



**ANJC Spring Convention**  
**Sheraton Hotel ▲ Parsippany**  
**April 21<sup>st</sup> & 22<sup>nd</sup>, 2012**  
**10 CEUs**

**Early Sign-Up - \$25 Reserves Cheapest Rate of \$135!**

**Just call HQ @ 908.722.5678 or Fax Completed form to HQ @ 908.722.5677**

## Convention Agenda

- ▶ Explaining Chiropractic So People Get It – Bill Esteb (2 CEUs)
- ▶ Subluxation Neurology; The Science Basics: An Amalgamation of the Old and New – Dr. Dan Murphy (2CEUs)
- ▶ Chiropractic Informed Consent: Is it Required in NJ and What Does it Entail? – Jeffrey Randolph, Esq. (1 CEU)
- ▶ Medicare 2012 Hot Topics: Proposed Chiropractic Draft Policy; News Alerts; Enrollment Revalidation; EHR Dr. Richard Healy (1 CEU)
- ▶ Chiropractic Applied in a Medical Oncology Care Setting – Dr. Jeffrey Sklar (1 CEU)
- ▶ Introduction to ICD-10 – What You Need to Know Now! – Dave Klein, CPC, CHC (1 CEU)
- ▶ Foundational Principles for Business Growth & Leverage (Chiro Business Finishing School) – Rick Sapio
- ▶ The *Noisy Joint* and Adjusting the Typical Foot and Wrist – Dr. Mark Charrette (3 CEUs)
- ▶ Educate Your Patients to a Lifetime of Care – Dr. Michelle Turk (1 CEU)
- ▶ Communication Excellence – How Can You Say It So Your Patients Hear It? – Dr. Michelle Turk (1 CEU)

Sat. April 21 <sup>st</sup>		Grand Ballroom – Center & North	
8:30-10:10a	Explaining Chiropractic So People Get It (2 CEUs) / Bill Esteb		
10:10-10:50a	Break		
10:55a-12:35p	Foundational Principles for Business Growth & Leverage / Rick Sapio		
12:40-1:1:45p	Lunch		
1:50-2:10p	ANJC Updates		
2:10-3:50p	Subluxation Neurology Science Basics: Amalgamation of Old & New (2 CEUs) / Dr. Dan Murphy		
3:50-4:35p	Break		
4:35-5:25	Introduction to ICD-10: What You Need to Know Now! (1 CEU) / David Klein, CPC, CHC		
5:25-6:15p	Medicare's 2012 Updates & Hot Topics (1 CEU) / Dr. Rich Healy		
Sun. April 22 <sup>nd</sup>		Grand Ballroom – Center & North	Parsippany Ballroom – Salon 3 & 4
8:30-10:10a	The <i>Noisy Joint</i> and Adjusting the Typical Foot and Wrist - Part I & II (2 CEUs) Dr. Mark Charrette	<ul style="list-style-type: none"> <li>▶ Educate Your Patients to a Lifetime of Care (1 CEU)</li> <li>▶ Communication Excellence – How Can You Say It So Your Patients Hear It? (1 CEU) Dr. Michelle Turk</li> </ul>	
10:10-10:50a	Break		
10:50-11:40	The <i>Noisy Joint</i> and Adjusting the Typical Foot and Wrist - Part III (1 CEU) Dr. Mark Charrette	Chiropractic Applied in a Medical Oncology Care Setting (1 CEU) Dr. Jeffrey Sklar	
11:45-12:35p	Chiropractic Informed Consent: Is it Required in NJ and What Does it Entail? (1 CEU) Jeff Randolph, Esq.		

- ▶ **Explaining Chiropractic So People Get It - Bill Esteb (2 CEUs)**  
 There's a big difference between delivering chiropractic care and communicating it clearly and persuasively. In this two-hour session learn the analogies, metaphors, word pictures and props that effective chiropractors use to inspire patients to make healthier choices. Introductory concepts: why patient education is a chiropractor's obligation if patients are to be empowered to make appropriate decisions about their health, a review of the distinction between patient education and patient teaching and a review of the most effective communication strategies. A comprehensive review of helpful analogies, metaphors, parables word pictures and props that can be used to convey the important chiropractic concepts and principles. Use these communication tools at the consultation, examination, report of findings and daily visit adjusting room conversations.
- ▶ **Foundational Principles for Business Growth & Leverage - Rick Sapio (Professional Advancement/No CEUs)**  
 The initial part of this presentation focuses on leveraging your purpose into a *Catalyzing Statement*<sup>TM</sup>, that simplifies the running of your practice. You will then learn how to convert your *Catalyzing Statement* into tangible business objective that will focus you and your staff on important, time-bounded activities, with will increase yield and profit. We then finish off with the *The New Profit Paradigm*<sup>TM</sup> and *Values-Based Decision Making*<sup>TM</sup>, which together help to add *Simplicity, Probability, and Leverage* to your life and practice.

