



# **FCA NE REGIONAL CONVENTION & EXPOSITION 2019**

**World Golf Village Resort  
St. Augustine, FL  
March 21, 2019 - March 24, 2019**

**\*Please note that each speaker's name is a link that will allow you to view their photo and bio...just click on the link and learn about our fantastic speakers!\***

FL Board of Chiropractic CE Provider #50-2667; Course #20-697600

## **RCA / CA**

# **COURSE CATALOG**

## **Thursday - 3/21/2019**

**Noon-1pm**

**Wentworth**

- Kelly Miller, DC, NMD, FASA, FBAARM, - Debra Hoffman, DC  
CFMP

**All Attendees**

### **Implementation of Assessments and Treatment in the Practice for Cognitive Decline in the Aging Brain (Alzheimer's)**

#### **Learning Objectives**

- Educate attendees on the fastest growing cause of death in the United States
- Learn strategies that can help prevent this condition and possibly reverse it

*Sponsored by: Health Restoration*

**Thursday - 3/21/2019****1pm-2:40pm****Legends Ballroom 1-3**

- Kathy Baumgardner, DC

- Anne Sorrentino, DC

**All Attendees**

- Sabrina Atkins, DC

- Michael K. Bagnell, DC, DACNB,  
FABBIR

- Spencer H. Baron, DC, DACBSP

**The Active Female: Maintaining Ethics in Uncharted Territory****Course Description**

The work of healing has not had much of a place in the complex of reckonings in the past year that we condense into the hashtag "#MeToo." But surely what we are naming and wrapping our arms around with the impetus of #MeToo is, at best, an opening to a long-term cultural reckoning to grow up humanity, to make our society more whole. I walked with some trepidation onto this territory, inviting those who navigate this landscape with admirable cause. Drs. Atkins, Sorrentino, Baumgardner and our male perspective, Dr. Bagnell.

How can this profession maintain a superior ethical standard and be a model for other professions. Clearly, our "hands on" approach must be executed with the adept social skill, and purest healing intention, since the power of touch is mighty.

The ratio of men to women in practice is about 4:1, 60% of our patient demographic is female. It is paramount that we understand The Active Female and delve deeply into Uncharted Territory, so we make expose and maintain the most ETHICAL standards of practice.

We explored how they and all the rest of us might build the spaces, the imaginative muscle, and the pragmatic forms to support healing for women and men where it is possible, now and in time.

We can entertain a new paradigm of healthcare that goes beyond Evidence Based Medicine. 1993 was the first time the word "Evidence" was introduced into the literature, and the use of the guidelines were remarkably unsuccessful. Intuition-Based Medicine was the predecessor and was most reliable after a lifetime of practice.

Today we can merge our Evidence into "Interpersonal Medicine," a disciplined approach to delivering care that responds to a patient's circumstances, capabilities, and preferences.

**Learning Objectives**

- Avoiding sexual misconduct in the practice of chiropractic medicine means violation of the chiropractic physician-patient relationship.
- Ethics regarding male patients: Handling their comments.
- Discuss ways to demonstrate professional competence as a condition of license renewal

*Sponsored by: DoC:S (Doctor of Chiropractic: Sports)*

## Thursday - 3/21/2019

1pm-2:40pm

Troon

- Jeffrey Mackey, DC, FACO, FICC

All Attendees

### Obtaining Medical Referrals

#### Course Description

Chiropractic has a market penetration of 15% throughout the country, whereas Medicine reaches 95%. Developing a strong working relationship with physicians in your area is essential to growing your practice.

