

Arkansas Chiropractic Physicians Association

2016 Fall Convention Issue

The ACPA invites you to the

2016 Fall Convention
October 1-2, 2016
Embassy Suites NW Arkansas

Continuing Education hours:

Dr. John Maltby - 6 hours
Dr. Thomas E Hyde - 12 hours
Dr. Fabrizio Mancini - 2 hours
Dr. Andy Wakefield - 4 hours

2016 December Seminar
December 3-4, 2016
Holiday Inn Convention Center
Little Rock, AR

Continuing Education hours:

Dr. Stuart E. Hoffman - 6 hours
Dr. Mitch Mally - 12 hours
Dr. Christopher Proulx - 6 hours

From the President.....



Dear Colleagues,

The Arkansas Chiropractic Physicians Association is dedicated to expanding the acceptance of chiropractic in the state and we continue to strive to ensure chiropractic inclusion in all health

insurance coverage. We have, through our lobbyist, Robbie Wills and his team, continued coverage of chiropractic through the Affordable Care Act and the private option which now is called Arkansas Works. We continue to fight for the same coverage for chiropractic in the Medicaid program. We feel that the poorest of consumers in the state should be afforded the same opportunity to utilize chiropractic care as everyone else.

We recently had a very constructive meeting with a major employer in the state, asking for increased coverage and benefits for chiropractic and will continue to advocate with players, insurance carriers, and legislature to ensure that all chiropractic services are covered.

We are also aware that there is a push in some parts of the profession to have inclusion of prescriptive rights and chiropractic. We feel that this would be a mistake. The

past 120 years, chiropractic has continued to prove itself to be an effective cost-effective and highly satisfying alternative care to allopathic medicine. We feel that introducing prescriptive rights and chiropractic would be very confusing to the public and is not a desirable alternative treatment protocol to most of the profession.

We invite you to join us in continuing to promote chiropractic utilization by attending our seminars, conventions, and becoming a member of the ACPA.

Gaylon Carter, DC
ACPA President

**A special thanks to everyone
who made the
Arkansas Centennial
Celebration a success!**

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Just a reminder...

ASBCE license renewals
will begin September 1st
and must be postmarked
by December 31st to
avoid late fees.

Upcoming Seminars

October 1-2 Rogers
December 3-4 Little Rock

Our thoughts and
prayers go out to
Dr. David Spicer's
family. Dr. Spicer
passed away
Saturday, July 23, 2016.

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CHIROPRACTIC CARE: PART OF THE SOLUTION

By Robbie Wills, ACPA Lobbyist

Arkansas state government continues to seek efficiencies and savings from the Medicaid and “Arkansas Works” program and the Chiropractic profession stands to make progress in illustrating how we can help. Meanwhile, the Arkansas Chiropractic Physicians Association’s commitment to quality, drug-free care particularly resonates with legislators as drug costs continue to drive up program costs in both areas.

As reported in the state media lately, increased drug costs have caused the state’s five-year match for Arkansas Works – the state’s version of Medicaid Expansion under the Affordable Care Act - to rise from \$705 million to \$730 million. The Stephen Group, the consulting firm hired by the Arkansas Legislature to help them find savings in the Medicaid program, told the Health Reform Legislative Task Force last month that the waiver the state is seeking from the federal Department of Health and Human Services includes a state match that has risen by \$25.4 million. The total estimated cost of the program has increased from \$9.04 billion to \$9.35 billion from the initial waiver request. Most will be funded by the federal government.

Arkansas Works will be the new version of the private option, the state program that uses federal Medicaid dollars to purchase private health insurance for individuals with incomes up to 138% of the federal poverty level. The state is in the process of seeking a federal waiver from the federal government to make the changes to the program. The waiver is expected to be approved by October.

Chiropractic care is covered more generously under the Arkansas Works programs, with patients covered up to 30 visits per year without the costly referral from a primary care physician. When Arkansas decided to pursue the private insurance version of Medicaid expansion, there was some debate as to whether the policies offered to that group of people had to include all the essential health benefits or if it could just mirror Medicaid’s lesser benefits. In fact, the first iteration of policies offered by Blue Cross Blue Shield for the Private Option did not explicitly include Chiropractic coverage. During the 2013 session, ACPA successfully lobbied the Governor and Legislature to clarify that

these policies had to fully comply with the Affordable Care Act and that Chiropractic should be included. This was a big win for the profession. Now, we must continue to fight to preserve these essential benefits amid rising costs by pointing out we are part of the solution, not part of the problem.

