



SecureCare Delivers

By Louis M. Andersen
SecureCare CEO

Some believe there must be winners and losers when it comes to business. There is no place we see this more striking than in the chiropractic network management space. It's hard to find an example of major chiropractic network companies doing anything but marginalizing and diminishing the profession. Lower rates, small thinking, more preauthorization, more paperwork and less respect are their way of doing business. Chiropractors are "inventory" to be acquired and packaged at the lowest possible cost.



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Is it actually possible for a chiropractic network management company to achieve the following value-creating elements simultaneously?:

- Respect the profession of chiropractic and the doctors who deliver care
- Increase reimbursement
- Build trust based relationships with all stakeholders - doctors, insurance companies and patients
- Control costs and lower the insurance companies' overall spend by eliminating fraud and waste
- Allow doctors to treat without preauthorization and treatment plans
- Provide substantial financial support for state associations to further improve the profession
- Deliver results with 96% less revenue to SCC than what larger chiropractic companies charge

The answer is "yes." SecureCare has proven this is not only possible, but is what insurance companies and doctors desire. Our shared objective of transforming our profession is complex and very time consuming. There are large and ingrained forces fighting to prevent our model from taking root, but it takes long-term vision and commitment to achieve fundamental change.

SecureCare Updates

SecureCare Minnesota

Effective October 1, 2017, SecureCare will implement new reimbursement rates for doctors in Minnesota. We are pleased to report that 96% of our participating providers received rate increases ranging from 4% to 17%. In addition, Blue Cross and Blue Shield of Minnesota reduced its overall spend through the appropriate use of SecureCare analytics and the elimination of waste. Within a single year, SecureCare made great progress in organizing the chiropractic profession in Minnesota into a smoothly running network. We collaborated with the doctors and Blue Cross to create a true win/win outcome. This project proves once again that our model works and results in a brighter future and respect for chiropractic.



SecureCare Announces Expanded Medicare Advantage Benefits

SecureCare is excited to announce that effective January 1, 2018 Blue Cross and Blue Shield of Nebraska will enhance the chiropractic benefit of their Medicare Advantage product. As part of this effort, doctors will, for the first time, be paid for office visits and x-rays in addition to CMT codes. This is a breakthrough event for chiropractic and helps lay the foundation for broader expansion of Medicare payments on a national level. SecureCare will work with Blue Cross to monitor and analyze outcomes, hopefully documenting lower costs and improved outcomes.

SecureCare of Ohio

After careful consideration, SecureCare and the Ohio State Chiropractic Association (OSCA) have parted ways and the OSCA recently terminated its association agreement with SecureCare. At issue were expectations for contracts with insurance companies and the pace of business development in Ohio. After further discussion by association leadership, the OSCA reached out to SecureCare seeking to re-contract with us; however, SecureCare declined OSCA's request. SecureCare believes the best long term

outcome for chiropractic and our doctors is to give the OSCA time to focus and rebuild the Ohio association. In the meantime, SecureCare will continue to work on behalf of our Ohio network doctors.

Midlands Choice PPO

SecureCare participating providers with access to the multi-state Midlands Choice PPO should log onto Valence Health and check the new and improved reimbursement rates!

Catholic Health Initiatives (CHI Health) Update

SecureCare is pleased to announce that on January 1, 2018 SecureCare will become a Tier-1 provider in a new collaboration between CHI and Blue Cross Blue Shield of Nebraska. The new narrow network product named "*Blueprint Health*" will be the exclusive network for CHI employees.

In addition to the CHI employee base, large employer groups with 151+ employees will be able to obtain a group quote from Blue Cross Blue Shield. Historically, CHI has not allowed access to chiropractic services. The addition of SecureCare as a Tier-1 provider allows doctors access to the vast CHI Health employee and large-group patient base.

Doctor Dividends and Association Support

With the end of our fiscal year, July 31, 2017, SecureCare will be releasing doctor dividend checks and association support checks to eligible partners. Over the last 10 years, SecureCare has returned millions of dollars back to doctors and the profession.

