

# UVCA SPRING 2024 CONVENTION – REPORTS COMPILATION

## **American Chiropractic Association Report** to the United Virginia Chiropractic Association presented by Mia Ortega, DC, ACA Virginia delegate

May 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:

### Clinician Practice Information Survey (CPI) Distributed

ACA has joined more than 170 healthcare groups 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 to support physician payment advocacy. The objective of the CPI survey is to help document changes in the U.S. healthcare delivery system that impact your practice every day. One of the recurring comments that organizers hear from physicians is that decision-makers and payers are not fully informed about the broad clinical, operational, and financial challenges that their practices face. The study represents an opportunity to communicate accurate financial and operational information to policymakers, including Congress and the Centers for Medicare and Medicaid (CMS). Data currently used to determine payment levels was last collected by CMS in 2006, making it critical to gather updated information at this time. The 333 doctors of chiropractic included in the CPI's random sample received email invitations to participate in February 2024 and will be able to complete the survey through June. If you received an invitation (it would have come via a letter and an email), please take the time to complete the CPI survey. If you have any questions, please contact ACA at [education@acatoday.org](mailto:education@acatoday.org). In addition, ACA offers a toolkit to states with free social media resources and messages for those who wish to help raise awareness of this important initiative.

### Support Continues to Grow for Medicare Bill

The cosponsor count for ACA's Medicare equality legislation, the Chiropractic Medicare Coverage Modernization Act, now exceeds 160. 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 about the profession, 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. You can learn more and contact Congress in support of the bill via [www.acatoday.org/Medicare](http://www.acatoday.org/Medicare).

#### ACA Members Appointed to Key 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 the past year, three ACA members were appointed to three separate advisory councils of the National Quality Forum, ACA joined the National Association of Community Health Centers, and ACA President Leo Bronston, DC, was appointed to the AMA's Current Procedural Terminology (CPT®) Editorial Panel. In addition, the first cohort of ACA's newly launched Health Policy Fellowship was selected. The cohort (2024-25) is composed of three ACA members, including Cynthia Chapman, DC, MPH, of Occoquan, Va. The group is getting valuable exposure this year to issues surrounding health policy and coding. To learn more about ACA and its work to advance the chiropractic profession, visit [www.acatoday.org](http://www.acatoday.org).

### **International Chiropractors Association**

No report.

#### **Board of Medicine Report**

Jennifer Rathmann, DC, Chiropractic Representative to the BOM

Everyone needs to attest to 1 CEU on human trafficking on their next renewal of their license.

#### **Lobbyist Report**

Bo Keeney, The Keeney Group

See standalone report in General Membership Meeting folder.

#### **Virginia ChiroPAC Report (Chiropractic Political Action Committee of Virginia)**

Brad Robinson, DC, Chairman

Total donations to CPAC from 04-01-23 thru 04-01-24: \$65,757.59

Total number of individual donators: 121

Total amount contributed to candidates in last election cycle: \$23,250

Total number of candidate campaigns donated to in last election cycle: 46

### **Treasurer's Report**

Taylor Myers, DC, UVCA Treasurer

- The UVCA has increased dues for the first time in 5+ years to combat rising inflation, rising convention costs, and COVID deflation of the bank account.
- Total assets we have are \$313,895.53, which are spread over about 8 different investing accounts such as CDs, Money Markets, and savings accounts.

### **Past President's Report**

No report.

### **Vice President's Report**

Continued reaching out to new members. Changed wording email to asking when I could contact them replacing "Feel free to call". This resulted in several phone conversations that were very positive.

Attended and helped plan Strategy Meeting.

Participated in ongoing discussions regarding leadership and staff succession strategies.

### **District Director Updates**

#### **Unified VCA District Director at Large - Chris Virusky, DC**

District Meetings:

Held a district connection in District 2. Sent out e-mail blast to all out of state and student doctors of association with picture and my contact information to build rapport and connection with these members. Included was invitation to Spring Convention in Richmond.

Board Meetings:

Attended scheduled Board meetings in person and via zoom.

Constituent outreach:

Served as a film drop off location for UVCA, had the chance to meet one local doctor and collect his old x rays for donation. Have meeting set to go by and to meet a new doctor to association this month. Aforementioned e mail blast to out of state doctors and students. Reach out with call and email to non-paying members with list provided by association to try and re-engage members before termination of their membership. Reach out with all to new members provided by association to greet them and say welcome as well as give my contact information.

UVCA Support:  
Promote Conventions, membership and CPAC.

Future Ideas:  
More scheduled meetings with local doctors-not really a new idea just something I need to be more intentional and schedule. Will be coordinating with District 2 director to hold events on other side of his large district.

### **Unified VCA District 1 Director -- Lisa Williams, DC**

District Meetings:  
March 16 Coffee - Harrisonburg - 5 in attendance, major topic of conversation/concern: student loan forgiveness.

