

# Building your practice in a tough economy: Critical tools to enhance patient management and reimbursements

In these tough times, it is increasingly difficult for practitioners (physicians, chiropractors and attorneys) to get reimbursed and have a successful practice. This dinner seminar will equip you with specialized tools to improve patient treatment and build a strong case in WC and PI situations.

**Speakers:**



**Edward Cremata, D.C.**

Dr. Cremata is a California board-licensed Chiropractor. He has practiced for 25 years in Fremont, CA. He has published in peer-reviewed literature, taught numerous seminars approved for license renewal and QME credit and at chiropractic colleges and has served as an expert witness numerous times. In this seminar he will reveal the critical elements that practitioners need to know to build their practice and maximize their income in the face of changes in workers compensation and personal injury reimbursement.



**Frank Seidelmann, D.O.**

Dr. Frank Seidelmann has a wealth of experience in radiology with subspecialty expertise in MRI and neuroradiology. He is a musculoskeletal MRI specialist and functions as a consultant on difficult cases for radiologists and clinicians. Previously, Dr. Seidelmann co-founded an extremely successful hospital and outpatient center based radiology group, at one time employing over 50 physicians. He is board certified in Radiology and in Certificate of Added Qualifications in Neuroradiology. He has particular interest and expertise in small joint imaging. Dr. Seidelmann and his group provide MRI interpretation for Goldenview Imaging & Diagnostics, Pleasanton, CA and at this seminar will address the utility of simulated weight-bearing and flexion-extension MRI testing to enhance diagnosis of spinal injury.



**Jonathan Brand, Esq.**

Jonathan Brand graduated from John F. Kennedy Law School in 1986. He founded the Law Offices of Jonathan M. Brand in 1989 to pursue his interest in personal injury cases. Shortly thereafter the firm expanded to handle Workers' Compensation. Mr. Brand has represented thousands of clients including before the Workers' Compensation Appeal Board. He is also a frequent lecturer in the chiropractic community.

**Name:** \_\_\_\_\_ **Specialty:** \_\_\_\_\_

**Address:** \_\_\_\_\_ **City:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_ **Email:** \_\_\_\_\_



**Tuesday,  
August 19, 2008  
6:30 p.m.**

**Pasta Trattoria**  
405 Main Street  
Pleasanton, CA 94566  
(925) 417-2222

**Please register  
by faxing your reply  
to Goldenview Imaging  
& Diagnostics at:  
925-461-0470**

Please check one box

**YES, I will attend**

**No, I cannot attend**