



FCA SW REGIONAL CONVENTION & EXPOSITION 2019

**Naples Grande Beach Resort
Naples, FL**

October 31, 2019 - November 3, 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!

RCA / CA

COURSE CATALOG

Thursday - 10/31/2019

1pm-2:40pm

Orchid Ballroom I-II

- Spencer H. Baron, DC, DACBSP
 - Kathy Baumgardner, DC
 - Michael K. Bagnell, DC, DACNB,
 FABBIR

- Beth Rizer, DC
 - Sabrina Atkins, DC

- Anne Sorrentino, DC

All Attendees

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: Rock Tape, DoC:S (Doctor of Chiropractic: Sports)

Thursday - 10/31/2019

3:20pm-5pm

Orchid Ballroom I-II

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

- William Esteb

All Attendees

- Debra Hoffman, DC

- David Hartz, DC, CFMP

- CJ Mertz, DC

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: Biotics Research Corporation, CJ3 Consulting, LLC, Bio-Botanical Research Inc., Patient Media, Health Restoration

Friday - 11/01/2019

8am-9:40am

Orchid Ballroom I-IV

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

CA FT 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

- Brian Capra, DC

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
- Discovery 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

Friday - 11/01/2019

10:20am-Noon

Acacia IV-V

- Mario Fucinari, DC, CCSP, DAAPM,
MCS-P

CA FT Office

Top 10 Most Common Documentation Errors

Course Description

Documentation errors may result in denials, recoupment or even fines and jail time. This lecture will provide clarity of documentation, as well as most common errors made, so the practitioner can avoid the top errors and implement correct record keeping on Monday morning.

Learning Objectives

- Provide clarity of documentation to the attendees
- Discuss the most common error made in documentation
- Learn how to avoid errors and implement correct record keeping

Sponsored by: Foot Levelers

Noon-12:50pm

Orchid Ballroom I-IV

- 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. Attendees will also have the opportunity to hear Dr. Fab Mancini, an inspirational speaker who will motivate FCA Attendees! 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 - 11/01/2019

1pm-2:40pm

- William Esteb

Acacia I-II

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

1pm-2:40pm

- May Bagnell

Acacia IV-V

CA FT & BK Office

C.A. Masterclass: The Art of the Practice

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 uplevel 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

Friday - 11/01/2019

3:20pm-5pm

- Kyle Nevius, DC

Acacia IV-V

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 - 11/02/2019

8am-9:40am

Acacia VI

- John Lockenour, DC, DABCO, DABCA

CA FT & BK Office

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

10:20am-Noon

Acacia VI

- Noah St. John

CA FT & BK Office

The Power Habits® of Ultimate Success for Busy Chiropractors and Overworked CAs

Course Description

During this 2-hour class, the following topics will be presented in order to identify the cause of self-sabotaging behaviors, reveal why "traditional" success literature failed to fix the problem, and provide proven strategies so that chiropractors and CAs can give themselves Permission to Succeed® in their practice.

Learning Objectives

- Learn How to Ethically Copy What Highly Successful People Did to Become Healthy, Wealthy and Happy
- Learn How to Use The Power Habits® of Unconsciously Successful People to Stop Holding Yourself Back from The Success You're Capable Of
- Learn How to Reach Your Life & Business Goals Up to 300% Faster, Even If You Feel "Stuck"

Saturday - 11/02/2019

1pm-2:40pm

Acacia VI

- Lori Allen, BS, MBA

CA FT & BK Office

Front Desk Mastery

Course Description

The Front Desk is the nerve center of any practice, and in order for your practice to be its most successful, the front desk must be running at optimal efficiency. Through Front Desk Mastery and the Power of Systems, Lori Allen gives you the power of operational excellence with guided instruction in the fundamentals of organization, management, accountability, practice growth and patient retention, scheduling, prescheduling, and statistical analysis. Who should attend? All administrative staff and management!

Learning Objectives

- Learn how to implement the 6 Components Necessary for a Successful Practice and understand the impact they make on the practice, your position, and the patient
- Improve performance and practice success and growth through the power of accountability at every level of the practice
- Take your job performance to the ultimate level through the creation of a culture of excellence

Sponsored by: Profitable Practice Strategies

Saturday - 11/02/2019

3:20pm-5pm

- Beth Rizer, DC

Acacia I

CA BK Office

Reducing Risk With Compression Band Flossing Techniques

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 to better equip each clinician, therapist or trainer to deliver superior patient and client outcomes. This course is intended for practitioners and therapists with a basic understanding of soft tissue techniques.

