

Leadership Reports For October 14, 2023 General Membership Meeting

This document contains:

- **VP Report**
- **Immediate Past President Report**
- **Treasurer Report**
- **District Director Report – District 1**
- **District Director Report – District 3**
- **District Director Report – District 4**
- **District Director Report – District 5**
- **District Director Update - District at Large**
- **Education Committee Report**
- **PR Committee Report**
- **Virginia Chiropractic Association Legislative Report**
- **Virginia CPAC Update**
- **Congress of Chiropractic State Associations (COCSA) Update**
- **American Chiropractic Association Report**

ALSO SEE: “2023 Legislative Monitoring Report #5 - End of Session” under separate cover.

VP Report Dr. Robert Pinto

BOD Retreat.

Continuing to reach out to new members.

Met with State Senator Monte Mason to deliver CPAC check and had great conversation regarding Medicaid inclusion, Worker's Compensation and CBC/THC .

I will be attending Worker's Comp Conference to see Dr. Perron present.

Immediate Past President Report Dr. Chris Perron

For the Period ending: September 2023

I was accepted to present at the Virginia WC Commissions Annual Conference in Richmond on October 19, 2023. Following what appeared to be a well-received presentation in Oct 2022, I was invited back but this time I have been scheduled to present at two different time slots, for increased exposure of our message. Great opportunity to educate through facts and statistics, why chiropractic is an underutilized service to the worker's comp industry, and how to change that for the benefit of the patients, the employers, and the insurance companies. The presentation was created with the help of Julie, F4CP, and Drs. Rose and Pinto.

Board Meetings:

Attended scheduled Board Meetings/Calls.

UVCA Support:

VWCC presentation.

Acted as an “advisor” to Dr. Phil Golinsky as he created his plan to increase funding for CPAC. He did the work, but I was happy to share what perspective I had on working with members and the UVCA.

Future Plans or Ideas

VWCC presentations on October 19, 2023

Other Recommendations, Requests, Comments:

Great leadership from Dr. Rose that has led to Dr. Golinsky volunteering to address CPAC. Amazing effort and fantastic results with regard to CPAC funding as a direct result of Dr. Golinsky’s efforts and those whom he recruited to assist.

Report Prepared September 12, 2023

Treasurer Report
Dr. Taylor Myers

For the Period ending: September 2023

Report:

We are still doing great financially!

We have diversified our accounts to spread money around, which is both safer as well as increase interest and such.

Inflation didn’t forget about Chiropractors or the UVCA.

Board Meetings:

Attended scheduled Board Meetings/Calls.

UVCA Support

Promoted Conventions, Membership and CPAC.

Future Plans or Ideas

Planning more frequent communication of the money for the UVCA.

Let’s raise more money for CPAC!

More money for CPAC with help increase the funds for UVCA in the Future!

Other Recommendations, Requests, Comments

Any other questions?

Report Prepared September 11, 2023

District Director Update - District 1
Dr. Lisa Williams

For the Period ending August, 2023.

District Meetings:

One District Connection was held since our last Convention.

Board Meetings:

Attended scheduled Board Meetings/Calls.

Board Retreat: quorum present, discussed best approach to disseminating news of Drs. Fallwell and Williams’ meeting with UVA neurologist Dr. Sutherland.

Constituent Outreach:

Emailed all District 1 email list to introduce myself, ask for an intro to who they are, practice length, style, etc, and asked if there was any legislative connections or relationships with new constituents.

UVCA Support:

Promoted Conventions, Membership and CPAC at District Connections.

Attending Republican Committee's breakfast picnic with Attorney General Jason Miyares on Sept. 9th for meeting/greeting and making friends on behalf of UVCA.

Future Plans or Ideas:

Want to explore what having a Vice Director means. Dr. Sarafina Wipf is looking to continue to step up into that role, and I would like to have her more involved in Board communications.

Other Recommendations, Requests, Comments:

None at this time.

Report Prepared Sept. 7, 2023

District Director Update – District 3
Dr. Aaron Trochim

For the Period Spring 2023-Fall 2023

District Meetings:

No district connections before convention. Had a vendor wanting to do one but once again had no luck getting enough people to participate to make it worth it for vendor. Social district event planned for early October. Another being planned with vendor for January/February.

Board Meetings:

Attended all board meetings and calls since last convention.

