

One

Vision

One

Voice

2010 Iowa  
Chiropractic Society  
Annual Convention  
March 12 - 14, 2010  
Des Moines  
Marriott Downtown,  
Des Moines

  
IOWA CHIROPRACTIC  
SOCIETY

[www.iowadcs.org](http://www.iowadcs.org)

# Message from the Committee

Greetings!

Please join us in discovering new techniques and practice management protocols at the Iowa Chiropractic Society's (ICS) 2010 Annual Convention scheduled to begin on Friday, March 12 and conclude on Sunday, March 14, 2010.

Our theme this year, **One Vision, One Voice**, is centered on leveraging the progress that Iowa chiropractors have made and to promote and advance the importance of working together as vital providers in our state and private health care systems. With three days of educational programming focused on two tracks, clinical and administrative, you and your staff will come away with needed knowledge and insight on how to flourish in today's changing health care environment. Attendees will also have the opportunity to earn up to 20 CE credits and to visit with vendors and partners in the Convention Exhibit Hall to learn about the "latest and greatest" tools and resources available to thriving chiropractic practices.

Lastly, we hope you join us at the Annual Awards Ceremony and Banquet on Saturday evening, March 13, 2010, as prestigious awards are presented and appreciation is bestowed upon ICS president, Dr. Randall Stange for his 2009-2010 service. In addition, the new 2010-2011 president, Dr. Bradley Chicoine will be inducted as ICS's 43rd president. You won't want to miss this exciting evening!

We look forward to seeing you in Des Moines!

## Annual Convention Committee:

Dr. Bradley Chicoine, Chair

Dr. Russell Cox

Dr. Courtney Carmichael Schwartz

Dr. Lauri Wondra

Dr. Neal Meylor

Dr. Lindsey Bartholomew

## Hotel Information

Des Moines Marriott Downtown

700 Grand Avenue

Des Moines, IA 50309

1-515-245-5500

Reserve your room on or before February 19 to receive a special room rate of \$99/night.

Valet parking is available for \$15/day.

Self parking is available for approximately \$13/day. *(subject to change)*

*P.S. Save time and paper - register online at [www.iowadcs.org](http://www.iowadcs.org) (under News).*

## **Registration**

*Full Registration:* Includes attendance at Friday/Saturday/Sunday programs, materials, meals and activities.

*Daily Registration:* Includes programs, materials, meals and activities for that day only.

To register, fill out the enclosed form and mail/fax back to ICS. Registration is also available online at [www.iowadcs.org](http://www.iowadcs.org) (under *News*). In order to receive early-bird conference pricing, registration forms must be postmarked by no later than February 26, 2010.

## **Cancellation Policy**

A refund, minus a 12% processing fee, will be provided if written cancellation is received on or before close of business Friday, February 26, 2010. No refunds will be issued after that date. ICS reserves the right to cancel the program due to insufficient enrollment, acts of God, or other circumstances beyond our control.

## **Hotel Information**

For hotel reservations contact the Des Moines Marriott Downtown at 515-245-5500 or online at [www.desmoinesmarriott.com](http://www.desmoinesmarriott.com). Reserve your room by Friday, February 19 in order to secure the special \$99/night room rate. A reduced parking rate will be offered to attendees.

Downtown Des Moines Marriott

700 Grand Ave.

Des Moines, IA 50309

515-245-5500 | [www.desmoinesmarriott.com](http://www.desmoinesmarriott.com)

## **Disclaimer**

*The information shared during this program is provided for informational and/or educational purposes only. The opinions expressed do not necessarily reflect those of the Iowa Chiropractic Society. The Iowa Chiropractic Society is not responsible for any errors, or omissions, in the resources or information provided. Reference to any specific commercial product, process, or service by trade name, trademark, manufacturer, or otherwise does not constitute or imply its endorsement or recommendation by the Iowa Chiropractic Society. Program is subject to change without notice.*

**Friday, March 12, 2010**



*Dr. Joy Sunderlage*

***Mysteries Solved: Secrets of the Sunderlage Patterns  
Why the Patterns Work Well for Commonly Seen Conditions  
Presented in a Chiropractor's Office***

***Joy L. Sunderlage, DC, Dipl.Ac. (NCCAOM), L.Ac., DICCP***

***8:00am - 5:30pm***

***Up to 8 CE Hours***

Dr. Joy Sunderlage, daughter of Dr. Jon Sunderlage (the originator of these protocols), will discuss in depth each point and why they work in the patterns. Traditional Chinese Medicine (TCM) has many facets, and she will make it easier to understand how the body functions according to TCM principles. She will also provide accessory points and techniques to supplement these protocols. Supplemental techniques will include her fertility program that she developed for couples who are struggling with infertility along with conditions regularly seen in the office. This will be an interactive "hands-on" lecture, so please bring portable tables and needles!



