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UVCA Spring 2024 Convention: Sessions & Speakers

Overview

All Attendees

- Keynote: “Energizing Your Practice Through Leadership & Patient Care” by Dr. Allesandra Colon, "CRACK ADDICTS", Sponsored by Pillowwise USA
- “The Power of Dedication for LIFE” by Dr. Gilles LaMarche, Sponsored by Life University
- “Getting Chiropractic Care into Schools” by Dr. Amanda Blonigen & Dr. Leslie Hiles

DC-Specific Classes

- “Resolving Peripheral Nerve Entrapments” by Dr. Tim Bertelsman, Sponsored by ChiroUp
- “Clinical Risk Management Issues Associated with Cervical Artery Dissection; An Evidence-Based Discussion (CAD)” by Dr. James Demetrious, Sponsored by NCMIC

Joint DC/CA Classes

- “What is All the Fuss about AI? Harnessing the Power of AI to Build Your Practice” by Dr. Mark Sanna, Sponsored by Foundation for Chiropractic Progress
- “Confidently Communicate Chiropractic” by Dr. Mark Sanna, Sponsored by Foundation for Chiropractic Progress
- “Philosophy Trio: Principles of Chiropractic Applied in Practice, Unsung Heroes in Chiropractic, & Philosophy in Chiropractic Practice” by Dr. Neil Cohen, Sponsored by AboveDown Success Coaching
- “Pearls of Wisdom & Motivation: Insights into Leadership & Practice Success” by Dr. Corey Malnikof, Dr. Nisha Saggar-Patel, Dr. Minesh Patel, & Dr. Chris Perron
- “Sexual Harassment in the Chiropractic Office” by Ms. Kristi Hudson, Sponsored by ChiroHealthUSA
- “Proving Medical Necessity in ANY Type of Case” by Dr. Mario Fucinari, Sponsored by Foot Levelers
- “Chiropractic History” by Dr. Joe Foley
- “Proper Utilization of the ICD-10 NEW Codes & Guidelines” by Dr. Mario Fucinari, Sponsored by Foot Levelers
- “Essential Requirements & Communications for the Chiropractic Office” by Dr. Mario Fucinari, Sponsored by Foot Levelers

Details



“Energizing Your Practice Through Leadership & Patient Care”

Allesandra Colon, DC

Sponsored by Pillowwise-USA

For All Attendees

In this inspiring talk, Dr. Allesandra Colon, Chiropractic Celebrity from the hit TLC show “Crack Addicts” will share the basics to energizing your practice through leadership and patient care. Be the successful doctor you have always wanted to be through

vitality and business acumen. Take your practice to the next level by embracing staff and clients. Be a magnet to your staff and clients alike. Enhance the operational efficacy and clinical outcomes of your chiropractic practice by fostering adept leadership skills and optimizing patient care protocols.



At the young age of 14, Dr. Colón was diagnosed with Stage 4 Hodgkin’s Lymphoma cancer. After doctors gave her a 25 percent chance to live, she underwent advanced chemotherapy and radiation, leading her to remission. Surviving her greatest struggle powered her love of health and life. “Looking back, it dawned on me that I had gained so much more than growing my hair back,” she says. “Beating cancer had given me the push to become more knowledgeable about the human body, nutrition, and natural prevention of disease.” After graduating from The University of Arizona with a Bachelor’s of Science, Dr. Colón’s devotion led her to pursue her Doctorate of Chiropractic from Palmer College of Chiropractic in Daytona, Florida. At Palmer, she was challenged and instructed by leading professionals in the field and augmented her skill set with proficiencies in sports therapy, rehabilitation, and nutritional guidance. During her studies Dr. Colón desired to test her abilities further and reach out to a global community. Between 2010 and 2012, she traveled to the Grenadines, the Dominican Republic, and India, offering free chiropractic care to over 4,000 people. Her commitment to promoting optimal health and well-being has been integral in freeing people from pain and increasing her patients’ whole-body performance ever since.

