

**NATIONAL Convention &
Exposition 2010**

**THE GAYLORD PALMS RESORT AND
CONVENTION CENTER**

**KISSIMMEE, FLORIDA
AUGUST 26-29, 2010**

**C.A. CLASS
DESCRIPTIONS**

CA Sessions

Friday, August 27, 2010 - AM

8:00am-9:40am

Naples

[Jeff Lewin, D.C., CCSP](#)

Boost Your Practice Performance with Effective Team Meetings

Looking for a quick and easy way to boost your practice productivity? Learn to hold effective Team Meetings. This presentation will provide you with specific strategies for organizing team meetings that will enable you to achieve dramatic improvements in performance, productivity and profitability. You will be provided with proven strategies that will enable you to build a positive practice culture that promotes trust. And you will discover how to manage like a coach instead of a cop, so that you can empower your team members to take independent actions that help your practice become a place where people have fun and get more done. This seminar is full of practical tips, tools, and strategies that you will be able to apply tomorrow and improve performance.

(Speaker provided by Breakthrough Coaching, Inc. & PHI)

10:20am-Noon

Naples

[Jeff Lewin, D.C., CCSP](#)

Patient Financial Procedures

When you look at the whole picture, it's frightening to see just how many chiropractors are on a collision course with disaster because they don't know how to effectively handle patient finances. Collections are a vital part of your practice. If your practice has poor collection practices, you won't have a healthy practice. Solid patient financial procedures in your practice must be a non-negotiating point from the minute you see your first patient. With increased regulatory scrutiny on how you handle your patient's finances, we offer this up-to-date session on handling this important aspect of your practice the right, legal, ethical and responsible way.

(Speaker provided by Breakthrough Coaching, Inc. & PHI)

1:00pm – 2:40pm & 3:20pm – 5:00pm

Naples

[Mollie Frawley, R.N.](#)

The Florida "Bare Necessities"



This is the program for the chiropractic assistants and their physicians who want to learn about the most common, more interesting and rather difficult questions AND answers handled by the FCA's own Insurance Liaison Office staff. In general, Mollie Frawley will cover common practice management issues, Medicare, PIP and some of the major health insurer obstacles, including billing, coding and dispute questions and answers.



CA Sessions

Saturday, August 28, 2010 – AM

8:00am-9:40am & 10:20am-Noon

Naples 3

[Michelle Gellar-Vino, D.C.](#)

The Art of Building a Patient Pleasing Practice

- Fact: Patients, staff members, friends are constantly “sizing you up” based on how you and your staff work as a team.
- Fact: Patients decide if they will cooperate and have a positive experience with you and your practice.
- Fact: Most important; thought, action, words. Including non-verbal and verbal actions, tone and voice.

This course will teach attendees keys to talking traits, how positive first impressions are so important, the importance of building relationships/marketing, and how to S-O-A-R toward better and stronger relationships.

1:00pm-2:40pm & 3:20pm-5pm

Naples 3

[Kathy Mills, C.A.](#)

Rock Your Practice Finances by Understanding the Reimbursement Cycle

From setting your fees correctly to collecting every dime owed the practice, the financial aspects of your practice are vitally important. There is a step by step process that begins with setting your fees and ends only when you have collected every dime owed from patients or insurance. This exciting and interactive class will walk you through each step of the cycle. We'll cover:

- What constitutes your prevailing fee system and the three most important considerations when setting your fees
- Communicating financial policy to your patients so they just can't wait to pay their bill
- Techniques and secrets for billing and collections that bring simplicity and order to the financial department
- Patient billing and collection techniques that will make your life easier.

This session will give you the action steps necessary to return to your office and put all of these steps in order to rock your patient finances.

(Speaker provided by Foot Levelers, Inc.)

CA Sessions

Sunday, August 29, 2010

8:00am-9:40am & 10:20am-Noon

Naples 3

[John Lockenour, D.C.](#)

Utilization of Adjunctive Therapies

A four-hour presentation that will include a hands-on adjunctive therapy seminar for doctors and CA's will be given. Adjunctive therapies to be covered include the following: nutritional support, microcurrent, interferential current, low-volt, diathermy, microwave diathermy, ultrasound, intersegmental traction and myofascial release. The purpose for each modality, its contraindications, how each may be used for a particular disorder, and the rationale for each treatment phase will be included. All this will be in conjunction with step-by-step, hands on instruction for the use of each type of adjunctive therapy. Also presented will be CPT Coding and billing instructions for proper third party reimbursement.

(Speaker provided by Foot Levelers, Inc.)