



## Fall 2021 Convention

### SESSIONS & SPEAKERS



**Christine Foss, MD, DC,  
MS.Ed, ATC, DACBSP, ICSC**

#### **Humans in Motion: Factors of Age in the Diagnosis & Assessment of the Athlete**

**Sponsored by Foot Levelers**

Join in an evidence-based exploration of athletic injury, assessment, and treatment protocols as it relates to the pediatric, adolescent, and the geriatric athlete. Look at the kinematics of motion and how faults in normal gait and motion patterns relay into a chain of events that predispose athletes to injury. You will explore case evaluations of movement faults, and work through the institution of corrections and treatment regimens to rehabilitate the athlete of different ages. The return to sport execution will be built and relayed in a strategic plan to allow the student complete understanding of the components needed to produce optimal performance.

Dr. Christine Foss has a Masters degree in Sports Medicine from Old Dominion University, a Doctorate in Chiropractic from New York Chiropractic College and a Doctor of Medicine degree from the University of Health Sciences. She is a Certified Athletic Trainer, Diplomate of the American Chiropractic Board of Sports Physicians, and an Internationally Certified Sports Chiropractor. Dr. Foss is experienced in treating and rehabilitating both athletes and non-athletes. Co-owning and establishing Advanced Sports Medicine & Physical Therapy Center and Kids' Therapy Center has been a passion. She worked in the Sports Medicine Department at the University of Notre Dame and volunteered at the Olympic Training Camps numerous times. Dr. Foss has worked the World Games in Poland and the bobsleigh World Championships, both for the Federation Internationale de Chiropractique du Sport (FICS). She also traveled with TEAMUSATF as part of the medical staff. Dr. Foss has worked alongside prominent surgeons in the care and rehabilitation of athletic injuries. She finds special interest in difficult cases and patients who have had little success with conventional care, as well as lecturing on a variety of sports injuries aspects. She is currently director and lead instructor of the NYCC's "Certified Chiropractic Sports Physician" program and Education Chair for FICS.

For  
DCs



**David Fletcher, DC, FRCCSS (C)**

#### **33 Reasons Why Chiropractic is So Relevant Today**

**Sponsored by CLA**

Why are certain sectors within the profession seeing massive growth in the midst of a pandemic? The answer lies within the 33 Principles, put forward to help define the premise of chiropractic as a distinct healing art and profession. From its bold and assertive beginnings, chiropractic is now taking its necessary position as a leader in family health and wellness.

Dr. David Fletcher is the president and CEO of Chiropractic Leadership Alliance (CLA). Dr. Fletcher owned and managed one of Canada's leading practices for over 25 years, where he and his associates had a thriving, cash-based family practice that served hundreds of patients weekly. Based in Toronto, he is a compelling presenter who educates doctors on efficient and profitable practice models. Dr. Fletcher is a sought-after speaker, author and coach who has assisted hundreds of doctors around the globe to build stronger, more sustainable practices. As the owner of CLA, David oversees the company's clinical, technological and practice development strategies while mapping a future vision for CLA and the chiropractic profession.

For All  
Attendees



**Kevin Sharp, DC**

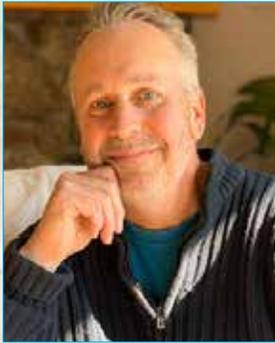
#### **Coding, Compliance & Documentation**

**Sponsored by NCMIC**

Do you get overwhelmed by your practice documentation, coding or compliance? In this elucidating class, Dr. Sharp will teach doctors to improve their notes and staff members to better understand them. He is in daily practice himself and uses the principles he will share with you to run his own successful high volume practice. Dr. Sharp takes these relatively mundane subjects and turns them into a wealth of knowledge that empowers doctors to better document what they do in their offices with less time and energy -- and that empowers CAs to better support their doctors and serve patients.

