2017 Fall Convention & Continuing Education Forum
FOR CHIROPRACTORS AND CAs

October 13-15, 2017

Gaithersburg Marriott Washingtonian Center Hotel
9751 Washingtonian Boulevard
Gaithersburg, Maryland 20878

15 CE CREDITS for DCs
8 CE CREDITS for CAs
1:00 p.m.  Registration

1:30 p.m.  The Evolution of Active Care
PRESENTED BY ALEX EARL, DC  
(DCs and CAs attend)
Whether you have never done Active Care or you are a master, you will learn the practical clinical insights of how to use Movement Analysis to provide you and your patients with a roadmap to navigate the Active Care maze. Through evaluating the quality of movement as a baseline, you will learn to establish objective measures for better patient compliance, better patient outcomes, and ultimately, practice profitability. Specific topics covered will be stabilization, breathing, posture, and central sensitization barriers to movement.  
Sponsored by Midwest Rehabilitation Institute

6:00 p.m.  Cocktails with Exhibitors

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8:00 a.m.  Registration & Continental Breakfast w/ Sponsors & Exhibitors

8:30 a.m.  DeFlame your Patients with Diet and Supplements
PRESENTED BY DAVID SEAMAN, DC, MS  (DCs Only)
Information abounds regarding the relationship between diet and inflammation. Learn about how a dietary excess of sugar, flour, and refined oils create chronic inflammation. This occurs via postprandial hyperglycemia and endotoxemia, each which can become a chronic state in the fasting state. By addressing chronic inflammation properly, we can target the underlying cause of most chronic conditions, such as obesity, metabolic syndrome, diabetes, interstitial cystitis, depression, and migraine headache and other pain syndromes.  
Sponsored by Anabolic Laboratories, Inc.

10:30 a.m.  Break with Exhibitors

11:30 a.m.  The Importance of Cell Health and Cognitive Function to the Chiropractic Profession
PRESENTED BY DAN JOHNSTON, MD  
(DCs and CAs Attend)
This lecture will discuss the role of specific dietary fatty acids in cellular health and metabolism at a high level. A brief history driving the epidemic of fatty acid imbalances in the United States and their role in chronic disease risk will also be highlighted. The clinical utility of addressing fatty acids as well as cognitive function will be discussed leaving the listener with a full appreciation for how addressing cellular health and brain function can truly revolutionize well-being.  
Sponsored by Brainspan, LLC

12:30 p.m.  Lunch & Annual Membership Meeting and 2017 Awards

2:00 p.m.  The New Medicare Chiropractic Documentation Playbook Boundaries
PRESENTED BY STEVEN R. CONWAY, DC, DACBOH, ESQ.  
(DCs and CAs Attend)
Dr. Steven Conway has spent 3 years working with all of the Medicare MACs to create a universal document outlining the interpretations of what documentation is required to establish medical necessity. This course will provide both chiropractors and CA's with the specific playbook of knowledge related to the information and interpretation that the MAC clinical reviewers will be using to determine medical necessity of chiropractic records. By applying the very simple and understandable procedures outlined in this course, chiropractors will have greater success in managing Medicare cases.  
Sponsored by ChirohealthUSA

3:30 p.m.  Break with Exhibitors

5:00 p.m.  Seminar Concludes
8:00 a.m. Registration & Continental Breakfast w/ Sponsors & Exhibitors

8:30 a.m. The 3 “R’s” of Patient Care
PRESENTED BY JEFF MCKINLEY, DC
(DCs Only)
This seminar will present to the doctor the three R’s of patient care: Reduce, Restore, and Rehab. Within this model, the doctor will learn how to: Reduce pain, inflammation, and subluxation; to Restore balance, posture, and movement; and to Rehab for strength and stability. The goal is to create a more efficient examination system, establish effective treatment protocols, and become a more confident provider.

Sponsored by Foot Levelers

10:30 a.m. How To Be a Standout Chiropractic Assistant in the Eyes of the Doctor
PRESENTED BY JAMEY SCHRIER, PT
(CAs Only)
In this presentation, Dr. Schrier will discuss and address the most common frustrations CA’s have with their bosses including poor management flow, unclear expectations resulting in miscommunications, and how to better “juggle” the multiple tasks on your plate. He will share tips on how to better communicate with the doctor, create a smooth patient workflow, and help support the doctor in a positive, productive way.

Sponsored by Practice Freedom Method

10:45 a.m. DCs Break with Exhibitors

12:30 p.m. Session Ends

Featured Speakers

Alex Earl, DC
Dr. Alex Earl is the President, Co-Founder of Midwest Rehabilitation Institute and a Team Chiropractic Physician at Chicago State University. He is a former collegiate athlete and now focuses mainly on sports medicine and rehabilitation in his private practice, which is just outside of Chicago. He speaks internationally on integrated strategies of chiropractic care, functional soft-tissue and movement analysis.

