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Orange County District, CCA Website:

www.occhiro.org

CCA Website for DC's:

www.calchiro.org

CCA Patient Education Website:

www.californiachiropractic.com

CCA ORANGE COUNTY DISTRICT

"NEXT MEETING"

Wed., Nov. 19, 2008

7PM to 10PM



Lori Prescott, DC

"Create Your Ideal Practice & Patient Education"

Location:

Tuscany Mediterranean Grill
2010 Main St., Irvine, CA, 92614
(949) 250-1838

Time:

Nov. 19th, 2008
7pm Dinner, 8-10pm Speaker

Content:

1. Importance of Patient Education
2. The use of Pamphlets in Education.
3. Reactivating Existing patients thru Education
4. What Motivates a Dr. in Practice
5. Ideal Scene for a practice vs. Existing Scene
6. How to get from Existing Scene to Ideal Scene"

Cost:

Free for CCA Members
Non-Members \$50
Includes dinner and admission

Please bring an unwrapped gift for our District's Spark of Love Toy Drive. See article in this newsletter for details.

CCA Membership has its benefits!!

Speak with an officer about membership. Help build CCA-Orange County. **We need your help more than ever.**

Chiropractors Unite!
Or at least, eat, drink and be merry
And get motivated!
Raffle Prizes
Bring a friend! Get your sacrum down here!

To RSVP: Steve Dundas, DC
(714) 965- 5145 or
drsteve2@earthlink.net

Interview with Lori Prescott, DC

OCCD: Dr. Prescott, you are a nationally known chiropractic consultant. Please share with us your story and how you became so skillful at what you do?

Lori Prescott, DC: I was born in Orange County and have lived in Orange County through my life. When I graduated at 22 years of age, I was able to practice. With regard to business I knew enough to know that I didn't know. So, I surrounded myself with mentors and studied from them. I opened my own practices in Huntington Beach and Garden Grove. In 1994 I sold the practices and retired to raise kids in March 1994. In Nov. 1995 I came out of retirement to consult others on how to run a high volume chiropractic practice. I have successfully consulted over a thousand chiropractors on how to run a high volume chiropractic clinic. I have consulted some of the most successful chiropractic practices and still do to the present day.

OCCD: Your dad, who passed away earlier this year, was kind enough to speak to the OCCD last year. His written articles at www.prescott-law.com were well written articles. He knew so much about chiropractic and law being an attorney and chiropractor. What do you see chiropractors needing the

most from your point of view having consulted so many offices nationally.

Lori Prescott, DC: Thanks for mentioning my dad.

The needs are so varied based on the chiropractor and the kind of office they are trying to build. We serve all kinds of offices.

Prescott is unique in that we are a business school. We have a classroom, classes teaching business principles. People are able to learn in a self-paced way regarding the different parts of the office: patient education, report of findings, managing staff, demonstrations, and essays all with supervision.

OCCD: How important is the chiropractic principle?

Lori Prescott, DC: The chiropractic principle is very important.

OCCD: If people wanted to find out more about Prescott do you have a website?

Lori Prescott, DC:
www.prescott-training.com I look forward to seeing you at the meeting

Tuscany Restaurant *Site of our Meeting*



Find A Gift to Give This Week *Spark of Love Toy Drive*



**Seal Beach Chiropractor &
OC Leader Dr. Brad Glowaki**
Spark of Love Toy Drive.

Last year one of our own DC's in Orange County led a Toy Drive, The Spark of Love Toy Drive.

Dr. Brad Glowaki, along with D.C.S, gathered toys. And with the help of a Fire Station went to deliver toys on the fire engine in a tremendously needy neighborhood. The kids were so joyful and so thankful!

Dr. Brad Glowaki was recognized this year by the CCA and received a Distinguished Award for his excellence.

Help support this year's Spark of Love Toy Drive by bringing an unwrapped gift with you to our next general meeting on Wed., Nov. 19 at 7 PM. If you are not able to do that please bring a toy donation to his office at:

Brad Glowaki, DC
Champion Chiropractic
1500 Pacific Coast Hwy. #A
Seal Beach, CA 90740

or send a monetary contribution payable to Spark of Love Toy Drive to Champion Chiropractic. Collectively, let's brighten some lives this season.

OCCD Board Meetings

Who: Leadership Board Meeting for the Orange County Chiro. District

What Discussed/Why: Matters relating to the Orange County Chiropractic and CCA, to see chiropractic improve and make California a healthier place

When: 7:15 PM on

January 6

March 3

June 9

Where:

El Zocalo Restaurant in Santa Ana

Contact: Cliff Tao, DC

714.876.1126 c_tao@yahoo.com
Please e-mail to RSVP/confirm time and location.

CCA OCCD Future Meetings

Nov. 19, '08

Dec. 17 '09

Jan. 21 '09

Feb. 18 '09

Mar. 18, 09

Dr. Lori Prescott

Dr Cliff Tao

Dr Cliff Tao

Dr Steve Eggleston

Dr G. Doug Andersen
(tentative)

CCA, OCCD Member HighLights

Dr. Desiree Edlund



OCCD: Dr Edlund, please share with us about what you are doing being a contributing writer for Chiropractic Wellness and Fitness.

