

THE NATIONAL BY FCA

WORLD'S LARGEST EVENT FOR CHIROPRACTIC

AUGUST 25 - 28, 2016 | ORLANDO, FLORIDA

DCs: 20 CE hours
approved in 45 states

CCPAs: 12 CE hours

CAs: 12 hours

LMTs: 18 CE hours

CRTs: 12 CE hours



THE WORLD'S LARGEST EVENT FOR THE CHIROPRACTIC PROFESSION

FEATURING:

Special tracks for front and back office CAs • Courses for new DCs and APs
Business/Motivation/Success Track • ACBN Diplomate classes
A 12-hour module of the Chiropractic Internist Diplomate • Posture training option for DCs

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Friday and Saturday: Sign up at Booth 17 to reserve your seat.

Our Speakers: Expertise, Insight, and Ingenuity



Bruce Bond,
DC, DACBN



David Hogsed,
DOM, AP



Annette
Schippel, DC

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WELCOME!

Michael Roberts, DC
FCA President

**The Florida Chiropractic Association
welcomes you to The National by FCA**

– The World’s largest event for the chiropractic

profession. The best continuing education options, the premier chiropractic trade show, a homecoming for the profession and a chance to network with leaders from around the nation – not to mention the perfect family vacation – are all in one grand location. Whether you’re a new practitioner or seasoned professional, join us and take advantage of all The National has to offer. Visit thenationalchiro.com to view videos, check out the speakers and topics, tour the hotel and learn about attraction discounts.

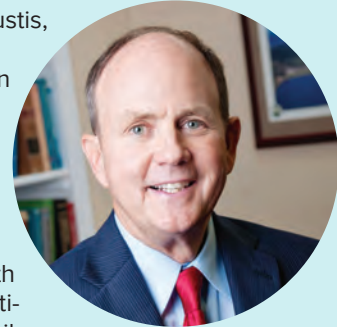
Bring the entire office staff – using our great buy-one-get-one offer – and have your practice at peak performance Monday morning! We offer doctors of chiropractic 20 hours of license renewal credit, including Risk Management (as well as the Florida Laws & Rules/Medical Errors/Ethics and Recordkeeping/Documentation & Coding hours required for your Florida renewal). 120 hours in clinical class offerings are approved in Florida and some 45 other states. Registered CAs and CCPAs may also attend doctor sessions of special interest. We have entire tracks specifically designed for the “new doctor,” front office CA and back office CA, and we’re offering 18 total hours of LMT options. There are also 12 C.E. hours offered for x-ray operators.

Luxuriate in the modern comforts of The Hyatt Regency Orlando, strategically located in the heart of Orlando’s world-renowned attractions, performing and visual arts. The grandeur of this luxury hotel must be experienced first-hand. Their 300,000 square feet of meeting space provides the perfectly bright and beautiful environment for the profession’s largest event. 1,641 well-appointed guest rooms and 193 suites will accommodate your every need. With a 22,000 square foot full-service spa, grotto-style pool and brand new restaurants, you can relax knowing this event will be everything you expect it to be. Enjoy generous hospitality and distinctive accommodations at this award-winning luxury hotel in Orlando, Florida. Get it all at great group rates that are even lower than before! To see all the resort has to offer, click the easy links on the FCA website.

Classes kick off Thursday afternoon and evening and continue through Sunday. Beginning Friday at 9am, The National Expo Floor will showcase participating vendors with the latest in chiropractic equipment, supplies and services to energize your practice. You won’t want to miss our Presidential Reception on Saturday night with complimentary drinks, carving stations and snacks in the main expo area, where some lucky doctors will win \$10,000 in cash prizes. It’s all waiting for you at The National by FCA!

National Convention HONOREE

Randy Glisson, DC



Dr. Randy Glisson, of Eustis, is a second generation chiropractor, currently in his 30th year of active practice. He is the son of Dr. Jim Glisson.

Randy is the Co-Founder and current President of Lake Health Care Center, Inc., a multi-specialty clinic with family medicine, podiatry, and chiropractic departments. He is married to Denise, and they have 3 children -- Crystal, Laura, and Brandon.

Dr. Glisson completed his undergraduate studies at Lake Sumter Community College and St. Ambrose University. He then graduated from Palmer College of Chiropractic, receiving his Doctorate of Chiropractic in 1986. Dr. Glisson continued his post graduate education in Neurology through the Parker College of Chiropractic and Orthopedics through the National College of Chiropractic. He is certified in the procedure of manipulation under anesthesia. He has attended the Florida Chiropractic Association National Convention since 1986. He supports Chiro-PAC and understands the importance of electing qualified candidates. He is a member of the American Chiropractic association.

In 1991, Dr. Glisson was appointed by Gov. Bob Martinez to serve on the Florida Board of Chiropractic Medicine. He was later re-appointed by Gov. Lawton Chiles, serving two terms. Before leaving his board tenure, he served as the board chairman. While on the board he also served as the Chairman of the Probable Cause Panel and Exams Chairman.

Dr. Glisson has been very active in donating his time back to his community. He has served on the Florida Hospital Waterman Board Foundation, and as a deacon at the Bay Street Baptist Church, as well as serving on the Board of Lake County Fellowship of Christian Athletes. In 2014, Dr. Glisson ran for the Florida State House of Representatives, House District 31 but was narrowly defeated. He currently serves on the Florida Healthcare Workforce, an initiative of the Florida Center for Nursing which helps promote the emerging role of the chiropractic profession in the state of Florida.