For Both  
DCs & CAs

Dr. Sharp, founder of Sharp Chiropractic in Winston Salem, NC is one of the country's foremost experts in the areas of compliant clinical documentation and insurance industry standards. His expertise includes a combination of active chiropractic practice, continuing education, teaching, consulting and advisory work. Noted for delivering informative and inspirational lectures to chiropractors and their staff, Dr. Sharp is a sought after speaker on chiropractic issues as well as an advocate for chiropractic patients with insurance carriers. With over 31 years helping and caring for patients, he has developed a keen perspective on how to communicate, document and tell the story of a chiropractic patient. Dr. Sharp has served as one of the ACA's lead instructors on ICD-10 and taught many coding, compliance and documentation seminars for numerous state chiropractic associations, including the UVCA. He consults with DCs in how to improve their practice efficiency and profitability in a complaint manner. The recipient of numerous industry awards, Dr. Sharp was inducted as a Fellow into the International College of Chiropractors, one of the highest honors given to doctors of chiropractic. A native of Flint, Michigan, Dr. Sharp is a graduate of the Los Angeles College of Chiropractic, receiving both the President's and Clinical Excellence award. He opened Sharp Chiropractic in 1998 and to this day, his greatest passion continues to be caring for patients in his daily practice.



**Christopher M. Proulx, DC,  
PhD(abd), ATC, CSCS**

## **Integrating Radial Pressure Wave Therapy into Clinical Practice**

**Sponsored by HF Hill & Associates**

Learn how chiropractic offices can integrate Radial Pressure Wave Therapy (RPW) into clinical practice to improve efficiency, outcomes and revenue. This class will provide an overview of effects and clinical application of Radial Pressure Wave therapy while considering its implications to clinical practice. It will discuss the potential benefits to chiropractic practice and how patient outcomes have a positive impact on procedures and revenue.

Dr. Proulx is in the Chattanooga division at DJO, LLC. He is also in private practice and consults as a physical medicine and rehabilitation specialist and performance coordinator for individuals and athletic teams. He is a guest lecturer/researcher at numerous colleges and universities. He holds a Doctor of Chiropractic degree, PhD(abd) in Exercise Science, Master of Science in Exercise Science, and a Bachelor of Science in Sport Management and Health Fitness. Chris has over 25 years of experience in sport and clinical sciences. He has authored and co-authored several peer reviewed publications and has presented his work across the U.S., Central and South America, China, and Europe in many different venues. He has been a consultant to several manufacturers, clinicians, athletes, and coaches at all levels. Proulx is a licensed chiropractor, certified athletic trainer, and certified strength and conditioning specialist.

For  
DCs



**Louis S. Crivelli, II, DC, MS,  
CNS**

## **Treating Neck Pain Doesn't Have to be a Pain in the Neck: Using Guidelines & Best Practices to Inform & Improve Your Outcomes**

**Sponsored by Clinical Compass**

Neck pain is one of the most common reasons for a chiropractic visit. With the rise of an office-based culture and the predominance of screens, millions of people around the world are finding themselves with life-affecting neck pain and symptoms. Chiropractors have been successfully treating neck pain for over a century, but how do we KNOW what we have been doing is supported by evidence? Are we doing the right things? How do we handle complicated patients? How long do we treat them before we seek collaboration? What exactly ARE the best practices? This seminar will explore the nature of clinical evidence, the differences between best practices and clinical practice guidelines, and how the Chiropractic profession is bridging the gap between evidence and everyday practice.

