

2018 ANNUAL CONVENTION

JUNE 29, 30 & JULY 1

The Penn Stater Hotel & Conference Center

Dear Colleagues,

Convening on June 29th through July 1st, PCA's 2018 Annual Convention will afford you the opportunity to reunite with your Chiropractic colleagues and friends, relax with your family, learn new skills and explore abundant clinical and business resources helpful to your practice, your staff and your patients. Speakers include Dr. Deed Harrison on contemporary biophysics technique (sponsored by Chiropractic BioPhysics®), Dr. Kurt Juergens on sports chiropractic (sponsored by Foot Levelers, Inc.), Dr. Dan Murphy on nutrition and healthy living (sponsored by Erchonia Corp.), David Klein on coding and billing (sponsored by PayDC), and Karin Toner Pierce on content for CAs and staff (sponsored by ChiroAbility, LLC). We are especially looking forward to our keynote speaker this year, Dr. Gerry Clum, sponsored by F4CP. All speaker bios and content summaries are included in this packet or can be found online at <https://pennchiro.org/convention-2/>.

Keep in mind: this year is a license renewal year. How many CEs do you need before Aug 31? Just a few, or all 24? Either way, we've got you covered! You can earn up to 25 CEs, all right here at Convention! This includes the optional 3 CE Act 31 renewal. Get everything you need for your license renewal this June in State College. Any questions? Reach out to CE & Convention Coordinator, Lindsay Walter at ceconvention@pennchiro.org.

See you in State College!

Dan McCann, DC & Roy Love, DC

PCA Convention Committee Co-Chairs



BRIEF EVENT SCHEDULE

Thursday, June 28

6:00p - 9:00p Early Check-in

Friday, June 29

8:00a - 8:00p Programs

5:30p - 6:30p Welcome Reception

Saturday, June 30

8:00a - 6:00p Programs

12:30p - 2:00p Annual Meeting of Members

6:00p - 7:00p President's Reception & Raffle Drawings

Sunday, July 1

8:00a - 2:00p Programs

www.pennchiro.org

SPEAKERS & EDUCATIONAL PROGRAMS

DEED HARRISON, DC



"The Spine and Posture is the Key for Human Health & Disease: A Contemporary Update on Chiropractic BioPhysics Technique"

Sponsored by Chiropractic BioPhysics®

This course provides an integrated education for the Doctor of Chiropractic in the Science and Art of chiropractic techniques for sagittal plane spine subluxations Populations. Emphasis is placed on normal alignment, analysis, and rehabilitation techniques for the sagittal plane of the spine and human posture. A survey of research material will be reviewed supporting the utilization and efficacy of Chiropractic treatment techniques methods across a spectrum of patient conditions.

Deed E. Harrison, D.C., graduated from Life-West Chiropractic College in 1996. Dr. Harrison has developed and researched original spinal rehabilitation procedures and has lectured to thousands of Chiropractors in over 300 educational conferences around the world. He has authored approximately 100 peer-reviewed spine related publications, 4 spine textbooks, and numerous conference proceedings. Additionally, Dr. Harrison is a member to the International Society for the Study of the Lumbar Spine (ISSLS), is a former International Chiropractors Association's (ICA) Nevada State Assembly Representative member, and is the acting Chair of the PCCRP Chiropractic Radiography Guidelines. Currently, Dr. Harrison is the President / CEO of Chiropractic BioPhysics® (CBP®) Technique & Seminars and is the President of CBP NonProfit, Inc. – a spinal research foundation.

David Klein, CPC, CPMA, CHC

"Protect Your Practice From Audits and Recoupment; Documentation and Coding for Medicare and Commercial Payers"

Sponsored by PayDC



In this presentation, David Klein, a certified medical coder/auditor and compliance consultant will provide in-depth instruction on how to properly document for maximum and correct reimbursement. He will discuss the critical resources every practice should have for accurate coding and documentation. He will review Medicare's new Quality Payment Program with a focus on MIPS. He will show attendee's how to accurately tell the story that reflects treatment being prescribed, as well as view the essentials to coding and documentation including how to tell the story of care.