Her journey did not end there. After spending years running marathons alongside her mother and brother in the fight against cancer, she was nominated to campaign for the Leukemia and Lymphoma Society. In 10 weeks, she raised over 60K and was crowned their 2015 Woman of The Year. She went on to become Palm Beach Illustrated Top Chiropractor 2018 and Best of Palm Beach 2020 and 2021. Today she serves her community as a living inspiration to us all and a daily reminder to fight for the things you believe in.

Dr. Colón uses a “whole person approach” to practice. This approach to wellness involves discovering the root causes of pathology or dysfunction and making interventions and lifestyle adjustments that optimize one’s ability to function in day-to-day life. She looks to the spine when evaluating a patient’s entire body and treats it accordingly, as she understands that complete health relies heavily on how body parts affect each other biomechanically. Using this unique system, Dr. Colón can help her patients accelerate and maintain their journey to good health. She says, “Don’t restrict your practice to the musculoskeletal; it’s much more than that. There is nothing better than allowing your body to heal itself.”



“Resolving Peripheral Nerve Entrapments”

Tim Bertelsman DC

Sponsored by ChiroUp

For DCs

This class will cover practical skills for diagnosing and resolving the most common mechanical peripheral nerve entrapments and neuropathies, including potent neurodynamic tests and treatments. This informative and entertaining evidence-based class will review the etiology and present symptoms for the most common, yet often overlooked, nerve entrapments.

Training will include nerve tension testing and neurodynamic treatments, including nerve release and nerve flossing for the most common upper and lower extremity radiculopathies and neuropathies. Attendees will leave this class with advanced, effective, real-world skills to become the *provider of choice* for peripheral pain, numbness, and paresthesia.

Dr. Bertelsman is a Logan College of Chiropractic graduate and has been running a large successful multi-disciplinary practice in Illinois for over 20 years. An expert on establishing relationships within the medical community, he has lectured nationally for many years on clinical and business topics and has been published

extensively. He has served in various leadership positions within the Illinois Chiropractic Society and currently serves as Past President. He is board certified in chiropractic sports and orthopedics, is certified to perform Disability Impairment Ratings, and has completed advanced certifications in MDT, MUA, vehicular trauma, CTS, and Graston. Dr. Bertelsman is a co-founder of ChiroUp, providing evidence-based online resources that streamline chiropractic clinical and business processes.



“Getting Chiropractic Care into Schools”
Amanda Blonigen, DC & Leslie Hiles, DC
For All Attendees

Dr. Amanda Blonigen and Dr. Leslie Hiles will provide an introduction to getting chiropractic care in public schools. Their mission is to share a bigger vision for chiropractic. By sharing their successes in the schools, they will set the tone for the big work ahead. They will go through clinical pearls for providing chiropractic care for school-aged children and for leading the

conversation on chiropractic’s impact on our patients’ lives’ tone and trajectory. They will provide insights on systems that you can put in place to help step outside your four walls and into a new location.

Dr. Amanda Blonigen (left), partner in On-Site Chiropractic, has been in practice for six years in northwestern Wisconsin. She is on a mission to bring chiropractic care into the public school system to reach more kids and teach innate healing. Dr. Amanda is passionate about sharing this vision for chiropractic and our world. She is working to publish research on school-aged kids and help other chiropractors integrate into their school systems.

Dr. Leslie Hiles (right), owner of Mountain State Chiropractic, has been in practice for seven years in both West Virginia and Virginia. Her goal is to teach people about vitality and natural health through chiropractic care. She has brought chiropractic into her local school district in West Virginia and is enthusiastic about reaching a population that may not have access to chiropractic.



“Proving Medical Necessity in ANY Type of Case”
PLUS
“Proper Utilization of the ICD-10 NEW Codes & Guidelines”
Mario Fucinari, DC
Sponsored by Foot Levelers
For DCs & CAs

Both of these sessions are perfect for doctors, staff, and billers.

