

# Southern CHIROPRACTIC CONFERENCE®

HOSTED BY TCA



*Join us!*

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**AUGUST 15-18, 2019**

EMBASSY SUITES HOTEL AND CONFERENCE CENTER  
MURFREESBORO, TN

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[SOUTHERNCHIROPRACTICCONFERENCE.COM](http://SOUTHERNCHIROPRACTICCONFERENCE.COM)



# Southern Chiropractic Conference 2019 FEATURED SPEAKERS

## Southern CHIROPRACTIC CONFERENCE HOSTED BY TCA

The Southern Chiropractic Conference (SCC) is your conference for connecting with your chiropractic professional community. Just minutes away from downtown Nashville, we feature cutting-edge continuing education topics from top speakers, an EXPO showcasing the latest and greatest products and services to benefit your practice, plus special events to network and wind down at the end of the day... all with a southern flare and an atmosphere of community.

The SCC is a must-attend event for your entire team! With options available for DCs, CAs in all areas of the practice (therapy, x-ray, insurance and admin) and even LMTs; the SCC has the courses you need to complete your annual requirements, and more! Experience the SCC in 2019!



BABIAN



BONE



COLE



DEMETRIOUS



GREENSTEIN



HAAVIK



HULME



KOUSSALEOS



LIEBERMAN



MALLY



MASSEY



MULLIGAN



NELSON



SATTERLEE



TAI



VAN HESS



VENTRESCA



WEINIGER



YOCHUM

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at  
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conference.com*

### Color Guide to SCC Education

- DOCTOR CE SEMINARS
- STAFF (CTA OR CXT) CE SEMINARS
- TEAM TRAINING SEMINARS (NON-CE)

TN approved. CE applied for in AL, AR, FL, GA, KY, MS and NC. Details posted at [southernchiropracticconference.com](http://southernchiropracticconference.com) as available. Other state CE requests must be submitted in advance, as criteria varies. TN attendance verification automatically submitted to CE Broker. Proof of attendance for CE for all other state boards must be submitted by attendee.

### Design Your Experience

At the SCC, you have the opportunity to customize your educational experience! With our multi-track educational format, we offer a general session track, as well as breakout tracks. Throughout our promotional materials, you will see that CE credit is denoted by color. Multiple topics interest you? Get the hours you require and create your personal customized experience as you choose the tracks that interest you!

Individuals responsible for complying with state licensure requirements; scanning required for verification of both CE and non-CE hours.

## Welcome Mixer



**FRIDAY, AUGUST 16 | 5:30 P.M. - 6:30 P.M.**

Nothing says, "We're glad you're here" like the SCC welcome mixer! Join us immediately following Friday's educational sessions in the EXPO hall to relax, mingle and kick off the weekend at this casual get-together hosted by the TCA Eagle Society. Enjoy appetizers and music along with a glass of wine, a cold beer, or a special Southern cocktail. Free for SCC attendees.

**Details, including times, visit...**

## DC CE CREDIT

### **MITCH MALLY, DC** **Pain Management Procedures & Protocol**

#### FRIDAY A.M. SESSION

This course emphasizes the importance of nutritional recommendations for inflammation and regenerative medicine for injuries and wellness. While still recommending a qualitative history intake, clinical examination, radiology and demonstrations, Dr. Mally will present pain management criteria and techniques for several of the most common pain complaints. Cold laser therapy is discussed, as well as several key ingredients and nutrients required for healing of inflamed and injured soft tissues.

SPEAKER SPONSORED BY: HEALTH SECRETS USA

continues to validate thrust manipulation as healthy, but thrusting can be painful and may not be appropriate for some patient demographics. New technology exists to help chiropractors use their gift of segmental discernment and correct these dysfunctions without "risky" consequence. Dr. Nelson will teach how this new technology can move bones, improving clinical outcomes using 3-dimensional distractive level arms. This course will give the chiropractor a method to recruit post-surgical mechanical back and neck pain patients as a new revenue stream. It will also show how to manage complicated comorbid pathologies easily, without elevating professional risk. Finally, new off-loaded rehabilitation concepts will be introduced to augment these at-risk populations.

