports large-scale pragmatic clinical trials focusing on non-drug pain management approaches for active-duty and veteran populations, who experience high rates of chronic pain, which can negatively impact quality of life and increases the risk of opioid abuse.

This \$7 million, five-year clinical trial is led by the PCCR at chiropractic clinics in four Veterans Affairs Health facilities in collaboration with investigators at the University of Iowa, Yale University, Dartmouth Institute for Health Policy & Clinical Practice, and Duke University.

Palmer Dean of Research Named Most Highly-Published Researcher in Manual Therapy

Cynthia Long, Ph.D., PStat, dean of research at Palmer College of Chiropractic, was recognized as the most highly-published and collaborative researcher in manual therapy for people with low-back pain. Her research has focused on spinal manipulative therapy by chiropractors for patients with musculoskeletal pain.

Dr. Long joined the Palmer Center for Chiropractic Research at its inception in 1995. The Palmer Center for Chiropractic Research is the most highly funded and productive chiropractic research effort in the United States.

“Before 1995, Palmer and a number of colleges conducted chiropractic research, but Palmer’s leadership decided to invest more heavily in research and expand and strengthen our work,” says Dr. Long.

“What’s unique about Palmer is that we took the most sustainable approach. Today we can look back and see that chiropractic research has influenced many realms of the profession, from curriculum, to practice, to the rise of multidisciplinary care settings and even policy. Palmer pushed the envelope by collaborating with high-level research institutions outside of chiropractic to grow and expand our reach. Today that research is used profession-wide and beyond.”



Cynthia Long, Ph.D., PStat

Palmer Center for Chiropractic Research Engages Research Honors Students

Palmer students participating in the Research Honors program had the opportunity to support two research studies, under the guidance of faculty members.

The first study, "Spinal Manipulative Therapy vs. Prescription Drug Therapy for Care of Aged Medicare Beneficiaries with Neck Pain," utilized Medicare insurance claims to identify elderly patients with a neck pain diagnosis who chose one of two treatments, spinal manipulation or prescription drug therapy.



The study, led by Brian Anderson, D.C., M.P.H., M.S., Ph.D. was a collaboration with Southern California University of Health Sciences.

"The relationships the Palmer Center for Chiropractic Research has outside of Palmer College itself opens you up to opportunities you would have never known. I didn't realize we were connected to Yale, Dartmouth, Harvard, SCU, the list goes on. I have endless paths of networking after I graduate all because of the Research Honors Program," said Palmer Main Campus student Brandon Jackson.

The second study, led by Stacie Salsbury, Ph.D., R.N., is titled "Safety Culture in Community-Based Clinics Offering Spinal Manipulative Therapy: A Qualitative Analysis."

Palmer Florida student Amanda Brown said, *"Participating in the Research Honors program has given me better communication skills, keeps me up to date with the knowledge in this industry, and has allowed me to network with different doctors and students from other colleges. Having this experience will give me the opportunity to stay in contact with colleagues well after graduation."*



WHO Recognizes Spinal Manipulation in New Lower-Back Pain Guideline

The World Health Organization (WHO) has developed a guideline for proper management of chronic low-back pain (LBP) for the first time ever. Among the approved interventions, WHO recognizes spinal manipulative therapy as effective in the care of adults, including older people, with CPLBP.

Globally, LBP is the leading cause of disability, impacting 619 million people. That number has gone up 60% since 1990. According to the WHO, "Cases of LBP are expected to rise to an estimated 843 million by 2050, with the greatest growth anticipated in Africa and Asia, where populations are getting larger, and people are living longer."

The WHO states that people around the world deserve "holistic, person-centered, equitable, non-stigmatizing, non-discriminatory, integrated and coordinated" care. This newly developed guideline provides evidence-based direction for providers and indicates that spinal manipulative therapy can be a valuable and effective part of a patient's care.

The new guideline was coordinated by the Ageing and Health Unit, with further guidance from an independent methodologist. Guideline development relies on the findings of hundreds of research trials and publications, just like those being produced by the Palmer Center for Chiropractic Research.

