



2018 FALL SYMPOSIUM

October 20–21, 2018

WEST DES MOINES SHERATON HOTEL

1800 50th Street | West Des Moines, IA 50266 | (515) 223-1800

SCHEDULE OF EDUCATION & EVENTS

EARN UP TO 12 CE HOURS

FRIDAY, OCTOBER 19, 2018 (PRE-CONFERENCE)

5:00–7:00 p.m.	Early Registration
5:00–8:00 p.m.	Exhibit Set-Up
6:00–6:45 p.m.	ICS/Advantage Joint Board of Directors Dinner
6:45–8:00 p.m.	ICS Board of Directors Meeting

SATURDAY, OCTOBER 20, 2018

7:00 a.m.	Registration Opens
7:00 a.m.–3:50 p.m.	Exhibits Open
7:00–8:00 a.m.	Breakfast
8:00–11:50 a.m.	Morning Education Sessions
11:50 a.m.–1:20 p.m.	Lunch & Advantage Membership Meeting & ICS Legislative Update
1:20–5:10 p.m.	Afternoon Education Sessions
5:10 p.m.	Networking on Your Own in Sheraton Lounge (Optional)

SUNDAY, OCTOBER 21, 2018

7:30 a.m.	Registration Opens
7:30–8:30 a.m.	Continental Breakfast
7:30–8:30 a.m.	Leadership Breakfast
8:00–11:00 a.m.	Exhibits (Tear-down at 11:00 a.m.)
8:30 a.m.–12:20 p.m.	Education Sessions

TOPICS, SPEAKERS & CE HOURS

SATURDAY, OCTOBER 20TH: CONCURRENT PROGRAMMING

TRACK 1	8:00 a.m.–5:10 p.m.: Upper Extremity Conditions, Injuries and Syndromes	8 Hrs.
TRACK 2	8:00 a.m.–3:10 p.m.: Advanced Sacrum (6 hrs.) 3:40–5:10 p.m.: Essential Oils in a Clinical Setting (2 hrs.)	8 Hrs.
TRACK 3 (Great for DCs, CAs & Staff)	8:00–11:50 a.m.: Spend Less Time on HIPAA (4 hrs.) 1:00–3:10 p.m.: Medicare Part B Essential Compliance Requirements for Chiropractic Providers (2 hrs.) 3:30–5:10 p.m.: Iowa Board of Chiropractors Panel Discussion (2 hrs.)	8 Hrs.



8:00 a.m.–5:10 p.m.

(Morning Break: 9:30–10:00 a.m. & Afternoon Break: 3:20–3:50 p.m.)

TRACK 1: UPPER EXTREMITY CONDITIONS, INJURIES AND SYNDROMES (8 HRS.)

Mitchell R. Mally, D.C.

Tri-Med Health & Wellness Center, PC | Davenport, IA

Sponsored By: Foot Levelers

Attendees will be exposed to a comprehensive overview of anatomy, biomechanics and case management including technique demonstrations, physiotherapy, etc. relative to upper extremity conditions, injuries and syndromes.



8:00 a.m.–3:10 p.m.

(Breaks: Morning Break: 10:00–10:30 a.m. & Afternoon Break 3:10–3:40 p.m.)

TRACK 2: ADVANCED SACRUM (6 HRS.)

Michael LaBounty, D.C.

LaBounty Family Chiropractic | Ankeny, IA

I have learned and have been teaching a new sacral system since 2011. In 2016, I began teaching the new system in California, Minnesota, Wisconsin, and Iowa - seeing changes on literally hundreds of patients. It has been helping more patients than I could have thought with major parasympathetic improvements. Come find out what this is all about and how you can begin today! Doctors all over are saying they wished they knew this earlier. You will learn how to adjust the sacrum like never before with precision from S1-S5; making even global changes, including improving the cervical lordosis and forward head posture!

SATURDAY, OCTOBER 20TH: CONCURRENT PROGRAMMING *Cont.*



8:00 a.m.–11:50 a.m.

(Morning Break: 9:45–10:15 a.m.)

TRACK 3: SPEND LESS TIME ON HIPAA (4 HRS.)

Jeff Brown, D.C.

HIPAAmate, LLC | Columbus, OH

This scare-free session on HIPAA compliance will provide you with a sensible implementation strategy. Topics of discussion include the HIPAA hazards, components of a compliant policies and procedures manual, annual staff training, conducting a risk analysis, critical questions to ask your HIPAA vendor, and much more.

11:50 a.m.–1:20 p.m.

LUNCH, ADVANTAGE MEMBERSHIP MEETING AND ICS LEGISLATIVE UPDATE

3:40–5:10 p.m.

(No Break Scheduled)

TRACK 2: ESSENTIAL OILS IN A CLINICAL SETTING (2 HRS.)

Michael LaBounty, D.C.

LaBounty Family Chiropractic | Ankeny, IA

Joseph O'Tool, D.C.