The Stephen Group told legislators that among the cost drivers are new, expensive specialty drugs coming onto the market. Until recently, drug costs were in a period of slow growth because a number of major drugs lost their patents, allowing generics to come onto the market. Drug prices are driving increased costs in government health care and in the private insurance market. Private insurers are also facing pressures as some government-funded risk mitigation programs are being phased out.

Insurance Commissioner Allen Kerr said a recent report by the U.S. Department of Health and Human Services’ Centers for Medicare and Medicaid Services showing costs in Arkansas for the individual insurance market were higher than in 48 other states and the District of Columbia.

The consultants also offered three recommendations for addressing opioid abuse in the state: requiring health-care providers to review the state’s prescription drug monitoring database before prescribing controlled substances; encouraging electronic prescribing of controlled substances; and expanding existing drug take-back programs by adding sites and making them available year-round.

ACPA remains committed to providing quality care for our patients without drugs and surgery. That such a commitment also results in less expense while encouraging greater utilization of Chiropractic for wellness and prevention is a key talking point we should all use while communicating with our legislators. As the election season heats up, I encourage all of you to engage with you patients and staff to drive this point home to candidates and legislators: Chiropractic care saves the state money! Working together, we can continue the steady progress we’ve made in promoting Chiropractic care across the state.

Mastering Medicare: When Opting Out is not an Option

When it comes to Medicare, providers and patients alike feel like beating their heads against the wall. Signing up to be a provider or a patient is confusing, understanding what is covered is confusing and just about the time you think you have it figured out, you receive a notice that suggests you don't. I travel across the nation most weekends attending chiropractic conventions and the topic of Medicare comes up frequently. The struggles of treating Medicare patients varies from low reimbursement rates to when should a patient sign the ABN form. It doesn't help that, as a provider, you can often receive conflicting answers to even the simplest questions. That is if you have the patience to sit on hold for hours to speak with a live person at CMS. All of the chaos associated with Medicare has even the most seasoned chiropractors asking themselves if they really want to continue treating Medicare patients.

Currently, 44 million beneficiaries, some 15 percent of the U.S. population, are enrolled in the Medicare program. Enrollment is expected to rise to 79 million by 2030. Only one in 10 beneficiaries relies solely on the Medicare program for health care coverage according to an [AARP Special Report](#). The hassles of Medicare certainly validate any sane person questioning whether they should see a Medicare patient, but with the rising number of Medicare patients in the US do you really want to limit your patient base?

Unlike MDs and DOs, chiropractors may not opt out of Medicare. The bottom line is that IF you intend to treat a Medicare patient, you must be registered with Medicare. Medicare has a mandatory claims submission rule. Hundreds of providers over the years have told me that they require that the patients sign the ABN form on the very first visit and have the patient pay them directly. That is considered an "improper use" of the ABN and it just doesn't work like that. The ABN form should be used when the patient receives care that is not covered by Medicare, not because you want to avoid filing Medicare claims. If you choose not to submit claims to Medicare, then you are making the decision not to treat Medicare patients and should be referring them to the closest Medicare registered provider in your area.

Even worse than not filing Medicare claims for patients is giving away or discounting non-covered services below "fair market value." Offering Medicare patients anything more than \$10 off on a

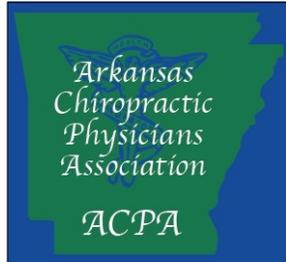
visit, or a total of \$50 in a year, is a potential inducement violation. The OIG published a Special Alert Bulletin advising against discounts that could be considered an inducement and tagged the offense with up to \$10,000 per occurrence.

One of the greatest frustrations with Medicare is denials. If you are receiving multiple denials from Medicare and not getting paid at all, then make sure you are using the proper modifiers. Do they understand the difference between acute, chronic and maintenance care? Are you coding your acute care with an "AT" modifier? Is your documentation in order? The great news is that there are only 3 codes covered by Medicare and many consultants across the country can help educate you and your team on how to overcome the headaches of denials and get paid on medically necessary care. Once you have mastered the few things you need to know about Medicare as a chiropractor, the process will no longer feel overwhelming and confusing for you and your patients.

