



SHERMAN COLLEGE  
*of CHIROPRACTIC*  
CONTINUING EDUCATION

January 31, 2024

Office of Continuing Education  
P. O. Box 1452  
Spartanburg, SC 29304

**Subject: Continuing Education Approval**  
**2024 Women's Leadership Retreat**  
**Gulf Shores, AL**  
**April 11-13, 2024**

Enclosed is essential information regarding the program to be presented for **a total of 9 maximum CE hours** for licensure requirements.

Contained within this information are the instructor's credentials and course outline.

- Barbara Eaton, D.C.
- Kristi Hudson, C.P.C.O

Based upon their credentials, education and experience the above-mentioned presenters have been approved by Sherman College of Chiropractic as post graduate extension faculty and qualified to present the information contained in the attached listed courses.

Attendance will be monitored at the door. Doctors are instructed to sign in at each time interval. At the conclusion of the program, Sherman College will send out attendance letters to the attending DCs. Each certificate includes the name of the program, the date, approval number and the number of hours of attendance.

Thank you for your consideration. Please let us know of any questions or additional information you may need.

Thank you,

*Rozelle Foster*  
Rozelle Foster  
Director of Continuing Education

Enclosures

# Women's Leadership Retreat Schedule

## **Thursday, April 11th:**

9:00-11:00 **7 Steps To A Compliant Financial Policy** (2 CEs)

Kristi Hudson: CHUSA

11:00-1:00 **Meeting the Expectations for Medicare Clinical Documentation** (2CEs)

Kristi Hudson: CHUSA

1:00-2:00 **Risky Business: How To Keep Out Of The Line Of Fire From OIG & Medicare** (1CE)

Kristi Hudson: CHUSA

Brown Bag Lunch Options Available

2:15-3:00 **Setting Intentions: The Leader Within** (Group Exercise)

Dr Barbara Eaton

3:00-5:30 **Power Women Making Power Moves/Round Table Discussions**

\* We'll rotate 3X. 50 Minutes for each rotation

**Diversity & Success**

Dr Twila Blossom

**Being A Warrior Mom For Your Kids**

Dr Sarah Wilkinson

**Operating Your Practice From Afar**

Dr Liz Walker

**How To Succeed When You Don't Feel Supported**

Dr Barbara Eaton

5:30-6:00 **Sharing And Wrap Up**

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# Women's Leadership Retreat Schedule

## **Friday, April 12th:**

7:00-8:00 Group Hike (Optional)

9:00-9:45 **Entrepreneurship: Are You A Hobbyist Or Business Woman?**  
Dr Barbara Eaton

10:00-12:00 **Business Ethics: Chiropractic Issues & Case Studies** (2CEs)  
Kristi Hudson: CHUSA

12:00-2:00 **VIP Lunch**

2:00-3:15 **Creating Your Vision, Mission, And Immutable Laws** (Individual & Group Exercises)  
Dr Barbara Eaton

3:15-4:00 **Lead With Confidence: Unleash Your Personal And Professional Potential**  
Dr Barbara Eaton

4:00-5:30 **Identifying And Knowing Your Leadership Style** (Individual & Group Exercises)  
Dr Barbara Eaton

5:30-6:00: **Sharing And Wrap Up**

7:00-9:00 **VIP Dinner**

# Women's Leadership Retreat Schedule

## **Saturday, April 13th:**

7:00-8:00 Group Hike (Optional)

9:00-9:45 **Create Your Leadership Dashboard**

Dr Barbara Eaton

10:00-12:00 **The Surprising Neuroscience Driving Chiropractic Communication & Leadership** (2CEs)

Dr Barbara Eaton

12:00-2:00 **Lunch Break**

2:00-5:30 Power Women Making Power Moves/Round Table Discussions

\* We'll rotate 4X. 50 Minutes for each rotation

**Scaling Up Your Business Without Blowing Up Your Life**

Dr Barbara Eaton

**Tips When Doing The Homeschooling-Practice Dance**

Dr Cheryl Schmitt

**Holistic Approaches That Help Your Patients (and Wallet!)**

Dr Jennifer Weida

**You Can Succeed Despite Past Trauma**

Dr Liz Hoefler

**Financial, Medicare, and Billing Compliance Q & A**

Kristi Hudson: CHUSA

5:30-6:00: **Sharing And Wrap Up**

TM

# 7 Steps to a Compliant Financial Policy

2 HOURS

Kristi Hudson, ChiroHealthUSA

Explain what risk management has to do with your financial policy. There is now a greater risk of financial loss due to improper billing, coding, documentation and a faulty financial policy. Financial policies in Chiropractic are a major area of risk and the easiest for auditors and investigators to target. This presentation will review how the lack of a solid financial policy will put you at risk and review the steps to be sure that your financial policy covers all layers of rules and regulations.