Dr. Louis Crivelli received his doctorate in chiropractic from the National University of Health Sciences. He holds a master's degree in Nutrition from the University of Bridgeport and a bachelor's degree in Biology from Muhlenberg College. In 2002 he moved to Annapolis and began practicing in Greenbelt, MD (a stone's throw from NASA Goddard Space Flight Center) where his diverse patient base consists of members of the scientific, educational, and industrial communities. He is the Chair of the Maryland Chiropractic Association (MCA) and was voted MCA's Chiropractor of the Year for 2016, 2018 and again in 2019. He has served for many years on the MCA's Insurance and Legislative/Legal Committees and is the Maryland delegate for the American Chiropractic Association. Dr. Crivelli has also been training and educating Chiropractic Assistants for almost two decades. He is the developer, chief instructor, and coordinator of the MCA's CA program and regularly teaches CA programs throughout the country. In addition, Dr. Crivelli serves as Chair of the Clinical Compass, formerly the Council on Chiropractic Guidelines and Practice Parameters (CCGPP). The Compass is tasked with development of practice guidelines, knowledge translation, and advancement of evidence-based practice for the chiropractic profession. Dr. Crivelli is a co-author on the most recent clinical practice guidelines on Neck Pain, Chronic Pain, and Health Promotion and Disease Prevention. He is member of the North American Spine Society, ACA Council on Forensic Sciences, the Association for the History of Chiropractic, the American College of Nutrition, the MCA and the UVCA.

For Both  
DCs & CAs



**Nathan Unruh, DC**

## Experiences. Not Things

Sponsored by SIDECAR

For All Attendees

Now more than ever, chiropractors, like nearly every other segment of the economy, are in the experience business. After all, what is more human than healing touch? What is more life enriching than the experience of feeling better? Dr. Nathan Unruh describes how the chiropractic profession is well-positioned to thrive in what's called the "Experience Economy". We operate in a highly competitive health care marketplace, with lowered reimbursements, higher levels of risk, and an aging population. Differentiate yourself through experiences. That is where you will thrive. It is about experiences. Not things.

Dr. Nathan Unruh is the Chief Experience Officer at SIDECAR, home of the world's leading chiropractic business training systems: Overdrive. He is also the Director of Chiropractic at Envive, a successful multi-location chiropractic business, where he and his team serve thousands of patients every month. Dr. Unruh has been inspiring and educating chiropractic business owners for over 15 years. His methods of creating chiropractic affluence have helped hundreds of doctors build thriving practices and balanced lives. He is the author of three books: Digit, Strike It! and Chrome, and is a sought-after public speaker. He was mentored by and worked closely with Dr. Frank Sovinsky, coach, consultant, speaker and co-author of The E-Myth Chiropractor: Why Most Chiropractic Practices Don't Work and What to do About It. Sovinsky was committed to transforming the way chiropractors grow their practices in this new and challenging health care market. His passion for chiropractic, genius for understanding human behavior and his business acumen are the foundation for Sidecars' patient-centered practice model.



**Christine Foss, MD, DC,  
MS.Ed, ATC, DACBSP, ICSS**

## Outliers; Hidden Causes of Discogenic Pain

Sponsored by Foot Levelers

For DCs

In a perfect setting, our anatomy in motion allows for a multitude of structures to traverse below, between and through a myriad of bones, fibrous tissues, muscles, and fascia. However, trauma and/or repetitive stress may cause a change in this anatomical space causing a limitation in the ability of these structures to successfully complete their journey without impingement or compromise. This course will take a deep dive into the diagnostic outliers that may mimic discogenic symptoms. Demonstration and practical application of assessment protocols to uncover some hidden causes in unrelieved discogenic pain are explored. The course will lastly move into evidence-based treatment paradigms that may help achieve functional return of activity in your patients.

Dr. Christine Foss has a Masters degree in Sports Medicine from Old Dominion University, a Doctorate in Chiropractic from New York Chiropractic College and a Doctor of Medicine degree from the University of Health Sciences. She is a Certified Athletic Trainer, Diplomate of the American Chiropractic Board of Sports Physicians, and an Internationally Certified Sports Chiropractor. Dr. Foss co-owns Advanced Sports Medicine & Physical Therapy Center and Kids' Therapy Center. She worked in the Sports Medicine Department at the University of Notre Dame and volunteered at the Olympic Training Camps. For Dr. Foss' full bio, see page 1.



