

Massachusetts Chiropractic Society  
Annual Convention—September 26-28, 2008  
Sheraton Ferncroft Resort, Danvers, MA

## SCHEDULE OF EVENTS

### Friday, September 26, 2008

Beginning at 7:00 p.m. **PLEASE JOIN US**  
**Friday Night Social - MCS Hospitality Suite**  
Hors d'oeuvres and cash bar.

### Saturday, September 27, 2008

7:30 a.m.

**Alumni Breakfasts**

8:00 a.m. - 4:00 p.m.

**Vendor Exhibits Open**

8:00 a.m.

**Registration for DCs and CAs**

8:30 a.m. - 12:30 p.m.

**DCs: HIPAA Workshop**

9:00 a.m. - 12:00 noon

**CAs: Billing Workshop**

10:15 a.m. - 10:45 p.m.

**Extended Coffee Break - Be sure to visit  
the silent auction.**

12:30 p.m. - 1:30 p.m.

**Luncheon - Everyone Welcome!**

1:30 p.m. - 3:00 p.m.

**General Meeting/ Election of Officers**

Member doctors in good standing are  
encouraged to attend.

3:00 p.m. - 7:00 p.m.

**Adult CPR & AED Training**

### Sunday, September 28, 2008

9:00 a.m. - 12:00 noon

**New Member Program**

## HOTEL ACCOMMODATIONS:

Sheraton Ferncroft Resort  
50 Ferncroft Road  
Danvers, MA 01923  
Phone: 978.777.2500

Deadline for room reservations is **September 12, 2008**. Call the Sheraton Ferncroft for room reservations at 888.627.7203. Cost is \$125 plus 9.7% occupancy tax per standard room, per night, single or double occupancy.

Reservations must be made by 9-12-08 and be guaranteed by a major credit card or check for the first night's accommodations. Requests for rooms after this date, will be honored on a space available basis at prevailing hotel rates. Children 18 and under stay free in the same room with parents.

Check-in: 4:00 p.m.; Check-out: 11:00 a.m.

*You must mention the Massachusetts Chiropractic Society when registering to receive the special rate. All room reservations must be guaranteed for late arrival at the time the reservation is made.*

For directions to the Sheraton Ferncroft, call the hotel or send a request by email ([mcs@masschiro.org](mailto:mcs@masschiro.org)) or fax (978-975-0468) to the MCS office.

**NEW!**

Check out the  
**Silent Auction**  
to be held in the vendor area.



If you wish to donate to the silent auction or can ask an outside source for a donation, please call the MCS office at 1-800-442-6155

Massachusetts Chiropractic Society  
**2008 Annual Convention**  
September 26-28, 2008

**Sheraton Ferncroft Resort**  
**Danvers, Massachusetts**

**Featuring**

HIPAA Privacy Rules Seminar



CPR Certification Course



Chiropractic Assistant  
Billing Seminar



Hotel features Indoor Waterpark.....  
Great Fun for the Kids!



Silent Auction



TO KICK OFF THE WEEKEND, JOIN US  
FOR A **FRIDAY EVENING SOCIAL**  
7:00 P.M. - ???

## For Doctors: HIPAA Privacy Rules and Your Practice Speaker: Dr. Steven Sciuto

### IS THIS SEMINAR FOR YOU?

- ❖ Are you new in practice?
- ❖ Hired new staff since 2006?
- ❖ Do you realize staff retraining is required every three years?
- ❖ Are you confident in your HIPAA Policies & Procedures?
- ❖ Never taken this Seminar?

If you answered yes to any of the above questions, then this seminar is very important to you and your practice?

### About The Seminar:

This HIPAA seminar focuses on the requirements for protecting and using protected health information. There is a review HIPAA regulations and requirements, and its affect on the healthcare industry since its implementation. **This is an important seminar for new staff and new doctors who have not had HIPAA training.** Doctors and staff who attended one of the original MCS HIPAA seminars will also find the seminar helpful in meeting their three-year HIPAA re-training requirement.

In addition to the presentation, you will receive very useful sample forms, scripts, policies, and procedures that can be easily adapted to use in your office almost immediately. The CD-ROM, included with the program, has nearly all the forms you need in MS Word format, ready for you to personalize for your office.