\$2,501,281

in **FUNDING**

COMMITTED

to **RESEARCH**

July 2023-June 2024



**PALMER
PUBLICATIONS**

15 Palmer Center for Chiropractic
Research Publications

Palmer College of Chiropractic
Employee Publications **19**

Zacariah Shannon, D.C., M.S., Ph.D. Wins Early Career Research Award

Dr. Zac Shannon was awarded the Early Career Research Award at the World Federation of Chiropractic Biennial Congress.

The award recognized Dr. Shannon's paper reviewing the impact of chiropractic care on military personnel.

"It meant a lot to have the work recognized," says Dr. Shannon. "I depended on data from a previous Palmer trial, so it is another example of how we're building a body of knowledge — no work in research is truly individual."



Zacariah Shannon,
D.C., M.S., Ph.D.

World Federation of Chiropractic Biennial Congress Presentations

PCCR faculty delivered the following presentations at the WFC Biennial Congress.

PLATFORMS:

Anderson B, Whedon J, Herman P. Dosing of lumbar spinal manipulative therapy and its association with escalated spine care: A cohort study of insurance claims. WFC, October 11-14, 2023, Queensland, Australia.

Baca K, **Salsbury S**, Goertz C, **Long C**. Motivators, experiences, and expectations of U.S. military veterans receiving chiropractic care: A nested qualitative study from a pragmatic trial for low back pain. WFC, October 11-14, 2023, Queensland, Australia.

Long C, Muller R, Cheung KH, Bathulapalli H, **Vining R**, Goertz C, Lisi A. Components of multimodal chiropractic care in a pragmatic clinical trial of U.S. military veterans with chronic low back pain. WFC, October 11-14, 2023, Queensland, Australia.

Moore M, Funabashi M, Lardon A, Aspinall S, **Salsbury S**, Pohlman K. Patient safety in chiropractic teaching programs: A cross-sectional. WFC, October 11-14, 2023, Queensland, Australia.

Shannon ZK, **Long CR**, Chriscillies EA, Goertz CM, Wallace RB, Casteel C, Carnahan RM. Biopsychosocial Factors as Mechanisms of the Effect of Chiropractic care on Low Back Pain (LBP) in US Active-duty Military Members. WFC, October 11-14, 2023, Queensland, Australia.

Vining R, Anderson B, Smith J, **Almquist Z**, Wong D. A scoping review developing an initial set of quality indicators for chiropractic care. WFC Biennial Congress, October 11-14, 2023, Queensland, Australia.



POSTERS:

Anderson B, Herman P, Hays R. Predictors of pain management strategies in adults with low back pain. WFC, October 11-14, 2023, Queensland, Australia.

Funabashi M, **Salsbury S**, Pohlman K. What does patient safety mean to you? A qualitative analysis of SafetyNet survey responses from 4 international chiropractic teaching clinics. WFC, October 11-14, 2023, Queensland, Australia.

Moss K, de Luca K, **Salsbury S**, Wong A, Moraleida F, Dane D, Fernandez M. Disabling low back pain in older adults seeking chiropractic care: A grounded theory study protocol. WFC, October 11-14, 2023, Queensland, Australia.

Salsbury S, Pohlman K, Funabashi M. Who are the key actors in patient safety? A SafetyNet stakeholder analysis from 4 international chiropractic teaching clinics. WFC, October 11-14, 2023, Queensland, Australia.

Shannon ZK, **Long CR**, Chriscillies EA, Goertz CM, Wallace RB, Casteel C, Carnahan RM. Change in low back pain (LBP) intensity and interference as mechanisms of the effect of chiropractic care on biopsychosocial factors for US active-duty military members. WFC, October 11-14, 2023, Queensland, Australia.

PANEL DISCUSSION:

Funabashi M, Chu E, Gurden M, Wulff H, **Salsbury S**. What does clinical risk management look like for chiropractors? WFC 17th Biennial Congress, October 11-14, 2023, Gold Coast, Australia.





PALMER

College of Chiropractic

MAIN CAMPUS:

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