



Coding and Clinical Documentation for the Chiropractic Practice: Strategies for Success

Thank you for your interest in ACA's Coding and Clinical Documentation Program!

We believe this program provides an outstanding balance of content, and will serve as an exceptional educational opportunity for any state association or college that chooses to present it. Please read on to learn more about our suggested expense and revenue sharing.

Revenue: While the final fee charged is left to the discretion of the hosting institution, ACA suggests a three-tier structure for registration fees to include the following categories: Full Registration Rate; ACA/state association members or college alumni; and students and CAs. This will provide recognition to ACA/state association members and college alumni, at the same time encouraging students and chiropractic assistants to attend.

Program Expense and Revenue: ACA offers two pricing options for this program to meet the unique needs of specific colleges and associations:

Option 1: College or Association purchases turn-key program from ACA: \$1500 for full Coding and Clinical Documentation programs or \$900 for only 1 of these programs. ACA provides: 1) electronic version of all program materials as listed in brochure, 2) discounts on additional program materials for attendees, 3) schedules presentation date with program speaker, and 3) promotion of program through all of our communication channels. Hosting institution is responsible for all costs, honorariums, and coordination of logistics for the program. Hosting institution also retains all profit from the program.

Option 2: ACA provides the program at no charge to the institution; however, hosting institution and ACA equally share the program revenue after all program expenses are covered. With this option, the hosting institution sets the registration rate for the seminar; program expenses incurred by both parties - including honorariums, logistical costs and meals - are reimbursed from this revenue. Each party will pay for specific program expenses, which will be balanced through off-setting payments after the conclusion of the program. Some administrative or marketing expenses will be incurred by each party and will not be factored into the expense basis for the program. Remaining revenue is split 50/50 between ACA and the hosting college or state association – in the event of a loss, these will be split between ACA and the hosting institution as well.

For more information:

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Program expenses will include:

- Speaker Honoraria - \$500/speaker
- Speaker Travel - coach airfare, 2-days lodging, \$100/day for meals and other expenses
- Continuing Education Credits – file for CE in mutually agreed upon states
- Materials Preparation – design, printing and delivery of course materials
- Food and Beverage – healthy lunch/snack service for attendees (optional)

Administrative and marketing expenses will include:

- Processing attendee registration forms, to include name badges
- Promoting program to each party's members, alumni, students and other audiences
- Providing meeting facilities for seminar

There are undoubtedly other issues and details to be resolved; this proposal merely outlines the nature of the final agreement. We look forward to working with you and other members of your association or college to craft an agreement that will benefit all parties involved and bring top-quality education to the profession. Please do not hesitate to contact us with any questions.