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SecureCare National eNewsletter | Spring 2017



Ten Years with SecureCare A Message from the CEO

By Louis M. Andersen
SecureCare CEO

2017 marks my tenth anniversary with SecureCare. Here's a brief look at where we were and where we are today:

	2007	2017
States	1	15
Participating Providers	250	4,000



Insurance Contracts	3	25
Staff & Contract workers	4	28

Louis M. Andersen
SecureCare CEO

Over the course of a decade, SecureCare has transformed from a single state network into a company with a national footprint and brand. The chiropractic profession is now looking to SecureCare to provide leadership and direction. We have joined an elite group of organizations and companies that are dedicated to improving the future of the profession.

Most important is our work to offer an alternative to other chiropractic networks. I would challenge any of our competitors to demonstrate how they have ever helped the profession. Conversely, SecureCare has a proven track record of building bridges between doctors and the insurance industry. The result is greater respect, higher reimbursement and participation in the development of new products that incent the utilization of conservative care.

Looking forward, we see a bright future for the chiropractic profession as conservative care takes center stage in the delivery of care to patients. We are experiencing significant interest in our model from insurance companies across the nation. There is no doubt that the next ten years will bring continued change and evolution in SecureCare's business model. Our core value of supporting the profession will continue to guide our journey.

SecureCare Continues Its Growth and Expansion A Message from the Board President

By Rand Petersen, DC
SecureCare Board President

Last month, the SecureCare board came together in Omaha, Nebraska, at the Nebraska Chiropractic Physicians Association's spring convention. From our meetings, I can assure you there are plenty of good things to come. Not only are we looking at several expansions this year, but we will be well-represented at this year's Blue Cross Blue Shield National Summit in May.



Rand Petersen, DC
*SecureCare Board
President*

Many have asked, "Why are we expanding?" The better question is, "How can we not?" SecureCare's original goal was to help chiropractors in Nebraska, but after hearing how chiropractors are treated in other states, we felt an obligation to help. Expanding SecureCare's model means shrinking the models that don't use retrospective utilization management. SecureCare isn't just a business model, it's more of a mission to improve the industry of chiropractic and shape the world into a better place by making chiropractic more accessible.

SecureCare is a bright spot in the chiropractic profession. Lou Andersen and the team he has assembled do a great job. You can be proud of the good work we are doing and the representation that SecureCare has anywhere we go.

Finally, I want to remember two members who have recently passed away. Dr. Curt Meyer, an original SecureCare board member, and Dr. Ed Stevens. Both will be

greatly missed personally and professionally. I would also ask for your prayers as Dr. Randy Hinze, a former board member, continues to recover from open-heart surgery.

Thank you for your confidence and trust in SecureCare.

Promoting Healthy Outcomes and Value Over Volume

By Mark A. Knoll, DC
Medical Director

For years, healthcare in the United States has operated on a fee for service basis. Providers have been reimbursed and thus rewarded based solely on the number of services they provide. This payment model has had no correlation to the patients presenting condition or length of time required to treat that condition. Shouldn't quality of care and outcomes matter?



Mark A. Knoll, DC.
Medical Director

Insurers are now beginning the process of moving away from the fee for service model and rewarding providers based on the value of the care they provide. This is commonly referred to as value over volume [1]. This is a major course shift for all involved and will take some time to implement.

Healthcare analytics can play a huge role in identifying providers that deliver value. Many businesses use analytics to take a deeper look at the inner workings of their company and healthcare can use this approach as well [2]. SecureCare began using analytical data a number of years ago, to assist with managing its networks. SecureCare's proprietary utilization management process combines detailed analytical analysis with medical record reviews to ensure that providers are following standards of care and are compensated based on performance.

Let's look at an example. Chiropractor #1 has a patient enter the office with acute torticollis with no complicating factors. Chiropractor #1 places the patient on a care plan of 25 visits. Care continues even after the symptoms are resolved and functional restoration is complete which occurs in five visits. Chiropractor #2 treats this same patient for five visits, resolves the complaint, restores function, educates the patient regarding postural changes and then releases the patient to wellness care or to return as needed. Up until now, insurance companies have reimbursed each provider for the amount of services and visits that they performed without any regard for the severity of the condition that they were treating. Wouldn't it make more sense that a provider should be paid based on the value of the care that they deliver? This methodology should incentivize doctors to treat patients as individuals and deliver only care that is necessary. In addition, it should incentivize payers to drive patients to the most cost effective providers. In many cases, this will be doctors of chiropractic.