David Seaman, DC
Dr. Seaman is an adjunct faculty member at Logan College of Chiropractic. He is also a consultant for Anabolic Laboratories, for whom he has designed several nutritional supplements. He has authored many articles on the topic of diet, inflammation, and pain. His most recent book written for laypeople is entitled The DeFlame Diet. He posts regular DeFlame nutrition updates on Twitter @DeflameDoc and DeFlame Nutrition on Facebook.

Daniel T. Johnston, MD, MPH
Dr. Johnston is the co-founder of Brainspan, LLC a brain health technology and laboratory services company that provides clinically valid assessment tools for neurological health based on hundreds of peer reviewed studies. He is an expert in brain health, specifically the use of web-based neurocognitive testing and fatty acid testing (to include Omega-3 EPA/DHA, Omega-6/Omega-3 ratios) testing to optimize brain function and educate patients on the connection between nutrition, sleep, exercise and specific areas of neurological health but also their connection to physical/musculoskeletal well-being.

Steven Conway, DC, DACBOH, ESQ
A second-generation chiropractor whose passion is enhancing and protecting the chiropractic profession. He is a partner in Madison Wisconsin based DeWitt Ross & Stevens, one of the largest law firms in Madison. His law practice consists primarily of health law and government relations with a strong focus on Medicare.

Jeff McKinley, DC
Dr. McKinley is the clinical director of Middle Tennessee Spine & Joint, a multi-disciplinary practice that includes chiropractic, medical, physical therapy, and massage therapy. He is a member of the Medicare Carrier Advisory Committee for Tennessee, a member of the ACA’s Medicare Committee, and has lectured to chiropractic physicians and staff on Medicare issues. He also was an instructor for the Certified Therapy Assistants training course, and is a contributing author to the recently published textbook Chiropractic Therapy Assistant: A Clinical Resource Guide. Dr. McKinley’s seminar demonstrates powerful correlation of orthopedic, biomechanics, x-ray and posture exams.

Jamey Schrier, PT
Dr. Jamey Schrier is a respected physical therapist who built and owned a multi-location practice on the east coast for fifteen years. Jamey’s practice physically burnt to the ground because of a three-alarm fire. He rebuilt his practice with a system he created that allowed it to grow profitably and predictably while reducing the amount of time he spent in patient care. Recently Dr. Schrier sold his practice and started coaching other healthcare providers using the system he developed.
Convention Registration  Please Use Separate Form for Each Registrant

- NAME: _______________________________ IF STAFF, YOUR DC’S NAME: _______________________________

- BADGE (1ST NAME): ________________________________

- PHONE: ________________________________ FAX: ________________________________

- ADDRESS: _________________________________________________

- CITY/STATE/ZIP: ________________________________

- E-MAIL: ________________________________

- Full Registration, October 13-15
  (Includes 15 hours CE, Fri. Sat. & Sun. Continental Breakfast, and Sat. Lunch)

- Friday/Saturday Only, October 13-14
  (Includes 11 hours CE, Continental Breakfast & Lunch)

- Saturday/Sunday Only, October 14-15
  (Includes 11 hours CE, Continental Breakfast & Lunch)

  *DC Members may use one 2017 CE Voucher towards their registration fee.

- Full Registration, October 13-15
  (Includes 8 hours CE, Fri. Sat. & Sun. Continental Breakfast, and Sat. Lunch)

- Friday/Saturday Only, October 13-14
  (Includes 8 hours CE, Continental Breakfast & Lunch)

- Saturday/Sunday Only, October 14-15
  (Includes 4 hours CE, Continental Breakfast & Lunch)

**Payment Information:**

- Check enclosed (Made payable to: MCA)

- Please charge my:  
  - MC  
  - Visa  
  - AmEx

  ACCT #: ________________________________

  SECURITY CODE: ________________________________ EXP: ________________________________

  NAME AS APPEARS ON ACCOUNT: ________________________________

  SIGNATURE: ________________________________

  BILLING ADDRESS FOR CC: ________________________________

  (Association Headquarters will appear on your statement for this charge)

**Hotel Accommodations**

All MCA Convention activities will take place at the Gaithersburg Marriott Washingtonian Center Hotel. Special room rates of only $99/night plus tax (single or double) have been negotiated for those attending the convention. Room reservations should be made directly with the hotel by calling the registration desk at 800-393-3450. Be sure to advise the hotel that you are with the MCA Convention, and make sure to make your reservations by the September 22, 2017 cut-off date.

**Cancellation Policy**

There will be a $50 fee if cancellation is received by the MCA between 12 and September 25. There is no refund available if cancellation is received by the MCA after September 25. Cancellations must be received in writing in the MCA offices by the above deadlines.

**Sponsors & Exhibitors**

Apex Energetics  
Anabolic Laboratories, Inc.  
Brainspan, LLC  
ChirohealthUSA  
Foot Levelers, Inc.  
H F Hill & Associates, Inc.  
LocalGold  
Midwest Rehabilitation Institute  
PayDC  
Practice Freedom Method