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

**Trump National Doral Miami  
Miami, FL  
June 20, 2019 - June 23, 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 #20-716518

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## **RCA / CA**

**COURSE CATALOG**

## **Thursday - 6/20/2019**

**Noon-12:50pm**

**DJT Ballroom IJ**

- 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*

**Noon-12:50pm**

**DJT Ballroom K**

- 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

## Thursday - 6/20/2019

1pm-2:40pm

DJT Ballroom IJ

- Kathy Baumgardner, DC  
- Sabrina Atkins, DC

- Anne Sorrentino, DC  
- Michael K. Bagnell, DC, DACNB,  
FABBIR

**All Attendees**  
- 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 - 6/20/2019

**1pm-2:40pm**

**DJT Ballroom K**

- 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

**3:20pm-5pm**

**DJT Ballroom IJ**

- 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

- David Hartz, DC, CFMP

- William Esteb

### 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/Biofreeze Professional & TheraBand, Health Realizations, Inc., Bio-Botanical Research Inc., Patient Media, Nutra-DYN*

## Friday - 6/21/2019

8am-9:40am

DJT Ballroom IJ

- Jay S. Greenstein, DC, CCSP, CGFI-L1, - Brad Cost  
CKTP, FMS

CA FT &amp; BK Office

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

- Kurtis Goos, CEO

- Patrick Engracia, DC

- Jeff Lewin, DC, CCSP

### Office of the Future: How Emerging Technology Is Rapidly Changing the Way We Treat, Record and Document

#### Course Description

Technology is impacting the chiropractic offices, procedures and documentation more than doctors are currently aware. Have you noticed that software, equipment, exams, telehealth and Big data altering the way you input, code and record? If not, this class is for you because change is coming! Discussed in this session will PMS and EHR with automated workflows that will be using current/future technology in regards to coding, billing and documentation. Attendees will see how BIG data is driving decreased error rates, understanding patient populations, tracking individual provider's reimbursements for accuracy and discovering new areas for conservative care. Get ready to explore how emerging technologies are leveraged to improve care coordination, patient outcomes and safety. You can discover new current technologies that have evolved to measure therapeutic treatment monitoring of patients using wearable devices. Join this opening session that leads to a day long discovery of the Technology future.

#### Learning Objectives

- Differentiate documentation and coding process within the past 20 years in relationship to technology
- Understand how insurance error rates will decrease and reimbursement will increase due to big data
- Learn how BIG data can help the chiropractic industry, state associations and your individual office track payer reimbursement for accuracy
- Discover how Data and Technology are becoming a driving force in healthcare and why you need to understand it
- Define care coordination patient outcomes and correlate the emerging technologies that are used to improve them

*Sponsored by: Performance Health/Biofreeze Professional & TheraBand, Infinedi, PayDC,  
TheraTec, Eclipse, Kaizenovation*

**Friday - 6/21/2019****10:20am-Noon****DJT Ballroom IJ**

- Brad Cost

- Evan Gwilliam, DC, MBA, BS, CPC,  
CCPC, CPC-I, MCS-P, CPMA, CMHP,  
AAPC Fellow**CA FT & BK Office**

- Jeff Lewin, DC, CCSP

**Technological Advancements in Clinical Documentation****Course Description**

Electronic Health Record have changed greatly through the use of automated work flow. As a result, it is having a great impact on chiropractic offices, documentation procedures and reimbursement. Coupled with this, Medicare is undertaking significant update on how it pays for physician services, starting with MIPS and MACRA which are both in effect this year. Chiropractors often find themselves frustrated that yet another evolution has taken place, unknowing how technology can help. Allow our speakers to collectively take you to a deeper documentation level in understanding automated coding and accuracy in improving coding technology. Attendees will leave this class with an empowered sense of what is coming next, and how best to make sure their documentation and recording process is prepared to elevate their patient's outcomes of the future.