*Chad Oler*

***Integrating Nutrition to Accelerate and Enhance  
Patient Outcomes***

***Chad Oler, ND***

***8:00am - 5:30pm***

***Up to 8 CE Hours***

This seminar will help clinicians expand and enhance their practices by teaching how to incorporate proven nutritional protocols and dietary changes into current therapy regimes that dramatically lead to improved patient outcomes. This session will

*Program description continued on the next page.*

Friday, March 12 *programming continued.*

breakdown the inflammatory process and work extensively with management of chronic pain and inflammation. Chronic pain is a common complaint by patients suffering from many disorders and disease processes. Health conditions to be addressed and discussed include chronic inflammation and pain, osteo and rheumatoid arthritis, heart disease, fibromyalgia, chronic fatigue, depression, joint disorders, osteoporosis, injury/trauma recovery, repetitive stress injuries, and migraines/headaches.



*Linda Carlson*



*Kathy Murphy*

### ***Age-Specific Radiography ♦***

***Linda Carlson, MS, RT(R)***

***Kathy Murphy, RT***

***8:00am - 5:30pm***

***Up to 8 CE Hours***

This presentation will address the special needs of specific age groups regarding patient care in radiology. It will include discussion and demonstration of positioning techniques, immobilization techniques, and safety measures used with patients spanning from infants to geriatrics. Included will be demonstrations of techniques employed to ensure patient safety and to produce diagnostic quality radiographs. The audience will be encouraged to participate in team activities including role-playing and demonstrating specific learned techniques. At the conclusion of the presentation, the audience will have the opportunity to discuss encountered problems in their practices and brainstorm/troubleshoot resolutions with the rest of the class.



*Dr. Ian McLean*



*Dr. Ron Boesch*

## ***The Shoulder: Differential Diagnostic Considerations With Management Options***

***Ian D. McLean, DC, DACBR***

***Ron Boesch DC, DACNB***

***8:00am - 5:30pm***

***Up to 8 CE Hours***

This seminar is designed to give the chiropractic clinician a concise review of diagnosis and management of conditions relating to the shoulder seen in a chiropractic office. The presentation, employing a problem-based format to develop critical thinking, is designed to review critical concepts in evaluation, diagnosis, advanced diagnostic testing and imaging. Specialized procedures inclusive of laboratory imaging with MRI and CT will be discussed as clinically applicable. Topics of discussion include: anatomy of the shoulder with attention to radiography and MRI; diagnostic imaging of common shoulder related disorders; mimics of shoulder disorders inclusive of periarticular and referred pain disorders; problem-based case format covering systemic disorders; NMS conditions and a variety of other diagnoses; and emphasis on physical examination which will involve attendees performing clinical examinations on partners. The course is a combination of PowerPoint lecture and review of cases designed to give the chiropractor practical information usable in clinical practice. Participants are urged to bring basic diagnostic equipment (reflex hammers, stethoscopes etc.) and dress comfortably for hands-on application.

*Program description continued on the next page.*

**Saturday, March 13, 2010**

***New Practitioner Seminar - Atlas to Practice Success!***

***ICS Doctor to Doctor Committee***

***8:00am - 5:30pm***

***Up to 8 CE Hours***

The Iowa Chiropractic Society's Doctor to Doctor Committee presents this program and training manual geared toward graduating chiropractic students and new practitioners, condensing the wealth of information down to the basic "what you need to know" to specifically get your Iowa practice off the ground. In this program you will learn the basics of business financing, documentation, insurance and coding, legal and legislative, profit and flow, taxes, personnel, marketing and more!



