

Align Right

A Hillsborough County Chiropractic Society Publication

In this issue...

- 3 Blue Cross Blue Shield Reimbursement Issues
- 3 HCCS Sponsors
- 4 Membership Form
- 12 Photos
- 14 Members List



[**"Staying Alive" in Nelson DeJesus' CPR Class:** Dr. Nick Venturino and daughter learning CPR techniques to the tune of "Staying Alive" during HCCS's General Membership meeting on February 17, 2009.]

NEXT HCCS MEETING

**June 30
2009**

THE TAMPA CLUB @ 6:30



NEXT HCCS EVENT:
CASINO NIGHT
SOCIAL

**Saturday
May 9**

Time flies when you're having fun and we are already into April! We had a wonderful turn out for our CPR re-certification and AED training in February. As always, Nelson DeJesus made this class fun and entertaining, as well as, educational. Next we headed to Tallahassee to lobby for some extremely important things that may affect all chiropractic offices in the very near future. I strongly encourage any and all of you to take a little time out and let our legislators know that we have a strong contingent of doctors who are willing to come out and fight for our right to practice. Effective January 1, 2009, chiropractors were to be removed from the Blue Cross Blue Shield definition of physicians. Anyone who needs information should come to all our upcoming meetings to

find out the implications of such a decision. I cannot stress how important this could be to all of our practices, whether in network or not. Don't forget for those of you who went with us to Tallahassee...if you are a paid HCCS member, the board has voted to reimburse up to \$200.00 for your trip. **YOU MUST BE A PAID MEMBER OF THE HCCS TO GET REIMBURSEMENT!!!** (*Just one of the many*

Continued on Page 2



Dr. Nick Venturino
HCCS President
2008-2009



*Promoting Excellence Through
Education & Community Involvement for
Chiropractors in Hillsborough County*



[**Dr. Debra Hoffman Appointed by Governor Crist to Board of Chiropractic Medicine:** HCCS Board Member, Dr. Debra Hoffman was recently appointed by Governor Charlie Crist to serve on the Board of Chiropractic Medicine. HCCS is very proud of Dr. Hoffman's accomplishments. Shown above, second from left; first row, Dr. Hoffman also joined the PCCS crew up in Washington DC last month to represent HCCS and chiropractors in Hillsborough County.]

Continued from Page 1

benefits of being an HCCS member.)

On a much more festive note, please mark your calendar for our 3rd annual Casino Night to be held at Landry's on the causeway. Casino night this year will have a "Chiro de Mayo" theme, because it's going to take place on May 9th, 2009 (*Just after Cinco de Mayo*). All HCCS members and all DC's are invited to come out and enjoy a great evening of food, fun, games, fellowship and fabulous prizes. See page 9 for more details.

I'd also like to thank Dr. Jayson Lords for joining us in March for a Radiology seminar. As always, he was entertaining and educational.

On April 25 HCCS participated in the largest community service event in our recent history. 28 doctors, sponsors and friends showed up to paint their hearts out. Mayor Pam Iorio calls *Paint Your Heart Out, Tampa* (PYHOT) "...the best all-volunteer program that this community has ever had." HCCS was a \$5k in-kind sponsor for the event.

After we painted our house, we headed to a huge blowout party near the Raymond James Stadium grounds with music, barbeque, and fellowship. HCCS hosted a highly visible tent offering free chair massages to paint-weary volunteers. We answered questions and passed out calorie counting sliders with our "Chiropractors Care" logo and website contact information.

Please remember to visit our recently updated website, www.hccschiro.org to find current info for all events and view the photo libraries on the "about us" page

and video on our video page. You will also notice a new "find a doctor" feature where all HCCS members in good standing are listed with your contact information, a link to your website and a link to a map to your office. Please be sure to double check your info and make sure that everything is current. If it is not, contact Michelle Nault and email her any changes.

I look forward to seeing many new, and some old faces, at our future meetings and events. Thank you for your continued support.

Yours in good health,
Nick Venturino, D.C.
HCCS President 2009

**Don't forget to register today
for the HCCS
Casino Night Social
"Chiro de Mayo"
See Page 9
for more information.**

Visit: www.HCCSChiro.org (Newly website)
find out more about HCCS and our
upcoming events and meetings.

HCCS Board of Directors 2009

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HCCS 2009 Sponsors

For more info on our sponsors please visit: www.hccschiro.org

Please remember to support those companies who support chiropractic!

