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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., April 22, 2009

7 PM to 10 PM

Linda Coltrin "Medicare"

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

Covered During Meeting

The benefits of being a Medicare provider.

Steps to becoming a Medicare provider.

The difference between a participating and nonparticipating provider.

Correct calculation of a doctor's fees using the 2009 Medicare Fee Schedule.

Tips for billing Medicare and avoiding costly claim rejection.

Step-by-step guide to completing accurately the new CMS Form 1500 (8/05).

Proper use of the New Advanced Beneficiary Notice. Find out about the changes to this form and how to implement it in your practice.

Claims being denied? Learn how to file an appeal, time limits and proper forms.

Local Coverage Determination (LCD). Do you know what it means to you and your patients?

Properly document patient care. Meet the standards of Medicare documentation and protect yourself

from retroactive claims reviews and reimbursement refund requests.

Location:

Waters Restaurant

4615 Barranca pkwy

Irvine, CA 92604

949- 733-9503

Restaurant is on the North Lake in

Irvine. Menu options:Mushroom Dijon

Chicken, Hawaiian Chicken and

Santa Fe chicken Salad additional

salad and soup and ice tea or soda

and sourdough bread .

<http://www.watersrestaurant.com/>

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

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 June 9

Contact: Cliff Tao, DC

714.876.1126 c_tao@yahoo.com

Please e-mail to RSVP/confirm time and location

Interview with Linda Coltrin,

Project mgr. & District Liasion, CCA

OCCD: For those of us who do not know you very well, please tell us about yourself and your background with chiropractic.

Linda Coltrin: I have been a chiropractic patient since I was about 12 years old. When my husband was trying to figure out what profession he wanted to go into, I suggested chiropractic to him. He agreed, and became a chiropractor. I worked for him for 10 years before applying for this job at CCA. I have been with CCA now for almost 18 years.

OCCD: What do you like to do for fun and recreation?

Linda Coltrin: I love to sew, quilt, read and play with my grandchildren.

OCCD: You have been fielding calls for CCA for many years. All kinds of calls, particularly with regard to insurance and the practice of chiropractic. What is the most common question you receive? Anything really funny happen on these calls?

Linda Coltrin: The most common question I get is how long is the requirement to keep records. Lots of funny things happen during calls, but I can't think of any right now.

OCCD: On an ordinary day, tell us what it's like being in the headquarters of CCA.

Linda Coltrin: Oh, working for CCA is the best job in the world! The whole staff is made up of the most incredible people on earth. We all get along so well and there is never any tension, as there might be working for other companies.

OCCD: Currently, you are a district liaison to help coordinate districts through out the state and help get

messages for each district's meetings and newsletters out.

How many districts are there altogether and from your perspective what do you think would help the most in building camaraderie among DC's within a district?

Linda Coltrin: There are 30 CCA districts through out the state. Some districts are very large—like Orange County District, and some are very small. Building camaraderie among members in a district is not an easy subject and takes a lot of work. I imagine every district is a little different. Members need to get to know and help each other. Make members feel a part of the district by welcoming new members and including them in every activity.

OCCD: What are common mistakes DC's make regarding Medicare?

Linda Coltrin: A lot of mistakes are being made right now because of California's new Medicare contractor—Palmetto. Palmetto is requiring billings to be filed correctly, according to CMS regulations. Doctors are used to billing without a secondary diagnosis and Palmetto is requiring a secondary diagnosis for each primary diagnosis.

OCCD: In preparing for your talk are there materials that you would want them to read?

Linda Coltrin: Nothing really. I will be bringing a handout.

OCCD: If they had questions before the dinner meeting could they send that to you?

Linda Coltrin: Yes, questions can be emailed to lcoltrin@calchiro.org. If a doctor's office is receiving denials from Palmetto, he/she can have me look at their CMS 1500 form and the EOB. I can usually figure out the problem.

Interview With



David Benevento, DC
Executive President,
California Chiropractic Association
with daughter at a 5K run.