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

Had lunch with new members and new practitioners to the area (Dr. Gump in my county), Dr. Stephen Hussey (discussed CPAC and some strategies and encouragement there), Dr. Schaible in Bedford County about membership. Called new members that were emailed to me and either talked with them or left message.

Database Integrity:

None.

Retention Support:

Spoke with handful of constituents over email and a couple over phone about anything that I could do for them and letting them know about new website, mentorship program and other features and benefits of UVCA membership.

Recruitment Support:

None.

Convention/Connections:

Yes. Making some connections but mostly with the mentorship program.
Assistant District Director (might need some help in this department).

Other Activities:

Mentorship program. Fielding emails. Communicating with Julie and staff about program. Answering emails from mentors and mentees. Hoping to have some new mentors and mentees at the next convention. Participant as a mentor in the mentorship program.

Future Plans or Ideas:

District Connections and Nuts and Bolts over next few months.

Other Recommendations, Requests, Comments:

None.

Prepared 9/13/2023.

**District Director Update - District 4
Dr. Eric Carlsen, DC**

For the Period ending: September 2023

District Meetings:

1. District Connection dinner meeting in Richmond in January.
2. District Connection dinner meeting in Glen Allen in March. Dinner was sponsored by ChiroOneSource.
3. District Connection dinner meeting in Richmond in May.
4. District Connection dinner meeting in Richmond in July.

Board Meetings:

Attended scheduled in-person Board Meetings and calls.

Constituent Outreach:

Reached out to doctors at the request of UVCA office.
Reached out to non-renewals/terminated memberships.

UVCA Support:

Promoted Conventions, Membership and CPAC at District Connections.
Called UVCA members to promote CPAC.

Future Plans or Ideas:

Planning more frequent District Connections at the request of attendees. We have held meetings in the central part of District IV.

Other Recommendations, Requests, Comments:

The District Connections have been well attended this year. Evite invitations have worked well for District Connections with a reasonable response rate from invitees. The desire of attendees continues to be dinner fellowship meetings. We have been inviting UVCA Suppliers with a number attending the dinner meetings.

Report Prepared September 13, 2023.

**District Director Update – District 5
Dr. Christine Fallwell**

For the Period: March 2023 thru August 2023.

District Meetings:

Face-to-Face: Held one District Connection in April at the 3-Notch'd Brewery in Va. Beach with Josh from Chiro1Source (he provided a door prize as well!). We held a second one in early July at the Tides baseball park and had dinner and a baseball game. Still trying to organize a separate District Connection on the west side of the HRBT, since it is hard for docs to get to the south side for get-togethers.

Webinar: have attended UVCA webinars, and helped organize the webinar on FMD with Dr. Southerland from UVA neurology department.

Board Meetings:

Have attended all scheduled Board meetings and calls, and also attended our board retreat at Dr. Pinto's fabulous resort!

I don't remember any conference calls (other than Board calls)

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

Have reached out to doctors at the request of UVCA

Phone Calls: 3-4 to new docs and docs that have dropped out.

Emails: several to new docs as well as docs that have dropped out.

Database Integrity (review UVCA list, identify/provide updates at least once annually): Have not done that yet this year, and still not clear on what I need to do.

Retention Support:

Updated cc info for EZ-Pay enrollees (No)

Non-renewals: have reached out to doctors that have not renewed.

Recruitment Support:

Considering gifting 2 more memberships to new docs, and I have talked about membership with all docs that I meet.

Convention Connections:

Before: Have made calls to promote convention

During: have spent some time with district attendees, but would love to have more time to spend at convention

After/Debrief. (Nope. Is that a thing?)

Assistant District Director:

I don't seem to have an assistant, but I still call on Dr. Pinto for help when I need it. Would LOVE to have an assistant on the west side of HRBT to help organize meetings in that area.

Other Activities:

Attended informal dinner get-togethers put together by Dr. Carly and others. Also organized a face-to-face with Dr. Southerland and Dr. Lisa Williams to educate him about non-force chiropractic adjustments so that he would be comfortable referring his patients for Chiropractic care.

Future Plans or Ideas:

Still working with a fund raiser to try and put together a study on opioids and chiropractic, and still working on a district connection or webinar with my Chiro-friendly Orthopedic Doctor.

Other Recommendations, Requests, Comments:

Would love to have more free time at convention in order to spend more time with exhibitors and district members....