*Dr. Toby Scott*

***Functional Movement Screens & Correction,  
A Chiropractic Approach***

***Toby Scott, DC***

***Morning Session: 8:00am - 12:00noon***

***Afternoon Session: 1:30pm - 5:30pm***

***Up to 4 CE Hours***

This session will teach hands-on application of functional movement screens to identify underlying dysfunction and enable the chiropractor to modify patient care while rehabilitating the spine and extremities. Information compiled from Gray Cook, Gary Gray, Stuart McGill, Diane Lee and the Titleist Performance Institute will be presented, demonstrated and practiced. From golfers to grandmas, functional screens will baseline a patient as well as functionally assess and monitor their progress. A low-tech, but highly effective rehabilitation approach using very little equipment will allow for easy incorporation into practice. Participants will leave with an understanding of how functional screens may fit into and help

practices. Attendees will be able to demonstrate correct progress and monitor patients through functional rehabilitation based on reproducible movement screens. Participants should plan to wear loose fitting clothing conducive for exercise (if possible).



*Ed Thomas*

### ***The Subtle Side of Fitness - Posture Matters***

***Ed Thomas, Ed.D.***

***Morning Session: 8:00am - 12:00noon***

***Afternoon Session: 1:30pm - 5:30pm***

***Up to 4 CE Hours***

The integral relationship between functional physical fitness, academic success, and emotional well-being has fueled a renewed and growing interest in posture. Medical professionals can and should play an important role in this area, and the chiropractic community is ideally situated to lead the way. This hands-on workshop will explore emerging trends in posture education and classical methods, materials, and motivators that can be employed to prevent and/or correct postural deficiencies. Theoretical highlights will include an historical overview of postural issues in U.S. culture, current national trends in posture education, and emerging opportunities for chiropractic physicians to assist local schools in posture assessment. Participants wishing to join in the hands-on component should wear pants (no skirts or dresses) and walking shoes.



*Bharon Hoag*

### ***Streetwise View of Medical Necessity... You Can Make the Change!***

***An Insider's Look at Coding and Documentation ♦***

***Bharon Hoag, CPC, CHC***

***Morning Session: 8:00am - 12:00noon***

***Afternoon Session: 1:30pm - 5:30pm***

***Up to 4 CE Hours***

In today's health care chiropractors are finding themselves lost in the storm. Audits are up, reimbursement is down and the cost to do business is higher than ever. Is there hope?

*Program description continued on the next page.*

Banquet will begin by honoring outstanding members of our Society who volunteered their time and talents this past year. Enjoy a delicious meal and entertainment by comedic native Iowan Don Reese. Combining “friendly ghoulishness” with “sparks-flying timing”, Don stakes out comic turf that is his and his alone, walking the fine line between reality and the twilight zone.

***President's Reception***  
***9:00pm - Midnight***

At 9:00pm, join out-going President Dr. Randall Stange and newly installed President Dr. Bradley Chicoine for complimentary drinks at the President's Reception. This is a perfect time to relax and enjoy the company of your colleagues before retiring for the evening. Come celebrate another successful year in chiropractic!

**Sunday, March 14, 2010**



*Dr. Peter Fernandez*

***The “5” Best Ways to Attract New Patients ♦***  
***Peter G. Fernandez, DC***  
***8:30am - 12:30pm***  
***Up to 4 CE Hours***

Attracting new patients is a never-ending job. But it can be easier and more successful. As established patients finish treatment recommendations, a flow of new patients can consistently fill office reception areas. The best ways will be through advertising, public relations, referrals, networking, and public speaking. Dr. Peter G. Fernandez, a fellow DC with more than 30 years experience as a practice consultant, will guide participants step-by-step through each of these five elements of effectively and successfully attracting new patients.

♦ *Beneficial for office staff.*

# CE Overview Grid

		Clinical	Administrative/Non-Clinical
Friday, March 13	AM	<p><b><i>Mysteries Solved: Secrets of the Sunderlage Patterns</i></b></p> <p><b><i>Integrating Nutrition to Accelerate and Enhance Patient Outcomes</i></b></p> <p><b><i>Age-Specific Radiology ♦</i></b></p> <p><b><i>The Shoulder: Differential Diagnostic Considerations with Management Options</i></b></p>	
	PM	<b><i>AM sessions continued</i></b>	
Saturday, March 14	AM	<p><b><i>Functional Movement Screens and Corrections, a Chiropractic Approach</i></b></p> <p><b><i>The Subtle Side of Fitness - Posture Matters</i></b></p>	<p><b><i>Streetwise View of Medical Necessity ♦</i></b></p> <p><b><i>Putting the Patient into Patient Education ♦</i></b></p> <p><b><i>New Practitioner Seminar</i></b></p>
	PM	<p><b><i>Functional Movement Screens and Corrections, a Chiropractic Approach</i></b></p> <p><b><i>The Subtle Side of Fitness - Posture Matters</i></b></p>	<p><b><i>Streetwise View of Medical Necessity ♦</i></b></p> <p><b><i>Putting the Patient into Patient Education ♦</i></b></p> <p><b><i>New Practitioner Seminar, continued</i></b></p>
Sunday, March 15	AM		<b><i>The “5” Best Ways to Attract new Patients ♦</i></b>

