

**TRACK 1**  
Chiropractic Professional Knowledge  
DC RECOMMENDED

**TRACK 2**  
Office Professional Knowledge  
CHA RECOMMENDED

**TRACK 3**  
Technology Professional Knowledge  
DC & CHA RECOMMENDED

8 a.m. Registration & Networking (lower level)

8:30 a.m. Tradeshow Opens - Visit several professional tradeshow exhibitors – Ballroom A (lower level)

**9 a.m. to 10:30 a.m.**

**T1 – 1 Caledon Room (upper level)**  
**Reshaping the Health Care System**  
**Dr. Joshua Tepper, Vice President, Education, Sunnybrook Health Sciences Centre**

The health care system in which we all work is in a state of crisis and change. Hear first hand from one of Ontario's leading health policy and health system experts what's happening, what's driving change, where things are going, and how it will affect your practice.

The session will close with a Q&A period.

**T2 – 1 Kingsway Room (upper level)**  
**Communication Tools for the Chiropractic Health Assistant (CHA)**  
**Liz Pridham, OCA Software Support Representative**

This session is designed to increase confidence and improve the effectiveness of the chiropractic health assistant. Good communication skills are essential when dealing with your patients, your health care professionals and co-workers and all of your external contacts. Learn simple ideas, tools, techniques and phrases that can be incorporated into the daily routine to maximize personal interactions.

The session will close with a Q&A period.

**T3 – 1 Oakville Room (upper level)**  
**Patient Management Software HCAI Interface Effectiveness**  
**Lauren James, Manager, Software Support & Development**

This session is for PMP users who are, or would like to use the PMP HCAI interface for creating and sending OCF forms to HCAI. The session covers PMP setup, creating OCF forms in PMP, codes, and using the HCAI interface.

The session will close with a Q&A period.

10:30 – 11 a.m. Refreshment Break in Tradeshow – Ballroom A (lower level)

**11 a.m. to 12:30 p.m.**

**T1 – 2 Caledon Room (upper level)**  
**Practical Review of MRI, CT and Ultrasound**  
**Dr. Dominic Rosso, Director of Neurointerventional and MRI Imaging, Trillium Health Centre**

This presentation will discuss the basic physics, and practical clinical applications of MRI, CT and Ultrasound imaging. A review of the current advancements and how these are impacting the care of patients will be given.

The session will close with a Q&A period.

**T2 – 2 Kingsway Room (upper level)**  
**Is Your Practice Ready for the AODA? Be prepared for the Accessibility Standards for Customer Service**  
**Melissa Magder, Director of Diversity, HR & Intercultural Training at proLearning innovations**

The deadline for complying with the *Accessibility Standards for Customer Service* is Jan. 1/12. The Standard applies to all Ontario businesses that have more than one employee and provides goods or services to the public or to other businesses. Find out what the AODA is and how it applies to your business, what you must do to ensure compliance, how the legislation will be enforced and penalties for non-compliance, and how to achieve compliance in a timely and cost-effectively manner.

The session will close with a Q&A period.

**T3 – 2 Oakville Room (upper level)**  
**Understanding Social Media and How to Optimize Your Clinic's Online Presence**  
**Ed Lee, Director of Social Media, Radar DDB**

This session explores social media "best practices" for chiropractors. Learn to build strategies for maintaining a high level of professionalism, patient needs, raising not only the chiropractor's profile but also that of the profession while ensuring CCO standards are met.

- Introduction to social media (Facebook, Twitter, You Tube etc.)
- Understanding social media within health care.
- Things to avoid, regulatory considerations.
- How to promote yourself and chiropractic in professional manner.

The session will close with a Q&A period.

