



CHIROPRACTIC NEWS & VIEWS

Presented by:
Hawaii State Chiropractic Association, Inc.

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HSCA OCTOBER 2018 GENERAL MEMBERSHIP MEETING



HI State Chiropractic Association
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*(FOR NEIGHBOR ISLAND DC'S,
THE MEETING IS TELECONFERENCED
TO YOUR HSCA ISLAND DIRECTOR.
PLEASE CONTACT THEM FOR YOUR
ISLAND MEETING LOCATION))*

**PLEASE JOIN US FRIDAY EVENING, 7:30PM, OCTOBER 12TH
ON OAHU. MEETING OPEN TO ALL, MEMBERS & NON.
PLEASE WATCH YOUR EMAIL FOR LOCATION IN HONOLULU.**

PRESIDENT’S MESSAGE

Joseph G Morelli Jr DC FICC, HSCA President & ACA Hawaii Delegate

Aloha All:

The HSCA was on the road again this month, doing our face-to-face Island Visitations.

Dr. Gary Saito and I recently ventured to the Valley Isle and met with the Maui docs at the office of Dr. James Pleiss.

It was a very good meeting, with a powerful presentation put on by Dr. Saito.

Unfortunately, attendance was small compared to our previous meetings in Kauai & on the Big Island. The timing might have contributed to this since it was soon after the Hurricanes/Tropical Storms.

As you may know, Maui had a good deal of flooding and some power outages.

It was great seeing old acquaintances and meeting new colleagues.

Please watch your eMail for future announcements for **HSCA SPECIAL MEETINGS** on Oahu. This is not the regular General Membership Meeting slated for Oct. 12th.

Notifications for the Oahu meetings will be labeled “**HSCA SPECIAL MEETING**”.

Considering Oahu has the largest number of DCs in Hawaii, Dr. Saito & I are considering doing multiple dates and venues. We are considering East Oahu & West Oahu locations.

Please note, these meetings are open to all Hawaii DCs, whether you are an HSCA member or not.

There are some very important issues confronting our practice here in Hawaii and nationally.

We’ve felt that we must present this as our due diligence regarding our profession. You need to know what may be coming down the pike, and what choices you may need to take to protect your practice and income.

We welcome all, as the presentation will also be an open forum for discussion and ideas. Please watch for the “**HSCA SPECIAL MEETING**” notice in your eMail. If for some reason you don’t think we have your current eMail address, please do not hesitate to send me a quick email at:

drcrunch@hawaiiantel.net or call the HSCA line: **(808) 926-8883**.

You can also logon to the HSCA website and update your personal and practice information at:

www.HawaiiStateChiropracticAssociation.Org

Aloha,

Dr. JOE Morelli

COMMON MEDICARE QUESTIONS AND SOME EXPERT ADVICE

The following information in the form of question and answer is from the well-known Medicare expert, Susan McClelland of McClelland Consulting, Christiansburg, VA.

1. I had a 66 year old man who told me he has not signed up for Medicare, doesn't have health insurance and wanted to pay me cash, I told him no because I wanted to error on the side of being conservative. Could have it treated him and charged him without billing Medicare since he had no Medicare coverage?

Absolutely. Age is irrelevant (there are people 65+ that don't have Medicare and people under 65 that do). If he

doesn't have Medicare Part B, or any other health insurance, he is cash. To be on the safe side, you should have him sign something saying he does not have any health insurance, including Medicare.

2. If the answer is yes, could I have charged him my normal fees or since he is "Medicare age" even though he isn't with Medicare I still cannot charge him more than Medicare allows?

Yes. Again, if he does not have Medicare Part B, then Medicare rules do not apply. You would charge him your normal fee.

3. What if a person has Medicare but firmly tells staff they do not want Medicare billed, is there a release form to that effect we can use or generate, or regardless what the patient wants we still must bill Medicare?

That is their right. If they don't want Medicare billed, then you can't bill Medicare. GET IT IN WRITING. No, there is no specific form (do NOT use the ABN)... just have them sign a simple statement telling you they do not want you to bill Medicare. Also, keep in mind that, should they change their mind, you would be required to go back and bill.

