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## THE NATIONAL BY FCA 2017

Hyatt Regency Orlando  
Orlando, FL

August 24, 2017 - August 27, 2017

**\*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!\***

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# DC / CCPA

**COURSE CATALOG**

## **Thursday - 8/24/2017**

**1pm-2:40pm**

**Windermere Ballroom WX**

- Fabrizio Mancini, DC, FICC, FACC - Eric Plasker, DC

**Ethics**

- Stuart Warner, DC

- Theresa Warner, DC

- Jack Wolfson, DO

- James L. Chestnut, BEd, MSc, DC,  
CCWP

### **Increasing the Level of Daily Ethics & Individual Responsibility in Our Practices**

#### **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 learn how to encourage each of your staff to take an increased responsibility of increasing the ethics of your current practice policies and 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!

## **Thursday - 8/24/2017**

**1pm-2:40pm**

**Windermere Ballroom Y**

- Dennis Nikitow, DC

**Clinical CE**

### **President of Certainty Mentoring & Practice Products**

#### **Course Description**

Dr. Nikitow's program will include practical, usable, philosophy, neurology, orthopedics, corrective care techniques, rehab, documentation, patient management protocols, and proven communication strategies that will provide greater certainty to the doctor and the patient. Large amounts of scientific and medical research that supports our philosophy will be presented and doctors will be shown how to effectively use it in their practices in an easy understandable way to impact patients about chiropractic's credibility. Having practiced for 30 years, Dr. Nikitow will also teach doctors the best evidence based techniques for spinal correction and overall wellness from BJ's era to now.

This will develop consistent practice growth, and passionate and enthusiastic doctors with a higher degree of success and professionalism to serve people thru chiropractic care. It is "chiropractic building" rather than practice building that results in practice growth because patients see the importance of having a D.C. on their healthcare team for the health and wellness of their entire family. The most successful offices in the world use these communication strategies to establish a "connection" with their patients.

#### **Learning Objectives**

- learn how to communicate and integrate the chiropractic philosophy and principles in every aspect of your practice procedures in an updated practical way. This will reposition your patients perception of chiropractic so they understand how spine and postural alignment affects overall health and wellness.
- Walk away with total certainty in chiropractic when you see scientific studies that support the core philosophy and learn how to convey them to impact your patients and create maximum value so they use chiropractic for their entire family on their HCT
- Learn the articular neurology behind adjustments which will clarify your understanding for the need to do spinal correction for overall wellness vs just symptomatic manipulation. Next, you will see an adjusting system that works every time and a systematic way of application and monitoring for predictable results. This will give you the certainty to finally DELIVER what you say to your patients

## Thursday - 8/24/2017

**3pm-5pm**

**Plaza International I**

- Fabrizio Mancini, DC, FICC, FACC - CJ Mertz, DC

**Clinical CE**

- James L. Chestnut, BEd, MSc, DC, - Eric Plasker, DC  
CCWP

### How to Attract New Patients Today

#### Course Description

The most common question from Chiropractors about business is, "How do I get new patients?" This panel of speakers will share the secrets of the biggest practices in the world in one presentation. Building a practice is a science and an art. Learn how to easily implement ways to attract more new patients and effectively educate the ones you have. Stop doing the same things expecting different results. The public needs Chiropractic today more than ever. You are the one to deliver it.

**3:20pm-5pm**

**Windermere Ballroom WX**

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

- Spencer H. Baron, DC, DACBSP

**Risk Management**

- Cindy Howard, DC, DABCI,  
DACBN, FIAMA

- Alan K. Sokoloff, DC

- Michael K. Bagnell, DC, FABBIR

- Kayla McHale, MS, LAT, ATC

- Benny Vaughn, LMT, BCTMB,  
ATC, LAT, CSCS, MTI

### Triaging Athletes with Healthcare Professionals: Risk Factors for Every Practice

#### Course Description

It is still public perception that the athletic medical team doesn't include chiropractic care. Contrary to this belief, this panel discussion will use case studies showcasing the most difficult cases and how chiropractic plays an integral role in the improvement of athletes, allowing them to return-to-play quicker, with more accuracy and better health. The collective team approach will be illustrated by multiple disciplines with multiple specialties giving advice on each case, symbolic of an athletic team working together for the collective healing of the athlete. Highlighted throughout the session, is the risk of not having a chiropractor involved in athletics and how this miss can be detrimental to the team. The evidence conveyed in this lecture will be applicable from professional team sports, as well as pee-wee athletes and all ages in between. Becoming familiar with the chiropractic role in helping athletes is a great practice builder, and knowing the risks the athlete can avoid could be life changing.

#### Learning Objectives

- Establish working relationships with local high schools, coaches, trainers, and doctors that will expand your practice
- Develop an emergency action plan to promote safety at sporting events
- Understand the history of the Paralympic movement, and why there has been a recent spike in disabled athletes
- Learn how to recognize, and treat, the most serious medical issues that disabled athletes are likely to experience

## **Thursday - 8/24/2017**

**5pm-6pm**

**Florida Ballroom A**

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

- Spencer H. Baron, DC, DACBSP

- Cindy Howard, DC, DABCI,  
DACBN, FIAMA

- Alan K. Sokoloff, DC

- Michael K. Bagnell, DC, FABBIR

- Kayla McHale, MS, LAT, ATC

**Complimentary Reception: New Sports-Care Model: Turf Wars are a Thing of the Past**

*Sponsored by: Performance Health Products/Biofreeze, TheraBand, TheraPearl, Bon Vital*

## **Friday - 8/25/2017**

**8am-9:40am**

**Windermere Ballroom WX**

- Fabrizio Mancini, DC, FICC, FACC - Daniel J. Murphy, DC

**Medical Errors**

- James L. Chestnut, BEd, MSc, DC, - Frederick Carrick, DC, PhD  
CCWP

- Scott Walker, DC

- Lori Allen, BS, MBA

### **The National Issue of Opioids: Conservative Care To Help Patients Avoid Medical Errors**

#### **Course Description**

Opioid over-prescription has reached epidemic proportions in the U.S. In 2014, there were over 259 million prescriptions for opioids and it has been cited as a leading cause of new heroin addiction. The American Public Health Association has prioritized opioid use as a key health concern. With many prescriptions related to spinal pain. This presentation will outline the role of chiropractors and others delivering sustainable conservative solutions.

*Sponsored by: Erchonia, Infinedi, Carrick Institute, Profitable Practice Strategies*

**8am-9:40am**

**Windermere Ballroom Y**

- Daniel Drubin, DC

**Clinical CE**

### **The Million Dollar Practice and Beyond**

#### **Learning Objectives**

- Teach doctors/team members just how accessible the million dollar practice is by using internal and external marketing and effective patient education/communication
- Learn how Total Marketplace Domination is all about how doctors can differentiate themselves from others by creating a patient-centric protocol, as well as in office protocols that build a reputation and referral driven practice
- Learn five sure fire New Patient marketing programs
- Learn the 7 areas of practice that need to be re-invented on a regular basis

*Sponsored by: Social4Chiros*

## **Friday - 8/25/2017**

**10:20am-11:20am**

**Celebration 11**

- Linda Denham, Dr.

**GA Laws & Rules**

### **Georgia Laws & Rules**

***This class is for Georgia Doctors ONLY***

### **Course Description**

This is a one hour review of the laws and rules governing chiropractic practice in the State of Georgia. Dr. Denham will have an emphasis on recent changes in board rules, new Georgia legislation and how it affects DC's, as well as court cases involving Georgia DC's. This class will aid practitioners as they are reminded of rules which are often overlooked.

### **Learning Objectives**

- List chiropractic therapies that are allowed under GA law
- Discuss the impact of the chiropractic protection bill
- Discuss the importance of the chiropractic exemption for interstate insurance sales related to state mandated benefits

## Friday - 8/25/2017

**10:20am-Noon**

**Windermere Ballroom WX**

- Paul Lambert, JD  
- Richard Brown, Dr.

- John Falardeau, BS, MA  
- Anthony L. Rosner, Ph.D.,  
LL.D.(Hon.)

**Florida Laws & Rules**  
- Jack Hebert

### The Really Big Picture: The Impact of Florida Law Operating Under the National Healthcare

*This class is for Florida Doctors ONLY*

#### Course Description

The evolving future of health care in America is a curious topic at both the federal and state level, but how does it affect you? A discussion of regulations of Insurance, Medicaid, Medicare, scopes of practice, technology, telemedicine, etc. will be explored. We've got together government guys and researchers to update you on the latest healthcare updates. Mr. Lambert explains the scope of practice and the obligations placed on physicians by Obama Care, HIPPA and Florida Laws. Mr. Falardeau, explains provisions in Obama Care that expand Medicaid to new patients and that require adherence to fraud and abuse laws. The Obama Care provisions and any changes to them is important to understand, because §460.413(1)(i) proscribes failing to perform any statutory or legal obligation placed upon a licensed chiropractic physician which includes those by Obama Care or revised versions of it. Also, §456.0635 & §456.072(1)(ii) (jj) require revocation of a physician's license for violation of listed federal fraud offenses which are amplified by Obama Care. §460.41 imposes submission of billing information to any administrative agency for any federal or state health program under which the patient is entitled to benefits which includes health exchanges under Obama Care. Dr. Richard Brown explores impacts on the above cited statutes past, present and future. Dr. Anthony Rosner addresses research and future developments that will be incorporated within the Florida chiropractic scope of practice. Some of these developments may be considered experimental. Chapter 460 requires each physician to be competent in any procedure performed or delegated, including experimental procedures approved by patients and Mr. Jack Hebert addresses Florida legislative actions that affect obligations imposed on chiropractic physicians under Chapters 456 and 460.

**10:20am-Noon**

**Windermere Ballroom Y**

- Jim Bowen, JD

**Clinical CE**

### More Money, Less Taxes, Better Compliance

#### Course Description

In this session, you will learn a real-life perspective why some Docs are happy, successful, and financially secure, while others are not. See what issues take Docs off the straight and narrow and onto the pages of Board reviews. Many reasons for these outcomes, but one common characteristic is the knowledge or lack of knowledge of basic tax law, business concepts and chiropractic operations. This is information that is not taught in the Colleges, or given in chiro- practice seminars. In this session attendees will learn the perspective of running a business and how it applies to the DC clinic.

## Friday - 8/25/2017

10:20am-Noon

Celebration 7

- Mitchell Mally, DC

Clinical CE

### The Secrets of Scapula Dynamics in Shoulder, Conditions, Injuries and Syndromes

#### Course Description

Dr. Mally, international speaker will present a compelling, high energy, content rich presentation armed with documented research supporting his "authentic" techniques. A review of the anatomy and biomechanics relative to conditions of the shoulder and its profound effects on the cervical and thoracic spine is coupled with practical demonstrations. Lecture includes x-rays, 3D animations and computer graphics. Don't miss this opportunity to learn from a world class speaker!

#### Learning Objectives

- Review the anatomy and biomechanics relative to conditions of the shoulder
- Discuss the effects on the cervical and thoracic spine is coupled with demonstrations
- Review and understand x-rays, 3D animations and computer graphics of the shoulder

*Sponsored by: Mally Enterprises*

10:20am-Noon

Celebration 8

- Courtney Conley, DC

Clinical CE

### IASTM Redefined: Basic, Gentle Soft Tissue Techniques for your Patient Care

#### Course Description

The concept of movement therapy and performance enhancement via Instrument Assisted Soft Tissue Mobilization (IASTM) will be introduced. The tools may be hard-edged, but the techniques don't need to be aggressive to deliver superior patient outcomes. A review of dysfunctional movement screening patterns and the utilization of soft tissue tools to improve patient outcomes. The anatomy, physiology and neurology of myofascial soft tissue work is covered. IASTM intervention strategies will also be combined with kinesiology taping and corrective exercise techniques to deliver a comprehensive approach to patient care. workshop, hands-on environment.

