



Looking Forward Through Strategic Planning

By Louis M. Andersen
SecureCare CEO

SecureCare recently held a strategic planning session with members of the leadership team from across the organization. In addition to myself, we had representatives from the SecureCare board of directors, staff, and the SecureCare advisory board.

The purpose of the meeting was to review SecureCare's recent growth and things we have learned from successful and unsuccessful projects over the last five years. Most importantly, we



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focused on charting a course for the organization moving forward.

One key issue is managing growth correctly and selecting projects based on the greatest chance of success. We define success as a project that results in a measurable, positive impact on participating providers. Most organizations' yardstick for success would be projects that generate the greatest revenue and profit. This distinction makes SecureCare unique.

The outcome of the planning session resulted in specific action items around sales and marketing, staffing, and developing critical information technology infrastructure. All of the action items were determined with active input from all of the individuals attending the meeting.

SecureCare is positioned for continued growth and success in the new year. We wish you and your families a happy holiday season and a great 2018!

Moving Chiropractic to the Mainstream

By Mark A. Knoll, DC
Medical Director



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It's been an exceptional year regarding chiropractic's inclusion into numerous guideline and treatment recommendations. However, it is incumbent upon all doctors of chiropractic to take this positive momentum and use it for the advancement of our profession. My definition of advancement is to take action steps that give doctors of chiropractic access to more patients. Regardless of any differences those within our profession may have, we should all agree that moving more patients to drugless, natural health care is a worthy goal. Let's briefly review some of the year's success.

[American College of Physicians \(ACP\) guideline on noninvasive treatments for low back pain:](#)

- The top recommendation states that patients with acute or subacute low back pain should initially choose non-pharmacological treatments which include spinal manipulation, massage, acupuncture and heat
- The second recommendation is for patients with chronic lower back pain. Clinicians should initially select non-pharmacological treatments which include spinal manipulation, acupuncture, low-level laser, exercise, rehab and others
- The third recommendation is for those patients who have not responded to non-pharmacological therapy and only then should most medications be considered. Opioids should only be considered when non-pharmacological treatment has failed and the benefits outweigh the risks for individual patients

[National Association of Attorneys General Letter:](#)

In September 2017, a letter was sent from Attorney Generals representing 35 states as well as the District of Columbia and Puerto Rico. This letter was directed to the President and CEO of America's Health Insurance Plans and urged members to review their payment and coverage policies and revise them, as necessary, to encourage healthcare providers to prioritize non-opioid pain management options over opioid prescriptions for chronic non-cancer pain. The non-opioid options delineated in the letter

were: chiropractic care, acupuncture, massage, physical therapy and non-opioid medications.

Harvard Medical School; Harvard Health Letter:

A November 2017 article in the Harvard Health Letter entitled "*Where to turn for low back pain relief*" reported that in most cases, a primary care doctor or a chiropractor can help you resolve this problem. The article goes on to say that in 35-42% of cases that people will consult a chiropractor for their first episode of back pain. In addition, it states that a well-trained chiropractor will know whether chiropractic care is best for the patient or if a referral is necessary.

Pain Management Guidelines:

Due to issues related to misuse, abuse and overuse of opioid prescriptions for pain management, many states have been developing guidelines for the treatment of acute and chronic pain. For instance, Nebraska has developed a pain management document which includes a flow chart for the treatment of acute and chronic pain. Non-opioid options are listed as a first line therapy. Chiropractic care and acupuncture are both listed as non-opioid treatment options. I know that many other states have either developed similar documents or are in the process of developing these documents. If chiropractic has not been included as a treatment option in your state's document, the time is right for chiropractic leaders to ensure that this is remedied.

Joint Commission Revised Standards:

The joint commission evaluates and accredits more than 21,000 health care organizations and programs throughout the U.S., including nearly 90% of all hospitals. **In 2015**, the joint commission revised their nonpharmacologic approaches to pain management to include chiropractic, acupuncture, massage therapy and physical therapy. In 2017, the joint commission revised their standards again to emphasize safe opioid and non-opioid prescribing and use.

So, there you have it. Some terrific chiropractic successes for 2017. Now it's up to us as individual providers to take these successes and use them to move our profession forward. Develop a relationship with a medical clinic or a hospital. Educate a medical colleague. Become part of grand rounds at a local hospital and use one or more of these documents as evidence. Use these documents to assist in improving the insurance benefits for carriers in your region. We must all work together to increase access to chiropractic.

SecureCare will continue to do our part in this process, but, each individual must do their part as well. Here's to a great 2018!

The Chiropractic Profession: A Scoping Review of Utilization Rates, Reasons for Seeking Care, Patient Profiles and Care Provided

Source: BMC

Previous research has investigated utilization rates, who sees chiropractors, for what reasons, and the type of care that

chiropractors provide. However, these studies have not been comprehensively synthesized. We aimed to give a global overview by summarizing the current literature on the utilization of chiropractic services, reasons for seeking care, patient profiles, and assessment and treatment provided.



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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*

