

UVCA FALL 2024 CONVENTION – REPORTS COMPILATION

American Chiropractic Association Report

to the United Virginia Chiropractic Association
presented by Mia Ortega, DC, ACA Virginia delegate

August 2024

The American Chiropractic Association (ACA) is leading the chiropractic profession in the most constructive and far-reaching ways — by working hand in hand with other healthcare professionals, by lobbying for pro-chiropractic legislation and policies, by supporting meaningful research and by using that research to inform treatment practices. ACA is leading a modern movement of chiropractic care based on higher standards and a focus on patient outcomes. It is our mission to inspire and empower our members to elevate the health and wellness of their communities.

We are pleased to have this opportunity to provide the following updates on key association initiatives and programs to members of the United Virginia Chiropractic Association:

Support Continues to Grow for Medicare Bill

The cosponsor count for ACA's Medicare equality legislation, the Chiropractic Medicare Coverage Modernization Act, now stands at 167 in the U.S. House and 14 in the U.S. Senate. That is the most cosponsors the legislation has had over its entire history. The momentum of the bill was boosted by ACA members and students who conducted more than 250 meetings with members of Congress and their staff in January during ACA's annual meeting, Engage 2024. These meetings enabled DCs to share not only research and data, but also the stories of real patients who have benefited from their care.

The bill, if passed, would ensure that Medicare beneficiaries have access to all Medicare-covered services that DCs are licensed to provide in their state, which in many areas includes evaluation and management services, diagnostic imaging, and other non-drug therapies. The change would put chiropractors on par with all other physicians within the Medicare system and make it possible for the profession to work toward other improvements.

With the end of the congressional session approaching, it is vital for all DCs to continue to put pressure on their elected officials in Congress to support this important legislation. Learn more at www.acatoday.org/Medicare.

CPI Survey Will Determine Modern Practice Expenses

ACA joined more than 170 healthcare groups this summer in support of a national effort to collect data that will be used to accurately determine physician practice expenses. Information collected through the Clinician Practice Information (CPI) Survey will help policymakers better understand the costs associated with modern practices and support physician payment advocacy. One of the recurring comments that organizers heard from physicians is that decision-makers and payers are not fully informed about the broad clinical, operational, and

financial challenges that practices face. Data currently used to determine payment levels was last collected by CMS in 2006, making it critical to gather updated information.

Chiropractors Appointed to Key Healthcare Advisory Positions

As part of its efforts to increase the chiropractic profession's influence in the healthcare industry and policy circles, ACA encourages and assists members applying for key leadership and advisory positions.

In recent months, three ACA members were appointed to three separate advisory councils of the National Quality Forum and ACA President Leo Bronston, DC, was appointed to AMA's Current Procedural Terminology (CPT®) Editorial Panel. In addition, the first cohort of ACA's new Health Policy Fellowship was announced; the three DCs will focus on health policy and coding issues over the next year.

ACA Welcomes Japanese Members

ACA recently welcomed more than 200 members of the Japanese Chiropractic Association (JCA) to its membership roll. JCA initiated the international membership agreement as part of its mission to popularize and increase utilization of chiropractic care in Japan.

National Chiropractic Health Month 2024 Theme Announced

This October, during National Chiropractic Health Month, chiropractors nationwide will encourage people to "Plan for a Strong Healthspan" by sharing information on the importance of maintaining a strong musculoskeletal system as we age. The term healthspan is used today to describe the years we live in good health, without major chronic illnesses and disability, and able to do the things that matter most. Maintaining a healthy musculoskeletal system is recognized as a key component in extending healthspan, as it enables people to remain physically active and reduces the risk of disabling falls. Look for the NCHM toolkit in September at www.acatoday.org/NCHM.

For additional information about ACA initiatives and programs, contact memberinfo@acatoday.org.

International Chiropractors Association Report

No Report

BOM Representative Report – Jennifer Rathmann, DC

(copied from Spring) Everyone needs to attest to 1 CEU on human trafficking on their next renewal of their license

Legislative/Lobbyist Report – Bo Keeney, The Keeney Group:

Same as Spring no update

Virginia ChiroPAC Report (Chiropractic Political Action Committee of Virginia)

Taylor Myers, DC new chair (no report)

UVCA Treasurer's Report - Taylor Myers, DC

UVCA's money is steady even with inflation and the addition of our new Executive Director.

Anticipating 2025 to be a big year financially with implementation of our NEW ED's ideas and direction.

Ideally would like to start diversifying our assets from CDs to other better revenue streams to increase our portfolios and keep growing our liquid assets.

Still diversifying our assets through:

Money Markets, CDs, Savings Accounts

UVCA Immediate Past President Report – Chris Perron

No Report

UVCA Vice President Report – Robert Pinto, DC (August 19, 2024)

Continued to reach out to new members, new student members, returning ex-members and vendors to welcome to the organization and offer guidance in getting the most out of their membership. I have changed the format of the email to actively get the new member to reach out to me with a good time to call rather than the blanket "feel free to call with questions". This has been successful at getting a response on several occasions since implementing.

Recently have engaged with Court to discuss how we can leverage her expertise in member attraction and retention. We are scheduled to have that call next week.

Supporting the president in several initiatives most noteworthy being the successful hiring of a new ED.

DISTRICT DIRECTORS' UPDATES

UVCA District Director at Large - Christopher Virusky (Aug 23, 2024)

District Meetings:

Sent out email blast to out of state doctors and student members inviting them to Fall convention

Board Meetings:

Spring - Attended meeting, Fall - Will be attending meeting, Conference Calls –Attended on line zoom meetings and participated in the interview process for hiring of our new executive director.

