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## THE NATIONAL BY FCA

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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# RCA / CA

**COURSE CATALOG**

## Thursday - 8/24/2017

**1pm-2:40pm**

**Windermere Ballroom WX**

- Fabrizio Mancini, DC, FICC, FACC  
 - Stewart Warner, DC  
 - James L. Chestnut, BEd, MSc, DC, CCWP

- Eric Plasker, DC  
 - Teri Warner, DC

- Wayne Wolfson, DC

**All Attendees**

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

**3:20pm-5pm**

**Windermere Ballroom WX**

- Jay S. Greenstein, DC, CCSP, CGFI-L1, - Spencer H. Baron, DC, DACBSP  
 CKTP, FMS

**All Attendees**

- Michael K. Bagnell, DC, FABBIR

- Kayla McHale, MS, LAT, ATC

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

- Alan K. Sokoloff, DC

### 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

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

**8am-9:40am**

**Windermere Ballroom WX**

- Fabrizio Mancini, DC, FICC, FACC  
- James L. Chestnut, BEd, MSc, DC,  
CCWP

- Daniel J. Murphy, DC  
- Frederick Carrick, DC, PhD

- Lori Allen, BS, MBA

**All Attendees**

### **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.

**10:20am-Noon**

**Celebration 8**

- Courtney Conley, DC

**Technique**

### **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

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

**10:20am-Noon**

**Windermere Ballroom Z**

- Maryella Loman, DC

**Ultimate CA**

### **3 Essentials to Becoming a Powerful Influencer in Your Clinic and Community**

#### **Course Description**

Eliminate what's holding you back from developing CERTAINTY about your purpose and mission so you can become a powerful influencer and leader.

#### **Learning Objectives**

- Identifying and discovering your purpose and passion by eliminating uncertainty, doubt and negative beliefs
- By discovering your personal temperament assessment profile, you will identify your unique gifts, strengths, weaknesses and better understand the needs of your team and your patients
- Learn how to love every day and make it a rewarding experience by inspiring and influencing others through your unique leadership style

**1pm-2:40pm**

**Windermere Ballroom Z**

- Lori Allen, BS, MBA

**Ultimate CA**

### **Practicing Your Purpose & Achieving Action and Accountability**

#### **Course Description**

Your passion as a healthcare professional ultimately stems from your purpose. It may seem intuitive to practice your purpose, but in actuality, it requires you continuously focus and align your goals with the "why" that brought you here. Along with accountability in all aspects of the practice, your purpose allows you to set and exceed your goals. Lori Allen will guide you through these core tenets to put, and keep you on the right track to your success!

#### **Learning Objectives**

- Identify Your Core Values
- Align Your Core Values with Your Personal Values
- Identify Your Core Purpose
- Identify When You Have Lost Your Purpose and Learn to Re-establish Your Purpose
- Establish an Environment of Accountability holding Yourself and Others Accountable
- Learn and Grow through Constructive Feedback

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

**1pm-2:40pm**

**Windermere Ballroom X**

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

### **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

**1pm-2:40pm**

**Windermere Ballroom W**

- Bharon Hoag, Executive Director  
- Suze Shaffer, CHSP

- Mollie Frawley, RN  
- Kim Driggers, JD

- Brad Cost

### **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!

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

**3:20pm-5pm**

**Windermere Ballroom Z**

- [Bharon Hoag, Executive Director](#)

**Ultimate CA**

### **You are the Key to the Chiropractic Mission!**

#### **Course Description**

Have you ever felt like you were an insignificant part of your office? Like there is nothing you can truly do to help grow the practice or influence your community? If you have this is a must attend class for you. In our time together we are going to ignite a new purpose in each attendee. Helping to show you how YOU are the key to chiropractic being the number one healthcare choice in the world. You will leave with tools and the passion to use them. Your practices and community will never be the same!

#### **Learning Objectives**

- Taught how to use their God given skill set to further advance the Chiropractic mission.