**Learning Objectives**

- Understand how automated work flow improves patient care
- Distinguish the importance of MIPS and MACRA
- Registries for outcome measures
- Record confidently with improved coding technology identified in this class

*Sponsored by: Infinedi, PayDC, Eclipse*

## Friday - 6/21/2019

**10:20am-Noon**

**DJT Ballroom D**

- Beth Rizer, DC

**CA 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*

**Noon-12:50pm**

**Juniper Room**

- Cindy M. Howard, DC, DABCI, DACBN,  
FIAMA, FICC

**All Attendees**

### FREE LUNCH: Eat, Drink and Be Motivated!

#### Course Description

Dr. Cindy Howard, 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 - 6/21/2019

**1pm-2:40pm**

**DJT Ballroom IJ**

- Jay S. Greenstein, DC, CCSP, CGFI-L1, - Patrick Engracia, DC  
CKTP, FMS  
- Kurtis Goos, CEO

**CA BK Office**

### Clinical Assessment in Treatment Using Emerging Technology

#### Course Description

Virtual reality and High Tech wearable devices are no longer a TV show called the Jetsons. We are living at a time where virtual reality and advanced rehabilitation techniques are becoming the standard, and the results achieved from these devices far exceeds anything captured by hand and sight in the past. Attendees will learn the assessment and treatment protocols that have been formed utilizing this incredible technology, and realize how simple it is to implement in practice life. Video demonstrations will be presented as well as the clinical thought process. This is a class you do NOT want to miss!

#### Learning Objectives

- Define virtual technology tools within the chiropractic scope
- Discover the power of technological assessment vs human assessment
- Learn how wearable technology is the data collecting agent of the future

*Sponsored by: Performance Health/Biofreeze Professional & TheraBand, Infinedi,  
TheraTec, Kaizenovation*

**1pm-2:40pm**

**DJT Ballroom D**

- William Esteb

### 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 - 6/21/2019**

**3:20pm-5pm**

**DJT Ballroom L**

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

### **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*

**Saturday - 6/22/2019****8am-9:40am****DJT Ballroom IJ**

- Cindy M. Howard, DC, DABCI, DACBN, FIAMA, FICC

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

- Perry Bard, DC

- Steven Weiniger, DC

- Lisa Grassam-Smith, DC

- Robert Willix, Jr, MD

- Matthew M. Antonucci, DC, DACNB, FACFN, FABCDD, FABVR, FABNN

- Jack Hebert

**All Attendees****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, Health Secrets USA, Health Realizations, Inc., Plasticity Brain Centers, Bio-Botanical Research Inc., MicroLight Laser, PosturePractice/BodyZone, Protocol for Life Balance*

## Saturday - 6/22/2019

8am-9:40am

DJT Ballroom K

- Beth Rizer, DC

CA BK Office

### Compression Band Flossing

#### Course Description

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- Integrate banded floss techniques for soft tissue pathology as it relates to tension, direction and pressure

*Sponsored by: Rock Tape*

8am-9:40am

DJT Ballroom L

- Matthew Loop, DC

CA FT &amp; 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

## Saturday - 6/22/2019

10:20am-Noon

DJT Ballroom I

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

- Todd Narsen, DC, DACBSP  
 - Kelli Moore, MCSP-I, CPPM, QCC

- Mollie Frawley, RN

### 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: ChiroHealth USA, CJ3 Consulting, LLC, PayDC, The Collection Coach*

10:20am-Noon

DJT Ballroom L

- Matthew Loop, DC

CA FT &amp; 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.

## Saturday - 6/22/2019

1pm-2:40pm

DJT Ballroom I

- Paul Lambert, JD

- Kim Driggers, JD

### 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

1pm-2:40pm

DJT Ballroom L

- May Bagnell

CA FT &amp; 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 - 6/22/2019

3:20pm-5pm

DJT Ballroom J

- Kelli Moore, MCSP-I, CPPM, QCC

### 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*

3:20pm-5pm

DJT Ballroom I

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

### 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: ChiroHealth USA, PayDC*

## **Saturday - 6/22/2019**

3:20pm-5pm

- Debra Hoffman, DC

DJT Ballroom L

CA FT & BK Office

### **Back to Basics, Front Desk Refreshers**

#### **Course Description**

The Front Desk is the nerve center of any practice. Exceptional customer service needs to be included in every aspect of your daily practice. Through a Well-organized and Effective Front Desk, you will learn how to run your office with excellence. Join Dr. Hoffman, as she reviews the basics of organization, management, accountability, customer service, practice growth, patient retention, and scheduling. Be sure your staff attends!