Report prepared 09/08/23

District Director Update - District at Large
Dr. Chris Virusky

District Meetings:

District Connections are still in planning phase .

Board Meetings:

Attended scheduled Board Meetings/Calls.

Constituent Outreach:

Reached out to multiple doctors at the request of UVCA office.

Reached out to non-renewals/terminated memberships.

UVCA Support:

Promoted Conventions, Membership

Future Plans or Ideas:

Would really like to organize a fun run.

Other Recommendations, Requests, Comments :

None at this time.

Education Committee Report
Michael Mulvaney, DC -- Chair

For the Period ending: September 2023.

We are set for the upcoming Fall Convention. There are a few things to fill for the Spring Convention. Julie will be visiting potential future locations soon.

Board Meeting:

Attended scheduled Board Meeting/emails.

UVCA Support:

Promoted Conventions, Membership and CPAC.

Future Plans or Ideas:

We need MORE doctors and CAs to fill out surveys at the conventions. This helps with future locations, topics, speakers etc.

Report Prepared September 7, 2023

PR Committee
Silent Auction Subcommittee
Alli Totzke-Hitzeroth – Chair

For Fall 2023.

District meetings: n/a.

Board meetings: quarterly meetings planned with PR committee.

Outreach: In the spring it had been planned to reach out to previous PR committee members to establish a "norm" of quarterly meetings. These have been extremely poorly attended even with additional outreach to ask about alternative times. As in, no attendance, minimal email follow up from individuals to continue conversations even asynchronously.

UVCA Support: (ongoing) Promotional materials shared with UVCA of new outreach plan and forwarded throughout UVCA promo materials.

Future plans/ideas: The plan had previously been to establish a "PR winner" at the fall convention. However, due to the minimal engagement, I do not think this is worth anyone's time/effort to identify anything, aside from perhaps Dr. Phil Golinsky for his work in promoting the CPAC this past year. I am working to communicate this with Julie now.

Other: I am looking to pass on the PR committee to whoever would like next. I will continue to help with the silent auction until others can be found as well to take this over, however I feel at this time that I am unable to put in the time to grow this committee as it needs.

Report prepared 9/13/23.

Virginia Chiropractic Association Legislative Report - Fall 2023 **Bo Keeney, President, The Keeney Group**

Attached you will find the legislative monitoring report from the end of the 2023 regular session of the Virginia Assembly provided by the Keeney Group. After the 2023 session we have continued to work on issues as directed by the VCA Board of Directors, including discussions with the naturopaths about their licensure efforts, examining avenues to protect and advance the chiropractic scope, and helped develop grassroots strategies ahead of the 2023 fall elections. Below you will find some additional information on Virginia elections and the recent passage of the state's operating budget. We look forward to continuing to advocate and represent the Chiropractic profession during the upcoming legislative session.

ELECTIONS: Elections for the Virginia House of Delegates will take place in the fall of 2023. The general election is on November 7, 2023. A primary was held on June 20, 2023. As of September 13, 2023, Republicans hold a 50-46 majority in the Virginia House, while Democrats hold a 22-18 majority in the Virginia Senate. There are four vacancies in the House. If Republicans maintain control of the House and win control of the Senate, Virginia would become a Republican trifecta. If Democrats win control of either chamber, the state would remain a divided government. Thirty-two House incumbents did not file for re-election in 2023. This was the largest number of retirements since 2011, and a 244% increase from the average of 9.3 retirements per cycle between 2011 and 2021. Of the 32, 17 were Democrats and 15 were Republicans. This is Virginia's first election under new state legislative maps following the 2020 redistricting cycle. The number of open districts tends to increase after redistricting. Of the 100 House districts up for election, 54 are contested and 46 are uncontested. Democrats are guaranteed to win 33 of the 46 uncontested districts, while Republicans are guaranteed 13.

BUDGET: After a months-long battle fueled by \$5 billion in surplus tax revenue and looming November elections, the Virginia General Assembly officially passed a deal to amend the state budget, sending money back to taxpayers in the form of rebates and providing hundreds of millions of dollars in new funds to public schools and mental health resources. The budget combines major short-term tax reductions with significant one-time and ongoing spending on priorities such as education, behavioral health and pollution reduction investments. The proposal includes about \$1 billion in tax reductions, mostly through one-time tax rebates of \$200 for individuals and \$400 for joint filers. It also would increase the standard deduction, remove the age requirement for a military retiree tax benefit, and reinstate a popular back-to-school sales tax holiday

lawmakers forgot to renew. The budget deal passed through both chambers easily with only a handful of lawmakers in both chambers voting against it.