Proving Medical Necessary: One of the best ways to avoid claim denials is to document defensibly and prove that your treatment was *undeniably* a medical necessity. Dr. Mario Fucinari will define medical necessity in any clinical case and clarify the components of documentation and billing required. Learn from a certified compliance officer and seasoned practitioner of 35 years how to incorporate the latest developments into your practice without giving up your chiropractic roots. Perfect for doctors, staff, and billers.

Proper Utilization of ICD-10 Codes: Each year, on October 1st, the ICD-10 code system updates. Ensuring your practice is aware of the codes and proper use is imperative. Updating codes and policy guidelines on their use is essential in your practice. Learn the rules, regulations, and procedures of diagnosis coding. We will examine how to diagnose your patients effectively, look for the red flags in coding, and better utilize the coding guidelines to explain the patient's circumstances. What you will learn:

- The top methods to evaluate your ICD-10 usage.
- How to incorporate proper utilization of the NEW ICD-10 codes and guidelines.
- What the codes mean.

- Code combinations to recognize and avoid.

Dr. Mario Fucinari led a highly successful practice in Decatur, Illinois, for 35 years. He graduated from Palmer College of Chiropractic Davenport in 1986. Dr. Fucinari is a Carrier Advisory Committee for Medicare member, a Certified Professional Compliance Officer (CPCO), a Certified Physician Practice Manager, and a Certified Insurance Consultant. He is an author of several books on compliance, HIPAA, ICD-10 coding, and E/M Guidelines. He has been presenting Continuing Education Classes for over twenty-seven years and is a nationwide speaker for several organizations.



“The Power of Dedication for LIFE”

Gilles LaMarche

Sponsored by Life University

For All Attendees

Dedication is defined in the Oxford dictionary as “the quality of being dedicated or committed to a task or purpose.” During this session you will learn:

- The Power of being dedicated to your life, your profession, your team and to the service of others.
- The Power of living a purposeful life.
- Strategies and tactics to maintain your dedication.
- Strategies and tactics to create a life and practice worth living.
- The seven keys to building and living an exceptional personal and professional life.

Dr. LaMarche is a chiropractor, educator, passionate healer, accomplished author, professional speaker, and inspiring certified personal development/executive coach. He was born and raised in Ontario, Canada. Dr. LaMarche found his calling as a healer at the age of twelve, when he was taken to a chiropractor after years as an “unwell” child. His only expectation was that a chiropractor might help him resume regular activities without pain; little did he know that one meeting would change the course of his life and he would soon discover the science, art, and philosophy of chiropractic. This led him to a vision for better health and a mission to help the world discover the importance and value of taking personal responsibility for overall health and well-being naturally. Dr. LaMarche continues to live this vision today some fifty-plus years later.



“Clinical Risk Management Issues Associated with Cervical Artery Dissection; An Evidence-Based Discussion (CAD)”

James Demetrious, DC, DABCO

Sponsored by NCMIC

For DCs

Dr. James Demetrious will provide a review of current research related to Cervical Artery Dissection. He will discuss the dissection event, pre-existing acquired and heritable risk factors, supportive research, symptoms, and signs that may predict the developing stroke.

Dr. Demetrious is a nationally distinguished chiropractic orthopedist, educator, and author. He is a member of the NCMIC Speakers’ Bureau and provides post-graduate coursework throughout the United States. He teaches post-graduate coursework on behalf of his company PostGradDC. Dr. Demetrious has published many peer-reviewed journal papers related to advanced differential diagnosis. He is an editorial reviewer on behalf of the journals *Spine*, *Annals of Internal Medicine*, and *Clinical Anatomy*. He has cared for patients continuously since 1986.