**David Fletcher, DC, FRCSS  
(C)**

## The NeuroAge is Calling: Creating the Critical Shift from a Spine-First to Nerve-First Practice

Sponsored by CLA

For DCs

A shift is happening within the profession. There is a powerful movement to re-establish chiropractic as a unique approach within the health professions that focuses on adaptability and performance rather than being limited as a therapy for spinal symptoms with short term outcomes. This shift from the usual Spine First approach to the Nerve First style of care, embraces the renaissance of the neuroAGE. Linking the timeless principles of healing with today's technologies allows the chiropractor to deliver evidence-informed outcomes with certainty. Join Dr. Fletcher as he unpacks the foundations of the neuroAGE and introduces a path forward to create a family centered, long term wellness practice.

Dr. David Fletcher is the president and CEO of Chiropractic Leadership Alliance (CLA). Dr. Fletcher owned and managed one of Canada's leading practices for over 25 years, where he and his associates had a thriving, cash-based family practice that served hundreds of patients weekly. Based in Toronto, he is a compelling presenter who educates doctors on efficient and profitable practice models. Dr. Fletcher is a sought-after speaker, author and coach who has assisted hundreds of doctors around the globe to build stronger, more sustainable practices. As the owner of CLA, David oversees the company's clinical, technological and practice development strategies while mapping a future vision for CLA and the chiropractic profession.



Various Speakers

## Profession Updates

The healthcare arena has always been ever-changing -- but the last year and a half has been even crazier than usual. Don't miss this opportunity to gain insights on the hottest topics from a variety of experts. Updates may shift based on current events but expected topics include the latest on Medicare legislation, an update on Clinical Compass' work to improve patient outcomes by advancing evidence, the Future of Chiropractic national strategic planning project spearheaded by the Congress of Chiropractic State Associations, and more.

For All  
Attendees



Various Speakers

## Membership Meeting & More Profession Updates

### OFFICER ELECTIONS!

Regardless of your UVCA membership status or whether you're a doctor, CA or vendor, you'll find value in the information discussed during the membership meeting. You'll learn about important UVCA initiatives on behalf of its members, new benefits programs to save chiropractic offices time and money, and profession updates not covered the preceding afternoon. If you are a member, you'll want to exercise your right to vote for new officers to include President, Vice President, Secretary and Treasurer. Dr. Chris Perron, current UVCA President, will preside.

For All  
Attendees



Nathan Unruh, DC

## Slay the Dragons of Billing

### Sponsored by SIDECAR

Dragons roast revenue, destroy documentation, and fry your finances. It is no myth; these beasts are alive and romping around your office today -- dragging down your billing system. Left unchecked, they pick your doctor's pocket with inefficiency, confusion, and error. Dr. Nathan Unruh reveals the Dragons that are dragging your billing down. Billing can be a vexing problem for you and your doctor. It keeps both of you from doing the work you want, which is taking care of patients. It sucks time away from family and community. And it gets more complicated every year. Dr. Unruh shows how to slay those billing dragons and rescue the bottom line of the chiropractic kingdom in which you play a vital role.

Dr. Nathan Unruh is the Chief Experience Officer at SIDECAR, home of the world's leading chiropractic business training systems: Overdrive. He is also the Director of Chiropractic at Envive, a successful multi-location chiropractic business, where he and his team serve thousands of patients every month. For Dr. Unruh's full bio, see preceding page..

For  
CAs



Brandy Brimhall CPC, CPCO,  
CCCPC, CMCO, CPMA

## Fundamentals of the Revenue Cycle System

### Sponsored by CHelpDesk

Whatever your role in your doctor's practice, an understanding of the revenue cycle system is important. Learn how CAs like you can be leaders in these vital business processes. This comprehensive class covers:

- Evaluating and improving over the counter collections.
- The actual billing process and how documentation is translated to code.
- Controllable errors in billing.
- What your claim forms are revealing -- and what auditors and reviewers look for.
- How to review payer policy guidelines and ensure they are properly implemented into your practice.
- How to clean up aging Accounts Receivables from insurances and patients.
- How to read and interpret reports as diagnostic tools for your practice.