12:30 – 2 p.m. OCA Annual General Meeting & Members' Luncheon — Ballroom B (lower level)

12:30 – 2 p.m. CHA Luncheon — Ontario Room (lower level)

	<b>TRACK 1</b> <b>Chiropractic Professional Knowledge</b> <b>DC RECOMMENDED</b>	<b>TRACK 2</b> <b>Office Professional Knowledge</b> <b>CHA RECOMMENDED</b>	<b>TRACK 3</b> <b>Technology Professional Knowledge</b> <b>DC &amp; CHA RECOMMENDED</b>
<b>2 p.m. to 3:30 p.m.</b>	<p><b>T1 – 3 Caledon Room (upper level)</b></p> <p><b>Primary Health Care Models 101: Chiropractic Opportunities – Part 1</b></p> <p><b>Peter Brown, OMA</b></p> <p><b>Jess Rogers, Centre for Effective Practice</b></p> <p><b>Andrea Endicott, OCA</b></p> <p>Gain an understanding of the various models of primary health care and about potential opportunities for chiropractic involvement in:</p> <ul style="list-style-type: none"> <li>• Family Health Organizations (FHO)</li> <li>• Family Health Teams (FHT)</li> <li>• Community Health Centres (CHC)</li> </ul> <p>In addition, an introduction to physician compensation models will be provided. This will assist chiropractors to identify opportunities for chiropractic collaboration. Q&amp;A period to follow this introduction and will continue into Part 2.</p>	<p><b>T2 – 3 Kingsway Room (upper level)</b></p> <p><b>HCAI — Getting the Most out of the Application</b></p> <p><b>Viivi Riis, HCAI Senior Health Analyst</b></p> <p>Increase your knowledge in using the HCAI application in the following areas:</p> <ul style="list-style-type: none"> <li>• Advanced features; SEARCH utility and Facility reports.</li> <li>• Injury &amp; Intervention Coding (find the right code.)</li> <li>• Preparing plans/invoices for treatment services including session codes &amp; assessments.</li> <li>• Working with and referring to other service providers in and outside your practice.</li> </ul> <p>The session will close with a Q&amp;A period..</p>	<p><b>T3 – 3 Oakville Room (upper level)</b></p> <p><b>ChiroWrite: Simplified Documenting of Patient Records</b></p> <p><b>Roger Gooden, President, Softworx Solution &amp; Creator of ChiroWrite</b></p> <p>This overview of ChiroWrite demonstrates how you can produce detailed documentation quickly on every patient visit using ChiroWrite's point and click–style interface. Learn how to complete SOAP notes and examinations by starting with a new patient and building on that foundation. The demonstration will examine various ways ChiroWrite can be customized and also discuss the advantages of using touch screen monitors vs. Tablet PCs and standard desktops/laptops. See how ChiroWrite can effectively replace your paper charts. The session will close with a Q&amp;A period.</p>

**3:30 – 4 p.m. Refreshment Break in Tradeshow – Ballroom A (lower level)**

<b>4 p.m. to 5:30 p.m.</b>	<p><b>T1 – 4 Caledon Room (upper level)</b></p> <p><b>Primary Health Care Models 101: Chiropractic Opportunities – Part 2</b></p> <p><b>Dr. Craig Bauman</b> <b>Dr. Murray Townsend</b> <b>Dr. Rosty Serebryany</b></p> <p>Collaborative models involving chiropractic care are currently in place in a number of primary health care teams. Although not funded, these collaborative models include: chiropractors who practice within the FHT, utilize the electronic medical records (EMR), and participate in shared care and patient education. Both the health professionals and patients benefit from having chiropractors as part of collaborative team-based care. This follow up session to “Primary Health Care Models 101” showcases specific chiropractors working in these models. The session will close with a panel discussion and Q&amp;A.</p>	<p><b>T2 – 4 Kingsway Room (upper level)</b></p> <p><b>Communication and Boundaries for the Chiropractic Health Assistant</b></p> <p><b>Dr. Frazer Smith</b></p> <p>Have you ever wondered how much patient information you are allowed to give out to a third party? Do you understand your obligations under the health privacy legislation? Is a CHA able to witness consent? Can a CHA take an x-ray or recommend a patient use ice? If you have ever wondered the answer to any of these questions then this presentation is for you. CHAs will learn the tips and tools they need to understand their responsibilities and boundaries in the chiropractic office. Dr. Smith will cover consent, privacy legislation, communication, delegation, and more in this interactive seminar that will provide confidence for the CHA. The session will close with a Q&amp;A period.</p>	
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**5:30 – 6 p.m. Closing Reception in Tradeshow** — As part of your professional development day registration, we invite you to join us for our closing reception. The reception features a selection of cocktails and hors d’oeuvres and provides attendees with time to network with peers and explore the tradeshow. Event draw prize winners will also be announced at the reception.