

Arkansas Chiropractic Physicians Association

2016 Arkansas Chiropractic Centennial Celebration Issue

We've waited 100 years for this celebration!

The ACPA invites you to the
Arkansas Chiropractic Centennial Celebration
April 1-3, 2016

Holiday Inn Airport Conference Center, Little Rock

- Continuing Education hours
Dr. Andre Camelli - 12 hours
Dr. Dean DePice - 12hours
- Luncheon - ACA President, Dr. David Herd
ICA President, Dr. George Curry
- Hospitality Suite
- Awards & Special Recognition

From the President.....



Dear colleagues,

It has been a privilege to serve as your president of the Arkansas Chiropractic Physicians Association for this past year. I would like to thank my Board of Directors and the doctors serving on our committees for the hard work that they have done to continue to promote and protect our profession.

I would also like to thank our lobbying team, Robbie Wills, his wife Dana and Rick Green for the work they have done for our association protecting our profession from encroachments from the physical therapist and other providers and assuring that we continue to be included in the private option. There are also working diligently to secure our place in the Medicaid program at the same level that we are now in the private option program.

The Arkansas Chiropractic Physicians Association also supports the Summit, a consortium including

the Association of Chiropractic Colleges, the American Chiropractic Association, the International

Chiropractic Association, the Congress of Chiropractic State Associations, and numerous colleges and their position that the practice of chiropractic is without the use of drugs or surgery.

This association is dedicated to assuring the continued and fair reimbursement of chiropractic services in all insurance plans, but believes that attempting to change the scope of practice to include prescriptive rights would be detrimental to the profession and to the patients that we serve.

I ask that you join us in these endeavors by supporting our seminars and by becoming a member of the Arkansas Chiropractic Physicians Association. Together, we can assure the future of chiropractic in the state of Arkansas.

Gaylon Carter, DC
ACPA President

Arkansas Chiropractic Physicians Association Office

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April 1-3 Little Rock
October 1-2 Rogers
December 3-4 Little Rock



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Arkansas Works Key To Continuing Chiropractic Benefits

By Robbie Wills, ACPA Lobbyist

In 2013, the Arkansas Legislature passed the Medicaid "Private Option," Arkansas' version of Medicaid expansion under the Affordable Care Act. The Private Option uses federal Medicaid dollars to purchase private insurance for individuals with incomes up to 138% of the federal poverty line.

As we all know by now, the Private Option resulted in a vast improvement of benefits for Chiropractic patients as it provides coverage for Chiropractic care without the need for a referral from a primary care physician. Health insurance policies provided under the private option allow for up to 30 visits a year and pay for other necessary chiropractic services not covered under traditional Medicaid.

ACPA lobbied hard for the inclusion of Chiropractic care in the Private Option in 2013 and 2014 and once again worked hard last year to see that coverage continued. However, it was barely passed and has since barely mustered the votes to be reauthorized.

As Bob Dylan once sang: "The Times They Are-A-Changin'" Facing increasing opposition to the Private Option from within his own party, Gov. Hutchinson met with U.S. Health and Human Services Secretary Sylvia Burwell earlier this month to discuss changes to the state's private option that he is calling Arkansas Works. The Private Option was created as part of a waiver with the federal government. Arkansas must be granted a new waiver to make changes Hutchinson wants to make as part of his next generation Arkansas Works.

Hutchinson said his fundamental changes to the private option include incentivizing work; greater individual responsibility such as requiring higher-earning recipients to pay 2% of their incomes for insurance premiums; encouraging the utilization of employer-based insurance instead of government insurance; and program integrity. Hutchinson said the state's efforts will focus on incentives rather

than punitive measurements because of the Obama administration's requirements.

He will describe his plans in detail on Feb. 17, when he meets with the Arkansas Health Reform Legislative Task Force, a group of legislators considering the Arkansas Works model in the context of overall health care reform. He said details will be fine-turned between now and then "to the greatest extent possible."

Hutchinson told reporters after a recent speech that the discussion with Burwell generated "a couple of good ideas."

The coming weeks will be busy when it comes to Arkansas health care policy. The Feb. 17 meeting will be followed by a special session focused on health care reform, followed then by Arkansas' even-numbered year fiscal session, followed then by a special session about highways. All of this unfolds in the midst of a heated March 1 primary election campaign and the inevitable conflicts of a November 2016 General Election.

While the chances of Arkansas Works receiving the necessary approval from the state legislature are hard to predict, what's not difficult to express is the tremendous benefits that would continue to accrue to Chiropractic patients with the continuation of the private health insurance policies. Many Arkansans have had access to Chiropractic care who previously would not have been able to financially afford it.

