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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., Mar. 18, 2009

7 PM to 10 PM

Ismael Silva, MD PT

“Common Orthopedic Problems in Personal Injury”

Approved for 2 CE Units #CA-A-09-03-4499

1st Hour: Treatment & Techniques for Knee, Shoulder & Spine. Presentation of cases of those areas from conservative to surgical will be discussed. . Doctors will be encouraged to recognize, treat, and rehabilitate these injuries and/or obtain the appropriate medical consultation for each injury.

2nd Hour: Advanced Insurance & Narrative Report Writing. Orthopedic surgeon Silva will show examples of narrative reports he and his employees (neurologists, orthopedic surgeons, and chiropractors) have written that accurately and precisely describe the injuries to the insurance company adjusters and defense attorneys. Doctors will be shown language commonly used in the insurance industry that give meaning to the patient's injuries.

Location:

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

Time:

Wed., March 18, 2009
7pm Dinner, 8-10pm Speaker

Cost:

Free for CCA, OCCD Members

CCA Members from other Dist's: \$20

Students: \$20

Non-Members: \$50

Includes dinner, admission, &

Chiropractors Unite!

Or at least, eat, drink and be merry

And get motivated!

Bring a friend!



To RSVP: Steve Dundas, DC

(714) 965- 5145 or

drsteve2@earthlink.net

CCA OCCD

Future Meetings

Mar 18 Ismael “Izzy” Silva, MD

Common Orthopedic

Problems in Personal Injury

Apr 22 Linda Coltrin

Medicare Seminar

Approved for 2 CE Units #CA-A-09-03-4501

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 Mar 3, June 9

Where:

El Zocalo Restaurant in Santa Ana

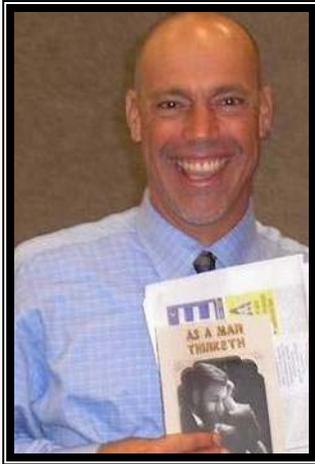
Contact: Cliff Tao, DC

714.876.1126 c_tao@yahoo.com

Please e-mail to RSVP/confirm time

and location

Update With



Bill DeMoss, DC

OCCD: Dr. Bill, are you on fire?

Bill DeMoss: Yes, I am on fire!

OCCD: Give us an update of what's happening with Cal Jam

Bill DeMoss: We are looking forward to a great time for all the people there.

OCCD: There are many chiropractors here in Orange County and around the country who are not having a good time in their work financially, what do you want to share with them?

Bill DeMoss, DC: I'd encourage you to attend the Cal Jam. You'll be around some great chiropractors. There'll be live music from the band "Lit". It will be time well spent.

OCCD: Dr. Bill, when you go through times of challenge and stress, what do you do?

Bill DeMoss: Let go and give it to God. God first. Family second. Work, third.

OCCD: There is a concern about less 3rd Party contribution to people's care. How important is building relationships from your vantage point?

Bill DeMoss: Building relationships is very important. With your members, with your colleagues, with your family, with yourself and your vacations, with your clients, with your holistic health care providers. Give them all a call, keep the communication pathway clear.

OCCD: This year there's two days?

Bill DeMoss: Friday, we'll offer CEU's Saturday is Cal Jam. To register **CALL TODAY, DON'T DELAY.** (949) 250-0600. Or, PayPal online www.deadchiropracticsociety.com We want to see **everybody** there! God Bless You.

Cal Jam



Date: March 7, 2009

www.californiajam.org

ONCE AGAIN, The Dead Chiropractic Society brings together inspired and inspiring Chiropractors from across the world to celebrate Chiropractic.

It's a virtual who's who of great teachers and skilled motivators whose objective will be to not only motivate Chiropractors, CAs, students and prospective students, but also the general public.

Add to the mix live rock 'n' roll and you have a Chiropractic party that truly is in the unique style of the Dead Chiropractic Society!

This WILL be "The World's Biggest Chiropractic Party." The Line-UP,

Speakers include:

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
Olman Mata, DC

Continuing Ed. Units Available for Friday March 6, 2009

Featuring:

Terry Rondberg, DC
Olman Mata, DC
Cliff Tao, DC, DACBR
Grace Syn, DC
Brian Porteous, DC
Miles Bodzin, DC
Steve Hoffman, DC

Interview With



Miles Bodzin, DC
Cash Practice® Inc.