Although we don't have the freedom and flexibility of opting out, we are also relieved of having thousands of codes covered by Medicare. I choose to think of the limited nature of covered services for chiropractic care with a glass half-full mentality. Using ChiroHealthUSA in my office has allowed me the flexibility to create care plans that benefit my patients, while keeping their out-of-pocket expenses reasonable for their non-covered services. And I **DON'T** have to worry about inducement violations! I'm being reimbursed for their adjustments and getting paid for the additional services that are not covered by Medicare. With 90% of my patients taking advantage of rehab and therapy in my office, it is a win-win for both of us.

To learn more about how ChiroHealthUSA can help you and your Medicare patients, go to <https://www.chirohealthusa.com/providers/grow-your-practice/>.

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 ChiroHealthUSA website at www.chirohealthusa.com.



Arkansas Chiropractic Physicians Association 2016 Fall Convention

October 1-2, 2016

Embassy Suites Northwest Arkansas - Rogers, AR

REGISTRATION FEES

Early Bird (*Prior to Sept 16th*)

ACPA Member	
Up to 6 hours	\$79
6-12 hours	\$129
Over 12 hours	\$149
Non-Member	
Up to 6 hours	\$99
6-12 hours	\$149
Over 12 hours	\$189
CAs	

Regular Registration (*After Sept 16th*)

ACPA Member	
Up to 6 hours	\$99
6-12 hours	\$149
Over 12 hours	\$169
Non-Member	
Up to 6 hours	\$129
6-12 hours	\$169
Over 12 hours	\$209
CAs	

CLASS	Hours
1. Sat 8am-2pm - Dr. Maltby	6
2. Sat 2pm-8pm - Dr. Hyde	6
3. Sun 8am-2pm - Dr. Hyde	6
4. Sun 2pm-4pm - Dr. Mancini	2
5. Sun 4pm-8pm - Dr. Wakefield	4

ATTENDEES

Doctor's Name: _____ 1 2 3 4 5 _____

CA's Name: _____ 1 2 3 4 5 _____

Please Circle Which
Classes You Plan to Attend

FEES

Payment Information

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Expiration Date: _____ CVV Code: _____

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

TOTAL AMOUNT DUE: \$ _____

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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
Embassy Suites NW AR
3303 Pinnacle Hills Parkway - Rogers, AR
(479) 254-8400

Room Rates: \$99 Single or Double

Cut-Off Date September 9th

The ACPA reserves the right to cancel this seminar and refund the registration fees if the number of attendees registered by September 16th is not sufficient to cover costs, and shall assume no liability for lost income or other expenses of registered attendees.

Arkansas Chiropractic Physicians Association

2016 Fall Convention

Embassy Suites NW AR - 3303 Pinnacle Hills Parkway - Rogers, AR
24 CE Hours



Saturday, October 1st - 8am - 2pm

Understanding Documentation in the 21st Century - 6 hours

Presented By: Dr. John Maltby

John Maltby, DC, is the former president of the International Chiropractors Association (ICA), a graduate of the Palmer College of Chiropractic and practices in Blythe, California. In 2007 Maltby was awarded Chiropractor of the year by the ICA. According to ICA Vice President Dr. Daniel J. Murphy, "Dr. Maltby has earned this historic recognition many times over through his tireless work on behalf of the global development of chiropractic and through his efforts to defend the rights of chiropractic practitioners and patients alike. The chiropractic profession owes a great deal to his dedication, innovative thinking, his commitment to principle and his unique effectiveness in leading the chiropractic profession in a strong and positive direction. The ICA is very proud of Dr. Maltby and we all can learn and benefit from the powerful example of service he has provided over the years he has been involved with the ICA." Additionally, Maltby has also been a consultant to numerous chiropractors and companies for documentation and credentials protocols and practices. His expert witness testimony, as a "Dream Team" member, lead to one of the largest soft tissue PI settlements in the past year. Pitted against one of the most expensive expert witnesses in the country, John's testimony was crucial in the outcome of the case.

