WSCA ANNUAL CONFERENCE

CHIROPRACTIC
for the HEART, MIND, AND BODY

EARN UP TO 27 CEs!

OCTOBER 27-29
2017

Hilton Seattle Airport & Conference Center
FRIDAY
6:30-8:00pm
Keynote: Awakening the World to Wellness
Jack Wolfson, DO, FACC
Sponsored by Biotics Research Northwest

8:00-11:00pm
Welcome Reception and Tradeshow
with live musical entertainment by Good Co. Music
www.goodcomusic.com
(includes heavy hors d’oeuvres)

SATURDAY
12:00-1:30pm
WSCA Awards Luncheon and Presentation:
Social Media Marketing and the New WSCA Membership Program
Siouxie Jennett

1:30-3:30pm
Keynote: Beyond a Doubt; Adjusting the Spine Changes Brain Function
Heidi Haavik, BSc, PhD
Sponsored by Foot Levelers

9:00-11:00pm
Tradeshow and Closing Reception
with drinks, fun, and entertainment
(includes heavy hors d’oeuvres)

SUNDAY
8:00-10:00am
Alumni Breakfast Meetings
hosted by select chiropractic colleges

Package A
Protecting Vulnerable Patients
Robert Beiser, MPA
Friday • 7:00-8:00am

As a border state and a major international trade hub, Washington is a hot spot for human trafficking. This largely unrecognized crime is modern day slavery and at any given time, there are an estimated 17,000 victims in the U.S.—many of them right here in our state. Trafficking victims are often brought to healthcare professionals for treatment, and those professionals may not even realize it. In this session Robert Beiser, Executive Director of Seattle Against Slavery, will introduce you and your staff to the issues, show you how to identify human trafficking victims when they come to your clinic, and how to help the most vulnerable of your patients out of these situations.

Robert Beiser is the Executive Director of Seattle Against Slavery (SAS). After several years at Microsoft, he left the tech world to work in the nonprofit sector as a social justice advocate. His role with SAS began in 2010 as the volunteer Public Awareness Campaigns Manager. Robert holds a Master’s Degree in Public Affairs from the University of Washington and travels the country speaking to various community and professional groups on the subject of human trafficking, its shocking prevalence, how to identify it, and how to combat it.

Regulatory Compliance: How HIPAA and the New OIG Lawsuit Targeting DCs Affects You
Ty Talcott, DC, CHPSE
Friday • 8:00am-1:00pm
(lunch included)

HIPAA Compliance, as a threat to chiropractors, has skyrocketed with record fines and enforcement in recent years. Add to that the recent OIG (Office of the Inspector General) statements that they have a list of targeted chiropractors they are investigating for Medicare and the stage is now set for the scariest regulatory environment in history, especially when you add in ACA act requirements of October 2016 and federal Fraud Waste and Abuse! In this session Dr. Ty Talcott will teach you about HIPAA and OIG and what to do to protect yourself and your patients relative to these two TOTALLY separate types of compliance (one for protection of patient private information and the other to protect you from Medicare prosecution/enforcement, now aimed directly at chiropractors).

Dr. Ty Talcott is a Certified HIPAA Privacy and Security Expert, who consults with thousands of healthcare practices relative to business development and protection. He is a sought-after speaker who has led numerous seminars, performed as a keynote speaker and has been featured on the cover of several magazines. Dr. Talcott is also a founding partner of an IPA (Independent Physician Association) that credentials participating doctors for contracting with HMO’s and PPO’s. He has become one of the top experts on HIPAA regulations in the Chiropractic Profession.
Package B
Patient Types, Communication, and Chiropractic

J. Alan Lovejoy, DC, LCP, FICA
Sponsored by ChiroTouch

Friday • 7:00-11:00am
(breakfast included)