SPEAKER SPONSORED BY: PROTEC SPINE NORTH AMERICA

## DC CE CREDIT

### **PAUL LING TAI, DPM, FACFS, ABPS, ABAARM** **Complete Chiropractic Protocol for Fibromyalgia, Muscular Spasm & Neuropathy**

#### FRIDAY A.M. SESSION

Muscle pain and fibromyalgia are debilitating disorders characterized by a wide array of symptoms. From the hallmark musculoskeletal pain to the unbearable fatigue and lack of energy, fibromyalgia is swiftly coming to control the lives of many men, women and even children.

Chiropractic has a place at the forefront of the movement against these debilitating disorders. Learn all-natural supplemental protocols designed to provide relief without the addictive nature of prescriptions used for chronic pain that do nothing to address the root of the problem. Dr. Tai will discuss simple and easy methods of assessment and testing that, along with supplementation and chiropractic adjustment, may help release nearly 4 million people from the acute and chronic pain symptoms of fibromyalgia.

SPEAKER SPONSORED BY: HEALTH SECRETS USA

## DC CE CREDIT

### **MITCH MALLY, DC** **Knee/Hip/Pelvis Conditions, Injuries & Syndromes**

#### FRIDAY P.M. BREAKOUT OPTION

This course focuses on normal vs abnormal knee/hip/pelvis mechanics and common conditions, injuries and syndromes such as: knee sprain/strain, tibial torsion syndrome, Osgood Schlatter's, runner's knee, femoral anteversion, piriformis syndrome, entrapment neuropathies, and more. Attendees will learn gait mechanics, plus hands-on technique demonstrations.

SPEAKER SPONSORED BY: HEALTH SECRETS USA

## DC CE CREDIT

### **PAUL LING TAI, DPM, FACFS, ABPS, ABAARM** **The New Science of Metabolic X Syndrome & Obesity**

#### FRIDAY P.M. BREAKOUT OPTION

Dr. Tai will dive into the new published evidence-based approach to diagnosis of Metabolic X Syndrome and obesity. Using proper documentation, as well as recommendations and explanations to avoid common errors made in the testing procedures of genetics, plus blood spot and saliva testing, he will provide a clear understanding of the pharmacodynamics of up-regulation enzymatic breakdown of fat cells and elimination from the body. A step by step algorithm of leptin hormone, a master hormone, will be reviewed, including its functions in thyroid, adrenal and sexual endocrine glands.

SPEAKER SPONSORED BY: HEALTH SECRETS USA

## DC CE CREDIT

### **LANEY NELSON, DC** **3-D Manipulation of Difficult Spinal Conditions**

#### FRIDAY P.M. SESSION

As a profession, we believe that a person's health is a determinate of their spine's ability to segmentally function at their highest levels of performance. Data

6 HOURS DC/CTA ADVANCED/LMT CE CREDIT

## GEORGE KOUSALEOS, LMT

### CORE Back Specific

FRIDAY P.M. SESSION

Back Specific is a detailed session strategy that addresses the primary myofascial tissues of the cervical, thoracic, lumbar, scapular and iliofemoral regions of the body. These techniques and protocols improve structural alignment, increase flexibility and range-of-motion, improve movement patterns, and decrease chronic pain. Back Specific can be included in full-body sessions, or can be effectively utilized in region-specific therapies that target the back, neck, shoulders and hips.

*This course is open to CTAs licensed 3 or more years, LMTs or DCs. Class size is limited to the first 50 qualified registrants. Please plan to bring a portable massage table, if possible.*

2 HOURS OF NON-CE

## MORGAN MULLICAN, DC, DACBN, CCN

### New Patient Procedures that Educate & Inspire

FRIDAY P.M. BREAKOUT OPTION

We all have heard it: "You only get one chance to make a good impression." This is true on a first date, at a job interview, and when welcoming a new patient to the practice. Setting a strong foundation from your very first encounter with a patient is an essential step in inspiring patients to stay, pay and refer. A POSITIVE first impression will make a new patient feel comfortable; more willing to provide accurate and honest information, and to follow through with care. In this presentation, you'll learn the unskippable steps to help you deliver a world-class consultation and examination time after time. You'll also learn how to correctly code for your examination procedures and structure your diagnosis correctly. We'll help you and your practice team get it right from day one!