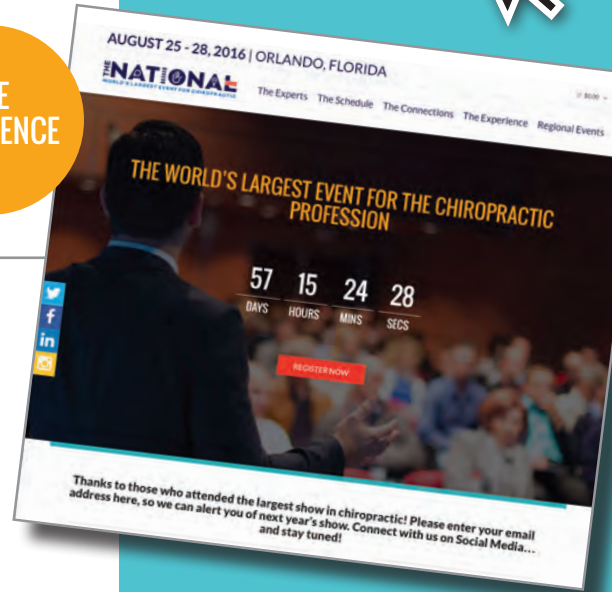
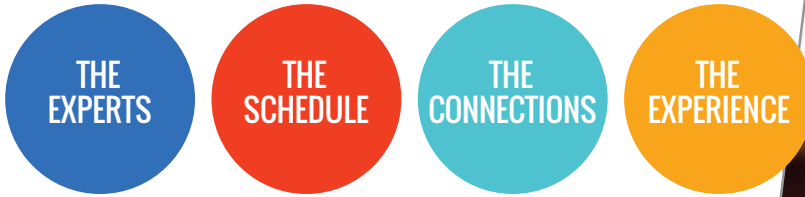
IT'S ALL ONLINE AT YOUR FINGERTIPS!

Thenationalchiro.com: All NEW and All About The National 2016!

Videos • Speakers • Schedule • Vendors • Hotel Info • Area Attractions • Up-to-the-minute updates



CHECK OUT:



VIEW ALL THE VALUE-ADDED BENEFITS THAT COME ONLY WITH THE NATIONAL!



150 hours
of CE:
rapid fire panels that inspire and motivate



70 speakers



400 booths



16 hours
of Training for
The Ultimate CA



16 hours
of **Business and Success**



12 hours
to certified x-ray
technicians



45 states
CE's Approved in
45 states



18 hours
live in class' hours for **LMT's**
(including required topics, geriatric
massage and kinesiology taping)

#1 REASON WHY PEOPLE COME TO THE NATIONAL BY FCA

- A-List speakers
- Largest vendor expo
- Biggest gathering of DC's in the world
- Ultimate CA training/certification
- Most chiropractic college alumni reunions
- Leaders in the profession
- National & state chiropractic associations
- Engaging formats offer topics for everyone
- Largest networking environment
- And so much more!

BIGGEST VENDOR OPPORTUNITIES FOR BOTH STAFF AND DOCTOR TO SHOP!

Don't miss the opportunity to:

- Experience new products/services launched by our vendors here!
- Shop with staff & together select the best products for your practice!
- Benefit from the free stuff which vendors offer only at this event!

Your staff will enjoy collecting convention freebies and will become more connected to the bigger vision of chiropractic and what this amazing profession has to offer!

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CONFERENCE HOURS

	ATTENDANCE DESK	REGISTRATION	EXPO
THURSDAY, AUGUST 25	12:30-2pm 4:30-5:30pm	11am-4pm	NO EXPO
FRIDAY, AUGUST 26	7-9am 11am-12:30pm 12:45-2pm 4:30-5:30pm	7am-5:30pm	9am-6pm
SATURDAY, AUGUST 27	7:30-9am 11am-12:30pm 12:45-2pm 4:30-6pm	7:30-4pm	9am-6:30pm
SUNDAY, AUGUST 28	7:30-9am 11:45am-12:30pm 2:30-3pm 4:30-5pm	7:45am-3pm	9am-1pm



ALUMNI EVENTS AT FCA NATIONAL 2016

Nearly all chiropractic colleges from around the United States will be hosting an Alumni Event at The National by FCA. It's a way for alumni to catch up with friends and faculty, see what's new at the old alma mater and enjoy some good food and fellowship!

As of publication date these schools will be hosting events. Please contact your school for dates, locations and times if interested.

STUDENTS' EXPO CAREER FAIR

The National by FCA provides a perfect opportunity for high school or college students interested in a career in chiropractic to meet with accredited chiropractic colleges exhibiting at the event. Interested students are invited to visit the expo free of charge and spend time with college representatives, learning more about entrance requirements and scholarship opportunities.

Expo Career Fair hours are: Friday, 8/26, 9am-6pm and Saturday, 8/27, 9am-6:30pm. Students will need an expo pass for admission. Please ask any student planning to attend to fill out this form and return it to the FCA by August 21. Students will need to pick up their pass at the FCA Badge Pick-Up Desk, just outside the Hyatt Regency Orlando Grand Ballroom. Any questions should be directed to the FCA by phone at (407) 654-3225, or by email through www.fcachiro.org.

Name _____

Email address _____

Address _____

City _____ State _____ Zip _____

YES, I plan to attend the Career Fair at The National by FCA, August 26-27 at the Hyatt Regency Orlando. I will plan to visit the exhibits of colleges checked below:

- Keiser University College of Chiropractic Medicine**, West Palm Beach, FL, Booth #407
- Life University College of Chiropractic**, Marietta, GA Booth #324
- Logan University**, Chesterfield, MO Booth #1012
- National University of Health Sciences**, Lombard, IL or St. Petersburg, FL Booth #724
- New York Chiropractic College**, Seneca Falls, NY Booth #1125
- Northwestern Health Sciences University**, Bloomington, MN Booth #609
- Palmer College of Chiropractic**, Davenport, IA; San Jose, CA; and Port Orange, FL Booth #900
- Parker University College of Chiropractic**, Dallas, TX Booth #1000
- Sherman College of Chiropractic**, Spartanburg, SC Booth #T9
- Texas Chiropractic College**, Pasadena, TX Booth #913

Life University

Mary Ellen Leffard
(800) 543-3203

Logan University

Kathleen DeBoard
(636) 230-1704

National University of Health Sciences

Lynn Nelson
(630) 889-6702

New York Chiropractic College

Diane Zink
(315) 568-3065

Northwestern Health Sciences University

Kim Bailey
(952) 885-5412

Palmer Chiropractic College

Patty Langum
(800) 722-2586

Parker University College of Chiropractic

Tran Pham
(972) 438-6932 x7811

Sherman College of Chiropractic

Lina Guillen
(864)578-8770 ext 256

Texas Chiropractic College

Sandra Hughes
(281) 998-6009



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- Enjoy our Gluten Free product samples
- Discover our new product additions
- Attend our Lunch & Learn sessions
- Enter to win in our booth drawing



CHOOSE THESE VALUE-ADDED OPPORTUNITIES AND GET THE MOST FOR YOUR DOLLAR!

