RESET | RECHARGE | REALIGN



Southern CHIROPRACTIC = CONFERENCE

HOSTED BY TCA

AUGUST 17-20 2017

FRANKLIN MARRIOTT COOL SPRINGS
700 COOL SPRINGS BLVD., FRANKLIN, TN 37067

Southern Chiropractic Conference FEATURED SPEAKERS



DR. CLAUDIA ANRIG



DR. MARY BABIAN



DR. MILES BODZIN



DR. DON COLE



DR. RICHARD COLE



DR. DEAN DEPICE



JOHN FLOYD



DR. RAY FOXWORTH



DR. MARK HANSON



DR. KURT



DR. WILLIAM MOREAU



JOSH MORTON



DR. SCOTT MUNSTERMAN



DR. DAN MURPHY



DR. MARK SANNA



TIFFANY STEVENS



DR. ADAM TEDDER



DRS. HEATHER & JACK WOLFSON

THURSDAY



Going Green: Growing a Practice that Makes Dollars and Sense

1:00PM - 6:00PM

Whether you have considered a transition to a cash-based practice or you've been cash-based all along, this jam-packed seminar is for you! Recent years have brought a resurgence of interest in the cash-practice model, but information on properly implementing this model varies. You will walk away from this event with tips on how to confidently present compliant care plans and reduce your front office overhead by allocating your employees' time effectively, all while learning valuable cash-based practice strategies to benefit any practice.

SPEAKER SPONSORS: Breakthrough Coaching CashPractice ChiroHealthUSA

FRIDAY SPECIAL EVENTS

ROUNDTABLE:

UNFILTERED FORUM FOR SOLUTIONS LUNCHEON

1:00PM - 2:00PM

Catching up through casual conversation and peer networking is a valuable benefit of attending the Southern Chiropractic Conference. This special event is a fantastic opportunity to gather with your colleagues to exchange ideas on practice-related areas of interest. Bring your experiences and join in the conversation.

RSVP requested. Complimentary light lunch provided.

ABOVE & BEYOND WELCOME MIXER

6:00PM - 7:00PM

Hit the reset button and wind down with your colleagues at the Friday Night Welcome Mixer hosted by the TCA Eagle Society. Enjoy a glass of wine or a cold beer, along with appetizers and music with friends, old and new. The TCA Eagle Society goes above and beyond to create opportunities benefitting chiropractic. Take this opportunity to connect with other attendees and join us for this relaxed social event.

The Welcome Mixer is complimentary to all SCC Seminar Attendees and Eagle Society members. Additional tickets are only \$15/person.



Practical Applications and Concepts for Low-Level Laser Hormesis and Nutritional Concepts on Prolonging the Health Span

DAN MURPHY, DC | 9:00AM - 6:00PM

This course will examine various nutritional theories such as the Paleolithic diet and the Theory of Everything and their relationships to: inflammation, insulin resistance, healthy eating and required supplements. Dr. Murphy will also review the concept of biological hormesis, showing how various studies support the concept and the clinical applications of how it applies in the clinical setting to low-level laser therapy.

SPEAKER SPONSORED BY: Nutri-West South and Erchonia Corporation



DOCTORS NEW LICENSEE TRAINING: Boundaries, Ethics, & Jurisprudence

State-Required Course Completion for Newly Licensed Chiropractors

MARY BABIAN, DC, JD DON COLE, DC, FICC

9:00AM - 4:00PM

The Tennessee Board of Chiropractic Examiners requires all newly licensed Tennessee Chiropractors to complete 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 to more clearly understand all issues surrounding the profession of chiropractic in Tennessee.



Short-Lever Adjusting Technique Session

Special Technique Session on Infant Adjustment – **Limited to 30 Attendees**

CLAUDIA ANRIG, DC | 2:00PM - 5:00PM

Dr. Anrig is excited to present this special technique session. This intimate setting will provide hands-on instruction of full-spine short-lever adjusting for the pediatric patient (including newborn) and will include examination and setups. Participants will need to bring life-size baby dolls (20" is recommended) on which to practice and model the adjustments. To allow for individual critique of execution of the adjustment, class size will be limited to the first 30 registrants.

RECOMMENDED DOLL FOR THIS SESSION:

http://www.walmart.com/ip/JC-Toys-My-Sweet-Love-20-Baby-Doll-Blue-Onesie/45467835. The most important aspect of the doll is that it be life-size, about 20" works well, with a soft flexible body.