## 1. Know Your Numbers

- Do you know the cost of doing business?

## 2. Let's talk fees... or perhaps, let's don't!

- How do you know what your fees should be?
- Stop playing "Let's Make A Deal!"

## 3. Develop Your Fee System

- Fees are not based on payer type or source of payment •
- Discounts based on contracts or agreements

## 4. Build Your Financial Policy

- Keep it simple – Summarize on a single sheet of paper •
- Pre-Pay Plans and Time of Service Discounts

## 5. Keep It Current

- Review your fees annually
- Talking to provider services

## 6. Train Your Staff

- Put policy in writing
- What you measure, improves

## 7. Things to Avoid

- Eliminate improper coding
- Legal and financial implications when discounting improperly

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

# Meeting the Expectations for Medicare Clinical Documentation

2 HOURS

Kristi Hudson, ChiroHEALTHUSA

Healthcare is the second most regulated industry in our country. The Office of Inspector General (OIG) has issued reports for the last several years identifying key issues related to chiropractic billing and documentation.

In this session we will:

1. Gain a better understanding of the law
2. Identify the 4 major areas of concern
3. Documentation must haves for initial and subsequent visit
4. The Essential Steps for monitoring your practice

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

# Risky Business

1 HOUR

Kristi Hudson, ChiroHealthUSA

It is widely known that the Office of Inspector General (OIG) and Medicare are cracking down on healthcare fraud and abuse, but what most chiropractic 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?

## 3. Compliance Plan

- Compliance is a process not an event.
- Benefits of being compliant..

## 4. The Only Thing That Remains Constant is Change.

- Rules and regulations have changed.
- Conflicting regulations and opinions..

## 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

Instructor will teach via lecture and the visual aid of slides. Examples will be

discussed for demonstrative purposes.



# Business Ethics: Chiropractic Issues and Case Studies

2 HOURS

Kristi Hudson, ChiroHealthUSA

This presentation deals with business ethics as it directly relates to the chiropractic office. Small business owners are increasingly being held responsible and accountable for their ethical behavior. Practices have learned that the costs of unethical actions can be high, both legally, and from the perspective of the image and reputation of our profession.

## 1. What is Ethics?

- Discuss your personal responsibility to be ethical.
- Discuss your professional responsibility to be ethical.
- Discuss integrity.

## 2. Chiropractic Ethics

- Identify the characteristics of ethical and unethical behavior
- Explore your responsibilities to your board of examiners and your patients
- Review case studies and outcomes for unethical behavior

## 3. Business Ethics

- Identify the responsibilities of ethical and unethical behavior as a business owner
- Explore your responsibilities to your business and employees
- Review case studies and outcomes for unethical behavior

## 4. Compliance Ethics

- Discuss the responsibilities of your practice for HIPAA Compliance
- Discuss the responsibilities of your practice for OSHA Compliance
- Discuss the responsibilities of your practice for OIG Compliance
- Review case studies and outcomes for unethical behavior

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



**2024 Women's Leadership Retreat:  
Outline and Objectives for 2.0 CEs  
Dr Barbara Eaton**

**Presentation By:**  
Dr Barbara Eaton

**Presentation Duration:**  
2.0 Hours

**Title:**  
**The Surprising Neuroscience Driving Chiropractic Communication And Leadership**

**Objectives:**

- Demonstrate The Primary Neurological Structures Involved In Communication And Leadership
- Provide Overwhelming Evidence That Supports A Pedagogical Approach To Education Versus A Behavioral Approach
- Outline The Vital Components To Communicate In A Neurologically-Friendly Manner

**Outline :**

- A. Introduction
- B. Review Of Spinal-Neuroanatomical Connections
- C. Review Of Brain Neurology Including:
  - Location
  - Function
  - Collaboration Of The:
    - Temporal Lobe
    - Brain Stem
    - Cerebellum
    - Occipital Lobe
    - Parietal Lobe
    - Pre Frontal Cortex
    - Amygdala
    - Reticular Activating System
- D. Hebb's Law And Dendritic Arborization

**2024 Women's Leadership Retreat:  
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Dr Barbara Eaton**

- E. Exploring The Implications Of The Revised Miller's Law As It Relates To Communication
- F. The Vital Role The Ras Plays In Relationship, Communication, And Leadership
- G. Neurological Differences Between Orchids And Dandelions
  - How To Distinguish Between The Two
  - How To Communicate With The Two
  - How To Lead The Two
- H. Troubleshooting Neurological Storms In Communication
- I. The Cost Of Failed Communication And Leadership
- J. The Benefits Of Optimum Communication And Leadership And How Chiropractic Neurological Principles Are The Perfect Guideposts
- K. Conclusion
- L. Q & A