**SPEAKER SPONSORED BY: BREAKTHROUGH COACHING**

*This course will be offered again during Saturday p.m. session.*

2 HOURS OF NON-CE

## MICHAEL MASSEY, DC CPC

## SHANNON BONE, DC

### Finding Success in the Insurance Sandbox/ Promoting your Practice: What Works...and What Doesn't

FRIDAY P.M. BREAKOUT OPTION

Knowing what can be billed and collected-for can make the difference between surviving and thriving. Dr. Massey will discuss the global and capped fee arrangements that are impacting chiropractic physicians. He will also offer clarification on what other complementary services or revenue streams may be available outside a bundled or global payment system.

Websites, social media, print ads, events, satisfied patient word-of-mouth... Dr. Shannon Bone will take you through some of the best approaches for promoting and growing your practice, as well as some of the least effective. Leave with strategies to make best use of your marketing investments of time and money.

2 HOURS OF NON-CE

## BRIAN LIEBERMAN, DC

### Kids, Chiropractic Philosophy and the Next Generation

FRIDAY P.M. BREAKOUT OPTION

In this information-packed session, Dr. Lieberman will review the history, philosophy and principles of chiropractic; as well as the future of philosophy in chiropractic. Get fired up by this long-time Dynamic Essentials (DE) team speaker who is known for his high-energy and passion for chiropractic. Participants will sharpen their skills on communicating chiropractic to their patients and communities, as we prepare for the next generation to follow.

6 HOUR TN REQUIRED COURSE

## MARY BABIAN, DC, JD

## DON COLE, DC, FICC

### Doctor Boundaries, Ethics & Jurisprudence

9:00 A.M. - 4:00 P.M.

The Tennessee Board of Chiropractic Examiners requires all **newly-licensed** Tennessee Chiropractors to complete a **one-time** six (6) hour board-approved course in risk management, sexual/professional boundaries, and Tennessee statutory and regulatory chiropractic jurisprudence. This course is designed to help the newly-licensed chiropractor more clearly understand all issues surrounding the profession of chiropractic in Tennessee.

2 HOUR TN REQUIRED COURSE

## TIFFANY STEVENS, ED, CTA, CXT

### CTA/CXT Boundaries, Ethics & Jurisprudence

3:00 P.M. - 5:00 P.M.

The Tennessee Board of Chiropractic Examiners requires all **newly-licensed** Tennessee Chiropractic Therapy Assistants (CTAs) and Chiropractic X-Ray Technologists (CXTs) to complete a **one-time**, two (2) hour board-approved course in risk management, sexual/professional boundaries, and jurisprudence. This course is designed to help newly-licensed and established CTAs and CXTs define all issues surrounding those boundaries.

## DC/CTA CE CREDIT

### **JASON HULME, DC** **JOSHUA SATTERLEE, DC** **Systematic Assessment and Advanced Treatment Principles**

**SATURDAY A.M. SESSION PART 1**  
**SATURDAY A.M. AND P.M. BREAKOUT OPTION PART 2**

Explore how crucial a functional and systematic approach to patient assessment and treatment is to the modern chiropractor and clinical staff. Applying this kind of approach to care helps make the clinically difficult cases, like tendinopathy, simple. Clinical osteokinematics will be reviewed along with a systematic approach to determining mobility vs motor control limitations and how they influence the pain experience. This will include interactive labs demonstrating the advantages of a systematic approach to assessment and rehabilitation including the appropriate action steps to implement rehabilitation for tough cases.

*This 6-hour, 2-part session begins in the general session. After the first 2 hours, part 2 moves to a breakout session immediately following the morning break.*

## DC/CTA CE CREDIT

### **STEVEN WEINIGER, DC** **Fall Prediction, Prevention & Rehab:** **A Chiropractic Strategy for Risk Assessment, Protection & Injury Mitigation**

**SATURDAY A.M. BREAKOUT OPTION**

"I've fallen down and I can't get up". It's not a joke, it's a life-threatening crisis; and as the leading edge of the Baby Boomer generation enters their 60s and 70s the demand for fall prevention solutions will grow.

A large factor in falls (as well as chronic low back pain) is degeneration of postural control and stabilization. Sensori-motor errors of position and control sets the stage for incorrect weight shifting, a major cause of falls. Posture and balance are two sides of the same functional coin. StrongPosture® balance and clinical rehab exercise protocols use systematic, progressive cueing to find and retrain "lost" motion to keep balance control strong, one element of keeping people moving well as they age.