FRIDAY



State Required Training for Newly Licensed CTAs & CXTs

TIFFANY STEVENS, ED, CTA, CXT 4:00PM - 6:00PM

The Tennessee Board of Chiropractic Examiners requires all licensed Chiropractic Therapy Assistants (CTAs) and Chiropractic Therapy Technicians (CXTs) to attend a one-time, two hour course. This course will cover sexual boundaries, risk management, and jurisprudence. This seminar is designed to help newly licensed and established CTAs and CXTs define all issues surrounding those boundaries.



MACRA, MIPS and Chiropractic: Medicare's New Quality Payment System

SCOTT MUNSTERMAN, DC, FICC

2:00PM - 6:00PM

In this engaging session, learn how you can participate in the new Quality Payment Program as defined by the Medicare Access and CHIP Reauthorization Act 2015 (MACRA) Law: the Merit-Based Incentive Payment System (MIPS) and the Advanced Alternative Payment Model (APM). The MACRA law outlines the requirements and timeline regarding Medicare payment system changes, with the performance year as identified in the proposed rule beginning January 2017. This course gives an overview of this law and will offer information about performance standards and how to achieve these standards for reimbursements in the future.

SPEAKER SPONSORED BY: Best Practices Academy

MEMBERSHIP MEETINGS

7:15AM - 8:00AM

TCA and CAT members are encouraged to attend this joint annual membership meeting.

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 2018.

Southern Chiropractic Conference

LUNCHEON

AN EVENT FOR ALL ATTENDEES

12:00PM - 1:30PM

BRING YOUR TEAM

and hear from the inspirational Dr. William Moreau,
Managing Director of Sports Medicine for
the U.S. Olympic Committee on pushing
through barriers. TCA President Dr R.J. Crawford
will share his thoughts on how to better unite our
efforts to elevate and promote the profession.

We will also celebrate individuals who have made outstanding achievements within their profession, association and communities.

Learn about the remarkable stories of our 2017 Conference Honoree and esteemed award recipients at this special event.

Saturday's Luncheon tickets are only \$15/person.



Y'all are in for a surprise!

Make plans to join us for one of the social highlights of the weekend.

Stay tuned!

SATURDAY



Tools & Techniques for a Sports Chiropractic Practice

KURT A. JUERGENS, DC, CCSP 8:00AM - 12:00PM

DC & CTA

Dr. Juergens, having 28 years of experience treating athletes of all levels, will share tools that have helped him establish a successful sports chiropractic practice. You will learn the "DOs" and "DON'Ts" of building trusting relationships with other healthcare providers, why it is important to treat every patient as if they are an athlete, valuable tools on how to position yourself as a sports injury specialist in your community, and rehab protocols for common athletic injuries.

SPEAKER SPONSORED BY: Foot Levelers, Inc.



Building an Olympic Champion -The Difference of a Heartbeat

WILLIAM MOREAU, DC, DACBSP, CSCS

DC & CTA 1:30PM - 3:30PM

Gain insight into the utilization of chiropractic care by the United States Olympic Committee from Managing Director of Sports Medicine Dr. William Moreau. Topics covered include the use of chiropractic services to enhance human performance, as well as performing pre-participation physical examinations and common cardiac conditions in athletes.



Common Childhood Disorders

CLAUDIA ANRIG, DC

3:30PM - 5:30PM

This course provides a complex review of common clinical presentations (i.e. ear aches, colic, asthma, etc.). Participants will examine the recommended protocol care including where to look for subluxation and the sympathetic and parasympathetic involvement.

CTA EXAM

The state exam for the **Chiropractic Therapy Assistant** will be offered on Saturday, **8/19/17** at 2:00 pm CT. You must apply prior to **8/4/17** in order to test on site. Fax your exam application and exam fee to (615) 383-6233 or contact the TCA with any questions.



The Power of the Upper Cervical Complex

ADAM TEDDER, DC | 8:00AM - 10:00AM

In this course, we will discuss the pertinent elements that make the Knee Chest Upper Cervical Technique specific and effective in patient care. Regardless of how you practice, this class will provide you with many points to better understand the upper cervical spine, upper cervical anatomy and neurology, as well as objective measures used in the application of the technique. We will also briefly cover x-ray analysis and interpretation, adjusting technique, case studies and neurological pattern work through paraspinal thermography. Fully understanding the upper cervical work can drastically enhance your

SPEAKER SPONSORED BY: Upper Cervical Revolution

practice and your patient outcomes. Join us for this exciting class!