Clinical/patient communication is a critically important skill to understand. Some basic communications skills help with the initial encounter, the Report of Findings, and beyond. Another perspective is the change in areas of new technology. Let ChiroTouch show you an array of techniques that will empower you and your CAs to effectively engage your patients. 4 CEs

Dr. J. Alan Lovejoy is an experienced chiropractor and professional educator, with over 24 years in private practice and 14 years as an Associate Professor at Cleveland Chiropractic College in Overland Park, Kansas. His areas focus center on emergency procedures, biomechanics of extremities, extra-vertebral adjusting, geriatrics, and interpersonal communications. An award-winning speaker and published author, Dr. Lovejoy is also a graduate of Palmer College of Chiropractic.

CPR Training & Certification for Healthcare Professionals

Lt. Thaddeus “Zeb” Mercer, BSN, Seattle Fire Dept. (Ret.)

Friday • 11:30am-3:30pm

This training will be an intense 4 hours that includes one-on-one instructions and hands on technique. Trainees will be provided with a training mannequin and, upon satisfactory completion of the course and exam, will receive a wallet-sized, two-year Healthcare Professional CPR certification. The instructor and training are certified by the American Heart Association. There are 4 CEs available! Do not miss this great opportunity to have your entire staff certified and qualified to handle any emergency situation. 4 CEs

Thaddeus “Zeb” Mercer is an American Heart Association-certified CPR and First Aid instructor with four decades of experience in emergency services. He is a graduate of the UV School of Nursing and a retired paramedic. Zeb served over 30 years in the Seattle Fire Department, rising to the rank of lieutenant and managing seven paramedic units before his retirement in 2011. Zeb is a highly engaging presenter who has continually received praise from WSCA members for his interactive programs.

Enhancing Sports (and Everyday) Performance through Labs and Personalized Nutrition

Brandon Lundell, DC, APC-NM, DABCI, IFMCP, Dipl Ac, NE, CAC
Sponsored by Nutri-West Pacific

Friday • 2:00-6:00pm

We all know exercise is great for the cardiovascular system, but new evidence suggests too much may be harmful to your heart. Learn what the right amount of exercise is and how to protect your heart with nutrition, dietary and lifestyle strategies. Causes and biological mechanisms of heart damage will be covered in this seminar, along with essential laboratory tests that should be run on all patients, especially athletes. With this data, you’ll learn how to assess the individualized needs of your patients, and how to tailor a plan for them that will protect their health, enhance their performance, and increase their vitality and energy. In addition to these topics, Dr. Lundell will also cover B12 deficiency, differentiating it from B12 insufficiency, and how to incorporate CBC, Homocysteine, Methylation Panels, and other tests into your practice. 4 CEs

Dr. Lundell has been an athlete his entire life as a competitive runner, cyclist, and triathlete. He works with amateur and professional cyclists, triathletes, runners, and others to increase performance and decrease injury without sacrificing long term health. He has been practicing functional/holistic medicine and chiropractic for nearly 15 years and has a waiting list-only practice in Longmont, Colorado.

His post-graduate training includes board certification in internal disorders and diagnosis, certification in Functional Medicine through the Institute of Functional Medicine, advanced practice training in IV and injectable nutrients, diplomate in Acupuncture and Oriental Medicine, certification in naturopathic endocrinology, and he is certified in Animal Chiropractic through the AVCA.

Dr. Lundell has developed and taught his functional medicine series at the University of Southern California Health Sciences as well as all over the country. His classes cover functional blood chemistry, endocrinology, autoimmune, inflammation, methylation, gastrointestinal disorders, nutritional neurology, detoxification, diet, exercise, and more.
Respectful Interactions: Disability Language and Etiquette for Chiropractic Professionals
Miranda Levy, MA, CAC
Friday • 4:00-6:00pm

This presentation will be specifically tailored to the participants of the chiropractic profession, and will give an overview of the Americans with Disabilities Act along with discussion about interacting with patients and family members/partners with disabilities. The speaker will review interaction with a variety of disabilities and will address specific topics such as effective communication, reasonable accommodations, and issues relating to service animals. This is an interactive presentation wherein the speaker encourages questions and participation throughout.