Brandy Brimhall entered the chiropractic profession in 1999 and has served practices in multiple roles. She has served the profession across the country through seminars, webinars, publications, on-site consulting, and her on-demand help desk. Brandy is a Certified Professional Coder, a Certified Professional Compliance Officer, a Certified Medical Compliance Officer, a ChiroCode Certified Chiropractic Professional Coder and a Certified Professional Medical Auditor. Her passion for revenue cycle management, including coding, billing, collections, practice systems, and compliance has been instrumental in her assistance to practices across the country for many years. Her in-depth experience in the rendering of multiple alternative and integrated-type procedures at her "home practices" enables her to assist other practices using these methods.

For  
CAs



Kevin Sharp, DC

## Financial Policies for Compliance & Profitability

### Sponsored by NCMIC

Complaint, well-documented chiropractic practices are not independent of profit! It's not one or the other. Setting good financial policies in your office can drive compliance AND profitability. Dr. Sharp walks you through and explains a series of proven strategies to improve your 21<sup>st</sup> century office.

For Both  
DCs & CAs



**Lisa Maciejewski-West, CMC, CMCA-EM, CMOM, CMIS, CPCO**

## Using Technology to Increase Practice Efficiency

Sponsored by Gold Star Medical Business Services

For  
CAs

Practice management software is for more than just appointments and billing. Most practices have software with lots of bells and whistles that they don't use. This class will discuss these different features (management reports, interoffice communication tools/taskboards, alerts/reminders, setting up fee schedules to improve OTC collections, etc.) and how they might be of value to your doctor's practice. Lisa will provide examples of several of the more popular chiropractic software platforms (ChiroTouch, Eclipse, Practice Mate, EZ Bis, etc.) using redacted screenshots. Her class will provide an overview of:

- Patient Portals: Increasing efficiency of patient interaction and communication. Using the portal for online payments, appointments, Q&A, etc.
- Clearinghouse: Using all the functions of a clearinghouse to increase efficiency (i.e., e-remits, eligibility and verification of benefits, patient payments).
- Payer Portals: Using the features of the portals to check patient eligibility, have patients make payments, investigate unpaid claims, conduct appeals, etc.
- External Apps/Programs: Apps for interoffice communication, recalls/reactivations, timesheets, text reminders to patients, etc. Discussion will include examples of apps that are currently being used in healthcare settings -- as well those that should NOT be used due to HIPAA compliance issues.

Lisa Maciejewski-West founded Gold Star Medical Business Services in 2006 as a way to provide a home-based job as a medical biller for her then disabled husband. Lisa's 35-year career in the Chiropractic, Medical and Dental fields, including 10 years as a Senior Practice Consultant and Speaker/Trainer with one of the largest Practice Management firms in the U.S., helped her quickly turn a "cottage" business into a rapidly expanding medical billing company. In 2009, Lisa left her consulting position to care for her husband in the last months of his life and run Gold Star Medical full time. Since then, Lisa has expanded Gold Star's offerings to include a variety of practice assistance and development services. Lisa is a Certified Medical Coder (CMC), Certified Medical Compliance Specialist (MCS-P) and a Certified Medical Office Manager (CMOM). Lisa teaches medical coding and billing school "boot camps" designed to introduce individuals to the career field of medical billing. The 45+ hour boot camp is also used as a training platform for new Gold Star Billers. She is a faculty member of Practice Management Institute and teaches billing, coding, compliance and practice management classes and webinars to hospitals, multi-specialty provider groups, and chiropractic state associations nationwide. Earlier this year the UVCA leadership approved a member affinity program with Gold Star, and more recently Lisa was named the UVCA's primary member services specialist to help members with billing, coding, documentation, Medicare, compliance, and other questions.