#### Learning Objectives

- Use -it-on - Monday information
- Increase your confidence in contacting other healthcare providers
- What/What not to say

3:20pm-5pm

Legends Ballroom 1-3

- Robert Silverman, DC, MS, DACBN,  
DCBCN, CNS, CCN, CSCS, CIISN,  
CKTP, CES, HKC, FAKTR

- Debra Hoffman, DC

All Attendees

- Michael K. Bagnell, DC, DACNB,  
FABBIR

- Fabrizio Mancini, DC, FICC, FACC

### Clinical Benefits of Proper Sleep: Diagnostic Risks and Red Flags

#### Course Description

As we think about our chiropractic patient population, practitioners are always thinking about what diagnostic red flags to look out for, so they can diagnosis at a higher level and help more patients get well. When we talk about sleep, we often focus on quantity as it relates to the body's ability to recover from concussion, achieve optimum athletic performance levels, or heal from chronic conditions. However, we often neglect the role quality sleep plays in brain health; specifically, its links to poor memory, trouble concentrating, age-related dementia, and Alzheimer's disease. Minimize your practice risk when you join our panel of experts, as they share sleep's multi-faceted impact on health and why a truly holistic functional medicine approach must prescribe proper sleep.

#### Learning Objectives

- Review the physiology and neuro-biology of sleep
- Diagnostic red flags for toxicity and oxidative stress effect on sleep
- Sleep as it relates concussion, Alzheimer's, and brain health
- Discover innovative sleep tools to assist patient population
- Reveal the connection between gut-brain axis and the effect on sleep

*Sponsored by: Performance Health Products/Biofreeze, TheraBand, TheraPearl, Bon Vital,  
Erchonia, Infinedi, Health Restoration, Brain Master*

## **Thursday - 3/21/2019**

**3:20pm-5pm**

**Troon**

- Jeffrey Mackey, DC, FACO, FICC

**All Attendees**

### **Patient Education - Promoting Chiropractic in your Area**

#### **Course Description**

"If you build it, they will come." Unfortunately, developing a thriving practice takes hard work and a plan! Come, learn from a doctor who developed a 17-clinic organization.

#### **Learning Objectives**

- Discover your U.S. P. (Unique selling position)
- Develop a plan
- Practice from a position of strength

## Friday - 3/22/2019

8am-9:40am

Legends Ballroom 1-3

- Fabrizio Mancini, DC, FICC, FACC

- Adam I. Chaifetz, DC, DIBCN

All Attendees

- David Hartz, DC, CFMP

- Alicia M. Yochum, RN, DC, DACBR,  
RMSK

- Perry Bard, DC

- Mitchell Mally, DC

- Kyle Nevius, DC

### Addiction: Avoiding Medical Errors by Increasing Diagnostic Procedures

#### Course Description

In a day in age where pain is running rampant through American society, and addiction falls accidentally on individuals and families, the chiropractic profession finds itself needing to diagnose and treat differently than ever before. We all know that medical errors occur when the diagnostician fails to clearly identify the root cause of conditions or fails to identify underlying and concomitant conditions that significantly impact a patient's response to treatment. Yet, the game has changed, and the cascade of practice improvements that need to occur will be outlined in this session. From diagnosis forms, to classifying symptoms, this session is designed to bring forth different levels of assessment, identify new tests and highlight treatments and tools needed to diagnose more thoroughly and avoid medical errors in this 'new world' of addicted patients. The opioid epidemic only scratched the surface, in highlighting the epic proportions of pain and addiction that our patients are in. Monday morning practicality will be achieved for improvement of the safety and efficacy of care recommended and rendered.

#### Learning Objectives

- Identify root causes of addiction, in all forms
- Update intake forms to help in diagnosing addiction
- Review different techniques used to work with patients currently addicted

*Sponsored by: Foot Levelers, Infinedi, Mally Enterprises, Bio-Botanical Research Inc.,  
University of Florida, MicroLight Laser*

8am-9:40am

Wentworth

- William Esteb

CA FT &amp; BK Office

### Chiropractors Who Care Too Much

#### Course Description

This program will address a universal practice challenge: burnout. This session reveals why the chiropractic worldview demands a different relationship from that of allopathic providers in favor of patient partnerships guided by clear boundaries. Attendees will learn three types of caring, 10 signs they may be caring too much and specific action steps they can apply on Monday morning to escape and prevent the crippling effects of professional burnout in themselves and their team.