Learning Objectives

- Recognize contraindications to avoid adverse reactions to treatment
- Explain potential side effects and strategies to reduce risk and improve patient outcomes
- Define, practice, and integrate banded floss techniques related soft tissue pathology as it relates to tension, direction and pressure
- Compare, contrast and perform various methods of current rehabilitative treatment techniques with compression band flossing

Sponsored by: Rock Tape

Saturday - 11/02/2019

3:20pm-5pm

Acacia VI

- Lori Allen, BS, MBA

CA FT & BK Office

Power of Systems

Course Description

Course Description:

The Front Desk is the nerve center of any practice, and in order for your practice to be its most successful, the front desk must be running at optimal efficiency. Through Front Desk Mastery and the Power of Systems, Lori Allen gives you the power of operational excellence with guided instruction in the fundamentals of organization, management, accountability, practice growth and patient retention, scheduling, prescheduling, and statistical analysis. Who should attend? All administrative staff and management!

Learning Objectives

- Learn how to implement the 6 Components Necessary for a Successful Practice and understand the impact they make on the practice, your position, and the patient
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- Take your job performance to the ultimate level through the creation of a culture of excellence

Sponsored by: Profitable Practice Strategies

Sunday - 11/03/2019**8am-9:40am****Royal Ballroom VII-VIII**

- William Dillon, JD

- Dena Sokolow, JD

Employment Laws & Data Breaches...How to Protect Your Practice**Course Description**

There are numerous employment laws that apply to both small and large practices and failing to follow them can become quite costly. This presentation will provide attendees with valuable advice on how to evaluate your risk of exposure, learn what you can do to avoid employment claims, and how to position yourself to defeat attempts to target your business for employment lawsuits. Another type of adverse event which can create havoc for a practice is a data breach involving patient information. This presentation will address some of the current trends involving data breaches in the health care industry as well as how to respond to a data breach if one occurs.

Learning Objectives

- Discrimination and Harassment Claims in the #MeToo Era
- Joint Federal and State Misclassification Initiative (Independent Contractors)
- Discuss Pay Equity Claims, DOL's Proposed New Overtime Rules, Claims Under the National Labor Relations Act, Off-Clock Work, Training and Travel Time, and Rounding Time and Timeclock Practices
- Attendees will learn what constitutes a breach of unsecured protected health information
- Learn to assess and categorize an event as data breach under both HIPAA and state law
- Learn how to respond to the occurrence of a data breach and relevant steps to take to prevent future data breaches

10:20am-Noon**Royal Ballroom VII-VIII**

- Michael Silverman, JD

Chiropractic Practice Expansion – Adding DME to your Practice Offerings.**11:30am-12:30pm****Royal Ballroom VI**

- 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 - 11/03/2019

1pm-2:40pm

Royal Ballroom VII-VIII

- Michael W. Mathesie, DC, DABFP,
DACRB

CA FT Office

Laser Parameters for Better Clinical Outcomes and Documentation

Course Description

This two hour course will focus on the parameters necessary to obtain repetitive results and outcomes with patient care utilizing LASER devices. This course will assist the clinician in documenting the subjective complaints and objective findings necessary to rationalize the use of LASER therapy. The instructor will teach the documentation standards utilized to demonstrate to third parties that effective evidence based treatment was actually applied. Before and after photos will be shown to prove the efficacy of the laser treatment and how these photo methods can be used for documenting the course of treatment required in medical records.

Learning Objectives

- Identify and utilize evidence based parameters when applying LASER treatment
- Assist clinicians in understanding the standards of documentation of therapy procedures
- Teach progressive techniques for documenting the course of treatment as required by FAC 64B2-17.0065

3pm-4:40pm

Royal Ballroom VII-VIII

- Michael W. Mathesie, DC, DABFP,
DACRB

CA FT Office

Accurate Documentation from a Forensic Viewpoint

Course Description

This 2 hour program will expand the physician's knowledge of documentation, record keeping and coding. The perspective will be from the outsider looking at clinical records during an audit review. The class will also be from an expert witness' perspective for who must evaluate the credibility of the physician's records during a deposition or trial. The current guidelines and scientific evidence will be discussed to determine reasonable utilization parameters. The course will provide the attendee information to be more adept in presenting his/her clinical notes in a more logical and in a manner to increase the credibility of the records. The attendee will be able to document in a more organized manner the next day in the office.

Learning Objectives

- Discuss the current guidelines and scientific evidence to determine reasonable utilization parameters
- Review information to be more adept in presenting his/her clinical notes in a more logical and in a manner to increase the credibility of the records
- Learn how to document in a more organized manner

Sponsored by: Aspen Laser Systems