**SPEAKER SPONSORED BY:**  
**PERFORMANCE HEALTH/POSTURE PRACTICE**

## DC CE CREDIT

### **JAMES DEMETRIOUS, DC, FACO** **Differential Diagnosis of Neuromusculoskeletal Conditions**

**SATURDAY A.M. SESSION PART 1**  
**SATURDAY P.M. BREAKOUT OPTION PART 2**

Dr. Demetrious will present relevant learning opportunities by utilizing actual clinical case presentations, including a careful review of current evidence-based practices and appropriateness criteria with clinically intuitive rationales.

This course will contain interactive discussion that includes salient historic assessments, vetted examination procedures, clinical reasoning, laboratory and imaging appropriateness criteria, differential diagnosis and therapeutic decision-making. Emphasis will be placed upon risk management and improving clinical outcomes.

*This 10-hour, 3-part course begins in the general session. After the first 2 hours, part 2 moves to a breakout session option immediately following lunch. Part 3 will take place on Sunday as a concurrent breakout option.*

*Registrants participating in the Orthopedic Diplomate program must complete all 3 parts to complete the 1st of 5 TN live classroom sessions.*

**SPEAKER SPONSORED BY: NCMIC**

## DC/CTA CE CREDIT

### **JAY GREENSTEIN, DC, CKTP, CGFI** **Chiropractic 2.0: The Technology Adjustment**

**SATURDAY P.M. SESSION**

Rapidly evolving technologies are already beginning to have large scale impact which empower patients to create improved lifestyle behaviors, improve patient outcomes, lower costs to the patient and the system, provide more secure networks and environments, disrupt third party intermediaries, and a LOT, LOT more; all to create change on a scale that we have never before seen in our lifetime.

This session will discuss the overview of technologies, implications to the chiropractic profession and the patients we serve, and lay out a recommended action plan for our future. Disruption is the present, and prosperity is in our collective future, as long as we apply these emerging technologies in the most efficient and effective ways to drive even greater value and impact.

**SPEAKER SPONSORED BY: CHIROHEALTHUSA**

## CTA EXAM

**SATURDAY, AUGUST 17, 2019**

The state exam for the Chiropractic Therapy Assistant will be offered at this location on Saturday, August 17, 2019 at 2:00pm CT. For those that have completed the required 50 hours and are ready to test you must pre-apply prior to August 3, 2019 in order to test on site. Please fax your Exam Application (included with your 50 Hour Program) and exam fee to (615) 383-6233 (credit card payments only) or contact the TCA at (615) 383-6231 with any questions.



DC/CTA CE CREDIT

**STEVEN WEINIGER, DC**  
**Digital Lifestyle Syndromes:  
Addressing Tech-Neck, Computer Back  
and other Kinks in the Kinetic Chain**

SATURDAY P.M. SESSION

Technology is changing our lives...and our bodies. From "sitting is the new smoking" to "tech-neck", people are talking about the health consequences of living folded over a desk, computer or smartphone. The problem is more than inactivity. Over time the postural kinks in the kinetic chain have a profound effect on function.

In addition to restoring segmental motion with spinal manipulation, incorporate posture strengthening protocols to systematically retrain granular motion of compensatory and adaptive patterns. Retraining subtle postural patterns is an often neglected factor in many NMS practices, and is a rehab care bridge connecting acute pain with wellness life habits.

SPEAKER SPONSORED BY:  
PERFORMANCE HEALTH/POSTURE PRACTICE

2 HOURS OF NON-CE

**TIFFANY STEVENS, ED, CTA, CXT**  
**AMY OWSLEY**  
**Media and Communication Strategies-  
Building High Trust in a Low Trust World**

SATURDAY P.M. BREAKOUT OPTION

It's a known fact that social media is now one of the most powerful ways to reach and engage target audiences. How can your TEAM best use the platforms available to both influence those who know the benefits of chiropractic, as well as promote the profession you know and love? Train your TEAM to develop social media practices that complement your education efforts and, in turn, facilitate practice growth.