### TOPICS INCLUDE:

- HIPAA—Where did it come from?
- Training Your Staff
- Proper Use of Consents and Authorizations
- Administrative Requirements in Your Office
- Documentation Requirements
- HIPAA Fact vs. Fiction
- Office Procedures
- Data Security Issues
- Privacy Policies
- Patient Rights

4 HOURS OF  
CE APPLIED  
FOR IN  
MASSACHUSETTS

### Billing Seminar For Chiropractic Assistants Speaker: Mr. Paul Andrews

*This three hour insurance seminar will review the most recent topics in 2008:*

- ⇒ NPI Claim form
- ⇒ Recent Case Law influencing PIP Claims
- ⇒ Claims specialists role in your compliance plan
- ⇒ Accounts receivable management
- ⇒ Medicare changes
- ⇒ And more

**Don't miss this important seminar for your billing staff!!**

Paul invites you to bring some of your problem files (redacted please) for review and analysis. Round table discussions will be encouraged if time permits.

### AMERICAN RED CROSS - ADULT CPR AND AED TRAINING

CPR has changed recently. Do you know the new standards for CPR or how to use an Automated External Defibrillator (AED)? The purpose of this course is to train individuals in the knowledge and skills necessary to recognize and provide basic care for breathing emergencies, perform CPR, and use an automated external defibrillator (AED) for victims of sudden cardiac arrest, until advanced medical personnel arrive and take over.

Hours: 4  
Prerequisites: None  
Certifications: Adult CPR/  
AED valid for one (1) year

**Instructors:** Dr. Steven Sciuto and Jan Kaseta - Both instructors are American Red Cross Instructor Trainers, specializing not only in CPR & First Aid, but also Life Guarding and Water Safety. They have been teaching for the American Red Cross in these areas for many years.

Cost for Members: DCs  
\$60 each (counts towards 4 hours of CE), Staff \$50 each  
Cost for Non-Members: DCs \$75 each (counts towards 4 hours of CE), Staff \$60 each

**CLASS SIZE IS LIMITED!!!** Members have preferred registration for these classes if registration is received by Friday, September 12th. Registrations received after September 12th are processed on a first-come first-served basis for members and non-members alike.

**SPECIAL CONVENTION PACKAGES  
MEMBERS and STAFF OF MEMBERS ONLY!**

**FOR DOCTORS**

**Package 1 - SAVE \$16.**

\$179. Includes:

- HIPAA Seminar
- Saturday Noon Luncheon for one
- CPR Certification Course

**Package 2 - SAVE \$11**

\$124. Includes:

- HIPAA Seminar
- Saturday Noon Luncheon for one

**Package 3 - SAVE \$7**

\$83. Includes:

- Saturday Noon Luncheon for one
- CPR Certification Course

**FOR CHIROPRACTIC ASSISTANTS**

**Package 1 - SAVE \$11**

\$129. Includes:

- Insurance Billing Seminar
- Saturday Noon Luncheon for one
- CPR Certification Course

**Package 2 - SAVE \$6**

\$74. Includes:

- Insurance Billing Seminar
- Saturday Noon Luncheon for one

**Package 3 - SAVE \$7**

\$83. Includes:

- Saturday Noon Luncheon for one
- CPR Certification Course

***IF YOU CHOOSE ONE OF THE PACKAGE OPTIONS,  
PLEASE MARK YOUR CHOICES FOR YOUR SEMINARS AND LUNCH  
ON THE ENCLOSED YELLOW REGISTRATION FORM.***



SEE BACK OF THIS SHEET FOR INFORMATION ON  
THE COCO KEY WATER RESORT AT THE  
SHERATON FERNCROFT.



# Bring the Family!



## Coco Key Indoor Waterpark



Unlock unlimited  
adventure  
at Coco Key!

So much more than a typical waterpark experience, CoCo Key offers everything you'd expect of a classic beach resort. You get it all—top quality lodging, a huge all-weather indoor waterpark, restaurants, a game arcade and more—conveniently wrapped together in one family-friendly, close-to-home getaway.

Designed to delight every age and interest—and to be an affordable anytime getaway—CoCo Key Water Park has all the fun—and relaxation—you can handle.

Inspired by historic Key West, Coco Key combines the relaxation and enchantment of the Keys with the wild excitement of a 65,000-sq. ft. indoor waterpark including:

- **Parrot's Perch Play Island** - an interactive adventure land filled with water cannons and a huge, 300-gallon dump bucket.
- **Dip-In Theater** - Enjoy movies a whole new way: floating in your own tube in our waterpark!
- **Palm Grotto Indoor/Outdoor Spa** - giant whirlpools for a relaxing, sultry, tropical experience.
- **Wet Rooster Bar** - A full-service, open-setting bar overlooking the entire Water Park.
- **Callaloo Grill** - A great stop for the family to fill up on from A&W or our Pizza Hut Express.
- **Key Quest Arcade** - CoCo Key Water Park features Key Quest Arcade with over 50 state of the art electronic games and a full service ticket redemption center.
- **Private Cabanas** - Our poolside cabanas are uniquely decorated, right down to the thatched roof. Available for daily rental, these are the perfect base camp for families and friends. Each cabana features a TV, refrigerator and lockable safe.