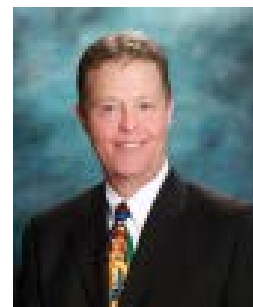
COCSA - 2017

Once again, SecureCare will be a Platinum Sponsor at this year's COCSA event set for November 2-4, 2017, in Puerto Rico. In addition, SecureCare will sponsor COCSA'S luncheon at the event. We are proud to join Standard Process, Foot Levelers, ChiroTouch and other sponsor companies. Our thoughts and prayers are with all those impacted by Hurricanes Harvey, Irma and Maria and wish them all the best in their recovery efforts.

A Message From the Board President

By Rand Petersen, DC
SecureCare Board President

I am excited to report that SecureCare is strong and growing nationwide and continues to experience solid, sustainable and healthy growth. We are in the process of expanding our business office space to better serve and accommodate our positive growth. Our team of committed and professional staff members is here to serve you.



Rand Petersen, DC
SecureCare Board
President

Recently, the Nebraska Chiropractic Physicians Association (NCPA) appointed three new SecureCare board members. Dr. David Timmerman, immediate past president of the NCPA, will serve as the NCPA liaison to the board. Doctors Mark Hanssen and Aaron Rickert have also been

appointed. All three have held multiple positions on the NCPA board and bring a wealth of knowledge and experience to the SCC board. We thank them for their dedication and willingness to continue to serve the advancement of our chiropractic profession.

I want to take a moment to thank Doctors Mary Audia and Mary Lou Camenzind for their service on the SecureCare board. Dr. Audia has served both the Iowa Chiropractic Society and SecureCare for many years. We thank her for her dedication and wish her well in retirement. Dr. Camenzind continues her many years of service to chiropractic and has again volunteered to serve on the NCPA Board of Directors.

The profession of chiropractic has continued to thrive in Nebraska under the leadership of Lou Andersen. We celebrate 10 years of working with Lou and the remarkable and professional team he has assembled. Through Lou's guidance, SecureCare has grown from a local, statewide organization to a nationwide entity. Our recent success in Minnesota is evidence of the pro-chiropractic option that SCC brings to the managed care arena.

SecureCare takes great pride in supporting and giving back to our profession. State associations, COCSA, CCGPP, and many other pro-chiropractic organizations are better able to do their good work to advance and promote chiropractic because of the support from SecureCare.

Finally, SecureCare recognizes the recent passing of one of our previous executive directors. Former Nebraska Senator John DeCamp helped establish the NCPA as one of the premier state chiropractic organizations in the country. DeCamp was a visionary and helped conceptualize and develop SecureCare over 22 years ago. In addition to his political career, he was a decorated military war hero. DeCamp was a good friend to chiropractic and to many of us who knew him well.

Thank you for your continued support of the profession and SecureCare.

Yours in good health,
Rand Petersen, DC

A Message From the Minnesota Chiropractic Association

For over a century the chiropractic profession has been serving the people of Minnesota. In 1927, the Minnesota Chiropractic Association became our voice for advocacy and respect as healthcare providers.



For much of our existence as a profession in Minnesota, there has been a lack of effective communications with third party payers. However, due to the dedicated work of many in leadership within the MCA, positive communications have started to take place in recent years. With the help of industry leaders such as SecureCare of Nebraska, chiropractors began to have effective dialogue regarding our value and place in the market with third party payers. We have been able to create positive and meaningful relationships with payers to change and enhance the playing field for the chiropractic profession in Minnesota. Building positive relationships in the third party arena benefits all chiropractors regardless if you are a cash practice or bill insurance

for payment.

The MCA was created for advocacy and continues to do so. We advocate on the legislative side and on the insurance side. Those in leadership within the MCA are all working chiropractors just like yourself, who want to better the profession for everyone in the state.

This positive momentum was achieved with less than 25% of the doctors in the state being members of the MCA. We have been able to convey our value and move the needle in a positive direction for the first time in decades. This is just the start of the tremendous changes we can accomplish, but we need your help too. Imagine how much more we can accomplish if we have 100% of Minnesota Chiropractors as members of the MCA. That would be one loud voice!

Sincerely,
Dr. Craig Couillard
MCA President

Kentucky Association of Chiropractors Annual Convention

The Kentucky Association of Chiropractors (KAC) held their 101st annual convention earlier this month in Lexington. A crowded convention hall was enamored to hear Dr. Bill Moreau, Managing Director of Sports Medicine Division for the United States Olympic Committee (USOC). Dr. Moreau, was sponsored by SecureCare and presented "Telling the Story of the Efficacy of Chiropractic Care." The KAC was very privileged to have such an esteemed leader within the chiropractic profession come to Kentucky for their annual convention. Having the opportunity to share stories of chiropractic in reference to some of the world's best athletes in the USOC was impactful for all of those in attendance.



