



Improve Mitochondrial Health for Better Wellbeing: Increased Health, Energy & Wellness Through Laser Physiology, Chiropractic Care & Innate Nutrition by Dr. Dan Murphy

For DCs

Sponsored by Erchonia Corporation

In this insightful 6-hour presentation, Dr. Dan Murphy will review the Free Radical Theory of Aging and the integration of chiropractic care, nutrition, supplements, and laser physiology. He will analyze the electromagnetic spectrum and laser physiology; diving into the biphasic nature of laser photon therapy and the primary and secondary physiological influences as well as the Arndt-Shultz Law of Biology. Dr. Murphy will also discuss the various protocols for a poly-therapeutic approach for chronic low back pain, brain function and cognitive enhancement.

Dr. Dan Murphy graduated magna cum laude from Western States Chiropractic College in 1978 and has more than 40 years of practice experience. He received his Diplomate in Chiropractic Orthopedics in 1986. Since 1982, Dr. Murphy has served as part-time undergraduate faculty at Life Chiropractic College West, where he teaches classes to seniors in the Management of Spinal Disorders and Spinal Pathology/Neurology.

Dan Murphy is on the post-graduate faculty of several chiropractic colleges. His post-graduate continuing education classes include “Whiplash and Spinal Trauma”, “Neuroimmunology”, “Pediatrics”, “Phospholipid Neurobiology”, “The Neurophysiology of Therapeutic Lasers”, and “Nutrition”. Dan Murphy has been the coordinator of a year-long certification program (through the International Chiropractic Association) in “Chiropractic Spinal Trauma”, a program that has graduated about 2,000 chiropractors. He has taught more than 1,750 post-graduate continuing education seminars, including classes in the United States, Canada, Australia, France, England, Portugal, Ireland, Italy, Greece, New Zealand, Spain, Panama, South Korea, and Peru.

Dan Murphy is a contributing author to the books Motor Vehicle Collision Injuries, published by Aspen, 1996; Pediatric Chiropractic, published by Williams & Wilkins, 1998 and 2011; and Motor Vehicle Collision Injuries, 2nd edition, Jones and Bartlett, 2005. Dan Murphy wrote approximately 90 quarterly columns in the American Journal of Clinical Chiropractic.



Pain Reset: Applied Neuroscience to Solve Pain by Dr. Freddy Garcia

For DCs

Sponsored by The Carrick Institute & Algimed Technologies

Learn the neurology you need to know to solve chronic pain. In this class you will gain powerful, practical tools that pair the latest discoveries in Applied Neuroscience and Biomechanics into a practical approach to treating patients with chronic pain.

Dr. Freddys Garcia is the director of operations at the Carrick Institute for Neuroscience and a clinical neurologist with more than a decade of experience. He is also an experienced educator, having lectured extensively to chiropractors and other health care professionals around the world. Because of his background in technology, communication, and neuroscience, Dr. Garcia serves as an invaluable resource to the Carrick Institute – one of the world’s premier post-graduate neuroscience schools. He understands the importance of continuing education and helping others learn.



Sports Chiropractic by Dr. Anish Bajaj

For DCs

Sponsored by Foot Levelers

Chiropractic care has become an inseparable piece of the athlete’s way of training, competing, and recovering from sports. In this lecture we explore a unique model in the examination and care of the spine and extremities for the support of exercise ranging from rehabilitation to dynamic exercise for the everyday athlete in all of us. You will learn a posture-based exercise program designed to fit seamlessly with all phases of the chiropractic care plan.

Dr. Bajaj has been in practice in New York City since 2001 with a focus on integrating chiropractic perspectives into complete health strategies and a focus on sacro-occipital-technique, custom orthopedics, extremity adjusting, electro-therapeutics and cold laser applications. He currently owns and operates Bajaj Chiropractic in New York City and Well Rooted Health in Westfield, NJ. He serves on the Executive Board of the New York Chiropractic Council as Vice President Elect and was the recipient of the 2022 Chiropractor of the Year Award.



Chart Auditing Workshop by Ms. Lisa Maciejewski-West

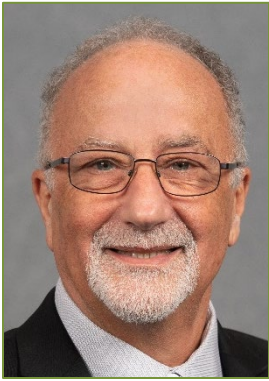
For DCs & CAs

Sponsored by Gold Star Medical Business Services

When was the last time you did a REAL internal audit? Why does your practice need one?