This year we will be offering a complete business, marketing & administration track for DC's, staff, and all attendees.

These lectures will be focused on making your office more effective in marketing and daily office administration. Below you will find a plethora of courses on social marketing and administrative tools. FCA has asked experts in social media and experts in Microsoft Office to join us this year, just as a "value added" experience for all. Please check out some of the courses below!

10:20am - noon:

3 STEP TACTICS FOR SOCIAL PATIENT GENERATION AND HOW TO MEASURE SOCIAL ROI

How do you know if Social Media is generating new patients? How can social media work with the rest of my marketing so You are seeing results? Perhaps having Social ROI sounds impossible but it exists. It does mean we have to be organized and strategic with our approach so that the precious hours spent produce maximum results.

1-2:40pm:

HOW TO BUILD YOUR PRACTICE USING SOLUTION-DRIVEN COMMUNICATION

Whether it is blogging, website, newsletter, live workshops, email blats, advertising, social media sharing or other communication, wouldn't it be nice to know your communication is connecting to the right person, at the right time and with the right message and on the right device? Of course! We all invest a certain amount of time into marketing practices: let's focus on maximizing the time with proven tactics to create solution driven content. Once you have the template to create your solution driven content you can apply it to all forms of communication for your practice and achieve clear, concise results.

3:20 - 5pm:

THE POWER OF VIDEO FOR TWITTER, FACEBOOK AND LINKEDIN

Video is taking over the social world. You've most likely witnessed the overnight national success of Chewbacca Mom. Video, more specifically, LIVE Video is dominating the social scene. How is this happening? There are strategies involved to create videos that can "go viral" within your own community. Maybe you won't quite have the national branding as Chewbacca Mom but being able to generate new patient building connections can how to repurposed the videos for other content.

**FRIDAY,
AUGUST 26**
presenter:
Stephanie Beck

continued on page 10



REQUIREMENTS FOR FLORIDA LICENSE RENEWAL

For Florida License Renewal, every TWO years, your licensing board requires 40 hours of C.E. Within those 40 hours you need:

- Documentation, Coding & Recordkeeping – 6 hours/biennium
- Medical Errors – 2 hours per biennium
- Ethics – 2 hours per biennium
- Florida Laws & Rules – 2 hours per biennium
- Risk Management – 1 hour per biennium

Your current biennium began April 1, 2016 and ends March 31, 2018

For Florida DCs Certified in Acupuncture:

- Acupuncture Risk Management – 2 hrs. per biennium
- Acupuncture Technique – 2 hrs. per biennium

- HIV/AIDS – for FIRST BIENNIUM doctors only: 3 hours (prior to first biennium renewal)
- FIRST BIENNIUM doctors only are NOT required to obtain Florida Laws & Rules or Risk Mgmt C.E.

PLANNING for YOUR C.E. HOURS!

Log on to www.fcachiro.org and click on the link for the National Convention to download the Quick Glance Planner for information on the various courses being offered for license renewal C.E. Check back often to view the latest versions with any up-to-the-minute additions and/or changes! Use this handy planner as a checklist to plan your class times and to remind yourself not to miss the attendance desk!

All CEs achieved at FCA events are reported complimentary to you and to the Florida Department of Health/CE Broker.

**CE's approved by 45 states:
See www.thenationalchiro.com
for links to the list of state approvals and details.**

ATTENTION NEW DCs!

View the nitty-gritty, down and dirty, get-it-done itinerary for motivated new DC's who wish to complete all of their first-year course requirements AND take advantage of business-related courses designed specifically to help YOU. See the student/new dc tab of fcachiro.org/thenational2016.

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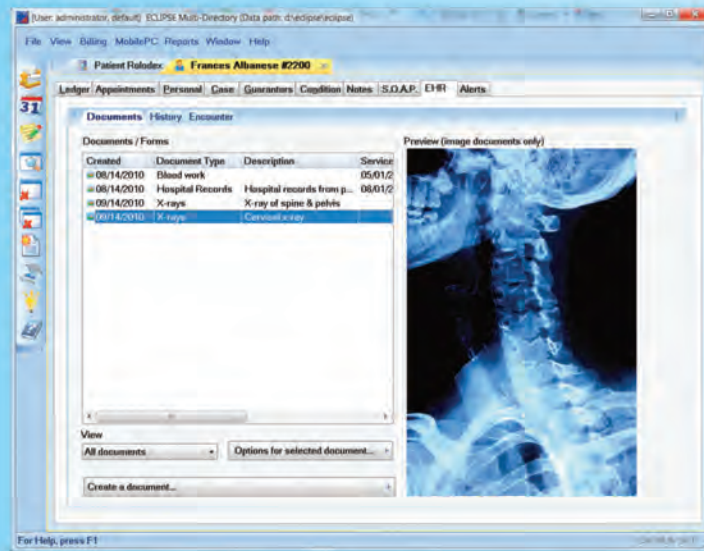
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Import

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Video

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Exams

Notes

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"SOAP takes me about a minute. I even spend 30 minutes less daily on documentation such as HMO forms thanks to new ECLIPSE features. Over 18 years, the constant innovations have been amazing."

— Robert Sylvester, D.C.

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And only ECLIPSE has Real Time Data Flow. So, when you update a patient chart in a treatment room, your changes appear everywhere that chart is open... instantly! And when your front desk makes changes as you're treating patients, you see those changes as they occur... and know who's in your waiting room and each treatment room -- because you see it all right there on your screen as your staff does it.



