



## THE NATIONAL BY FCA 2020

Hyatt Regency Orlando  
Orlando, FL

November 5, 2020 - November 8, 2020

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

FL Board of Chiropractic CE Provider #50-2667; Course #20-705729

# RCA / CA / CRT / LMT

## COURSE CATALOG

## **Thursday - 11/05/2020**

11am-Noon

Windermere/International BR

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

### **Human Trafficking and Awareness**

#### **Course Description**

Human Trafficking is considered modern-day slavery. This course will give you a better understanding of what human trafficking is, how to identify a patient or an individual who may be a victim of human trafficking, and how to properly report the abuse. You will be equipped with the resources to help fight human trafficking and provide resources to victims. Learn important terminology in this field, the different types of human trafficking that exist and an understanding of the scope of the problem, both domestically and globally.

#### **Learning Objectives**

- Gain an understanding of the scope and magnitude of human trafficking, in both sex trafficking and labor trafficking
- Recognize and identify individuals who may be victims of human trafficking
- Understand trafficking from the perspective of the victim and the multiple needs of survivors.
  
- Learn key terminology associated with human trafficking
- Recognize the roles that various disciplines/professionals have to play in anti-trafficking efforts

*Sponsored by: Foot Levelers*

## Thursday - 11/05/2020

**1pm-2:40pm**
**Windermere/International BR**

- Eric Nepute, DC

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

**All Attendees**

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

- J. Murray Hockings, DC

- CJ Mertz, DC

- Lori Allen, BS, MBA

### Navigating Unpredicted Times and Preventing Medical Errors from Pediatric to Geriatric Patients

#### Course Description

The speed of technology increases, the length of the generations decreases, and our world quickly shifts to accommodate the evolving cultures and the ever changing needs of our youth. The question is, how has chiropractic responded to the iGeneration or Generation Alpha? And are you providing the best practices in your office to effectively care for these patients. This class is designed to bring awareness to different needs of our youth and highlight areas to improve upon, so doctors of chiropractic can be assured they, too, are avoiding medical errors as our profession influences the healthcare as these generations as they mature.

According to The Gallop Poll of 2018, just over 1/2 the nation believes chiropractors have their patients' best interest in mind and are trustworthy. But when it comes to chiropractors adjusting children, many are cautious. Discover best practices you can put in place to help our nation build trust and improve the health of their family.

*Sponsored by: Profitable Practice Strategies, CJ3 Consulting, LLC, Plasticity Brain Centers,  
Help Your Diabetes, Wellness Warrior*

**3:20pm-5pm**
**Windermere/International BR**

- Fabrizio Mancini, DC, FICC, FACC

- Chad Henriksen, DC, DACBOH

**All Attendees**

- William Updyke, DC

- Sherry McAllister, MS (Ed), DC, CCSP

- Susan Welsh, DC, DACBSP

- Eric Plasker, DC

### Risks and Rewards with Chiropractic Influence Occupational Health and Corporate Wellness

#### Course Description

Pain management is one of the top health concerns in the United States – and one of the most expensive. Treatment of occupational injury and illness can be treating, advising, or supervising cost efficient care for injured workers. Where does Chiropractic play in? Chiropractors can help patients avoid invasive surgery and potentially addictive prescription drugs – and the costs that go with them. That is why businesses are adding on-site chiropractors to their wellness initiatives. Employers save on health-care costs, while employees enjoy the convenience of easy-to-access care.

## **Friday - 11/06/2020**

**8am-9:40am**

**Bayhill 23-24**

- Fabrizio Mancini, DC, FICC, FACC

**Ultimate CA**

### **How to be the Best CA During the New Normal**

#### **Course Description**

During this unprecedented time, Chiropractic patients' needs have changed and CA's need to be aware of how they can provide more value and service. In this presentation Dr Fab will share what is driving people decisions and where are the opportunities to grow rather than shrink our practices. Get ready to be inspired and empowered!

