

*Committed to
Chiropractic
Excellence*

Spring Conference

May 4-6, 2018

12 CEs Available!



Register for your seminar by April 16 and receive the Early Bird Discount

Samoset Resort, Rockport, ME

**For Reservations &
For More Information**



Room Reservations: Samoset Resort (207) 775-6161
www.samosetresort.com - Mention the MCA discount
Seminar Registration: www.mainechiro.com

Track One



Jay Greenstein, DC
Saturday, 8:00a-12:00p
The 21st Century Chiropractor: Experts Armed With Evidence
4 CEs • Sponsored by ChiroHealthUSA

Technology and data collection have advanced to the point that researchers have been able to gather reams of information that would have been impossible to collect even just a decade ago. It is more critical than ever before that chiropractors understand the advantages that clinical research offers, and have the ability to leverage that research to grow their practice. By unlocking the research and seamlessly integrating it into your clinical and marketing processes, you can become THE healthcare leader in your community!

The techniques you learn in this seminar will help you:

- Improve compliance through patient education
- Fight insurance denials
- Drive more referrals
- Raise your profile in your community
- Make documentation more profitable.

National grad Dr. Jay S. Greenstein, in addition to maintaining his private practice as CEO of Sport and Spine Rehab and Sport and Spine Athletics, is the founder and President of the Sport and Spine Rehab Clinical Research Foundation. He also serves as Vice Chairman of the Council on Chiropractic Guidelines and Practice Parameters (CCGPP) and represents CCGPP as the current chair of the Chiropractic Summit, where he serves on the Government Relations Committee. He has been published extensively and presented numerous original research papers at scientific symposiums throughout the world. He has been the Official Team Chiropractor for the Washington Redskins Cheerleaders and the Maryland State Tae Kwon Do



Alan Sokoloff, DC
Saturday, 1:30-5:30p
Concussions: When in Doubt, Hold Them Out... But Why?
8 CEs • Sponsored by ChinaGel and Multi Radiance

Join noted sports chiropractic practitioner Dr. Alan Sokoloff for this in-depth look at concussion and TBI. Topics of discussion include risk factors, a physiological breakdown, signs and symptoms, diagnosing concussion, the SCAT3, case management, return to play considerations, and action steps for parents and coaches. Sponsored by China Gel and Multi Radiance

Palmer grad Dr. Alan K. Sokoloff is a Diplomat of the American Chiropractic Board of Sports Physicians who was their Chiropractor of the Year for 2006. He is a former two-term President of the Maryland Chiropractic Association who was named Maryland's Chiropractor of the Year for 2001-2002. He has been a member of the University of Maryland Sports Medicine Team since 1991. During his career he has been the team chiropractor for the Baltimore Ravens, Washington Nationals, and University of Maryland Terps. He is certified in Graston Technique and various myofascial release techniques.

**Continuing Education With Nationally
Recognized Speakers For YOU!**



Beverly Harger, DC
Sunday, 8:00-12:00p
SportsMedicineRadiology: A Case Based Approach
4 CEs • Sponsored by NCMIC

This presentation will focus on frequently missed, overlooked or misdiagnosed sport injuries involving the upper and lower extremities. These missed musculoskeletal injuries when not diagnosed early and managed appropriately may result in long-term pain and disability. The focus of this presentation will be on the importance of the clinician's role in reviewing the imaging studies and anticipating the most common missed conditions.

Utilizing case studies emphasis will be on proper imaging selection, common sources of error, ordering a radiographic study consistent with clinical suspicion, review of a targeted search pattern to improve diagnostic accuracy at the time of injury, preventing complications.

Dr. Harger is a chiropractic radiologist with more than 28 years of clinical experience. She graduated Magna Cum Laude from University of Western States (UWS) in 1987. In 1992, she completed her radiology residency at UWS and attained her diplomate status from the American Chiropractic Board of Radiology. She is a professor and director of the MS in diagnostic imaging, as well as the clinical radiologist for UWS. Dr. Harger holds memberships in the ACA Council on Diagnostic Imaging and the American Chiropractic College of Radiology. She was

Track 2 CA and DC



Bharon Hoag
Saturday, 8:00a - 12:00p, 1:30-5:30p
Free Your Mind and the Rest Will Follow
4 CEs • Sponsored by ChiroHealthUSA

When your focus is off, your clinic underperforms. And in today's hectic health care environment, it's increasingly easy for your focus to be off. This can happen for many reasons – fear, frustration, lack of drive and vision, etc. In this dynamic presentation, we will discuss all the things that can take your focus off of where it belongs – on your patients – and instead put it on paperwork and compliance. The chiropractic profession has done a wonderful job of scaring the joy right out of practice. This is not acceptable!

