

## IMMEDIATE PAST EXECUTIVE DIRECTOR REPORT

Julie K. Connolly, FICC

9/19/24

### CONVENTION

As of September 19<sup>th</sup>:

- 146 DC registrations including 75 (54%) Premier DCs
- 35 CA registrations including 25 (71%) Premier CAs
- 21 exhibitors

We usually have 29-31 exhibitors, so 21 is low.

- It appears that the primary reason for the lower #s is that we had more competition from other organizations this time, both inside and outside of chiropractic.
- A couple of our regular exhibitors aren't here because they are speaking at other state chiropractic organizations!
  - Dr. Nelson Marquina of Laser Biotech International is speaking in Wisconsin – but his company, Laser Biotech International, sponsored our Premier DC registration gift to show their support.
  - Joe Kryszak from Sterling Professional is speaking in Kentucky – but his wife, Charlene, is here to represent.
- WE NEED YOUR HELP in ensuring that we are reaching the companies that provide products and services that you are interested in, so we are asking for your help.
  - Please recommend UVCA conventions to companies you think would benefit from exhibiting with us. Just as with DC membership, it makes a DRAMATIC difference.
  - Forward those leads to us.
  - If your vendor prospect ends up exhibiting and mentions that you recommended him, we will give you **HALF OFF your next convention registration** (or if you're a Premier, a credit to your dues account of an equivalent amount!).
  - You can give those leads to any member of the UVCA team or me.

### MEMBERSHIP

As of September 19<sup>th</sup>, the UVCA has 694 members.

- We've been holding steady at or near this number for several years.
- It's great that we are not losing members – but we must break through this plateau and see some real growth, for membership and financial strength – and so we can continue to find more ways to serve our members and the profession.
- 58% of our new members since January 1 are NEW doctors, new grads, and students. While this does not provide immediate substantial *income* to the UVCA, it suggests that we are succeeding in conveying our relevance and reaching the individuals that are critical for our future success.
- None of the dropped members during this time frame indicated they were not happy with the UVCA.
  - Those who provided reasons stated that they had retired, moved out of state, were in practice transition, etc. That said, focused outreach would be good to gain more complete insights.
  - However, we have a pattern of losing members when their payment information needs updating – even though we reach out to them multiple times. A decent percentage of those doctors rejoin the next time they want to attend an educational program or use a specific benefit, but the continuity is important. This area warrants further exploration.
- It's been a few years since we have conducted an in-depth survey of member and non-member doctors, rather than super-targeted small surveys. We plan to launch one in the last quarter of this

year so that the leadership has data for its early 2025 strategic planning session. Please help us to serve you better by responding to the survey when it comes across your in-box.

### Member-Get-a-Member Campaign

Member referral continues to be the most effective tool in recruitment. Since January 1, 11 members have been responsible for 16 new members.

- Dr. Taylor Myers has sponsored 3 new members.
- Drs. Bibhu Misra, Carly Swift, and Jennifer Rathmann have each sponsored 2 new members.
- Drs. Christine Stewart, Joe and Diane Foley, Michael Amato, Richard Wells, Bob Leib, Bob Pinto, Sherron Marquina, and Angela Salcedo had each sponsored 1 new member.

To support this essential activity, Chiro1Source and Chirocenters Management Corporation have again co-sponsored our annual member-get-a-member campaign.

- The individual who sponsors the highest number of new members as of 12/31/24 will receive \$100 PER new member sponsored, up to \$600!
- We have social media signs, testimonials, and other tools to help make your referring easy. Check out the sign at the UVCA display table and scan the QR code or visit [virginiachiropractic.org/member-recruitment](http://virginiachiropractic.org/member-recruitment).
- PLUS, for every new member you sponsored by this meeting, you received one entry into a \$100 gift card drawing.
- We'll draw a winner of the \$100 Visa gift card at the September 21<sup>st</sup> General Membership Meeting.

