

**Differential Diagnosis** for DCs

By James Demetrious, DC, DABCO

Sponsored by NCMIC

**James Demetrious, DC,  
FACO**

Dr. James Demetrious will present a postgraduate education course pertaining to the Differential Diagnosis of neuromuscular conditions in the chiropractic setting. Relevant learning opportunities will be presented utilizing actual clinical case presentations. Careful review of current evidence-based practices and appropriateness criteria will be combined with clinically

intuitive rationales. Interactive discussion will be afforded that includes salient historic assessments, vetted examination procedures, clinical reasoning, laboratory and imaging appropriateness criteria, differential diagnosis and therapeutic decision making. Emphasis will be placed upon risk management and improving clinical outcomes.

Dr. Demetrious will employ active learning strategies to accommodate the different learning styles of respective postgraduate students.

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 Northeast College Health Sciences. He 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 continually cared for patients since 1986.

**KEYNOTE: Becoming the Top 1% in Chiropractic**  
for All Attendees

By Freddys Garcia, DC, MS, DACNB, FACFN, FABES

Sponsored by The Carrick Institute

Prepare to be inspired! This thought-provoking presentation provides a perfect mix of inspiration and challenging questions meant to pull the best out of the clinicians and their teams.

Dr. Garcia is an experienced chiropractic neurologist, functional neurology practitioner, international lecturer and has worked

**Freddys Garcia, DC, MS,  
DACNB, FACFN, FABES**

with some of the brightest minds in clinical neuroscience to create exciting education programs for clinician scholars. Because of his background in technology, communication and neuroscience, he also serves as Director of Operations for the premier post-graduate neuroscience school in the world, the Carrick Institute.

**Pediatric Techniques** for DCs

By Jenny Brocker, DC, DICCP

Sponsored by NCMIC

**Jenny Brocker, DC,  
DICCP**

This course will provide an overview of pediatric adjusting techniques, covering the modifications that are necessary to make adjustments safe and effective for kids. Dr. Jenny brings her 15 years of experience in specialized pediatric practice to the presentation, sprinkling in some clinical pearls she has learned along the way.

Dr. Brocker is a Board Certified Pediatric Chiropractor and is President of the ACA Pediatrics Council. She has felt a deep passion to help and serve other people for most of her life. From a young age she developed a deep respect and curiosity for health care because she grew up under the chiropractic care of her mom, Dr. Patricia Petrie. She believes a comprehensive approach to health care is in the best interest of the patient and it is her duty as a chiropractor to work with other health care professionals to provide patients with the best and most complete care possible.

Dr. Jenny uses her experience as a mother and her knowledge as a chiropractor to help make pregnancy a time of joy and celebration, leading to a positive birth experience. With three of her own, Dr. Jenny finds delight in working with children. She finds them to be a constant source of wonder and laughter and she loves helping them thrive.



### Implementing Postural Neurology for Maximum Impact for DCs & CAs

By Krista Burns, DC, DHA, CPEP, BS

Sponsored by the American Posture Institute



**Krista Burns, DC**

Postural Neurology is an evidence-based and neurologic approach to postural correction. Recent research from the American Journal of Epidemiology and Public Health (2021) shows that more than 70% of school aged children present with moderate to severe forward head posture. The purpose of this session is to demonstrate the public health need for postural correction, and to

show chiropractors practical solutions for postural correction to implement with their patients.

Participants will learn the neurology of the posture system including the role of the visual system for head posture and orientation, the role of the vestibular system for postural stability, and the role of the sensory and motor cortex for sensorimotor integration. Participants will discover a comprehensive research review of how postural distortion patterns impact neurologic function. For clinical application, they will learn brain-based posture assessments and correction protocols to detect, analyze, and correct postural distortion patterns.

Dr. Krista Burns is the founder of the American Posture Institute, author of the textbook *The Posture Principles*, and TEDx Speaker. She has two doctorate degrees and is leading the charge against postural decline as a Doctor of Chiropractic and of Health Administration. She has been featured on media including ABC, CBS, NBC, Fox News Radio, and Global Woman Magazine, and prestigious stages including the World Congress of Neurology and Neurological Disorders and the World Congress of Falls and Postural Stability. She was recognized as a Top 100 Doctor by the Global Summits Institute and hosts the International Posture Symposium.



