

BHARON HOAG

Association Executive • Advocacy Leader • Healthcare Business Strategist

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EXECUTIVE PROFILE

Association executive and entrepreneur with 30+ years building, funding, and leading organizations that advance the chiropractic profession. Co-founded and lead OneChiropractic, an international advocacy and legal-defense organization operating in nine countries on a \$2.6M+ budget sustained by 3,500+ monthly contributors. Previously transformed the Ohio State Chiropractic Association—more than tripling membership and growing its budget fivefold. Founded a national practice-consulting firm that was acquired by ACOM Solutions, and have delivered 750+ keynotes, seminars, and webinars to physicians nationwide. Recognized for uniting stakeholders around a shared mission, designing sustainable revenue models, and turning strategy into measurable results.

SIGNATURE ACHIEVEMENTS

- **Global advocacy platform:** Built OneChiropractic into a nine-country organization with 35+ retained attorneys, lobbyists, and content experts and a \$2.6M+ annual budget.
- **Association turnaround:** Grew Ohio State Chiropractic Association membership 238% (325 to 1,100), budget 5x (\$200K to \$1M+), and annual PAC funding 3x (\$20K to \$60K).
- **Founder and exit:** Founded Hybrid Management, scaled it to 1,500+ client businesses nationwide, and led it through acquisition by ACOM Solutions.
- **National thought leadership:** 750+ presentations across 17 state and regional associations, three chiropractic colleges, and the Congress of Chiropractic State Associations.

CORE COMPETENCIES

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| ▪ Association & Nonprofit Leadership | ▪ Advocacy, Legislative & Legal Strategy | ▪ Fundraising & Recurring-Revenue Models |
| ▪ Board Governance & Development | ▪ PAC & Legal Defense Fund Oversight | ▪ Membership Growth & Engagement |
| ▪ Strategic Planning & Execution | ▪ Practice Management & Operations | ▪ Coding, Documentation & Compliance |
| ▪ Medicare & Reimbursement | ▪ Executive Communication & Keynotes | ▪ Team Building & Leadership Development |

PROFESSIONAL EXPERIENCE

OneChiropractic | Columbus, OH

2016 – Present

Co-Founder & Executive Director (CEO)

International advocacy and legal-defense organization dedicated to protecting and expanding the chiropractic profession.

- Co-founded the organization and architected its strategy around three core initiatives to protect, defend, and expand the profession.
- Expanded operations to nine countries, directing a network of 35+ retained attorneys, lobbyists, and subject-matter experts.
- Built a recurring-revenue funding model supported by 3,500+ monthly contributors, sustaining an annual budget exceeding \$2.6 million.

Patriot Chiropractic | Dublin, OH

2020 – Present

Owner

- Own and direct an operating chiropractic practice, applying three decades of practice-management, compliance, and operational expertise firsthand.

Executive Director

Statewide professional association representing Ohio's doctors of chiropractic.

- Grew membership 238%, from 325 to 1,100 members.
- Increased the annual operating budget fivefold, from \$200K to more than \$1 million.
- Tripled annual PAC fundraising from \$20K to \$60K, strengthening the association's legislative influence.
- Directed four distinct entities—a 501(c)(6) association, a 501(c)(3), a Legal Defense Fund, and a Political Action Committee—with full oversight of finance, administration, fundraising, communications, and systems.
- Built and engaged a strong board of directors, serving ex officio on every committee and aligning state operations with national association strategy.
- Mobilized volunteers, committees, alumni, partners, and funders; implemented performance-tracking systems to measure and report results to the board and stakeholders.

ACOM Solutions | Long Beach, CA

2006 – 2010

Chief Consultant, Healthcare Division

- Joined through ACOM's acquisition of Hybrid Management and was charged with building the company's new healthcare division.
- Researched and developed physician training curriculum in practice management, revenue growth, and reimbursement; delivered training to physicians and practice owners nationwide.
- Played a key role in developing and launching the company's electronic health record (EHR) system.

Hybrid Management, Inc. | Mt. Vernon, OH

2001 – 2006

Founder & President

- Founded and scaled a national consulting firm serving 1,500+ physician practices and businesses, culminating in acquisition by ACOM Solutions.
- Designed business protocols that improved client profitability and operational efficiency, conducting on-site engagements in 500+ chiropractic offices nationwide.
- Established national authority in coding and case management through seminar presentations across the country.

