

CUKC ACE Presentation
Friday, Nov. 1, 2024
1 CEU

Tim Young, DC

Oklahoma City, OK

Founder and Past President of the Oklahoma Chiropractors Association

Founder and President of the national chiropractic education seminar company FocusOKC and

Founder Focus Foundations

Course Objectives

- Enhancing understanding of patient needs and perceptions in the initial entry into chiropractic care.
- Unlocking the underlying concerns of patients presenting to chiropractic offices
- Improving communication to patients regarding the chiropractic approach
- Identifying barriers to conveying confidence to patients.

- Improving communication in clarifying the chiropractors' approach to the new patient in the report to patients.
- Communicating reasonable expectations for care delivery and outcomes with patients.
- Case examples of patient management
- Clarifying boundaries for the chiropractor with respect to care management and engendering trust.
- Key components to a successful mindset for the practitioner for patient care.
- Discussion regarding the importance of the principle intervention of the profession: the adjustment.

Outline for ACE 2024 Course on Pain and Pain Management

Title: The American Pain Epidemic: Update and Science Review

Instructor – Steve Agocs, D.C.

Hours – 2 (meets KS Category 3 requirement)

Outline:

- Hour 1:
 - Update on opioid epidemic statistics
 - Mortality
 - Comorbidity
 - New challenges to the opioid epidemic
 - Trends
- Hour 2:
 - Pain Science update
 - Literature review of 2022-2024 peer-reviewed studies pertinent to non-pharmacologic pain management

Confidence NOW! Course Objectives

By the end of this course, participants will be able to:

I. Understanding Confidence in Chiropractic

1. Define Confidence and Identify Challenges:

- Define confidence and its importance in chiropractic.
- Identify common challenges faced by women in chiropractic related to confidence and discuss strategies to overcome them.

II. Building Professional Competence

2. Enhance Professional Skills and Knowledge:

- Demonstrate the importance of continuous education and skill development.
- Develop a plan to pursue advanced certifications and specializations to build professional expertise and self-assurance.

III. Creating a Supportive Network

3. Establish and Utilize Support Networks:

- Identify and engage with mentorship programs, professional associations, and peer support groups to enhance professional growth and support.
- Develop strategies to build and maintain a strong network of like-minded professionals for ongoing support and collaboration.

IV. Enhancing Personal Development

4. Cultivate Self-Awareness and Personal Growth:

- Apply techniques for self-reflection to identify personal strengths and areas for improvement.
- Implement strategies for maintaining a positive mindset, achieving work-life balance, and prioritizing self-care and mental health.

V. Leadership and Advocacy

6. Develop Leadership and Advocacy Skills:

- Identify opportunities for leadership within the chiropractic field and develop necessary skills.
- Engage in public speaking and advocacy efforts to influence policies that support and empower women in chiropractic.

VI. Celebrating Achievements

7. Recognize and Celebrate Achievements:

- Acknowledge and celebrate personal and professional milestones.
- Share and learn from success stories to inspire and motivate continued growth and confidence.

Course Outline

I. Introduction of Dr. Neema

- **Group Movement**

II. Understanding Confidence in Chiropractic

III. Definition of Confidence:

- Self-assurance in one's abilities and decisions
- Importance of confidence in patient care and professional interactions
- Confidence vs Self Esteem

• Challenges Faced by Women:

- Gender bias and stereotypes
- Balancing work and personal life
- Underrepresentation in leadership roles

IV. Having a Vision for

- **Setting Goals**
- **Exercise**

V. Creating a Supportive Network

• Mentorship Programs:

- Finding and becoming a mentor
- Benefits of mentor-mentee relationships

• Professional Associations:

- Joining women-focused chiropractic associations
- Networking opportunities and support groups

• Peer Support:

- Building a community of like-minded professionals
- Sharing experiences and strategies for overcoming challenges
- Group exercise

VI. Enhancing Personal Development

- **Self-Awareness:**
 - Reflecting on personal strengths and areas for improvement
 - Setting realistic and achievable goals
- **Positive Mindset:**
 - Embracing a growth mindset
 - Techniques for maintaining a positive outlook
 - Exercise
- **Work-Life Balance:**
 - Strategies for managing time and reducing stress
 - Importance of self-care and mental health
 -