OCCD: What are common mistakes of cash plans that you have seen in California?

Miles Bodzin, DC: The biggest mistakes have been:

1. Doctors doing unlimited care for a fixed fee. You can't do unlimited care, no matter what you call it.
2. Doctors not knowing what it costs them to see a patient. This often resulted in doctors charging too little for their care. How can you sell a widget if you don't know how much your widget costs to produce?
3. Doctors not submitting their plans to the CA Dept of Managed Care (CA State Board Requirement). They want to be sure you are not acting like an HMO. Bottom line is there can be no assumption of risk by the doctor or patient. Doctor is not risking providing more care for the same money and patient is not risking since they can stop care at any time and only have to pay for what they used.
4. Doctors storing credit card numbers in their practice. PCI DSS guidelines state you cannot store the card numbers in a readable format for more than 30 days. Some docs have been foolish enough to put copies of credit cards in patient records. Who knows who sees those if they get copied.
5. Only offering prepaids instead of giving several payment options. This is a very common mistake. The reality is that prepaids cause lower consumption of life-time care. That's not to say that some people would prefer to prepay. About 20% do. But 80% of people prefer to pay monthly.
6. Asking patients to physically pay for services over and over and over. That's so silly. When a patient gives their insurance card for billing, you get it once and place it on file to submit claims. A credit card is no different. It should be securely placed on file so you can submit claims, I mean charges, to the bank. The physical act of paying is the #1 cause of lower retention.
7. Doctors getting into disputes with patients when they stop care early. The doctor and patient don't agree on

either a balance due or more commonly a credit due back. This is a result of poor communication.

OCCD: What has helped the most in building your practice?

Miles Bodzin, DC: The day we drew a line in the sand and started telling patients the truth about what they really needed in order to get well. We told them up front how long it would really take to get well. And then we created our long-term care plans and cash plans. Putting patients on monthly auto-debits was the final step. Once we started this process, the numbers of patients completing corrective care plans and transition to wellness care skyrocketed. Over 80% of the people I see each week in practice have been with me over 200 visits and many in the 400, 500, 600, even 700 visit category. This is of course over many years of care.

OCCD: What will you be talking about at the Friday Seminar before Saturday Cal Jam?

Miles Bodzin, DC: My good friend, Dr. Bill DeMoss, invited me to speak on Friday when he, Dr. Scott Sawyer and myself we're sharing chiropractic philosophy on the shore of Tavarua, Fiji this past September. After we got done talking to the wee hours of the night he asked me to speak at Cal Jam. I am very excited to be part of such an amazing program. Dr. Bill deserves a ton of credit for putting on such a great program in such a great venue. So what will I be talking about? I have one-hour to share my insights on patient retention. I will be sharing the secrets to creating life-time patients. After all, isn't that what patient education is all about. Increasing retention. I hope to see a lot of docs there. You're going to get some great pearls and CE's to boot.

OCCD: Will you be at a booth during Saturday Cal Jam?

Miles Bodzin, DC: Absolutely! You can't miss us. I will be there along with the entire Cash Practice® team. You'll see the Cash Practice® girls in the black shirts with "Cash Practice" in rhinestones. Be sure to stop by our booth and tell us the answer to "How many chiropractors does it take to screw in a light bulb?" You'll get it once you're there. I'll be giving demonstrations of our now famous Cash Plan Calculator System™ along with the Auto-Debit System™ and Drip-Education Email Marketing System™. We now have nearly 1,000 chiropractic offices as clients and we're growing everyday. We look forward to meeting all the docs at the Cal Jam!

OCCD: You have been the Director of the San Diego District for the California Chiropractic Association. From your point of view do you think the CCA is an important organization for chiropractors to join?

Miles Bodzin, DC: In the early to mid-nineties I was on the board for four years where I served as a Director, Secretary and First Vice President. In fact I too was editor of the San Diego Chiropractor, our newsletter at the time where we won best society newsletter the two years I was in charge of it. Those were great times. Our meetings routinely have 100+ docs attend. I was so excited to bring Dr. Fred Schofield as one of our speakers back then. How important is it for a CA docs to be a CCA member? It really doesn't matter whether its important or not. If you practice in California, its your OBLIGATION to be a member. I just could not imagine not supporting the state organization for your profession. With that said, it is important. I've been a member since chiropractic school. I was honored in 1995 as CCA's Outstanding New Doctor of the Year. If you're reading this now and you're not a member, its time to stand up be a part of the solution and join CCA so we can walk shoulder to shoulder!