#### Learning Objectives

- How to detect the cause of burnout and implement preventative strategies
- How to recognize and interpret a patient's values-driven health care decisions
- How to design and apply communication strategies to manage patient acceptance

*Sponsored by: Patient Media*

**Friday - 3/22/2019****10:20am-Noon****St. Augustine FG**

- Evan Gwilliam, DC, MBA, BS, CPC,  
CCPC, CPC-I, MCS-P, CPMA, CMHP,  
AAPC Fellow

**CA FT Office****The Most Expensive Documentation Mistakes Chiropractors Make****Course Description**

In this riveting presentation, Dr. Gwilliam, Clinical Director for PayDC EHR Software, certified coder and auditor, will teach you how to avoid documentation mistakes that cost you money, including cloning and creating lousy care plans. He will demystify the confusion around where auditors and reviewers find the rules that they apply when looking at your records. He will show you how to easily satisfy documentation requirements so that you can get back to taking care of patients. With a thorough understanding of what you need to do to remain compliant you will be able to rest well at night and minimize your documentation-related anxiety.

**Learning Objectives**

- Learn how to avoid documentation mistakes such as cloning and illegibility and poorly constructed care plans
- Identify the references used by authoritative figures when they evaluate your claims and medical records

*Sponsored by: NCMIC, PayDC*

**10:20am-Noon****St. Augustine B**

- Kelli Moore, MCSP-I, CPPM, CCCPC

**CA FT Office****Documentation, Coding and Billing to STOP Denials****Course Description**

An in-depth study of what payers want. Focus of class is on compliance with documentation, coding and billing for Evaluation and Management, timed codes, manual therapy and massage. Attendees will leave with a compliant documentation, coding, billing and collecting strategy.

**Learning Objectives**

- Discuss four Reason Why Claims are Denied
- Learn how to use diagnosis and modifiers to stop denials
- Discuss compliant collection procedures

*Sponsored by: The Collection Coach*

**Friday - 3/22/2019****10:20am-Noon****Wentworth**

- Matthew Loop, DC

**CA FT & BK Office****The 2019 Social Media Profit and Impact Blueprint****Course Description**

During this advanced training DC's will discover the most effective social media promotion strategies that are working in 2019. They currently average a 24:1 return on investment. We'll also discuss how to build trust, liking, and rapport with people online so the doctor can become a pillar in the community and a local celebrity. Find out the biggest mistakes to avoid when using social platforms like Facebook, LinkedIn Instagram, Google, and YouTube.

**Learning Objectives**

- Compare high leverage methods that the busiest chiropractors are currently using to grow their practices with Facebook, Instagram, YouTube, and Google.
- Determine and analyze the best practices for social media outreach
- Identify the low hanging fruit areas where the doctor can saturate his/her local area with content so you're the only logical choice when someone in your town searches for a chiropractor

**Noon-12:50pm****Legends Ballroom 1-3**

- David Hartz, DC, CFMP

- Fabrizio Mancini, DC, FICC, FACC

**All Attendees****FREE LUNCH: Eat, Drink and Be Motivated!****Course Description**

Dr. David Hartz, sponsored by Bio-Botanical Research Inc, will be hosting this free opportunity for you and your staff to learn more about functional medicine protocols for GI and Systemic Infections. Don't miss this free lunch opportunity to educate and equip your practice! This will be a lunch break you do NOT want to miss!

*Sponsored by: Bio-Botanical Research Inc.*

## Friday - 3/22/2019

**1pm-2:40pm**

- Mollie Frawley, RN

**Wentworth**

**CA FT & BK Office**

### What to Document in the Medical Record A Primer for the Chiropractic Assistant

#### Course Description

The CA can assist the physician in collecting information for the medical record, to facilitate more accurate and complete billing. Whether the CA actually writes in the record, or collects information for the Physician, the benefits of knowing what questions to ask are far reaching.