### NOTE:

For program overview and specific schedule/times, see "Fall 2021 Schedule & Program At-A-Glance"



**Rich Reinhold, DC**

## Radiological Technician Ltd. Training

This class serves several purposes:

1. As a convention session for all CA attendees. The first 2.25 hour segment provides an introduction to rad tech for all CAs who are interested in radiology or wish to get a taste of what it's all about.
2. As part of the full rad tech program. A 13-hour session and the first part of UVCA's full certification program and ACRRT exam for those who've registered for the full fall 2021 program.
3. As CE credit for existing licensed rad techs. A convenient way to earn up to 13 hours of continuing education credit.
4. As exam prep for students taking the ACRRT exam later this year.

Dr. Rich Reinhold graduated from Palmer College of Chiropractic. He originally planned a career in electrical engineering, but his experiences with chiropractic following a sports injury, combined with a fascination for biomechanics from his sports and engineering involvement, led to a change in direction. He has practiced in Virginia Beach since 1995. One thing that makes his practice unique is his "engineering analysis" of x-rays to look at the bio-mechanics of the patient's spine and rule out otherwise hidden problems. Dr. Reinhold has taught rad tech for the UVCA multiple times and consistently receives great reviews from his students.

For  
CAs & RTs

### BONUS: ONLINE/ON-DEMAND

For Both  
DCs & CAs

## Medicare Compliance: How Hard Can 3 Codes Be?!

By Lisa Maciejewski-West, CMC, Sponsored by Gold Star Medical Business Services

We're "just" talking about 3 codes, yet Medicare billing and compliance remains a source of mystery, aggravation, and sometimes fear for many DCs and CAs. This 2-hour on-demand webinar by Lisa Maciejewski-West will help alleviate your confusion and concerns -- and empower you to provide vital healthcare services to an ever growing population that needs your help. For Ms. Maciejewski-West's bio, see above. You'll have 2 weeks to complete the 2-hour class.



RESET | RECONNECT | RESTORE



# Fall Convention

## AWARDS DINNER PARTY

SATURDAY, OCTOBER 9, 2021 \* 7:15-10:00 PM

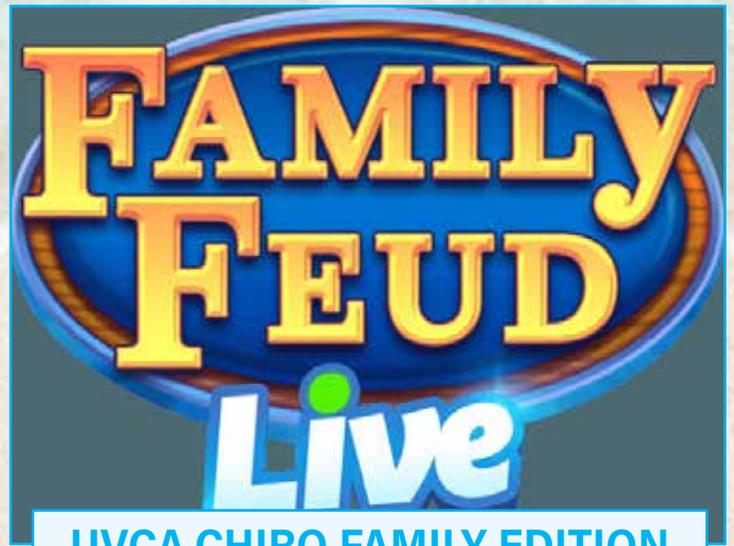
SHERATON OCEANFRONT HOTEL \* VIRGINIA BEACH, VA

### IT'S TIME TO:

- Break bread with your colleagues,
- Recognize those who have gone the extra mile,
- Take your chance at raffle prizes to benefit the UVCA's Legal/Legislative Fund, and
- Enjoy a hilarious interactive game show, *Survey Says*, patterned after the popular hit Family Feud!

Astro Entertainment will MC and produce the game show, complete with projected images, bells and whistles. We'll have time for several rounds of this team-based game... And after the games, Astro's professional DJ will spin some tunes for your dancing and listening enjoyment!

One ticket is automatically included in each DC registration. Additional tickets are available for purchase online for \$68 each so that office staff, exhibitors, spouses, family and guests can join in the fun! Includes dinner, combination host/cash bar, and entertainment.



PLUS PROFESSIONAL DJ