The video below features Dr. Adam Rogers (KAC Immediate Past President & Educational Services Chairman) and Dr. Bill Moreau (Managing Director, Sports Medicine Division, USOC).



The Opioid Crisis & the Role of Chiropractic Care

By Mark A. Knoll, DC
Medical Director



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Drug overdoses killed roughly 64,000 people in the United States in 2016 and are the leading cause of death for Americans under 50. Approximately 50,000 of these deaths are the result of prescription opioids, synthetic opioids (fentanyl) and heroin. The epidemic of heroin and fentanyl overdoses relates directly to the prescription of opioids for chronic pain in the United States [1]. New data reported in the New York Times in June and updated this month show the problem is worsening, not improving.

National Blue Cross Blue Shield (BCBS) data from 2015 revealed that 21 percent of their members filled a prescription for opioids in that year [2]. Arkansas had the highest rate of opioid prescriptions filled at 28 percent. Between 2010 and 2016, opioid use disorder for BCBS members has skyrocketed by 493 percent.

So, what has been the driving force behind the increased use of opioids and in turn, the increase of opioid dependence? In 1986, Russell Portenoy, M.D. and Kathleen Foley, M.D. concluded that opioid maintenance therapy could be a safe and humane alternative to surgery or no treatment in those patients with intractable nonmalignant pain and no history of drug abuse [3]. A New England Journal of Medicine letter to the editor from two Boston-area researchers, Jane Porter and Hershel Jick, in 1980, also suggested that the rates of addiction from opioids was extremely low [4]. Over the years these items were repeatedly presented as justification for the use of opioids and have now been blamed for fueling the crisis.

Erin Krebs, M.D. and her colleagues at the Minneapolis Veterans Health Care System have recently performed a randomized clinical trial with long-term follow-up that compares the use of opioids with non-opioids for low back pain and painful osteoarthritis. It has concluded that opioids offer no better pain relief for these conditions than safer analgesics such as nonsteroidal anti-inflammatory drugs, acetaminophen and other non-opioid pain medications. The findings have yet to be published, but were presented at the 2017 meeting of the Society for General Internal Medicine (SGIM) in Washington, D.C.

The evidence is clear that continued use of prescription opioids for chronic pain results in disastrous outcomes and even with acute pain, these medications must be used judiciously. One question then becomes, how can chiropractic care take on a more prominent role in the treatment of both acute and chronic pain patients? The Foundation for Chiropractic Progress has developed a tremendous resource entitled, "Chiropractic, A Key to America's Opioid Exit Strategy" [5]. I would encourage you to read and understand this document and then be willing to educate decision makers in your direct periphery regarding chiropractic's role in the management of pain.

In addition, become familiar with other emerging data that supports the use of conservative non-drug chiropractic care for all types of pain. This includes the new guidelines developed by the American College of Physicians which recommends spinal manipulation, acupuncture, and massage as first-line therapies for acute and subacute back pain. SecureCare will continue to promote the expansion of conservative, cost-effective chiropractic care as we meet with current and future payer partners, but we depend on doctors in the field to also play a role in educating the public on these very important issues.

1. Katz, Josh. "Drug Deaths in America Are Rising Faster Than Ever." *New York Times* (2017)
2. Blue Cross Blue Shield. "The Health of America Report: America's Opioid Epidemic." (2017)
3. Portenoy, RK., & Foley, KM. "Chronic Use of Opioid Analgesics in Non-Malignant Pain: Report of 38 Cases." *Pain*. May (1986): 171-186
4. Porter, Jane & Jick, Hershel. "Addiction Rare in Patients Treated With Narcotics." *New England Journal of Medicine* 302, no. 2, (1980): 123
5. Foundation for Chiropractic Progress. "Chiropractic, A Key to America's Opioid Exit Strategy." (2017)

Chiropractic: A Key to America's Opioid Exit Strategy

Source: Foundation for Chiropractic Progress

The sheer magnitude of America's prescription opioid abuse epidemic has evoked visceral responses and calls-to-action from public and private sectors. As longtime advocates of drug-free management of acute, subacute and chronic back, neck and neuro-musculoskeletal pain, the chiropractic profession is aligned with these important initiatives and committed to actively participate in solving the prescription opioid addiction crisis. As professionals dedicated to health and well-being, Doctors of Chiropractic (DCs) are educated, trained and positioned to deliver non-pharmacologic pain management and play a leading role in "America's Opioid Exit Strategy."