Make sure the whole team understands the elements of an effective compliance program and why it is truly vital to your practice success. Ms. Maciejewski-West will discuss the meaning and methodology of internal auditing and monitoring, general documentation standards, E/M documentation standards, and unique Chiropractic documentation standards. Participate in an in-class audit workshop using actual case studies.

Lisa has been involved in the chiropractic billing, management, and consulting field since 1982. In 2006, she founded Gold Star Medical Business Services, a company that provides outsource billing, compliance and practice management consulting services for chiropractic physicians and medical practices nationwide. Lisa is a certified Medical Coder, Medical Insurance Specialist, Medical Office Manager and Certified Professional Compliance Officer. Lisa has taught at many Medical and Chiropractic organizations, including Associations in Virginia, Ohio, Illinois, Indiana, Texas, Arizona, Arkansas, and South Dakota, and is a regular Webinar contributor for Chiro Health USA and Advanced Medical Integration. Lisa and her team have led focus groups at the American Medical Biller’s Association national conference in Las Vegas.



Keynote: Are You Being Impeccable? by Dr. Jack Bourla

For All

Sponsored by Sherman College of Chiropractic

We chiropractors have the privilege to serve others while applying our unique chiropractic philosophy. In doing so, we have an obligation to serve impeccably, from the language we use to the way we evaluate patients and provide care. If we are not vigilant with ourselves about our impeccability, we are short-changing our patients and that is inexcusable. Being aware is the first step in becoming and remaining impeccable. Once we raise our awareness, we may more easily provide consistent, competent, and certain chiropractic care which can change the trajectory of someone else's life. This talk will provide mindset strategies that will heighten our awareness and make us more impeccable in our service to our communities.

Jack Bourla, DC, ACP, ran a successful private practice in Redwood City, California for 25 years. He has served the chiropractic profession in educational and organizational leadership roles such as Dean of Clinics at Life West Chiropractic College and President and Chairman of the Board of the International Federation of Chiropractors and Organizations. Dr. Bourla was awarded the California Chiropractic Association President's Award in 2012 and Doctor of the Year in 2013 and named Sherman College of Chiropractic's Professional of the Year in 2022. Dr. Bourla began his tenure as the sixth president of Sherman College of Chiropractic in December 2022. Under his leadership, the college utilizes the most modern strategies in education to assure that students are well equipped to serve their communities upon graduation. One of his greatest joys is watching young minds develop into successful, confident, and competent doctors of chiropractic.



Sacro-Occipital Technique by Dr. Anish Bajaj

For DCs

Sponsored by Foot Levelers

In this presentation we explore applications of SOT principles to modern chiropractic care. By identifying the role of the spine in meta functions like breathing and balance we strengthen models of care that address the Brain-Spine-Foot connection.

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From Left to Right: Dr. Tom Roselle, Dr. Tom Wetzen, Dr. Carly Swift, Dr. Jay Greenstein

Enhancing Your Practice & Profession: Beyond the Adjustment – Panel Discussion

For DCs & CAs

Most doctors agree that many successful DCs have a number of things in common. For example, they're good at adjusting and treatment, leveraging technology, nurturing patient relationships and education, strategic marketing, understanding the bigger picture, and using performance indicators.

But many successful practitioners have found that combining their personal passions and helping others beyond the traditional office has contributed to even greater practice success... and has strengthened their sense of personal meaning and contributions to the profession they love. They've found ways to turn what is especially important and motivating to them into tools that support their own growth – and much more. Join our panel for insights into how and why identifying their “personal passions” and applying them to their chiropractic career has been vital to their business outcomes.

- On top of practicing first in South Carolina and later in Virginia, Dr. Tom Wetzen has served on a number of chiropractic boards. He started with the local Northern Virginia Chiropractic Society, then the Virginia Society of Chiropractors, then the Unified Virginia Chiropractic Association. He has served on the executive committee of the East Coast Associations Independent Provider Network, is Chair of the Future of Chiropractic Strategic Plan, and is the current President of ChiroCongress. For Dr. Wetzen, LEADERSHIP took him to the next level.
- Dr. Tom Roselle is not only a practicing chiropractor but an author, talk show host, creator of the Emmy® award-nominated television broadcast, “Ageless Health® The Special, podcast producer. He has been interviewed many times as a health and wellness expert and uses his media exposure to bring more patients to the profession and to mentor DC colleagues. For Dr. Roselle, COMMUNICATIONS took him to the next level.
- Dr. Carly Swift has made a name for herself in Virginia Beach, not only through her practice skills but through frequent blogs, workshops, outreach to schools, and other events addressing a wide range of topics. One recurring theme: bringing mothers, fathers, kids, and educators together. For Dr. Swift, FAMILY AND COMMUNITY took her to the next level.
- Dr. Jay Greenstein has utilized his dedication to innovation to build a business that provides a high-functioning incubator for mobile technology solutions, clinical research, consulting, and more. For Dr. Greenstein, TECHNOLOGY took him to the next level.

