

BRAD M. HAYES, DC

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Tulsa, Oklahoma 74136

(918) 492-4636

CURRICULUM VITAE

2011

FORMAL EDUCATION

Western States Chiropractic College

Texas Chiropractic College
Pasadena, TX

Life Chiropractic College West
San Lorenzo, CA

University of Michigan
Ann Arbor, MI

National College of Chiropractic
Lombard, IL

Los Angeles College of Chiropractic

New College of California
San Francisco, CA

Stoner Foundation
Las Vegas, NV

Palmer College of Chiropractic
Davenport, IA

Madison, WI

LICENSES HELD

POST DOCTORAL FACULTY

New York Chiropractic College
Glen Head, NY

Life Chiropractic College West
San Lorenzo, CA

Texas Chiropractic College
Pasadena, TX

Palmer College of Chiropractic
Davenport, IA

CLINICAL EXPERIENCE

Tulsa, OK

Las Vegas, NV

ADVANCED TRAINING--POST DOCTORAL

Module I: Orthopedics

Upper Extremities

Industrial Consulting

Disability Evaluation

Impairment Rating

Physiotherapy
Orthopedics

BA in Humanities

Kinesiology

ADVANCED TRAINING--DOCTORAL

Doctor of Chiropractic Degree

UNDERGRADUATE EDUCATION

University of Wisconsin--pre-chiropractic

California License #13432, 1 January 1980* Not renewed
Nevada License #B-221, 14 September 1981* Not renewed
Oklahoma License #1806, 31 March 1977

1978, 1991-1994

1988

1989, 1991

1997-2002

1979-Present Private Practice

Clinical experience- Practice oriented to sports injuries, soft tissue injuries, and testing for Heart Rate Variability, Differential Pulse Wave index, Eccentric Constriction, Arterial Elasticity, Remaining Blood Volume, Wave Type, Mean Heart Rate, Arteriosclerosis, Arteriosclerosis Progress, and changes in pressure, velocity, blood volume and other indices.

1977-79 Private Practice

ACCOMPLISHMENTS

<i>Chiropractic Association of Oklahoma</i>	1983-84	<i>Chiropractor of the Year</i>
	1981-82	<i>Chiropractor of the Year</i>
<i>Practice Management Associates</i>	1985	<i>Chiropractor of the Year</i>
<i>Congress of Chiropractors State Associations</i>	1990	<i>Named one of three doctors awarded Lifetime Membership in the Congress of Chiropractic State Associations</i>

LEADERSHIP POSITIONS IN PROFESSIONAL ASSOCIATIONS

<i>Oklahoma State Chiropractic Independent Physicians Association</i>	2010 – Present	<i>Vice President</i>
	2008 – 2009	<i>Chairman of Board</i>
<i>National Association of Specialty Health Organizations</i>	2003-Present	<i>Board Member Program Committee Chair</i>
<i>North American Federation of Chiropractic Networks</i>	1999 – 2010	<i>President</i>
<i>SouthCrest Hospital</i>	2004-2006	<i>Chairman, Chiropractic Department</i>
	2003	<i>Vice Chairman, Chiropractic Department</i>
<i>Chiropractic Association of Oklahoma</i>	1984-85	<i>President</i>
	1983-84	<i>President</i>
	1982-83	<i>Vice President</i>
	1980-82	<i>Treasurer</i>
<i>CAO Northeast District</i>	1979-80	<i>President</i>
<i>Oklahoma Chiropractic Research Foundation</i>	1985-87	<i>President</i>
<i>Oklahoma Chiropractic Insurance Joint Advisory Commission</i>	1984-85	<i>President</i>
	1983-84	<i>President</i>
<i>Congress of Chiropractic State Associations</i>	1988-89	<i>President</i>
	1987	<i>Vice President</i>
<i>Oklahoma State Chiropractic Association</i>	1991-94	<i>Vice President</i>
<i>Oklahoma State Chiropractic Independent Physicians Association</i>	1997-2007	<i>Vice President/Medical Director</i>
	1994-1996	<i>Treasurer</i>
	1994-Present	<i>Chairman Quality Assurance Committee</i>
	1994-Present	<i>Chairmain, Research Committee</i>
<i>Trailblazer Medicare Advisory Committee</i>	2009 - Present	