**8am-9:40am**

**Bayhill 21-22**

- Eric Plasker, DC

**Success Track**

### **100 Healthy Years: Patients Performing at their Highest Level for a Lifetime**

#### **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 100 Year Lifestyle*

**Friday - 11/06/2020****10:20am-Noon****Celebration 7-8**

- Jeff Lewin, DC, CCSP

**Documenting the Practice of the Future: Auditing Data & Implementing Technology to Expand "the Traditional Office Visit"****Course Description**

The evolution of the profession and evolution of technology is causing us to think differently as a society. We need to implement existing and emerging technology for positive change to the healthcare system...but what part of this technology needs to be documented or coded in the patient record? When data comes into your office, through higher technology, can the practitioner evaluate this data for higher compliance? Providers will be asked to identify the technology that is currently available and understand how this technology translates into the patient record as well as fewer audits. This lecture is designed to have the attendee create reimbursable, more accurate & better documented outcomes in with less invested time.

**Learning Objectives**

- Understand claim efficiency through current technology, created for higher compliance
- Recognize outliers as well as patterns throughout your office data collected
- Inventory the current technology used in your practice & evaluate how telemedicine can best be applied
- Identify what software is needed to implement telemedicine, starting Monday
- Define how to correctly document reimbursement, when using higher technology
- Determine what needs to be documented from each encounter & accurately bill

*Sponsored by: Eclipse***10:20am-Noon****Bayhill 19-20**- Michael McGillicuddy, LMT, NCTMB,  
CKTI**LMT****Massage Therapy Techniques for Treating the Neck and Shoulders - The Art and Finesse of Therapeutic Stretching****Course Description**

Learn how using Active Isolated Stretching Techniques to treat the neck and shoulders can improve circulation, reduce muscle spasms and breakdown adhesions that may form in muscle tissue. The results of stretching are often improved by learning the finesse of the application

- CE Broker Approval Number 20-706373

*Sponsored by: Massage Makes Me Happy*

## Friday - 11/06/2020

10:20am-Noon

Bayhill 23-24

- Heather Simmons

- Mandy Rich-Curry

Ultimate CA

### Lead, Follow, or Get Out of the Way: Improving Office Efficiency and Workplace Satisfaction

#### Course Description

The challenges of working in a chiropractic office leave doctors and their staff feeling stressed, exhausted, and falling behind. With staff turnover at an all-time high, it is up to the entire team to implement steps and processes to overcome the biggest challenges in the practice. In this session, Mandy and Heather will discuss the simple changes that made the biggest difference in increasing workplace satisfaction and had them both standing up and taking charge.

*Sponsored by: ChiroHealth USA*

10:20am-Noon

Bayhill 21-22

- CJ Mertz, DC

Success Track

### 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!

*Sponsored by: CJ3 Consulting, LLC*

10:20am-Noon

Celebration 14-15

- Lori Allen, BS, MBA

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

### What Story Does Your Records Tell-Effective Patient Communication and Proper Documentation

*Sponsored by: Profitable Practice Strategies, PayDC*

## Friday - 11/06/2020

10:20am-Noon

Celebration 11

- Fabrizio Mancini, DC, FICC, FACC

### CHIROPRACTIC- The ESSENTIAL Healthcare Profession

#### Course Description

In this presentation, Dr. Fab Mancini will share how the profession of Chiropractic has been preparing to lead healthcare more today than ever. Chiropractors are more "Essential" today than ever and we must continue to help people make good decisions when it come to their health and wellness. Understand the value of Chiropractic so you can serve more in your community. You don't want to miss this.

#### Learning Objectives

- Historical perspective of the Chiropractic Profession
- Universal disruption of COVID-19
- What the public demands
- Creating an infrastructure to serve in the "New Normal"
- Clinical effectiveness in practice

1pm-2:40pm

Bayhill 23-24

- Lori Allen, BS, MBA

Ultimate CA

### Front Desk Mastery

#### Course Description

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

#### Learning Objectives

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

*Sponsored by: Profitable Practice Strategies*

## Friday - 11/06/2020

1pm-2:40pm

Bayhill 21-22

- Matthew Loop, DC

Success Track

### The 2020 Social Media Profit and Impact Blueprint

#### Course Description

During this advanced training DC's will discover the most effective social media promotion strategies that are working in 2020. They currently average a 24:1 return on investment. We'll also discuss how to build trust, liking, and rapport with people online so the doctor can become a pillar in the community and a local celebrity. Find out the biggest mistakes to avoid when using social platforms like Facebook, LinkedIn Instagram, Google, and YouTube.