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The National 2017

By **Kim Driggers, Esq.**

*Director of Business Development, SecureCare Florida
Assistant General Counsel to the Florida Chiropractic Association*

There is a reason the Florida Chiropractic Association (FCA) renamed its Orlando convention to "The National: World's Largest Event for Chiropractic." If you missed The National this summer, take an inside look at why you should save the date in 2018 for this annual event that focuses on bettering the chiropractic profession.

The focus of this year's event was national issues and solutions in the industry. Backing the theme were remarkable speakers, themed panel discussions and a wide array of vendors for all things chiropractic. You couldn't help but feel energized the second you stepped off the escalator in the 179,000 square foot convention space The National occupies.



Kim Driggers, Esq.
Director of Business Development,
SecureCare of Florida



The National is about the 5,000+ speakers, vendors and attendees taking over the hotel and influencing and sharing the chiropractic message. Here is what I'm talking about: <https://vimeo.com/188707010>

A primary focus of The National is to educate, empower and invigorate new and seasoned chiropractors, setting them up for greater clinical and business success. Attendees can choose from approximately 187 hours of CE approved in 45 states. You will find that it's difficult to choose which sessions you want to attend since 10-16 classes are offered during the same time slot. This year, The National offered courses/panels on "The Role of Chiropractic in the National Opioid Crisis," "Medicare Audits" and "Integration of Chiropractic into Mainstream Healthcare."

Some of this year's 90 distinguished panelists and speakers included: Drs. Richard Brown, James Chestnut, Pat Gentempo, Jay Greenstein, Cindy Howard, Fab Mancini, Dan Murphy, Mitch Mally, CJ Mertz, Perry Nickelson, Anthony Rosner, Rob Silverman, Lou Sportelli, Scott Walker, Stuart Warner, Teri Warner, Jack Wolfson and Heather Wolfson, just to name a few.



The National is not only for the chiropractor: it is for your whole team and family. Massage therapists earn LMT nationwide continuing education hours and CA's earn a certificate when attending 12 hours of the "Ultimate CA" Training. The National offers

everything from nutrition to technique to taping to neurology, pediatrics, primary care, acupuncture, laser and research trends.

From the 3,500 attendees at the show, the 90 speakers and the 430 booths in the expo, The National IS CHIROPRACTIC. You can't help but to renew your motivation for the profession you chose when you hear the passion of the speakers and see the smiles of your colleagues reminding just why you chose chiropractic in the first place!

Make The National by FCA an annual part of your personal and business development plan. Mark your calendars and come see us in sunny Florida for the world's largest Chiropractic event of the year - August 16-19, 2018!

Chiropractors Helping In Relief Operations (C.H.I.R.O) Hurricane Harvey Assistance

In response to Harvey, the Texas Chiropractic Association (TCA), in conjunction with Parker University and Texas Chiropractic College (TCC), would like to offer assistance to Texas Doctors of Chiropractic whose practices were affected by the hurricane/storm.



The initiative, *Chiropractors Helping In Relief Operations (C.H.I.R.O)* is dedicated to helping our doctors in their time of need. In addition to raising funds, your state association and the two Texas chiropractic colleges plan to collect and distribute chiropractic tables, equipment and other items to help you get back to caring for your patients.

[Donate Now](#)

Alternative Medicine in the Military Health System

Source: RAND Corporation

Complementary and alternative medicine (CAM) is made up of a variety of therapies (e.g., acupuncture and chiropractic) that developed outside the conventional biomedical model of care. CAM is used by about one-third of the general population and offered within the military health system (MHS). However, no systemwide data are available on its use.



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We've Gone Social!

Be sure to "like" and "follow" SecureCare on [Facebook](#), [Twitter](#) and [LinkedIn](#). Social media allows us to connect and communicate with SecureCare members and potential members, while continuing to

uphold the SecureCare brand. Share your news, updates and successes with us, and we will continue to keep you updated on the latest information nationwide.



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*SecureCare is a subsidiary of the Nebraska Chiropractic Physicians Association
and is partnered with various state associations*