OCCD: For those who do not know you, please share with us about you, where you are from and your upbringing and how you became a chiropractor.

Dr. David Benevento: I was born and raised in northern California. My work experience included working for a small electronic company while in high school and college. While playing basketball my senior year at UC Davis, I injured my low back. I went to my father's chiropractor, Dr. Hill in Sunnyvale, California. After my first visit, I knew chiropractic was the career choice to make. I have never looked back.

OCCD: What kind of a practice do you have?

Dr. David Benevento: I have a very diverse practice. I treat families, sports injuries, some P/I and some work comp. The biggest employer in the Sacramento area is Intel and I treat a significant number of computer engineers who work there. I have treated babies within a few hours of birth to a man that was 101 years old. I own my own office condo and have made it a very relaxing and comfortable place for my patients.

OCCD: Your wife helps you in the practice, that's a blessing.

Dr. David Benevento: Yes it is. She was a medical office manager when we first met and she does a great job managing the office.

OCCD: What do you like to do for fun and recreation?

Dr. David Benevento: I like to exercise, play basketball, travel

and target shoot. Most of all I like being with my family and friends.



Dr. Tom Hyde, Dr. David Benevento, son,
Dr. Greg Doerr

OCCD: Who inspired you to be so involved in CCA?

Dr. David Benevento:

Dr Bill Hartje of the Sacramento district encouraged me to join and got me involved as the phone tree chair. Long before email and texting we had to communicate by land lines. He told me the importance of giving back to the profession. I have had a role in local district to state positions since.

OCCD: What has your experience being President over the past 9 months been like for you?

Dr. David Benevento: Awesome!! I have met so many hard working presidents, directors, department chairs, CCA staff and chiropractors that give their time for the betterment this profession. It truly is inspiring to be around these individuals. Plus I have gotten to know some of the movers and shakers of this profession.

OCCD: What's been your biggest challenge?

Dr. David Benevento: Getting nonmember DC's to embrace the "big idea". They want their patients to value the importance of chiropractic as part of a healthy lifestyle yet they don't value the role of CCA in creating a healthy lifestyle for the profession.

OCCD: You have been teaching the 100 Year Lifestyle Seminar with Dr. Eric Plasker. Tell us what you see with the 100 Year Lifestyle.

Dr. David Benevento: I see the 100 YLS as a key that will open

many doors. Once doctors are certified and go out into their communities promoting healthy lifestyles via the 100 YLS, we are going to see more patients wanting chiropractic. Then, when Dr. Plasker's second book the 100 YLS Fitness Plan hits the shelves in 2010, we are going to see more people looking for CCA certified 100 YLS doctors.

OCCD: You are scheduled to be teaching during the 100 Year Lifestyle Seminar in Los Angeles on Sat., March 28 and 29, 2009 and San Jose April 18-19. Please share with us what you will be teaching.

Dr. David Benevento: I teach diversified technique that incorporates functional testing. When you put some of the tests together you give the patient a WOW exam, know their movement limitations and can tie it together with their subluxation findings.. There are many ways to evaluate a patient, I teach one that is a compilation and can be incorporated into almost any practice.

OCCD: A few years ago the mission of CCA was Chiropractic for Everyone. Do you see chiropractic being important for everyone?

Dr. David Benevento: Only those individuals with spines. The problem has never been how important chiropractic is. The problem has been that the public's perceived value is not very high. Chiropractic has been devalued over many years. I think the 100 YLS can help patients realize the importance of chiropractic as part of a wellness plan. This will help increase the perceived value of chiropractic in my opinion.

OCCD: I have heard that only 1% of the general population have an appointment to see a chiropractor and really a small percentage of ethnic minorities know about chiropractic. How do we best reach them from your vantage point?

Dr. David Benevento: We reach the public through an effective marketing campaign. If CCA had 5,000 member doctors we would

have an ongoing one million dollar per year TV and or radio commercials. CCA is also positioning doctors that become certified in the 100 YLS to go out into their communities and spread the word. To increase the number of minorities that we treat, we can use the 100 YLS which is now written in many languages and have certified 100 YLS DC's speak in these communities either through churches, schools or city recreation departments.