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Saturday, October 1st - 2pm - 8pm

Sunday, October 2nd - 8am - 2pm

Manual and Instrument Assisted Soft Tissue Immobilization - 12 hours

Presented By: Dr. Thomas E. Hyde

Dr. Hyde practices in Aventura, FL. He received his Doctor of Chiropractic degree from Logan College of Chiropractic in 1977 and his Bachelor of Arts degree in biology from Florida State University in 1973.

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Dr. Hyde served as the chiropractic coordinator for the United States Powerlifting Federation, International Powerlifting Federation, and United States Weightlifting Federation for many years. In 1986 he was selected to attend the two-week Sports Medicine Internship in Colorado Springs' United States Olympic Training Center. In 1987 he was selected as the chiropractor for the Pan American Games.

Dr. Hyde served on the Governor's Council on Physical Fitness and Sports and was appointed to serve on the Pan American and Olympic Task Force for the state of Florida.

He served as president and executive director of the ACA Sports Council for eight years and served as the secretary general for the Federation Internationale de Chiropratique du Sport (FICS). He is currently the liaison between FICS and the World Olympians Association.

Dr. Hyde was twice named Chiropractor of the Year by the Dade County Chiropractic Society in 1982 and 1988. He worked at team physician for several high schools and one major college and served as the chiropractic consultant for the Miami Dolphins for seven years. He has written many peer-reviewed articles and two chapters in two different books, and he co-edited *Conservative Management of Sports Injuries*, published by Williams and Wilkins.

Dr. Hyde has lectured all over the United States, Canada, Hong Kong, Japan, Mexico, Argentina, Denmark, the UK, France, Switzerland, Australia, and South Africa.

Continued on next page

Arkansas Chiropractic Physicians Association

2016 Fall Convention

Embassy Suites NW AR - 3303 Pinnacle Hills Parkway - Rogers, AR
24 CE Hours

Continued from previous page



Sunday, October 2nd - 2pm - 4pm

Chiropractic: It's Our Time - 2 hours

Presented By: Fabrizio Mancini

Dr. Fab Mancini is America's #1 "Healthy Living" Media Expert, a world renowned Chiropractor, Hay House's international best selling author of *The Power of Self-Healing* and host of his popular radio show, *Self-Healing with Dr. Fab*. He is also the best selling author of *Chicken Soup for the Chiropractic Soul*, an internationally acclaimed educator, business leader, speaker, and President Emeritus of Parker University.

He has been featured on Dr. Phil, The Doctors, Fox News, CNN, CBS, ABC, NBC, Univision, Telemundo and others. He has been interviewed in various documentaries and has received honors like Heroes for Humanity, Humanitarian of the Year, CEO of the Year, and induction into the Wellness Revolutionaries Hall of Fame. Most recently, the President of Mexico even named the library at UNEVE, Mexico's new leading university, after him. Dr. Mancini is also a graduate of the prestigious Institute for Educational Management in the Graduate School of Education at Harvard University.

Website: <http://drfabmancini.com/>



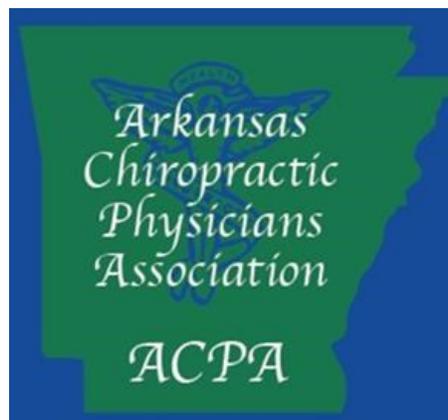
Sunday, October 2nd - 4pm - 8pm

Immunizations - 4 hours

Presented By: Dr. Andy Wakefield

Dr. Andy Wakefield, MB, BS is an academic gastroenterologist and film producer/director. He received his medical degree from St. Mary's Hospital Medical School, University of London, in 1981. He pursued a career in gastrointestinal surgery with a particular interest in inflammatory bowel disease. He qualified as Fellow of the Royal College of Surgeons in 1985 and was awarded a Fellowship of the Royal College of Pathologists in 2001. He has published over 140 original scientific articles, book chapters, and invited scientific commentaries.