PUBLISHED RESEARCH

<i>Journal of Chiropractic Medicine</i>		2011 Effect Of A Blend of Comfrey Root Extract (Symphytum Officinale L.) And Tannic Acid Creams In The Treatment Of Osteoarthritis of the Knee: Randomized, Placebo Controlled, Double Blind, Multiclinical Trials *part of clinical trial but not listed as author, has been accepted for publication
<i>OSCI PA News Journal</i>	July	2007 <i>Chiropractic Patient Satisfaction in a Managed Care Environment</i>
<i>The Journal Of Manipulative and Physiological Therapeutics</i>	June	2005 <i>"Myofascial Distortion Treatment: A synthesis of Approaches for soft tissue injuries</i>

*The Journal Of Manipulative and
Physiological Therapeutics*

*The Journal Of Clinical
Rheumatology*

*The Journal Of Manipulative and
Physiological Therapeutics*

*The Journal Of Manipulative and
Physiological Therapeutics*

*Osteo-Arthritis and Cartilage
Volume 9 Supplement B*

Journal of Ergonomics

RESEARCH PRESENTATIONS

Arthritis Relief Plus, LTD

American College of Sports Medicine

*16th National Conference on Chronic
Disease Prevention and Control*

*American College of Sports Medicine
Central States*

Osteo-Arthritis Research Society International

PLANNED RESEARCH RESEARCH

Oklahoma State University

STATE OF OKLAHOMA APPOINTMENTS

*Oklahoma State Board of
Chiropractic Examiners*

*Oklahoma Health Care Authority
Medical Advisory Committee*

*Trailblazer Health Medicare Carrier
Advisory Committee*

2003

*June "Effect Of A Topical Herbal Cream On Osteoarthritis in
the Hand And Knee:A randomized controlled clinical trial"*

*June "Effect of a Topical Herbal Cream on Osteoarthritis of The Hand and
Knee, A Pilot Study "*

2002

February "Randomized Controlled Clinical Trial of Bedding Systems"

2001

November "Patient Satisfaction in a Chiropractic Managed Care Setting"

*October "Effect of a topical herbal ointment on osteoarthritis of the hand and knee:
A randomized controlled clinical trial" (Poster Presentation)*

*October "Comparison of Perceived Comfort Differences Between Standard and
Experimental Load Carriage Systems*

2010

*Feb Effect Of A Blend of Comfrey Root Extract (Symphytum Officinale L.) and
Tannic Acid Creams In the Treatment Of Osteoarthritis of the Knee:
Randomized, Placebo Controlled, Double Blind, Multiclinical Trials
Series of three lectures in New Zealand (Auckland, Wellington, Christchurch)*

2002

*May Subjective Comparison Of Site Comfort Differences Between Standard
And Experimental Load Carriage Systems*

*February Herbal Treatment for Osteoarthritis of the Hand and Knee: a Randomized
Controlled Clinical Trial*

2001

*October Selected Perceptual Response To Load Distribution
Differences In Load Carriage Systems*

*October "Effect of a topical herbal ointment on osteoarthritis of the hand and knee:
A randomized controlled clinical trial" (Poster Presentation)*

2011

*A planned 150 person Randomized Controlled Clinical Trial on L-Arginine
and L-Citrulline in a high blood Pressure control trial.*

*1995-1997 President
1994 Vice President*

1994-2003 Member

2009-Present Member

CIVIC ORGANIZATIONS

*School Board
Metro-Christian Academy*

1988-1991 *Member/ Head of Sports Committee*

Sunrise South Rotary Club

1989-1993 *Member*

PROFESSIONAL MEMBERSHIPS

*American Chiropractic Association**

*International Chiropractors
Association**

*American Chiropractic Association's
Councils*

*International Academy of
Nutritional Consultants**

*International Association of
Chiropractic Industrial Consultants**

*American Disability Evaluating
Physicians Association**

*Conference for the Establishment
of Guidelines for Chiropractic Quality
Assurance and Standards of Practice*