#### Learning Objectives

- List at least three questions that will facilitate identifying conditions resulting from a subluxation
- Discuss an easy strategy to improve patient satisfaction and at least two reasons why that is important
- Correlate the importance of collecting subjective information from the patient to documentation that substantiates the need for care rendered

**3:20pm-5pm**

- May Bagnell

**Wentworth**

**CA FT & BK Office**

### The Art of the Practice: How to Attract & Keep Your Ideal Patient

#### Course Description

Chiropractic Assistants play various roles in today's modern practice. No matter what role you play in the practice, your position is vital and worthy of doing with a sense of mastery. The level at which you play influences your teammates and the patients you serve. Success Coach and Personal Branding leader, May Bagnell, has served as a CA and now Center Director for Bagnell Brain & Chiropractic with over 28 years of leadership. Learn how adopting a concierge service model that takes psychic ownership will uplevel the CA personally and professionally. The ripple effect will up level your practice, the team and your brand in the community you serve. Every next level of your practice will demand a different version of you. Step into the CA Masterclass.

#### Learning Objectives

- Adopt a concierge mindset and develop your interpersonal skills by learning the importance of the 6 Human needs of your patients (and your teammates)
- Learn strategies for creating an emotional and physical wellness space that drives patients to your practice and creates ideal patient referrals
- Create a fresh vision for the front desk role as that of a Concierge of Wellness by learning conversational techniques that enrolls the patient with excitement

## Saturday - 3/23/2019

8am-9:40am

Legends Ballroom 1-3

- Bharon Hoag

- David Klein, CPC, CHC, CPMA

All Attendees

- Evan Gwilliam, DC, MBA, BS, CPC,  
CCPC, CPC-I, MCS-P, CPMA, CMHP,  
AAPC Fellow

- Mollie Frawley, RN

- Kelli Moore, MCSP-I, CPPM, CCCPC

### Most Common Documentation Errors: Throughout A Plan of Care

#### Course Description

Documentation deficiencies often occur when the physician is focused on a matrix of required elements and loses focus on the underlying purpose of documentation: Quality of Care. The DC is far more likely to comply if they can attach a value to the mandate. This lecture will provide clarity of documentation, as well as most common errors made, so the practitioner can have clarity of thought in implementing correct record keeping on Monday morning. Documentation effectively forces the physician to articulate the who, what, where, when, why and how. While this facilitates meeting the documentation requirements, it also facilitates better patient care. An essential component, in my opinion, in adequately documenting, is recognizing and embracing documentation as a means of improving patient outcomes. A win, win for all.

#### Learning Objectives

- Discuss the basis and components of identifying the reason for the patient encounter (initial, subsequent)
- Recall the minimal and appropriate objective indicators in order to accurately identify the cause and sequelae of the patient's condition
- Define the elements, evolution and advantages of an agreed upon plan of care
- Compare the connections of documentation to accurate billing and coding

*Sponsored by: PayDC, The Collection Coach*

8am-9:40am

St. Augustine FG

- William Esteb

CA FT &amp; BK Office

### Healing at the Front Desk

#### Course Description

Designed for the contemporary paraprofessional, this two-hour presentation is designed to inspire chiropractic assistants to recognize new opportunities to contribute at the front desk. Attendees will get a deeper understanding of chiropractic principles, ways to turn a job into a career and how to avoid the most common hazard among professional caregivers.

#### Learning Objectives

- Recognize and apply the most essential chiropractic principles in daily practice
- Integrate the four levels of personal growth to produce states of "flow"
- Identify and manage causes and employ prevention strategies to avoid burnout

*Sponsored by: Patient Media*

## Saturday - 3/23/2019

8am-9:40am

- Beth Rizer, DC

St. Augustine E

CA FT &amp; BK Office

### Compression Band Flossing

#### Course Description

This course introduces the concept of skin/fascial/nerve gliding to help reduce tissue swelling, improve movement and modulate pain with the use of 'compression band floss.' This course will cover the anatomy, physiology and neurology of the effects of compression band flossing on connective tissue gliding, tissue traction and tissue compression. Interventions with compression band floss (including direction and pressure concepts) will be reviewed and integrated into current rehabilitative concepts.

This course is intended for practitioners and therapists with a basic understanding of soft tissue techniques.