OCCD: For members who are thinking about being more involved on a district level with CCA what would you want to share with them?

Dr. David Benevento: Don't think about it. Just do it! You will be rewarded beyond your wildest dreams if you approach it from what can I give attitude and not what's in it for me attitude.

OCCD: For DC's who have been thinking about joining CCA what would you want to communicate to them today?

Dr. David Benevento: Again, I would say don't think about it. Just do it!! Get the big idea and think long term. Think of how many children, adults, athletes and senior citizens that need chiropractic care that aren't getting it because they are not hearing the right message. It would happen if we combined our energy and money to educate the public. It can happen when doctors make that decision and choose to get involved.

OCCD: If someone wanted to call you or speak with you how could they reach you?

Dr. David Benevento: I can be reached by email (drbene@aol.com) or cell phone (916-300-4195).

Important Notice from Dept. Work Comp Medical Unit

New regulations will become effective Feb. 17, 2009. The changes include both significant substantive change, including new regulations and forms:

Clean Copy of the New Regulations:
http://www.dir.ca.gov/dwc/DWCPPropRegs/qme_regulations/qme_regulations.htm

In Power Point Slides:
<http://www.dir.ca.gov/dwc/educonf16/QME/QME.pdf>

Raffle Sponsor

Interview with Orange County's



David Hollister

National Sales Manager
david@marketconnectionsgroup.com

OCCD: David, please share with us who Amy and Brian are?

David Hollister: Amy and Brian are the children of the owner of the company whose name is Frank. Frank is a food scientist. Amy and Brian reside now in Los Angeles. Amy is working in education. Brian is an engineer for Boeing.

OCCD: Tell us about the product?

David Hollister: Amy & Brian Coconut Juice is a natural isotonic beverage that is high in potassium and other electrolytes.

Great for any active lifestyle, it is an effective rehydration beverage for before, during or after exercise. Made from the water of young coconuts, Amy & Brian Coconut Juice contains no added sugar or artificial. Coconut juice is nature's sports drink. In addition to tasting great, coconut juice is the healthy choice. It has more potassium per equivalent serving than a banana, is lower in natural sugar & calories than most fruit juices including grapefruit and has 10% of the sodium found in tomato juice. It absorbs into the body quickly because it resembles plasma in its salt concentration.

OCCD: Clinically what are you aware of from people you speak with about coconut juice.

David Hollister: It's known historically that during World War II Americans and Japanese were using coconut juice to help people rebalance their plasma levels. The electrolyte profile of coconut juice and plasma are very similar. People who are ill, flu, chemotherapy- many have found a quick rebalance with using natural coconut juice.

OCCD: How do you use the product?

David Hollister: I like to drink the beverage at room temperature. In preparing rice I use coconut juice in place of water.

I have heard other people use the product for smoothies, kiefer and other culinary dishes.

OCCD: What charities do you work with?

David Hollister: No one charity. WE have contribute to local fun and runs in communities.

OCCD: What are other products your company distributes?

David Hollister: Coconut for now. In the near future we are looking at mangosteen, gogiberri, and pomegranate.

For More Information:

www.amyandbriannaturals.com

David Hollister

National Sales Manager
david@marketconnectionsgroup.com

Interview with Orange County's Organic Food Bar



OCCD: You have a great product that has been around for years. Thanks for sponsoring the OC District. Please tell us about yourself.

Aaron Dodson: I am trained professionally as a mechanical environmental engineer working with power plants.

Someone in my family died of cancer. I saw what he went through physically (cut, burn, or poison) and what our family went through mentally and financially.

I read Dr. Robert Young's "pH Miracle" and Dr. Murray's Encyclopedia of Natural Medicine. I learned that the body is like a fish tank and when you take care of it properly with food, water, and pH it makes all the difference.