This course is intended for practitioners and therapists with all levels of experience with soft tissue techniques.

#### Learning Objectives

- Introduce the myofascial sequencing model
- Review Neuroanatomy of the fascial subsystem
- Learn movement screening techniques to identify faulty motor patterns
- Review the theory and science of IASTM
- Integrate tool assisted fascial tooling with functional kinesiology taping to change movement quality and presentation

*Sponsored by: Rock Tape*

## Friday - 8/25/2017

10:20am-Noon

Celebration 9-10

- Cindy Howard, DC, DABCI,  
DACBN, FIAMA

Clinical CE

### PEP Talks- Unique Clinical Experiences Through Powerful Stories

#### Course Description

In this course, you will experience a unique perspective on three different aspects of treatment for an athlete. Utilizing psychological techniques and avoiding mind altering substances can enhance performance. A way to look at language barriers and how to overcome them will also be presented. PEP talks will share powerful stories through the eyes of three unique perspectives in how we can work with athletes successfully.

#### Learning Objectives

- Identify language barriers and challenges in treatment and how to overcome them
- Understand the role that the brain plays from a psychology perspective in performance in sport
- Differentiate the pros and cons of Chiropractic treatment vs a medicinal approach in the success of an athlete

*Sponsored by: Performance Health Products/Biofreeze, TheraBand, TheraPearl, Bon Vital*

10:20am-Noon

Celebration 12-13

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

Clinical CE

### Exponential Strategies for Exponential Practice Growth

#### Course Description

Leadership styles and their associated effectiveness have gone through a massive evolution, and will continue to advance. This interactive session will focus on implementing the most innovative and effective leadership concepts of the 21st century. Mission-critical content will help you drive results and growth for your practice. Learn how to overcome the biggest challenges – new patient acquisition, staffing issues, reimbursement challenges and more! Doctors will learn how to discover their own leadership style. After setting organizational goals for the coming year, we will work through the process of understanding how to maximize your style to achieve your desired results. The mix of concept and application will give practice owners the ammunition and the “guns” to hit their targets.

#### Learning Objectives

- Understand your core focus
- Learn the concepts of right people, right seat
- Understand leading and lagging metrics
- Building out your practice and departmental issues list
- Learn how to set the right type of goals that yield results

*Sponsored by: Performance Health Products/Biofreeze, TheraBand, TheraPearl, Bon Vital, Infinedi*

## **Friday - 8/25/2017**

**10:20am-Noon**

**Celebration 14-15**

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

**Clinical CE**

### **The Gut-Brain Axis in Health and Disease**

#### **Course Description**

Gut-brain axis are one of the most hotly debated topics in sports medicine today. Research surrounding these connections has experienced significant growth recently in the areas of incidence, assessment, and recovery. However, the jury is still out as far as the most effective protocols go.

Join Dr. Robert G. Silverman for a 2-hour presentation that teaches breakthroughs in treatments, including assessment, exercise/cognitive rehab, nutrition protocols and laser therapy for enhanced clinical outcome.

#### **Learning Objectives**

- Implement and incorporate low-level laser therapy into gut-brain protocols
- Integrate nutritional protocol for concussions
- Connect gut-immune system-brain for better management of sports injuries
- How to repair essential barriers when they are broken

*Sponsored by: Erchonia, Cyrex*

**10:20am-Noon**

**Celebration 3-4**

- Kristina L. Petrocco-Napuli, DC, MS

**Clinical CE**

### **Assessment to Treatment: Correlating Care for the Top Female Conditions**

#### **Course Description**

Women are more likely to utilize chiropractic services. Have you been focusing on the females you treat? During this session, Dr. Kris Petrocco-Napuli will discuss the most commonly diagnosed female conditions and how practitioners can have greater impact on this population. Many of the conditions female patients face are multifactorial and the root cause may challenge practitioners to consider different treatment options. This session will explore patient centered perspectives from intake to treatment.

#### **Learning Objectives**

- Discuss and summarize the top conditions impacting females in the US
- Evaluate patient centered care from intake to assessment as it relates to the female population
- Describe a variety of treatment options and care plans related to the top conditions

*Sponsored by: Lincoln College Education and Research Fund*

## **Friday - 8/25/2017**

**10:20am-Noon**

**Celebration 5**

- William M. Kleber, DC, DABCI

**Clinical CE**

### **Case Studies and Common Clinical Disorders Seen in a Chiropractic Internal Disorders Clinic**

#### **Course Description**

In this stand-alone session, Dr Kleber will list and discuss the wide variety of conditions and disease processes that are commonly seen in Chiropractic Internal Disorders practices. Dr Kleber will emphasize that chiropractic physicians can choose to accept cases of various complexity. He will discuss various treatments for commonly seen conditions and also discuss cases he has seen in his clinic that are a bit more complex. He will discuss the anatomy and physiology and nutritional supplementation that pertains to the diagnosis and treatment of these various conditions.

#### **Learning Objectives**

- Understanding after this class that there are a wide variety of conditions that can be treated in the chiropractic physician's office safely and effectively
- Learn how to treat common conditions such as gout, irritable bowel and hypertension
- Learn to grow as physicians over time and to accept cases that they are comfortable with

*Sponsored by: Biotics Research Corporation*

**10:20am-Noon**

**Celebration 6**

- David Seaman, DC

**Clinical CE**

### **When Serious Conditions Manifest as Musculoskeletal Pain**

#### **Course Description**

Challenging cases can be stressful for the doctor and patient. Working through complex cases can facilitate the diagnostic thinking process needed in a busy practice. Each complex case to be examined in this class has been published in a peer-reviewed journal and documents the clinical reasoning process and related patient management strategies.

#### **Learning Objectives**

- Apply the diagnostic process to effectively triage patients
- Recognize red flags during the history and exam process
- Identify key history and exam findings that require laboratory or imaging studies
- Plan treatment strategies based on clinical and laboratory/imaging findings

*Sponsored by: NCMIC*

## **Friday - 8/25/2017**

**10:20am-Noon**

**Celebration 2**

- Perry Nickelston, DC, FMS, NKT,  
SFMA

**Clinical CE**

### **Assessing and Restoring Functional Movement Patterns**

#### **Course Description**

Hands on application of kinesiology taping for primal human movement patterns to alleviate pain, restore function, and enhance performance. Demonstrating how to assess for dysfunction in fundamental movement patterns and learning a strategy for correction integrating taping into treatment programs.

*Sponsored by: LightCure*

## **Friday - 8/25/2017**

**10:20am-Noon**

**Celebration 1**

- Daniel Johnston, MD, MPH

**Clinical CE**

### **Neuroplasticity and the Cellular Nutritional Environment: The Future of Chiropractic Medicine**

#### **Course Description**

Through the deep knowledge and rooted concepts in the inherent ability of the body to naturally be in complete brain-body coherence unless disrupted, chiropractic is also the only health care field positioned to actively focus and appreciate the importance of removing the stress, pain and interference that disrupts the central nervous system's normal control over all the body's systems. Once critical principles are taught and embraced in their practice, chiropractors can better work to ensure the natural coherence between the brain and the entire body, dramatically improving aspects of both mental and physical health. This will increase the overall life quality and longevity of each patient, regardless of their initial complaint or reason for visit.

As chiropractors know, the brain communicates through the spinal cord and the vast network of the nervous system to control every function the body performs. From musculoskeletal health, control, and function to immune system regulation, the entire body depends on the brain as the central organizing and regulating system. But the body and brain also both require the correct cellular nutritional environment ("CNE"), which determines the inflammatory and oxidative stress levels of both body and brain and their ability to work together to promote health. If the cellular nutritional milieu is poor or not optimal, the coherence between the body and brain is disrupted disrupting the normal synergistic relationship that exists between the brain and the body. When we have the optimal nutritional profile that determines overall inflammation and oxidative stress at the cellular level, this elegant relationship between mind-body health can be achieved.

Optimal chiropractic care in the 21st century should not only focus on removing neural interference through chiropractic adjustments, but on directly reducing inflammation and oxidative stress as well as regularly measuring the function of the brain. This will lead to improved patient outcomes and improved patient total health.

#### **Learning Objectives**

- Focus on "CNE"--An in-depth discussion on the critical nutritional components that determine cellular make-up, inflammatory status, oxidative stress, cellular function and brain fat composition
- Focus on functional brain performance - how efficiently the brain is organizing and regulating its functions and what types of validated tests are used

*Sponsored by: BrainSpan*

## **Friday - 8/25/2017**

**1pm-2:40pm**

**Windermere Ballroom Y**

- Fabrizio Mancini, DC, FICC, FACC

**Clinical CE**

### **How to Reach the 90% not seeing a Chiropractor**

#### **Course Description**

Are you frustrated that only 10% of your community sees a Chiropractor? Do you wish you had an unlimited number of new patients? Dr. Fab Mancini, World renown Chiropractor and Bestselling author and Speaker, will share with you 3 simple ways to reach the masses. People are needing Chiropractic more than ever, but they don't know what we do or who you are. In this presentation, find out what the most influential people do to impact the masses. Learn basic steps how you can begin to be the health expert in your area and attract more patients into your practice. It is time that we solve the healthcare crisis and Chiropractic is the answer!

*Sponsored by: Infinedi*

**1pm-2:40pm**

**Celebration 8**

- Annette Schippel, DC

**Clinical CE**

### **Female Hormones - Taking the Complicated and Making it Easier!**

#### **Course Description**

The purpose of this presentation is to bring out the complexity of women's health. Women are often told they don't need to have a menstrual cycle and then after a certain age they can do without many of those parts as a way to resolve a hormone imbalance that could have been handled much more naturally. How can we help her without first understanding what's going on in her endocrine system? First, we need to look at the role stress plays in her life. That is essentially the subluxation complex for her. The various stressors she can experience come from the 3 T's. How is she affected by this system being out of balance? What other glands do we need to consider for her to be healthy and vital? And ultimately, how do we support and balance her system?

By understanding her as a whole and unique complex person, we can offer her true solutions for her health and not more band-aids. Women are the largest population when it comes to being proactive about their health. Appreciating her complexity doesn't mean we can't help her right away, it actually means the opposite. We can be more specific and start providing true relief with true solutions because we will know what the next step should be. This talk will change how you see her and more importantly, give you the tools to help her!

#### **Learning Objectives**

- Bring out the complexity of women's health
- Understanding what's going on in a female endocrine system
- Understand females as a whole and unique complex person, and learn how we can offer her true solutions for her health and not more band-aids

*Sponsored by: Standard Process, Inc.*

## Friday - 8/25/2017

**1pm-2:40pm**

**Celebration 9-10**

- Spencer H. Baron, DC, DACBSP      - Michael K. Bagnell, DC, FABBIR  
- Cindy Howard, DC, DABCI,      - Alan K. Sokoloff, DC  
DACBN, FIAMA

**Clinical CE**

### **Concussion Workshop – Hands On!**

#### **Course Description**

This two-hour hands-on workshop has been designed to give the clinician exposure to multi-disciplinary management of concussions in the athletic population using current concepts in this area. Guidelines for identification and management of acute concussions, with a special focus on manipulative technique in addition to post-concussion syndrome, will be presented at this workshop.