Kristi Hudson, CPCO  
1307 Airport Road N, Suite 1A, Flowood, MS 39232  
Office: (888) 719-9990 Mobile: (601) 573-0922  
[kristi@chirohealthusa.com](mailto:kristi@chirohealthusa.com)

## **Education**

Hinds Community College (Pearl, MS) 1996

## **Certifications**

Certified Professional Compliance Officer (AAPC) 2017

## **Professional Experience**

Vice President of Business Relations: ChiroHealthUSA  
2021 - Present

Director of Business Relations: ChiroHealthUSA 2017 –  
2020

Director of Special Projects: ChiroHealthUSA 2016 -  
2017

Scholarship Administrator: ChiroHealthUSA Foxworth Family Scholarship 2015-  
present

Director of Business Development: ChiroHealthUSA 2013-2016

Provider Services: ChiroHealthUSA 2010-2013

## **Selected Memberships**

Member, Chiropractic Summit

Membership Committee, Foundation for Chiropractic  
Progress

Member, World Congress of Women Chiropractors

At Large Board Member, ChiroCongress Cares

Vice Chair, Chiropractic Future Strategic Plan

## **Awards**

Chiropractic Advocate of the Year, MAC, 2023

Impact Player of the Year, ChiroCongress, 2023

## **Presentations**

Lecturer, ProSport Las Vegas Seminar (Dec 2023), Business  
Ethics

Lecturer, OCA Winter Convention (Dec 2023), Risky Business

Lecturer, ChiroCongress Annual Convention (Nov 2023), Ethical  
Practices and Communicating Effectively (Sex Panel Discussion)

Lecturer, CCA Annual Convention (Oct 2023), How to Address Sexual Harassment

Lecturer, CCA Annual Convention (Oct 2023), CA Roundtable Discussion

Lecturer, WDC Bi-Annual Convention (Sep 2023), Communicating Effectively

Lecturer, CAL Annual Convention (Aug 2023), 5 Easy Steps to Run a More Efficient and Profitable Practice

Lecturer, ChiroTexpo (Jun 2023), It's Not Okay! Addressing Sexual Harassment

Lecturer, Business Adjustment Summit (Apr 2023), Technology Meets Healthcare

Lecturer, MAC Spring Convention (Apr 2023), How to Address Sexual Harassment

Lecturer, MAC Spring Convention (Apr 2023), Using Technology to Improve Patient Engagement

Lecturer, MAC Spring Convention (Apr 2023), Using Technology to Improve Patient Engagement

Lecturer, MAC Spring Convention (Apr 2023), Ethical Practices and Communicating Effectively (Sex Panel Discussion)

Lecturer, Data Driven Practice Seminar (Apr 2023), Reducing Liability in Your Practice

Lecturer, ACA Council on Diagnosis & Internal Disorders (Apr 2023), Ethical Practices and Communicating Effectively (Sex Panel Discussion)

Lecturer, ACA Council on Diagnosis & Internal Disorders (Apr 2023), Ethical Practices and Communicating Effectively (Sex Panel Discussion)

Lecturer, ACA Council on Diagnosis & Internal Disorders (Apr 2023), How to Address Sexual Harassment

Lecturer, NYCC Lyceum (Mar 2023), 5 Easy Steps to Run a More Efficient Practice

Lecturer, NYCC Lyceum (Mar 2023), Compliant Conversations

Lecturer, KCA Spring Convention (Mar 2023), Compliant Conversations

Lecturer, CCA Annual Convention (Oct 2022), CA Roundtable Discussion

Lecturer, CCA Annual Convention (Oct 2022), Balance at the Front Desk

Lecturer, ACS National Convention (Oct 2022), 7 Steps to a Compliant Financial Policy

Lecturer, ACS National Convention (Oct 2022), CA Workshop: Who Cares What You Charge

Lecturer, ACS National Convention (Oct 2022), Crucial Compliant Conversations

Lecturer, ACS National Convention (Oct 2022), Ethical Practices and Communicating Effectively (Sex Panel Discussion)

Lecturer, ICS National Convention (Oct 2022), Risky Business

Lecturer, MCPA Annual Convention (Jul 2022), 5 Easy Steps to Run a More Efficient and Profitable Practice

Lecturer, WDC Connect (Jul 2022), Beyond Words:

## Barbara Eaton, D.C.- Curriculum Vitae

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<b>Education</b>	1987-1991	Michigan State University	Lansing, MI
		<ul style="list-style-type: none"><li>• Bachelor of Arts, Communications/Pre-Law</li></ul>	
	1992	St Louis Community College-Meramec	St. Louis, MO
		<ul style="list-style-type: none"><li>• Prerequisites for chiropractic college</li></ul>	
	1993-1997	Logan College of Chiropractic	Chesterfield, MO
		<ul style="list-style-type: none"><li>• Doctor of Chiropractic degree</li></ul>	
	2022	Brain-centric Design Instructional Designer	
		<ul style="list-style-type: none"><li>• Neuroscience of learning and communication</li></ul>	