David is a certified medical coding and compliance consultant with over 18 years of experience in Medical Coding and Compliance. He has provided training and education to hundreds of providers in both one-on-one and group settings. In 1999 he became the Billing and Compliance Manager for a group of 37 offices located in five different states. Currently, he is the Founder and President of DK Coding & Compliance, Inc. a health care consulting firm that focuses on coding audits, education, compliance and reimbursement issues. David also co-founded PayDC.com, the emerging leader in the healthcare software development arena, providing solutions focused on facilitating business growth, reimbursement, and regulatory compliance. He is a certified professional coder through the American Academy of Professional Coders (AAPC), and is certified in healthcare compliance through the Health Care Compliance Board (HCCB).

SPEAKERS & EDUCATIONAL PROGRAMS

KURT JUERGENS, DC, CCSP

"Tools & Techniques for a Sports Chiropractic Practice"

Sponsored by Foot Levelers, Inc.



Have you ever wanted to expand your practice into more of a sports-focused practice? Do you find yourself with an interest in sports medicine but also a passion for Chiropractic? Do you just want to know more about treating athletes and extremity conditions/injuries? If yes, then this is the course for you. Dr. Juergens will teach you how to develop relationships of trust with other healthcare professionals in the sports field. You will learn your role as a member of a sports medicine team, gain an understanding of lower extremity rehab protocols, and learn how and when to manage a multitude of lower extremity conditions/injuries. You will also gain a full understanding of health issues affecting the young athlete, with special considerations regarding the female athlete.

Dr. Kurt Juergens has been in practice since 1989 and has extensive post-graduate training in Sports Medicine. In 1992, Dr. Juergens was selected to be a member of the United States Track & Field Trials Sports Medicine Team. He has also served on the sports medicine teams for the NCAA Track & Field Championships, ATP's Tennis Masters Cup and U.S. Clay Court Championships. In Dr. Juergens's engaging talks, learn all about adding Active Care and Rehab To Your Practice and working with other medical and healing disciplines to deliver exceptional care to patients.

DAN MURPHY, DC, DABCO

"Vitality: Anti-Aging, Performance and Health Living"

Sponsored by Erchonia Corp.



Find out how to make a difference in America's healthcare starting with your patients from research expert Professor Dan Murphy DC, DABCO. Dr. Murphy offers the highest quality learning courses validated by scientific research. In this course, Dr. Murphy will educate on structure and function throughout the nervous system and the entire body for systemic wellness; including, but not limited to ATP, mitochondria, laser therapy, brain function, low back pain, nutrition and state-of-the-art technologies that are tailor-made for expert chiropractic care. The knowledge and skills you learn in this course can be applied immediately when you return to the office!

Dan Murphy, DC, DABCO is a well-recognized, award winning chiropractor and a popular instructor who teaches internationally while maintaining a part-time clinical practice. He has taught over 1,610 twelve-hour postgraduate continuing education classes. He also serves as part-time undergraduate faculty professor at Life Chiropractic College West, where he is currently teaching classes to seniors in the management of spinal disorders. He is a contributing author to several books and a quarterly columnist in the American Journal of Clinical Chiropractic. From 2003 – 2009, Daniel Murphy, DC, DABCO served as the Vice President of the International Chiropractic Association. In 2014, he was awarded the Lifetime Achievement Award from the International Association of Functional Neurology and Rehabilitation (IAFNR).

SPEAKERS & EDUCATIONAL PROGRAMS

KARIN TONER PIERCE

"Ignite Practice Growth - CA Style!"

Sponsored by ChiroAbility, LLC



Looking to energize your practice? Enroll your CA for a power-packed day at convention this year!! From overcoming front desk challenges to blowing through billing and collection hurdles, this 8 hour CA seminar led by Karin Toner Pierce of ChiroAbility, LLC will ignite your CA to reach new heights! If you want your staff to help you increase profits and decrease stress register them today for this robust course in practice management ~ CA style! There's even a panel of experts which is sure to send your assistants into power drive!