Practice Mechanix | Fort Lauderdale, FL

1999 – 2001

Chief Operating Officer

- Recruited to organize and grow the company; revenue and production tripled within five months.
- Led a staff of 18 and designed and implemented multiple national marketing campaigns.
- Developed client procedures that increased practice production, working with hundreds of chiropractic offices across 43 states.
- Built strategic relationships with state associations and industry publishers.

Helping Hands Chiropractic | Massillon, OH

1995 – 1999

Director of Operations

- Promoted from Office Manager to Director of Operations within one year, leading all operations across a nine-clinic network.
- Launched five of the nine clinics from the ground up as a part owner.
- Managed 28 employees and multiple budgets; directed training, advertising, and public relations to drive growth at every location.

SPEAKING ENGAGEMENTS

Sought-after keynote and seminar speaker on coding and documentation, Medicare compliance, practice marketing, staff development, chiropractic philosophy, and the future of the profession.

Organization	Engagements	Years
Florida Chiropractic Association	45 conventions	2007–2025
Michigan Association of Chiropractors	15 conventions	2007–2025
Texas Chiropractic Association	15 conventions	2009–2025
Illinois Chiropractic Society	15 conventions; 2 board strategic-planning sessions	2007–2023
Ohio State Chiropractic Association	8 conventions; 60+ statewide events	2007–2016
Sioux Empire Chiropractic Association	6 events	2005–2007
Alaska Chiropractic Society	5 conventions; multiple stand-alone seminars	2016–2018
Iowa Chiropractic Society	5 conventions	2004–2018
Georgia Chiropractic Association	3 conventions	2008–2009
Kentucky Association of Chiropractors	2 conventions; multiple stand-alone events	2016–2017
Maine Chiropractic Association	2 conventions	2018–2019
North Carolina Chiropractic Association	1 convention; 2 events (in-person and virtual)	2018–2020
Oregon Chiropractic Association	1 convention; 2 stand-alone events	2017–2018
Mississippi Chiropractic Association	Convention presentations	2018, 2021
Indiana, Minnesota & South Carolina Associations	1 convention each	2009–2013
Congress of Chiropractic State Associations	2 annual conventions	2013–2025
Life University	4 Homecoming presentations	2011–2024
Palmer College of Chiropractic (Florida & Iowa)	5 Homecoming presentations	2009–2014
Webinars & Virtual Events	600+ national programs	2010–2026

PUBLICATIONS

- “Worried About Audits? Be Proactive, Not Reactive” — *Dynamic Chiropractic*, Vol. 27, Issue 13 (2008)
- “Don’t Cheat Yourself” — *Chiropractic Economics*, Vol. 54, Issue 5 (2008)
- “Speaking Their Language” — *Chiropractic Economics*, Vol. 55, Issue 11 (2009)
- “Is Cash Really King?” — *Chiropractic Economics*, Vol. 56, Issue 2 (2010)
- “Just the Facts, Ma’am” — *Chiropractic Economics*, Vol. 56, Issue 3 (2010)
- “The Trend Is Techno” — *Chiropractic Economics*, Vol. 56, Issue 6 (2010)
- “Mastering the Insurance Quagmire” — *The American Chiropractor*, Vol. 27, Issue 3 (2005)
- “Is This the End of Medicare for Chiropractic?” — *The American Chiropractor*, Vol. 27, Issue 10 (2005)
- “Insurance Coding: An Insider’s Secrets” — *The American Chiropractor*, Vol. 27, Issue 11 (2005)
- “A Call to Arms – Victimized or Victorious?” — *The American Chiropractor*, Vol. 28, Issue 11 (2006)
- “Personal Trainers Have It Right... Proper Actions, Executed Right, Bring the Best Results” — *The American Chiropractor*, Vol. 31, Issue 10 (2009)

Contributing author: Florida Chiropractic Association Journal (2006–2007); newsletters and journals of the Georgia, Indiana, Michigan, and Ohio state chiropractic associations.

EDUCATION & ACADEMIC AFFILIATIONS

Mount Vernon Nazarene University | Mt. Vernon, OH

1994 – 1998

Studies in Psychology and Communications

Post-Graduate Status: Palmer College of Chiropractic; Life University