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www.INeedECLIPSE.com

Contact us to learn how ECLIPSE can help you qualify for ARRA funding

VALUE-ADDED OPPORTUNITIES *continued*

10:20am - noon:

MICROSOFT POWER POINT: LEARN THIS TOOL FOR EASY COMMUNITY OUTREACH

Participants will be introduced to using Powerpoint to promote marketing, community outreach and other business skills to enhance their business. Participants will feel comfortable with using Powerpoint to create presentations that will enhance their business and profession. (Required Software: Office 2013 or Office 365)

1 -2:40pm:

MICROSOFT WORD: ENHANCING YOUR PROFESSIONAL IMAGE

Participants will enhance their professional image by utilizing the tools, being familiar with the ribbons and exploring templates. Participants will create and design flyers, brochures and other business documents that is crucial to the day to day function of your business. (Required Software: Office 2013 or Office 365)

**SATURDAY,
AUGUST 27**

presenter:
Selena Lewis

3:20 - 5pm:

MICROSOFT EXCEL: ALLOWING YOUR TEAM TO WORK MORE EFFECTIVELY IN LESS TIME!

Participants will learn the basic components to Microsoft Excel. Don't be intimidated by Excel. Learn how to use formulas, functions, cells, and other tools in Excel that will assist you with working more efficiently and effectively in the workplace. (Required Software: Office 2013 or Office 365)

10:20am - noon:

WORD AND EXCEL MAIL MERGE: "WORK SMARTER, NOT HARDER" AND ACCOMPLISH MORE!

Participants will take a deeper look into Excel as they learn how to work smarter not harder in the workplace. Participants will be using tools such as Mail Merges to increase their knowledge of how to actually apply Excel to their day to day activities. (Required Software: Office 2013 or Office 365, Attending Saturday's Excel course is highly encouraged before taking this course.)

**SUNDAY,
AUGUST 28**

presenter:
Selena Lewis

RELAX AND UNWIND AT THE MASSAGE OASIS

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FRIDAY & SATURDAY • AUGUST 25-26

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FRIDAY:

Whitney Lowe, LMT • 6 hours

SATURDAY:

Benny Vaughn, LMT, ATC, CSCS • 6 hours

SUNDAY:

Judith Walker, LMT • 6 hours
Michael McGillicuddy, LMT • 6 hours

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BOOTH 13

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Over the past five years, Palmer College has engaged in focused efforts to better understand public perception of chiropractors, chiropractic, and chiropractic identity. In 2015, Palmer College of Chiropractic commissioned the Gallup organization to conduct the first-ever nationally representative annual survey of U.S. adults measuring perceptions of and experiences with chiropractic care. Key findings from this first-year survey, which included the opinions of over 4,500 U.S. adults, were released in August 2015 and presented in multiple venues, including meetings at last year's FCA National Conference. **An overview of these key findings and related topics will be featured at the 2016 FCA National Conference and opening plenary session. Further, a second conference session is planned for Friday to share key findings from the second-year Gallup-Palmer survey** featuring data from more than 7,500 U.S. adults surveyed in early 2016. In this second session, three main topics will be covered: perceptions about the effectiveness and safety of different treatment options for significant neck and back pain, barriers that prevent some adults from trying chiropractic services, and chiropractic-patient experiences.

GALLUP SURVEY PRESENTATION ON PUBLIC PERCEPTION AND CHIROPRACTIC IDENTITY

- Acupuncture
- Business
- Electronic Billing
- Endocrinology
- Extremity Technique
- Homeopathy
- Imaging
- Instrument Adjusting
- Kinesiology Taping
- Laser Therapy
- Manual Techniques
- Medicare Audits
- Neurology
- Nutrition
- Opioids
- Pediatric
- Philosophy
- Posture Training
- Posture Training Research Trends
- Rehabilitation
- Scope of Practice
- Staff/Office Team Training

LEARN FROM THE EXPERTS ON THESE TOPICS OF INTEREST:

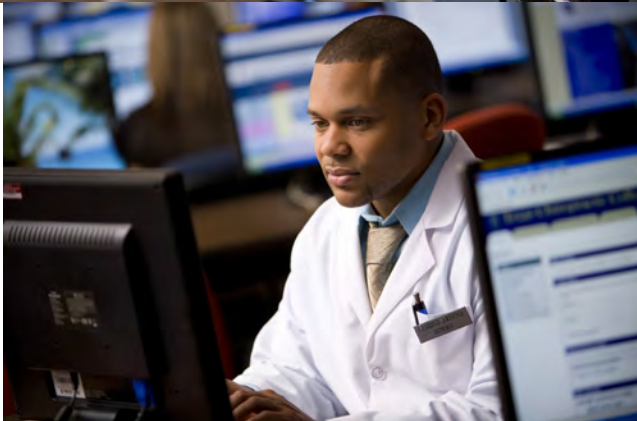
THE NATIONAL 2016 SPEAKER LINE-UP

(as of publication date)