Defending the Chiropractic Case Start to Finish: Help Us Help You

JOHN FLOYD, ESQ. | 10:00AM - 12:00PM

John Floyd, long-time attorney and chiropractic advocate, will focus on the defense of the chiropractic physician in professional liability cases from the beginning of the suit through trial. After a brief presentation on some of the basic legal concepts involved in professional liability claims and the defense of the chiropractic physician, the seminar will focus one of the most controversial and oftentimes, the most devastating claims of vertebral and carotid artery dissections. Mr. Floyd will take the audience through the actual trial of a chiropractic physician who was alleged to have caused bilateral dissections which resulted in permanent brain injury. During the presentation, the audience is encouraged to ask questions and provide opinions on the subject matter.

SPEAKER SPONSORED BY: OUM Chiropractor Program



CTA ADVANCED/LMT SEMINAR Introduction to Active Isolated Stretching

JOSHUA MORTON, LMP, MAISS, MMLT

8:00AM - 3:30PM

(Space is limited - *LMT license or minimum of 5 years CTA licensure required.)

Active Isolated Stretching (AIS) is a dynamic technique. AIS remodels the body using gentle, rhythmic movements and active muscle engagement for about two seconds to avoid triggering the myotatic stretch reflex. The simple yet profound difference is the length of time for each movement. Dysfunctional movement patterns are exposed and retrained through specific movements; unfavorable postural habits shift, decreasing inflammation and combatting disease.

In this class you will gain an understanding of the AIS system as a whole. We will cover the essential stretches needed to counteract some of the compromising effects of gravity for the shoulders and neck, several stretches along myofascial lines of the lower body, in addition to a focus on the spine and scoliosis. Stretches will be covered in detail and with hands-on application so that you can implement them in your treatment approach immediately.



Patients for Life

DON COLE, DC, FICC 1:30PM - 3:30PM

Learn the art of converting patients in pain into lifetime chiropractic patients.

Participants will gain the skills to develop long term patient relationships in a no-sales and low stress manner.



Chiropractic: A Philosophy Defines Us All

ADAM TEDDER, DC 3:30PM - 5:30PM

In this intriguing course, we will discuss the different aspects and importance of a core philosophy in your chiropractic practice. In today's chiropractic space, there are many thoughts and approaches on how chiropractic should be delivered and presented to the public. We will dive into the history of and founding core philosophical tenets of chiropractic and how we can apply them in today's chiropractic practice. Join us to learn and grow in our understanding and application of chiropractic philosophy in both your personal life and your chiropractic practice.

SPEAKER SPONSORED BY: Upper Cervical Revolution

SUNDAY



DOCTORS
ACUPUNCTURE
Clinical
Acupuncture
Orthopedics &
Fibromyalgia

MARK HANSON, DC, L.AC (for qualified doctors**) 8:00AM - 3:00PM

The etiology of neck, mid back and low back pain, as well as upper and lower extremities conditions according to Chinese Medicine and varying treatment protocols will be taught. Specific treatment protocols will be discussed. Fibromyalgia is a very common condition in the chiropractic practice. We will review the causes according to Chinese patterns that relate to Fibromyalgia; several different acupuncture treatments will be given for this crippling condition.

- * 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.



Holistic Heart Health, Raising a Holistic Family and Peds-Focused Practice

JACK WOLFSON, DO, FACC HEATHER WOLFSON, DC

8:00AM - 12:00PM

The Drs. Wolfson are coming to Tennessee! Not familiar with this powerhouse couple? Dr. Jack is a cardiologist turned holistic and natural after meeting his wife, Dr. Heather, a chiropractic physician. Known as The Paleo Cardiologist, Dr. Jack is a huge proponent of chiropractic – from discussing the benefits of the adjustment on CNN to some of the biggest chiropractic stages including Cal Jam, Parker Dallas, Life U, Life West and Chirofest. At Paleo F(x) and The Truth about Cancer, hundreds of thousands heard the Drs. Wolfson shout out why everyone needs chiropractic and they are bringing their energy to our stage.

They will discuss natural heart health, raising a holistic family, along with a brief talk on natural immunity and the vaccine controversy. You do not want to miss this event. Learn on the weekend and implement on Monday.

