

The Unified VCA Fall Convention CA Sessions & Speakers

Sept. 30 - Oct. 2, 2022
Renaissance Arlington
Capital View
Arlington, VA (Crystal City)

CA/DC Joint Sessions:

- On Purpose with Purpose: A Blueprint for Living Your Best Life by Mr. John Ramstead
- Business Succession Planning by Mr. Al Kingan
- Chiropractic in Today's Military Hospitals by Dr. Jerry Nolan, U.S. Army Health Clinic, Germany
- Self-Care Workshop: Collaborative Leadership & Teamwork: Doctors & Staff Working Together to Develop a High Performing Practice in Today's Workplace by Mr. John Ramstead
- Coding & Billing Panel Discussion for the Whole Team featuring Ms. Lisa Maciejewski-West, Ms. Marilyn Porras, & Ms. Susette Goodwin

CA-Specific Sessions:

- Customer Service in Healthcare by Ms. Wendy Lee
- Applied Chiropractic Philosophy by Dr. Brad Robinson
- Powerful Communications (Perceptions, Beliefs & Values) by Ms. Lee
- Chiropractic History by Dr. Joe Foley
- Team Leadership by Ms. Lee

More!



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Early-Bird Discount Expires Aug 5!



Especially for CAs/Office Staff

CA Essentials:

- **Team Leadership Builds a Strong Foundation**
- **Customer Service in Healthcare Matters Now More Than Ever**
- **Powerful Communications: It's about Perceptions, Beliefs & Values**

Wendy Lee

Sponsored by Breakthrough Coaching

CA Team Leadership: Leadership is the foundation of any successful practice, from top to bottom. Develop all staff members into innovative leaders and transform the practice. Motivate and inspire your office team to be more effective, efficient, and have more fun in the practice.

Customer Service: This insightful session lays out a step-by-step program for delivering the kind of customer service today's patient demands. Attend and you'll learn the core principles and innovative strategies that will help you raise the standard of customer service excellence in your practice by putting a new twist on patient communication.

Powerful Communications: Taking pride in excellence has been the hallmark of peak performers for centuries. Honoring the Best in You is all about exploring your priorities and passions and capitalizing on your skills and gifts. It's about honoring what is important to you now and making purposeful choices about what you want to do. This session will inspire you to put this power to work in your life and be prepared to create a major breakthrough. Together we are the honorable champions of the chiropractic principle.



Wendy Lee helped her husband open their integrated chiropractic clinic over 12 years ago. As a former educator with a math degree, she had no prior experience in office procedures. Wanting to make sure everything was done efficiently and ethically while keeping the patient's needs front and center, she hired Breakthrough Coaching (BTC) to help. She used BTC's systems to manage practically every aspect of their original and subsequent additional practices around the country and was thrilled with the results. Now as a coach herself, she helps BTC and its members keep up to date with changes in HIPAA, OIG, securities, insurance, and employment laws so that they can run the most compliant practices possible, regardless of style, technique, or philosophy.

Applied Chiropractic Philosophy for CAs

Brad Robinson, DC, FICA



Early in his chiropractic career, Dr. Brad Robinson found responding to patient questions and concerns a challenge. He had to work to discover dialogue that enabled him to translate the esoteric aspects of chiropractic philosophy into something the patient could understand and relate to. What he ultimately came up with was basically applied chiropractic philosophy. Whether you are a new CA struggling to develop effective communications or a seasoned staffer looking to refine your message; whether you are talking to patients, colleagues, or others; you'll learn from this successful chiropractic practitioner, teacher and leader.

Dr. Robinson opened Wards Corner Chiropractic in Norfolk in 1988. Prior to his wellness education and spinal decompression experience, he graduated cum laude from Central Michigan University with a BS in education. Before becoming a DC he was a high school science teacher and athletic coach. Following life-changing treatment he received after a car accident he enrolled in Life Chiropractic College. Dr. Robinson carries many credentials as a back and spine expert. He has served as president for the Virginia Society of Chiropractic, the Hampton Roads Chiropractic Association, Wards Corner Merchants Association, and the Unified Virginia Chiropractic Association. In 2009, Dr. Robinson was named "Chiropractor of the Year" by the VCA. He has served as a commissioner for the Norfolk Hospital Authority Board, team doctor for Granby High School's football program, and the official chiropractor for the Norfolk Admirals Hockey team. In 2011 Dr. Robinson was named a member of the Norfolk Public School Board.