#### Learning Objectives

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

1pm-2:40pm

Celebration 12-13

- Michael K. Bagnell, DC, DACNB,  
FABBIR

### The Brain Lab for the Modern Chiropractor- Moving Toward a Brain Based Model

#### Course Description

As innovative physicians, Chiropractors continue to integrate approaches into their delivery which allow and enhance the body and brain's ability to heal, recover, and perform. We look at low-tech and high tech therapies that can upgrade a physician's outcomes and quantify the biometrics pre/post treatments.

"Neurotechnology is any technology that has a fundamental influence on how people understand the brain and various aspects of consciousness, thought, and higher order activities in the brain. It also includes technologies that are designed to improve and repair brain function and allow researchers and clinicians to visualize the brain."

#### Learning Objectives

- Recognize the Neurology Chiropractic Impacts
- Brain-based education/examinations
- Brain-based patient education

*Sponsored by: Brain Tap Tech, Bagnell Brain Camp with the Dolphins*



## **Friday - 11/06/2020**

**1pm-2:40pm**

**Celebration 11**

- CJ Mertz, DC

### **A Purpose Driven Practice**

*Sponsored by: CJ3 Consulting, LLC*

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

**Bayhill 19-20**

- Jeffrey Cullers, DC

**LMT**

### **Manual Somatic Rehabilitation-Upper Cross Syndrome/Text Neck & Multiple Nerve Compressions of the Upper Extremity**

#### **Course Description**

This course has been designed for the massage therapist, manual therapist, or body worker.

In this course, you will learn how to properly utilize Manual Somatic Rehabilitation Techniques. You will learn how to implement a variety of therapeutic massage techniques for the Cervical Musculature with a focus on the Anterior Scalene Muscle.

This seminar provides information related to Manual Somatic Rehabilitation Techniques, Assessment & Treatment Protocols.

Although there may be differing views on Manual Somatic Rehabilitation, this seminar provides information on the use of assessments and safe application of various techniques.

Therefore, it is recommended that the information and techniques in this seminar be performed by licensed or certified massage therapists, manual therapists or body workers who have a thorough knowledge of anatomy and physiology, pathology, indications and contraindications for therapeutic massage.

#### **Learning Objectives**

- Learn how to properly utilize Manual Somatic Rehabilitation Techniques
- To establish a logical understanding of the scientifically based pattern of soft tissue rehabilitation using the concept of Somatic Rehabilitation aka Medical Massage
- To use the proper application of an easy to use clinically proven, hands-on treatment protocol

*Sponsored by: Massage Makes Me Happy*

**Friday - 11/06/2020****3:20pm-5pm****Celebration 7-8**- Jay S. Greenstein, DC, CGFI-L1, CKTP, - Brad Cost  
FMS**Using Technology to Standardize Outcomes, Reduce Risk, and Increase Patient Satisfaction****Course Description**

Chiropractic physicians are focused daily on increasing health and mobility in patients. 3rd party payors are focused daily on reducing risk of their insured, to have the highest outcomes for the patient population. This course is designed to increase patient safety, reduce risk with payors by correctly analyzing data collected from each individual office and create practice specific predictable risk. These instructors will demonstrate, with the use of technology, how this process will yield happier-healthier patients, higher patient volume, and higher reimbursements.