Lifestyle Clinic | Grimes, IA

Sponsored By: Clinical Oils

Dr. LaBounty and Dr. O'Tool will discuss how implementing essential oils has:

- Enhanced their practice
- Complemented chiropractic adjustments
- Established life-long patients
- Educated their patients on use in their homes and in their lives

They will share testimonies, benefits of use and also have some essential oils on-hand for you to examine.





1:20–3:00 p.m.

(Afternoon Break: 3:00–3:30 p.m.)

TRACK 3: MEDICARE PART B: ESSENTIAL COMPLIANCE REQUIREMENTS FOR CHIROPRACTIC PROVIDERS (2 HRS.)

Dr. Shayan Sheybani, D.C., MBA, FACO, CHC

ICS Medicare and Medicaid Advisor, ICS | Davenport, IA

Dr. Sheybani will review the documentation requirements for Part B Medicare, as well as the proper use and execution of Advance Beneficiary Notice. In addition, Dr. Sheybani will review CMS 6037-F Final Rule Medicare Reporting and Returning of Self-Identified Overpayments – also known as the 60-day overpayment rule – and will discuss how it applies to your practice.

3:30–5:10 p.m.

(No Break Scheduled)

TRACK 3: IOWA BOARD OF CHIROPRACTIC PANEL DISCUSSION (2 HRS.)

Panelists: Iowa Chiropractic Board Members: Rex Jones, D.C., Aaron Martin, D.C., Randall Stange, D.C.; and Craig Sieverding, J.D., Davis Brown Law Firm

Members of this panel will help you as a practitioner know and understand the current and new rules pertaining to your license. This includes, but not limited to:

- Concussion treatment
- Proposed changes to 2018–2020 biennium continuing education guidelines and requirements
- Laws involving use, possession and sale of CBD products

SUNDAY, OCTOBER 21ST: CONCURRENT PROGRAMMING

TRACK 1	8:30 a.m.–12:20 p.m.: Entrapment Neuropathies of the Upper Extremities	4 Hrs.
TRACK 2	8:30 a.m.–12:20 p.m.: Gait Analysis	4 Hrs.
TRACK 3 (Great for DCs, CAs & Staff)	8:30–10:10 a.m.: The Law Says What? Managing Human Resources When You Are Managing a Practice and No Really-You Can't Say That: Basic Rules for Social Media (2 hrs.) 10:40 a.m.–12:20 p.m.: Social Media Marketing to Increase Your Patient Population (2 hrs.)	4 Hrs.



8:30 a.m.–12:20 p.m.

(Morning Break: 10:20–10:50 a.m.)

TRACK 1: ENTRAPMENT NEUROPATHIES OF THE UPPER EXTREMITIES (4 HRS.)

Mitchell R. Mally, D.C.

Tri-Med Health & Wellness Center, PC | Davenport, IA

Sponsored By: Foot Levelers

Learn the secrets of entrapment neuropathies of the upper extremities with differential diagnosis, treatment recommendations, demonstrations and case management plus physiotherapy.



8:30 a.m.–12:20 p.m.

(Morning Break: 10:20–10:50 a.m.)

TRACK 2: GAIT ANALYSIS (4 HRS.)

Michael LaBounty, D.C.

LaBounty Family Chiropractic | Ankeny, IA

Learn how watching gait analysis on your patients can be your best new tool to uncover which joints need adjusted, including examples of the specific adjustments. In just 15 seconds of gait analyses you can find out the major problem, even before you take X-rays or examine the patients. A tool to use anywhere: from the beach, to the grocery store, to your office. You will find that helping a patient get well has never been easier!



8:30–10:10 a.m.

(Morning Break: 10:10–10:40 a.m.)

TRACK 3: THE LAW SAYS WHAT? MANAGING HR WHEN YOU ARE MANAGING A PRACTICE

&

**NO REALLY, YOU CAN'T SAY THAT:
BASIC RULES FOR SOCIAL MEDIA (2 HRS.)**

Jo Ellen Whitney, J.D.

Davis Brown Law Firm | Des Moines, IA

This is an interactive session that focuses on some of the most common and, unfortunately, most complex areas of employee management. This will include various leave issues, workers compensation (is it work comp if someone gets bedbugs?) and ADA compliance. Issues of sexual harassment and conduct in the “Me Too” era will also be addressed. Social media is everywhere – but like the flu – can strike with very different results. This session will look at basic social media issues for both marketing and general use. This includes an assessment of patient interaction issues, as well as concerns under HIPAA/HITECH and other applicable privacy laws.



10:40 a.m.–12:20 p.m.

(No Break Scheduled)

TRACK 3: SOCIAL MEDIA MARKETING TO INCREASE YOUR PATIENT POPULATION (2 HRS.)

Mark Sanna, D.C.