Karin is an accomplished seminar speaker/office consultant specializing in CA training of policies and procedures directed towards practice growth. She is the owner and CEO of ChiroAbility, LLC, which provides exceptional service and reliability with proven strategies to convey patient education for care plan compliance. Karin has been involved in chiropractic professionally for 21 years and makes it her personal mission to help practices as grow their patient base and significantly improve collections. She has a passion for chiropractic and for helping chiropractors and their staff function efficiently on a daily basis.

GERARD CLUM, DC, FICA

Keynote Speaker

Sponsored by F4CP



Prepare yourself and your practice to take an active role in the national effort addressing the opioid epidemic. Gain the history, context and current moment understanding to enable yourself to speak and act, as a chiropractor, in addressing the worst drug epidemic in our history as a nation. Learn what you can do in your office, community and state to be a leader in stemming this family destroying plague affecting your patients, friends and neighbors.

Dr. Clum is a 1973 Palmer College of Chiropractic graduate has been a faculty member at Palmer College of Chiropractic, a founding faculty member at Life Chiropractic College (now Life University) and first president of Life Chiropractic College West holding office from January 1981 through January 2011. He presently serves on the Executive Committee and Board of Directors of the F4CP and as Treasurer and member of the Board of Directors of the Integrated Health Policy Consortium (IHPC). He has been recognized as "Chiropractor of the Year" by ICA, "Man of the Year" by *Dynamic Chiropractic* and as one of the top five leaders of the chiropractic profession in a *Dynamic Chiropractic* readers' poll. Dr. Clum was the 2014 recipient of the Lee-Homewood Award of the Association for the History of Chiropractic. He has lectured throughout the world and has been recognized and honored for his efforts over the years by international, national, state and local groups.

SCHEDULE OF EVENTS

THURSDAY, JUNE 28: EARLY CHECKIN 6-9PM

**FRIDAY
JUNE 29**

ACT 31	DR. DEED HARRISON	DAVE KLEIN
REGISTRATION BREAKFAST EXHIBIT HALL OPEN 7:00		
8:00 - 11:00 (3CE)		8:00 - 9:40 (2CE)
		BREAK - 40 min
		10:20 - 12:00 (2CE)
LUNCH 11 - 12		LUNCH 12 - 1
	12:00 - 1:40 (2CE)	
	BREAK - 30 min	
	2:10 - 3:50 (2CE)	
	BREAK - 30 min	
	4:20 - 6:00 (2CE)	
	BREAK - 30 min	WELCOME RECEPTION 5:30-6:30
	6:20 - 8:00 (2CE)	

**SATURDAY
JUNE 30**

DR. DANIEL MURPHY	DR. KURT JUERGENS	CA TRACK - KARIN TONER PIERCE (NO CE)
REGISTRATION BREAKFAST EXHIBIT HALL OPEN 7:00		
8:00 - 9:40 (2CE)	8:20 - 10:00 (2CE)	8:00 - 9:40
BREAK - 40 min		
10:20 - 12:00 (2CE)	10:40 - 12:20 (2CE)	10:20 - 12:00
LUNCH 12 - 2 ANNUAL MEETING OF MEMBERS 12:30 - 2:00		
2:00 - 3:40 (2CE)	2:00 - 3:40 (2CE)	2:00 - 3:40
BREAK - 40 min		
KEYNOTE SPEAKER - DR. GERRY CLUM 4:20 - 6:00 (2 CE)		
PRESIDENT'S RECEPTION 6:00 - 7:00		

**SUNDAY
JULY 1**

DR. DANIEL MURPHY	DR. KURT JUERGENS
BREAKFAST & EXHIBIT HALL OPEN 7:00	
8:00 - 9:40 (2CE)	8:00 - 9:40 (2CE)
BREAK - 40 min	
10:20 - 12:00 (2CE)	10:20 - 12:20 (2CE)
BREAK - 20 min	
12:20 - 2:00 (2CE)	12:20 - 2:20 (2CE)
CONVENTION CLOSE	

CEs have been applied for PA, MD, DE, OH & NJ. Schedule may be subject to change.