Desiree Edlund, DC: Over the past 6 months I have been writing articles for the magazine. I have a desire for as many people as possible to understand the benefits of chiropractic to help them get well and stay well.

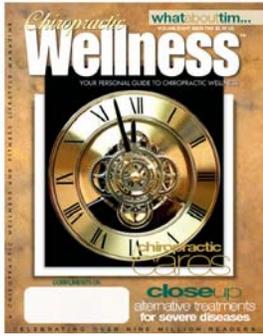
The magazine is well done and it sets people's mind on target. In my waiting room it's the one main piece people read.

OCCD: Share with us a bit about the magazine.

Desiree Edlund, DC: The name of the magazine is Chiropractic Wellness and Fitness with located in Orange County. There are 9 million readers and 35,000 magazines in circulation per issue.

OCCD: How else are you using the magazine in your office?

Desiree Edlund, DC: There's a part of the magazine where I can notate important information for or from a Report of Findings and to personalize information. I find that friends or family are much more open to picking up a magazine at home. People will keep it on their coffee or living room table for others to see for a long time.



It's a great tool in getting the message out.

I distribute the magazine to my core clients and I send out the magazine to help with reactivations and let people know that I'm thinking about them.

OCCD: What are you currently contributing with to the magazine?

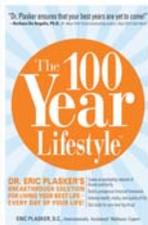
Desiree Edlund, DC:

Articles on wellness and chiropractic. Lately, I have been writing articles with an emphasis on the importance of the body's pH and on the importance of water purity.

There are so many diseases that I think can be addressed and be prevented from what we do and from what we teach being chiropractors. Water, pH, plastic bottles are all chemical stressors and I think we need to be mindful of them.

For more information about and/or subscribing to Chiropractic Wellness and Fitness Magazine, please go to www.cwfmonline.com

For a free sample go to: <http://www.cwfmonline.com/Contact.htm>



The 100 Year Lifestyle featured on CBS Sacramento News

During the CCA's 100 Year Lifestyle Seminar in Sacramento CBS Sacramento News featured the 100 Year Lifestyle. Dr. Plasker speaks about the mind-body connection, economic fear, the spine, fitness, optimism and more. The connection: <http://cbs13.com/video/?id=40922@kvr.dayport.com>

Cal Jam

Date: March 7, 2009
www.californiajam.org

The California Jam is a love fest for Chiropractic. We bring together hard core Chiropractors from across the world to celebrate this beautiful thing we have called Chiropractic. It's a who's who of the world's greatest Chiropractors. Our objective is to not only motivate Chiropractors, CAs, students, and prospective students but also the general public. We like to be unique, so what we are doing in the future is bringing music to the table, we're talking about real rock LIVE music.

This will be "The World's Biggest Chiropractic Party".

- Patrick Gentempo, DC
- Bill DeMoss, DC
- Brad Glowaki, DC
- Claudia Anrig, DC
- Fred Schofield, DC
- James Chestnut, DC
- John Babich, DC
- Tim O'Shea, DC
- Mark Kimes, DC
- Mark Victor Hansen, DC

Early Bird Price

DC: \$299
C.A., Student, Non-DC, Spouse: \$199
These prices expire Dec.1, 2008

About DCS: To motivate, activate, stimulate the chiropractor to save mankind from the devastation of subluxation, the pharmaceutical industry, poor eating habits, and lack of exercise. Monthly meetings are coordinated so the brothers and sisters of chiropractic can gather in a group of other fired up like-minded individuals to de-husk themselves of the day-to-day grind and brain washing that occurs in society. We as a group are gathered together to help each other grow our practices and CHIROPRACTIC as a philosophy. www.deadchiropracticsociety.com

Special Thanks to Dr. Bill DeMoss for speaking to the OC Chiro District in October 2008.

Thank You To Our Sponsors:
Wed., Nov. 19, 2008
Lori Prescott, DC Meeting

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Thanks to:

+The Volunteers of Your OC
Chiropractic District Leadership Team

Request for Your Help:

+Help us build sponsorship to enable us to continue dinner meetings like these.
+Share this newsletter with others like crazy and let potential sponsors know of how they can sponsor. With Your help we'll build a great OC Chiro District.

Sponsorship Levels For CCA-OCED Meetings:

Diamond (only 1 per year)

+Contribution: \$2500
+Table/Booth: All meetings for a year
+Logo/Info (faxes, postcards, emails, newsletters and more). All for one year. Large Linked Logo and phone on website
+Presentation (at a general meeting): Twice for 10 mins. 20 mins total.

Platinum (restricted number)

+Contribution: \$2000
+Table/Booth: All meetings for a year
+Logo/Info: All for one year. Large Logo and phone on website
+Presentation: Twice for 5-10 mins or once for 10 mins

Gold

+Contribution: \$1500
+Table/Booth: All meetings for a year
+Logo/Info: All correspondence for a year
+Presentation: Once - 5 mins.