Breakthrough Coaching, LLC | Key Biscayne, FL

Sponsored By: Foundation for Chiropractic Progress (F4CP)

Social media has spread like wildfire over the past several years becoming a daily online activity for a large portion of our national and world population. For example, Facebook is the #1 visited website on the Internet and Twitter is gaining more popularity with each day that passes. So, this brings us to the question, “Does my practice need to have a presence in the social media world?” The answer is absolutely, 100% yes, and in this presentation, we’re going to focus on integrating Facebook, Twitter and blogging into your practice’s online marketing strategy. You’ll learn the do’s and don’ts to ensure that your practice remains HIPAA compliant while engaging with social media. Using real-world examples from healthcare practices, you’ll receive a roadmap for creating a social media presence that separates you from the competition, and helps you to further inspire your patients, build your practice, and advance the chiropractic profession.

GENERAL INFORMATION

HOTEL ACCOMODATIONS

Sheraton West Des Moines Hotel

1800 50th Street
West Des Moines, IA 50266
(515) 223-1800

Reserve your room at the Sheraton West Des Moines Hotel before Friday, September 28, 2018, by calling (515) 223-1800 or booking online at <https://www.starwoodmeeting.com/Book/IACHIRO> (mention you are with ICS Fall Symposium) for the special room rate of \$124.00/plus tax*.

****ICS contracted this special room rate to help lower costs for ICS Fall Symposium participants. ICS will be penalized if we do not meet our contracted room percentage so please be sure to ask for our block. It is important to know and make your plans ahead of time, reserve your rooms within ICS' block of rooms within the cutoff date listed above (cancellations even after the cutoff date also reflect on ICS' contracted room numbers).***

PARKING

The parking surrounding the Sheraton West Des Moines Hotel is complementary to our Fall Symposium participants.

CANCELLATION POLICY

A refund, minus a \$50.00 processing fee, will be provided if written cancellation is received by close of business October 15, 2018. NO refunds will be issued after that date. ICS reserves the right to cancel the program due to insufficient enrollment, acts of God, and/or other circumstances beyond our control.

PROGRAM DISCLAIMER

The information shared during this program is provided for informational and/or educational purposes only. The opinion expressed do not necessarily reflect those of the Iowa Chiropractic Society (ICS). In addition, ICS is not responsible for any errors or omissions, in the resources of information provided. Reference to any specific commercial product, process, or service by trade name, trademark, manufacturer, or otherwise does not constitute or imply its endorsement or recommendation by ICS.

PRESENTATION HANDOUTS

Presentation handouts will be made available prior to the event through email and the mobile app. If you would like to have printed handouts available at the event, there is a fee of \$75 at checkout of the online registration process.

REGISTRATION

REGISTER ONLINE. THERE WILL NOT BE A HARD-COPY REGISTRATION FORM AVAILABLE.

2018 FALL SYMPOSIUM

October 20–21, 2018

Sheraton West Des Moines Hotel | 1800 50th Street | West Des Moines, IA 50266 | (515) 223-1800

REGISTER TODAY: www.iowadcs.org

Registration Fees	FULL (Sat/Sun) Early-Bird	FULL (Sat/Sun) After 9/5/18*	SAT. ONLY Early-Bird	SAT. ONLY After 9/5/18*	SUN. ONLY Early-Bird	SUN. ONLY After 9/5/18*
Platinum Member	Registration Included in Platinum Membership: Registration in advance is required					
Regular Member	\$295	\$325	\$215	\$245	\$135	\$165
1-3 Yrs./Life/Associate/ Part-Time Member	\$185	\$215	\$140	\$170	\$90	\$130
Office Staff	\$185	\$215	\$140	\$170	\$90	\$130
Student Member**	\$85	\$115	\$55	\$85	\$45	\$85
Potential Member***	\$425	\$455	\$280	\$310	\$160	\$200
Additional Lunch Ticket (Saturday)	\$35	\$35	\$35	\$35		
Printed Handouts	\$75	\$75	\$75	\$75	\$75	\$75

Pricing above includes breakfast, breaks and lunch on Saturday and continental breakfast and a break on Sunday. Registration includes access to any educational materials online (*Please note if your meal restriction is an additional charge, you will be responsible for the additional cost. ICS will contact you regarding any additional costs.*)

*At-Door-Registrations will be an additional \$25 for all pricing above.

**ICS Student Members have the opportunity to attend at no charge when participating as a student-volunteer. Limited spots are available at a first-come, first-serve basis. For more information contact info@iowadcs.org.

***Find out how you can become a member of ICS by contacting ICS Member Services at staff@iowadcs.org or (515) 334-1074.

REGISTRATION

QUESTIONS CONTACT:

Kelly Kipping, ICS Member Services,
staff@iowadcs.org, (515) 334-1074

Kailah Schmitz, ICS Associate Director,
info@iowadcs.org, (515) 334-1031

Kristen Dearden, ICS Meeting Planner,
meetings@iowadcs.org, (515) 334-1482

Molly Lopez, CAE, ICS Executive Director,
director@iowadcs.org, (515) 334-1043