GET READY TO PARTY! TWO RECEPTIONS THIS YEAR!

FRIDAY 5:30-6:30 and SATURDAY 6:00-7:00

Join us in the Exhibit Hall for hors d'oeuvres and a cash bar to mix and mingle with fellow chiropractors, distinguished speakers, and of course, our wonderful exhibitors and sponsors. Friday is a welcome reception to kick off the weekend, and Saturday raffle prizes will be drawn.

ATTENDEE REGISTRATION

		PCA MEMBER	NON MEMBER	CA/ STAFF/ STUDENT	ONE DAY RATE (FRI or SAT)
Early Bird	Feb 1 - April 30	\$299	\$399	\$99	\$179
Regular	May 1 - June 28	\$349	\$449	\$129	\$179
At Door	June 29 - 30	\$399	\$499	\$149	\$229

REFUND POLICY: Written notification of cancellation is required prior to April 30th, the last day for the Early Bird. A refund will be given with the deduction of a \$50 processing fee. **NO REFUNDS** or **CREDITS** will be issued after April 30th.

REGISTER ONLINE HERE

OVERNIGHT RESERVATIONS 6/28, 6/29 & 6/30

Discounted Room rate of **\$139** per night through **May 30th**

Call **814-863-5000**

and reference **PACA18B**

QUESTIONS? CONTACT PCA 717-232-5762 OR CECONVENTION@PENNCHIRO.ORG



**215 INNOVATION BLVD
STATE COLLEGE, PA 16803
814-863-5000**

<https://thepennstaterhotel.psu.edu>





2018 ANNUAL CONVENTION ATTENDEE REGISTRATION

FULL NAME (Print Clearly): _____ ☐ DC ☐ CA or STAFF

STREET ADDRESS: _____

CITY, STATE, ZIP: _____

PHONE: _____ FAX: _____

EMAIL: _____

DC LICENSE# (PA): _____ DC LICENSE #(OTHER STATE): _____

☐ YES, I WILL ATTEND ACT 31 ON FRIDAY MORNING

☐ NO, I WILL NOT ATTEND ACT 31 ON FRIDAY MORNING

How did you hear or learn about the PCA ANNUAL CONVENTION? (please circle all that apply or fill in OTHER)

Email Fax Postcard Facebook Twitter Instagram PCA Website Internet Search Colleague/Friend PCA Staff

OTHER: _____

Circle the price box for your
membership level and
registration date

		PCA MEMBER	NON MEMBER	CA/ STAFF/ STUDENT	ONE DAY RATE (FRI or SAT)
Early Bird	Feb 1 - April 30	\$299	\$399	\$99	\$179
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PAYMENT INFORMATION: TOTAL AMOUNT DUE: \$ _____ CHECK#: _____

CREDIT CARD#: _____ EXP DATE: ____ / ____ CVC: _____

NAME ON CARD: _____ BILLING ZIP CODE: _____

SIGNATURE: _____ DATE: _____

If paying by check, make payable to Pennsylvania Chiropractic Association and mail to: 1335 N. Front Street, 2nd Fl, Harrisburg, PA 17102. Or Fax form to 717-232-8368 (If faxing, please call 717-232-5762 to confirm receipt).

NOTICE: By providing your email and/or fax number you authorize the PCA to send you information about upcoming events, seminars, news or other PCA/chiropractic-related information. **PAYMENT & EARLY-BIRD POLICY:** Your early-bird discount will be cancelled if you do not make your registration payment by the early-bird deadline. **REFUND POLICY:** Written notification of cancellation is required prior to the JUNE 1, 2018. A refund will be issued less a \$50 processing fee. NO REFUNDS or credits will be issued after JUNE 1, 2018. NO EXCEPTIONS!