VII. Leadership and Advocacy

- **Taking on Leadership Roles:**
 - Pursuing leadership positions
 - Importance of women leaders in shaping the future of chiropractic
- **Advocacy and Public Speaking:**
 - Speaking at events and conferences
 - Advocating for policies that support women in chiropractic

VIII. Celebrating Achievements

- **Acknowledging Milestones:**
 - Recognizing personal and professional achievements
 - Importance of celebrating successes
- **Sharing Success Stories:**
 - Highlighting successful women in chiropractic
 - Using stories to inspire and motivate others
 - Exercise

Conclusion

- **Recap of Key Points:**
 - Summary of strategies to build confidence
 - Importance of a supportive and empowering environment
- **Call to Action:**
 - Encouragement to implement the outlined strategies

Additional Resources

- **Books and Articles:**
 - Recommended readings on confidence building and chiropractic
- **Websites and Online Courses:**
 - Resources for further education and skill enhancement
- **Support Groups and Forums:**

Online communities for women in chiropractic

CUKC ACE 2024
Drs. Jennifer Knobbe and Teresa Larson
Friday, Nov. 1
1 Hour CEU

Title: Innovative Chiropractic Strategies for Optimal Outcomes and Sustainability

Objective: Introduce chiropractors to innovative practices that improve patient outcomes, reduce costs, and enhance job satisfaction.

- Patient Satisfaction: Enhancing patient engagement and feedback mechanisms.
- Population Health: Strategies for improving health outcomes across patient demographics.
- Cost Effectiveness: Implementing efficient clinic workflows.
- Provider Satisfaction: Balancing workload to maintain high morale and job satisfaction.

Course Title: CBP Technique Review of Sagittal Plane Spine Subluxation and Nervous System Function: Does True Corrective Care Improve Outcomes?

Instructor: Dr. Deed Harrison,

Course Objective: This course provides an integrated education for the Doctor of Chiropractic in the Science and Art of chiropractic analysis and management of patients with cervical and thoracic spine subluxations and altered sensorimotor control. Biomechanical and neuro-physiological of sagittal plane alignment, sensorimotor control, and the autonomic nervous system will be reviewed and discussed. Emphasis will be placed on understanding analysis, patient deficits, and CBP Technique mirror image adjustive and rehabilitation procedures for affected populations. An update-to-date review of research material will be presented supporting the utilization and efficacy of a variety of Chiropractic examination/documentation procedures, and corrective rehabilitation treatment techniques.

Total Hours: 2

Hours 1 **Sagittal Plane Subluxation and Cervical Spine Sensori-Motor Control**

- Sagittal plane models of the cervical lordosis and anterior head posture;
- Biomechanical cervical subluxation categories;
- Sensori-motor control definition and clinical evaluation methods utilized in populations with cervical spine subluxation: head repositioning accuracy, smooth pursuit motor control, center of gravity balance platforms.
- Autonomic nervous system functional measurement as an outcome of corrective care: use and understanding of the sympathetic skin resistance response.
- A focused literature review regarding the cervical lordosis and anterior head translation and health outcomes.

1 Hr. CE/ Lecture/ Research Trends

Hour 2 **CBP Cases Studies for Improving the Sagittal Plane Curvature**

- Analysis, timing, and application of sagittal plane treatment methods.
- Cervical spine corrective care adjustive and rehabilitation procedures and protocols: an overview of recent randomized trials with long-term follow up findings identifying improved pain, disability, and neurophysiology outcomes.
- Case study: Improvement in chronic whiplash associated disorders following failed traditional conservative care.

- Case studies—Various cases showing improvement in chronic patient conditions by restoration of sagittal plane curvature.