- Lori Allen, CA
- Matthew M. Antonucci, DC, DACNB
- Spencer Baron, DC, DACBSP
- Jennifer Barham-Floreani, DC
- Stephanie Beck
- Miles Bodzin, DC
- Bruce Bond, DC, DACBN
- Frederick Carrick, DC, PhD
- James Chestnut, DC
- Gerard Clum, DC
- Courtney Conley, DC
- Steven R. Conway, DC, DACBOH, JD
- Brad Cost
- Mark Cotney, DC
- Theresa Dale, PhD, CCN, NP
- Brent Detelich, DC
- J. Donald Dishman, DC
- Gregory H. Doerr, DC, CCSP
- Kim Driggers, JD
- Danny Drubin, DC
- Erin Elizabeth
- Cynthia English, MPP, Research Consultant
- Joseph S. Ferezy, DC
- Simon Floreani, DC
- John Floyd, JD
- Ray Foxworth, DC, MCS-P
- Robert Fulton
- Mollie Frawley, RN
- Arlan Fuhr, DC
- Patrick Gentempo, Jr., DC
- Steven Gould, DC, DACBR
- Jay S. Greenstein, DC, CCSP
- Evan Gwilliam, DC, MBA, BS
- SSgt. Shilo Harris
- Jeff Hays
- Rudy Heiser, DC, DACBR
- Baron Hoag, CPC, CHC
- David Hogsed, DOM, AP
- Cindy Howard, DC, DACBN
- Tom Hyde, DC, DACBSP
- Jennifer Illes-Rector, DC
- Michael Jacklitch, DC
- Paul Jaskoviak, DC, Dipl. in Med. AC, DCRC, DACAN
- William M. Kleber, DC, DABCI
- Paul Lambert, JD
- Charity Lane, MA, MS, CPT
- Whitney Lowe, LMT
- Brandi MacDonald, CA
- Mitchell Mally, DC
- Fabrizio Mancini, DC
- Dennis Marchiori, DC, PhD, DACBR
- Joseph Maroon, MD, FACS
- Michael W. Mathesie, DC, DABFP, DACRB
- John Mayer, DC, PhD
- Sherry McAllister, MS (Ed), DC
- Pat McNeil, DC
- Michael Megehee, DC
- Joseph Mercola, DO
- Kathy Mills Chang, MCS-P, CCPC
- William Morgan, DC
- Daniel J. Murphy, DC
- Kristina L. Petrocco-Napuli, DC
- Steve Peyroux, DC
- Eric Plasker, DC
- Anthony L. Rosner, Ph.D., LL.D. (Hon.)
- Mark Sanna, DC
- Annette Schippel, DC
- David Seaman, DC
- Robert Silverman, DC, DACBN, DCBCN
- Lou Sportelli, DC
- David A. Thorpe, DC, DACBOH
- Benny Vaughn LMT, ATC, CSCS
- Judith Walker, LMT
- Steven Weiniger, DC
- Michael E. Whitman, DC, FACACN

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EPIC CA TRAINING



FRIDAY

10:20am - noon

GETTING DOWN TO THE BASICS IN MEDICARE - Mollie Frawley, RN
Medicare is a vast subject that takes many years to master. An understanding of the basics allows the learner to know what questions to ask and the important differences in sound alike terms. As the FCA "go to" person on Medicare in Florida, Mollie will start at the beginning and walk through the basic fundamentals in Medicare. Attendees will learn about the available resources and links to access the "official" rules and regulations.

1- 2:40pm

"THE EPIC CHIROPRACTIC ASSISTANT: UNDERSTANDING HEALTH" SESSION 1 - Brandi Macdonald, CA

Ever think your patients just don't get it? In order for your patients to "get it more," our Chiropractic Assistants must be much more involved in the education and retention of the patient we already have. This two-hour session will focus on building a Chiropractic practice from the inside out. The main concept taught will examine the principles and personal health philosophy each of us all hold regarding Chiropractic and health in general. By understanding social behaviors toward health, we can then understand our patients' experiences more and build a greater rapport with them.

3:20 - 5pm

"THE EPIC CHIROPRACTIC ASSISTANT: THE SERVICE CONSCIOUSNESS PRACTICE." SESSION 2 - Brandi Macdonald, CA

Customer Service statistics in Chiropractic rate consistently high. People that access Chiropractic, report being very satisfied with their experiences in offices. But, the general time a person stays under care, suggests that this isn't enough. In this session, attendees will learn the difference between a customer service experience and a service conscious practice. The chiropractic team plays a pivotal role in education and follow up, and to move people along a health journey requires these educators to understand the concepts of building rapport, closing loops in communication and setting agreements with the patient in a way that everyone is empowered.

SATURDAY

10:20am - noon

6 COMPONENTS OF THE EFFICIENT, EFFECTIVE & PROFITABLE FRONT DESK -

Lori Allen, CA

Lori W. Allen guides you through the 6 Components of the Efficient, Effective & Profitable Front Desk: the standardization processes: administrative and clinical, effective communication, the tenets of accountability, statistical tracking and analysis, a strong team with a positive attitude, and an expansion and development mindset.

1pm - 2:40pm

EFFECTIVE SCHEDULING & IMPROVED PATIENT FLOW - Lori Allen, CA

A patient should always have a future appointment, and effective scheduling ensures that they will. Put the practice in charge of the schedule, and provide the patient with a reserved time for their convenience and to create a commitment.

3:20pm - 5pm

RECALL, RESCHEDULING & INCREASED RETENTION - Lori Allen, CA

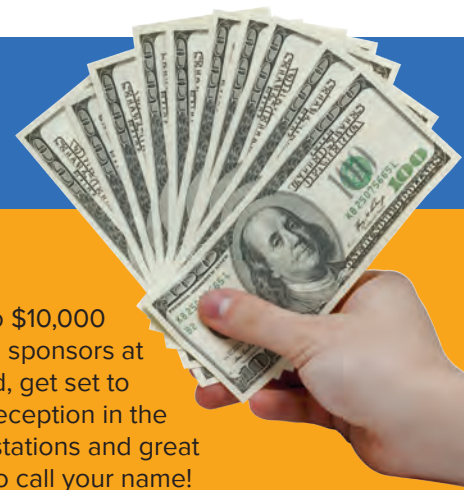
Recall is the process of following up with and calling those patients who have missed an appointment. A missed appointment can be a canceled appointment or a no-show appointment. Recall is meant to help the patient to stay on track and adhere to the scheduled treatment plan.

DON'T MISS YOUR CHANCE!

UP TO \$10,000 IN CASH PRIZES WILL BE AWARDED!!

THREE LUCKY DOCTORS WILL HAVE THE OPPORTUNITY TO WALK AWAY FROM THE NATIONAL BY FCA WITH A PIECE OF THE JACKPOT!