#### Learning Objectives

- Define, understand and integrate the myofascial sequencing model
- Discover and explore neuroanatomy of the dermal/fascial subsystem
- Describe and interpret the research as it relates to connective tissue gliding and pain modulation
- Integrate banded floss techniques for soft tissue pathology as it relates to tension, direction and pressure

*Sponsored by: Rock Tape*

10:20am-Noon

- Paul Lambert, JD

- Kim Driggers, JD

St. Augustine B

CA FT &amp; BK Office

### Florida Laws and Rules – A Comprehensive Overview of Some of the Most Encountered Florida Laws

*This class is for Florida Doctors ONLY*

#### Course Description

This session will bring you up-to-date, as well as illustrate how the law in Florida supports a broad scope philosophy. This session is bound to uplift and enlighten the attendee, as Paul Lambert, FCA's General Counsel and Kim Driggers, FCA's Assistant General Counsel, discuss case studies with truths that will reignite your passion for chiropractic as well as your interest in utilizing the full scope of practice here in Florida.

#### Learning Objectives

- Understand the broad scope of chiropractic practice in FL
- Receive the answer to your individual critical issue and learn how it relates to the law
- Understand how the law was written to expand the level of service you can provide

## Saturday - 3/23/2019

**10:20am-Noon**

- Matthew Loop, DC

**St. Augustine FG**

**CA FT & BK Office**

### The Instagram Practice Growth Blueprint for DC's

#### Course Description

This powerful training will teach the practicing chiropractor how to leverage the world's #1 photo sharing network in the world, Instagram. We discuss the top ways to attract more fans, website traffic, and new patients. Lastly, discover the most common pitfalls doctors run into when using this viral practice growth platform.

#### Learning Objectives

- Compare statistics and learn strategies that help to increase awareness, build trust, and attract new patient referrals on a shoestring budget
- Determine and review the best practices for connecting with others on Instagram and establishing authority
- Identify the most professional ways to market, position, and perform strategic outreach with having to use outdated or conventional media.

**1pm-2:40pm**

- Kyle Nevius, DC

**St. Augustine FG**

**CA FT & BK Office**

### CBD Integration for the Chiropractic Physician, is it Right for our Office?

#### Course Description

In this session attendees will learn the history, development and current utilization of industrial hemp products/CBD oil and their uses in healthcare. This course will discuss the healthcare revolution as it occurred in 2012 and subsequent global media explosion that started research in 52 countries. Information regarding guidelines for diagnoses, drug interaction and loading dose approach will be briefly discussed.

#### Learning Objectives

- Review the history of medicinal and industrial hemp
- Learn the difference between CBD produced from hemp versus marijuana

## Saturday - 3/23/2019

**3:20pm-5pm**

- William Esteb

**St. Augustine A**

**CA FT & BK Office**

### Chiropractors Who Care Too Much

#### Course Description

This program will address a universal practice challenge: burnout. This session reveals why the chiropractic worldview demands a different relationship from that of allopathic providers in favor of patient partnerships guided by clear boundaries. Attendees will learn three types of caring, 10 signs they may be caring too much and specific action steps they can apply on Monday morning to escape and prevent the crippling effects of professional burnout in themselves and their team.

#### Learning Objectives

- How to detect the cause of burnout and implement preventative strategies
- How to recognize and interpret a patient's values-driven health care decisions
- How to design and apply communication strategies to manage patient acceptance

*Sponsored by: Patient Media*

**3:20pm-5pm**

- David Klein, CPC, CHC, CPMA

**St. Augustine B**

**CA FT Office**

### Protect Your Practice From Audits and Recoupment – The Critical Steps

#### Course Description

In this presentation, David Klein, a certified medical coder, auditor and compliance consultant will provide in-depth instruction on how to identify accurate and reliable resources to ensure compliant coding and documentation for reimbursement. He will discuss the critical resources every practice should have and include examples and scenarios. Attendees will learn how to properly utilize CPT, Medicare and Commercial Payer guidelines to ensure they are telling the proper story for maximum reimbursement.