**“ What is All the Fuss about AI? Harnessing the Power of AI to Build Your Practice”
PLUS
“Confidently Communicate Chiropractic” by Mark L. Sanna, DC, ACRB, Level II, FICC
Sponsored by Foundation for Chiropractic Progress
For DCs & CAs**

Join us for an eye-opening two-part session tailored exclusively for chiropractors and their dynamic teams. Brace yourselves for a transformative journey into the realm of cutting-edge technology, as we unlock the potential of artificial intelligence to propel your practice to unprecedented heights. Experience the thrill of embracing artificial intelligence as it becomes your invaluable ally in patient communication and practice growth. Prepare to conquer new frontiers as we unite chiropractic expertise with the extraordinary possibilities of AI. Unleash the future today!

Many people go through life and never experience their true calling. Dr. Mark Sanna is one of the few to find his absolute life’s work. Dr. Sanna the CEO of Breakthrough Coaching is an international health care practice management consulting firm that teaches an outcome-based, functionally oriented system of procedures that focuses on preparing health care providers to become the providers of the Prevention and Wellness services driving healthcare reform today. He is a Fellow of the International College of Chiropractors, a member of the American Chiropractic Association’s Governors’ Advisory Cabinet, a Foundation for Chiropractic Progress board member, the Finance Committee chairperson for the Chiropractic Summit, and a National Chiropractic Legal Action Fund board member.



**“Chiropractic History & Its Relevance to Today”
Dr. Joe Foley
For DCs & Cas**

Daniel David (“DD”) Palmer is widely credited with giving the first chiropractic adjustment in 1895. Now, 127 years later, millions of Americans have seen a chiropractor and people across the globe continue to benefit from this powerful, preventative, and drug-free approach to healthcare – but it came at a price for many. Chiropractic history, in both Virginia and beyond, features miracles and conspiracies, arrests and victories. Many new and exciting details have been recently revealed about Palmer and the chiropractic story. Dr. Foley provides a brief overview of this updated chiropractic history -- and explains why this matters to you.

Dr. Joe Foley has 31 years of experience in caring for people in the Roanoke Valley and has practiced with his wife in Salem, VA since 1990. Dr. Foley served in the leadership of the Virginia Society of Chiropractic for over 20 years, until the VSC and the VCA unified, and was named the UVCA's Chiropractor of the Year in 2016. He remains active in association leadership with a focus on legislative initiatives.



**“Sexual Harassment in the Chiropractic Office”
Ms. Kristi Hudson
Sponsored by ChiroHealthUSA
For DCs & CAs**

Sexual harassment always has been an issue in healthcare. The pernicious threat of patient-perpetrated sexual harassment has been swept under the rug for some time. Physicians have been encouraged to toughen up if experiencing sexual harassment by these aggressors. But such harassment is threatening not only to the patient-physician interaction but also the physician’s future. Additionally, in a world that has sexualized everything from food, video games, and more it is important to know and understand what is and is not appropriate for the doctor, the staff, and the patients in practice.

Kristi is from central Mississippi, where she also began her journey into the chiropractic profession. In 2010, Kristi began working as the personal assistant to Dr. Ray Foxworth, president and founder of ChiroHealthUSA. She very quickly developed a passion for chiropractic. With her constant desire to learn more and to contribute, she developed what is now one of the largest webinar series within the profession. In 2016, Kristi took on the additional role of Administrator of the ChiroHealthUSA Foxworth Family Scholarship. Kristi has presented for a number of chiropractic state associations, ChiroCode Institute, ChiroHealthUSA, ChiroTouch Software, and other organizations. She has written articles on the topics of billing, collections, staff training and compliance. Kristi continues to learn and serve the chiropractic profession and has received professional certification as a Certified Professional Compliance Officer (CPCO).



Philosophy Trio:
“Principles of Chiropractic Applied in Practice”
“Unsung Heroes in Chiropractic,” &
“Philosophy in Chiropractic Practice”
Neil Cohen, DC
Sponsored by AboveDown Success Coaching
For DCs & CAs

Dr. Cohen will explain the value and practical application of chiropractic principles as it relates to patient care and daily practice methodology. He will illustrate chiropractic principles as integrated into the modern clinical setting, making it relevant to the patient's needs.