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- Rose Radiology, Pg. 7
- Park Place MRI, Pg. 5
- American MRI, Pg. 8
- Clear-View Open MRI, Pg. 11

Silver Sponsors

- Regions Bank, Pg. 10

Bronze Sponsors

- Brad Souders, P.A., Pg. 13
- World Wide Medical, Pg. 3
- Raymond James Northdale, Pg. 14
- Signet Diagnostics, Pg. 14

Advertisements

- Diagnostic Imaging Consultants, Pg. 6
- SOS, Pg. 14



[Three's Company: Tina Alexander from new GOLD SPONSOR Clear-View Open MRI, Dr. Laurie Woloshen and Alice from Dr. Woloshen's office, took a CPR break and smiled for the camera at the HCCS February 17 general membership meeting.]

Blue Cross Blue Shield Reimbursements

HAVE YOUR REIMBURSEMENTS BEEN AFFECTED? THE FCA NEEDS YOUR INPUT!

The FCA legal team has been researching the many issues surrounding the recent policy changes by Blue Cross Blue Shield of Florida. A plan of action has been developed and we now need specific information

in writing from our members in order to move forward. PLEASE, remember to sanitize or redact all protected health information, such as the patient's name or identity. You may also wish to redact your provider identification information (except for your degree), which might include Remittance Advice or Claim Numbers.

Please send this information, along with a cover sheet including your contact information to the FCA Insurance/Legal Office.

Fax to: (866)882-7235

E-mail to: joanie@fcachiro.org

Mail to: FCA Insurance/Legal Office, 1266 Cedar Center Dr., Tallahassee, Florida 32301

WHAT WE NEED TO CONDUCT OUR INVESTIGATION:

(Please send us copies of sanitized EOBs or correspondence)

From BCBS FL Network Providers:

* Denials of PT Modalities or Therapies

Continued on Page 11



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HCCS Needs You!

Your support & participation is valued and appreciated!

For questions please email: Michelle@hccschiro.org or call: 813-453-0874



HCCS

Hillsborough County
Chiropractic Society

www.hccschiro.org

Hillsborough County Chiropractic Society

Membership Form 2009

Membership Includes: FREE dinners at the general meetings, FREE advertising in the HCCS newsletter & on the website (www.hccschiro.org), admission for member to the holiday party, discounted or FREE CME courses & CPR certification, partial reimbursement for travel expenses to Tallahassee for Chiropractic Day with the Legislature, socials & special networking events ...The support of your peers and more!

Mail Completed Form & Check to:

HCCS
PO Box 6308
Brandon, FL 33508-6308

- Associate Membership \$500
- Physician Membership \$175
- Student: NO CHARGE
- 1st Year Physician: NO CHARGE
- Contribution to FCA's Chiro PAC
(Make out check separately to ChiroPAC)