In the pursuit of possible links between childhood vaccines, intestinal inflammation, and neurological injury in children, Dr. Wakefield lost his job, his career, his fellowships, and his medical license. He is the author of the national bestseller *Callous Disregard* and an award-winning film director and co-founder of the Autism Media Channel, an award-winning documentary and movie production company that brings cutting-edge stories to public attention.





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Chiropractic, Religion, and a Thirteen-Year-Old Girl

By Craig York DC, DCCJP

We live in harsh times, making it easy to become tolerant, even somewhat entertained or just plain numbed, by the steady stream of crude communications; from presidential candidate tweets and social media posts, to screaming news pundits and reality TV hyper-drama. Proudful intolerance of anyone who sees the world differently due to beliefs not mutually shared creates a tempting opportunity to express vitriolic, biased opinions. However, in the world of scientific and academic thinking, such a low brow, insecurity driven, "I'm right, you're wrong" school-yard mentality should not be tolerated. Given the long history of discrimination the chiropractic profession has endured and the sacrifices made by so many along the way to secure our right to practice, all chiropractors should demand that a strict reliance on researched, factual evidence preclude any attack made by chiropractors upon the fundamental principles that underpin the science of chiropractic.

Tribal thinking, the "us versus them" mentality, is the consciousness at the root of the many of the world's (and the chiropractic profession's) problems. By focusing on how we differ from each other, we become more separate from each other. Let's take a non-controversial topic like religion! Everybody knows their religion is the right one, usually the one we were taught by our parents, and therefore everyone else is in a little trouble, you might say. Our belief on how wrong everybody else is, is based on how far from our "right" they happen to be, so if they sing praises to Jesus using a full-on rock band instead of singing a cappella, then they may not be quite as wrong as if they have a different name for their god and pray toward Mecca six times a day. My point is simply that we can only co-exist to the degree we allow others to be "us," and that the farther away "they"

are from us, the more we tend to invalidate their worldview. Do we have to agree? Of course not! Our uniqueness prevents us from seeing the world alike. Do you remember the post about the blue/brown dress that went viral? We see the world differently because diversity is the rule in the natural world. Our choice is whether to let our differences divide us or let our commonalities unite us.

I preach this sermon because in my quest to become more educated about the issue of the so-called "advanced practice" legislation, I was stunned by a quote on The American Academy of Chiropractic Physicians' website, from Arkansas' own Dr. Bev Foster. She laments, "I believe the majority of chiropractic physicians are embarrassed by the notion that our profession is being downgraded to the adjustment of subluxations." Dr. Foster serves as vice president of the organization whose mission is to promote the "advanced" practice movement to include prescriptive rights.

I have heard of doctors being embarrassed at the notion of an adjusted subluxation. One such incident occurred when a 13-year-old Chiari I malformation patient presented for chiropractic care after suffering seizures since birth. Constantly photophobic, she wore sunglasses indoors and out and suffered frequent headaches. Since June 6, 2014, the occasion of her first chiropractic adjustment given for the sole purpose of removing an upper cervical subluxation, she has not had a single seizure. In March 2015, ten months after her first adjustment, (with no other care provided) the patient returned to Arkansas Children's Hospital for her yearly MRI evaluation. Upon reading the MRI report, the attending doctor asked the child's mother when her daughter had undergone surgery. Whether the doctor was referring to a craniectomy



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or sectioning of the filum terminale, I don't know, but when the mother replied she had taken her daughter to a chiropractor, the doctor admonished the mother by explaining the dangers of chiropractic care and, to further cover her embarrassment, opined that the medical doctors had probably missed the diagnosis. The doctor would likely never think of calling the "perpetrator" of the subluxation correction to discuss the patient's amazing response, as it would challenge her prejudiced, unscientific opinions about chiropractic. It seems the Academy of Chiropractic

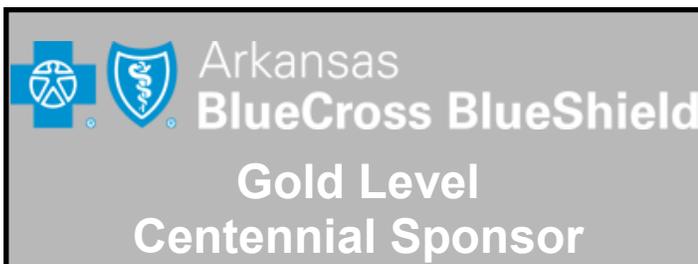
Physicians (or hopefully just their vice president) similarly chooses to ignore the growing body of subluxation-based research for the advancement of their agenda to expand their scope beyond, and apparently to the exclusion of, the correction of the subluxation. Ignorance may not be bliss, but it is the true guardian of arrogance.