ACPA continues to vigorously support Gov. Hutchinson's efforts to continue these benefits through the Arkansas Works programs and we urge all Chiropractic Physicians to assist us in these efforts. Contact your legislators, educate your staff and support the candidates that support us. Working together for Arkansas Works, we can help ensure the continuation of Chiropractic benefits – and the health and well-being of those who benefit.

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How hungry are you?

If you're like most people, you probably feel time-starved, stressed out and budget-crunched. Guess what? Your patients do, too. They crave convenient, one-stop shopping for their whole families. And as much as they might understand and believe in what you are doing for their health, they want that convenience from your practice, too. More importantly, they need that convenience to be affordable.

Today, more people are "self-insuring" which makes them more like a "cash patient." In fact, with limited benefits, more patients are transitioning to cash when insurance runs out. This trend is expected to continue, and you should be prepared by having a wide range of payment options to keep care affordable for your patients. Today's patients are health care "consumers," and they insist on knowing what their out-of-pocket expenses will be, often even before they come in.

In chiropractic, this has always been a challenge due to the way we run the business side of our practices—one fee for PI or Workers Comp, another for insurance, and still another for cash. Our front desk team learned to "dance" around the subject of "How much does it cost to see the doctor?" because the fees have been based on who was paying the bill. This not only creates confusion in your office, but a negative perception by the public. We should have one-fee schedule and stick with it, regardless of who is paying the bill. Can you imagine going into Ruth's Chris Steak House and asking, "How much is a 10-ounce filet?" and the waitress replies "Well, it depends...how hungry are you?" Rightfully, you would think they had lost their minds. Imagine what our patients think when it comes to our charges.

Having a proper fee system is a first critical step. Perhaps your practice is struggling because your practice fees are purposely low because you are worried about the patient's ability to pay. Or maybe your fees are set high to maximize the third-party reimbursement that may be available. This situation can get undermined if the doctor is cutting special deals, encouraging no out-of-pocket expenses for patients, or setting up "time-of-service discounts"

All of these activities can cause problems for practice success.

A Discount Medical Plan Organization (DMPO) is a simple solution that allows you to safely and legally discount your fees so families can afford that one-stop shopping their schedules and budgets demand. You can maximize third-party reimbursements when insurance is available while offering affordable care for the whole family through ChiroHealthUSA.

Healthy, happy families are the foundation of a thriving, multi-generational practice and those families are more likely to refer their extended family members. This creates steady, referral-based revenue for you and establishes a satisfying, family practice community that benefits patients and DCs alike. ChiroHealthUSA's Family Plan Fee Schedule makes it easy for you to offer affordable health care so that more family members—and their referrals—can receive a lifetime of chiropractic care.

Dr. Ray Foxworth is a certified Medical Compliance Specialist and President of ChiroHealthUSA. A practicing Chiropractor, he remains "in the trenches" facing challenges with billing, coding, documentation and compliance. He has served as president of the Mississippi Chiropractic Association, former Staff Chiropractor at the G.V. Sonny Montgomery VA Medical Center and is a Fellow of the International College of Chiropractic. You can contact Dr. Foxworth at 1-888-719-9990, info@chirohealthusa.com or visit the

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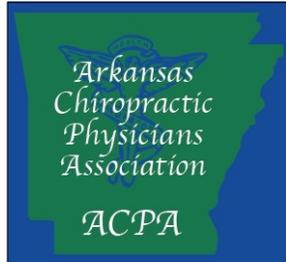


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Arkansas Chiropractic Centennial Celebration

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April 1-3, 2016 Little Rock, AR

REGISTRATION FEES

Early Bird (Prior to Mar 18)

ACPA Member	
Up to 6 hours	\$99
6-12 hours	\$149
Over 12 hours	\$199
Non-Member	
Up to 6 hours	\$129
6-12 hours	\$179
Over 12 hours	\$229

Regular Registration (After Mar 18)

ACPA Member	
Up to 6 hours	\$149
6-12 hours	\$199
Over 12 hours	\$249
Non-Member	
Up to 6 hours	\$179
6-12 hours	\$229
Over 12 hours	\$299

<u>CLASS</u>	<u>Hours</u>
1. Fri 12pm-8pm - Dr. Camelli	8
2. Sat 8am-12pm - Dr. Camelli	4
3. Sat 2pm-8pm - Dr. DePice	6
4. Sun 8am-2pm - Dr. DePice	6

Please Circle Which
Classes You Plan to Attend

ATTENDEES

FEES

Doctor's Name: _____ 1 2 3 4 _____
 Doctor's Name: _____ 1 2 3 4 _____

Centennial Celebration Luncheon Included for Seminar Attendees, \$30 per guest _____

On-Site Registration (Add \$50 per person) _____

TOTAL AMOUNT DUE: \$ _____

Please provide the address you would like
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For more seminar details and accommodations information visit www.archiro.org or call the ACPA office at (870) 739-6880.