*Congress of Chiropractic State
Associations*

**Past Member*

Sports Injuries
Nutrition*
Roentgenology*
Orthopedics**

1992 *Consultant*

1992 *Appointed as an official observer and Consultant at the Conference for the Establishment of Guidelines for Chiropractic Quality Assurance and Standards of Practice. This historic conference was designed to set the guidelines for practice standards in Chiropractic care. It is supported by all major Chiropractic organizations.*

CLAIMS REVIEW EXPERIENCE

*Peer Review Chiropractic
Association of Oklahoma*

1979-1984 *Member*

*Oklahoma Chiropractic-Insurance
Joint Advisory Committee*

1982-1986

Private Consulting

1985-Present

*Registered with the Oklahoma
Board of Chiropractic Examiners
for peer review*

1989-Present

*Registered Oklahoma
Insurance Commission*

#C00007/#C05112

Reviews performed for:

*Aetna
Allstate
American Claims Review, Inc.
Blue Cross Blue Shield of Alabama
Blue Cross Blue Shield of Oklahoma
Blue Cross Blue Shield of Virginia
Central Life Insurance
CIGNA
Country Companies
Chubb Life*

US Attorney, Tulsa
FBI, Oklahoma
Postal Inspector, Manassas, VA

**HMOs, PPOs AND
MANAGED CARE
ORGANIZATIONS**

INDUSTRIAL CONSULTING

**SPORTS
TEAM PHYSICIAN**

**PARTIAL LIST OF
ORGANIZATIONS
ADDRESSED**

**CHIROPRACTIC
COLLEGES**

Equity Fire and Casualty
Farmers Insurance Group
Fireman's Fund
Guide One
Lloyd's General
*Oklahoma Education and Employees
Group Insurance Fund*
Preferred Risk
Progressive Insurance
Provident
Prudential
Quality, Inc.
Shield of Shelter
State Farm
USF&G
Wal-Mart

Consultant

Consultant

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American Airlines Managed Care
Blue Cross Blue Shield of Oklahoma PPO

ACN
Blue Lincs HMO
CareMed Alliance
ChiroCare
CIGNA
Custom Care (Southwestern Bell Telephone)
John Allen Insurance
Metra Health
Oklahoma State Chiropractic Independent Physicians Association
Oklahoma State Employee and Education Group Insurance Board
PPO Oklahoma
Pru Care HMO
Prudential Plus
Travelers PPO Network
Warren Clinic
Utica Park Clinic
PacifiCare
Hillcrest Health Care System
City of Garland, Texas
L.A. Utilities
Preventech
Future Industrial Technology

2001-2002 *Tulsa Crude Hockey Team (USHL)*
2009-2010 *F.C. Tulsa Soccer (NPSL)*

Cleveland Chiropractic College
College of Chiropractic Consultants
Life Chiropractic College West
Logan Chiropractic College
National College of Chiropractic
New York Chiropractic College
Palmer College of Chiropractic
Parker College of Chiropractic

CHIROPRACTIC ASSOCIATIONS

Academy of Missouri Chiropractors
Alabama State Chiropractic Association
Arizona Association of Chiropractic
Chiropractic Association of Louisiana
Chiropractic Association of Oklahoma
Chiropractic Association of Oregon
Congress of Chiropractic State Associations
Florida Chiropractic Association
Indiana Chiropractic Association
Iowa Chiropractic Society
Kansas Chiropractic Association
Louisiana Chiropractic Association
Maine Chiropractic Association
Maryland Chiropractic Association
Michigan State Chiropractic Association
New Hampshire Chiropractic Association
New Jersey Chiropractic Alliance
Ohio State Chiropractic Association
Oklahoma State Chiropractic Association
Oregon Chiropractic Association
South Carolina Chiropractic Association
Southeast Chiropractic Federation
Tennessee Chiropractic Association
Virginia Chiropractic Association
West Virginia Chiropractic Association
North Carolina Chiropractic Association