#### **Learning Objectives**

- Identify the chiropractic physician's role in the various levels of the triage
- 3To be able to perform a basic sideline examination
- Know when the athlete should be removed from play
- Recommend and consider special Chiropractic manipulative techniques for athletes that have suffered with concussion
- Identification & Rehabilitation protocols to be followed for the successful Return-to-Play & Return-to-Learn for student-athletes

*Sponsored by: Performance Health Products/Biofreeze, TheraBand, TheraPearl, Bon Vital, DoC:S (Doctor of Chiropractic: Sports)*

**1pm-2:40pm**

**Celebration 3-4**

- Stuart Warner, DC      - Theresa Warner, DC

**Clinical CE**

### **Pediatric New Patient Excellence**

#### **Course Description**

Drs. Warner will address clinical issues pertaining to analysis and correction of subluxations in the child population. The Warners will address a wide array of clinical management for the pediatric patient. Documentation and reporting of pertinent findings will be addressed, as well as demonstrating the state of health for children in the US and wellness lifestyle strategies.

#### **Learning Objectives**

- Understanding the basic of pediatric clinical procedures for visits 1, 2, and 3 for the pediatric patient

## **Friday - 8/25/2017**

**1pm-2:40pm**

**Celebration 12-13**

- Jack Wolfson, DO

**Clinical CE**

### **The Rogue Cardiologist**

#### **Course Description**

Cardiologist, Dr. Jack Wolfson DO, married a DC who changed his life forever. He left a large cardiology group and opened his own holistic office. Dr. Jack speaks all over the country to chiropractic groups and explains why all of his patients MUST be under chiropractic care.

The story of his journey is amazing. Many will laugh and many will shed a tear, but all will learn about health and wellness through the eyes of a holistic cardiologist.

Dr. Wolfson will teach the attendees about heart disease and how to prevent it naturally with nutrition, a healthy lifestyle, and supplements. He will discuss how he uses the most advanced lab testing in the world, and how the attendee can do so as well. Finally, Dr. Wolfson will discuss why he believes the DC should be the primary care doctor to the world.

#### **Learning Objectives**

- Learn to optimize lipids
- Learn to optimize blood pressure
- Learn why a cardiologist refers out for chiropractic care
- Learn evidence-based nutrition
- Learn about optimal gut health
- Learn how the environment impacts our genes

*Sponsored by: Biotics Research Corporation, Vibrant America, Argentyn 23*

**Friday - 8/25/2017****1pm-2:40pm****Celebration 11**- Anthony L. Rosner, Ph.D.,  
LL.D.(Hon.)**Clinical CE****Redefining Evidence-Based Medicine: Leveling the Playing Field Instead of the Patient****Course Description**

Despite its wide usage and claims to being the last word in healthcare, evidence-based medicine (EBM) has actually faced an abundance of controversies, problems, and paradigm shifts in its history. First among its difficulties is the fact that varied audiences have each customarily sought differing types of evidence. In their traditional foundation upon a hierarchy of clinical research designs, placing systematic reviews and meta-analyses at the pinnacle and case studies at the bottom, traditional concepts of EBM have excluded numerous sources of research information of significance, such as basic research, epidemiology, cost-effectiveness, and health services research. Worse, glaring weaknesses, limitations, and outright abuses of systematic reviews, meta-analyses, and randomized controlled trials present a highly misleading concept of the effectiveness of given interventions and weaken the entire pyramid as it stands.

Included in these shortcomings are examples of bias corrupting meta-analyses and systematic reviews based upon inclusion criteria and scoring methodologies for the quality of a study. In addition, the blinding concept of randomized controlled studies is particularly problematic in applications of physical medicine, in which patient and clinician blinding is virtually impossible. Finally, examples exist in randomized controlled trials in which incorrect inclusion criteria or placebo applications have fatally corrupted the outcomes, serving up false information as the result.

These shortcomings are particularly harmful to efforts to secure proper recognition and reimbursement for chiropractic healthcare. Conspicuous in the misuse of scientific evidence are clinical trials that were published in 1998 in the New England Journal of Medicine, as well as numerous studies that attempted to link cervical manipulation as a directly causative agent to vertebral artery dissections and stroke. A fusillade of refutations have been provided for these studies and will be reviewed in this presentation.

Attempts to bring models of EBM into greater congruence with a broader base of evidence as well as more holistic models of healthcare have transformed the pyramid (FIGURE 1) into an "evidence house (FIGURE 2)" and even an "evidence ellipse (FIGURE 3)." Such authorities in epidemiology as David Sackett have over the years adjusted models of EBM to first accommodate clinician's judgment and ultimately patient values to result in a tripartite, three-legged stool of evidence that is more reflective of the patient's direct experience with the clinician and presumably will lead to improved and more efficient healthcare.

**Learning Objectives**

- Learn and understand the multiple definitions and components of evidence-based medicine (EBM)
- Acquire the ability to critically appraise and articulate the shortcomings of these components and of current concepts of EBM in general
- Understand and advocate improvements to the components and models of EBM
- Be able to refute and defend oneself against common abuses of EBM
- Appreciate the most recent emergence of the clinician's judgment and patient values as critical components of redefined EBM and be able to apply these elements more freely in effective patient management
- Increase awareness and appreciation of multiple research designs

## **Friday - 8/25/2017**

**1pm-2:40pm**

**Celebration 6**

- Janet Lintala, DC

**Clinical CE**

### **Overview of Autism Spectrum Disorder (ASD) and the Health Challenges of ASD**

#### **Course Description**

An introductory level overview of Autism Spectrum disorder (ASD) which discusses basic facts including signs, symptoms, screening and diagnosis of ASD, conventional medical approaches, prognosis and aspects of autistic culture. A brief overview of the underlying health challenges, dysfunctions, and comorbid conditions of ASD will be presented. Simple changes to make the office more suitable for autistic patients will be discussed, along with screening questions for the New Patient Questionnaire, helpful referrals, basic lab tests and simple supplement protocols to support improved health and function for the autistic patient. No adjusting techniques will be discussed or demonstrated.

#### **Learning Objectives**

- Describe basic facts about Autism Spectrum Disorder (ASD), including signs, symptoms, screening and diagnosis of ASD, conventional medical approaches, prognosis and autistic culture
- Discuss many of the underlying health challenges, dysfunctions, and comorbid conditions of ASD
- Discuss underlying reasons for the difficult behaviors and disrupted sleep patterns of ASD.
- Learn simple changes to make their office more suitable for autistic patients
- Learn useful screening questions for ASD patients for their New Patient Questionnaire
- Learn about some of the lab tests and several simple supplement protocols that are useful for autistic patients

*Sponsored by: NCMIC*

## **Friday - 8/25/2017**

**1pm-2:40pm**

**Celebration 5**

- William M. Kleber, DC, DABCI

**Clinical CE**

### **Evolution of Chiropractic: Back to Primary Care**

#### **Course Description**

In this stand-alone session, Dr. Kleber will review the evolution of chiropractic and report on chiropractic's current standing in the health care community. The importance of documentation of clinical outcomes will be emphasized and analyzed. He will illustrate how to confidently speak to patients about goals and desired clinical outcomes and how to document such discussions. Dr. Kleber will review the full scope of practice and demonstrate how to incorporate it into the chiropractic practice and how to document these various procedures with hard copy data.

#### **Learning Objectives**

- Understand the evolution of chiropractic practice from primary care back to primary care
- Explain how to document primary care and the use of the full scope of practice in a chiropractic physician's office
- Analyze the five components to primary care and how to document their usage
- Expand the vision of the various services that can be performed and the conditions that can be treated in a chiropractic office and how to properly document a patient's results and progress

*Sponsored by: Biotics Research Corporation*

## Friday - 8/25/2017

**1pm-2:40pm**

**Celebration 1**

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

**Clinical CE**

### The Clinical Neuroscience of Concussion Part 1

#### Course Description

Over the past 5 years, chiropractic has come into the limelight as a consequence of helping numerous professional athletes recover from career-ending concussions, without surgery or medications. With this newfound notoriety, the public is now seeking out chiropractors that understand concussion and how to fix it; in-fact, new legislations also allows chiropractors to certify return-to-play for post-concussion athletes. This course has been specifically designed to solidify foundational concepts, symptoms, the neurophysiology, the areas of the brain that are most commonly affected by concussion, and how to test for them. Even if you don't work with athletes, many people don't realize that one of the largest causes of concussion is a motor vehicle collision. It has been estimated that 1 in every 2 people will have a concussion at some point in their life. How people walk through your clinic door?

#### Learning Objectives

- Assemble the prerequisite knowledge to identify, grade, and advise the post-concussive patient
- Select most appropriate testing to measure their cognitive function
- Evaluate brain dysfunction in 5 minutes or less

*Sponsored by: ACA Council on Neurology*

**1pm-2:40pm**

**Windermere Ballroom W**

- Bharon Hoag  
- Suze Shaffer, CHSP

- Mollie Frawley, RN  
- Kim Driggers, JD

- Brad Cost

**Documentation**

### Driving Your Practice to become Audit Proof

#### Course Description

We have all noticed the barrage of new documentation policies popping up nationwide affecting all healthcare professionals. This star-studded panel will remind attendees how documentation is more than the simple act or an instance of furnishing or authenticating with documents; it can actually be used to help drive practice success. Join the national experts and learn about primary care, physical modalities and posture, avoiding malpractice claims and Medicare audits, treatment plan goals, and documenting physical medicine. Bring your staff and learn how to sort through the challenges of today, forming a strategy for your practice success tomorrow!

*Sponsored by: Infinedi, Secure Care, Aris Medical Solutions*

## **Friday - 8/25/2017**

**1pm-2:40pm**

**Windermere Ballroom X**

- Evan Gwilliam, DC, MBA, BS, CPC,  
NCICS, CCPC, CCCPC, CPC-I,  
MCS-P, CPMA

**Documentation**

### **Creating Treatment Plans that will Satisfy Medicare**

#### **Course Description**

A poor treatment plan can have a great impact on the ability to provide appropriate care and be properly reimbursed. If Medicare doesn't like it, the consequences can be drastic, even resulting in legal complications. Fortunately Medicare has told us what they want to see, and, in fact, their requirements can easily translate into care plans for all types of payers. In this presentation learn how to create goal focused treatment plans that are patient-centered and clearly communicate with third parties.

#### **Learning Objectives**

- Enable providers to construct a care plan that communicates clearly to CMS and other payers about the necessity of treatment
- Learn to create patient-specific quantifiable goals to establish medical necessity

*Sponsored by: ChiroHealth USA, Infinedi*

## **Friday - 8/25/2017**

1pm-2:40pm & 3:20pm-5pm

Celebration 14-15

- Krista Burns, DC

Clinical CE

### **Neurology of the Posture System, the Structure and Function Connection**

#### **Course Description**

This presentation will cover the importance of posture from the public health perspective providing insight of why the posture paradigm is ahead of the health care curve.

Participants will gain clarity of the neurology controlling the Posture System and will have a solid foundation of the connection between structure and function and how this is affected with flexor dominant posture. There will also be a complete explanation of how the parts of the brain contribute to postural design.