Indeed, there is a wide range of issues that requires a collaborative effort from the entire profession to provide the appropriate, balanced stewardship regarding our future, but it's difficult if not impossible to discuss any expansion of scope with chiropractors who discredit the founding principles of our science and denigrate doctors whose practices are based on those principles. My life was changed forever (so far) with a correction of a C-1 subluxation, and that became my motivation to learn an upper cervical technique. Thousands of chiropractors and their patients have similar stories to tell, utilizing a variety of subluxation-based techniques. Technology is rapidly progressing to help us understand exponentially more than ever before the neurophysiological response to the correction of the subluxation; and while much more research is needed, the quality of subluxation research has never been better or more compelling. "Advanced" practice is happening right now, without any expansion in scope, via the increased knowledge of the importance of removing the chiropractic lesion.

That is not to say that subluxation-based chiropractors do not support increased certifications in addition to what the law currently allows. An expanded scope allows for expanded services as well as expanded education and training. Most of the profession, regardless of where they stand on prescriptive rights, understands that there is a difference between practicing chiropractic and chiropractic practice. There are those who practice with an emphasis on nutrition, acupuncture, neurological testing, radiology, etc. with little interest in adjusting, manipulating or mobilizing the spine. Good or bad, it is probably true that no two chiropractors practice the same regardless of discipline. Yet, we are all chiropractors and we are all in the business of helping sick people get well. We simply went to different schools and were taught differently regarding what chiropractic is and how to practice it.

There is little to be accomplished by denigrating each other to establish supremacy over one another, as it only dilutes our primary and mutual goal of educating the public about chiropractic care. We are not competing against one another, but rather with medicine, for the public trust. We would better serve the chiropractic profession and the public if we familiarized ourselves with current research on all the services we provide and become a profession that relies upon each other's unique talents and expertise. If we unite in purpose, we can create a profession that is inclusive of all chiropractic physicians, guaranteeing the rights of all chiropractors to practice as they were trained. We can move toward a "both, and" philosophy and away from an "either, or" approach, insuring that the public has continued access to an alternative to the practice of medicine. In that way, we can expand research efforts toward improvements in subluxation removal as well as the scope of chiropractic practice. Can we talk?

Authors opinions are theirs and may or may not reflect the viewpoint of the ACPA Board and its members.



EMPTY WAITING ROOMS TELL A STORY...



Finding it more and more difficult to fill your waiting room? You are not alone. Limited benefits, high deductibles and copays, combined with faulty financial policies that don't make sense for today's patients can all affect your waiting room, your practice, your bottom line and your attitude...not to mention exposure to complaints, fines and penalties.

It doesn't have to be that way. Ever wonder why Orthodontists seem to have an endless flow of new patients and everybody "finds the money" to pay even when insurance isn't available? It's simple, they show the need for care, they have a plan of care, and they keep the care affordable during the course of care by offering SIMPLE financial options.

You can too as part of ChiroHealthUSA. Patients need and want care or they wouldn't stop by your office. Make sure that you provide a thorough consult, exam and report of findings to establish the need and benefit of care. Then offer simple, compliant financial arrangements using ChiroHealthUSA for their non-covered services. Get paid well if insurance is available, and keep care affordable when insurance runs out.

Want to fill up your waiting room again? Join ChiroHealthUSA and learn to convert "shopper calls" into new patients, learn how to transition insurance patients to private pay, keep care affordable for your cash and underinsured patients like Medicare and help those with high deductibles and copays and help more families using our "Family Plan".

Contact us, or visit ChiroHealthUSA.com/FROF for a simple, one page financial policy that can lay the groundwork for not only growing your practice, but protecting it from complaints about dual fee schedules, improper time of service discounts or inducement violations.