OTHERS

Affiliated Chiropractic Physicians
Allstate Insurance Company
American Chiropractic Association
American Academy of Disability Evaluating Physicians
Blue Cross Blue Shield of Alabama
Blue Cross Blue Shield of Oklahoma
ConservaCare Corporation
Chiro-Partners, LTD
Fetterman Events
Health Care Review, Inc.
Iowa Claims Association
KATS Practice Management/Clinicorp
Impact Management, Inc.
Modern Meditec, Inc.
National Association of Blue Cross and Blue Shields
National Fraud Conference
National Fraud Conference
National Fraud Conference
National Naturopathic Association
Oklahoma State Employee and Education
Group Insurance Board
Oklahoma University Medical Sciences Center
Parker Chiropractic Research Foundation
Pinnacle Management
Practice Management Associates
Preventech
Professionals Unlimited
Quality, Inc.
Shelter Insurance Co, Tulsa, OK
Southwest Insurance Association
Wal-Mart Insurance Groups
Windsor Insurance Group

1995
1993
1991
1986

LECTURE TOPICS

Arthritis Treatment Protocols
Natural Approaches to Blood Pressure Control
Claims Review
Compliance
Documentation
Industrial Relations
Insurance
Malpractice
Managed Care
Mercy Conference and Chiropractic Standards of Care
Myofascial Distortion Technique
Peer Review

PUBLICATIONS

Personal Injury
RBRVS
Self Audit
Soft Tissue Injury Treatment and Protocols
Treatment Outcomes
Work Injuries

TOPICS

2009	Chiropractic Compliance and Audit – making sure you are in compliance
2008	Chiropractors Guide to Knee Injuries
2007	Fine Art of Patient Documentation II
2006	Fine Art of Patient Documentation
2005	<i>Myofascial Distortion Technique Manual Volume 3</i>
2004	<i>Data Driven Research Based Data</i> <i>Myofascial Distortion Technique Manual Volume 2</i>
2003	<i>2003 Insurance and Managed Care Survival Guide</i> <i>Myofascial Distortion Technique Manual Volume 1</i> <i>Data Driven, Research Based Guidelines for the Chiropractic Practice (Scheduled August 2003)</i>
2002	<i>2002 Insurance and Managed Care Survival Guide</i> <i>Compliance Made Simple...How to Implement a Chiropractic Compliance Program</i>
2001	<i>2001 Insurance and Managed Care Survival Guide</i> <i>Excellence In Chiropractic Notes Manual for the 2001 Insurance and Managed Care Survival Seminar</i> <i>Fine Art of Patient Documentation</i> <i>The Chiropractic Medicare Manual</i>
2000	<i>Arthritis Treatment Protocols</i> <i>Insurance and Managed Care Survival Guide 2000</i>
1999	<i>Insurance and Managed Care Survival Guide 1999</i>
1998	<i>Coding and Soft Tissue Injury Guidelines for the Motor Vehicle Accident Case</i> <i>Fine Art Of Patient Documentation</i>
1997	<i>Insurance Survival Guide</i>
1996	<i>Insurance Survival Guide</i>
1995	<i>Chiropractic and Managed Care</i> <i>Physical Medicine Guidelines</i> <i>Insurance Survival Guide</i>
1994	<i>Managed Care</i> <i>RBRVS–The New Reimbursement System</i> <i>Physical Medicine Guidelines</i> <i>Insurance Survival Guide</i> <i>Reviewing the Chiropractic Claim (Professional Claim Reviewer Edition)</i>
1992	<i>Insurance Survival Guide</i>

The Chiropractic Journal

- 1991 *Reviewing the Chiropractic Claim (Professional Claim Reviewer Edition)*
Reviewing the Chiropractic Claim (Insurance Company Edition)
- 1989-91 *Monthly column*
- 1990 *Insurance Survival Guide*
- 1988 *Ultimate Personal Injury Manual*
HMO-PPO Proposal
Insurance and Collections Manual
Ultimate Insurance/HMO-PPO System Manual
- 1987 *How to Have a Happy Back*
Chiropractic Malpractice
Reviewing the Chiropractic Claim
- 1987 *Insurance for the 1980s and Beyond*
Medical-Legal Implications of Spinal Trauma
Ultimate Insurance/HMO-PPO System Manual
- 1986 *Medical-Legal Implications of Spinal Trauma*
- 1985 *Ultimate Insurance/HMO-PPO System Manual*
- 1984 *Ultimate Insurance System Manual*
- 1983 *Practice Management Associates Insurance Manual*
- 1979 *Doctors Guide to Patient Supplementation*