Chiropractic History & Its Relevance to Today's CA

Joe Foley, DC



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.



Joint CA/DC Sessions & Speakers

For All Attendees

Business Succession Planning

Albert R. Kingan, JD, LL.M., CLU, ChFC

Sponsored by MassMutual



Gain insights into the latest business succession strategies. Mr. Kingan will discuss the pros and cons of using life insurance as a funding vehicle, the different types of buy-sell agreements, and potential tax ramifications that surround succession planning. He'll also address the potential tax consequences based on the decisions made and provide three different case examples of business succession planning.

Al has been with MassMutual for over 27 years. Before joining MassMutual, Al spent seven years in the tax department of Coopers & Lybrand in Massachusetts. Al obtained an LL.M from Boston University and passed the Massachusetts CPA exam. Al is admitted to practice law in Massachusetts and Pennsylvania. He is a past president of the Hampden County Massachusetts Estate Planning Council and the Western Massachusetts Society of Financial Service Professionals. Al is a frequent teacher, presenter, and author of estate and business planning

topics for industry publications.

For DCs & CAs

Chiropractic Perspectives:

Don't miss this fast-paced session highlighting a number of timely topics for the entire team.

1. Mobilization of Chiropractic, Complementary & Integrative Health, & Allied Health Professionals

Cynthia Chapman, DC

2. Increasing Referrals

Carly Swift, DC

3. Establishing Relationships with Hospitals & Other Groups

Vincent T. Joseph, DC

4. Social Media Made Easy

Robert Pinto, DC & Maria del Mar Villar Villar



Chiropractic Perspectives: Mobilization of Chiropractic, Complementary & Integrative Health, & Allied Health Professionals

Cynthia Chapman, DC

What has been done in the past to bring about change in the mobilization of chiropractic and allied health professions? What happened during the COVID-19 pandemic? What is the best course of action moving forward? Derived from her work with the CIH section at RAND for her MPH at The George Washington University Milken Institute School of Public Health, Dr. Chapman will present a review of grey literature and peer-reviewed published articles on the topic. She'll also share information gathered from qualitative research interviews with key informants in national and state chiropractic organizations and governmental agencies.

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Cynthia Chapman is a graduate of Palmer College of Chiropractic West and owner of Occoquan Family Chiropractic in Occoquan, VA. She is certified in Activator Methods, CranioSacral Therapy, and as an American Red Cross Instructor. Her many activities include serving as President of the Northern Virginia American Business Women's Association, a Mentor for the Lake Ridge Toastmasters Club, and a Peer Reviewer for the Association of Chiropractic Colleges Conference and the Journal of Allied Health. She has presented at numerous conferences including the International Conference on Spinal Manipulation, the Association of Chiropractic Colleges Educational Conference, and the American Back Society Conference. She provides the community with information through educational classes, lectures, and health screenings.



Chiropractic Perspectives: Increasing Referrals

Carly Swift, DC

Dr. Carly Swift will share strategies that have helped her increase direct referrals from OB GYNs, pain management doctors, and other healthcare providers. She will provide valuable tips, communications templates and talking points to help DCs convey a consistent and professional message.

Carly Swift has been in practice in Virginia Beach since 2013. She has served on the UVCA board since 2014 as District Director and now Secretary. She has been the UVCA Public Relations Committee Chair since 2013 and has been instrumental in organizing the annual Silent Auction, School Supplies Drive and F4CP group membership. She has grown her practice to two locations and is working on expanding into Hampton Roads. While she cares for a wide range of patients, her focus is on prenatal and pediatric care.



Chiropractic Perspectives: Establishing Relationships with Hospitals & Other Groups

Vincent T. Joseph, DC

Dr. Joseph shares what has helped him establish and nurture highly productive and positive relationships with hospitals and other groups. He explains how these relationships have helped his patients, him personally, and the profession.