After understanding key postural concepts, the participants will learn clinical analysis and correction strategies that they can implement right away with their patients in practice.

For clinical analysis they will learn how to perform an objective posture analysis with Posture Imaging. They will also learn analysis strategies of the visual and vestibular system relevant to the Posture System.

Clinical analyses and correction strategies will be taught in a manner that is highly practical and interactive. Doctors will learn how to do eye movements and vestibular exercises with their patients to create neuroplastic changes to the Posture System. They will also learn extension exercises to stimulate the brainstem.

The patients can do these exercises in the office or as a part of their at-home rehabilitation. They will understand the adjustment from a neurologic perspective and how to set up treatment plans that stimulate neuroplasticity.

#### **Learning Objectives**

- Discuss public health relevance of postural decline and how societal habits create flexor dominant posture patterns
- Learn physiologic compromise associated with common postural distortion patterns
- Understand Digital Dementia and its relation to postural decline

## **Friday - 8/25/2017**

3:20pm-5pm

Windermere Ballroom Z

- Christopher Music

Clinical CE

### **The 5 Critical Problems that Destroy Wealth and How to Solve Them**

#### **Course Description**

Professional Practice Owners take enormous risks and work hard to attain success. Yet, all the work and sacrifice can amount to nothing if the major reasons for the destruction of their wealth are not known. It's apparent that there is a lack of knowledge in the correct fundamentals of financial planning and incomplete procedures provided by the industry that has created a poor general financial condition of the average household and furthermore predisposes it to economic disasters and potentially unrecoverable financial losses. This presentation exposes the top five critical problems that have proven to destroy a private practice owner's wealth and the solutions on exactly what to do to ensure they can be avoided. This financial training is delivered in an easy-to-understand method, stripping away the difficulties of complicated and illogical solutions giving attendees an arsenal to prevent losses and begin organizing their financial life successfully.

#### **Learning Objectives**

- Discover the roles they play as a practitioner, an executive and an owner and what responsibilities they must be trained to handle for each role
- Recognize the true risks they face as a practice owner and what they need to consider as it relates to possible changes in legal management
- Identify inefficient systems in their practice so they can create policies and procedures to handle future problems
- Learn how the household is actually connected to the practice and how to manage these two entities for maximum success
- Learn how the household is actually connected to the practice and how to manage these two entities for maximum success

*Sponsored by: Econologics Financial Advisors*

## **Friday - 8/25/2017**

**3:20pm-5pm**

**Celebration 5-6**

- William M. Kleber, DC, DABCI

**Documentation**

### **Internal Disorders- Case History, Physical Examination and the Diagnostic Tools Used in a Primary Care Setting**

#### **Course Description**

In this stand-alone session, Dr Kleber will explain and demonstrate the importance of a case history and how to properly document this event. He will utilize actual excerpts from case histories and construct well thought out applications for the physical exam. He will dramatize the relationship between the well-constructed case history and the proper associated physical exam and its proper documentation. The use of various diagnostic tools will be emphasized and their incorporation into the chiropractic physician's clinic will be demonstrated.

#### **Learning Objectives**

- Learn how to properly perform and document a through case history will be explained
- Learn how to properly perform and document a through physical exam will be discussed
- Utilize both simple and high level diagnostic equipment will be discussed and the incorporation of these diagnostic tools into a chiropractic physician's clinic will be discussed

*Sponsored by: Biotics Research Corporation*

**3:20pm-5pm**

**Celebration 8**

- Annette Schippel, DC

**Clinical CE**

### **Stress Balancing Requires Whole Body Wellness**

#### **Course Description**

Learn what the RDA for stress is

#### **Learning Objectives**

- Discuss how bodies responds to stress
- Discuss the basic lifestyle and dietary modifications do decrease stress
- Learn key nutritional support that can improve stress responses

*Sponsored by: Standard Process, Inc.*

## **Friday - 8/25/2017**

**3:20pm-5pm**

**Celebration 7**

- CJ Mertz, DC

**Clinical CE**

### **How To Go From Where You Are To Where You Want To Be**

#### **Course Description**

Do you feel there is more to life than what you are experiencing? Do you find yourself wanting what others have? In this inspiring presentation, Dr. Mertz takes you inside the minds and hearts of some of the most influential people in the world and what lessons he has learned. You are meant for greatness and abundance. Come and learn what thoughts and behaviors will allow you to live the life of your dreams. This is your time!

**3:20pm-5pm**

**Celebration 3-4**

- Heather Wolfson, DC

**Clinical CE**

### **Raising A Holistic Family and Creating a Pediatric Practice**

*Sponsored by: Biotics Research Corporation, Vibrant America, Argentyn 23*

**3:20pm-5pm**

**Celebration 9-10**

- Alan K. Sokoloff, DC

**Clinical CE**

### **Successful Integration of Chiropractic in the Athletic Training Room / Game Day - OFF SITE**

**CLASS: Meet in Cerebration 9-10 at 3pm to organize for bus trip site.**

#### **Course Description**

Designed for chiropractors to get involved and stay involved SUCCESSFULLY in sports chiropractic. Are you prepared? Is your office prepared? How do you get "in"? What are the challenges at each level? What are the pros and cons of your association with club teams, high school, college, professional and Olympic levels? And what about the "unwritten" rules? Learn those too.

#### **Learning Objectives**

- Recognizing the risk factors of being a "Sports Chiropractor" at different levels
- Identify the pros and cons of working in different settings within the sports world
- Create communication strategies with different health care professionals in sports to insure success

*Sponsored by: Performance Health Products/Biofreeze, TheraBand, TheraPearl, Bon Vital*

## **Friday - 8/25/2017**

**3:20pm-5pm**

**Celebration 2**

- Daniel J. Murphy, DC

**Clinical CE**

### **The Opioid Crisis and the Chiropractic Alternative**

#### **Course Description**

Attendees will learn and review the physiology of the opiate receptor. Dr. Murphy will review and define the opiate drug problem we are facing in the USA. Details of how chiropractic treatment can have an influence of the opiate receptor, and hence show the chiropractic alternative to opiate pharmacology.

#### **Learning Objectives**

- Understand the anatomy, physiology, and history of the opiate receptor
- Understand the causes and the magnitude of the opiate drug problem in the USA
- Understand how chiropractic adjusting can influence of the opiate receptor to help people with a variety of pain syndromes

*Sponsored by: Erchonia*

**3:20pm-5pm**

**Celebration 1**

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

**Clinical CE**

### **The Clinical Neuroscience of Concussion Part 2**

#### **Course Description**

One of the oldest known sensory organs, dating back 550 million years ago, is the vestibular system. This system has been found in pre-historic fish, dinosaurs, birds, monkeys, and humans. We utilize this system to detect movement in space, and to orientate ourselves upright in gravity. When humans sustain a concussion, the vestibular system is also often involved. This area of the brain can effect our heart rate, our balance, our thoughts, our muscle tone and even our spinal alignment.

#### **Learning Objectives**

- Describe the 3 structures related to vestibular perception, and their function
- Identify bed-side tests that you can do immediately, to assess the vestibular system
- Define treatment strategies that can facilitate vestibular and brain rehabilitation

*Sponsored by: ACA Council on Neurology*

## **Friday - 8/25/2017**

3:20pm-5pm

Windermere Ballroom W

- Steven R. Conway, DC, DACBOH,  
JD

Documentation

### **The “Just Show me what to do” Seminar for Understanding Required Medicare Documentation and Filtering Through the Fog of False Information Surrounding “Opting Out” of Medicare**

#### **Course Description**

If you are confused with all of the “expert” advice that has been given in the past, it is time to clear up all of the false and misleading information related to Medicare documentation.

#### **Learning Objectives**

- Define and compose proper Medicare documentation to reflect the services provided
- Analyze the differentiate the initial visit and subsequent visit requirements
- Distinguish between what is fact and fiction related to “opting out” of Medicare “hint-there is no workaround

*Sponsored by: ChiroHealth USA*

## Saturday - 8/26/2017

**8am-9:40am**

**Windermere Ballroom WX**

- Dennis Marchiori, DC, PhD,  
DACBR

- Lou Sportelli, DC

**Documentation**

- Cynthia English, MPP

- Gary Tarola, DC, FACO

- H. William Wolfson, DC, MS,  
MPAS, CFP®

- William M. Kleber, DC, DABCI

- Frederick Carrick, DC, PhD

### Integration of Chiropractic Care into Mainstream Healthcare

#### Course Description

Chiropractors often feel isolated in the discussion of mainstream healthcare, believing an equal seat at the healthcare table is far fetched. This class will prove that this isolated thinking is a way of the past, and the future of healthcare depends on integration of chiropractic, now more than ever; yet it is our job to communicate this effectively. We have invited a panel of doctors to illustrate how documentation and record keeping are communication tools that allow us to interact with the allopathic community. Documented results from Gallup Poll #3 will be followed by 4 chiropractors focusing on different areas of interactive success between chiropractors and the medical model, showcasing how the collaborative community has the greatest benefit for patients. If chiropractic is to take a prominent seat at the healthcare table, it will have to do so with research, statistics, an established outlined path as described by the 5 participants in this panel, and in a spirit of cooperation. With the climate of society and ever-changing-healthcare, the time is NOW!

*Sponsored by: Biotics Research Corporation, NCMIC, Carrick Institute, Palmer College of Chiropractic, Vibrant America, Argentyn 23*

**8am-9:40am**

**Windermere Ballroom Y**

- Fabrizio Mancini, DC, FICC, FACC - Raj Gupta, DC

**Clinical CE**

- Jade Malay, DC

- Greg Loman, DC

- Miles Bodzin, DC

- Lori Allen, BS, MBA

### Benefits of the Most Effective Models in Chiropractic Care Today

#### Course Description

Chiropractors, new and established, often wonder which model of care might be the best fit, in order to increase their practice. During this course, you will learn the expansion ability along with the limitations of a multidisciplinary practice, an integrated approach, an adjustment only model, transitioning to a cash only practice as well as the staff systems necessary in any expanding business. Join this unique panel of experts, each wildly successful leaders in our industry, each with a different chiropractic business model, and allow your mind to explore a model that might suit you well!

#### Learning Objectives

- Understand the applications different models of chiropractic care
- Differentiate the limitations and expansion opportunities with each model
- Distinguish which model of care aligns with your style of practice

*Sponsored by: ChiroHealth USA, Infinedi, Profitable Practice Strategies, Cash Practice Inc.*

## Saturday - 8/26/2017

9:20am-Noon

Orlando Ballroom LMN

- Kristina L. Petrocco-Napuli, DC, MS

HIV/AIDS

### HIV and AIDS a Public Health Perspective

#### Course Description

During this three hour course the practitioner will be provided with the history of HIV/AIDS globally. In addition, an update on the disease will be discussed as well as the impact of Healthy People 2020. The role of the primary care physician, risk factors and comorbidities will be explored as it relates to this patient population. Traditional, complementary and alternative care treatment options will be discussed to assist practitioners in further patient education.