Special Note: One small but important provision of the proposed budget would make clear that Virginia is seeking to reduce health insurance premiums by 15% by continuing a reinsurance program adopted last year to reduce the risk pool for all people buying insurance in the individual market by creating a separate fund for those with the most expensive health care treatment. The reinsurance program essentially is a backstop that covers the cost of health insurers' biggest claims. That reinsurance had enabled the insurers to cut their premium rates to reflect the benefit of the backstop. A State Corporation Commission analysis had warned that premiums would increase by up to 28% without the reinsurance program, administered by the Bureau of Insurance at the SCC. The federal and state governments share the cost of the program, but the federal share rises significantly in proportion to the expected reduction in insurance premium subsidies paid for policies purchased on the federal and state marketplaces.

ALSO SEE: "2023 Legislative Monitoring Report #5 - End of Session" under separate cover.

Virginia CPAC Update
Dr. Brad Robinson, Chair

Year to date, CPAC has raised \$42,749.28 this year with 122 donors.

Congress of Chiropractic State Associations (COCSA) Update
Dr. Bob Pinto, Board Liaison

A lot going on with COCSA.

ChiroCongress' 2023 convention is in Hawaii November 9 – 11. UVCA will have 4 members and our ED attending.

2024 convention will be in Denver, CO, November 14-16. ChiroCongress' board met at FLI in early May to focus on ChiroCongress' strategic plan.

ChiroCongress is introducing a new awards program consisting of 4 awards. Includes recognizing state associations for outstanding work and outstanding state association leaders. Each district will submit 1 nominee for each category. Winner will be announced in HI. There will also be a couple of more "internal" awards for state association service to ChiroCongress.

ChiroCares is promoting a \$5000 student scholarship.

Animal Adjusting: There seems to be a national push regarding this emerging.

Clinical Compass: They are encouraging increased participation and support by state associations. Trial period opened up to State associations closes tomorrow.

American Chiropractic Association Report
Mia Ortega, DC, ACA Virginia delegate
October, 2023

See below...

The American Chiropractic Association is leading the chiropractic profession in the most constructive and far-reaching ways — by working hand in hand with other health care 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:

ACA’s Medicare equality legislation — the Chiropractic Medicare Coverage Modernization Act — has been gaining support in Congress since its reintroduction in March and, at last count, has 129 cosponsors in the House and Senate. 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.

For 50 years, Medicare has restricted beneficiaries to coverage of just one chiropractic service, manual manipulation of the spine. Under the updated language, beneficiaries would have increased access to chiropractic’s broad-based, non-drug approach to pain management and health promotion, which in many areas includes things like 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.

Plus, the Medicare population is expected to increase significantly in the coming years as the baby boom generation continues to age. So now, more than ever, seniors need access to chiropractic’s non-drug approach to pain management to help keep them healthy, mobile and safe.

But first, the bill needs your support! Members of Congress want to hear from YOU, the constituent, more than anyone else. We ask that every DC contact their Members of Congress and urge them to cosponsor H.R. 1610 and S. 799. ACA’s lobbyists are doing their part to increase support for this important legislation, but it is critical that Members of Congress hear a pro-chiropractic message directly from their constituents. Please contact your Member of Congress via the ACA’s website at acatoday.org/Medicare.

In other news, ACA recently announced the establishment of a new Health Policy Fellowship. The program aims to develop future ACA health policy leaders who want to participate in the process of influencing and shaping coding policy in the United States. The position — open to ACA members — provides an opportunity for an individual to develop their understanding of current issues related to health policy, while increasing ACA’s capacity to contribute to policymaking processes at the national level. The ACA Code Development and Valuation Subcommittee invites ACA members to submit their interest in the newly established ACA Health Policy Fellowship.

This October, the National Chiropractic Health Month toolkit is open and available to everyone! National Chiropractic Health Month (NCHM) is officially underway. With the theme “Relieve, Restore, Resume,” this year’s campaign brings attention to the prevalence and impact of chronic pain and the importance of non-drug approaches such as chiropractic services for safe and effective pain management.

[Compilation Updated 10/7/23]