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You Can't Afford NOT to be Compliant

Last summer, I was researching an article and wanted to know how patients feel about using in-network versus out-of-network providers. The results of my survey were not surprising. 77% of respondents stated that they would choose an in-network provider over an out-of-network provider. More valuable insight into our patients' views on healthcare came from the additional comments provided by the respondents. The prevailing theme was that healthcare costs are barely affordable when using an in-network provider. Moreover, using an out-of-network provider is out of the question for many of the respondents.

Our patients are making decisions about their health based on the answer to one simple question; "Can I afford this?" The crux of the problem is that, as a profession, we are led to believe that having a "cash" fee in our offices is the norm. We think that offering Groupons for \$49 new patient visits or offering free services and products to our patients, is okay. The reality is that depending on where you practice, you may have some latitude on offering discounts, but you need to make sure that whatever you are offering is cleared with your board of examiners at a minimum. I'd then make sure my provider agreements are not violated by my discount policy and that I am not running afoul of the federal regulations regarding inducements. The truth is that we have spent the last decade precariously hanging in a limbo state wondering what would happen with national health care, trying to adapt to the changes and coming up with all kinds of ways to keep care affordable for our patients. Great intent, but at times, we end up devaluing the services we provide while increasing scrutiny from auditors and regulators.

It is no secret that chiropractors have big hearts and often put our patients' best interests ahead of our own. We live in a state of conflict. We all want to be paid well for the services we provide while, at the same time, trying to keep care

affordable for our patients. In fact, this is one of the primary reasons we have seen an increase in audits in the last 5 years. In 2015, the Federal Government won or negotiated over \$41.9 billion in healthcare fraud judgments and settlements. The average return on investment to the government from 2013 to 2015 was \$6.10 returned for every \$1.00 they invested in investigating healthcare fraud and abuse.

ChiroHealthUSA was started to bridge the gap between keeping care affordable for your patients and keeping you out of trouble with auditors and regulators. It is a valuable first step in establishing a compliant financial policy that meets all layers of regulations from your local boards of examiners all the way up to the Office of Inspector General. ChiroHealthUSA offers providers the flexibility to set their own levels of discounts at no cost to the provider.

Patients have become healthcare consumers, and we must find ways to help them access care they can afford without putting our practices and licenses at risk. Today, I have no problem letting a patient know that the total cost of the services they received is \$300, but by joining ChiroHealthUSA for \$49, the cost for today's visit is \$175 instead*. I now have a way to offer affordable care without taking on the unnecessary risks associated with dual fee schedules, improper time-of-service discounts, and inducement violations. You can too. Visit chirohealthusa.com/know to learn more.

Dr. Foxworth is a certified Medical Compliance Specialist and President of ChiroHealthUSA. You can contact Dr. Foxworth at 1-888-719-9990, info@chirohealthusa.com or visit the ChiroHealthUSA website at chirohealthusa.com.

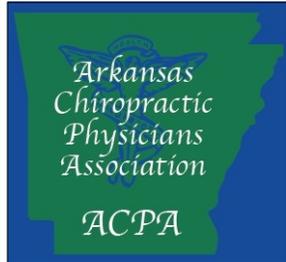
**Dollar amounts noted are for example purposes only and should not be used as a guide in determining your clinic fees.*

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Arkansas Chiropractic Physicians Association 2016 December Seminar

December 3-4, 2016

Holiday Inn Airport Conference Center - Little Rock, AR

REGISTRATION FEES

Early Bird *(Prior to Nov 18th)*

ACPA Member	
Up to 6 hours	\$99
6-12 hours	\$199
Over 12 hours	\$299
Non-Member	
Up to 6 hours	\$149
6-12 hours	\$249
Over 12 hours	\$349
CA	\$59

Regular Registration *(After Nov 18th)*

ACPA Member	
Up to 6 hours	\$149
6-12 hours	\$249
Over 12 hours	\$349
Non-Member	
Up to 6 hours	\$199
6-12 hours	\$299
Over 12 hours	\$399
CA	\$79

CLASS	Hours
1. Sat 8am-2pm - Dr. Hoffman	6
2. Sat 2pm-8pm - Dr. Mally	6
3. Sun 8am-2pm - Dr. Mally	6
4. Sun 2pm-8pm - Dr. Proulx	6

**Please Circle Which
Classes You Plan to Attend**

ATTENDEES

	1	2	3	4	FEE\$
Doctor's Name: _____	_____	_____	_____	_____	_____
Doctor's Name: _____	_____	_____	_____	_____	_____
CA's Name: _____	_____	_____	_____	_____	_____