In Part 1, we will discuss the “must haves” of office compliance while removing the fear and confusion surrounding them. It is possible to keep your focus on your patients while knowing that you are doing everything that needs to be done.

In Part 2, you will learn how to better communicate with your patients. Your patients will be equipped and empowered to tell the story of chiropractic! Topics of discussion include the art of managing patients vs. just treating them, creating a cause bigger than you and your patient, changing the doctor-patient relationship, and creating a congruent message to get the word about chiropractic out to your community. Don't miss this incredible presentation!

Mr. Bharon Hoag is the Executive Director of OneChiropractic, a non-profit chiropractic advocacy organization. He has worked in the chiropractic profession for 20 years and taught for 18, developing his unique “non-doctor” approach through ownership and management of numerous clinics. His management and consulting experience, coupled with a strong background in psychology and communications, has made him a compelling speaker, addressing many major events and earning accolades as “the most entertaining but educational speaker in healthcare.” Bharon also served as Executive Director of The Ohio State Chiropractic Association for six years.

Track 2 CA and DC Classes

Mr. David Levinson - Therapeutic Modality Update

Sunday, 8:00 – 10:00a

2 CEs • Sponsored by Kessler Therapy Equipment

In this informative presentation, David Levinson will look at the use of e-stim, sound, and laser therapy in chiropractic practice. Topics of discussion include contraindications, laser physiology, and treatment protocols for such conditions as carpal tunnel syndrome, thoracic outlet syndrome and rotator cuff syndrome, plantar fasciitis, low back pain, neck pain, headaches, and motor vehicle accident injuries. This will be a hands on class.

David Levinson is a graduate of Boston University with a degree in Biological Sciences. He has been the Director of Sales for Kessler Therapy Equipment Inc. since 1995. David works with healthcare professionals to provide them with the most current and innovative tools to optimize their chiropractic services. He continually keeps up with the current research and best practices in the fields of physical rehabilitation and chiropractic medicine and trains healthcare professional in the optimal use of cutting edge equipment.



Mr. Rob Simopoulos - Cybersecurity: It Isn't a Project, It's a Posture

Sunday, 10:00a – 12:00p

2 CEs • Sponsored by Launch Security

Cybersecurity isn't just about technology, it's about understanding risks and your surroundings. It's about having the right policies and procedures. And, yes, it's about deploying technology—the right technology.

You don't establish good cybersecurity posture and all at once. It all starts with having the right mindset, one that focuses on multiple layers of security:

- Framework of policies, procedures and plans. Cyber Solid
- Culture of employee awareness and institutional knowledge. Cyber Smart
- Technology that goes beyond traditional antivirus and firewalls. Cyber Strong

It can be as simple as that. As soon as you can stop thinking about how to think about cybersecurity, you can start thinking about how you can put cybersecurity to work for your organization.

Rob Simopoulos is a co-founder of Launch Security, a local company focused on providing cybersecurity programs to small and midsize organizations here in Maine. Rob began his career in Toronto, Ontario as a founder of Sonitrol of South Central Ontario, a security provider to organizations nationally. After the sale of his first business, he and his family moved to the United States and settled in Maine. Rob has been in the Security industry for over 21 years, helping organizations large and small improve their security posture. Rob has received various accolades including Top 20 under 40 by Security System News and Top 40 under 40 by Commercial Integrator Magazine.

Schedule at a glance

MCA Spring 2018 Conference

Friday, May 4

5:30 - 7:30p • Various Speakers
7:30 - 9:30p

MCA Business Meeting
Opening Reception

Saturday, May 5

8:00a - 12:00p • Jay Greenstein, DC
8:00a - 12:00p • Bharon Hoag
1:30 - 5:30p • Alan Sokoloff, DC
1:30 - 5:30p • Bharon Hoag
5:30 - 6:30p

The 21st Century Chiropractor: Experts Armed With Evidence (4 CEs)
Free Your Mind and the Rest Will Follow Part I (4 CEs)
Concussions: When in Doubt, Hold Them Out... But Why? (4 CEs)
Free Your Mind and the Rest Will Follow Part II (4 CEs)
Reception