#### Learning Objectives

- Discuss the history and impact of the disease globally and within the United States
- Discuss the role of Health People 2020 and the impact it has had on this disease within the United States
- Summarize the role of the primary care physician, risk factors and comorbidities associated with this disease
- Describe and explore treatment options both traditional and complementary and alternative

*Sponsored by: Lincoln College Education and Research Fund*

10:20am-Noon

Windermere Ballroom W

- Jack Hebert

- Kim Driggers, JD

Florida Laws & Rules

- Dana Brooks, JD

- Kimberly Simoes, JD

- Paul Lambert, JD

### The Auto Injury Trap: Safe Guard the Practice, While Healing the Patient. Get Your Plan BI in Place: The Secrets on How to Function in a BI System

***This class is for Florida Doctors ONLY***

#### Course Description

This Florida Laws and Rules lecture is one you won't want to miss. Join FCA's Assistant General Counsel, Ms. Kim Driggers as she explains the details of a mandatory bodily injury system. She will cover the importance of establishing a relationship with your patient, go over the necessity of having a Letter of Protection and the need for follow-up with you patients. Ms. Kim Simoes, will explain about auto insurance and what the fraud units are looking for and how to handle an ongoing SIU investigations. Dana Brooks, JD, will cover information regarding what to do if you ever get that notice of malpractice letter

*Sponsored by: Secure Care*

## Saturday - 8/26/2017

**10:20am-Noon**

**Windermere Ballroom Y**

- Jeffrey Mackey, DC, FACO, FICC

**Clinical CE**

### Student/New DC Start Up Practice

#### Course Description

Join Dr. Mackey as he shares clinical aspects of a multi-disciplinary practice.

**10:20am-Noon**

**Celebration 3-4**

- Cindy Howard, DC, DABCI,  
DACBN, FIAMA

**Clinical CE**

### Pre and Post Concussion Nutrition and the Role of Infection

#### Course Description

During this two hour nutritional concepts will be presented for both pre and post concussion. Hydration levels and strategies will be discussed. Dietary recommendation that are easy to implement and supplemental protocols will be given. The role of gut function and neurotransmitters will also be addressed. As well as some appropriate lab tests.

#### Learning Objectives

- Understand the effect nutrition plays in recovery after a concussion
- Recognize symptoms of neurotransmitter and gut dysfunction associated with concussion
- Assess hydration levels and adequately recommend strategies to prevent dehydration that can increase the severity of the concussion
- Make proper dietary recommendations pre and post concussion
- Integrate nutritional protocols with the concussed athlete/patient

*Sponsored by: Cyrex*

## Saturday - 8/26/2017

10:20am-Noon

Celebration 1-2

- Michael K. Bagnell, DC, FABBIR

Clinical CE

### Neurobiology & Application to Sports Performance: The Effect of Spinal Manipulation on the Athlete

#### Course Description

The world of sports has become the highest profile entertainment in the world. With athletes competing at the ultimate levels in football, soccer, tennis, baseball, hockey and track & field for millions of dollars in revenue, their ability to compete with others drives the performance and research for methods to enhance such performances.

Research on Spinal Manipulation and it's effects on improved physiology among athletes is growing in the sports medical and scientific communities regarding the efficacy of our applications in the athlete care model for performance and injury recovery. We will look at exciting research on performance improvement and relevance of Spinal manipulation on the Neurobiology of the athlete.

#### Learning Objectives

- Consider the wide participation in sports among all age groups and health needs arising
- Understand Neurobiology of Spinal Manipulation
- Understand research on Spinal manipulation with improved physiology
- Recognize performance indicators for all athletes
- Consider biometrics pre/post Spinal manipulation for performance assessment (table-side exam)
- Develop lines of communication when discussing research and effects of Spinal Manipulation on the Neurobiology of performance Healthcare provider

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

10:20am-Noon

Celebration 8

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

- Debra Hoffman, DC

Clinical CE

### Hormones 101 - Information To Help Your Patients On Monday Morning

#### Course Description

Where do you begin? The basics of understanding the different methods of treatment programs. This class will help the practitioner comprehend how you can help all your patients (not just women) with balancing their hormone levels. The interrelationships between thyroid/adrenal/ gonads. Why all Doctors should understand this triad.

#### Learning Objectives

- Knowledge of the different hormones to be tested
- Understanding the different types of test available
- Implementation strategies

*Sponsored by: Health Secrets USA*

## Saturday - 8/26/2017

10:20am-Noon

Celebration 7

- Steven Weiniger, DC

Clinical CE

### Digital Lifestyle Syndromes-From Tech Neck to Sitting is the New Smoking

#### Course Description

Technology is changing our lives...and our bodies. From "Sitting is the new smoking" to "tech-neck", people are talking about the health consequences of living folded over a desk, computer, or smartphone.

"Sit More-Die sooner" isn't an exaggeration. A large meta-study of 47 other studies found sitting over 8 hours a day was associated with a 91% increase in the risk of type II diabetes- nearly the health risk of tobacco use!

And the problem is more than inactivity- over time the postural kinks in the kinetic chain have a profound affect on function. Just as exercise can mitigate but not reverse the effects of smoking, researchers found each additional hour a day sitting increased the risk of disability by nearly half...even if you exercise!

DC can build real credibility by addressing the consequences of digital life to get people standing taller and moving better with StrongPosture® habits. Plus, the newly updated back care recommendations from the American College of Physicians strongly encouraging non-pharmacologic options including chiropractic and "motor control exercises", creating new opportunities for MD referrals.

The StrongPosture® protocols are motor control exercise protocols that focus on observing and then using low tech tools to correct sensorimotor errors between perceived posture (and motion) and external reality. In other words, strengthening the subtleties of posture.

Retraining granular motion of compensatory and adaptive patterns is an important, often an overlooked factor in clinical NMS practices. From healthcare providers to the general public, everyone acknowledges the importance of exercise and staying in motion...and all motion begins with posture.

Focusing on posture is a unifying concept for bio-mechanically based, evidence oriented clinicians to align with the rising meme of addressing the digital lifestyle. Become part of the "Posture is important!" movement by empowering people towards stronger posture.

#### Learning Objectives

- Communicate the dangers of living folded...and the importance of getting vertical
- Understand ways to promote posture awareness with a picture
- Benchmark and measure structure by bio-mechanic PostureZone masses (head/torso/pelvis/center of pressure of feet
- Teach a 60 second StrongPosture® Break

*Sponsored by: Body Zone, LLC*

## **Saturday - 8/26/2017**

10:20am-Noon

Celebration 12-13

- David Seaman, DC

Clinical CE

### **De-Flame you Patients with Diet and Supplements**

#### **Course Description**

The belief that body toxicity is the cause of disease has been promoted for thousands of years. Prior to the emergence of the chiropractic profession, the medical profession embraced the notion that the body becomes "toxic," requiring detoxification interventions or surgery. The legacy of body toxicity within the chiropractic approach to patient care began with Daniel David Palmer. Today, some sectors within the medical and chiropractic professions continue to embrace the concept of body toxicity and the related need to engage in detoxifying treatments. The most common areas of focus for detoxification are the intestines and liver; however, the nature of the toxicity in these organs has yet to be defined or measured. In contrast, diet-induced systemic bacterial endotoxemia is a measureable state that is known to be promoted by a diet rich in sugar, flour, and refined oil. This suggests that bacterial endotoxin may be a candidate toxin to consider in the clinical context, as many common conditions, such as obesity, metabolic syndrome, diabetes, interstitial cystitis, depression, and migraine headache, are known to be promoted by endotoxemia.

#### **Learning Objectives**

- Discuss the issues of toxicity and its health risk
- Discuss ways to reduce the toxicity levels in the colon and liver
- Identify foods that promote dietary inflammation and weight gain
- Introduce a diet to reduce endotoxemia, rather than attempting to target a specific organ, appears to be a rational clinical approach for addressing the issue of toxicity

*Sponsored by: Anabolic Labs*

## **Saturday - 8/26/2017**

**10:20am-Noon**

**Celebration 5-6**

- William M. Kleber, DC, DABCI

**Clinical CE**

### **Complex Chronic Conditions: Why Chiropractic Physicians Get the Best Results**

#### **Course Description**

In this stand-alone session, Dr Kleber will discuss the rise in chronic complex conditions. He will offer statistical analysis on such chronic complex conditions such as autoimmune disease, cardiovascular disease, Type 2 diabetes, gastrointestinal disorders and depression and anxiety. The physiology of the development of chronic complex diseases will be discussed as well as their treatment plans. Dr Kleber will discuss and demonstrate case studies to emphasize to the students that chronic complex conditions get the best results when managed in a natural way that gets to the cause of the problem.

#### **Learning Objectives**

- Understand through demonstration and careful explanations that chiropractic physicians can, do and should be managing chronic complex conditions
- Learn about the physiology of chronic complex conditions and Dr. Kleber will demonstrate cases involving positive outcomes of such conditions
- Realize that this type of work can and should be done in their clinics

*Sponsored by: Biotics Research Corporation*

## **Saturday - 8/26/2017**

10:20am-Noon

Celebration 6

- Janet Lintala, DC

Clinical CE

### **Overview of Autism Spectrum Disorder (ASD) and the Health Challenges of ASD**

#### **Course Description**

An introductory level overview of Autism Spectrum disorder (ASD) which discusses basic facts including signs, symptoms, screening and diagnosis of ASD, conventional medical approaches, prognosis and aspects of autistic culture. A brief overview of the underlying health challenges, dysfunctions, and comorbid conditions of ASD will be presented. Simple changes to make the office more suitable for autistic patients will be discussed, along with screening questions for the New Patient Questionnaire, helpful referrals, basic lab tests and simple supplement protocols to support improved health and function for the autistic patient. No adjusting techniques will be discussed or demonstrated.

#### **Learning Objectives**

- Describe basic facts about Autism Spectrum Disorder (ASD), including signs, symptoms, screening and diagnosis of ASD, conventional medical approaches, prognosis and autistic culture
- Discuss many of the underlying health challenges, dysfunctions, and comorbid conditions of ASD
- Discuss underlying reasons for the difficult behaviors and disrupted sleep patterns of ASD.
- Learn simple changes to make their office more suitable for autistic patients
- Learn useful screening questions for ASD patients for their New Patient Questionnaire
- Learn about some of the lab tests and several simple supplement protocols that are useful for autistic patients

*Sponsored by: NCMIC*

## Saturday - 8/26/2017

10:20am-Noon

Bayhill 25

- Alex Earl, DC, DACRB, CSCS,  
CES, PES, FMS Level 2, SFMA, TPI  
– Medical Level 1, USA Weightlifting:  
Level 1

Clinical CE

### Concepts of a Team Physician: Sports Psychology-ADDITIONAL REGISTRATION AND FEE REQUIRED

#### Course Description

This course is the introductory course of the CCSP (Certified Chiropractic Sports Physician®) program and to provide an overview of relative terminology and exercise protocols pertinent to the sports/athletic arena. Sports Psychology: Overview of the psychology of the athlete. Evaluation and prep. Clinical applications of Exercise and Fitness concepts: Introduction to health and fitness programs. Implementation and management of health and fitness programs.

#### Learning Objectives

- Identify specific roles within the sports medicine department
- Implement evaluation tools while dealing with athletic populations
- Initiate standardized movement assessments in the sports medicine department

*Sponsored by: Midwest Rehabilitation Institute*

10:20am-Noon

Windermere Ballroom X

- Frederick Carrick, DC, PhD

Clinical CE

### Acute Stroke and Chiropractic Care

#### Course Description

An introduction to the treatment of acute middle cerebral artery ischemic stroke by chiropractic applications. Recent published research by the author will be presented that will demonstrate the statistical and substantive significance of chiropractic care in the treatment of ischemic stroke.