♦ *Beneficial for Office Staff*

*Saturday, March 13 programming continued.*

Absolutely! This course is designed to help practices better create a solid foundation and grassroots method that will allow for immediate transformation! The proper selection of evaluation & management (E/M) codes is fundamental to telling the true story of a case. This session will be covering in detail how to select the proper level as well as how to ensure proper documentation and how to properly write a treatment plan while taking pressure off treatment notes. According to everything written today a treatment plan is the key to reimbursement.



*William Esteb*

## ***Putting the Patient Into Patient Education ♦***

***William D. Esteb***

***Morning Session: 8:00am - 12:00noon***

***Afternoon Session: 1:30pm - 5:30pm***

***Up to 4 CE Hours***

Most so-called chiropractic patient education is merely ineffective patient teaching. The alternative is an engaging socratic exchange that profoundly changes what patients think and do. Participants will discover why 100% patient compliance would be boring, why true patient education is about asking, not telling and why making it easier for patients to drop out of care actually grows a practice! These radical tools will help create deeper, more influential patient relationships.

## ***Awards Banquet and Entertainment***

***6:30 - 9:00pm***

Enjoy the company of your colleagues as you revitalize on Saturday evening at the ICS Awards Ceremony and Banquet and the ICS President's Reception that follows. At 6:30pm, the Awards Ceremony and

Please *print* - complete a separate registration form for each attendee.  
Please complete Side B (on the backside).

Name \_\_\_\_\_ Doctor's Name (if staff) \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-Mail \_\_\_\_\_  
 List Special Needs/Dietary Requirements \_\_\_\_\_

**REGISTRATION** (circle fee)

Postmarked on/before 02/26/2010

Status:	Full	Fri	Sat	Sun
ICS Platinum Mbr/Past President*	Waived	Waived	Waived	Waived
<i>*Registration must be completed to attend.</i>				
ICS Life Member	\$150	\$60	\$60	\$30
ICS Regular/Associate	\$420	\$168	\$168	\$84
ICS 1-3 Years of Practice	\$310	\$124	\$124	\$62
ICS Student Member	\$25	\$25	\$25	\$25
Potential Member**	\$520	\$208	\$208	\$104
Office Staff	\$150	\$60	\$60	\$30

Postmarked after 02/26/2010

Status:	Full	Fri	Sat	Sun
ICS Platinum Mbr/Past President*	Waived	Waived	Waived	Waived
ICS Life Member	\$200	\$80	\$80	\$40
ICS Regular/Associate	\$470	\$188	\$188	\$94
ICS 1-3 Years of Practice	\$360	\$144	\$144	\$72
ICS Student Member	\$30	\$30	\$30	\$30
Potential Member**	\$570	\$228	\$228	\$114
Office Staff	\$200	\$80	\$80	\$40

Full registration includes three continental breakfasts, two lunches, breaks, Saturday banquet and entertainment, and materials. Daily registration includes programs, materials, meals and activities for that day only.

\*\*Potential Members: Join now and apply the non-member fee difference to your ICS dues. Call 515-867-2807 for details.

**Guest Lunch and Banquet Tickets**

(One meal ticket for each meal and one entertainment ticket is included with each attendee registration)

	# of Tickets	Total
Friday Lunch	\$29 # _____	\$ _____
Saturday Lunch	\$22 # _____	\$ _____
Banquet/Entertainment	\$55 # _____	\$ _____
<i>Total Guest Meal Tickets</i>		\$ _____

Guest(s) Name \_\_\_\_\_

**Total Amount Due**

Registration Fee (one per form) \$ \_\_\_\_\_

Guest Meal Tickets (from left) \$ \_\_\_\_\_

*(Meals & Banquet included in registration fee)*

**Total Amount Due: \$ \_\_\_\_\_**

If paying by check, make payable to Iowa Chiropractic Society.