1 Hr. CE/ Technique/ CBP Technique

References

Course References

1. Moustafa IM, Diab AM, Ahmed A, Harrison DE. The efficacy of cervical lordosis rehabilitation for nerve root function, pain, and segmental motion in cervical spondylotic radiculopathy. *PhysioTherapy* 2011; 97 Supplement: 846-847. ([Link](#))
2. Moustafa IM. Does improvement towards a normal cervical configuration aid in the management of fibromyalgia. A randomized controlled trial. *Bull. Fac. Ph. Th. Cairo Univ.*, Vol. 18, No. (2) Jul. 2013
3. Moustafa IM, Diab AAM, Hegazy FA, Harrison DE. Does rehabilitation of cervical lordosis influence sagittal cervical spine flexion extension kinematics in cervical spondylotic radiculopathy subjects? *J Back Musculoskelet Rehabil*, 2017, 30: 937-941.
4. Moustafa IM, Diab AAM, Shima T, Harrison DE. The Effect of Normalizing the Sagittal Cervical Configuration for the Management of Cervicogenic Headaches: A 2-Year Pilot Randomized Controlled Trial. *Heliyon* 2021;
5. Moustafa IM, Diab AA, Taha S, Harrison DE.: Addition of a Sagittal Cervical Posture Corrective Orthotic Device to a Multimodal Rehabilitation Program Improves Short- and Long-Term Outcomes in Patients With Discogenic Cervical Radiculopathy. *Arch Phys Med Rehabil*, 2016, 97: 2034-2044.
6. Moustafa IM, Diab AA, Harrison DE: The effect of normalizing the sagittal cervical configuration on dizziness, neck pain, and cervicocephalic kinesthetic sensibility: a 1-year randomized controlled study. *Eur J Phys Rehabil Med*, 2017, 53: 57-71.
7. Moustafa IM, Youssef A, Ahbouch A, Tamim M, Harrison DE. Is forward head posture relevant to autonomic nervous system function and cervical sensorimotor control? Cross sectional study. *Gait and Posture* 2020; Mar 77:29-35.
8. Ibrahim Moustafa, Ahmed SA Youssef, Amal Ahbouch, Deed Harrison. Demonstration of Autonomic Nervous Function and Cervical Sensorimotor Control After Cervical Lordosis Rehabilitation: A Randomized Controlled Trial. *J Athletic Training* 2021.

CUKC ACE 2024
Dr. Heidi Haavik
Course Outlines
6 Hours CEU

Plenary session 1:

8am-10am

Friday, Nov. 1

The Brain's Role in Pain and the Neuroplastic Effects of Chiropractic Care

Description: Emerging research highlights a crucial connection between spinal health and brain function, particularly in the context of the development and recurrence of musculoskeletal (MSK) pain problems. Dr. Haavik will delve into the contemporary neuroscience understanding of chronic pain, which we now know involves a lot of brain adaptations, most likely due to changes in the way the spine 'speaks' to the brain. Known for her ability to translate intricate neuroscience into accessible language, she will elucidate the latest scientific findings on how chiropractic high-velocity, low-amplitude (HVLA) adjustments can reverse detrimental brain changes associated with prolonged spinal dysfunction, and how this relates to MSK pain problems. Recent randomised controlled trials are showing exactly how chiropractic care impacts specific networks in the brain, that can explain not only why MSK pain problems improve, but also explain changes in mood, interoception and exteroception (how the brain interprets what is going on inside us and in the world around us). Prepare to grasp the complex neurobiological concepts in a clear, clinically relevant manner, ensuring you are at the forefront of progress in neuroscience as it relates to chiropractic care.

Plenary session 2:

8am-10am

Saturday Nov. 2

Progress in Neuroscience: A Chiropractor's Dream

Description: What is becoming clear from scientific studies is that spinal dysfunction negatively impacts brain function. Dr Haavik will explain the contemporary brain model of the vertebral subluxation (according to published research articles). She has a gift for explaining this complex neuroscience research in easy-to-understand language. She will explain the latest scientific understanding about how chiropractic high-velocity, low-amplitude (HVLA) adjustments can reverse maladaptive brain changes that occur over time when spinal dysfunction is present. One particular part of the brain that we now know we impact when we adjust the spine is the prefrontal cortex. This literally is the Chiropractors Dream, because the prefrontal cortex is vital for one's intelligence, movement control, pain processing, mental health, immune system and inflammation (thus most chronic diseases)! Dr. Haavik will explain how to implement this latest contemporary understanding of brain model into your practice. The complex neurophysiology will be presented in an easy to understand and clinically practical manner for students, CAs and DCs.