Keynote: Awakening the World to Wellness
Jack Wolfson, DO, FACC
Sponsored by Biotics Research Northwest
Friday • 6:30-8:00pm

Dr. Jack Wolfson – one half of the renowned osteopath/chiropractic husband and wife team, “The Drs. Wolfson” – is “Awakening the World to Wellness.” In this powerful opening keynote address, he will cover his nutritional and dietary approach to heart health and how you can make natural healthcare work for you and your patients in real life. 1.5 CEs

Chiropractic Benefits to Cardio Health
Jack Wolfson, DO, FACC
Sponsored by Biotics Research Northwest
Saturday • 8:00-10:00am

We all know that chiropractic is an essential element of overall health. As more studies are done on its benefits, we can see the ever-increasing impact chiropractic has on other healthcare fields. In this deep-dive breakout, Dr. Jack Wolfson will focus on the irreplaceable role chiropractic plays in heart health, and how he, as an osteopath and cardiologist, has seen the positive effects that chiropractic has had on his patients and why it should be embraced by other healthcare professionals. 2 CEs

Pediatrics for the Doctor of Chiropractic: Full Spine Adjusting Techniques for the Young Pediatric Patient
Elise Hewitt, DC, CST, DICCP, FICC
Sponsored by NCMIC
Saturday • 10:00am-12:00pm

This class will teach doctors of chiropractic all the basics needed to feel comfortable adjusting young children from infants to preschoolers. It will begin with information regarding the etiology of segmental dysfunction in children, what’s unique about the pediatric spine, and how to modify technique for the pediatric patient. Using video clips of actual treatment sessions, Dr. Hewitt will discuss techniques for adjusting the full spine, region-by-region, providing technique modifications for different age groups. In addition, common technique mistakes will be discussed along with compensation strategies. Throughout her presentation, Dr. Hewitt will pepper her instruction with clinical pearls from her 29 years of experience in pediatric practice. 2 CEs

Miranda is a training and information specialist with the Northwest ADA Center who focuses on topics such as service animals, employment and reasonable accommodation, accessible medical equipment, and disability language and etiquette. She manages the Northwest ADA Center’s online education program, as well as facilitating community learning programs. Miranda is heavily involved with a variety of ADA National Network committee and workgroup activities as well.

Miranda has a Master’s degree in Rehabilitation Counseling from Western Washington University, is a Certified Rehabilitation Counselor, and is a certified ADA Coordinator. She has volunteered over the past 12 years within the disability community as a rehabilitation counselor at the Division of Vocational Rehabilitation and has become increasingly involved in projects with the Epilepsy Foundation Northwest. Miranda also serves on the Washington State Elections Disability Advisory Committee.

Jack Wolfson, DO, is a board-certified cardiologist who grew tired of patients failing to truly get well (while sometimes feeling worse) using pharmaceuticals and procedures. As a result, he opened Wolfson Integrative Cardiology where he now uses in-depth testing and targeted nutrition to prevent and treat cardiovascular disease. He treats the whole person, getting to the cause of the issue, instead of treating only the symptoms. Dr. Wolfson offers practical solutions for heart health in person at his office in Paradise Valley, Arizona. He is the author of the Amazon best-seller, The Paleo Cardiologist.

Dr. Hewitt has been in private practice with her husband since graduating Summa Cum Laude and as class valedictorian from Western States Chiropractic College in 1988. Dr. Hewitt has also obtained certification in Craniosacral Therapy from the Upledger Institute and is board certified in chiropractic pediatrics. In her Portland, Oregon practice, which is limited to pediatrics, she specializes in the care of infants and young children.

Dr. Hewitt currently serves as President of the American Chiropractic Association’s Council on Chiropractic Pediatrics and as the Pediatrics Council representative to the American Board of Clinical Specialties.