**Method of Payment**

Check  VISA  MasterCard  Discover  Use Credit Card on File

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ CID#\* \_\_\_\_\_

\*3 digit number on back of card

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

Credit Card Billing Address if different than above \_\_\_\_\_

**Please complete backside of form!**

**Cancellation Policy**

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*Please mail or fax both Sides A and B to: Iowa Chiropractic Society,  
100 East Grand Ave., Ste. 240, Des Moines, IA 50309 or 515-867-2801 (fax).  
To register online go to [www.iowadcs.org](http://www.iowadcs.org) (under News).*

**For Office Use Only**

Excel \_\_\_\_\_ Ac Option \_\_\_\_\_  
 NewDB \_\_\_\_\_ Website \_\_\_\_\_  
 Confirm Sent \_\_\_\_\_  
 QB \_\_\_\_\_ Pmt Rcvd by CC \_\_\_\_\_  
 Check \_\_\_\_\_ CC Chrgd \_\_\_\_\_

# 2010 ICS Annual Convention Session Selection Form - Side B

Please indicate which sessions you will be attending - check all that apply.  
Complete and return both Side A and B to ICS or register online at [www.iowadcs.org](http://www.iowadcs.org).



## FRIDAY, MARCH 12 ❖ Up to 8 CE Hours

### ALL DAY PROGRAMMING

- 8:00am – 5:30pm *Mysteries Solved: Secrets of the Sunderlage Patterns*, Dr. Joy Sunderlage
- 8:00am – 5:30pm *Integrating Nutrition to Accelerate and Enhance Patient Outcomes*, Chad Oler
- ♦  8:00am – 5:30pm *Age-Specific Radiology*, Linda Carlson & Kathy Murphy
- 8:00am – 5:30pm *The Shoulder: Differential Diagnostic Considerations with Management Options*, Dr. Ian McLean & Dr. Ron Boesch

## Lunch & ICS Annual Membership Meeting ❖ 12:00noon – 1:30pm

\_\_\_\_\_ Number attending lunch. (This meal is appropriate for those who observe Lent.)

One meal ticket is included with attendee registration; extra meal tickets may be purchased on Side A of registration form.

## SATURDAY, MARCH 13 ❖ Up to 8 CE Hours

All morning sessions will be repeated in the afternoon. Please make sure to chose two different half-day sessions.

### ALL DAY PROGRAMMING

- 8:00am – 5:30pm *New Practitioner Seminar, ICS Doctor to Doctor Committee*

### MORNING PROGRAMMING

- 8:00am – 12:00noon *Functional Movement Screens and Correction*, Dr. Toby Scott
- 8:00am – 12:00noon *The Subtle Side of Fitness*, Ed Thomas
- ♦  8:00am – 12:00noon *Streetwise View of Medical Necessity*, Bharon Hoag
- ♦  8:00am – 12:00noon *Putting the Patient into Patient Education*, William Esteb

### AFTERNOON PROGRAMMING (morning sessions repeated)

- 1:30pm – 5:30pm *Functional Movement Screens and Correction*, Dr. Toby Scott
- 1:30pm – 5:30pm *The Subtle Side of Fitness*, Ed Thomas
- ♦  1:30pm – 5:30pm *Streetwise View of Medical Necessity*, Bharon Hoag
- ♦  1:30pm – 5:30pm *Putting the Patient into Patient Education*, William Esteb

## Lunch ❖ 12:00noon – 1:30pm

\_\_\_\_\_ Number attending lunch

One meal ticket is included with attendee registration; extra meal tickets may be purchased on Side A of registration form.

## Awards Banquet and Entertainment ❖ 6:30 – 9:00pm

\_\_\_\_\_ Number attending banquet & *It Came From IOWA! The monstrous comedy of Don Reese*

One meal ticket is included with attendee registration; extra meal tickets may be purchased on Side A of registration form.

## President's Reception ❖ 9:00pm – Midnight

\_\_\_\_\_ Number attending reception

Complimentary for ICS members and guest.

## SUNDAY, MARCH 14 ❖ Up to 4 CE Hours

8:30am — 12:30pm

- ♦  *The "5" Best Ways to Attract New Patients*, Dr. Peter Fernandez

- ♦ *Beneficial program for DC office staff.*

**ONLINE REGISTRATION NOW AVAILABLE AT [WWW.IOWADCS.ORG](http://WWW.IOWADCS.ORG)!**