CONSULTING

<i>Blue Cross Blue Shield of Oklahoma HCSC</i>	1986-Present	<i>Chiropractic Consultant Initial duties included working with Fraud Department and then with FBI and US Attorney for prosecution of fraudulent activity. Subsequently helped design and implement the Chiropractic PPO. Part of design included developing initial credentialing criteria for Chiropractic providers. I have written the Chiropractic claims and review policy and helped train the claims processing department in its implementation. This has resulted in a 30% saving to the company each year over the initial costs of Chiropractic care. Average cost per case has dropped by nearly 50% since the program's implementation. Refining this process continues.</i>
<i>Oklahoma State Employee and Education Group Insurance Board</i>	1991-1997	<i>Chief Chiropractic Consultant Largest program in Oklahoma. Specifically designed all Chiropractic policies, physician interface network and claims review process.</i>
<i>Prudential Insurance Company (Pru-Care, Custom Care, Pru-Plus)</i>	1981-2000	<i>First Chiropractor for Pru-Care HMO. Then asked to help design and implement Custom Care Network, which covers a 5-state region for Southwestern Bell. Part of the process included writing and implementing initial Chiropractic policies and guidelines. Worked directly with Paul Cooper, Southwest Regional Vice President at that time. Duties included consulting for Prudential in Oklahoma.</i>
<i>Trigone Blue Cross Blue Shield of Virginia</i>	1992-1995	<i>Fraud Department Consultant This involves the recovery of funds for Blue Cross of Virginia due to inappropriate billing practices. Helped develop an on-site review program in 1995.</i>
MEDICAL DIRECTOR <i>American Claims Review, Inc.</i>	1991-1995	<i>Medical Director Head of this PRO licensed in Pennsylvania, Oklahoma and Virginia. Through this organization helped write the claims review process that passed state license requirements in Virginia and Oklahoma. Duties include supervision of claims review by both Chiropractic and medical physicians for various companies throughout the United States</i>
<i>Oklahoma State Chiropractic Independent Physicians Organization</i>	1994-Present	<i>Medical Director Designed, organized and implemented a member-owned Chiropractic IPA from the ground up. Includes helping write and approve provider and payor contracts, implementing a fee schedule and capitation payment mechanism, designing the four phases of credentialing (background checks, facility standards, record keeping and quality assurance), writing the peer review process and training providers and Chiropractic physician reviewers, insuring URAC compliance. Developed the physician network as well as facilitating interface of physicians with the payors, payor contract negotiations and direct involvement with the computer system design and implementation of the claims payment program.</i>
<i>Medicare Aetna/Pinnacle Peer Review, Inc.</i>	1995-2005 1997-2001	<i>Worked with Final Review Appeals with the Carrier Appeal Head Medical Director Head of this PRO licensed in Oklahoma. Duties include supervision of claims review by both Chiropractic and medical physicians for various companies throughout the United States.</i>
<i>Foundation Health Quality Assurance Committee</i>	1997-1999	<i>First chiropractor appointed to Foundation Health Quality Assurance Committee. This committee reviews credentialing for all providers and oversees Quality Assurance issues.</i>
<i>St. Francis Health Care Systems Warren Clinic</i>	2001-2006	<i>Chiropractic Medical Director Largest health care system in Oklahoma consisting of three hospitals and a large multi doctor, multi-specialty clinic. Consultant for Chiropractic protocol and treatment.</i>
<i>Comprehensive Network Solutions</i>	2002-2009	<i>Senior Medical Director Chiropractic and Alternative Care network based in Texas in partnership with large multidiscipline medical network.</i>
<i>Blue Cross Blue Shield of OK Quality Assurance Committee</i>	2009-present	<i>Chiropractor appointed to Quality Assurance Committee This committee reviews credentialing for all providers and oversees Quality Assurance issues.</i>