Constituent Outreach:

Emails – email blasts to out of state members and students.

Other Activities:

Future Plans or Ideas I would like to see our organization become a draw for a multi-state constituency at our annual conventions. I will be working with our new executive director toward trying to organize this idea to increase our attendance and revenue for our conventions. I would like to start connecting with chiropractic schools and inviting students who are still in the school to come to our conventions to learn more about practicing in our state and to make connections for their employment or starting of their practices.

UVCA District 1 - Director: Lisa Williams, D.C. (Aug 12, 2024)

District Meetings:

District Connection: 8/10/24 - dinner, 2 in attendance

Board Meetings:

Board Meeting Spring Convention (May 5, 2024), Multiple interviews - ED hiring

Constituent Outreach:

Welcomed new members to our district Connected with local non-member docs to get involved Attended Pediatrics at the Beach, met with Executive Director informally for 15 min - talked about possible synergies. Spoke with regional director over The Joint - Lynchburg about attending conferences.

UVCA Support:

Supported Nuts and Bolts webinars by attending and engaging. Promoted Conventions and memberships through LinkedIn.

Future Plans or Ideas:

Continue building relationships with new potential suppliers/sponsors. Support Court in her transition.

Other Recommendations, Requests, Comments:

None this quarter.

UVCA District 2 - Shawn Keegan, DC

Meetings:

Board Meeting Spring Convention (May 5, 2024)

Other activities:

Submitted report to CJ3 Foundation, for Joint Effort regarding Veterans Affairs policy changes (movement from SEOC to Supportive care model). Report and supporting information along

with CJ3 information was personally delivered to Senator Chuck Grassley. Also requested by Attorney General of VA Jason Miyares. Awaiting response.

UVCA District 3 – Aaron Trochim

District Meetings (at least 1 per year)

Face-to-Face 0
Webinar 0
Conference Call 0

Board Meetings (miss no more than 1 face-to-face and 1 conference call per year)

Spring - present
Fall - present
Summer Retreat - missed
Conference Calls – present for all except pre-board meeting call in September.

Constituent Outreach (Member, Non-Member, New Docs)

Visits – no clinic visits.
Phone Calls – New members, cancels
Emails – new members, cancels

Database Integrity (review UVCA list, identify/provide updates at least once annually) – have not paid attention to this.

Convention Connections (contact member and non-member attendees from your district at each convention)

Before – always walking around trying to find new members and members of my district
During – same as above but also looking for mentor/mentees for the program to put faces to names.
Was able to connect with a lot of doctors in the spring convention with the new sticker idea to get connected with people.

Assistant District Director – Dr. Stephen Hussey was assistant district director but did not wish to step into my position on the board due to other obligations.

Other Activities

Mentorship program. Assign mentors and mentees. Communicate with UVCA staff on getting stock emails and process in place to make it easier. Keep up with mentors/mentees on how the program is going.

Made several board conference calls/zoom meetings to discuss hiring of new ED including interviewing several candidates over a 4-6 week period of time.

Future Plans or Ideas

Other Recommendations, Requests, Comments

UVCA District 4 - Eric Carlsen, D.C. (Aug 28, 2024)

District Meetings 2024:

1. District Connection dinner meeting in Glen Allen in January.
2. District Connection dinner meeting in Midlothian in February.
3. District Connection dinner meeting in Glen Allen in April.
4. District Connection dinner meeting in Richmond in July.
5. District Connection dinner meeting in Midlothian in August.

Board Meetings:

Attended scheduled in-person Board Meetings and calls. Responded to Board emails and actively participated in email discussions.

Constituent Engagement:

Responded to calls and emails from doctors in District IV.
Reached out to doctors at the request of the UVCA office.
Reached out to new UVCA members and potential members.
Reached out to non-renewals/terminated members.

UVCA Support:

Promoted Conventions, Membership and CPAC at District Connections.
Involved in meetings, interviews, calls, and emails regarding the hiring of a new Executive Director.
Worked with Dr. Rose and attorney to develop documents for the new Executive Director.

Comments:

We are holding more frequent District Connections at the request of attendees. We continue to hold meetings in the central part of District IV, including Richmond, Henrico, and Chesterfield.

The District Connections in 2024 continue to have strong attendance, including first-time attendees, reflecting a growing interest and engagement within the UVCA community.

Evite invitations continue to prove effective in garnering responses from invitees. Continued emphasis on dinner fellowship meetings as requested by attendees, fostering a sense of camaraderie and community spirit.

The inclusion of UVCA Suppliers in dinner meetings facilitates valuable interactions and partnerships, enriching the overall experience for attendees and UVCA vendors.

Conclusion: The District Connections in District IV serve as a catalyst for collaboration,

innovation, and knowledge-sharing within the chiropractic community. As we look ahead, our goals are to foster meaningful connections and to drive positive change.

Unified VCA District 5 - Ainsley Hendon Flynn, DC (08/12/2024)

District Meetings:

Face-to-face, Aug 8, lunch

Board Meetings:

Spring Convention, May 5, 2024

UVCA Support:

Attended as many ED conference calls as possible

Constituent Outreach:

Email blast to entire area, both members and non-members. Reached out to all new docs in district
Convention Connections - Introduced myself to as many as I could at the Spring Convention

Future Plans or Ideas:

Once per month lunches

Potentially quarterly spizz nights