Board Meetings:  
Attended virtual board meeting: 4/9/24. Attended UVCA Strategic Planning Meeting - 2/3/2023

Constituent Outreach:  
Welcomed new District 1 Members.  
Reached out to doctors at the request of the UVCA office.  
Connected with local non-member docs to get involved.  
Connected with recent Dropped membership to gain insight - Non responded.  
Connected with Charlottesville and Richmond - The Joint Doctors.

UVCA Support:  
Supported Nuts and Bolts webinars by attending and engaging.  
Introduced 4.  
Promoted Conventions, Membership and CPAC at District Connections.

Future Plans or Ideas:  
None from this quarter

Other Recommendations, Requests, Comments:  
Bring in a speaker for conference/nuts and bolts on the topic of student loan strategy

### **Unified VCA District 2 Director -- Shawn Keegan, DC**

A District connection was held March 20, at Honor Brewing with Lightforce/Chattanooga sponsoring. Light attendance, but we had a good time. Dr Will Had monthly meetings at rubinos with varied attendance, gaining different docs hanging out together for fellowship.

We are working on A Veterans Project to change the VA approach to patient care, will keep Board informed as any news occurs

Golf Outing at the Convention is looking good, still actively registering participants.

## **Unified VCA District 3 Director – Aaron Trochim, DC**

District Meetings (at least 1 per year):  
Face-to-Face 0 (one planned for May)  
Webinar 0  
Conference Call 0

Board Meetings:  
Spring - present  
Fall - present  
Summer Retreat - missed  
Conference Calls – present for all

Constituent Outreach (Member, Non-Member, New Docs):  
Visits – To 122 chiropractic in Moneta, VA (Drs. Gump), Dr. Collins in Floyd, VA. Drs. Chernicky in Daleville, VA  
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. Need reminder of procedure and location of documents.  
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.  
Assistant District Director – Very recently assigned Dr. Stephen Hussey as my assistant District Director and are planning meeting at Spring convention to talk about direction of our district and how we can work together to fill in the holes in my responsibilities

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.

## **Unified VCA District 4 Director – Eric Carlsen, DC**

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.

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, calls, and emails regarding staff hiring.

#### Future Plans or Ideas:

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

#### Other Recommendations, Requests, Comments:

The District Connections in 2024 had an increase in first-time attendees, reflecting 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.

## ChiroCongress

Tom Wetzen, DC, President

ChiroCongress has had a very busy and productive start to 2024. Several ChiroCongress Board members were in attendance for the ACA's Engage in Washington, DC January 25-27. The board had meetings with the ACA and ICA Boards. Dr. Wetzen also met with Dr. Anthony Lisi - Dr. Lisi is the Chiropractic Program Director for the Veterans Health Administration, and Chiropractic Section Chief in the Department of Rehabilitation Medicine at the VA Connecticut Healthcare System. He had discussions with Dr. Lisi relevant to the on-going issues that Virginia Dr.'s are having with the VA and Community Care program in the Norfolk area.

Several Board members also attended Parker Las Vegas February 21-24. Dr. Thomas Wetzen participated in The Summit meeting on Feb. 21. Dr. Wetzen, Dr. Brian Stenzler - 1st VP and Lizz Klein - Executive Director had meetings with representatives for NCMIC, Standard Process, NBCE and FCLB and met with Dr. Lisi once again to update him on the progress of our on-going VA problems.

Dr. Wetzen represented ChiroCongress at the ICA Annual meeting in Dallas on April 12 and 13th where he was presented with the Building Bridges Award. Dr. Wetzen was able to meet with several veterans - including a former Army Ranger and a retired Rear Admiral and the ICA

Board who discussed working with the UVCA's President Dr. Rose, to assist her with her work in attempting to resolve the on-going VA Community Care issues which she has been spearheading.

April 18-21 the ChiroCongress Board met in Lake Geneva, WI for its mid-year Board meeting and Strategic planning. Standard Process was the sponsor for the meeting and gave an amazing tour of their manufacturing facility, their 900 acre organic certified farm and provided the space for the meeting. The meeting progressed over 2 days with a large overall emphasis on updating and creating new items for the strategic plan to work on bringing more value and programs to the state associations. The Board also reviewed, updated and voted on bylaw and policy changes.

One of the new items will be the Executive Leadership Forum (ELF) in Dallas in May for state association ED's to share ideas and collaborate on association issues.

The Board had updates on Clinical Compass, Chiropractic Future Strategic Plan, and ChiroCongress Cares. ChiroCongress shared that they had awarded it's 1st Legacy of Leadership \$5,000 scholarship named in honor of Dr. Tom Klapp and a Maui Relief Fund distribution. The 2024 Legacy of Leadership Scholarship will be named in honor Dr. Louis Sportelli. Applications for eligible students as well as applications for naming of the 2025 scholarship is open and will be awarded at the Annual ChiroCongress Convention in Denver November 14-16.

*Updated 4/28/24*