Dr. Vincent Joseph is the founder and owner of Rebound Chiropractic & Acupuncture in Newport News, VA. He received his chiropractic degree from Northwestern University of Health Sciences, has a BS in General Biology, and is certified/licensed in minor surgery, acupuncture, chiropractic sports medicine, MUA, and veterinary chiropractic. He has served as a chiropractic specialist on WAVY TV-10's Expert on Your Side for over 15 years and has hosted several radio shows. Dr. Joseph has been elected to public office numerous times, including to the Newport News City Council, Christopher Newport University Board of Directors, Hampton Roads Planning Commission/Youth Services, Virginia Living Museum, and others. His list of volunteer work is extensive and includes Chiropractor for Christopher Newport University Football and other teams, Board member for Orphan Helpers' Humanitarian Mission to Honduras, and President of the Peninsula Fine Arts Center. He has taught biology and oriental medicine at the college level. Dr. Joseph also has held a direct relationship since 2017 with Bon Secours Mercy Health of Hampton Roads hospital group. He was recently elected Vice Chairman for the Board of Directors and serves as Chairperson for the Quality Medical Affairs Committee.

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Chiropractic Perspectives: Social Media Made Easy

Robert Pinto, DC & Maria del Mar Villar Villar

Social media can be a powerful tool to support your practice growth and simultaneously reinforce positive messages about the safety and efficacy of chiropractic care. But where do you start? Maria del Mar Villar Villar shares social media campaign outlines and source material that will convey the professional image and education you want and need to convey – material that is available to you RIGHT NOW, at no cost. In addition, Dr. Bob Pinto will share strategies that have worked for him in creating and maintaining a high-impact social media campaign without high investments in time or money.



Dr. Robert Pinto is the creator of Pinto Chiropractic & Rehabilitation. He has trained with world renowned authorities in physical rehabilitation techniques. He is a Certified Chiropractic Sports Physician and has served as the chiropractic consultant to the College of William & Mary Department of Sports Medicine since 1994. He is one of the only doctors in Virginia who is certified in Extremity Adjustments. Dr. Pinto has been serving the Williamsburg community for over 30 years. Maria del Mar Villar-Villar studied Videography and Communication Arts in college. After college she founded and ran her own videography company, creating everything from wedding videos to documentaries for the University of Virginia. She uses these skills to serve Virginia chiropractors as a UVCA Member Services Associate and to manage the association's social media, video, blog, and other communications needs.

For DCs & CAs

Chiropractic Care in The United States Army Hospitals

Jerry Nolan, DC

Sponsored by the U.S. Army



Have you ever wondered what the United States Military is having Chiropractors do for their Service Members? Dr. Nolan pulls from his 19 years with the U.S. Department of Defense to share the surprisingly long history of chiropractic in the military, the overall mission, the work responsibilities (both good and bad), and employment opportunities.

Dr. Jerry A. Nolan, Jr. received his BS in Biology at Iowa State University and his chiropractic degree from National University of Health Sciences. He did advanced training at Northwestern Chiropractic College and is a Board Eligible Candidate Diplomate of Occupational Health and Applied Ergonomics. He worked in the private practice in Milwaukee, WI before joining the Department of Defense in 2003. Since then Dr. Nolan has worked at Ireland Army Community Hospital at Fort Knox, KY; Winn Army Community Hospital at Fort Stewart, GA; and at the United States Army Health Clinic Grafenwoehr in Germany. He is currently co-authoring two papers, "The US Army Tactical Athlete" and "Your TRUE Battle Buddy."

For All Attendees

KEYNOTE:

On Purpose with Purpose: A Blueprint for Living Your Best Life

John Ramstead

Sponsored by Quartermaster Tax Management Services & Beyond Influence



Is it possible, in these turbulent and uncertain times, to not only succeed in life, but also to exceed expectations? You will learn the three keys to owning your purpose, especially in difficult times and how your organization can emerge stronger through adversity.

John Ramstead is a keynote speaker and trainer, former combat Navy fighter pilot, executive coach, international podcast host and bestselling author of *On Purpose with Purpose—Discovering How to Live Your Best Life*. John was named by Inc. Magazine as one of "The Top 12 Podcasts Leaders Need to Listen To."