SPEAKER SPONSORED BY: Viotron International



What's Great in Chiropractic

DEAN DEPICE, DC

1:00PM - 5:00PM

Dr. DePice will provide a critical review of old and new research supporting chiropractic benefits along with research validating chiropractic from non-chiropractic origin. He will also discuss positioning chiropractic and the challenges inherent to proposing and executing valid, useful research in the efficacy of the care.

Referencing research from the early 20th century to present, covering current healthcare utilization and from services provided by a wide spectrum of healthcare providers, he will address how to apply research in practice to build greater patient engagement and outcomes.

SPEAKER SPONSORED BY: ChiroTouch



CXT SEMINAR: Advances in X-Ray Imaging

RICHARD COLE, DC, DACNB, DAAPM, FICCN, FICC(H

8:00AM - 3:00PM

In this presentation of updates pertaining to diagnostic imaging, Dr. Richard Cole will provide a short review of what we know in the areas of radiographic anatomy, positioning and physics. He will also explore challenges related to special projections and managing problem patients that are encountered in the chiropractic clinic. Additionally, Dr. Cole will discuss advanced imaging protocols and will take a virtual tour through an imaging facility to review CT, MRI and bone scans. Presentations will be interactive with attendee participation encouraged.



EXPO

STEP INTO YOUR ONE-STOP SOURCE FOR CHIROPRACTIC EQUIPMENT AND SERVICES!

Where else can you get face-to-face access to over 40 chiropractic vendors all right next door to your seminar room? Only at the Southern Chiropractic Conference EXPO!

Valuable prize drawings will be held in the EXPO hall each day.

Visit each exhibitor for tickets to enter for Daily Prize Drawings.

The more exhibitors your visit, the more chances you have to win!

To visit their websites and learn more about their services go to www.TNChiro.com and view our online directory on the Corporate Members page.

SPEAKER SPONSORS

BREAKTHROUGH COACHING

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NUTRI-WEST SOUTH | ERCHONIA CORPORATION

BEST PRACTICES ACADEMY | FOOT LEVELERS, INC.

UPPER CERVICAL REVOLUTION

OUM CHIROPRACTOR PROGRAM

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TRI-STATE DIGITAL IMAGING | TRUSTED VOICE AND VIDEO
VIOTRON INTERNATIONAL | VOLUNTEER X-RAY





ACCOMODATIONS

MAKE YOUR RESERVATIONS AT OUR CONFERENCE HOST HOTEL!

FRANKLIN MARRIOTT COOL SPRINGS

700 Cool Springs Blvd., Franklin, TN 37067

CHECK-IN: 4:00pm CT CHECK-OUT: 12:00pm CT

GROUP RATE INFORMATION

ROOM RATE: \$129 Single/Double per night

RESERVATION CODE: TCA RESERVATION DEADLINE:

Thursday, July 27, 2017

(or until block fills, whichever is first)

FOR RESERVATIONS CALL: (800) 228-9290

ONLINE: http://bit.ly/2jvYLKi

The newly renovated Franklin Marriott Cool Springs is our conference hotel! Down the street from upscale shopping and dining, our host hotel is just 20 minutes from the exciting sights and sounds of Nashville." Each guest room reflects Marriott's modern aesthetic by merging form and function, and emphasizing chic interior architecture. Relax in your room which features a Smart TV outfitted with Netflix, Hulu and more. Or, unwind at the 24-hour fitness center or indoor pool.

The TCA has negotiated the greatly reduced room rate of \$129 per night for single or double available through July 27, 2017 or until the block fills. Individual cancellations must be made more than 24 hours prior to arrival. After this time, you will be charged for the first night of your reservation or forfeit your deposit.

Please reserve early!





2123 8th Avenue South Nashville, TN 37204

ADDRESS SERVICE REQUESTED





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

This is the conference experience you've been waiting for, right here in Tennessee. Just minutes away from downtown Nashville, meet your chiropractic colleagues in the mid-state for camaraderie, conversation and education for the ENTIRE staff!

During this 4-day event, doctors can choose from **31 hours** of CE options. For CTAs, CXTs and even LMTs, we have the courses you need to complete your annual requirements, too. For those requiring specific course hours in boundaries, ethics or acupuncture, we've got you covered. Doctors and staff members alike can also attend numerous non-CE courses covering topics such as: creating patients for life, philosophy and more! Browse the brochure and see why you should register **your entire team** for this incredible weekend.