Trust matters. While it takes time to build credibility and to establish trust, it can be lost in a flash—which can jeopardize your practice reputation, financial stability, and sustainability. Stay current on how to build trust in an ever-changing healthcare environment in which trust has been declining. Review business practices that have been shown to strengthen a culture of trust and note pitfalls to avoid that can destroy it.

2 HOURS OF NON-CE

**MORGAN MULLICAN, DC, DACBN, CCN**  
**New Patient Procedures that  
Educate & Inspire**

SATURDAY P.M. BREAKOUT OPTION

*This is a repeat offering for those who were unable to attend Dr. Mullican's Friday session.*

## Future Leaders Luncheon

FRI., AUGUST 16 | 12:00 P.M. - 1:00 P.M.

At the TCA, we're always working to support and educate our doctors to strengthen their future success. We want to help you meet new challenges with confidence. The Future Leaders Luncheon connects emerging leaders with the leaders of today. As an attendee, you will have an opportunity to participate in an hour-long information sharing session focused on a variety of topics frequently asked by doctors in early phases of their career.

**This complimentary lunch is offered to doctors licensed in practice 5 years or less.** RSVP today to experience a variety of information valuable to your practice.

## Rapid-Fire Lunch and Learn – DISCUSSIONS THAT MATTER!

FRI., AUGUST 16 | 12:00 P.M. - 1:00 P.M.

Benefit from the experience of your SCC community at this casual, participant-driven lunch and learn led by a diverse panel. Get answers to your practice questions from the collaborative experiences and wisdom of the room. Bring your questions, insights, and passion for driving the profession forward and take away useful information for your practice. Complimentary light lunch provided. RSVP required.

## TCA & CAT Membership Meeting

SAT., AUGUST 17 | 7:15 A.M. - 8:00 A.M.

TCA and CAT members are encouraged to attend this joint annual membership breakfast meeting. Join us for this opportunity to share insights and experiences, discuss how to lead positive change and bring to life our vision for the future. Key member-privileged information, along with association business items, will be reviewed; including updates on state and national legislative issues, TCA financial report, district election results and a look ahead to 2020.

## SCC Power Up Luncheon

SAT., AUGUST 17 | 12:00 P.M. - 1:30 P.M.

Bring your team and take a break from education and join us for an uplifting lunch with your peers. We will also celebrate inspiring individuals who have made outstanding achievements within their profession, association and communities. Join us to honor these dedicated members of our chiropractic community!

Saturday's Luncheon tickets are only \$20/person and may be pre-purchased when you register.

## DC CE CREDIT

### HEIDI HAAVIK, PHD, BSC

#### Progress in Neuroscience: A Chiropractor's Dream

SUNDAY A.M. SESSION

Dr. Heidi Haavik, a chiropractor and Ph.D. trained neurophysiologist, is one of the most popular chiropractic speakers in the world today. Director of Research at the New Zealand College of Chiropractic, Dr. Haavik is best known for her ground-breaking research on the impact of chiropractic adjustments on the brain and central nervous system. What is becoming clear from scientific studies is that spinal (dys-)function negatively impacts brain function, and that chiropractic adjustments can reverse this. One particular part of the brain that we now know we impact when we adjust the spine is the prefrontal cortex. This literally is the Chiropractor's Dream, because the prefrontal cortex is vital for one's intelligence, movement control, pain processing, mental health, immune system and inflammation (thus most chronic diseases)! Dr. Haavik will explain all of this to you in easy to understand language. She will share with you a summary of where we are today with the neurophysiological understanding of the impact of spinal function on brain function, and will discuss what future implications this has for us as a profession.

## DC/CXT CE CREDIT

### ALICIA YOCHUM, DC, DACBR

#### Updated Imaging and Biomechanics of Disc Lesions

SUNDAY P.M. SESSION

We will discuss how posture can predispose someone to a disc lesion and the biomechanics as it relates to the disc. It will also enhance their ability to look at the images and have a better understanding of the anatomy as it pertains to disc lesions. We will look at full MRI scans and walk through the anatomy and disc nomenclature so you can correlate what you see clinically to what is found on the images.