Silver

+Contribution: \$1000
+Table/Booth: All meetings for a year
+Logo/Info: All correspondence for a year
+Presentation: -

Bronze

+Contribution: \$500
+Table/Booth: 3 meetings
+Logo/Info: All correspondence for a year
+Presentation: -

Value

+Contribution: \$350
+Table/Booth: 2 meetings
+Logo/Info: 2 e-mail newsletter
+Presentation: -

Table

+Contribution: \$200
+Table/Booth: 1 meeting
+Logo/Info: 1 e-mail newsletter
+Presentation: -

Raffle

+Raffle Prize for the dinner meeting

If you have a friend or alliance that would be interested in being a part of the meetings, please call:

Steve Dundas, DC
VP Orange County Chiropractic District, Meetings
www.occhiro.org
(714) 965-5145

Table Sponsor Feature One Travel Avenue

Welcome to **One Travel Avenue** where *you* define the path you wish to travel. Our portal provides numerous money-saving choices and a few money making opportunities. We offer traditional travel bookings: **hotels, flights, rentals, cruises, as well as theme park attractions and entertainment.** We are backed by the BEST of the biggies, so rest assured we provide a vast array of options, as well as the confidence in knowing you are receiving the best possible value and service. Our products range from [luxury resort memberships](#) to business opportunities in the travel industry and incredible [travel incentives](#) such as [Caribbean and Mexican Riviera cruises](#) and few other extras including entire [customer loyalty](#) and [lead generation programs!](#) So follow the road to your own personal paradise, be it an island, a state or a state of being. OR join the ranks of those parlaying paradise into a state of financial well being. We provide the ONE address that covers a whole world of possibilities.



CCA Update

CCA Voter Guide Makes Voting Quick and Easy

The California Chiropractic Association created the 2008 CCA General Election Official Voter Information

Guide to increase the political power of the chiropractic profession. If doctors of chiropractic join together to speak with one voice, the chiropractic profession can significantly impact the future of this state.

The candidates listed in the guide have been endorsed by their local CCA chiropractic district. Endorsements are based on the candidates' interest in health policy, support toward chiropractic and their ability to win. The state legislators elected this year will have a significant impact on your ability to practice chiropractic in California. When casting your vote this year, temporarily put aside your party affiliation and think about the future of your profession.

CCA Advantage to go Electronic

Beginning December 1, the CCA *Advantage* newsletter will be distributed via email. Please be sure CCA has your correct e-mail address so you don't miss out on this important informational resource. Send your e-mail address to cca@calchiro.org or call 916.648.2727, ext. 0.

Medicare Requires New Dx Codes

As of September 2, 2008, Palmetto took over as California's Medicare administrator to process fee-for-service Medicare claims. The customer service lines at Palmetto are over loaded and CCA members are having a hard time getting answers to their questions. Palmetto is promising to add more lines and more employees, so this problem should ease up shortly.

Northern California doctors who are accustomed to billing the diagnosis codes 839.xx to prove a subluxation are receiving denials because Palmetto will not accept those codes. Instead, Palmetto requires the 739.x codes.

In addition to addressing the problem on a case-by-case basis, CCA just finished a series of Medicare teleseminars under its new "Brown Bag" teleseminar educational program. Those seminars will soon be available on CD. Medicare Essentials Parts 1 & 2 and teleseminar notes - members \$45 each seminar or \$80 for both, non-members \$65 each seminar or \$125 for both.

CCA Launches Media Campaign to Convey Benefits of Chiropractic Care You Can Get in on the Act!

CCA produced two short videos that include information and testimonials about the benefits of chiropractic care. These compelling videos, which will be e-mailed to members soon, can be embedded in an e-mail or Web page and will spread out in a "viral" fashion. The video of patient and other pro-chiropractic testimonials will also be used in other venues like YouTube as public service announcements.

To make this ambitious, proactive and positive campaign succeed, we need to rebuild CCA's media war chest so that the positive messages can be heard by your patients and potential patients. Make a tax-deductible contribution today: CCA Media Fund, 1451 River Park Drive, Suite 230, Sacramento, CA 95815.

CCA CALENDAR OF EVENTS

GET YOUR CE FROM CCA

[Right in Your Back Yard 12 hrs. CE](#)

November 8-9 (Sat.-Sun.) Sheraton Pasadena Hotel, Pasadena (General CE, Adj. Tech.)

November 13 (Thurs.), Hampton Inn & Suites, Fresno (Radiology, General CE, Adj. Tech.)

Disclaimer

Local Perspectives is intended to inform doctors of chiropractic of current developments in the profession. It is not intended to provide legal advice on the subjects addressed. Information is gathered from sources deemed reliable; however, CCA is not responsible for its accuracy. *Local Perspectives* is provided as a member benefit included in membership

Note:

If you do not wish to receive further faxes or emails from the California Chiropractic Association (CCA), please *fax* this item back to 916-648-2733 or 916-648-2738 or e-mail to lcoltrin@calchiro.org **and** include your name, telephone number and the word "Remove". *CCA Members: You will be contacted as there are other items from CCA you might not want to miss.*