#### Learning Objectives

- Review the key resources Providers must use when it comes to coding, documentation and billing
- Identify the key authorities for documentation and coding when it comes to compliance and reimbursement

*Sponsored by: PayDC*

## **Saturday - 3/23/2019**

**3:20pm-5pm**

- [Bharon Hoag](#)

**St. Augustine FG**

**CA FT & BK Office**

### **A New Look at Customer Service...It's Time to Change the Office/Patient Relationship**

#### **Course Description**

Our world has pushed the concept of customer service to no end. They have taught us that the customer is always right and do whatever you can to keep your customers happy. This has gotten out of hand. We have let the insane run the asylum for too long. When the joy of being in a chiropractic office is robbed by patients that don't understand or appreciate what we are trying to do, things need to change!

This course is designed to take a new look at how and office, the doctor and team members should interact with our patients. It is time to create a mission oriented relationship, not a service oriented relationship. This will ensure the satisfaction of the patient without the brain damage of them ruling the roost!

#### **Learning Objectives**

- Better communication tactics with patients
- Create a new mission for the office as a whole
- Instill a more team approach to communication and patient compliance

## Sunday - 3/24/2019

8am-9:40am

Legends Ballroom 1-2

- Bharon Hoag

- Michael K. Bagnell, DC, DACNB,  
FABBIR

All Attendees

- Mollie Frawley, RN

- John Lockenour, DC, DABCO, DABCA - Matthew Loop, DC

### Increase the Level of Daily Ethics & Individual Responsibility in Practice

#### Course Description

Did you ever connect the dots between personal and daily ethics with breakthrough practice success? Come experience our panel of inspiring chiropractic speakers as they break down Ethics in their area of expertise and experience, in a way that will stimulate both mind and action. You will be reminded of Ethical boundaries in every area of chiropractic practice, while you learn how to encourage each of your staff to take an increased responsibility of elevating the ethics of your current practice policies, showcasing how this action will filtrate in to the community, helping more people get well. You will hear what the public expects when it comes to Ethics from their healthcare team relating to universal fairness, and where Chiropractic fits in. Get ready to enjoy this topic like never before!

#### Learning Objectives

- Modify your daily routine to include time for practice reflection each day
- Review your documentation and record keeping habits with new self-auditing tools
- How to provide nutritional & supplemental support enabling adjustments hold better in your patient population

*Sponsored by: Performance Health Products/Biofreeze, TheraBand, TheraPearl, Bon Vital, Anabolic Labs, BrainMaster Technologies, Inc*

10:20am-Noon

Legends Ballroom 3

- Paul Lambert, JD

- Kim Driggers, JD

CA FT &amp; BK Office

### Florida Laws and Rules – A Comprehensive Overview of Some of the Most Encountered Florida Laws

*This class is for Florida Doctors ONLY*

#### Course Description

This session will bring you up-to-date, as well as illustrate how the law in Florida supports a broad scope philosophy. This session is bound to uplift and enlighten the attendee, as Paul Lambert, FCA's General Counsel and Kim Driggers, FCA's Assistant General Counsel, discuss case studies with truths that will reignite your passion for chiropractic as well as your interest in utilizing the full scope of practice here in Florida.

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- Receive the answer to your individual critical issue and learn how it relates to the law
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## Sunday - 3/24/2019

**10:20am-Noon**

**Legends Ballroom 1-2**

- Mollie Frawley, RN

**All Attendees**

### Compliant Documentation Through Self-Auditing

#### Course Description

Does the documentation in your medical records meet minimum state and federal regulation? Does your practice have documentation of determining if your records are compliant and any efforts made to bring them into compliance? This session will focus on how to audit your own records, providing a tool and strategies for achieving, maintaining and improving the practitioner's and practice's documentation.

#### Learning Objectives

- List three or more benefits of incorporating the self-audit of records into their practice
- Discuss the risks of not meeting the minimum state and Medicare record keeping standards
- Identify one or more possible criteria needing improvement in current record keeping methods

**1pm-2pm**

**Legends Ballroom 3**

- Kelly Miller, DC, NMD, FASA, FBAARM, - Debra Hoffman, DC  
CFMP

**All Attendees, Patients,  
Public**

### Implementation of Assessments and Treatment in the Practice for Cognitive Decline in the Aging Brain (Alzheimer's)

#### Learning Objectives

- Educate attendees on the fastest growing cause of death in the United States
- Learn strategies that can help prevent this condition and possibly reverse it

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