Faculty-only presentation

12:30pm-2:30pm

Friday, Nov. 1

Educational Implications of the new Neuroscience of Chiropractic Care

Description: Join us for an exclusive session delving into the transformative implications of recent neuroscience discoveries for chiropractic educators. Dr. Heidi Haavik, renowned for her expertise in neuroplasticity and chiropractic care, will explore cutting-edge research elucidating how chiropractic interventions, particularly high-velocity, low-amplitude (HVLA) adjustments, influence

neurophysiological brain networks. This presentation will focus on the educational implications derived from understanding the brain's plasticity in response to spinal dysfunction and spinal adjustments. Dr. Haavik will discuss how this knowledge can enrich curricula, enhance clinical training, and shape the future practice of chiropractors. Attendees will gain insights into practical methodologies for integrating these neuroscience insights into educational frameworks, ensuring graduates are equipped to leverage the latest advancements in patient care. Prepare to engage deeply with the evolving field of chiropractic neuroscience and discover how to empower students to effectively transmit this critical knowledge to inform their care and enlighten their patients.

Risky Business... The 5 Little Things that Can Cause You Big Problems

Understanding what risk management has to do with your financial policy. There is now a greater risk of financial loss due to improper discounting and faulty financial and collection policies. It is widely known that the Office of Inspector General (OIG) and Medicare are cracking down on healthcare fraud and abuse, but what most chiropractor offices are unaware of, is how widely successful these efforts have been. In this presentation, we will identify the five most dangerous things we face in chiropractic and how to avoid them.

1. Overview of the 5 Little Things
 - Dual Fee Schedules
 - Improper Time of Service Discounts
 - Inducement Violations
 - False Claims Act
 - Anti-Kickback Statutes
2. Discount Medical Plan
 - How does a DMPO work?
 - Using a DMPO as a toll.
3. Compliance Plan
 - Compliance is a process not an event.
 - What is a compliance plan?
 - Benefits of a compliance plan.
4. The Only Thing That Remains Constant is Change.
 - Rules and regulations have changed.
 - Conflicting regulations and opinions.
 - Challenges we face.
 - Simple Solution.
5. Discounting Your Fees
 - Who cares what we charge?
 - OIG – Claims recoupment of \$17 for every \$1 spent auditing
 - Medicare/Medicaid Beneficiaries – Hardship?
 - State Board Actions
 - State Rules and Regulations
6. Audits are on the rise. Are you prepared?
 - Steps to minimize risks
 - Financial Policies
7. How to follow the rules and solve the problem
 - 1 Fee for each service
 - Discounts based on contracts or agreements
 - Establishing your fee schedule
 - Establishing a rock-solid financial policy
 - Using a DMPO

Dr. Ray Foxworth will use his knowledge to discuss the common pitfalls that lead to dual fee schedules, improper time of service discounts and inducement violations. He will also review the steps for developing a compliant financial policy.

Instructor will teach via lecture and the visual aid of slides. Examples will be discussed from demonstrative purposes.

Title:

Postural Neurology: A Neurologic Approach to Postural Correction for Chiropractic Practice

Topic: Postural Neurology

Presentation Summary:

Postural Neurology is an evidence-based and neurologic approach to postural correction. Recent research from the American Journal of Epidemiology and Public Health (2021) shows that more than 70% of school aged children present with moderate to severe forward head posture. The purpose of this session is to demonstrate the public health need for postural correction, and to show chiropractors practical solutions for postural correction that are neurologic and evidence-based.

Participants will learn the neurology of the posture system including the role of the visual system for head posture and orientation, the role of the vestibular system for postural stability, and the role of the sensory and motor cortex for sensorimotor integration. Participants will discover a comprehensive research review of how postural distortion patterns impact neurologic function. For clinical application, they will learn brain based posture assessments and correction protocols to detect, analyze, and correct postural distortion patterns.

Hourly Course Breakdown:

- Hour 1
 - Literature review of the public health impact of postural distortion patterns and how postural distortion patterns impact neurologic function
 - What is posture and the neurology that controls the Posture System
 - Neurologic review of the visual system, vestibular system, and the somatosensory system
- Hour 2
 - Neurologic posture assessments of the spine, visual system, and the vestibular system
 - Neurologic postural correction of the spine, visual system, and the vestibular system
 - Technique Practical

Learning Objectives:

Upon completion of this course, the learner will be able to:

1. Identify the public health and evidence-based need for postural correction
2. Implement neurologic posture assessments to identify postural distortion patterns
3. Implement neurologic rehabilitation for the correction of postural distortion patterns

Research Citations:

- Chandoliya, H., Chorsiya, V., & Kaushik, D. (2021). Prevalence and Levels of Forward Head Posture among School Going Children.
- Szczygieł, E., Fudacz, N., Golec, J., & Golec, E. (2020). The impact of the position of the head on the functioning of the human body: a systematic review. *Int J Occup Med Environ Health*, 33(5), 559-568.
- Moustafa, I. M., Youssef, A., Ahbouch, A., Tamim, M., & Harrison, D. E. (2020). Is forward head posture relevant to autonomic nervous system function and cervical sensorimotor control? Cross sectional study. *Gait & Posture*, 77, 29-35.
- Ha, S. Y., & Sung, Y. H. (2020). A temporary forward head posture decreases function of cervical proprioception. *Journal of exercise rehabilitation*, 16(2), 168.
- Shete, M. G., & Shah, R. (2019). Effect of posture correction exercises and ergonomic advices in people having postural abnormalities among chronic smartphone users. *International Journal of Health Sciences & Research*, 9(7), 121-125.

Introduction to Animal Chiropractic

What is Animal Chiropractic and the education required.

Who is seeking animal chiropractic and why

The business of animal chiropractic and is it right for you?

Question and answer

Longevity: To Infinity and Beyond
Presented by Kimberly A. Besuden, D.C., C.F.M.P.
ACE
November 1, 2024

Objectives:

1. To present the problem of nutritional deficiencies involved in the endocrine system and aging in our current environment that may affect cardiometabolic health.
2. To make information accessible concerning utilization of whole food supplementation, proper lifestyle for wellness and dietary choices to promote a healthy cardiometabolic system.
3. The use of nutritional supplementation to restore, repair and renew the human systemic system by incorporation of patient education to support a healthy endocrine system and a healthy aging process. Additionally, provide testing protocols for pre and post supplementation to support cardiometabolic health.

Purpose: To provide clinicians with the ability to clinically manage a patient during aging process related to cardiometabolic health. To offer the practitioner protocols to interpret underlying health and wellness issues that may arise while supporting aging and hormonally challenged patients that may be nutritionally deficient.

Overview: To increase the doctors' knowledge base on the positive promotion of lifestyle to patients while addressing nutritional deficiencies related to cardiometabolic health. Clinical options available to provide support for the improvement of cardiometabolic health, the endocrine system and healthy aging.

Course Outline:

Hours: 10:30 am to 11:30 am

Credit Hours Requested: One hour

Teaching Methods Used: Lecture, Syllabus, PowerPoint Presentation

Faculty Background: Kimberly A. Besuden, B.S., D.C., C.F.M.P., (see attached CV)

CUKC ACE 2024

Dr. Dennis Anthony

Motorized Flexion Distraction and Motion Adjusting Technique Presentation

Saturday, Nov. 2

Dr. Dennis Anthony is a 1979 Cleveland graduate. In addition, he has authored and published articles on chiropractic, co-authored "Motorized Flexion-Distraction and Motion Adjusting", is a U.S. Patent holder and obtained a research grant from the State of Kansas. He has lectured on chiropractic in the United States and worldwide.

Course Outline

3 Hours CEUs

Hour 1:

History

Rationale for motorized flexion distraction

Diagnostic tool

Patient-to-table placement

Hour 2:

Technique

Motion palpation

Basic stretches

Advanced stretches

Unattended therapy

Hour 3:

Motion adjusting

Side posture adjusting

Pediatric Adjusting

Herniated disc

Scoliosis

Dr. Claudia Anrig

Hour 1 | Protocol Care for the Pediatric Patient

- A. Adjusting Protocols based on the Sympathetic and Parasympathetic involvement
Gonstead system
- B. Nutritional recommendations to support patient's needs
- C. Lifestyle management including contraindications
- D. Common Childhood Disorders
 - a. Acute Nasopharyngitis
 - b. Allergies and Sinus
 - c. Asthma
 - d. Colic
 - e. Digestive Disorders
 - f. Enuresis
 - g. Febrile Convulsions
 - h. Foot Flare
 - i. Growing Pains
 - j. Headache and Migraines
 - k. Jaundice
 - l. Otitis Media
 - m. Tonsils and Adenoids
 - n. Torticollis
 - o. Reflux