### What's Great in Chiropractic for DCs & CAs

By Dean DePice, DC

Sponsored by TLC4SuperTeams



**Dean DePice, DC**

Learn the research that supports the principles we know. Deliver the science in an applicable way for patients to raise their value of chiropractic care. In a polarized world, we as chiropractors and chiropractic team members uniquely stand for people choosing chiropractic for their lifetime. In this session Dr. DePice and attendees will:

- Explore current research on the unending benefits of chiropractic care.
- Define the value of research in your own clinic.
- Express and engage patients in their optimal outcomes.

Dr. DePice is a dedicated practicing Doctor of Chiropractic who has been practicing for three decades and has proven himself competent at integrating research into daily practice. His capacity for bringing chiropractic to people everywhere uplifts the entire profession. He excels at breaking down complex wellness, evidence based, vitalistic and allopathic concepts into practical steps to better patients' lives through chiropractic.

### Four Key Business Principles for Increasing Patient Retention & Cash Collections

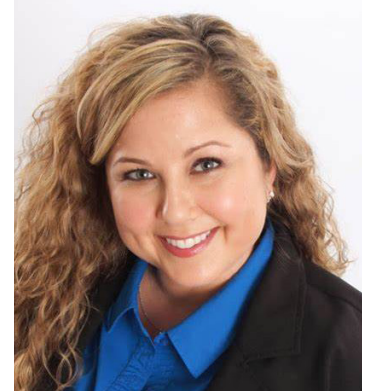
for DCs & CAs

By Miles Bodzin, DC & Holly Jensen

Sponsored by Cash Practice



**Miles Bodzin, DC**



**Holly Jensen**

Come and learn about the four key business principles that will help you and your team increase patient retention and cash collections (whether you accept insurance or not!) Join Dr. Miles Bodzin & Holly Jensen as they teach you about these proven business success principles that can help your practice thrive. This is a must-attend event for all DCs & CAs!

*Continued on page 3*



*Continued from page 2* Poor patient compliance can negatively impact clinical outcomes.

Patient compliance to care, affecting their clinical outcomes, is dramatically impacted by a practice's financial policies. Dr. Bodzin & Holly Jensen will address the legal and compliance issues surrounding financial policies so that attendees will have the knowledge to properly incorporate the financial policies that help patients follow through with care and get better outcomes. They will address both State & Federal rules and will demonstrate the creation of compliant and legal care plans for insured and noninsured patients. Attendees will gain confidence in knowing they are doing things legally and correctly.

In order to have a successful and profitable practice, DCs and CAs must team up on their mission to serve. Attendees will learn practice efficiency, patient enrollment, retention strategies, treatment plan recommendations, and financials. Attendees will walk away with practical tools that can be immediately applied.

After leaving the study of electrical engineering, Dr. Miles Bodzin pursued a career as a chiropractor. For nearly two decades he built a very successful wellness practice. A big part of his success was the result of developing systems that removed the obstacles to patient compliance, thus allowing patients the opportunity to get the best results possible. This led to his understanding of how to build a practice with extraordinarily high patient retention, and CashPractice.com was born.

Holly has served the chiropractic profession since 2002 as a CA and Office Manager, where she oversaw Dr. Bodzin's Chiropractic Wellness Center in San Diego. For almost two decades she has continued to serve the chiropractic community as an instructor and the Chief Operations Officer for Cash Practice® Systems, the software and training company founded by Dr. Bodzin.

### **Medicare Updates** for DCs & CAs

By Lisa Maciejewski-West, CMC, CMCA-EM, CMOM, CMIS, CPCO

Sponsored by Gold Star Medical Business Services

For many DCs and their team members, Medicare remains a source of mystery, aggravation, and sometimes fear. This session will cover the latest Medicare updates that impact your practice and empower you to provide vital health care services to an ever growing population of patients.

Lisa Maciejewski-West founded Gold Star Medical Business Services in 2006. Lisa's 40-year career in the chiropractic,



**Lisa Maciejewski-West,  
CMC, CMCA-EM, CMOM,  
CMIS, CPCO**

medical and dental fields, including 10 years as a Senior Practice Consultant and Speaker/Trainer with one of the largest Practice Management firms in the US, helped her build a rapidly expanding medical billing company. In 2009, Lisa left her consulting position to run Gold Star Medical full time and expanded Gold Star's offerings to include a variety of practice assistance and development services. Lisa is a Certified Medical Coder, Certified Medical Compliance Specialist and a Certified Medical Office Manager. She is a faculty member of Practice Management Institute and teaches billing, coding, compliance and practice management classes and webinars to hospitals, multi-specialty provider groups, and chiropractic state associations nationwide. In 2021 the UVCA leadership approved a member affinity program with Gold Star, then later named Lisa the UVCA's primary member services specialist to help members with billing, coding, documentation, Medicare, compliance, and other questions.