Name: _____

Address: _____

City: _____ St: _____ Zip: _____

Phone: _____ Fax: _____

Birthday: (Month & Day) _____

Email: _____

Website: _____

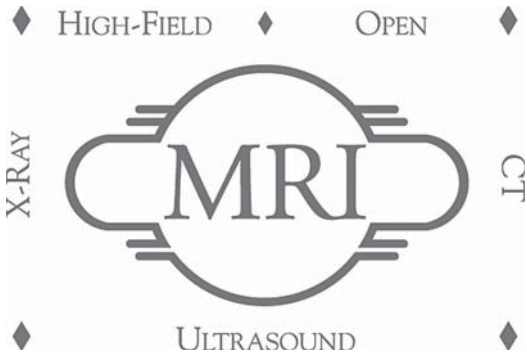
School/Year Graduated: _____

Techniques & Services Offered: _____

Programs or Information I would like to see added to the yearly agenda: _____

I am interested in helping with: PR Newsletter Website Casino Social 2009

Charity Golf Tournament Going to Tallahassee next year



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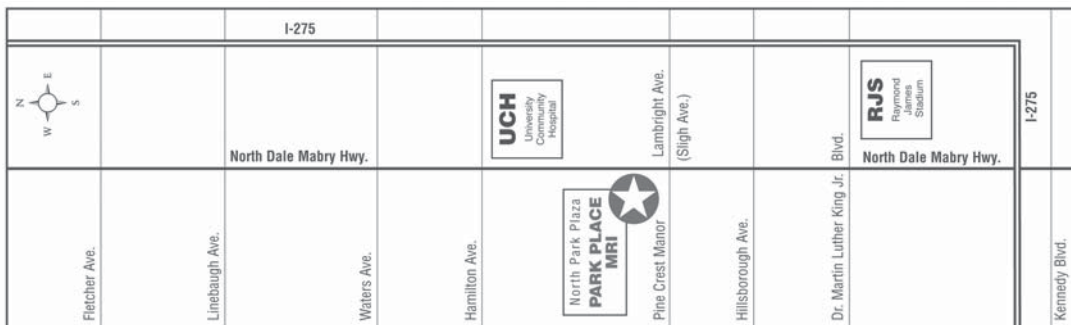
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The Hillsborough County
Chiropractic Society
Presents
CASINO
NIGHT
SOCIAL
2009



“Chiro de Mayo”

RSVP TODAY for May 9!!!

All Local Societies Invited!!! (HCCS • PCCS • NSCS)
The 4th Annual Casino Night Social for Society Members,
Sponsors & All Friends of Chiropractic!

May 9, 2009 @ 7:30 pm –11:00 pm at Landry’s Seafood on the Clearwater Causeway.
FEES: \$65 per person (\$5000 funny money) or \$100 per couple

RSVP by May 1 to Michelle@mnault.com or call (813) 453-0874

** Must receive RSVP & entry fees in advance. You will receive a confirmation once we receive your RSVP. Additional opportunities to purchase funny money and raffle tickets at the door.*

Mail checks to: HCCS PO Box 291097 • Temple Terrace, FL 33687 and confirm with Michelle your RSVP (If you prefer to pay by credit card, contact Michelle or Nick to arrange.)

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Michelle Walker Nault : (813) 453-0874 (HCCS ED)



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John D. Cathcart, Vice President
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Continued from Page 3

as only one per visit is reimbursed when CMT also performed

- * Denials of EMS/E-Stim as not medically necessary, or as experimental
- * Denials of an office visit or Evaluation and Management code when billed on the same day as CMT, although billed properly with a modifier -25

* Denials for PT services because they exceeded the limits

* Written instances where BCBSFL prefers patients to have LMT or PT services over DC services (We are looking for anything from BCBSFL "IN WRITING" that substantiates them preferring patients go to LMTs or PTs instead of DCs for PT services.)

* Instances where allopaths or osteopaths are reimbursed for any of the above while DCs are being denied. (Be sure that MD/DO/DC designations are preserved when you sanitize the documents.)

* Instances where allopaths are reimbursed more than DCs for the same

service (CPT code), especially with the same diagnosis (ICD9-CM code)

From NON-BCBS FL Network Providers

- * EOBs with any of the above limitations applied to Non-Network providers
- * EOBs with instructions that the patient cannot be billed for any of the denied services listed above

ARE YOU A BCBS FL POLICYHOLDER AFFECTED BY THE POLICY CHANGES?

We would like to hear from you. Please let us know:

- * The name of the policyholder
- * The name of the insured
- * The name of your BCBS FL Plan (e.g. Blue Options Small Group), including the Plan number when possible.

For additional questions, you may contact the FCA Insurance/Legal office (in Tallahassee) at: 850-577-3222.

INVOLVE YOUR PATIENTS

Until the appropriate course of action is determined, we suggest you keep your patients informed. If your patients want to help, we will need their willingness and permission to submit their names and concerns, en masse, when we move forward. We have developed a one-page Patient Signature Form they can sign and send to us should that action be required. You may fax these completed forms to Mollie and Joanie at the FCA Insurance/Legal Office, at 866-882-7235. ChiroVoice.org Resources Now Available!

Your patients, office staff and supporters of chiropractic in your community can have a say in the National Health Reform debate! Help them to enroll in ChiroVoice TODAY.

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**Simply visit
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HCCS Photos

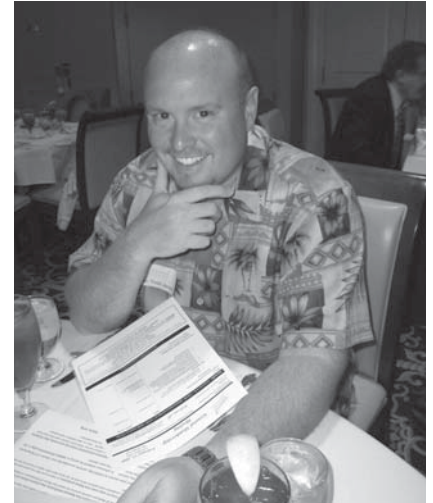
February & March, 2009



[Dr. James Bennet and Dr. Jorge Santana]



[Dr. Tommy Lane, Dr. Nick Venturino & John Stevens from Park Place MRI.]