#### Learning Objectives

- Review treatments of acute MCA ischemic stroke via chiropractic applications
- Analyze research pertaining to chiropractic care in the treatment of acute MCA ischemic stroke via chiropractic care
- Discuss the difference between statistical and substantiate significance in research.

*Sponsored by: Carrick Institute*

## **Saturday - 8/26/2017**

**10:20am-Noon & 1pm-2:40pm & 3:20pm-5pm**

**Celebration 9-10**

- Jeffery Tucker, DC

- Gregory H. Doerr, DC, CCSP,  
SFMA, ART, FMT, CSTI, CKTP

**Clinical CE**

### **Functional Assessment, Training and Treatment of Common Upper Extremity, Lower Extremity and Spine Injuries**

#### **Course Description**

In this hands-on presentation learn how to evaluate common upper, lower, and spinal injuries. This course is designed to demonstrate several different taping techniques to be used on number of musculoskeletal injuries of the spine, as well as the upper extremities, and lower extremities. All procedures will be applicable to the athlete, geriatric and general patient population with proper coding when applicable, as well as the newest research and physiology on taping procedures.

#### **Learning Objectives**

- Learn how to evaluate common Upper Extremity (UE) injuries
- Learn how to evaluate common Lower Extremity (LE) injuries
- Learn how to evaluate common Spine injuries
- Learn how to prescribe appropriate dosage of strengthening, balance training and flexibility exercises. A hands on approach
- Learn how to apply therapeutic tape from an evidence-based approach
- Learn how to apply soft tissue mobilization from an evidence-based approach

*Sponsored by: Performance Health Products/Biofreeze, TheraBand, TheraPearl, Bon Vital*

**10:20am-Noon & 1pm-2:40pm & 3:20pm-5pm**

**Bayhill 26**

- Mitchell Mally, DC

**Clinical CE**

### **Neurosurgeon Reveals The Facts on Leg Length Inequality**

#### **Course Description**

This exciting and informative lecture presented by Dr. Mally features critically important documentation and research supporting an unfounded and mis-diagnosis compounding subjective and objective clinical findings and outcomes.

#### **Learning Objectives**

- Understand the mechanism of leg length inequality
- Understand research that supports the efficacy of said finding

*Sponsored by: Mally Enterprises*

## **Saturday - 8/26/2017**

**1pm-2:40pm**

**Windermere Ballroom X**

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

**Clinical CE**

### **Sports Recovery/Performance Research Update 2017**

#### **Course Description**

The 21st century is ushering in a new era of science demonstrating the power of leading-edge therapies to benefit athletic recovery and performance. At this lecture, you'll learn about the latest evidence-based treatments, why they work and the best practices for using them, and where the therapeutic future will take us. This presentation is ideal for any practitioner who wants to address, or integrate and practice within the realm of sports injuries and sports performance.

Join Dr. Silverman as he shares his knowledge and expertise in sports performance with you.

#### **Learning Objectives**

- Sports modality review: research and recommendations
- Understand the evolution of pneumatic compression
- Research updates for sports recovery and performance
- Updates on genetic testing and nutrigenetic for athletic performance
- Explore the relationship between movement and pain in the athlete
- Nutritional treatment strategies for the prevention of neurodegenerative diseases

*Sponsored by: Performance Health Products/Biofreeze, TheraBand, TheraPearl, Bon Vital, Normatek*

## Saturday - 8/26/2017

**1pm-2:40pm**

**Windermere Ballroom W**

- Kathy Mills Chang, MCS-P, CCPC

**Documentation**

### Ancillary Services: Yes, You Have to Document Those Too!

#### Course Description

Simply documenting your chiropractic adjustment isn't enough. If you also deliver ancillary services, like modalities and procedures or other adjunctive therapies, there are particular rules to follow in both initial and subsequent visit documentation requirements. This session will dive deep into the requirements necessary in your plan of treatment to justify medical necessity for these adjunctive services. Likewise, we'll review the exact language crucial to the requirements of daily visit documentation. You'll be ready to apply these winning suggestions to your documentation on Monday Morning. At the end of this program, the attendee will be able to

#### Learning Objectives

- Know how to document exactly what's required for initial visit treatment plans including physical medicine procedures
- Apply sample language to include in each daily visit note that will meet documentation guidelines for these modalities and procedures, including properly recording time for timed services
- Command the mechanics of how to authenticate documentation for services provided by auxiliary team members
- Tie the patient's diagnosis to the treatment plan for tissue-specific, physical medicine solutions
- Tell a complete and coherent account of the patient's daily visit journey, outlining the crucial language necessary to justify medical necessity for all services rendered

*Sponsored by: ChiroTouch*

**1pm-2:40pm**

**Windermere Ballroom Y**

- Stuart Warner, DC

- Theresa Warner, DC

**Clinical CE**

### Brand Yourself as the Celebrity 'Go-To' Chiropractor in your Town & Get New Patients on Auto-Pilot

#### Course Description

Dr. Theresa and Dr. Stuart Warner will demonstrate a multitude of ways to effectively communicate the message of chiropractic care for children to the public through the media in a professional and credible way.

#### Learning Objectives

- Effectively communicate chiropractic care for children through various forms of media in a professional and credible way.

## Saturday - 8/26/2017

1pm-2:40pm

Celebration 5-6

- William M. Kleber, DC, DABCI

Documentation

### Evolution of Chiropractic: Back to Primary Care

#### Course Description

In this stand-alone session, Dr. Kleber will review the evolution of chiropractic and report on chiropractic's current standing in the health care community. The importance of documentation of clinical outcomes will be emphasized and analyzed. He will illustrate how to confidently speak to patients about goals and desired clinical outcomes and how to document such discussions. Dr. Kleber will review the full scope of practice and demonstrate how to incorporate it into the chiropractic practice and how to document these various procedures with hard copy data.

#### Learning Objectives

- Understand the evolution of chiropractic practice from primary care back to primary care
- Explain how to document primary care and the use of the full scope of practice in a chiropractic physician's office
- Analyze the five components to primary care and how to document their usage
- Expand the vision of the various services that can be performed and the conditions that can be treated in a chiropractic office and how to properly document a patient's results and progress

*Sponsored by: Biotics Research Corporation*

1pm-2:40pm

Celebration 7

- Kevin Michael Wong, BS, DC

Clinical CE

### The Feet and Ankles: The Foundation of Your House!

#### Course Description

The feet and ankles are an incredibly overlooked portion of the body and most people ignore them. The feet are a problem for many people and are a strong contributor to multiple areas of joint and muscle pain. We will learn the examination techniques and misalignment patterns necessary to be able to identify their involvement. Then through treatment that involves hands on adjustments and rehab, we can get the upper hand on those pesky feet!

#### Learning Objectives

- Discuss the Arches, bony and muscular anatomy of the feet, ankles
- Understand the clinical importance and applications of the gait cycle
- Learn and practice adjusting techniques and discuss ancillary treatments, including elastic sports taping

*Sponsored by: Foot Levelers*

## Saturday - 8/26/2017

**1pm-2:40pm**

**Celebration 8**

- Annette Schippel, DC

**Clinical CE**

### Sugar—It's Not as Sweet as You Think

#### Course Description

How much is too much sugar and what are the possible consequences of “over doing” it? Despite how hot this topic is, a lot of ignorance still surrounds it. This is especially true when it comes to sugar consumption in children! It is important to have a clear understanding about sugar and where it exists as well as recognizing some common signs of sugar imbalances in our patients. Our patients can't change what they don't know and it's up to us to educate them. Mineral deficiencies along health complications resulting from too much sugar intake will be covered as well as offering real solutions that the practitioner can take into their office Monday morning.

#### Learning Objectives

- Understand sugar and where it exists
- Recognize some common signs of sugar imbalances in our patients
- Learn about mineral deficiencies along health complications resulting from too much sugar intake
- Discuss real solutions that the practitioner can take into their office Monday morning

**1pm-2:40pm**

**Celebration 11**

- Paul Jaskoviak, DC, Dipl. in Med.  
AC, DCRC, DACAN, CCSP, FICC,  
FIMA

**Acupuncture Risk Mgmt  
(Acup. Cert. DC's ONLY)**

### Risk Management/Acupuncture

#### Course Description

This two hour course of study has been specifically developed to assist the practicing doctor in avoiding litigation by using appropriate record keeping procedures, professional behavior, and by utilizing appropriate clinical procedures. Ethics, risk management and documentation are the triad that is discussed. The speaker reviews safe procedures to use when utilizing needling or non-needling technics, indications and contraindications and how to explain acupuncture to the patient.

#### Learning Objectives

- Meet the state board requirements for license renewal in the area of acupuncture
- Explain how ethics, risk management and documentation work together
- Discuss how acupuncture works and how to explain it to the patient

*Sponsored by: Texas Chiropractic College*

## Saturday - 8/26/2017

1pm-2:40pm

Bayhill 25

- Alex Earl, DC, DACRB, CSCS,  
CES, PES, FMS Level 2, SFMA, TPI  
– Medical Level 1, USA Weightlifting:  
Level 1

Clinical CE

### Concepts of a Team Physician: The Sports Practice-ADDITIONAL REGISTRATION AND FEE REQUIRED

#### Course Description

This course is the introductory course of the CCSP (Certified Chiropractic Sports Physician®) program and to provide an overview of relative terminology and exercise protocols pertinent to the sports/athletic arena. The Sports Practice. How to develop a sports practice. The role of the chiropractic sports physician in the sports medicine team. Philosophical considerations of treating athletes.

#### Learning Objectives

- Implement a sports medicine component to their chiropractic practice
- Facilitate appropriate management of athletic patients in their office & clinical settings.
- Initiate proper organization and management of a sports medicine-based chiropractic practice

*Sponsored by: Midwest Rehabilitation Institute*

1pm-2:40pm &amp; 3:20pm-5pm

Celebration 1-2

- Scott Walker, DC

Clinical CE

### Neuro Emotional Technique (NET)

#### Course Description

NET is not for everybody. However if it is for you, your patients will be grateful to have a practitioner who can help reduce many kinds of mind-body stress. Dr. Scott Walker has taught thousands of doctors across the world how to quickly identify whether or not there is an emotional / stress component to a patient's problem. You will be able to learn how to quickly determine if there is a hidden stress element in this demonstration-oriented class. You will also leave this class trusting yourself to be able to better know whether or not your tough (or even easy) cases are compromised by 'emotional subluxations'. Dr. Walker will also share some of the just released pre- and post-fMRI images demonstrating how the the brain actually changes after the NET procedure.

#### Learning Objectives

- Learn how NET can help eliminate the chronic persistent recurrent subluxation
- Learn how to quickly and simply determine if there is an 'emotional/stress' component to a patient's condition
- Learn contacts for the pre-frontal bundle nerve connections related to the limbic/emotional system.
- Learn the neuro-connections to the musculoskeletal system and the viscera
- Learn the physiology of the Triune Brain as discovered by Paul MacLean neuroscientist

## Saturday - 8/26/2017

**3:20pm-5pm**

**Windermere Ballroom Z**

- CJ Mertz, DC

**Clinical CE**

### Being On Purpose

#### Course Description

The purpose of this course is to expose the doctor to the most update to date patient case management using principled and concise patient management protocols at allow the creation of a wellness program.