**Learning Objectives**

- Leveraging technology to care for high risk patients
- How to improve outcomes and reduce risk using technology to engage patients where they are...On their phones
- Reducing risk of pandemic 2.0 by implementation of technology

*Sponsored by: Infindi, Kaizenovation***3:20pm-5pm****Celebration 5-6**- Cindy M. Howard, DC, DABCI, DACBN,  
FIAMA, FICC**Immunology and Testing: What We Need to Know and What We Need to Ask....During this Pandemic****Course Description**

Dr. Howard will cover basic principles of immunology in relationship to the current world situation which is experiencing a pandemic of COVID-19. Basics of testing will be described from diagnosing the disease to determining antibody status. What to do with those results are extremely important. Whether you are testing, contemplating testing or just want to have an intelligent conversation with patients and fellow doctors, this session will help you get a good understanding of what we know in the testing world so far. Information is always being updated so references are provided.

**Learning Objectives**

- Understand what and antigen is and the types of antibodies that play a role in COVID-19
- Understand how to test for an acute infection and to test for possible immunity to the virus
- Be able to ask appropriate questions of companies and labs in order to make sure they utilize the most accurate and up to date testing for their patients or be able to discuss the testing with other physicians as well as their patients.

## **Friday - 11/06/2020**

**3:20pm-5pm**

**Bayhill 23-24**

- Lori Allen, BS, MBA

**Ultimate CA**

### **Power of Systems**

#### **Course Description**

#### **Course Description:**

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

#### **Learning Objectives**

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

*Sponsored by: Profitable Practice Strategies*

**3:20pm-5pm**

**Celebration 11**

- Eric Plasker, DC

### **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 100 Year Lifestyle*

## Saturday - 11/07/2020

8am-9:40am

Windermere/International BR

- Wayne Wolfson, DC  
- Christine Goertz, DC, Ph.D

- Sherry McAllister, MS (Ed), DC, CCSP  
- Stephen Trzeciak, MD, MPH

- Harry Van Loveren, MD

### Empathy & Medical Errors: The Relationship

#### Course Description

Leaders from around the world gather together today. From the recent best-selling and highly referenced book Compassionomics, author Dr. Stephen Trzeciak comes to speak to us today about evidence of caring, compassion and empathy as they relate to the avoidance of medical errors in the healthcare world. Evidence has been recently compiled to reveal a truly scientific study concerning the effect of compassion healthcare practitioners give. Attendees will see why the science now shows why the 'art' of healing is just as important as the 'science' due to the effect on our health and nervous system, because of the power of human connection.

#### Learning Objectives

- Realizing that the 3T's (Touch, Talk, and Time) with each patient, if in proper balance, might actually bring higher healing and lower medical errors to each patient visit
- Understand that compassion, understanding, and the human side of health must be as important as the science
- Understand the relationship between compliance and compassion and how that relationship decreases medical errors

*Sponsored by: NCMIC*

8am-9:40am

Bayhill 23-24

- Matthew Loop, DC

Ultimate CA

### The Facebook and Instagram Growth Blueprint for CA's

#### Course Description

This powerful training will teach attendees how to leverage the world's top social networks in the world, Facebook and Instagram. We discuss the top ways to attract more fans, website traffic, and new patients. Lastly, discover the most common pitfalls doctors run into when using these viral practice growth platforms.

#### Learning Objectives

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

**Saturday - 11/07/2020****8am-9:40am****Bayhill 21-22**

- William Esteb

**Success Track****Chiropractors Who Care Too Much****Course Description**

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

**Learning Objectives**

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

**10:20am-Noon****Bayhill 19-20**

- Danny Porcelli, DC

**LMT****LMT - Compression Band Flossing****Course Description**

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

**Learning Objectives**

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

*Sponsored by: Rock Tape*

**Saturday - 11/07/2020****10:20am-Noon****Bayhill 23-24**

- Mollie Frawley, RN

**Ultimate CA****Beyond Covid - Current Events for the Chiropractic Practice****Course Description**

Although, the past year seems to have focused on the pandemic, there have been important changes, clarifications and challenges in Florida. This is an opportunity to review what's been happening: learn about the more frequently asked questions to the FCA's help desk and their answers; and prepare for some known changes coming in diagnostic and procedure codes. Some of these issues to be addressed include the elimination of the RCA designation, the utilization of LMTs or PTAs within the practice, changes to ICD10 and CPT codes and resources available for all compliance manuals.

