

For CAs (Joint DC/CA Sessions & CA-Specific Classes)

Medicare Updates for DCs & CAs

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

Sponsored by Gold Star Medical Business Services



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

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.

Presentation will include a brief intro to the different "parts" of Medicare, stats on Virginia enrollments and trends, new Part B premium and deductible

amounts, par vs. non par, considerations for enrollment in Medicare Advantage plans, explanation of covered services for Chiropractic care under Original Medicare vs. Medicare Advantage plans, using the CMS/Medicare Job Aid to form correct documentation templates for Chiropractic services, the Medicare ABN form, Medicare Audits and what to expect in 2023.

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 out-source 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. In 2022 Lisa and her team led several focus groups at the American Medical Biller's Association national conference in Las Vegas.

Practice Management by the Numbers instead of Emotion for CAs

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

Sponsored by Gold Star Medical Business Services

Do you "feel" like something is wrong in your practice? Do you "feel" like your team is not being productive? Do you "feel" like your collections are down? This class is designed to show you how to quantify those feelings through a variety of practice management tools you already have at your

"Lisa's classes are my favorites! She just has a way of making everything so clear and understandable."

Sue Cantu, The Chiropractic Office, Charlottesville, VA

disposal! And once you know where the problems are, you can then work with the rest of the team to make an appropriate and targeted response to those issues.

See Lisa's bio above.

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

By Freddy Garcia, DC, MS, DACNB, FACFN, FABES
Sponsored by The Carrick Institute



Freddy Garcia, DC, MS, DACNB, FACFN, FABES

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 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.

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 doctor, 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.

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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

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proven business success principles that can help your practice thrive. This is a must-attend event for all DCs & CAs! 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.

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!

Mr. Bharon Hoag is the former Ohio State Chiropractic Asso-

ciation Executive Director. He is currently Director of Program Development for Securecare, Inc. and Executive Director of the Chiropractic Defense Council.

Chiro Concepts & Key Modalities 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.

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 literally every position in the office since joining the Cox Chiro-

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practic 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.

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 2.

Profession Updates for All Attendees

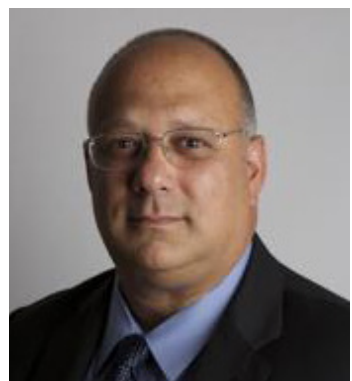
Various Presenters



Mr. Bharon Hoag

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. See Dr. Demetrious' bio under the tab for complete Speaker and Session descriptions.



**James Demetrious, DC,
DABCO**

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

By Brad Cost, Sponsored by Infinedi

& Jay Greenstein, DC, CKTP, CGFI-L1, FMS

Sponsored by ChiroHealthUSA



Jay Greenstein, DC

Chiropractic offices 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

Dr. Jay is the founder and CEO of Kaizenovate, a technology company that builds custom mobile apps, Kanvas, for chiropractic practices. The combination of data science and behavior change science allows Kaizenovate to continuously improve patient outcomes over time, saving costs and lives. Dr. Jay is also the founder and CEO of the Kaizo Health Companies comprised of Kaizo health, a multilocation chiropractic and rehabilitation 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 and Clinical Compass, as well as the UVCA's Insurance and PR Committees. He is an international speaker and consultant, teaching bringing evidence into practice, leadership, business management and emerging technologies. He sits on multiple advisory boards in healthcare and technology.

Mr. Cost is a highly knowledgeable and credible source within the healthcare industry. He has an impressive work history proving his success within the 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. Prior to his role at Infinedi, Mr. Cost was the senior systems engineer at Oklahoma State University,

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his alma mater. He speaks across the nation on healthcare technology and related topics. Cost has a way of relating to audiences and getting points across in a clear, concise manner, while making it interesting at the same time.

Mr. Cost is the owner of Infinedi, 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 Infinedi Analytics as an advocate and resource for healthcare providers and recently developed and released a state and national analytical dashboard for all state associations, providing a level of information that has not been achieved in the profession before.

Registered CAs are welcome to sit in on any of the DC-specific classes, as well as those listed here.

For all speakers and sessions (DC-specific classes as well as the joint DC/CA and CA-specific classes listed here), click on the “Sessions & Speakers” tab.