*Sponsored by: CJ3 Consulting, LLC*

**3:20pm-5pm**

**Windermere Ballroom X**

- Mollie Frawley, RN

- Kristina L. Petrocco-Napuli, DC, MS

**Risk Management**

- Elisa Hewitt, DC

- Jamie Buchhorn

- Annette Schippel, DC

- Lori Allen, BS, MBA

- Heather Wolfson, DC

### Women's Health Panel: Caring for the Female Patient Throughout Her Physiological Journey

#### Course Description

As a profession is it widely known that females are more likely to seek Chiropractic treatment; it is imperative that practitioners are experts in serving this patient population. This population tends to be natural multi-taskers and therefore patient presentations may not always be very clear and can be multi-factoral in nature. Therefore, many times the root cause of the presenting condition is overlooked. During this panel discussion, attendees will be provided with a variety of topics regarding this patient population for easy implementation on Monday morning.

*Sponsored by: Standard Process, Inc., NCMIC, Profitable Practice Strategies, Lincoln College Education and Research Fund*

**3:20pm-5pm**

**Celebration 3-4**

- Stuart Warner, DC

- Theresa Warner, DC

**Clinical CE**

### Research Trends and Case Studies to Demonstrate the Clinical Effectiveness of Pediatric Chiropractic to MD's and the Public

#### Course Description

Drs. Theresa and Stuart Warner will present contemporary research and case studies demonstrating the effectiveness of the chiropractic adjustment in the pediatric population. Collaborating with other health professionals for improved patient care will be addressed.

#### Learning Objectives

- Use research trends and case studies to demonstrate the clinical effectiveness of the chiropractic adjustment in the pediatric patient and effectively communicate the necessity of care to MD's and the public

## Saturday - 8/26/2017

3:20pm-5pm

Celebration 7

- Kevin Michael Wong, BS, DC

Clinical CE

### Painful Shoulders Anyone? Shoulders, Ribs and the Thoracic Spine

#### Course Description

Shoulder and rib problems are extremely common in practice and you have to know how to handle them confidently. There are specific misalignment patterns that emerge that link the shoulder joints and ribs. There will also be discussion about how the thoracic spine plays a role not only in shoulder stability but neck stability as well. Shoulder pain and problems won't be as much of a mystery once we finish talking in this class.

#### Learning Objectives

- Discuss anatomy and identify common shoulder, rib and thoracic misalignment patterns
- Learn and practice specific adjustments of these regions, including hands on time
- Discussion of additional treatment options, including the use of elastic sports tape

*Sponsored by: Foot Levelers*

3:20pm-5pm

Celebration 11

- Paul Jaskoviak, DC, Dipl. in Med.  
AC, DCRC, DACAN, CCSP, FICC,  
FIMA

Acupuncture Technique  
(Acup. Cert. DC's ONLY)

### Acupuncture: Master Points and the Management of Musculoskeletal Complaints

#### Course Description

This two hour course of study discusses technics that can be utilized by the doctor in using both needling and non-needling technics to treat the master points in acupuncture. The speaker discusses how combining master points with other points can significantly change the clinical outcomes. The second hour reviews the appropriate use of acupuncture in managing musculoskeletal complaints.

#### Learning Objectives

- Meet the state board requirements for license renewal in the area of acupuncture
- Reveal appropriate technics to utilize when using acupuncture to treat the master points
- Reveal appropriate technics to utilize when using acupuncture to treat musculoskeletal complaints

*Sponsored by: Texas Chiropractic College*

## Saturday - 8/26/2017

3:20pm-5pm

Celebration 5

- William M. Kleber, DC, DABCI

Clinical CE

### More Complex Chronic Conditions: Why Chiropractic Physicians Get the Best Results

#### Course Description

In this stand-alone session, Dr Kleber will discuss the rise in chronic complex conditions. He will offer statistical analysis on such chronic complex conditions such as autoimmune disease, cardiovascular disease, Type 2 diabetes, gastrointestinal disorders, depression and anxiety and other chronic complex conditions. The physiology of the development of chronic complex diseases will be discussed as well as their treatment plans. Dr Kleber will discuss and demonstrate case studies to demonstrate to the students that chronic complex conditions get the best results when managed in a natural way that gets to the cause of the problem.

#### Learning Objectives

- Understand through demonstration and careful explanations that chiropractic physicians can, do and should be managing chronic complex conditions
- Learn about the physiology of chronic complex conditions and Dr. Kleber will demonstrate cases involving positive outcomes of such conditions
- Realize that this type of work can and should be done in their clinics

*Sponsored by: Biotics Research Corporation*

3:20pm-5pm

Bayhill 25

- Alex Earl, DC, DACRB, CSCS,  
CES, PES, FMS Level 2, SFMA, TPI  
– Medical Level 1, USA Weightlifting:  
Level 1

Clinical CE

### Concepts of a Team Physician: The PPE (Pre-Participation Exam) Overview-ADDITIONAL REGISTRATION AND FEE REQUIRED

#### Course Description

This course is the introductory course of the CCSP (Certified Chiropractic Sports Physician®) program and to provide an overview of relative terminology and exercise protocols pertinent to the sports/athletic arena. The PPE (Pre-participation Exam) overview: Exam protocol/office or school, evaluation of the young athlete, evaluation of the mature athlete, setting up multi-station/multi-disciplinary exams & medical legal aspects of the exam.

#### Learning Objectives

- Identify the full components of the PPE (pre-participation exam)
- Implement and recording of the PPE in the sports medicine department
- Initiate proper referral channels for abnormal PPE results & setting up of the multi-disciplinary clinical setting

*Sponsored by: Midwest Rehabilitation Institute*

## Sunday - 8/27/2017

8am-9:40am

Windermere Ballroom Y

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

Clinical CE

### Being the CEO of your Practice

#### Course Description

Today's ever changing landscape requires even more hats to be worn by the chiropractic practice owner. Understanding the new era of value based healthcare and how to apply the scientific evidence to improve patient outcomes, inform healthcare providers, ensure appropriate payment, and influence policy-makers is paramount. In addition, the world of business is happening at an exponential pace, and applying evidence based leadership techniques is critical to ensure the mission of your business is achieved.

#### Learning Objectives

- Learn how to apply chiropractic research to ensure the best outcomes for your patients and to ensure you are positioned in your community as the leader in chiropractic care
- Learn how to apply evidence based leadership to create practice success

*Sponsored by: Performance Health Products/Biofreeze, TheraBand, TheraPearl, Bon Vital, Infinedi*

8am-9:40am

Windermere Ballroom X

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

Clinical CE

### Introduction to the Assessment and Treatment of Retained Primitive Reflexes

#### Course Description

Approximately one in every six children is diagnosed with a developmental delay, but those diagnoses are commonly made off of standardized checklists. Chiropractors in family practice are positioned in a unique capacity to quickly and accurately identify these delays before they become detrimental to a child's development. In this 90-minute workshop, Dr. Antonucci will explain the various neurological milestones which every child should hit in the developmental process, how to assess primitive, retained, or reemerging reflexes, the neurological mechanisms behind them, and most importantly rehabilitation strategies when these reflexes are latent, persistent, or emergent. If you currently see pediatric patients, or have any desire to do so, you should not miss workshop!

#### Learning Objectives

- Understand the role of primitive reflexes in infantile and child populations
- Define neurological developmental milestones and their assessment
- Implement facilitative and rehabilitative exercises to eliminate primitive reflexes

*Sponsored by: ACA Council on Neurology*

## Sunday - 8/27/2017

8am-9:40am

Windermere Ballroom Z

- Mollie Frawley, RN

- Suze Shaffer, CHSP

Documentation

### Creating, Utilizing, Maintaining, Securing & Protecting Medical Records

#### Course Description

Although the subjects are often separated, Medical Records and HIPAA are integrally connected. This presentation begins with the creation a clinical application in the Medical Record and then delves into the rest of the equation: How to keep them safe. Mollie Frawley R.N. brings her 40+ years of medical record review and Suze Shaffer, CHSP brings her 30+ years of business and security knowledge together for a practical "how to" on record keeping.

#### Learning Objectives

- Define Privacy vs Security Rules- short summary, but explain how it has changed. (Privacy Rule, Security Rule, HITECH Act, Omnibus Rule aka as Enforcement Rule)
- Meaningful Use - Protect Electronic Health Information - what did that really mean and you are not alone - this affects EVERY type of Practice. You just have MORE eyes on you
- Explain how to follow the Security Matrix and how policies and procedures are the backbone of compliance and protection
- Explain the importance of patience documentation in the Privacy Rule - Request to access medical records  
Receipt for NPP
- Explain why you must document disclosures outside of TPO  
Marketing authorization and when you need to obtain a signature
- Explain how documentation is not a bad thing, it represents good patient care and protects you in many ways

*Sponsored by: Aris Medical Solutions*

8am-9:40am

Windermere Ballroom W

- Bharon Hoag

- Michael K. Bagnell, DC, FABBIR

Ethics

- Courtney Conley, DC

- Kevin Michael Wong, BS, DC

- Annette Schippel, DC

- Kristina L. Petrocco-Napuli, DC, MS

### Ethics: Building our Communities with Credibility

#### Course Description

Our top presenters will share ethical and moral decisions many have faced in clinical practice. Although clinicians have the best of intentions, if all clinical decisions are not made with adequate knowledge, training and competence, then the risks of complaints, allegations, untoward events and malpractice claims increase! Our goal is to alert attendees to the common mistakes and ethical dilemmas made by DCs and staff in the following areas of practice: nutrition, insurance, extremity adjusting and patient communication. Making the right ethical decisions not only profoundly improves patient care, but also, keeps your practice safe and improves your image within your office and your community!

## Sunday - 8/27/2017

**10:20am-Noon**

**Windermere Ballroom W**

- Paul Lambert, JD

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

**Florida Laws & Rules**

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

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

- Steven Weiniger, DC

-

### Expanding Your Scope of Practice Hidden in Plain Sight within Chapters 460 & 456

***This class is for Florida Doctors ONLY***

#### Course Description

The conversation with "George Washington" concerning the updated Florida law and recent rules, as well as a demonstration of the best way to grow your chiropractic practice all within the laws. A panel of speakers with experience in specializations including sports, nutrition, neurology, and posture, have been invited by FCA's General Counsel to share case studies in each niche of chiropractic. FCA General Counsel, Paul Lambert, will illustrate how the Florida Law supports the authority of DC's to give the highest and best care, and how this is best done under a large scope of practice. This early morning session will illustrate how the application of patient cases and patient outcomes augments practice success, as well as how the law in Florida supports this philosophy. This session is bound to uplift and enlighten as you hear your favorite clinicians refer to their own clinical 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.

*Sponsored by: Performance Health Products/Biofreeze, TheraBand, TheraPearl, Bon Vital, Infinedi, Nutri West, ACA Council on Neurology, Body Zone, LLC, Normatek*

## **Sunday - 8/27/2017**

10:20am-Noon

Windermere Ballroom X

- Kristi Hudson

- Rick Kuhlman, BS, DC

Documentation

### **Audits are on the Rise: Are You Prepared**

#### **Course Description**

Increased audits across the country have given us the opportunity to learn from the mistakes of others. It is widely known that the Office of Inspector General (OIG) and Medicare are cracking down on healthcare fraud and abuse, but what most chiropractors are unaware of, is how widely successful these efforts have been. Hear firsthand, as Dr. Kuhlman's recounts the federal investigation that turned his life and practice upside down, but ultimately helped him to build a compliant and profitable practice.