**Learning Objectives**

- Identify practice concerns that need to be reviewed to achieve better compliance
- Better access available resources to assist in making improvements
- Discuss with the FCA's Help Desk Coordinator and their colleagues the alternative options in addressing ongoing issues

**10:20am-Noon****Bayhill 21-22**

- Eric Plasker, DC

**Success Track****Speak Up & Lead****Course Description**

This session will deliver high integrity speaking tips that are worth \$100,000 an hour to your practice. You'll learn about the value of content, delivery, and results targeting everyone's why, managing an audience and how "the talk is the close". If you're a seasoned speaker you will get exciting tips and strategies and if you're new to speaking, your confidence will soar. It's exciting to know that these skills and techniques can be learned!

*Sponsored by: The 100 Year Lifestyle*

**Saturday - 11/07/2020****10:20am-Noon & 1pm-2:40pm & 3:20pm-5pm****Bayhill 28**

- Norbert Dombrowsky, DC, DACBR

**CRT****WHAT IS KAHOOT?****Course Description**

The certified chiropractic rad tech in Florida will be presented and will be able to identify digital artifacts and issues using KAHOOT computer based interactive learning.

Digital artifacts in digital imaging will be presented - their causes and prevention.

The chiropractic rad tech will be introduced to ancillary views of the upper & lower extremity that will provide additional radiographic information.

This program will present strategies to deal with the weight challenged patient. Case presentations will be shown to identify common radiology pitfalls and their solutions.

**Learning Objectives**

- Learn the importance of AHARA film as it affects treatment outcomes
- Learn how do AHARA images of the upper/lower extremity affect treatment outcomes in the DC office
- Identify digital artifacts and issues using KAHOOT computer based interactive learning
- Review Case Studies

**1pm-2:40pm****Windermere/International BR**

- Kim Driggers, JD

- Paul Lambert, JD

- Coretta Anthony-Smith, Esq.

- William Dillon, JD

- Kathrine Nicol, JD

- Jeffrey L. Cohen, JD

**Business, Rules and Laws: Let Us Protect You**

<i><b>This class is for Florida Doctors ONLY</b></i>
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**Course Description**

Course discussing various and frequent laws and rules impacting the chiropractic profession in Florida. Attendees will learn about the Florida chiropractic scope of practice, the basics of employment laws impacting the running of a practice, HIPAA laws used on a daily basis, the new Direct Primary Care law in Florida and how it can expand an office practice, and expanding a small office to a multidisciplinary office and the important Florida and Federal laws to be aware of that will keep you out of trouble.

## **Saturday - 11/07/2020**

**1pm-2:40pm**

**Celebration 5-6**

- Kyle Nevius, DC

### **Integration of Cannabidiol (CBD oil) for Chiropractic Physicians**

#### **Course Description**

In this session attendees will learn the history, development and current utilization of industrial hemp products/CBD oil and their uses in healthcare. This course will discuss the healthcare revolution as it occurred in 2012 and subsequent global media explosion that started research in 52 countries, it will include treatment categories by the Mayo Clinic and database management by John's Hopkins University. Information regarding guidelines for diagnoses, drug interaction and loading dose approach will be briefly discussed. legal considerations will be reviewed from a state and federal level.

#### **Learning Objectives**

- Learn the difference between controlled and non-controlled CBD products as approved for use by the FDA within the United States and Florida
- Identify discuss and differentiate between medicinal marijuana products and non-controlled CBD oil as it relates to prescription and nonprescription treatment
- Learn about the history of hemp-based CBD oil in the United States and its utilization in healthcare as well as other non-healthcare related industries
- Review and understand the data as it relates to CB one and CB two receptors and how that will play an integral role with their patients' healthcare management
- Learn about the involvement of Johns Hopkins University outpatient treatment program and data acquisition as well as treatment categories currently being developed by the Mayo Clinic as it relates to CBD oil intervention



**Saturday - 11/07/2020****1pm-2:40pm****Bayhill 19-20**

- Danny Porcelli, DC

**LMT****LMT - Myofascial Cupping****Course Description**

This course introduces the concept of skin/fascial decompression to help improve tissue mobility, improve movement, and modulate pain with the use of myofascial cups. This course will cover the anatomy, physiology, and neurology of the effects of myofascial cupping on connective tissue gliding, tissue traction and tissue decompression.