#### **Learning Objectives**

- Take your job performance to the ultimate level through the understanding of responsibilities, staffing, and exceptional customer service
- Learn the proper way to address problems, and instill accountability
- Learn techniques to increase and maintain practice volume and improve patient outcome

*Sponsored by: Health Restoration*

## **Sunday - 6/23/2019**

8am-9:40am

DJT Ballroom J

- John Lockenour, DC, DABCO, DABCA

### **New Innovations to Shortwave Diathermy - A Classic Modality Used for Pain Relief, Joint Contractures, and Chronic Inflammatory Conditions**

#### **Course Description**

To provide the Chiropractic Clinician with up to date evidence-based information correlated with time tested protocols for the utilization of Shortwave Diathermy in the Chiropractic setting.

#### **Learning Objectives**

- Improve the understanding and utilization of Shortwave Diathermy in patient care
- Have an appreciation for the use of Short Wave Diathermy in Chiropractic care
- Demonstration of proper application of Short Wave Diathermy

*Sponsored by: Med Electronics*

1pm-2pm

DJT Ballroom K

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

All Attendees, Patients,  
Public

### **Saving Your Brain: Causes, Prevention & Reversal of Dementia & 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*

# **Sunday - 6/23/2019**

**1pm-2:40pm****DJT Ballroom I****- Todd Narson, DC, DACBSP**

## **Rehab Documentation & Coding**

### **Course Description**

Proper documentation and proper CPT coding and are co-dependent in today's chiropractic practice. A thorough discussion of documentation of the doctor's encounter with the new patient and subsequent follow up visits including establishing medical necessity for all treatment recommended and performed along with the proper use of CPT coding as it pertains to the most common examination and treatment procedure codes in the modern chiropractic practice.

This discussion begins with end in mind by starting from the insurance reimbursement check and works backwards through a thorough dissection of the health insurance claim form, daily SOAP notes and the initial report. The entire discussion is centered on medical necessity and the doctors are shown how medical necessity is developed and where it comes into play from the initial visit to the printing of a claim form.

We continue with a discussion of various CPT codes used in the chiropractic practice. Compare and contrast therapeutic modalities with physical therapies. Examples are given throughout showing (1) how to choose the appropriate code and (2) how to document the use of that code in the patient's records.

### **Learning Objectives**

- Understand how to establish medical necessity to support their treatment plans and to document appropriately to (a) avoid payment delays or denials
- Reduce the likelihood of compliance audits and fraud, and (3) to get reimbursed for their time and expertise

## **Sunday - 6/23/2019**

**3pm-4:40pm**

- Michael W. Mathesie, DC, DABFP,  
DACRB

**DJT Ballroom I**

**CA FT & BK Office**

### **Risk Management: A Case of Malpractice**

#### **Course Description**

This two hour course on risk management will focus on the elements that trigger malpractice lawsuits, administrative complaints, and other risks regarding a chiropractic practice. A real life malpractice case will be reviewed for which each clinical failure that occurred in the case will be explained, the expert opinions will be revealed, and the outcome will be shared. A discussion will occur regarding the steps that can be taken to manage, prevent or reduce these clinical failures in this case as well as other elements and risks.

#### **Learning Objectives**

- To help clinicians identify and characterize the weakness within their practice including office procedures and actions; as seen first-hand from a real life malpractice case
- To assess the vulnerability, determine the risk and expected likelihood and consequences of specific types of claims
- To identify ways to reduce those risks and prioritize risk reduction measures based on a strategy

*Sponsored by: Aspen Laser*