So, always ask for your patient’s insurance cards, especially if they have Medicare and/or a Medicare Supplement or Advantage plans, even if you are a cash practice. Knowledge about your patient can keep you from thousands of dollars of fines.

Remember, you can’t pick and choose the way you treat or charge if they have Medicare Part B coverage. Chiropractors can NOT opt out of Medicare. The only simple solution to not dealing with the Medicare rules is **DO NOT TREAT MEDICARE B PATIENTS!** Otherwise, you must follow the Medicare rules as either a Par Provider, or Non-Par Provider.

The Smorgas-Board

From time to time, your HSCA Board members will be asked to answer a questions or comment on a particular topic. The question for this newsletter is:

What advice would you give to a new doctor starting out?

Build a network of trustworthy, knowledgeable chiropractors around you who can help you navigate more skillfully the ups and downs of building your own practice. Stay the course, and you are bound to be successful!

Dr. Cara Poppas, Secretary, HSCA

Be honest and treat people like you would like to be treated. The goal is to find it, fix it and leave it alone. Chiropractic works! People will like that you do not have them come back on and on and that you care enough to help them with their problem with just enough treatment so they can go on living their independent not dependent lives.

Dr. James A. Pleiss, HSCA Maui, Molo., Lanai Isl. Dir.

To my fellow new Chiropractors. The doctor I bought the practice from was a really good friend of mine. Before I started on my own I asked him that same question. What advice can you give me as I'm starting as a new D.C.? He told me: "You can't be everything to everyone, so find a few techniques that you really like, and become a master at it. When you do that, your niche can make you a very good living. I heeded his advice, and one of the techniques he recommended, didn't jive with me, but the other one I use to this day, along with a few others I found I really like and it really helps my patients. I have found a niche that has allowed me to be in practice for the last 24 years. Don't listen to those who want to rain on your parade. Set your GOALS and have a VISION for your office (This is actually the most important first step). If you do, you will be successful. Stay Strong and success is right around the corner.

Dr. Armando Garza, HSCA Oahu Island Director

Become a member of HSCA. Participate in HSCA general membership meetings. Get involved. "Ask what you can do for your association not what the association can do for you". Visit, call and stay in touch with DCs on your island.

Dr. Alice Ogawa, HSCA Kauai Island Director

Visit some of the Chiropractors in and around the part of the state that you plan to practice. If they are amenable, take a little time with them (out of the clinic setting) to discuss their experiences in developing their practices.

I think the best part of this is to see what mistakes they think you should avoid, and what have been their biggest challenges.

I have had several mentors in the beginning of my practice life, that have saved me from making huge mistakes and/or cleared up my thinking based on their own practice and business experience.

On the financial side of things, work at developing a good relationship with a bank or credit union or other financial institution. Often times they have programs for new businesses including a good rate for processing credit card transactions and other necessary financial services.

Also, find and develop a good working relationship with a CPA/bookkeeper. From day one, you need to learn all of the requirements for business taxes, fees and filings. This can save you major headaches with the State and Federal tax departments.

Dr. Joseph G. Morelli, Jr., HSCA President

My advice to a new doctor starting out in practice is to WORK HARD. There are very few things in life that can not be overcome with hard work. Being a doctor, running a business, and managing employees is a daunting task. If you bring the same energy and work ethic with you that you had taking finals in school you will succeed.

Dr. Dean Shivvers, Oahu Island Director

Provide Patient Centered Care! That means focusing on each person as an individual. Find out about their needs and wants, then use your skills to provide the best care for their specific issues.

You have the skills and training you need. Now you need to demonstrate your devotion and willingness to exert yourself in helping that patient. Once people learn that your primary concern is to help them, they'll flock to you.

If you aim to make as much money as you can, you probably won't. If you try to prove your technique is the best, patients won't respond. If you disrespect other doctors (any type), patients won't respect you. You need to put their needs first, then they'll appreciate your worth. Some of them will tell everyone. The secret to practice success is not selling a package of care, not using a special machine or device, not marketing supplements or supplies. It's taking care of patients. Just remember this: "Patients don't care how much you know. They want to know how much you care".