The Path After Chiropractic School

Dr Michael Perusich - Cleveland University ACE 2024

Class Outline:

I. Introduction

- What happens next:
- The importance of career planning for success in chiropractic

II. Exploring Career Paths Options

- Discuss career path options for chiropractors, including:
 - Traditional private practice
 - Group and multi discipline
 - Associate
 - Expectations of performance
- **Setting goals**
 - How to get to an \$85,000 salary and make a bonus
 - What you are being paid vs what the employer pays for you.
 - What you cost the clinic
 - How do you get to your goals?
 - Needs to bill \$__per hour
 - The math behind the plan
 - What you charge and the time spent - How to set fees
 - How does your time factor in:
 - Examples:
 - 1. Doctor spends 1 hour with each patient - Can see 7 patients per day
 - 2. Doctor spends 30 min - Can see 14 per day
 - 3. Doctor spends 15 min - Can see 28 per day
 - 4. Doctor Spends 10 min - Can see 42 per day
 - 5. Doctor spends 5 min - Can see 84 per day
- Time = money
 - Discuss optimal appointment duration based on patient needs and practice type.
 - **Example:** Briefly touch on industry averages (typical range 15-30 minutes per appointment) but emphasize tailoring this to individual practice models and patient complexity.
 - Who spends the most time with the patient
 - Doctor
 - Staff

- Maximizing time vs dollars
- Strategies for optimizing patient flow without compromising quality of care

VI. Efficiency and effectiveness matters

- Efficiency with exams
- Time management for practice growth
 - Bad habits and lengthy visits do not help with growth
- Effective Communication with patients
 - Patient goals
 - Dysfunction
 - Maintenance
 - Finances
- Training and developing staff

VI. Efficiency and effectiveness matters

- Next steps start now
- Briefly summarize the key takeaways from the class.
- Encourage students to start thinking concretely about their future careers.
- Answer any final questions.

CE Program Outline Description

Course Title: *Corrective Care Analysis and X-ray Technique*

Name of Instructor: *Dr. Seth Ryan, D.C.*

Course Objective: *The course will cover radiographic review and clinical diagnosis for postural distortions. The course will review red flags, case management, and clinical application of findings.*

Statement of Purpose: *The purpose of the course is to further advance the understanding and knowledge of chiropractic adjustments and clinical application of radiographic review as it pertains to patient care.*

Overview of Course: *The 1-hour course will cover patient examination, x-ray, and postural correction.*

Course Outline:

12:30pm - 1:00pm

Examination Procedures/Analysis

How to evaluate visual postural distortions
Determining what proper orthopedic and neurological tests should be utilized
Slide presentation of postural distortions and orthopedic/neurological test
X-ray physics principles for density and magnification
How to utilize proper patient positioning, x-ray filters, and collimation
Specialty views for instability, scoliosis, and leg length inequality
How to measure spinal rotational angles
Analysis for spinal instability and buckling patterns
Scoliosis analysis, prognosis, and risk of progression

1:00pm-1:30pm

Diagnostic Imaging

X-ray physics principles for density and magnification
How to utilize proper patient positioning, x-ray filters, and collimation
Specialty views for instability, scoliosis, and leg length inequality
How to measure spinal rotational angles
Analysis for spinal instability and buckling patterns
Scoliosis analysis, prognosis, and risk of progression
Red flags and contraindications

Pediatric Sports Injuries Essentials (2 hrs)

Course Description

Chiropractors generally demonstrate exceptional clinical confidence when managing spinal complaints. However, management of non-spinal conditions can range from frustrating to rewarding, depending on the depth of the provider's training. This practical workshop covers the essential skills for treating the most common pediatric lower extremity complaints. This workshop will review best practices for evaluating, treating, and directing simple in-office or home-based rehab. Attendees will leave this class with greater understanding and confidence about managing the most common problems outside of the spine.

Course Outline

Hour 1

- Review of normal lower extremity anatomy and biomechanics
- Identifying functional biomechanical deficits of the lower extremity:
 - Hip Abductor Weakness
- Practical management of structural lower extremity pathology, including assessment, treatment, patient education, stretching & low-tech rehab exercises for:
 - Patellofemoral Pain Syndrome

Hour 2

- Practical management of structural lower extremity pathology, including assessment, treatment, patient education, stretching & low-tech rehab exercises for:
 - Osgood Schlatter
 - Medial Tibial Stress Syndrome
 - Sever's Disease

Course Learning Objectives

1. The ability to identify the included lower extremity diagnoses via physical, neurological, functional, and orthopedic evaluation.
2. Knowledge of current best practice treatment of common lower extremity problems.
3. Ability to improve outcomes by making the patient an active participant in their recovery through home exercise and ADL advice.