### **The ABCs of Functional Neurology Essentials** for DCs

By Freddys Garcia, DC, MS, DACNB, FACFN, FABES

Sponsored by The Carrick Institute



**Freddys Garcia, DC, MS,  
DACNB, FACFN, FABES**

This workshop has been developed with one objective in mind: to make clinical neurology easily understood, applied, and implemented, for the general practitioner.

The brain is the master control system, and everything a chiropractor does influences a patient's brain. During this workshop, our faculty will help you to develop your neurological observations, provide you with simple

yet effective assessments, and applications that you can implement immediately with your current patient population.

See Dr. Garcia's bio on page 3.



### Using Technology to Create Remarkable Patient & Provider Outcomes for DCs & CAs

By Brad Cost, Sponsored by Infindi  
& Jay Greenstein, DC, CKTP, CGFI-L1, FMS  
Sponsored by ChiroHealthUSA



**Jay Greenstein, DC**

Chiropractors deal with many challenges on a daily basis outside of actually treating the patient: business methodologies, data privacy and security, understanding emerging tech to drive improved outcomes, educating patients, and social determinants of health. This course is designed to address these issues, bringing awareness to the ethical standards that drive better results for patients and providers alike.



**Brad Cost**

and CEO of the Kaizo Health Companies comprised of Kaizo health, a multilocation chiropractic and rehab practice; KaizoX, a sports performance and personal training company; and Kaizo Clinical Research Institute, a non-profit that runs clinical trials to identify best practices.

Dr. Jay is a Chairman of the ChiroTech Consortium for the Future of Chiropractic Strategic Plan. He is a past Chairman of the Federation of International Chiropractic du Sport's World Olympians Scholarship Program, Clinical Compass, and the UVCA's Insurance and PR Committees. He is an international speaker and consultant, teaching how to bring evidence into practice, leadership, business management and emerging technologies.

Mr. Cost is a highly knowledgeable and credible source within the healthcare industry. Cost's primary focus is in the development of cutting edge electronic data technology as it relates to the statistical analysis of medical and health data. Mr. Cost is the owner of Infindi, LLC, a national claims clearinghouse; Cost Consulting, an electronic data interchange consultant firm; QVH Systems, a healthcare venture that is developing technology and software for the healthcare industry; and Cost Investments, LLC, a commercial real estate investment company. He is the Co-Chair of the Chiropractic Strategic Plan's Chiro consortium and has

technology relationships with many of the state chiropractic associations including the UVCA. Mr. Cost developed Infindi Analytics as an advocate and resource for healthcare providers and recently developed an analytical dashboard for all state associations, providing a level of information never achieved before. Prior to Infindi, Mr. Cost was the senior systems engineer at Oklahoma State University. He speaks nationally on healthcare technology and related topics and is known for getting complex points across in a clear, concise, interesting manner.

### Profession Updates for All Attendees Various Presenters



**Mr. Bharon Hoag**



**James Demetrious, DC**

In this fast-paced session, profession experts will touch upon a number of timely topics, including:

- Workers Comp issues and considerations by former Ohio State Chiropractic Association Executive Director Mr. Bharon Hoag. Mr. Hoag is currently Director of Program Development for Securecare, Inc. and Executive Director of the Chiropractic Defense Council.
- CAD by Dr. James Demetrious, considered an expert on this complex topic. For Dr. Demetrious' bio, see page 5.

### Membership Meeting & Profession Updates for All Attendees Various Presenters

UVCA President Dr. Michelle Rose leads this annual business meeting of the Unified Virginia Chiropractic Association. Even if you aren't a member, you won't want to miss the latest news from association leaders and consultants. Learn about the progress of the UVCA's strategic plan, a living, breathing entity that is re-evaluated annually and has helped move your priorities forward, year after year. Discover new benefits and find out what's in the works based on *your* input.





## BONUS ONLINE/ON-DEMAND!

To ease your schedule so you can focus your time in Richmond on the things you can't accomplish virtually, your registration includes three two-hour online classes for up to six more Type 1 CEUs!