Doctors will then gain a fresh perspective and the clinical confidence necessary to interest the patient in the vitalistic journey that causes an individual to be healthy. The knowledge provided will empower doctors and their office staff to employ more effective communication techniques to achieve improved longer-lasting patient outcomes and retention.

We are standing on the shoulders of giants. This session illustrates the 20th century battle fought by our chiropractic forefathers from demoralization to revitalization. Doctors will gain a fresh perspective and a review of the historical challenges that affected the individual practitioners' freedom to practice pure, unfiltered chiropractic. The knowledge provided will empower today's chiropractor with a greater understanding of the freedoms we have today.

Dr. Neil Cohen is a proud 1986 graduate of Life Chiropractic College, attending during the time that Life College was still under the leadership and inspiration of the Founder, Dr. Sid E. Williams. Dr. Sid's commitment and passion for the fervent dissemination of chiropractic to the world provided the spark that would light the flame in a young Neil Cohen, setting the stage to carve out a life purpose, and passion for chiropractic, that still lights the path for many today.



“Pearls of Wisdom & Motivation: Insights into Leadership & Practice Success”
Corey Malnikof, DC
Nisha Saggar-Patel, DC
Minesh Patel, DC &
Chris Perron, DC
For DCs & CAs

Join four doctor who have created and cultivated successful practices in Virginia, each in their own way. Learn about their diverse practice styles, models, and approaches, as well as what they have in common. Our hope is that you'll leave this session with new insights and fresh perspective, and that you take home a few “pearls” yourself for your own practice.



Dr. Corey Malnikof is a speaker, author, CEO and Founder of Palmercare Chiropractic and Palmercare Group. He has helped businesses flourish, inspire thousands of people, touched many lives through his care, and has built a multi-million-dollar empire. But it didn't start out that way... Corey started his career in 2005 when he opened his first Chiropractic clinic with his now wife, Vivian. It was a struggle in the beginning, having to eat Ramen noodles on a day-to-day basis and even having his card declined when buying a \$4 sandwich, but he learned valuable lessons in his start-up.



Dr. Nisha Saggar-Patel is a co-founder of Ariya Family Chiropractic Center. While at Palmer College of Chiropractic, Dr. Saggar excelled in her work with women's health issues as well as Pediatrics, continuing on to post-graduate work, receiving a Certificate in Chiropractic Pediatrics and Obstetrics. Dr. Saggar was also part of a humanitarian mission abroad trip to Nepal where she and a group of students served underprivileged people by providing the best in Chiropractic and basic medical care. Dr. Saggar has earned the trust of many of her patients, who entrust her with the care of not only their spine but their childrens' as well. Her youngest patient was three days old. Dr. Saggar has taken care of numerous expecting mothers, from the first months of gestation to minutes before delivery.



Dr. Minesh Patel co-founded Ariya Family Chiropractic Center with his wife, Dr. Saggar-Patel (above). While at Palmer College of Chiropractic, Dr. Patel received two of the highest awards a Palmer College graduate can obtain: The Virgil V. Strang Philosophy Award for his excellence in the philosophy of Chiropractic, and Clinical Excellence Award which is nominated by supervising doctors. Dr. Patel is Board Certified with the Virginia Board of Medicine. Dr. Patel was also part of a humanitarian clinic abroad trip to Nepal where he and a group of students served underprivileged people by providing the best in Chiropractic and basic medical care.



Dr. Chris Perron has seen it all! He was an associate in a PI focused clinic, purchased his practice from a retiring DC, operated successfully within insurance for seven years, resigned from all provider networks transitioning to "cash" and has thrived for 17 years. He is a Past President of the UVCA, a Board member for 10 years, and was the 2021 Chiropractor of the Year. Dr. Perron is the best-selling author of *The Simple Plan: 7 Habits for Healthy Living*, an award-winning speaker, and has made multiple TV appearances, sharing the stage with the Dr. Oz, Dr. Marc Seigel and Dr. Drew Pinsky, among others.