Sunday, May 6

8:00a - 12:00p • Beverly Harger, DC
8:00 - 10:00a • David Levinson
10:00a - 12:00p • Rob Simopoulos

Sports Medicine Radiology: A Case Based Approach (4 CEs)
Therapeutic Modality Update (2 CEs)
Cyber Security: It isn't a Project, It's a Posture (2 CEs)

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Seminar Registration: www.mainechiro.com

MCA EVENT REGISTRATION:

EARLY BIRD DISCOUNT REGISTRATION

(Before April 16, 2018):

Doctors of Chiropractic	\$450
w/MCA Membership Discount	\$250
Students	\$99
Chiropractic Assistants	\$59
w/MCA Membership Discount	\$29

LATE REGISTRATION

(Begins April 17, 2018):

Doctors of Chiropractic	\$500
w/MCA Membership Discount	\$325
Students	\$129
Chiropractic Assistants	\$59
w/MCA Membership Discount	\$29

Registration:

Attendee Name: _____

Address: _____

City: _____ State: _____ Zip: _____

MAIL REGISTRATION TO:

Maine Chiropractic Association
58 Albert St., Lewiston, ME 04330

E-MAIL REGISTRATION TO:

mainechiroed@gmail.com

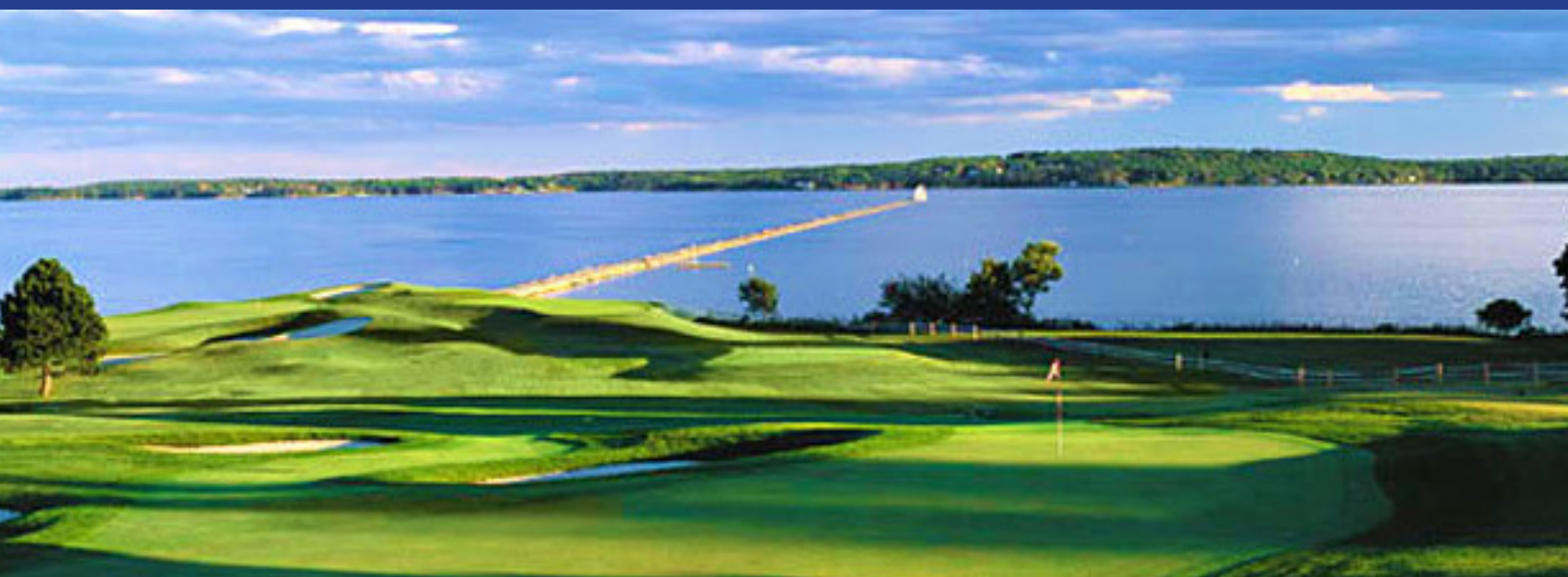
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Please charge \$_____ to my Visa MasterCard Debit Card Check (Payable to MCA): #_____

Cardholder's Name _____

Credit Card # _____ Expiration Date _____ CVV# _____

Billing Zip Code _____ Signature _____



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