Title: Chiropractic Entrepreneurship: Driving Efficiency and Growth thru Strategic Management

I. Introduction

- Highlight your CV as a chiropractic entrepreneur with a background in business and practice ownership.
- Highlight the importance of strategic management in achieving operational excellence and business growth.

II. Current Challenges in Chiropractic Business Management

- Overview of common challenges faced by chiropractic entrepreneurs.
- Discuss regulatory, financial, and operational hurdles specific to chiropractic practice ownership.
- Impact of industry trends and consumer demands on business strategies.

III. Key Trends Shaping Chiropractic Business Management

- **1. Technology Integration for Competitive Advantage**
 - Importance of adopting EHR systems and practice management software.
 - Leveraging telehealth for expanding service offerings and patient reach.
 - Implementing digital marketing strategies to attract and retain patients.
- **2. Operational Efficiency and Process Optimization**
 - Streamlining patient scheduling and appointment management.
 - Improving billing processes and maximizing insurance reimbursements.
 - Enhancing staff productivity through training and workflow optimization.
- **3. Strategic Growth Initiatives**
 - Evaluating opportunities for practice expansion and diversification.
 - Building strategic partnerships with other healthcare providers and wellness centers.
 - Implementing effective marketing and branding strategies to enhance visibility and market share.

IV. Strategies for Effective Business Management

- **1. Financial Management and Sustainability**
 - Developing a robust financial management plan and budgeting process.
 - Monitoring key performance indicators (KPIs) for financial health.
 - Implementing strategies to enhance revenue generation and profitability.
- **2. Leadership and Team Development**
 - Fostering a culture of excellence and innovation within the team.
 - Investing in staff training and professional development.
 - Empowering employees to contribute to practice growth and success.
- **3. Risk Management and Compliance**
 - Ensuring compliance with regulatory requirements and industry standards.

- Implementing effective risk management strategies to mitigate potential liabilities.
- Protecting patient data and maintaining confidentiality.

V. Conclusion

- Recap of key strategies for effective chiropractic business management: Technology integration, operational efficiency, strategic growth.
- Encouragement to embrace innovation and adapt to changing industry dynamics.
- Q&A Session: Addressing specific business management challenges and inquiries from chiropractic entrepreneurs.

VI. Closing Remarks

- Thanking the audience for their participation and engagement.
- Emphasizing the importance of strategic planning and execution in achieving long-term business success.
- Contact information for further consultation or business development opportunities.

This outline is designed to provide chiropractic entrepreneurs and business owners with actionable strategies and insights to effectively manage and grow their practices amidst evolving industry trends and challenges.

Course Description

With rotator cuff injuries accounting for a staggering 4.5 million physician office visits annually, mastering their management can be both a game-changer and a tremendous opportunity. In this dynamic two-hour lecture, we'll dive deep into the intricacies of diagnosing and treating both full and partial-thickness rotator cuff tears, but that's just the beginning.

Shoulder pain is not always straightforward, and we'll explore a spectrum of alternative causes—from scapular dyskinesia to labral tears—that may be the root of your patients' discomfort. This comprehensive session is designed to elevate your diagnostic skills, expand your treatment repertoire, and set you apart in a competitive field—see you in class!

Course Outline

Hour 1

- Learning the signs and symptoms of rotator cuff syndrome
- Practical management of structural upper extremity pathology, including assessment, treatment, patient education, stretching & low-tech rehab exercises for rotator cuff pathology

Hour 1

- The relationship between rotator cuff syndrome and scapular dyskinesia
- Differentiating rotator cuff syndrome from subscapularis syndrome, labral lesions, and cervical radiculopathy

Course Learning Objectives

1. Recognizing the difference between rotator cuff pathology and its imposters.
2. Review orthopedic and functional shoulder evaluation, including isolated rotator cuff muscle strength assessment.
3. Review current best practice treatment for each shoulder pathology, including home exercises.