I think there would be a lot less cancer if there was less refined sugars, alcohol, and "conventional cooking" that goes on with many foods today.

Dr. Singh, ND, HMD started the company. He loves to develop the product formulations and he travels around the world to bring the best ingredients for an organic food bar to you and your people.

OCCD: Share with us about pH?

Aaron Dodson: So much of the body's function hinges on pH. What we see for performance in athletes like Lance Armstrong, Chernobyl survivors, and testimony is that there are less problems when the body is functioning more on the alkaline-side.

OCCD: What do you do for fun/activities?

Aaron Dodson: Surf. I love to surf!

Aaron Dodson

www.organicfoodbar.com
aarondodson@live.com

Thank You To Our Sponsors

Wed., April 22, 2009

Linda Coltrin

"Medicare" Meeting

And of Recent

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+Emergency Services- Emergency
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24/7 worldwide.

AND MORE

Exclusive to PHYSICIANS and ONLY
available through a consultant.

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

Payment Denials for Preauthorized Work Comp Treatment: Examples Needed

Help CCA sponsored legislation
(AB 361) to require that workers'
compensation insurance
companies pay for preauthorized
treatment. We need examples –
from practices in every legislative
district - where an insurance
company or MPN has
preauthorized care and then later
denied the claim.

Please take the time to go through
your charts. Block out the patient
names and send examples to
Kristine Shultz at 1451 River Park
Drive, Suite 230 Sacramento, CA
95815; Fax: 916.648.2738. This
paper trail will go a long way in
proving our point to lawmakers that
insurers and MPNs deny payment
for treatment of injured workers
that was preauthorized and
rendered in good faith.

Use 'The 100 Year Lifestyle' to Expand Chiropractic in Your Practice and Your Community*

"The 100 Year Lifestyle" is a well-
timed practice strategy designed
especially for doctors of
chiropractic by a doctor of
chiropractic. It defines a brand new
health care model – using your
unique practice style – to help your
patients enjoy healthier, optimum
lives in a world of extended life
span.

Whatever your practice approach,
the groundbreaking "100 Year
Lifestyle" embraces the diversity of
techniques within our profession
and bundles them into a new
health care model and strategy
that provides you with an easily

understandable message for your patients and potential patients – you’re not just there to treat them in a crisis – you’re there to help them prevent health care problems as they age by focusing on and maximizing the core preventive and natural principles of chiropractic, including diet, nutrition and exercise, with an emphasis on regular chiropractic wellness care.

The beauty of the very understandable and compelling “100 Year Lifestyle” message to the public is that doctors of chiropractic can speak the language of hope for a better life as we age. To capitalize on this huge opportunity to answer the public’s cry for peak health as they age, CCA brings to the chiropractic profession its exclusive “**100 Year Lifestyle Weekend**” 12-hour rec-licensure seminar **April 18-19**, in **San Jose at Hotel Valencia**.

Presented by international best-selling author of *The 100 Year Lifestyle* and world-renowned doctor of chiropractic Eric Plasker, DC, this new and revolutionary health care model positions doctors of chiropractic as leaders in the multi-billion dollar “wellness” movement. The 12-hour weekend program will also feature four hours of adjustive technique presented by CCA President Dr. David Benevento.

Harness the wellness revolution for your practice by registering now. Call 916-648-2727, ext. 120 or 141. Early bird registration ends April 4.

Bay Area DCs Urged to Get Involved in Bay to Breakers

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, 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.

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.

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.

CCA CALENDAR OF EVENTS

CCA Brown Bag Teleseminars

“The Paperless Office”
March 31 or April 8
1-2 pm.



Take the first step into the digital age...and go green.

***100 Year Lifestyle Weekend**

April 18-19, Hotel Valencia, San Jose

Two-Day 12-Hour Seminar

May 2-3, Doubletree Hotel Santa Ana/Orange County Airport, Anaheim

2009 CCA Annual Convention & Exposition

June 12-14, Grand Sierra Resort, 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.

GET YOUR CE FROM CCA