### Employment

	1998-2003	Sturm Family Chiropractic (Sturm is my former name)	Milan, MI
	1999-Present	Dr Barbara Eaton: Simple Solutions For Success	Eagle River, AK
	2017-Present	The 56 Day Chiropractic Boot Camp To DOUBLE Your Business	Eagle River, AK
	2023-Present	Brain, Not Bone Alone Marketing Co Op	Eagle River, AK

### Organizations

- International Chiropractic Association
- ICA-Only Female Coach in Practice Success Academy
- CER Women in Business Board Member (2016-2017)
- ChiroSushi Samurai MenTOR
- Creator of the Women's Chiropractic Leadership
- Christian Chiropractors' Association

### Sponsorship

- California Chiropractic Association
- ChiroSushi
- ChiroHustle
- Sherman College of Chiropractic Regent Program

22486 Columbia Glacier Loop  
Eagle River, Alaska 99577  
907.444.9043  
[DrB@BarbaraEaton.com](mailto:DrB@BarbaraEaton.com)

## **Barbara Eaton, D.C.- Curriculum Vitae**

- Life University
- Life West Chiropractic College
- LCW
- eWC

### **Awards**

- 2019 Sherman College of Chiropractic, Chiropractor of the Year
- 2018 ChiroSushi-Best Chiropractic Program

### **Speaking Events**

- ChiroFest
- Sherman Lyceum
- Life West "The Wave"
- LACA
- CalChiro Annual Convention
- The Berkshires
- Chiropractic Rocks
- Palmer College of Chiropractic Homecoming
- Arizona Chiropractic Association
- Michigan Chiropractic Association





**SHERMAN COLLEGE**  
**of CHIROPRACTIC**

**CONTINUING EDUCATION**

Sherman College of Chiropractic  
Continuing Education Postgraduate Department  
PO Box 1452  
Spartanburg, SC 29304  
(800) 849-8771, extension 229

**Attendance Verification**

*Issued Date: Put the current date here*

Course Title: **2024 Women's Leadership Retreat**

Course Code:

Dates of the Seminar: **April 11-13, 2024**

Location: **Gulf shores, AL**

This is to certify that:

License No:

attended the above seminar and has received ? hours of Continuing Education.

The Continuing Education Department does not forward hours to the State Board(s) unless requested by the State Board. PACE Approved courses will be reported directly to PACE. Please make a copy for your records and mail original to the appropriate State Board(s) when applicable.

Thank you,

*Rozelle Foster*

Rozelle Foster

Director of Continuing Education





**CONTINUING EDUCATION PROGRAM EVALUATION**  
**2024 Women’s Leadership Retreat**  
**Gulf shores, AL | April 11-13, 2024**

**Your opinion is valued!** Thank you for helping us to improve the quality of our events. Please take a moment to comment on the continuing education program you recently attended and return to the monitor, mail to Sherman College CE Dept. or fax to 864-599-7145. All responses are confidential.

**PLEASE CIRCLE YOUR RESPONSE.**

Rating Scale:            4 - Excellent      3 - Good            2 - Satisfactory      1 – Poor

**SEMINAR CONTENT**

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Organization of materials	4	3	2	1	N/A
Usefulness of ideas, skills and techniques	4	3	2	1	N/A
Newness of the seminar information	4	3	2	1	N/A
The amount of hands-on demonstration was appropriate	4	3	2	1	N/A
Overall content rating	4	3	2	1	N/A

**PRESENTER RATING**

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The speaker held my interest	4	3	2	1	N/A
The speaker demonstrated superior knowledge of topic	4	3	2	1	N/A
The speaker interacted with participants and gave effective responses to questions	4	3	2	1	N/A
The speaker was well-prepared, organized and adhered to time allotted	4	3	2	1	N/A
The speaker’s audio-visual media enhanced my learning experience	4	3	2	1	N/A
Overall presenter rating	4	3	2	1	N/A

**RESOURCE ASSESSMENT**

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Please rate the audiovisuals	4	3	2	1	N/A
Please rate the facility	4	3	2	1	N/A
Please rate the ease of registration	4	3	2	1	N/A
Did the program fulfill advertised promises?	Yes	No	Somewhat		
Are you a graduate of Sherman College?	Yes	No	Student		

What attracted you to this seminar?                      Content / Speaker / CE / Other\_\_\_\_\_

How did you hear about this seminar?                      Brochure / Website / Colleague / Advertisement  
Facebook / Email / Sherman Website / Sherman Shares

**ADDITIONAL COMMENTS**

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