### **MEMBER BENEFITS**

A few highlights:

- In addition to the free HelpDesk for UVCA members that Dr. Ty Talcott, "The Compliance Guy," established earlier this year, he is starting a regular column in *the Virginia Voice* to keep you up to date regarding HIPAA, the No Surprises Act, OIG/Medicare Documentation, and The CURES Act.
- Gold Star Medical Business Services continues to provide its free Help Desk to assist members with Medicare, billing, insurance, and other services. Lisa Maciejewski-West is teaching both a chart auditing workshop and a session on effective communications at this year's fall convention.
- At the UVCA display table you'll find an updated poster showing all UVCA's affinity partners.
  - These are providers of products and services that have been vetted by the UVCA and in most cases offer both a discount to UVCA members and a contribution to the UVCA for our marketing support.
  - You can also find this information in the Membership tab on the UVCA website.
- Our new Learning Management System (LMS) is online!
  - This technology investment will enable you to access online/on-demand programming and CEUs seamlessly.
  - It also allows us to provide significantly more virtual content via a growing online/on-demand catalog specific to Virginia, so you can get your CEUs from a source that supports you and that you can trust.
- Have you tested our chatbot on UVCA website? Binary Ideas has sponsored this feature to make it easier to find the information you need. Check it out and give us your feedback so we can continue to train and refine it.
- Reminder: Free access to the Clinical Compass' Evidence Center for Premier DC Members expires 12/31/2024. If you're a Premier member, be sure to check out resources to help you address the real-world issues you encounter in your practice every day.

## EDUCATIONAL PROGRAMMING & CEUs

### Remainder of 2024

- Next Nuts & Bolts Lunch Learn: 11/21/24 “Understanding Credentialing & Enrollment” by Ms. Brandy Brimhall
- Webinar on an exciting new cost-effectiveness study
- Expanding on-demand library
- District Connections

### Gearing up for 2025

A few highlights:

- Medicare webinar series by Lisa Maciejewski-West, Gold Star Medical Business Services.
- Spring Convention
  - *Resolving 7 Hidden Musculoskeletal Problems that Delay Recovery* by Dr. Brandon Steele
  - *Billing & Coding Panel* Featuring Ms. Marilyn Porras, Chirocenters Management Corp.; Ms. Lisa Maciejewski-West, Gold Star Medical Business Services; and Ms. Susette Goodwin, Cox Chiropractic Clinic
  - *The Interoceptive Approach to Strengthening Posture: A BioBehavioral Strategy for NMS Pros: Acute to Chronic, Performance to Successful Aging* by Dr. Steve Weiniger
  - *The Role of Nutrition, Stress, Reduction of Infection in the Promotion of Cognitive Health* by Dr. Cindy Howard
  - *Adjusting Technique* by Dr. Mitch Mally
  - *Introduction to Dry Needling* by Dr. David Fishkin
  - *You Are Here: Charting a Course for the Future of Chiropractic* by Dr. Robert Sinnott
  - *Enhancing & Sharing Your Chiropractic Mentality in Practice* by Dr. Robert Sinnott
  - *Functional Outcomes Assessments* by Ms. Lisa Maciejewski-West
  - *Scoliosis: Myths & Management* by Dr. Lisa Williams
- Acupuncture Series with AcuPractice
- Compliance Boot Camps with Dr. Ty
- District Connections with your colleagues
- More To Be Announced

## TRANSITION

As you may know, I am now the *Immediate Past* Executive Director. I hope I’ve accurately conveyed how much I have enjoyed serving you these past 21 years. I’m proud of what we’ve accomplished together. I cannot thank you enough for your support and insights.

But I know it’s time. My family requirements have changed significantly. The reality is that I am NOT able to give this job the focus, energy, and time that it needs to give the association, the profession, and you what you need.

But you’re not totally rid of me. I’m continuing as a part-time consultant, focusing on education and membership. (I’ll continue to need your input!)

And fortunately, your Board of Directors found Ms. Court Squires.

Court Squires was selected by the UVCA Board of Directors after an extensive search process.

- She brings 20 years of experience launching, developing, implementing, and executing successful campaigns, partnerships, and both public and private initiatives.

- Her positions have included Chief Executive Officer of Present C Change Consulting, Chief Executive Officer of Prince William Conservation Alliance, Strategic Development and Public Affairs Specialist of the National Oceanic and Atmospheric Administration Office of Ocean Exploration and Research/Acentia.
- Court holds a master's in organizational dynamics from the University of Pennsylvania, an International Business Certificate from Virginia Commonwealth University, and a dual concentration in journalism and conservation biology from Boston University.

**Please help me to welcome Ms. Court Squires.**