- ▶ **Subluxation Neurology Science Basics: An Amalgamation of the Old and the New - Dr. Dan Murphy (2 CEUs)**  
This is an interactive class where attendees will be taken through a drawing exercise of connecting the anatomical relationships between mechanoreceptors, spinal cord reflexes, and supra-segmental relays. Discussions will include 1) the mechanical influences on somatic and visceral function, including immune system influences; 2) both the sympathetic and parasympathetic divisions of the autonomic nervous system, and 3) denervation super-sensitivity nerve interference, and how the positive loop of irritation can be managed with low level laser therapy. Each discussion is supported and reviewed with scientific literature.
- ▶ **Introduction to ICD-10: What You Need to Know Now! - David Klein, CPC, CHC (1 CEU)**  
ICD-10 is coming and your office needs to prepare now. This presentation provides an overview of the steps needed for practices to implement ICD-10 into their practice, and covers different areas of impact, including where to begin; 2) samples codes; 3) impact on information technology and other key areas; 4) identifying documentation and billing challenges; 6) budgeting for ICD-10 and 7) planning, training and resources.
- ▶ **Medicare's 2012 Hot Topics - Dr. Rich Healy (1CEU)**  
This in-depth presentation covers a complete review: of 1) proposed chiropractic draft policy; 2) more recent Medicare news alerts; 3) enrollment revalidation; and 4) electronic health record issues. EHR
- ▶ **The Noisy Joint and Adjusting the Typical Foot and Wrist - Dr. Mark Charrette (3 CEUs)**  
This 3-hour presentation covers basic biomechanics, neurology, examination procedures, indicators, and adjusting protocols for the most common subluxation patterns of the feet and wrists found in the typical practice. The concept of "The Noisy Joint" will also be covered. The presentation will also include a *hands-on* workshop designed for the doctor to quickly acquire adjusting skills for the most commonly encountered foot and wrist subluxation patterns. Also covered in this course are simple stabilization and rehabilitative procedures for the extremities.
- ▶ **Communication Excellence – How Can You Say It So Your Patients Hear It? - Dr. Michelle Turk (1 CEU)**  
Outstanding communication skills are essential for a successful doctor -patient relationship. In this program we will discuss a variety of strategies for effectively communicating with your patients.
- ▶ **Educate Your Patients to a Lifetime of Care - Dr. Michelle Turk (1 CEU)**  
Why do some patients "get it" and embrace chiropractic as a part of their regular healthcare, and some don't? In this program we will explore a variety of ways that doctors can integrate a patient education program into their practice that is aimed at increasing patient understanding and value of chiropractic.
- ▶ **Chiropractic applied in a Medical Oncology Care Setting - Dr. Jeffrey Sklar (1 CEU)**  
This presentation reviews the very real experiences as to how chiropractic is integrated into this very unique medical setting along with 1) indications and contraindications and for chiropractic care with cancer patients; 2) quality of life issues; 3) side effects of chemo and radiation; 4) discussion of herbal supplements that may be indicated or contraindicated with radiation and or chemo therapy; and 5) how patient centered care is put into action.
- ▶ **Chiropractic Informed Consent: Is it Required in NJ and What Does it Entail? - Jeff Randolph, Esq. (1 CEU)**  
Informed consent is a controversial topic as it relates to chiropractic treatment. Many states mandate written informed consent by statute or regulation while others have case law which requires informed consent; some states jurisprudence is completely silent on the topic. Attendees will learn what informed consent actually is, the areas of informed consent that must be addressed, whether written informed consent is required, the status of informed consent with regard to chiropractic physicians in New Jersey, the consequences of failure to obtain and document appropriate informed consent, and a review of standard informed consent forms promoted by chiropractic malpractice carriers.

**Upon receipt ANJC will charge your credit card \$25 and balance bill 45 days before convention.**

**For more info call ANJC HQ at 908.722.5678, or fax 908.722.5677, or email [info@anjc.info](mailto:info@anjc.info).**

Name		Must be a member to attend ( <b>Note:</b> You can join ANJC for \$43/mo. Call ANJC HQ at 908.722.5678 for more information.)		
CA/Staff Name #1		CA/Staff Name #2:		
Address				
City		State		Zip
Email		Phone		Fax
<b>Doctor (ANJC Members can attend):</b>		<b>CA/Staff per person</b>		
<input type="checkbox"/> \$135 – Through February 17 <sup>th</sup> <input type="checkbox"/> \$175 – Beginning February 18 <sup>th</sup> <input type="checkbox"/> \$235 – Beginning March 15 <sup>th</sup>		<b>(Note: CA's invited to attend all sessions. No separate breakouts scheduled)</b> <input type="checkbox"/> \$95 – Through February 17 <sup>th</sup> <input type="checkbox"/> \$135 – Beginning February 18 <sup>th</sup> <input type="checkbox"/> \$175 – Beginning March 15 <sup>th</sup>		
<b>Hotel:</b> ANJC reserved limited # of rooms at special price – \$119/night + tax. Call Sheraton Hotel – Parsippany @ (973) 515-2000. Tell them you're with ANJC.				
<b>Continuing Education Credits – You should have already paid your 1x annual fee of \$75 to NYCC that covers processing of all CEUs from Sept. 1, 2011 to Aug. 31, 2012. For more info contact ANJC HQ.</b>				
Payment Total Amount: \$ _____ <input type="checkbox"/> Checks (Full Payment Only) - Payable to ANJC				
<input type="checkbox"/> Visa <input type="checkbox"/> MC <input type="checkbox"/> AMX <input type="checkbox"/> Discover				
Card# _____		Exp Date _____		Signature _____
<b>Cancellation Policy: Includes refunds less 25% admin. charge if request received 14+ days prior to event. No refunds after that time.</b>				