Dr. Hewitt believes that no single practitioner holds the key to a child’s health and that we best serve our patients as professionals working together to optimize the health and wellbeing of all children.
Social Media Marketing and the New WSCA Membership Program

Siouxsie Jennett
Saturday • 12:00-1:30pm

Social media marketing is an essential element of every chiropractic practice, but do you know how to manage it? Many DCs hire an ad agency at great cost and with little return. Meanwhile the WSCA has unveiled its new Premium Membership Program, which includes a robust social media benefit. Learn all about this new program, your critical need for the right social media presence, and how together with Mambo Media, the WSCA has increased online engagement for its premium members by 47%!

Siouxsie Jennett is an award-winning 23-year Internet industry veteran and the president and founder of Portland-based Mambo Media, a digital marketing firm that works with organizations globally to implement modern marketing programs that increase brand awareness, lead generation, online conversions and e-commerce sales. Siouxsie and her team build highly-effective marketing strategies that drive revenue through digital channels including social media, search, email, website development and marketing automation. She is an instructor at the Center for Executive Professional Education in the School of Business at Portland State University and sits on the Board of Directors for Doernbecher Children’s Hospital. Regional clients include Grand Central Bakery, ESCO, Burgerville, PuppetLabs, OHSU, and Knowledge Universe.

Keynote: Beyond a Doubt; Adjusting the Spine Changes Brain Function

Heidi Haavik, BSc, PhD
Sponsored by Foot Levelers
Saturday • 1:30-3:30pm

During this session Dr. Haavik will cover, in a fun and entertaining way, the latest scientific understanding about the function of the spine and its impact on brain function. The complex neurophysiology will be presented in an easy to understand and clinically practical manner for students and DCs, with a particular focus on what this research tells us about the impact of the vertebral subluxation on CNS function. Dr. Haavik will also discuss what we now know about the actual mechanisms of the adjustment (how adjusting subluxations actually improves CNS function). The research tells a story that is similar to the old historic theories, but with a subtle – and very important – twist to it. Dr. Heidi Haavik will clarify what we as chiropractors can and cannot claim to help you thrive in an evidence informed world.

Heidi Haavik, PhD, is the founder of Haavik Research, a chiropractor and a neurophysiologist who has worked in the area of human neurophysiology for over 15 years. Her work has been instrumental to the industry; and she has helped prove the efficacy of chiropractic care in improving people’s health and wellbeing. Heidi’s expansive knowledge and expertise has paved the way for her best-selling book, *The Reality Check*, to become a resource for chiropractors and patients alike, both in print and as an online community.

Empower Your Patients with Active Care: The Standard of Excellence

Morgan Mullican, DC, DACBN, CCN
Sponsored by Breakthrough Coaching
Saturday • 4:00-6:00pm and 7:00-9:00pm

The language of reimbursement today is function. In this hands-on workshop, attendees will learn low tech evaluation and exercise procedures that can be utilized immediately in their practice. We will begin with the functional postural analysis, walk through various movement pattern procedures and learn how to use post isometric stretching techniques to restore normal muscle function. This session will conclude with a step-by-step neuromuscular re-education (NMR). The purpose of using NMR is to create stability in the body by training proprioceptive function.

Dr. Mullican graduated in 1988 from Palmer College of Chiropractic in Davenport, Iowa with research honors. While waiting for his Texas license, he was on staff at Palmer College where he taught in the radiology department. In 1989 he began his practice in Dallas and within a few years, started multiple clinics. In 1993, he earned his diplomat in clinical nutrition from the American Chiropractic Board of Nutrition and his certified clinical nutrition degree from the University of New York in 1996. After joining Breakthrough Coaching in 2000, he converted both highly successful multiple clinics to DC/MD practices as well as his own chiropractic practice of 11 years. All have become very successful multidisciplinary clinics.