[Dr. Todd Jarvis at the Feb. CPR cert. course.]



[Dr. Joe Papia practicing CPR techniques to the beat of "Staying Alive", Feb. 09.]



[Dr. Brooke Hebauf, Dr. Greg Zwirn and Dr. Brian Caez, March 31, 2009. HCCS General Membership Meeting.]



[Yvette Oles from Signet Diagnostic, Dr. Greg Zwirn and Alesha from Signet Diagnostic, March 31, 2009.]



[Dr. Debra Hoffman (front, right) and Dr. Nick Venturino (center) joined the PCCS crew in Washington D.C. to meet with various legislative representatives in February, 09.]



[Dr. Tommy Lane, Dr. Jayson Lords and Dr. Gary Jones. Special thanks to Dr. Lords for conducting the radiology seminar March 31!]



Pinellas County Chiropractic Society

Proudly presents the

14th Annual PCCS Golf Tournament

At

Wentworth Golf Club

Tarpon Springs, Florida

Thursday, May 7, 2009

The tournament is a non-handicapped, scramble format with a shotgun start at 12:45pm. Entry fee includes green fees, cart, box lunch, complimentary beverages during play and a delicious buffet dinner. There will be awards for 1st and 2nd place, an Honesty Award, longest drive, straightest drive, closest to the pin, closest to the spine, a putting contest for cash and a shot at \$10, 000 with a hole-in-one at a selected hole. The raffle following the buffet dinner is your chance to win many exciting and wonderful prizes!

Proceeds support the Florida Chapter of the Arthritis Foundation, the Society's general operation fund and PAC. **To enter simply indicate the number of golfers:**

___ Foursome	\$500 each	# ___
___ Individual golfer	\$135 each	# ___

Provide contact information:

Company: _____ Contact Person: _____

Telephone: _____ Fax: _____ email: _____

Address: _____ City: _____ Zip: _____

Fax to 727-581-3811 or mail to address below. Entries must be received by 5/4/2009.

An invoice will be sent by email, fax or U.S. Mail to the contact person listed above. For additional tournament information or information about sponsorship opportunities please contact Dr. Thomas Hughes (727) 343-3959 or Jennifer Comey (727) 398-5303.

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 Dr. Kathy Clements
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 Dr. Laurie Woloshen
 Dr. Craig Newman
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 Dr. Erika Bethune
 Dr. Larry Ribley
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 Dr. Jeannette Sims
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 Dr. Lauren Davis
 Dr. Steven Cox
 Dr. Gary Jones
 Dr. Dean Brown
 Dr. Greg Zwiirn
 Dr. Sage Campione
 Dr. Annie Filisky-Leclair
 Dr. Hetal Patel (1st Yr. Doc)

Please note that dues were up for renewal Jan. 1, 2009. If you do not see your name listed here, please send your check in ASAP. You may use the form on page 4.

Please be sure to add your website and email address as we are in the process of updating the website and will include this info on your listing.

We look forward to a wonderful year and seeing you all at a meeting soon!

***Did you know that the following items are available through the FCA store?
www.FCACHIRO.org***

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Krames Tearsheets

Practical and economical, these time-saving full-color guides show patients how to follow your instructions for frequently prescribed stretching and strengthening exercises.

Introduction to Chiropractic - Eleventh Edition

You will find the NEW "Introduction to Chiropractic" 11th Edition has updated four-color photo-quality graphics, terrific explanations, answers to most frequently asked questions, and even a section on exercise recommendations. It is excellent for your patients, legislators, community leaders, labor leaders, etc.

Workers' Comp. MGT Study Brochures

A full-color, tri-fold brochure printed on gloss stock, describing the cost savings that are possible with greater involvement of chiropractic treatment.

Mark Your Calendars


Upcoming meetings and events:

- **April 28 - Kinesio Taping Seminar- Video and demo**
- **May 7, PCCS Charity Golf Tourn.- See page 13 to register**
- **May 9 - Casino Night Social- “ Chiro de Mayo” :)**
- **June 30- General Membership Meeting- Topic TBA**



Chiropractors Care
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For a complete yearly meeting and event
calendar, photos & more visit: www.HCCSChiro.org