The FCA – along with the official NationalCash sponsors – bring cash prizes totaling up to \$10,000 to you! All registered DCs will receive a validation card which must be validated by official sponsors at their exhibit location. After visiting every vendor listed on the NationalCash validation card, get set to win one of three cash prizes! Checks will be provided to the winners at the Presidential Reception in the Expo on Saturday afternoon, August 27th, between 5-6pm: Enjoy the open bars, carving stations and great snacks available to all attendees during the reception, visit the vendors and listen for us to call your name!



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Pre-registrations must be received by **August 19, 2016** or on site rates apply

FLORIDA CHIROPRACTIC
association • inc

FCA Member Chiropractic Students and DCs not yet licensed or in their first year of Florida licensure are welcomed FREE OF CHARGE and receive FREE membership! NOT A MEMBER YET? JOIN NOW AT

REGISTRATION CATEGORY	EARLY BIRD received before 7/29/16	BADGE PICK-UP Received between 7/30 and 8/19/16	ON SITE Received after 8/19/16
DC REGISTRATION FCA CONVENTION ONLY (UP TO 20 HOURS C.E.)			
FCA Member DC	\$215	\$235	\$275
Non-member DC	\$430	\$450	\$490
<i>DCs interested in accruing credits toward an ABCN Nutrition Diplomate must add \$30 to the fees above for college transcript maintenance.</i>			
*DC Registration includes admission to all DC and DABCI classes.			
FCA CONVENTION (UP TO 20 HOURS C.E.) INCLUDING 12 HOUR POSTURE PROFESSIONAL CERTIFICATION LIVE TRAINING			
FCA or BodyZone/CPEP Member DC	\$340	\$360	\$400
FCA or BodyZone/CPEP Non-member DC	\$555	\$575	\$615
STAFF DISCOUNT SPECIAL!			
Buy One, Get One Free Registrations for all CAs, CCPAs, & CRTs when registering with your doctor!			
FCA Member DC's staff – CA/CCPA/X-ray Tech/Spouse <i>*Second FCA Member DC's staff/Spouse registering at the same time with DC are FREE!</i>	\$135	\$150	\$175
Non-member DC's staff – CA/CCPA/X-ray Tech/Spouse <i>*Second FCA Nonmember DC's staff/Spouse registering at the same time & with DC are FREE!</i>	\$175	\$190	\$215
CA/CCPA/CRT who holds his/her own membership	\$120	\$135	\$160
<i>Up to 18 hours of CE for LMTs: 6 CE hours FL required topics and 12 CE hours hands-on</i>			
FCA/FSMTA/AMTA Florida Member LMT	\$155	\$170	\$195
LMT Student Member of FSMTA or FCA	\$75	\$90	\$115
Member Doctor's LMT	\$160	\$175	\$200
Non-member LMT	\$210	\$225	\$250
FL Licensed AP/DOM/LAc includes up to 14 CE hours	\$185	\$200	\$235
Other Allied Health Care Practitioners (DO, MD, ND, PhD, RPH, guests) <i>Allied Health NOT submitted for CEU approval.</i>	\$185	\$200	\$235
3-Day EXPO PASS ONLY <i>(No class admittance or CE included!)</i>			
FCA Member	\$25		
Nonmember	\$50		

Win a FREE stay at the Hyatt Regency Orlando!

To qualify, make your room reservation at our host hotel and send your paid convention registration form to the FCA office by July 29, 2016. For special DISCOUNT RATES of just \$191 for single/double rooms (plus \$10 discounted resort fee) before July 29 at our host hotel, call directly 1-800-233-1234, mention "Florida Chiropractic Attendee" or "Florida Chiropractic Vendor" when making your reservation. To register/reserve online go to the "National Convention" section at www.fcachiro.org for a link to the Hyatt Regency Orlando web site.

EXPRESS BADGE SERVICE

Those who register before the Early Bird deadline of July 29, 2016, can request to have your badge(s) mailed to you in advance, so that you can avoid the long registration lines!

Check off the Express Badge Service box at the top of your registration form to take advantage of this new feature.

If you choose this time-saver, don't forget your badge when you come to convention to avoid a time delay to re-issue your badge!

We're sorry ... but we cannot accept credit cards via telephone for registration. You MUST send us your form and check via mail or register with us online at www.fcachiro.org via credit card.

Cancellation Policy: Cancellations received by August 19, 2016, will receive a refund of The National Convention & Expo fees, less a \$30 processing charge per registrant. Cancellations after August 19, 2016, will not be refunded.

THE NATIONAL 2016 REGISTRATION FORM

I want **EXPRESS BADGE SERVICE** and am registering by the early-bird deadline of July 29!
Send all badges to my mailing address below.

ALL CONTACT INFO REQUIRED FOR REGISTRATION

Your phone and email information will be accessible by scanning your badge only to the exhibitors that you allow to scan your badge. The FCA does not otherwise release this information to vendors. Check here to opt out of this convenient service that gives you control.

Name: (first, last) _____

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FCA MEMBER FIRST YEAR FLORIDA DC: FL License # _____ (required for CE reporting) FREE

FCA MEMBER STUDENT _____ FREE

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City/State/Zip _____

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Seeking CE for other states (License # not required): _____

REGISTER AS (CHECK ONE) - Please enter appropriate fees from accompanying registration info and total at the bottom

Convention Only Convention with Posture Professional Training \$ _____

I will be attending the module of DABCI (Chiropractic Internist Diplomate) being offered

I will be attending the Nutrition Diplomate Courses. \$30 has been added to my FCA registration fee to cover maintenance of transcript by Texas Chiropractic College. \$ _____

STAFF DISCOUNT SPECIAL! BRING YOUR ENTIRE STAFF! Buy one, get one free registration for all CAs, CCPAs and X-ray Techs when registering with your doctor! Includes admission to classes and expo areas.