**3:20pm-5pm**

**Windermere Ballroom W**

- [Steven R. Conway, DC, DACBOH, JD](#)

### **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

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

**10:20am-Noon**

**Windermere Ballroom Z**

- Fabrizio Mancini, DC, FICC, FACC - Bharon Hoag, Executive Director  
- Jay S. Greenstein, DC, CCSP, CGFI-L1, - Sarah Sponaugle, DC  
CKTP, FMS

**Ultimate CA**

### **Successful Marketing: All Stages of Chiropractic Practices**

#### **Course Description**

Learn from social and digital experts in all areas of practice life. These panelists will bring social tools, resources for content and digital streamlining, and planning technology for all stages of practice.

**1pm-2:40pm**

**Windermere Ballroom Z**

- Lori Allen, BS, MBA

**Ultimate CA**

### **Customer Service Excellence**

#### **Course Description**

What can you do to create an amazing culture of customer service excellence? It's not as easy as simply hiring nice people. Exceptional customer service needs to be included in every aspect of your daily practice. You must actively listen to the needs and concerns of your patients. People want to be heard, and they want to know that their individual interests and needs are a priority to you and your practice. When your patients feel appreciated and valued, they not only continue care, they refer others to your practice as well.

This course will guide you through the vital elements of customer service excellence including the core tenants of the Golden Rules of Customer Service, Telephone Etiquette, Handling the Upset Patient, and the "Theme Park" Experience Model. You will learn to create an atmosphere that is welcoming and ideal for healing and wellness.

#### **Learning Objectives**

- Learn the Absolute Core Values of Customer Service Excellence through the Golden Rules of Customer Service
- Master Telephone Etiquette for the Entire Office
- Handle Upset Patient with Grace and Understanding, Improving Satisfaction and Retention
- Create an Environment Ideal for Healing, Partnership and Strength through the "Theme Park" Experience Model

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

**1pm-2:40pm**

**Windermere Ballroom W**

- Kathy Mills Chang, MCS-P, CCPC

### **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

**3:20pm-5pm**

**Windermere Ballroom Z**

- Fabrizio Mancini, DC, FICC, FACC

**Ultimate CA**

### **What Every CA Needs to Know**

#### **Course Description**

In this inspiring presentation, Dr. Fab Mancini, world renown Chiropractor, bestselling author and media personality will share the secrets of the most successful CA's in America. After almost 30 years as a leader in Chiropractic, Successful practitioner, Past president of Parker University and Seminars, come experience what will empower you to success. What are the common denominators in every successful CA? What allows CA's to thrive and be happy? What should you master to run a successful office? How you and your doctor can work on one vision? All of these and so much more. Come and be ready to GROW!

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

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

**10:20am-Noon**

**Celebration 14-15**

- Eric Plasker, DC

**ACBN**

### **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.

**10:20am-Noon**

**Celebration 11**

- Courtney Conley, DC

**Technique**

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**Sunday - 8/27/2017****10:20am-Noon****Windermere Ballroom Z**

- Mollie Frawley, RN

**Ultimate CA****Love Your Job, Love Your Patients to Improve Coding****Course Description**

The CA's who get to know the patients with intention can make their job more enjoyable, the patient's experience more satisfying and the doctor's job quicker and easier; all while improving the chances of better reimbursements from insurers. With the changes occurring in the way Medicare will reimburse, the well run and efficient office will be better able to survive and thrive. Come learn and discuss ways in which ALL staff can benefit by understanding medical necessity and helping the patients understand it also.

**Learning Objectives**

- Differentiate between active and maintenance care according to Medicare
- List at least three questions that will facilitate identifying conditions resulting from a subluxation
- Discuss an easy strategy to improve patient satisfaction and at least two reasons why that is important

**10:20am-Noon****Windermere Ballroom X**

- Mollie Frawley, RN

- Suze Shaffer, CHSP

**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 patient 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