**Tickets for the waterpark must be purchased in advance.  
Visit [https:// tickets.cocokeywaterresort.com/](https://tickets.cocokeywaterresort.com/)  
and enter the following personalized Store Name: MCS**

### Hotel Accommodations

A country setting with an ability to deliver.

Escape the norm and surround yourself with all the comforts of home. We offer spacious rooms with generous desks and state-of-the-art technology, guaranteed to please our business guests. After the perfect day, you may want to enjoy a refreshing swim in our indoor pool or workout in our health club. To help you unwind, we also offer a steam room and sauna.

#### Guestroom amenities include:

- 27" Color television
- Cable channels & In-room movies
- 2-line phone with dataport access
- Coffeemaker (Tea also available)
- Iron & Ironing Board
- Hair dryer & Bath amenities
- Alarm Clock & Radio

**MASSACHUSETTS CHIROPRACTIC SOCIETY — ANNUAL CONVENTION**  
 SHERATON FERRISPORT RESORT, DANVERS, MASSACHUSETTS ♦♦♦ SEPTEMBER 26-28, 2008

DOCTOR'S NAME \_\_\_\_\_ PHONE (\_\_\_\_) \_\_\_\_\_  
 ATTENDING CHIROPRACTIC ASSISTANTS \_\_\_\_\_

**PLEASE SEE ENCLOSED FLYER FOR SPECIAL PACKAGE PLAN PRICES**

DC: Package 1 \_\_\_\_\_ Package 2 \_\_\_\_\_ Package 3 \_\_\_\_\_ CA: Package 1 \_\_\_\_\_ Package 2 \_\_\_\_\_

**SEMINAR REGISTRATION for Doctors and Chiropractic Assistants**

**HIPAA SEMINAR** - For DCs - Saturday, September 27, 2008 - 8:30 a.m. — 12:30 p.m.  
 Fee includes one CD-ROM per office.

\_\_\_\_\_ MCS Member: 1st person from office \$105 or DC Package \_\_\_\_\_ \$ \_\_\_\_\_  
 \_\_\_\_\_ MCS Member: Each additional person, same office \$35 # \_\_\_\_\_ x \$35 each = \$ \_\_\_\_\_  
 \_\_\_\_\_ Non-MCS Member Doctor @ \$210 each \$ \_\_\_\_\_  
 \_\_\_\_\_ Non-MCS Member Non-DC Staff @ \$70 each \$ \_\_\_\_\_

**INSURANCE BILLING SEMINAR** - For CAs and New Members - Saturday, September 27, 2008  
 9:00 a.m. - 12:00 noon

\_\_\_\_\_ MCS Member Staff @ \$50 each or CA Package \_\_\_\_\_ \$ \_\_\_\_\_  
 \_\_\_\_\_ Non-MCS Member Staff @ \$100 each \$ \_\_\_\_\_

**ADULT CPR & AED TRAINING** - For DCs and CAs - Saturday, September 27, 2008 3:00 p.m. - 7:00 p.m.  
 Class size is limited! Register today.

\_\_\_\_\_ MCS Member Doctors Staff @ \$60 each or DC Package \_\_\_\_\_ \$ \_\_\_\_\_  
 \_\_\_\_\_ MCS Member Doctor Non-DC Staff @ \$50 each or CA Package \_\_\_\_\_ \$ \_\_\_\_\_  
 \_\_\_\_\_ Non-MCS Members and Staff @ \$75 each \$ \_\_\_\_\_  
 \_\_\_\_\_ MCS Non-Member Doctor Non-DC Staff @ \$60 each \$ \_\_\_\_\_

**MEAL REGISTRATION**

**SATURDAY NOON LUNCHEON** \_\_\_\_\_ Persons @ \$30 each or DC/CA Package \_\_\_\_\_ \$ \_\_\_\_\_

Herb Roasted Chicken Breast

**TO TAKE ENCLOSED**

\$ \_\_\_\_\_

To order children's meals, call the MCS office.

**METHOD OF PAYMENT**

Check Enclosed  MasterCard  Visa Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_  
 Signature \_\_\_\_\_ Amount \$ \_\_\_\_\_

Cardholder's Billing Address and Zip Code \_\_\_\_\_

Please send your registration for seminar and meals no later than September 20, 2008.  
 To pay by check, make payable to MCS. Return form & payment to: MCS, 76 Woodland Street, Methuen, MA 01844  
 Or fax registration to 978-975-0468. Questions? Call 1-800-442-6155 or 978-682-8242.