Interventions with myofascial cupping will be reviewed based on the literature and integrated into current rehabilitative concepts.

**Learning Objectives**

- Discover and explore neuroanatomy of the dermal & fascial subsystem
- Recognize and demonstrate a novel skin/fascial/movement screening process
- Describe and interpret the research as it relates to connective tissue gliding, pain modulation, and movement therapies
- Integrate myofascial cupping techniques related to soft tissue pathology as it relates to tension/decompression, direction, and pressure

*Sponsored by: Rock Tape*

**1pm-2:40pm****Bayhill 23-24**- Kathy Mills Chang, MCS-P, CCPC,  
CCCA**Ultimate CA****Advanced Medicare-Everything You Wanted to Know...and Some You Didn't!****Course Description**

The highest volume of questions into help desks throughout the profession are, by far, about Medicare. When providers and team members are surveyed about their biggest headaches in practice, Medicare is always near the top of the list. Medicare basics are taught again and again, but it is difficult to dive deeper into the complex, often confusing regulations about Medicare. This advanced session will dive into the complicated and often convoluted aspects of this high-risk program, such as ABNs, QMBs, Limitation on Charges, Dually Eligible Individuals, and many other details. Finally, understand the nuances that will allow your Medicare patients to be cared for effectively, while staying on the right side of the regulations and rules. Everything you ever wanted to know about it and all the new rules will be covered.

**Learning Objectives**

- Dive into the complicated and often convoluted aspects of this high-risk program Medicare
- Understand the nuances that will allow your Medicare patients to be cared for effectively

*Sponsored by: Foot Levelers*

**Saturday - 11/07/2020****1pm-2:40pm****Bayhill 21-22**

- Ryan Jaycox, CEO

**Success Track****Explode Your Practice in a Post COVID World****Course Description**

In this presentation, doctors will learn how to flood their practice with new patients through both community and corporate health talks. Ryan Jaycox takes attendees through the process of not only how to schedule and fill talks but how to host, manage, and convert new patients at them. Using this proven system clinics across the country are seeing an average of 30+ new patients' month over month!

**Learning Objectives**

- Why every Chiropractor should be doing events
- How to schedule, fill, host, and run an event
- How to turn events into BIG clinic revenue and impact

*Sponsored by: Wellness Warrior***3:20pm-5pm****Windermere/International BR**

- Kathy Mills Chang, MCS-P, CCPC, CCCA

**CA FT Office****Chiropractic and the VA Patient****Course Description**

The Veteran's Administration has embraced and recognized the good that doctors of chiropractic can do to help our country's veterans. More and more providers are signing up to be participating with this amazing program. However, as with many government programs, there are specific rules to follow. Missteps in this program carry the risk of non-payment and program removal. Documentation requirements are straightforward and easy to implement. In this session, Kathy Weidner will outline everything you need to know to ensure that your VA patient and documentation process is smooth and accurate, and your bills are properly submitted for rapid reimbursement.

**Learning Objectives**

- Recognize the key documentation requirements and components required to be eligible to treat Veterans Administration referrals
- Compose documentation that meets these required VA elements, while avoiding missteps most commonly found in denials and audits
- Appraise and self-audit the VA process from referral through discharge, looking for key factors known to be often missing, and understand what to do to correct the deficiency

*Sponsored by: Foot Levelers*

## **Saturday - 11/07/2020**

**3:20pm-5pm**

**Bayhill 19-20**

- Danny Porcelli, DC

**LMT**

### **LMT - Evidence-Informed, Functional Kinesiology Taping**

#### **Course Description**

This course introduces the concept of movement therapy and enhancement via functional taping methods. It includes a review of the current literature supporting the theory of kinesiology taping for the purposes of rehabilitation, edema/swelling management, neuropathic pain, and postural management along with risk management recommendations.