TRADESHOW CEs – This year the WSCA is integrating its tradeshow with its educational program. Due to the clinically useful and educational information conveyed by many of our exhibitors, it will be possible to earn ¼ CE from select exhibitors when you visit their booths. Qualifying exhibitors will be noted in your programs, on the event app, and at their exhibition spaces. Between the preconference programs, the conference itself, and the tradeshow, you can earn up to 27 credits in just two days!
Special Thanks to Our Sponsors for Providing These Outstanding Speakers!

Jack Wolfson, DO, FACC
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Morgan Mullican, DC, DACBN, CCN
Sponsored by:

Heidi Haavik, BSc, PhD
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Elise Hewitt, DC, CST, DICCP, FICC
Sponsored by:

Brandon Lundell, DC, APC-NM, DABCI, IFMCP, Dipl Ac, NE, CAC
Sponsored by:

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For reservations, call 206.244.4800
Use code “WSCA” to get the special room rate of $149/night
or online at www.chirohealth.org/hotel
CONFERENCE SCHEDULE

2017 WSCA CONFERENCE & TRADESHOW

FRIDAY

Package A
7:00am-1:00pm
Protecting Vulnerable Patients with Robert Beiser, MPA
Regulatory Compliance: How HIPAA and the New OIG Lawsuit Targeting DCs Affects You with Ty Talcott, DC, CHPSE (includes lunch)

Package B
7:00am-3:30pm
Patient Types, Communication, and Chiropractic with J. Alan Lovejoy, DC, LCP, FICA (includes breakfast and 30 minute break at 11 am)
CPR Training & Certification for Healthcare Professionals with Lt. Thaddeus “Zeb” Mercer, BSN, Seattle FD (Ret.)

2:00-6:00pm
Enhancing Sports (and Everyday) Performance Through Labs and Personalized Nutrition with Brandon Lundell, DC, APR-NM, DABCI, IFMCP, Dipl Ac, CAC (Sponsored by Nutri-West Pacific)

4:00-6:00pm
Respectful Interactions: Disability Language and Etiquette for Chiropractic Professionals with Miranda Levy, MA, CAC

6:30-8:00pm
Opening Keynote: “Awakening the World to Wellness” with Jack Wolfson, DC, FACC (Sponsored by Biotics Research Northwest)

8:00-11:00pm
WELCOME RECEPTION AND TRADESHOW with live musical entertainment by Good Co. Music www.goodcomusic.com (includes heavy hors d’oeuvres)

SATURDAY

7:00-8:00am
BREAKFAST

8:00-10:00am
Chiropractic Benefits to Cardio Health with Jack Wolfson, DC, FACC (Sponsored by Biotics Research Northwest)

10:00am-12:00pm
Pediatrics for the Doctor of Chiropractic: Full Spine Adjusting Techniques for the Pediatric Patient with Elise Hewitt, DC, CST, DICCP, FICC (Sponsored by NCMIC)

12:00-1:30pm
WSCA AWARDS LUNCHEON AND PRESENTATION
Social Media Marketing and the New WSCA Membership Program with Siouxsie Jennett

1:30-3:30pm
Featured Keynote: “Beyond a Doubt—Adjusting the Spine Changes Brain Function” with Heidi Haavik, BSc, PhD (Sponsored by Foot Levelers)

4:00-9:00pm
Empower Your Patients with Active Care: The Standard of Excellence with Morgan Mullican, DC, DACBN, CCN (Sponsored by Breakthrough Coaching [includes one hour break at 6pm])

9:00-11:00pm
TRADESHOW AND CLOSING RECEPTION with drinks, fun, and entertainment (includes heavy hors d’oeuvres)

SUNDAY

8:00-10:00am
ALUMNI BREAKFAST MEETINGS hosted by select chiropractic colleges
CHIROPRACTIC for the HEART, MIND, AND BODY

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