Miles Bodzin, DC
Cash Practice® Inc.
877-FIFTY-50
www.CashPractice.com

6030 Santo Road, Ste. D
San Diego, CA 92124
drbodzin@cashpractice.com



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OCCD: Thanks for contributing the "cheesecake" for the raffle at the last meeting.

Craig Ahrens: We are happy to do that also being here in Orange County California.

OCCD: Where would you like to see things 5-10 years from now?

Craig Ahrens: We are here to nicely say to people, "Please wake up." So many of us are creatures of habit. So many of us are experiencing diabetes, cancer, and other diseases that stem from our food. We would like to serve more people, give classes about the importance of the benefits of natural great tasting whole raw food. We are reaching out to the mothers to be more health conscious for you and the generations forward. Too many children are snacking on food that is contributing to their ill-health. Whatever is in the refrigerator or in the pantry make sure it's nutritious. If you are on a budget a starting point is to have kids off the deep fried chips, sodas, and heavily preserved foods. That doesn't cost any money and health will result from there. This is not just a non-educated family problem. The problem is happening around the country to highly educated and non-educated people alike.

OCCD: Are there other events that you help sponsor?

Craig Ahrens: All kinds of events for a good cause to spread the word- Humane Society, Cancer Walk, etc. Our foods are available in many health food stores and some Ralphs supermarkets.

OCCD: How has your product changed lives?

Craig Ahrens: There was a young boy who was critically ill having experimental treatment done in Arizona. While going through this he came across our product in one of our retail distribution centers. He so much liked our dessert that he frequently ate that while he was in Arizona.

Turns out that the young boy passed away. At the funeral the parents decided to have the dessert their son loved shipped out of state for the memorial.

Delicious healthy raw, whole food can be delightful tasting. May the chiropractors who are reading this experience our desserts. If you like the product, please purchase it and tell everyone you know. Thank you for your consideration.

**Thank You To Our
Sponsors
Wed., March 18, 2009
Ismael Silva MD, PT
Meeting
And of Recent**

Diamond Sponsor



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+Emergency Services- Emergency
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available through a consultant.*

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www.earthcafetogo.com
cheesecake that is wheat-free, gluten-
free, dairy-free, no refined sugars.

Thanks To:

The Volunteers of Your
OC Chiropractic District Leadership Team



Back Row (L to R): Paul Gregory, DC;
Steve Eggleston, DC; Gilbert Youdeem, DC;
Cliff Tao, DACBR; Jeff Nowicki, DC.
Front Row: Kevin Joe, DC; Gilda Gilak DC,
Bea Heller, DC; Gena Kadar, DC
Not Pictured: Steve Dundas, DC
George Burdi, DC Steve Herman, DC
Riaz Toufigh, DC. Picture 3/3/09

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-OCCD 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

CCA UPDATE

**Open Access to FCER's
DCConsult – Try it!**

After carefully listening and
reviewing member comments, the
Foundation for Chiropractic
Education and Research opened
its popular new DCConsult® Web
site to all at no cost.

The former subscription-only site is
revamped, with a new emphasis
on the needs of practicing
clinicians. Driven by two major
search engines, anyone can now
visit www.DCConsult.com and
instantaneously search for the
most current research abstracts.

**Invite Your Patients to Join
CCA's New Patient Web Site**

www.californiachiropractic.com is
designed to educate patients and

potential patients about chiropractic and answer common questions about the profession. As a CCA member, you have a free exclusive listing on the site - visit the search function on the top right side of the page. Encourage your patients to sign up for the monthly eNewsletter for health tips and other useful information.

Bay Area DCs Urged to Get Involved in Community Event

Dr. David Hoewisch says, "One excellent way to get effective PR for chiropractic is for 60 members/supporters of our profession to walk the Bay to Breakers course in San Francisco! When 60 similarly-clad walkers break into a chiro-chant, "Hey-Ho, Chi-ro," there is a presence, a power, a statement that's made that money can't buy. Invite your spouses, patients, whomever, and help make a statement for chiropractic."

The Bay to Breakers event is Sunday, May 17, 2009. The Bay Area DC group will meet in front of the Moscone Convention Center on Howard Street between 3rd and 4th Streets at 7:30 a.m.