Payment Information

Check #: _____

Type: ___ VISA ___ MC ___ Discover ___ Am Ex

CC# _____

Expiration Date: _____ CVV Code: _____

Name on Card: _____

Billing Address: _____

City: _____ State: ___ Zip: _____

Signature: _____

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

TOTAL AMOUNT DUE: \$ _____

Please provide the address you would like
your CE Certificate mailed to:

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____

Email: _____

Make Checks Payable to:

Arkansas Chiropractic Physicians Association or ACPA
2482 Highway 77
Marion, AR 72364
or Fax to (870) 739-6881
Email: info@archiro.org

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, AR
(501) 490-1000

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

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

Arkansas Chiropractic Physicians Association

2016 December Seminar

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



Saturday, December 3rd - 8am - 2pm **Clinician Ethics, Professional Boundaries & Risk Management - 6 hours**

Presented By: Dr. Stuart Hoffman

Honored as ICA's Chiropractor of the Year for 2015, previously awarded Chiropractor of the year from the Michigan Council and recognized by Life University President Dr. Guy Reickman for his success, leadership and vision through his contributions supporting the mission of the President's Circle.

Dr. Hoffman has and continues to labor tirelessly for chiropractors and chiropractic, making extraordinarily positive and significant contributions to the profession in many vital dimensions. He is currently active with - The Chiropractic Summit - The DaVinci Group - Foundation for Chiropractic Progress and FHC. In conjunction with his chiropractic malpractice insurance company, ChiroSecure, he has created scholarships for pediatric research and supports several Chiropractic Colleges, State Associations and Chiropractic Research programs. (Life University Research, Haavik Research, ICA Pediatric Research) He is a successful 34 yr. practitioner who owned and operated 14 Chiropractic offices and employed many associate DCs. For the past 24 yrs. he has served as founder as well as owner and operator of ChiroSecure, a malpractice insurance company that he personally spearheaded to become the 2nd largest program in that market. His expertise and love for Chiropractic allow him to stay on the cutting edge of Risk Management and continue to be one of the most sought after speakers in the chiropractic profession by state associations throughout the country as well as a favorite at the chiropractic college campuses.

Sponsored by:



Saturday, December 3rd - 2pm - 8pm **Sunday, December 4th - 8am - 2pm** **Lower Extremity Conditions, Injuries and Syndromes - 12 hours**

Presented By: Dr. Mitch Mally

Dr. Mally is a 1981 graduate of Palmer College of Chiropractic, Davenport, IA, presently practicing (30+ years) in Davenport, as well. Among his many accolades, Dr. Mally is one of the most sought after speakers conducting seminars internationally on the diagnosis, treatment and rehabilitation of extremity conditions, injuries and syndromes. Often regarded as "the 10th degree black belt in extremity adjusting", his skills and expertise in the art of spinal and peripheral joint manipulation are unparalleled.

Dr. Mally is a post-graduate faculty member of several chiropractic colleges, and is a powerful, dynamic, entertaining, motivational educator, featuring presentations armed with research supporting his presentations. His popularity on the "global" speaking circuit, affords attendees world-wide, vast "up-to-date" knowledge presented by Dr. Mally's unique style, featuring high energy, fast pace, content rich presentations including biomechanics, x-rays, MRIs and Dr. Mally's "authentic" extremity adjusting techniques with "live" demonstrations.

Sponsored by:



Sunday, December 4th - 2pm - 8pm **Integration of Mechanical Spinal Distraction and Low Level Laser Therapy into Clinical Practice to improve Outcomes and Patient Retention - 6 hours**

Presented By: Dr. Chris Proulx

Dr. Proulx is a clinical consultant at DJO, LLC in the Recovery Sciences division. He is also in private practice and consultant as a physical medicine and rehabilitation specialist and performance coordinator for individuals and athletic teams and adjunct assistant professor of research at New York Chiropractic College. He holds a Doctorate of Chiropractic, PhD(abd) candidate in Exercise Science, Master's of Science in Exercise Science, and a Bachelor's of Science in Sport Management and Health Fitness. Proulx has over 20 years of experience in sport and clinical science. He has over 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.

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