Hotel Reservations
Holiday Inn Airport Conference Center
 3201 Bankhead Drive - Little Rock
(501) 490-1000

Room Rates: \$89 Single or Double
Cut-Off Date March 18th

The ACPA reserves the right to cancel this seminar and refund the registration fees if the number of attendees registered by March 18th is not sufficient to cover costs, and shall assume no liability for lost income or other expenses of registered attendees.

Arkansas Chiropractic Centennial Celebration

Arkansas Chiropractic Physicians Association

Holiday Inn Airport Conference Center - 3201 Bankhead Drive - Little Rock, AR
24 CE Hours



Friday, April 1st - 12pm - 8pm

Saturday, April 2nd - 8am - 12pm

The Wellness Blueprint - 12 hours

Presented By: Andre J Camelli, DC

Dr. Andre Camelli, a May of 2000 graduate of Parker College of Chiropractic, owns and operates Life Quest Wellness Center in Cortland, Ohio, since its opening in 2001. At his practice, Dr. Camelli is dedicated to improving the quality of life of his patients by dramatically reducing the devastating effects of stress and subluxations. Dr. Camelli strives to empower each patient to be able to make informed decisions that will keep them and their families healthy. He believes that educating his patients will not only help them feel better, but will enable them to keep themselves healthy their entire lives.



Saturday, April 2nd - 12pm - 2pm

Arkansas Chiropractic Centennial Celebration Luncheon with Distinguished Guests, ACA President, Dr. David Herd and ICA President, Dr. George Curry.



Saturday, April 2nd - 2pm - 8pm

Sunday, April 3rd - 8am - 2pm

Simple, Relevant & Prosperous, Chiropractic Practice at its Best - 12 hours

Presented By: Dean DePice, DC

Dr. Dean DePice, a practicing chiropractor since 1987, has been serving the profession as well as his patients for his entire career. His educational background of having majored in chemistry and biology combined with his lifelong experience and knowledge of chiropractic, positions him to be a doctor who pursues knowledge with a balanced focus on the practical application of science and philosophy upon patient outcomes.

He founded TLC4Superteams, with a conviction to provide a unique design of individualized practice coaching and accountability. TLC is redefining coaching for chiropractors. Dr. DePice is an experienced international lecturer, practice coach, CE presenter, and contributor to the entire chiropractic profession. Building team driven practices, cash practices and lifetime care are all cornerstones of TLC coaching. Experience Dr. Dean and how TLC is redefining coaching for chiropractors.



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100TH ANNIVERSARY CENTENNIAL



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Will Our Science Save Us from Ourselves?

Craig York D.C., DCCJP

Once again, the chiropractic profession finds itself mired in internal conflict, with expanded scope of practice the latest discord. Since my introduction to chiropractic in 1983, it seems the sky is not always, but periodically, falling. Ironically, at a time when a movement to redefine chiropractic or the way it is practiced is emerging, new research is also emerging supporting traditional subluxation theories in new ways. This research, made possible by the latest technological advancements in human neuroscience and enhanced imaging, may help redirect the profession to focus on our original mission: to restore human health and spinal integrity by correcting spinal subluxations.

Improvement in craniospinal hydro and hemo dynamics and maladaptive neuroplasticity from subluxation centered chiropractic research is

lending new legitimacy to the science of subluxation removal, and the rising tide of this new research will lift all our "boats" if we fully seize the opportunity it provides. Bold new research is showing improved brain function, including increased cerebral spinal fluid circulation and cerebral blood supply as well as changes in pre-frontal cortical activity following spinal adjustments! New imaging technologies and techniques are moving us away from an era when medical doctors, and many in our own profession, mock our lack of quality research and scoff at the "concept" of the subluxation, and toward an era of unprecedented opportunity for the subluxation based practitioner.

For example, consider that Alzheimer's alone is killing an estimated 500,000 people yearly in the U.S. and that the newly discovered glymphatic system relies on CSF circulation to remove tau and amyloid substance from the brain and spinal cord. Now consider upright MRI evidence that correcting a subluxation at the craniocervical junction can significantly improve CSF circulation and you may begin to understand how a benign headache case in an adolescent later manifests as a neurodegenerative disease, such as MS or Alzheimer's. It's significantly more complicated than that, but these breakthroughs demand that the chiropractic profession builds a massive sea wall to resist the approaching tsunami of neurodegenerative brain disease. Our profession's new concern for filling a shortage of primary "drug" providers pales in comparison to a greater compromise in world healthcare caused by an insufficient number of subluxation based chiropractors.