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CCPA CI# _____ CA/RCA RCA# _____ X-ray CRT# _____ Other

Staff Member #2 – Name: (first, last) _____ \$ **FREE**

CCPA CI# _____ CA/RCA RCA# _____ X-ray CRT# _____ Other

Staff Member #1 – Name: (first, last) _____ \$ _____

CCPA CI# _____ CA/RCA RCA# _____ X-ray CRT# _____ Other

Staff Member #2 – Name: (first, last) _____ \$ **FREE**

CCPA CI# _____ CA/RCA RCA# _____ X-ray CRT# _____ Other

LMT – Name: (first, last) _____ \$ _____

License # _____ State _____ (Not BOGO eligible)

FL License AP/DOM/LAc **Other Allied Health Care Practitioners (DO, MD, ND, PhD, RPH, guests) –**

Name: (first, last) _____ \$ _____

Degree/Title: _____ State _____ (Not BOGO eligible)

3-Day Expo ONLY Pass – Name: (first, last) _____ \$ _____

ChiroPAC support! I want to support ChiroPAC NOW and have added \$ _____ to my registration. PAC \$ _____
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TOTAL _____

Your registration fee includes admission to all educational programs, exposition, morning coffee, afternoon breaks, Thursday Opening Reception, Friday Welcome Reception, Saturday Presidential Reception and complimentary daily refreshments in exhibit areas. Make checks payable to Florida Chiropractic Association (FCA). Please return this form with payment to: Florida Chiropractic Assn., 30 Remington Road, Suite One, Oakland, FL 34787 (407) 654-3225 or register via our website: www.fcachiro.org

YES! I would like to receive a complimentary subscription to Chiropractic Economics Magazine!

QUICK-FIRE PANELS ENGAGE AND BRING NEW INSIGHT

Enjoy a fresh, new approach to subjects that are required by many states for license renewal: These are “required” classes you’ll actually love! The most engaging presenters will bring new insights to help you apply these topics for a better practice and more successful life.

**For speaker names, refer to course planner and program syllabus at fcachiro.org/thenational2016.*

ETHICS: A FOUNDATIONAL KEY TO UNCOMMON PRACTICE SUCCESS

The branch of philosophy called ethics is of critical importance to the success of the individual chiropractor and the profession as a whole. Did you ever connect the dots between ethics and breakthrough practice success? Come experience two of the most inspiring speakers in Chiropractic, Dr. Patrick Gentempo and Dr. Fab Mancini, as they break down Ethics in a way that will stimulate your mind and actions.

USING DOCUMENTATION AND CODING TO INCREASE YOUR PRACTICE

We have all noticed the barrage of new documentation policies popping up nationwide affecting all healthcare professionals. This star-studded panel will remind attendees how documentation is more than the simple act or an instance of furnishing or authenticating with documents; it can actually be used to help drive practice success. Bring your staff and learn how to sort through the challenges of today, forming a strategy for your practice success tomorrow!

UNDERSTANDING THE SCOPE OF PRACTICE & THE FLORIDA LAW TO PROPEL YOUR PRACTICE

A panel of speakers with experience in specializations including, rehabilitation and sports chiropractic, neurology, acupuncture, internal medicine, and treating families & children have been invited by FCA’s General Counsel to share case studies in each niche of chiropractic. Attorney Paul Lambert will illustrate how the Florida Law supports the authority of DC’s to give the highest and best care, and how this is best done under a large scope of practice.

PUBLIC PERCEPTION OF CHIROPRACTIC: AND RISK OF CARE

Public perception of chiropractic has been greatly influenced over the years from a variety of sources. This lecture will review the cause of public perception pertaining to chiropractic as well as review the risks incurred through each decade, as public perception evolved through time.

TRIAGING ATHLETES WITH HEALTHCARE PROFESSIONALS: RISK FACTORS FOR EVERY PRACTICE

It is still public perception that the athletic medical team doesn’t include chiropractic care. Contrary to this belief, this panel discussion will use case studies showcasing the most difficult cases and how chiropractic plays an integral role in the improvement of athletes, allowing them to return-to-play quicker, with more accuracy and better health. The collective team approach will be illustrated by multiple disciplines with multiple specialties giving advice on each case, symbolic of an athletic team working together for the collective healing of the athlete. Highlighted throughout the session, is the risk of not having a chiropractor involved in athletics and how this miss can be detrimental to the team.

REDUCING MEDICAL ERRORS FOR OUR PATIENTS: HOW CHIROPRACTIC IMPROVES THE SYSTEM

Modern Medicine and pharmaceuticals are not only answers to today’s problems as society has a tendency to believe. It is imperative that chiropractors are aware of their patients’ pharmaceutical side effects and the ramifications of their medical history. Neglect to communicate, properly refer, report, or accurately diagnose is a medical error. This class is designed to remind doctors of chiropractic that we can often alleviate or avoid the patient having a medical error, by good communication and being precise clinicians.

FOR THE FULL SCHEDULE OF SPEAKERS AND TOPICS, VISIT THE NATIONAL CHIRO.COM

CE’s approved by 45 states:
See www.thenationalchiro.com for links to the list of state approvals and details.

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- SecureCare’s low overhead results in larger reimbursements to you.
- Elimination of pre-authorization ‘headaches.’
- Gaining control of the future of chiropractic in Florida.
- Receive annual dividend checks upon becoming profitable.
- Autonomy over patient care plans without insurance company interference.
- Backed by the FCA with a chosen partner in chiropractic-only IPAs and a successful 20 year history.

Why Join NOW? There are many reasons, but most importantly:

- The longer everyone waits, the greater the chance that other Third Party Payors take over chiropractic contracts!
- It’s about time chiropractic joined all the other specialty groups who have used IPAs and are faring much better!
- Because you have vision and you know this is a light at the end of the tunnel!
- Because you want to be part of the change to chiropractic!
- Because you don’t want to get locked out and watch that ship sail yet again!

Signing up ONLY takes:

Visit us at Expo Entrance Booth R1





The #1 Chiropractic Expo thanks to our vendors, exhibitors and Elite Convention Sponsors!

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We are the unified voice of our profession in the political arena. We work hard to elect members to public office who will fight for chiropractic. We are one. We are loud. We are ChiroPAC – the official political action committee of the Florida Chiropractic Association.

Join us for a special briefing on everything that has transpired in the Florida Legislature this year as it relates to chiropractic:

Friday, August 26 • 6:30 p.m. - 7:30 p.m.