#### **Learning Objectives**

- Introduce the concept of a longitudinal muscle chain approach to the elastic therapeutic taping
- Understand the physiological effects of kinesiology taping
- Learn functional taping and understand its role and use for the applications of rehabilitation, edema management, and posture
- Understand indication, contra-indications along with taping negotiable and non-negotiable recommendations to increase efficacy and safety of taping applications
- Introduce a myofascial sequencing model of “taping movements, not muscles

*Sponsored by: Rock Tape*

**3:20pm-5pm**

**Bayhill 23-24**

- Katrina Casey

**Ultimate CA**

### **Managing Systems to Maximize Results**

#### **Learning Objectives**

- Congruency in the team’s vision and mission
- How to create simple and effective systems
- Office systems for processing patients
- Patient and team communication
- Office Policies and procedures
- Team accountability

*Sponsored by: CJ3 Consulting, LLC*

**Saturday - 11/07/2020****3:20pm-5pm****Bayhill 21-22**

- Michael McCracken, DC

- Aaron Gumm, DC

**Success Track****How to Thrive In Practice with Practice Automation & Virtual Systems****Course Description**

The outcome of this talk is to equip practitioners with proven effective practice automation strategies through innovative technology that are practical, researched and patient oriented. This exciting topic will help you learn how to position your practice to serve more people during this essential time. You will also learn tips on streamlining procedures, reducing staff time, saving money, and having more free time. If you want to offer lucrative cash-based protocols, while obtaining better clinical outcomes, you better attend this eye-opening practice experience.

**Learning Objectives**

- Understanding the dynamics of automating repetitive tasks in practice through innovative technology
- Developing a technology driven patient education processes
- Expanding your clinical reach in practice

*Sponsored by: Blueprint to Practice Automation*

**3:20pm-5pm****Celebration 12-13**

- Stuart Warner, DC

- Theresa Warner, DC

**Top 3 Ways to be the Sought after Family/Pediatric Practice in Your Town**

*Sponsored by: Drs. Warner's Chiropractic Pediatrics 365*

**Sunday - 11/08/2020****8am-9:40am****Windermere/International BR**

- Kristi Hudson, CPCO

- Evan Gwilliam, DC, MBA, BS, CPC,  
CCPC, CPC-I, MCS-P, CPMA, CMHP,  
AAPC Fellow**All Attendees****Meeting the Expectations for Medicare Clinical Documentation****Course Description**

Healthcare is the second most regulated industry in our country. The Office of Inspector General (OIG) has issued reports for the last several years identifying key issues related to chiropractic billing and documentation.

**Learning Objectives**

- Gain a better understanding of the law
- Identify the 4 major areas of concern
- Documentation must haves for initial and subsequent visits
- Steps for monitoring your practice

*Sponsored by: ChiroHealth USA, PayDC*

**8am-9:40am****Barrel Spring I-II**- Michael McGillicuddy, LMT, NCTMB,  
CKTI**LMT****Ethics of Touch for the LMT****Course Description**

This class fulfills the 2 hour Ethics requirement for the Florida Board of Massage Therapy which all LMTs in the State of Florida need (except for the first renewal for new therapists). Topics covered include: dual relationships, boundaries, communications, and ethical dilemma resolution techniques. This is a course about professional ethics in the massage and bodywork industry. There is an emphasis on Section V, called Roles and Boundaries; which counts? This course has 2 of the 6 hours on Standard V. Most of us know just about everything there is to know about ethical practices. It is our job to keep up with current trends and changes in our profession in regards to ethics. It is also our job to be sure that we understand what our roles are and the responsibilities that come with it.