*This is the last 4 hours of CXT 6 hour CE session.*

**SPEAKER SPONSORED BY: FOOT LEVELERS, INC.**

## 6 HOURS OF CE CREDIT (for qualified doctors\*\*)

### JIM VENTRESCA, DOM, LAC, DIPLAC

#### The Eight Extraordinary Meridians of Acupuncture

SUNDAY SESSION

Explore the clinical uses of the deepest energies in the body. These meridians form a framework for understanding and treating individuals at the level of their Jing, or constitution. There are 360 acupuncture points, with 63 being considered the superior points for treating most common disorders. The Eight Extraordinary Meridians treat areas of the body and psyche in regions beyond the reach of the superior points. These seemingly simple meridians have the capacity to effectively treat painful conditions, internal disorders, women's health, and psychological concerns. This course explores a number of practical and easy to recall options for employing these special meridians in practice.

\* Please refer to the TN Board of Chiropractic Examiners rules and regulations 0260-02-.02 SCOPE OF PRACTICE and 0260-02-.12 CONTINUING EDUCATION, for requirements and eligibility for this CE seminar.

\*\* Doctors not meeting the requirements to practice acupuncture as defined by the TN Board of Chiropractic Examiners will not receive CE credits for this 6-hour session.

Additional 2 hours of DC Program offered to 6-hour DC Acupuncture attendees only from 3pm to 5pm on Sunday.

## DC/CXT CE CREDIT

### ALICIA YOCHUM, DC, DACBR

#### What Could be Walking Through Your Door?

SUNDAY A.M. BREAKOUT OPTION

This is a case-based lecture pulling from cases read for chiropractors across the nation. We will review a wide range of pathology from sports injury, arthritis, infection and neoplasm, all of which have been seen by chiropractic practices. Proper utilization of imaging will be covered, and will serve as a reminder that arthritis is not the only pathology that could come through chiropractors' doors.

*This is the first 2 hours for CXT 6-hour CE session.*

**SPEAKER SPONSORED BY: FOOT LEVELERS, INC.**

## DC CE CREDIT

### JAMES DEMETRIOUS, DC, FACO

#### Differential Diagnosis of Neuromusculoskeletal Conditions

SUNDAY A.M. BREAKOUT OPTION

*This is part 3 of this 10-hour course. If you are participating in the Orthopedic Diplomate program, this track is the conclusion of this 10-hour seminar.*

**SPEAKER SPONSORED BY: NCMIC**

## Southern Nights AFTER PARTY

SAT., AUGUST 17 | 5:30 PM - 7:00PM

On Saturday evening, the SCC winds down with a fun gathering where you can catch up and celebrate another great year with friends and colleagues. With a relaxed Southern Nights vibe, drop by and experience good conversation and unique drinks.

2123 8th Avenue South  
Nashville, TN 37204

ADDRESS SERVICE  
REQUESTED

*We invite you to experience  
the 2019 Southern  
Chiropractic Conference  
hosted by TCA!*

Join us in Murfreesboro, TN just minutes from downtown Nashville for this exceptional conference experience! The SCC offers over **60 hours** of CE options, encompassing varied techniques and topics, as well as team training options for the entire staff. Engage with your colleagues at this annual southern summer gathering for education, conversation and community that will fuel your passion for chiropractic!

*Where You Stay Matters!*

**SUPPORT THE TCA -  
MAKE YOUR RESERVATIONS AT OUR  
CONFERENCE HOST HOTEL AND  
SUPPORT THE TCA**

**CONFERENCE ACCOMMODATIONS**

**Embassy Suites Hotel & Conference Center**

1200 Conference Center Blvd., Murfreesboro, TN 37129  
Check-In: 4:00 p.m. CT | Check-Out: 11:00 a.m. CT

**GROUP RATE INFORMATION**

Room Rate:

**\$151 Single/Double per night plus applicable taxes**

Reservation Code: **TCA**

Reservation Deadline: **Thurs., July 22, 2019**

(or until block fills, whichever is first)

**For reservations call (615) 890-4464 or go online to <https://bit.ly/2TP8dYK>**

**The TCA has negotiated the reduced room rate of \$151 per night for single or double available through July 22, 2019 or until the block fills.**

Individual cancellations must be made more than 24 hours prior to arrival.



*Hey Y'all!*

**The SCC has a new home...online!**

Visit our brand-new website dedicated to the

*Southern Chiropractic Conference*

for all the details on this chiropractic weekend extravaganza!

**NEW WEBSITE: [www.SouthernChiropracticConference.com](http://www.SouthernChiropracticConference.com)**