



## SecureCare: 2016 in Review

### A Message from the CEO

**By Louis M. Andersen**  
*SecureCare CEO*

This has been a significant year of accomplishment for SecureCare. The company has added thousands of doctors to our network and many new insurance companies to our family of clients.

We are the only chiropractic IPA focused on improving the profession while also achieving the network management needs of our insurance company clients. This is the central reason why virtually every chiropractic state association supports and endorses SecureCare.



Louis M. Andersen  
*SecureCare CEO*

SecureCare has a proven track record of accomplishing several objectives simultaneously; specifically, higher reimbursement for doctors, appropriate and fair utilization management, and financial support of state associations. It is a daunting task to reshape an industry. The good news is that major insurance companies have taken notice of our model and are embracing it. Our competitors' unfair and antiquated models are crumbling under close scrutiny.

One of our largest challenges continues to be educating doctors on SecureCare's mission and the need for change. There is a desire for rapid results and a fast pace of change. In reality, we must accept that even though our model is proven and works, it takes time to dislodge engrained competitors and to get insurance companies to focus on the need for change. We have made significant progress, and we appreciate the support and encouragement of our doctors.

### **Additional happenings during 2016:**

**COCSA Platinum Sponsorship** - SecureCare has announced it is increasing its financial support to COCSA. As a Platinum Sponsor of COCSA, SecureCare joins other elite organizations such as Standard Process, NCMIC and Foot Levelers in supporting the important work of COCSA.

**Blue Cross and Blue Shield of Minnesota** - SecureCare's implementation as the exclusive chiropractic network for Blue Cross and Blue Shield of Minnesota is complete. The network includes over 1,600 participating providers. SecureCare is meeting regularly with Blue Cross and Blue Shield on process improvements and future strategies for the Minnesota network.

**SecureCare meets with ACA Leadership** - As part of our efforts to support the profession, we recently held a meeting with ACA's board chairman, Dr. Ray Tuck, and members of ACA's leadership team. Also in attendance, were Brad Cost from InfinEDI, and Dr. Jay Greenstein. During the meeting, we conveyed our support of the chiropractic profession and offered to assist the ACA in any way possible.

**SecureCare Signup Fee** - As with any business, as SecureCare continues to grow, we must re-evaluate all components of our business and make modifications as needed. Changes to a model don't indicate failure. Rather, modifications indicate evolution, success and traction, which necessitates change to sustain growth. For over two decades, doctors connecting to our network have paid a signup fee. In response to feedback from doctors and insurance companies, SecureCare is eliminating the signup fee in most of our markets. The signup fee remains in place in Nebraska, Iowa and South Dakota. Doctors in other states may connect to SecureCare without a signup fee. Doctors who are currently paying their signup fee should continue to do so. Doctors who have paid a signup fee are considered "founding members" and will receive a per CPT rate that is 25% less than non-founding members. This lower rate will generate significant long-term value for founding doctors.

**Strategic Planning Session** - Plans are in the works for a SecureCare strategic planning meeting. This meeting will include a select group of individuals from across the SecureCare family, insurance companies and partner companies. The objective of the meeting will be to chart a course for SecureCare's growth and direction in coming years.

As we look forward to 2017, we will continue to work hard to build upon the successes of the past year. The SecureCare team wishes you and your family a happy and healthy holiday season.