John was at the peak of his professional career 10 years ago when his dreams were shattered by a freak accident. Twenty-three surgeries and almost two years of medical care later, John emerged with a profound vision for how to live a life of significance. Since then, he has coached and mentored thousands of individuals and companies. John's passion for helping others discover their true purpose and exactly how to get there will inspire you and give you your own blueprint for living on purpose, with purpose every day.



For DCs & CAs:

Strengthen Your Coding & Billing Procedures - Panel Discussion for Doctors & Staff

- Lisa Maciejewski-West, Gold Star Medical Business Services
- Marilyn Porras, Chirocenters Management Corporation
- Susette Goodwin, The Cox Chiropractic Clinic

Re-exams... Modifiers... Denials... Documentation that matches your coding... Don't miss this opportunity to ask your questions and learn from seasoned experts on these challenging topics. **EMAIL YOUR QUESTIONS NOW** to jconnolly@virginiachiropractic.org so that the panelists can develop and prioritize a list of topics that meet your current and specific needs.

"I wish my CA was here for this."

"If only my doctor could hear this."

Bring your team together for this session and help ensure you're on the same page, confident in your shared knowledge.



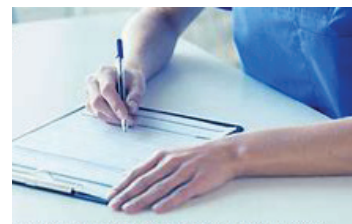
Marilyn Porras' journey started in the dental field, where for over 15 years she served as a practice consultant, office manager, billing manager and occasionally chairside oral surgery assistant. She joined Chirocenters Management Corporation (CMC) in 2004, where she served as an office manager for a multi-office chiropractic practice. The very next year she became a partner in the business and in 2013 she became the owner and president. Since that time, CMC has grown into a competitive chiropractic, acupuncture, and physical therapy billing company known for highly qualified client representatives and a culture of partnership with their clients.



Lisa Maciejewski-West founded Gold Star Medical Business Services in 2006. Lisa's 35-year career in the chiropractic, 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 quickly turn a "cottage" business into a rapidly expanding medical billing company. In 2009, Lisa left her consulting position to run Gold Star Medical full time. Since then, Lisa has expanded Gold Star's offerings to include a variety of practice assistance and development services. Lisa is a Certified Medical Coder (CMC), Certified Medical Compliance Specialist (MCS-P) and a Certified Medical Office Manager (CMOM). Lisa teaches medical coding and billing school "boot camps" designed to introduce individuals to the career field of medical billing. 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.



Susette Goodwin has held every staff position possible since joining the Cox Chiropractic Clinic in Charlottesville, VA in 1985. She has attended dozens of chiropractic seminars throughout the United States and has been involved in fundraising for a number of chiropractic legal and legislative causes. She has been involved with the VCA, then UVCA, since her day one. She has organized and taught numerous seminars for DCs and CAs of all levels. She was the president of the VCA Auxiliary for over 20 years. In addition to her full-time job at Cox Clinic, she provides part-time admin support to the UVCA and helps staff most UVCA conventions. Her passion for the chiropractic profession and ongoing CA education is evident in everything she does.



For All Attendees

Special Self-Care Workshop: Collaborative Leadership & Teamwork: Doctors & Staff Working Together to Develop a High Performing Practice in Today's Workplace

John Ramstead

Sponsored by Quartermaster Tax Management Services & Beyond Influence

This workshop shows all participants how to apply experience, knowledge and education in new ways to create, simultaneously, an autonomous and collaborative work environment that will achieve maximum results. A dynamic instructor with over two decades of leadership and experience, John Ramstead will introduce you to a leadership model and techniques that are critical for driving energy, commitment, innovation and change while building leadership in others to ensure future organizational success.

This workshop is based on extensive research of leadership practices that achieve extraordinary results in healthcare. It applies to doctors, office staff, and anyone who wants to maximize his or her talents and opportunities.

For Mr. Ramstead's bio, see page 4.



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