Dr. Ray Foxworth will review the rules and regulations that govern how you operate your practice and help you to identify and minimize the risks. You will be sure to walk away with tips on how to recognize potential risks, reduce the risks, all while focusing on building a compliant and profitable practice. This session will help to clarify compliance in your practice and remove the fear of treating Medicare and other federally insured patients.

#### **Learning Objectives**

- Discuss the process of an OIG Investigation
- Review the rules and regulations that govern how you operate your practice
- Identify potential risks in your practice and how to reduce and/or eliminate them

*Sponsored by: ChiroHealth USA*

## Sunday - 8/27/2017

10:20am-Noon

Windermere Ballroom W

- Paul Lambert, JD

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

Florida Laws & Rules

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

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

- Steven Weiniger, DC

### Expanding Your Scope of Practice Hidden in Plain Sight within Chapters 460 & 456

*This class is for Florida Doctors ONLY*

#### Course Description

The conversation with "George Washington" concerning the updated Florida law and recent rules, as well as a demonstration of the best way to grow your chiropractic practice all within the laws. A panel of speakers with experience in specializations including sports, nutrition, neurology, and posture, have been invited by FCA's General Counsel to share case studies in each niche of chiropractic. FCA General Counsel, Paul Lambert, will illustrate how the Florida Law supports the authority of DC's to give the highest and best care, and how this is best done under a large scope of practice. This early morning session will illustrate how the application of patient cases and patient outcomes augments practice success, as well as how the law in Florida supports this philosophy. This session is bound to uplift and enlighten as you hear your favorite clinicians refer to their own clinical 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.

## Sunday - 8/27/2017

10:20am-Noon

Celebration 5-6

- Annette Schippel, DC

Risk Management

### Female Hormones - Taking the Complicated and Making it Easier!

#### Course Description

The purpose of this presentation is to bring out the complexity of women's health. Women are often told they don't need to have a menstrual cycle and then after a certain age they can do without many of those parts as a way to resolve a hormone imbalance that could have been handled much more naturally. How can we help her without first understanding what's going on in her endocrine system? First, we need to look at the role stress plays in her life. That is essentially the subluxation complex for her. The various stressors she can experience come from the 3 T's. How is she affected by this system being out of balance? What other glands do we need to consider for her to be healthy and vital? And ultimately, how do we support and balance her system?

By understanding her as a whole and unique complex person, we can offer her true solutions for her health and not more band-aids. Women are the largest population when it comes to being proactive about their health. Appreciating her complexity doesn't mean we can't help her right away, it actually means the opposite. We can be more specific and start providing true relief with true solutions because we will know what the next step should be. This talk will change how you see her and more importantly, give you the tools to help her!

#### Learning Objectives

- Bring out the complexity of women's health
- Understanding what's going on in a female endocrine system
- Understand females as a whole and unique complex person, and learn how we can offer her true solutions for her health and not more band-aids

*Sponsored by: Standard Process, Inc.*

10:20am-Noon

Celebration 14-15

- Eric Plasker, DC

Clinical CE

### Longevity, Performance and Chiropractic

#### Course Description

Chiropractic care plays a vital role in people being able to function and perform at a higher level throughout their lifetime. In this session, you will learn the research, philosophy and patient education to get more people utilizing chiropractic care to improve their quality of life now, and over the course of their entire lifetime.

*Sponsored by: The Family Practice, Inc.*

## Sunday - 8/27/2017

10:20am-Noon

Celebration 7-8

- Kevin Michael Wong, BS, DC

Clinical CE

### Not Too Pleased With Your Knees? Common Ailments of the Knees, Hips and Low Back

#### Course Description

In practice we see a multitude of knee, hip and lumbosacral complaints. I will teach you to be leaner and mean when it comes to identifying common patterns and how to easily adjust the affected bones. You will see how these areas of the body are inter-related and dealt with together. Discussion and troubleshooting common adjustments for the knee, hips and lumbosacral spine will also be addressed in a hands-on setting. This is not some typical, run of the mill low back class. We look at these areas from a different perspective and we have fun doing it!

#### Learning Objectives

- Discuss anatomy and learn common misalignment patterns of the knees, hips and lumbosacral regions
- Learn and practice adjustments of these regions with hands on practice
- Discussion of ancillary treatment procedures including elastic taping

*Sponsored by: Foot Levelers*

10:20am-Noon

Celebration 9-10

- Jennifer Illes, BSc, DC, MS

Clinical CE

### Interactive Functional Elastic Kinesiology Taping: Learn Hands-On-Techniques to Use Monday Morning

#### Course Description

- This lecture serves as an introductory look into elastic kinesiology taping techniques. You will learn how any elastic tape you use can proprioceptively encourage muscle firing and normal movement patterns, reduce inflammatory mediators, and initiate the healing cycle for acute to chronic pathologies. This non-invasive treatment encourages the body's ability to heal on it's own. This innovative analgesic can complement most treatments of musculoskeletal pathologies. This hands-on interactive taping includes demonstrations and practice for scapular stabilization, knee osteoarthritis, and other common conditions.

#### Learning Objectives

- Recognize the most common indications and contraindications for the use of elastic tape within the manual therapist's practice
- Describe the application process of elastic taping
- Describe and demonstrate the application of elastic taping procedures for shoulder stabilization

*Sponsored by: Performance Health Products/Biofreeze, TheraBand, TheraPearl, Bon Vital*

## **Sunday - 8/27/2017**

10:20am-Noon

Celebration 11

- Courtney Conley, DC

Clinical CE

### **IASTM Redefined: Basic, Gentle Soft Tissue Techniques for your Patient Care**

#### **Course Description**

The concept of movement therapy and performance enhancement via Instrument Assisted Soft Tissue Mobilization (IASTM) will be introduced. The tools may be hard-edged, but the techniques don't need to be aggressive to deliver superior patient outcomes. A review of dysfunctional movement screening patterns and the utilization of soft tissue tools to improve patient outcomes. The anatomy, physiology and neurology of myofascial soft tissue work is covered. IASTM intervention strategies will also be combined with kinesiology taping and corrective exercise techniques to deliver a comprehensive approach to patient care. workshop, hands-on environment.

This course is intended for practitioners and therapists with all levels of experience with soft tissue techniques.

#### **Learning Objectives**

- Introduce the myofascial sequencing model
- Review Neuroanatomy of the fascial subsystem
- Learn movement screening techniques to identify faulty motor patterns
- Review the theory and science of IASTM
- Integrate tool assisted fascial tooling with functional kinesiology taping to change movement quality and presentation

*Sponsored by: Rock Tape*

## **Sunday - 8/27/2017**

**10:20am-Noon**

**Coral Spring I-II**

- Alex Earl, DC, DACRB, CSCS,  
CES, PES, FMS Level 2, SFMA, TPI  
– Medical Level 1, USA Weightlifting:  
Level 1

**Clinical CE**

### **Concepts of a Team Physician: Exercise Physiology: Basic Physiology of Muscle Contraction-ADDITIONAL REGISTRATION AND FEE REQUIRED**

#### **Course Description**

This course is the introductory course of the CCSP (Certified Chiropractic Sports Physician®) program and to provide an overview of relative terminology and exercise protocols pertinent to the sports/athletic arena.

#### **Learning Objectives**

- Identify muscles prone to injury, weakness/tightness & inhibition.
- Implement appropriate active care based on the muscle physiology of the involved tissues (fast-twitch vs. slow twitch)
- Initiate appropriate and scientific methods to reduce delayed onset of muscle soreness (DOMS) and how to restore proper tissue healing

*Sponsored by: Midwest Rehabilitation Institute*

**1pm-2:40pm**

**Orlando Ballroom MN**

- Kathy Mills Chang, MCS-P, CCPC

**Documentation**

### **Use Recent Audit Findings to Improve Documentation**

#### **Course Description**

The Centers for Medicare and Medicaid Services (CMS) hired Strategic Health Solutions (SHS) to audit the documentation for swaths of chiropractors throughout the country. The first round of audit findings has been published and the majority of DCs audited failed miserably. Six core documentation principles were consistently found to be lacking as a common denominator throughout the audit findings. This timely session will explore each of the six core issues found, identify the weakness that caused the failure, and educate providers on the best way ensure their documentation meets the standards.

#### **Learning Objectives**

- Recognize the key documentation components required by the state boards, Medicare, and third-party payers
- Compose documentation that meets the required elements, while avoiding missteps most commonly found in audits
- Appraise and self-audit existing documentation, looking for key factors known to be off missing, and understand what to do to correct the deficiency

*Sponsored by: ChiroTouch*

## Sunday - 8/27/2017

1pm-2:40pm

Orlando Ballroom L

- Michael W. Mathesie, DC, DABFP,  
DACRB

Medical Errors

### Prevention of Medical Errors

#### Course Description

This two hour course will focus on the many errors that occur in the healthcare and medical community. The drug and surgical adverse reactions and events will be reviewed. The steps that have already been taken and addition methods that still can be initiated to prevent these adverse events from happening in the future will be discussed. The chiropractic errors and adverse events will be studied with the occurrence rates and statistics to establish their relevance. The preventative measures that clinicians can initiate to minimize the medical error rate in their private practice will be reviewed.

#### Learning Objectives

- To understand the statistics and causes of serious adverse events and medical errors in the present Healthcare System
- To understand the common errors and the accusations in the chiropractic office
- To learn what to do in order to prevent medical errors from occurring in the chiropractic practice

*Sponsored by: Berman Partners/USA Laser*

1pm-2:40pm

Coral Spring I-II

- Alex Earl, DC, DACRB, CSCS,  
CES, PES, FMS Level 2, SFMA, TPI  
– Medical Level 1, USA Weightlifting:  
Level 1

Clinical CE

### Concepts of a Team Physician: Aerobic vs. Anaerobic Training-ADDITIONAL REGISTRATION AND FEE REQUIRED

#### Course Description

This course is the introductory course of the CCSP (Certified Chiropractic Sports Physician®) program and to provide an overview of relative terminology and exercise protocols pertinent to the sports/athletic arena.

#### Learning Objectives

- Identify physical activity characteristics such as anaerobic vs. aerobic training
- Implement both aerobic and anaerobic training methods in clinical practice & evaluating anaerobic threshold via RPE scales
- Initiate proper exercise prescription based on proper muscle physiology of adaptation

*Sponsored by: Midwest Rehabilitation Institute*

## Sunday - 8/27/2017

3pm-4:40pm

Coral Spring I-II

- Alex Earl, DC, DACRB, CSCS,  
CES, PES, FMS Level 2, SFMA, TPI  
– Medical Level 1, USA Weightlifting:  
Level 1

Clinical CE

### Concepts of a Team Physician: Athletic Training Principals & Fundamentals of Physical Training-ADDITIONAL REGISTRATION AND FEE REQUIRED

#### Course Description

This course is the introductory course of the CCSP (Certified Chiropractic Sports Physician®) program and to provide an overview of relative terminology and exercise protocols pertinent to the sports/athletic arena.

#### Learning Objectives

- Identify adaptations to speed, agility, balance & endurance training strategies for patient-centered meaningful activities
- Implement body composition assessments in clinical settings with appropriate equipment & data collection strategies
- Initiate SAID principles in clinical practice to better patient outcomes & preserve patient management for years to come

*Sponsored by: Midwest Rehabilitation Institute*

3:20pm-5pm

Orlando Ballroom MN

- David Klein, CPC, CHC

Documentation

### 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