Now emerges the latest movement to save our profession seeking to redefine chiropractic to allow for expanded scope of practice to include limited prescriptive rights and injectable therapies. Of course, those opposing this movement are generally the subluxation based chiropractors, so

Continued on next page...

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Continued from previous page...

we once again endure the latest chapter in the interminable straight/mixer dilemma. However, common ground between the two camps may be found if the proposed adjunctive therapies support the ability of the patient to return to health.

For example, could the profession support these interventions, like we do acupuncture, if utilizing stem cells and prolotherapy allows the patient to better hold their spinal correction and heal from its effects? The answer may depend on how much we desire unity, but at the end of the day, prolotherapy, stem cell injections, IV neutraceuticals, etc., do not remove subluxations and should not be promoted as advanced, i.e. superior to, traditional chiropractic intervention. However, used in addition to correcting the chiropractic lesion, these therapies may hold great potential for the enhancement of our common mission.

What is sadly true is that people are being drugged to death for problems that have only chiropractic solutions. The patient needs, as the revered, Dr. David Harshfield often repeats, the dignity of the proper diagnosis. That diagnosis is the spinal subluxation, and what must follow are new methods and technologies to enhance existing procedures for greater efficacy in correcting it and making it stay. Chiropractic research is establishing the relationship between subluxation correction and brain health restoration to be so compelling, the fear of chiropractors practicing medicine will be soon supplanted by the fear of medical doctors practicing chiropractic!

The history of our unique profession is a century long struggle to understand and appreciate the gift this profession is to human health. We have used our limited resources to fight for legitimacy and professional autonomy and far too little to improve

We would like to send our thoughts and prayers to Dr. Jeremy McKelroy and family for the passing of his father.



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our service. We loath reading our own research and resist participation in our organizations that work hard to maintain a foothold on the right to provide our much needed expertise. We dilute our political power with multiple organizations promoting conflicting agendas while draining our finances fighting each other. This noble profession and the suffering public deserve better.

Arkansas is credited with issuing one of the first chiropractic licenses. Our state was a pioneer in taking the unprecedented steps to begin a process of legitimizing chiropractic that eventually led to every state gaining licensure and federal laws supporting subluxation correction. New research is clearly demonstrating the correctness of our health paradigm and now is the perfect time to acknowledge our chiropractic ancestors by fully supporting ongoing efforts toward further progress. The ACPA is about unity with the goal of uniting all chiropractors in the mission of delivering chiropractic care for the benefit of enhanced global health. Obviously, this goal cannot be achieved without your participation. Please consider joining our ranks, or if already a member, increasing your level of support, and making this goal a reality.

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Arkansas Chiropractic Physicians Association Membership Application

Updated 12/9/2015

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Business Name: _____

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Business Phone: (____) _____ **Business Fax:** (____) _____

Email: _____ **Web Site:** _____

Home Address: (Physical or P.O. Box - Not Both) _____

City: _____ **State:** _____ **Zip** _____

Home Phone: (____) _____ **Spouse's Name:** _____

Arkansas License Number: _____

Other States' Licenses Held: _____

Other Degrees/Certifications: _____

Who referred you to the Association? _____

0% of ACPA membership dues may be deducted as a business expense for federal income tax purposes.
100% is spent on government affairs and is not tax deductible.

Membership Levels

Level	Cost	Benefits
___ Diamond	\$1500	Includes: All CE offered by ACPA for DC's and CA's; Banquet tickets Fall/Spring Convention; Legislative updates throughout the year. Presidential Advisory Member.
___ Platinum	\$1200	Includes: All CE offered by ACPA; Banquet tickets Fall/Spring Convention; Legislative updates throughout the year. Presidential Advisory Member.
___ Gold	\$600	Includes: 24 hours of CE at the Spring/Fall convention; Legislative updates throughout the year.
___ Silver	\$300	Includes: Legislative updates throughout the year. CE hours extra
___ 2nd Year Grad	\$100	12 hours of CE at the Spring/Fall convention; Legislative updates throughout the year.
___ 1st Year Grad	\$0	24 hours of CE at the Spring/Fall convention; Legislative updates throughout the year.

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Membership Agreement: I hereby apply for membership in the Arkansas Chiropractic Physicians Association. I agree to abide by the constitution and bylaws, code of ethics, and all amendments, regulations, and motions adopted by the membership of the board of directors. It is mutually agreed that this application, when accepted, shall constitute the full contract between the ACPA and its members. I understand that failure to remit dues will result in loss of membership and all rights and privileges thereof.

Signature: _____ Date: _____

Mail this signed application to: Arkansas Chiropractic Physicians Association

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Website: www.archiro.org

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