For more information on the event and the after-event lunch at the Cliff House as well as to register to participate with Bay Area DCs, contact the 21st-or-so Annual Bay to Breakers Organizing Committee: Dr. David Hoewisch, Santa Clara, 408-985-8118; Dr. Tom Chew, Oakland, 510-628-8460; and Dr. Elaine Hutsinpillar, Berkeley, 510-843-8109. Call Dr. Hutsinpillar to provide your size for a free t-shirt (front and back say "Chiropractic Works").

You don't need to register for with Bay to Breakers unless you want an official Bay to Breakers t-shirt; for more information on registering and on public transportation, go to www.ingbaytobreakers.com

Hint: For districts not in the area, this is an idea for consideration to locally promote chiropractic.

Don't Play Hide and Seek - Help Patients Find You

Get an expanded "Find a Doctor of Chiropractic" listing on CCA's Web site; [click here](#) for the simple on-line form. With an expanded "Find-a-Doctor of Chiropractic" listing at www.calchiro.org, you can include your photo, your e-mail and Web site links, your specialties and a description of your practice.

If you pay your CCA dues investment on an annual basis or by EFT (not credit card), this expanded listing is free; otherwise, the rate is \$15 a month or \$125 for 12 consecutive months.

New ABN Effective March 1

A new Advanced Beneficiary Notice (ABN) is **required** to be used by Medicare providers **effective March 1, 2009**. The ABN, given by a provider to a Medicare patient to convey that Medicare is not likely to pay for a service, is changing its name to "Advanced Beneficiary Notice of Non-coverage and **expanding** with **new rules** governing its use.

ABN Completion Instructions: http://www.calchiro.org/documents/ABNInstructions_000.doc

ABN Sample: <http://www.calchiro.org/documents/ABNonWord.doc>

Questions? Contact the CCA Member Resource Center at ccaqna@calchiro.org or 916.648.2730 or register for CCA's "Brown Bag" teleseminar **"Medicare's New ABN"** (held twice - Wed., Feb. 25 & Mar. 1) by calling 916.648.2727, ext. 0 or by using this [form](#).



Medicare & Coding CD

Order CCA's popular "Brown Bag" teleseminars, "Medicare Essentials Parts I & II" on CD (approximately 60 minutes each, teleseminar notes included). Presented by Linda Coltrin, CCA's expert on

insurance reimbursement, coding and billing issues. Also available on CD, "Back to Basics: Beginning Coding." To order, use the [form](#) or call CCA at 916.648.2727, ext. 0.

Get the E-CCA Advantage

Be sure CCA has your correct e-mail address so you get this important monthly informational resource. Send your e-mail address to cca@calchiro.org or call 916.648.2727, ext. 0.

Hint: Forward e-CCA Advantage to your staff so they get the valuable information too.

CCA CALENDAR OF EVENTS GET YOUR CE FROM CCA

2009 Dates for the 100 Year Lifestyle Weekend: March 28-29, Los Angeles / April 18-19, San Jose

Two-Day 12-Hour Seminar
May 2-3, Anaheim

2009 CCA Annual Convention & Exposition, Grand Sierra, Reno

For more information, a complete calendar or to register, call Julie at CCA (916.648.2727, ext. 120) or visit www.calchiro.org/events.asp

Note:

If you do not wish to receive further faxes from the California Chiropractic Association (CCA), please fax this item back to 916-648-2733 or e-mail to icoltrin@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.*

Angeles, CA 90045

100 Year Lifestyle Weekend

March 28-29, 2009 -

Los Angeles

Saturday, 3/28 - 100 Year Lifestyle Weekend

with Dr. Eric Plasker -
8:00am-5:00pm

Learn how to implement these revolutionary strategies and skill sets for establishing and maintaining a functioning wellness practice:

- Better educate patients on the importance of wellness and its effects on their longevity
- Integrate into your practice the changing needs and values of your patients and community given longer life expectancy
- Encourage and cause permanent changes in your patients' energy and lifestyle toward wellness
- Establish a longevity fitness plan - focusing on endurance, strength and structure (ESS) - and demonstrate why exercise and chiropractic care must go hand-in-hand to ensure quality of life as people age
- Effectively explain the links between vertebral subluxation, chiropractic care and human potential energy patterns

Sunday, 3/29- Diversified Adjustive Technique

with Dr. David Benevento -
8:00am-12:00pm

Embassy Suites - LAX North

9801 Airport Blvd. Los