You'll enjoy hearing the stories behind these successes – including the good, the bad, and the ugly. But more importantly, perhaps they'll spark some ideas for how you can increase not just practice success, but meaning and contribution, too, by being true to your personal passions.

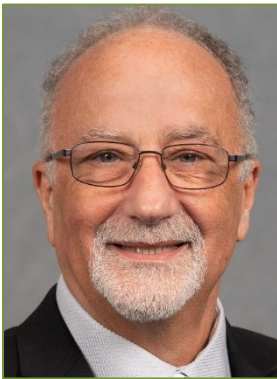


Back to Basics: Classic Patient Service by Ms. Susette Goodwin

For CAs

The more things seem to change, the more they stay the same. Apps, software, All... Technology is great – but it will never replace the human experience of customer service.

Susette Goodwin has held literally every position in the office since joining the Cox Chiropractic Clinic in Charlottesville in 1985. She has organized and taught numerous seminars for doctors and CAs of all levels, including for the UVCA. She was the President of the VCA Auxiliary for 20+ years and contributes her insights and energy to the association in too many ways to count.



Chiropractic Principles & Applications by Dr. Jack Bourla

For DCs & CAs

Sponsored by Sherman College of Chiropractic

This discussion covers the core principles of chiropractic care, emphasizing the (belief in the) body's inherent ability to (heal itself) function optimally when the nervous system is properly aligned. Through illustrative stories and distinctions between what is perceived as miraculous versus amazing, it underscores the effectiveness of chiropractic practices.

Jack Bourla, DC, ACP, ran a successful private practice in Redwood City, California for 25 years. He has served the chiropractic profession in educational and organizational leadership roles such as Dean of Clinics at Life West Chiropractic College and President and Chairman of the Board of the International Federation of Chiropractors and Organizations. Dr. Bourla was awarded the California Chiropractic Association President's Award in 2012 and Doctor of the Year in 2013 and named Sherman College of Chiropractic's Professional of the Year in 2022. Dr. Bourla began his tenure as the sixth president of Sherman College of Chiropractic in 2022.



Tools for the Powerful DC: Vestibular System by Dr. Freddy Garcia

For DCs

Sponsored by The Carrick Institute & Algimed Technologies

Sub-clinical vestibular pathology is often missed in patients. The modern chiropractor understands the vestibular system's far-reaching implications and knows how to assess and treat it. In this dynamic presentation, get an applied neuroscience glimpse into leveraging the vestibular system for patient care. Valuable insights for the whole practice team!

Dr. Freddy Garcia is the director of operations at the Carrick Institute for Neuroscience and a clinical neurologist with more than a decade of experience. He is also an experienced educator, having

lectured extensively to chiropractors and other health care professionals around the world. Because of his background in technology, communication, and neuroscience, Dr. Garcia serves as an invaluable resource to the Carrick Institute – one of the world’s premier post-graduate neuroscience schools.



Saturday Night Spizz

For All

Join your colleagues, staff, family and friends for this casual gathering to share the love of Chiropractic. Share your stories and passion or just enjoy listening. UVCA membership and convention registration not required. Hosts Dr. Diane DeReu-Foley and Carly Swift.



Effective Communication for Maximum Patient Satisfaction & Retention by Ms. Lisa Maciejewski-West

For CAs

Sponsored by Gold Star Medical Business Services

How do you keep patients engaged and invested in their own care? How do you plant referral seeds that will result in referral fruit? Do you have standard communication protocols for appointments, collections, reactivations, and patient education? Do you know how to communicate on the right side of “legal”? In this class, we will explore key aspects of verbal and written patient communication in a fun and interactive setting.

Lisa Maciejewski-West has been involved in the chiropractic billing, management and consulting field since 1982. In 2006, she founded Gold Star Medical Business Services, a company that provides outsource billing, compliance and practice management consulting services for chiropractic physicians and medical practices nationwide. Lisa is a certified Medical Coder, Medical Insurance Specialist, Medical Office Manager and Certified Professional Compliance Officer. She has taught for many chiropractic and medical organizations throughout the country.



Profession Updates

News related to Chiropractic in Virginia and beyond; for example, status of the Veterans Administration Hampton Roads’ denials of chiropractic care.

General Membership Meeting

The Association’s Annual Meeting. Includes District Director elections.

Dr. Michelle Rose
UVCA President

[UPD 7/29/24]