Dr. Robert Klein, HSCA East Hawaii Island Director

" Find a couple of chiropractors in town that practice the way you want to practice, take a look at their websites (or lack thereof), to get a glance at their offices and styles. Then ask to take them to lunch, make it good, and pick their brains a bit. It might have to be done over a few meals to get some real pearls of wisdom."

Dr. Jesse Broderon, HSCA Vice President

Introduce yourself to the doctors in the area where you intend to practice. They will get to know you and they will be resources for you when you need information or advice. Be respectful to your colleagues, be professional with your patients, and confine yourself to the laws and rules governing the practice of chiropractic in this state. Join the Hawaii State Chiropractic Association and the national association of your choice. Find ways to give back to the profession.

Dr. Gary Saito, HSCA Immediate Past President

Keep your overhead low, it will help as patient numbers fluctuate.

Dr. Deborah Iwasaki-Glenn, HSCA Treasurer

====>>>>COX TABLE FOR SALE<<<<====

COX Official Flexion/Distracton Table

Fully automatic or manual COX table (manufactured by Dr. Cox)

Features: Lumbar & Cervical Distraction, with electric elevation feature. Also, programable thoracolumbar automatic distraction with drops (similar to Leander).

Condition: This table is like brand new! All new foam & coverings. (Table only used a short time; in storage for 10 years) Original table cost \$16,900 new + a \$2,000 shipping and Delivery fee totaling over \$19,000 with tax!

Price: \$10,000

Contact: Dr. JOE Morelli

Call (808) 671-2685

eMail: drcrunch@hawaiiantel.net

====>>>>OFFICE SPACE TO RENT or BUY<<<<====

Buy/Rent: 1,118sq. former Chiropractic Clinic

Place: Interstate Bldg., 1314 S. King St. Hono.

Space includes X-Ray. Adjacent office space may be available. (Building: Commercial Condo)

CALL: (808) 285-0051

>>>>CHIROPPLAN ANNAUL MEETING<<<<<

PRESENTER: Mitch Green, D.C.
TOPIC: Integrating Rehabilitation & The Functional Paradigm Into The Chiropractic Practice
DATE: November 10, 2018 (Saturday)
PLACE: Daniel K. Inouye International Airport Interisland Conference Rooms
TIME: 8:00am reg, 9am to 6pm program
CALL: (808) 621-4774
REG: Fax form in newsletter: (808) 621-0006

>>>>SEMINAR<<<<<
“BACK IN BALANCE”

Dealing With America’s Health Epidemic From A Neurological Point of View.
SPONSOR: Erchonia Corp. & Northwestern Health Sciences U
SPEAKER: Trever Berry, DC, DACBN
DATE: Oct. 21st & 22nd 2018 (12 CE’s Applied For)
TIMES: Sat: 8am to 5:30pm & Sun. 8am to 12:30pm
CONTACT: (888) 242-0571
PLACE: Hilton Waikiki Beach Resort
FEE: \$125 + \$75 CE’s
\$99 HSCA Members Use Code HAWAII-2018

>>>>12 HOUR SEMINAR (1 day)<<<<<
CEU's for HAWAII (Index#: HI-18-111)

Digital Radiology, Scoliosis Technique & Ethics
By: Victor Tong, DC, DACBR
Rick Morris, DC, CCSP, ABAAHP
Date: Thursday, October 25, 2018 Fee: \$200
Time: Start at 8:00 am thru to 8:00 pm
Place: Royal Lahaina Resort, Maui
Register: Call: (626) 383-5754 Fax: (626) 913-3013
See Reg. Form insert in this newsletter
eMail: amy@tongsceseinar.com
Web: www.Tongsceseinar.Com

>>>>OFFICE SPACE TO SHARE<<<<<

Chiropractor or Similar Specialty
Busy Mixed Use Healthcare office in Kaimuki (Waialae-Kahala). Fully Furnished. Beautiful Building @ 3660 Waialae.
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Cell: 808-382-0911
eMail: Doctorspa@gmail.com