### **Opioids: Facts-Fiction-Fixes**

Panel Discussion

John Rosa, DC and Sherry McAllister, DC

### **Caring for the Student Athlete**

Kurt Juergens, DC, CCSP

### **MRI of Lumbar Spine Disc and Nerve Roots**

Jennifer Pedley, MS, DC, DACBR

You don't need to choose between networking, visiting with exhibitors, the dynamics of in-person sessions, and the insights that are gleaned in the hallways between classes and the convenience of learning according to your time-table. You can have both!

**The above online and on-demand classes will be available April 24 - May 31, 2023. Virtual access information will be provided on April 24<sup>th</sup>.**

## CA CLASSES

In addition to joint DC/CA sessions that allow doctors and their team to learn together, CAs enjoy a number of expert classes designed especially for just them. See next page for details!



## ENJOY THE THINGS YOU CAN'T DO VIRTUALLY!

- Camaraderie and networking
- 2 Receptions (Both the Saturday President's Reception and Friday Welcome Reception now open to ALL attendees)
- Silent Auction
- Yoga classes (tentative)
- Massage
- Continental Breakfast on Saturday and Sunday mornings
- Lunch on Saturday
- Exhibit hall
- TONS of shopping, dining, and attractions nearby
- "Hallway learning" -- irreplaceable!
- Relaxed time with fun, inspiring people!



**In addition to the joint DC/CA sessions outlined on the previous pages, CAs also enjoy the following expert classes designed especially for them.**

### **Your Place in Chiropractic for CAs**

By Mr. Bharon Hoag

Sponsored by SecureCare



**Mr. Bharon Hoag**

Often the team members in a clinic don't realize their importance and opportunity to impact their patients and the world through chiropractic. In this two-hour class Bharon will show you how to use your position of to strengthen the clinic, the patient's perception of care and your individual impact!

See Bharon's bio on page 8.

### **A Day in the Life of a CA for CAs**

By Ms. Susette Goodwin



**Ms. Susette Goodwin**

This session will break down "Our" day! We will review various positions in the office and discuss planning, organizing, and streamlining tasks. We will also talk about how having fun and maintaining professionalism in the office don't have to be mutually exclusive, handling that crazy "behind the scenes" schedule, and keeping a positive attitude.

Susette Goodwin has held every position in the office since joining the Cox Chiropractic Clinic in Charlottesville, VA 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.

### **Practice Management by the Numbers instead of Emotion for CAs**

By Lisa Maciejewski-West, CMC, CMIS, CPCO

Sponsored by Gold Star Medical Business Services

Emotion is important and inevitable - but dangerous when it comes to running a practice. Learn how to identify and use objective practice indicators to effectively measure how well

things are going for you, your doctor, and the practice.

For Lisa's picture and bio, see page 7.

### **CA Essentials**

#### **FROM THE NEW UVCA TRAINING & CERTIFICATION PROGRAM for CAs**

by Louis Crivelli II, DC, MS, CNS



**Louis Crivelli II, DC**

Join Dr. Crivelli for popular excerpts from UVCA's new 30-hour CA certification training program! Interest in certification is not necessary to benefit from this expert class -- but if you *are* interested, your time spent with Dr. Crivelli here counts towards that online/on-demand certification!

Dr. Crivelli received his doctorate in chiropractic from the National University of Health

Sciences. He holds a master's degree in Nutrition from the University of Bridgeport and a bachelor's degree in Biology from Muhlenberg College.

Dr. Crivelli has been practicing in MD since 2002. He is the Chair of the Maryland Chiropractic Association (MCA) and was voted MCA's Chiropractor of the Year three times. He has served for many years on the MCA's Insurance and Legislative/Legal Committees. Dr. Crivelli has been training and educating CAs for two decades. He is the developer, chief instructor, and coordinator of the MCA's and UVCA's CA programs and regularly teaches CAs throughout the country. Dr. Crivelli serves as Chair of the Clinical Compass and is a co-author on the most recent clinical practice guidelines on Neck Pain, Chronic Pain, and Health Promotion and Disease Prevention.

### **Object - Not for CAs**

By Dean DePice, DC

Sponsored by TLC4SuperTeams



**Dean DePice, DC**

Objection management is not a win-win. This class will train CAs on averting objections from the outset and welcoming questions that result in clarity and connections.

See Dr. DePice's bio on page 6.