Your donation of \$50 or more is your ticket to attend this important reception. Please make your check payable to ChiroPAC.

If you are unable to attend this event, we still encourage you to support chiropractic political action by making a secure, on-line donation at www.ChiroPAC.org or forward a donation to: ChiroPAC, 30 Remington Road, Suite One, Oakland, FL 34787. Contributions are not deductible for federal tax purposes.

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BIOTICS RESEARCH CORPORATION – BOOTH 38 –

www.bioticsresearch.com

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Celebrating 25 years in the marketplace, Performance Health is pleased to announce the launch of Biofreeze® Professional. Based on the original Biofreeze formula, Biofreeze Professional has optimized key ingredients based on scientific research to provide a longer-lasting experience. It also has a smoother application with fast absorption for relief from backaches, arthritis, sore muscles and joints, sprains, strains and bruises.

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Headquartered in Akron, Ohio, Performance Health is a global health, wellness and self-care company. The Performance Health brands include Biofreeze®, TheraBand®, Cramer®, Bon Vital®, Perform®, and TheraPearl®, featuring a complementary product offering helping healthcare practitioners, patients and consumers relieve pain, accelerate recovery, grow stronger, improve performance and enhance quality of life for nearly 100 years.

More Doctors of Chiropractic trust **NCMIC**



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METAGENICS – BOOTH 28 – www.metagenics.com

Metagenics, headquartered in Aliso Viejo, CA, is a global life sciences company focused on improving health. Founded in 1983, the company serves tens of thousands of health care professionals and more than a million patients worldwide, and holds over 40 proprietary patents for use in nutraceuticals, medical foods, and pharmaceuticals. Today, Metagenics continues its leadership role by successfully merging the disciplines of nutritional genomics, functional medicine, and lifestyle medicine programs to find solutions to society's most pressing health concerns. For more information, please visit www.metagenics.com

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Back in 1946, NCMIC was formed by a group of chiropractors with the express purpose of offering malpractice insurance to Doctors of Chiropractic at a time when no one else would. Today, "We Take Care of Our Own®" is not just a slogan at NCMIC, it's how we do business every day.

One example of this commitment is that this year NCMIC has again offered a premium dividend to our D.C. malpractice policyholders ... for the 20th year in a row.

Find out more about NCMIC and the many benefits you can count on by visiting booth #23 or calling 1-800-769-2000, ext. 3845.

We Take Care of Our Own is a registered service mark of NCMIC Group, Inc. and NCMIC Risk Retention Group, Inc. Premium dividends are not guaranteed.

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This year, in addition to sponsoring Dr. David Seaman for several FCA events, Dr. Seaman will be conducting a 25 minute discussion related to his new book, The DeFlame Diet. This informative discussion is offered by Anabolic Laboratories and those attending will receive lunch vouchers, limited to the first 50, and a special show discount on an exciting new product, The DeFlame Nutrition Pack, autographed copy of Dr. Seaman’s book, Please stop by and visit with us about key products that help augment your patients care, including Nutra Disc and our other Pain & Inflammation products.

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K-LASER USA – BOOTH 30 – www.k-laserusa.com

K-Laser continues to revolutionize laser therapy for the treatment of pain and inflammation by leading the industry in innovation and advanced technology. The result is the most effective, fast, and easy to use therapeutic laser available. Our lasers enable practitioners to deliver exceptional clinical outcomes through a unique approach of delivering 4 wavelengths with the right balance of power and frequency targeting your patient’s specific condition. K-Laser is committed to your practice’s successful implementation of laser therapy through continued clinical support, education, training, marketing advice and materials. For more information visit www.k-laser.com.

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REGIONS BANK – BOOTH 728 – www.regions.com

Regions is proud to be the FCA’s bank of choice and we are excited to again sponsor the FCA National Convention. Regions Financial Corporation (NYSE:RF), with \$126 billion in assets, is a member of the S&P 500 Index and is one of the nation’s largest full-service providers of consumer and commercial banking, wealth management, mortgage, and insurance products and services.

Regions serves customers across the South, Midwest and Texas, and operates approximately 1,600 banking offices and 2,000 ATMs. Additional information about Regions and its full line of products and services can be found at www.regions.com.

We invite you to visit us as booth #728, meet the team, and enter for a chance to win a Regions Lifegreen Beach Cruiser bicycle! Our associates would be happy to answer any financial questions you may have, offer solutions, and even schedule follow up discussions after the convention

RECOGNIZED SPONSOR



FOOT LEVELERS – BOOTHS 1 AND 25 – www.footlevelers.com

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Be sure to stop by 1 of our 2 booths at FCA National to learn more about these great products, get started with Foot Levelers, or have one of our highly trained staff answer any of your questions.

COME VIST THESE FCA NATIONAL ELITE CONVENTION SPONSORS AND ALL OF OUR VENDORS AND EXHIBITORS ON THE EXPO FLOOR!

Friday: 9am-6pm • Saturday: 9am-6:30pm • Sunday 9am-1pm

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DISCOUNTED ROOM RATES

Discounted room rates for all convention attendees; mention you are with "FCA" and receive a \$191 rate.

DISCOUNTED PARKING

Discounted parking when you arrive (\$12 self parking/
\$20 valet parking)

DISCOUNTED RESORT FEE

Discounted resort fee of \$10 to include: high speed guest room internet for up to 6 devices, 2 I-Ride Trolley tickets, unlimited local and 800 calls daily access to the spa, daily access to the fitness center, daily fitness center classes and daily recreational activities.

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Gain Hyatt Passport Points when you stay!

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Free Access to pristine swimming pools: zero-entry Grotto Pool with a water slide, Olympic-size Terrace Pool and the Serenity Pool with soothing hot tubs.

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To register/reserve online go to the "National Convention" section at www.fcachiro.org for a link to the Hyatt Regency Orlando web site. Don't forget to mention "Florida Chiropractic Attendee" or "Florida Chiropractic Vendor" when making your reservation.



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