**Learning Objectives**

- Understand ethical relations in the field of massage therapy
- Recognize what constitutes a professional
- Identify what roles the Standards of Practice play in massage therapy
- NCBTMB # 284869-00; FL Provider # 50-8500; CE Broker # 20-451299

*Sponsored by: Massage Makes Me Happy*

**Sunday - 11/08/2020****10:20am-Noon****Barrel Spring I-II**- Michael McGillicuddy, LMT, NCTMB,  
CKTI**LMT****Florida Laws Review for the LMT****Course Description**

This class fulfills the 2 hour Laws & Rules requirement for the Florida Board of Massage Therapy which all LMTs in the State of Florida need (except for the first renewal for new therapists). Topics covered include highlights and most frequently and unintentionally broken "Laws & Rules" from: FS 456 and 480 (the Massage Practice Act) as well as f.a.c. 64B-7 (Board of Massage Therapy Rules). This course contains the most recent laws and regulations as they apply to the state of Florida and its health care providers. As massage therapists, we are considered to be health care providers, and this course pertains exclusively to therapists that are currently licensed in the State of Florida. There will be a Question and Answer portion of this class.

**Learning Objectives**

- Learn about massage laws in the state of Florida
- Understand how they pertain to licensed massage therapists.
- Avoid the most frequent and commonly broken laws in the state.
- BRING TO CLASS: Pen/Paper
- NCBTMB # 284869-00; FL Provider # 50-8500; CE Broker # 20-451298

*Sponsored by: Massage Makes Me Happy*

**1pm-2:40pm****International Ballroom**

- Etienne Dubarry, DC

**A Presentation on Avoiding Medical Errors in Chiropractic Treatment****Course Description**

Learn how to use distant tensioning away from the spine in order to treat it with less risk. Discover the model of the Arc of Tension, enabling you to select from a variety of hands on techniques in order to find the one that will work best with the least amount of associated risk. Finally, discover how you can quickly document your chiropractic techniques for peer duplication, while ensuring indisputable documentation. Multiple demo videos are embedded within this presentation in order to make the learning process enjoyable and fun.

**Learning Objectives**

- Learn how to use distant tensioning away from the spine to treat it with less risk
- Discover the model of the Arc of Tension
- Discover how you can quickly document your chiropractic techniques for peer duplication, while ensuring indisputable documentation

*Sponsored by: Scrip Hesco, Lloyd Tables*

**Sunday - 11/08/2020****1pm-2:40pm****Barrel Spring I-II**- Michael McGillicuddy, LMT, NCTMB,  
CKTI**LMT****Prevention of Medical Errors****Course Description**

Medical errors are a serious, and unfortunately common occurrence in the health care industry harming at least 1.5 million people every year in the United States. Did you know that preventable medical errors kill more people than AIDS and automobile accidents combined? This course explores the different types of medical errors, their causes and consequences, and means of prevention. If you are a health care professional or have any dealings with them, this course is a read!

**Learning Objectives**

- Identify the most common types of medical errors are made in a massage clinic or spa
- Distinguish which errors are preventable
- Learn how to protect your clients, your business and yourself
- BRING TO CLASS: PEN/PAPER
- NCBTMB # 284869-00; FL Provider # 50-8500; FL Course # 20-451300; CE Broker # 20-451300

*Sponsored by: Massage Makes Me Happy***3pm-4:40pm****International Ballroom**

- Jeff Lewin, DC, CCSP

**Bulletproof Your Practice Keys to Creating an "Audit-Proof" SOAP Note****Course Description**

In this two-hour session, attendees will learn how to fall victim to a documentation audit. In today's healthcare environment, it is not a matter of if but rather when a practice will have its documentation scrutinized. We will discuss the benefits as well as the pitfalls that electronic health records have brought to today's modern practice. We will discuss, as well, what constitutes a "perfect note" so that when a practice has to endure an audit, the practice can proceed with confidence. Issues regarding compliance, errors in compliance, and special considerations for Medicare documentation will also be presented.

**Learning Objectives**

- Educate and train attendees on how to create a SOAP note that could withstand an audit by an insurance carrier or any third party
- Provide a simple and concise method to ensure that each SOAP note is complete and contains the elements auditors need to see

*Sponsored by: Eclipse*