



Massachusetts Chiropractic Society, Inc.

**You Are Invited to the
MCS Annual Meeting & First Annual MCS State Fair**

September 23, 2017

Westford Regency
219 Littleton Road, Westford, MA 01886

An opportunity to meet face-to-face with colleagues and discuss issues of importance to you.

Have questions about chiropractic participation in the VA program?

Changes in Medicare? Blue Cross Blue Shield?

Joining a Community Health Center?

Special Sessions

Both DCs and CAs are invited to all complimentary programs.

9:00 am - 10:00 am - "How To Tap Into
The Mother Lode Of New Patients"

Dr. Gerry Cassista

This presentation is key to finding exciting new ways of getting our message out to the public at little to no cost. No matter what your message is, the public needs to know, or they will never find you. This first hour will inspire you, the doctor, as well as your staff as to how important it is to just get the word out. The power of the first hour has literally transformed practices.

10:00 am - 12:00 pm - "How To Have a Staff Driven Practice"

Dr. Gerry Cassista

Here is where the real fun begins! You will learn time tested and refined ways of bringing new people into your practice. By having a staff who can set up a wide range of events both in and out of the office that are free or nearly free to run, you or your staff will create multiple funnels of new patients. You will learn how to have patients eagerly volunteer to help grow your practice, assist at events and spread the chiropractic message. To have the practice you have been dreaming of, make sure you attend this event.

10:00 am - 11:00 am - Immunizations:
An honest conversation on informed consent,
adverse reactions, & current misconceptions

*Allison Chapman: advocate, mother, & member of
the leadership committees for Health Choice &
Health Choice Massachusetts.*

The importance of maintaining a healthy parent/patient and physician relationship. ~ Global push for mandatory vaccines, informed consent and standing orders ~ Dispelling myths & misconceptions portrayed by skeptical parents ~ The short term & long term consequences of adverse reactions ~ **The science.**

11:00 am - 12:00 pm - Computer/Internet/Clinical Record Security

Corey Tapper & Ken Patterson - Techevolution, Lynn, Massachusetts

What are the major threats and risks today?
Where are we most vulnerable, personally and professionally?
What options do we have to protect ourselves?

**See other
side for a
the schedule
of events!**

1:00 pm - 2:00 pm - MCS on Beacon Hill

Moderator: Steven Saro, D.C.

Legislative Agents:

Jim Hurrell & Steve Panagiotakos

What are we doing today and why is it essential?

What are the costs?

What are the dangers of not being involved?

**VENDORS ★ RAFFLES ★ BUFFET LUNCH ★ MCS ANNUAL MEETING
PRESENTATION OF AWARDS ★ ELECTION OF OFFICERS**

The essence of MCS is collegiality, sharing our best ideas with each other to make excellent chiropractic care available to all citizens of Massachusetts.

WE HOPE YOU WILL JOIN US FOR THIS FESTIVE EXTRAVAGANZA!

SCHEDULE OF EVENTS

Saturday, September 23, 2017

9:00 am – 5:00 pm

Vendor Exhibits Open

9:00 am – 10:00 am

How To Tap Into The Mother Lode Of New Patients

Dr. Gerry Cassista

10:00 am – 12:00 pm

How To Have a Staff Driven Practice

Dr. Gerry Cassista

10:00 am – 11:00 am

Immunizations: An honest conversation on informed consent,
adverse reactions, & current misconceptions

Allison Chapman: advocate, mother, & member of the leadership committees for Health Choice & Health Choice Massachusetts.

11:00 am – 12:00 pm

Computer/Internet/Clinical Record Security

Speakers: Corey Tapper & Ken Patterson - Techevolution, Lynn, Massachusetts

12:00 pm – 1:00 pm

Buffet Lunch

1:00 pm – 2:00 pm

MCS on Beacon Hill

Moderator: Steven Saro, D.C.

Legislative Agents: Jim Hurrell & Steve Panagiotakos

What are we doing today and why is it essential?

What are the costs?

Why MCS membership must grow

2:00 pm – 3:00 pm

General Meeting/Election of Officers/Awards

Member doctors are encouraged to attend the general meeting.

3:00 pm – 4:00 pm

Continue Vendor Visitations, Conversations with Colleagues, & Raffles

Register Now to Join Us For Our First Annual State Fair!!!

**MASSACHUSETTS CHIROPRACTIC SOCIETY INC - STATE FAIR REGISTRATION FORM
SEPTEMBER 23, 2017 ~ WESTFORD REGENCY, WESTFORD, MA**

COMPLETE AND RETURN THIS FORM TO THE MCS. YOU DON'T WANT TO MISS THIS EVENT!

DOCTOR(S) _____ PHONE (____) _____ FAX (____) _____

CAs ATTENDING _____

STREET _____ CITY _____ STATE _____ ZIP _____

*E-MAIL ADDRESS (please print clearly) _____

*Your e-mail address will be used for MCS purposes only and will not be given out or sold for any reason.

DOCTORS: Sign up for the lunch and register your CA's and office staff.
SEE DETAILS BELOW

Saturday: 9:00 am - 12:00 pm & 1:00 pm - 2:00 pm - Complimentary Programs

DOCTORS/CHIROPRACTIC ASSISTANTS

COMPLIMENTARY : _____ 9 AM - 10 AM: HOW TO TAP INTO THE MOTHER LOAD OF NEW PATIENTS

COMPLIMENTARY : _____ 10 AM - 12 PM: HOW TO HAVE A STAFF DRIVEN PRACTICE

COMPLIMENTARY : _____ 10 AM - 11 AM: IMMUNIZATIONS

COMPLIMENTARY: _____ 11 AM - 12 PM: COMPUTER/INTERNET/CLINICAL RECORD SECURITY

COMPLIMENTARY: _____ 1 PM - 2 PM: MCS ON BEACON HILL

MEMBERS: PLEASE PLAN ON STAYING FOR THE GENERAL MEMBERSHIP MEETING TO BE HELD AT 2:00 PM

YOU MUST REGISTER by September 20, 2017

Saturday Lunch: Saturday at noontime

_____ Persons @ \$28 each: BUFFET LUNCH \$ _____

METHOD OF PAYMENT: Mastercard Visa Check or Money Order Enclosed

Card No. _____ Exp. Date _____ Amount Paid \$ _____

Cardholder's Billing Address _____ Signature _____
and Zip Code _____

PLEASE MAIL or FAX REGISTRATION TODAY!
If paying by check, make check payable to MCS, and mail to: MCS, 76 Woodland Street, Methuen, MA 01844
Or fax your registration to (781) 848-9941. Questions? Call (781) 849-0000