SecureCare's utilization management process works in this manner. We believe that chiropractic providers treating similar types of patients should produce similar outcomes at costs that are within reasonable limits. SecureCare does not require pre-authorizations for care, but instead performs retrospective data reviews. After identifying providers that practice outside normative values, we seek to determine if

there are any unique characteristics of that outlier practice. If so, we then make accommodations. If not, we require these outlier doctors to begin practicing similar to their peers. If the outlier doctor makes a shift in their practice patterns, they are retained in the network. If outlier doctors do not make the necessary shift, they will not be able to fit within our managed care program.

The SecureCare model is recommended by providers and preferred by payers. It helps to prevent fraud, waste and abuse and creates a minimum of disruption to the network. There is no administrative burden for most providers, and those doctors who are practicing appropriately can practice as they always have. Meanwhile, payers have the satisfaction that a dedicated company is overseeing their network of providers and is rooting out patient services that are unnecessary.

1. Porter, Michael E., & Lee, Thomas H. "The strategy that will fix health care." *Harvard Business Review* 91, no. 10, (2013): 50-70.
2. Dalzell, Michael D. "As cms open the data vault, entrepreneurs build a how to use it guide". *Managed Care*, July (2016): 13-15

SecureCare's Reaccreditation

We are proud to announce that SecureCare was reaccredited last week by URAC following an internal audit. SCC was first accredited in 2012 and again in 2015.

URAC is the nationally recognized accreditation in Provider Credentialing. URAC has no specific industry-interests, only to promote continuous improvement throughout the healthcare industry through accreditation, certification, and measures.



ACCREDITED
PROVIDER CREDENTIALING

Palmer College Partnership

SecureCare is proud to announce the mutually-beneficial partnership with Palmer College of Chiropractic. Palmer and SecureCare share a mission of bettering relationships with insurers and providers so the chiropractic profession can and will ultimately benefit.

Palmer College of Chiropractic educates leaders in the chiropractic profession through challenging and interactive learning opportunities. Palmer has three campuses located in Davenport, Iowa; Port Orange, Florida; and San Jose, California. To learn more about Palmer College of Chiropractic click [here](#).



PALMER
College of Chiropractic

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.



Why Is SecureCare Different From the Rest?

By Kim Driggers, Esq.

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



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

We are often asked, "Why would a payer contract with SecureCare rather than another company who appears to save the payer more money?" SecureCare has a unique product offering to build relationships between the insurance companies and the providers. That all sounds good, but what makes that so?

As most of you know, one of the largest differentiations between SecureCare and its competitors, is that SecureCare charges the payer nothing. The payer is accustomed to paying large administrative costs to manage their networks - either internally if they administer the network themselves or through outsourcing the administration of the network with another company. SecureCare charges \$0. Why? Because SecureCare has no private equity or venture capitalists to demand the large profits that other companies do. Unlike other companies, SecureCare is not taking the profits off the backs of the doctors in terms of lower contract rates or large administrative fees. While SecureCare does collect a small fee of about three percent from its members, the doctors are paid directly by the payer at 100 percent of the amount allowed by the fee schedule.

What many providers don't understand about the competition, is that while they don't see a fee on their EOBs, that fee is hidden to make sure the profits are made. The fee can be hidden in the terms of your contract rate which can be 25 to 30 percent lower than that negotiated directly with the payer - that percentage going into the pockets of the company administering the network. SecureCare doctors are paid 100 percent of the contracted rate.

Technology sets SecureCare apart from its competitors. Rather than outdated, labor intensive and expensive prospective medical necessity reviews based upon "guidelines" created by those employed by the company, SecureCare uses technology to bring doctors within targeted limits. Doctors are compared to those peers within the network. Instead of expensive and ineffective medical necessity reviews and layers of paperwork, SecureCare employs technology for targeted, statistically valid network level management.

SecureCare works with significant payer clients nationwide, but these relationships take time to build. Insurance companies are quick to learn that the SecureCare model is unique and beneficial. Patience, support and a belief in the system will allow the model to work for us.

Non-invasive Treatments for Acute, Subacute and Chronic Low Back Pain

New guidelines have been published by the American College of Physicians stating drugs like Tylenol or ibuprofen are no longer the most effective way to treat lower back-pain. Instead, for the **first** time they are suggesting alternative methods of care like chiropractic. Click below to read the full study.



[Read More](#)

Regional Supply of Chiropractic Care and Visits to Primary Care Physicians for Back and Neck Pain

Does the availability of chiropractic care affect the use of visits to primary care physicians for back and neck pain? Sure does, to the tune of \$83 million dollars per year in savings. Click on the link below to read the full article that was published in the *Journal of the American Board of Family Medicine*.



[Read More](#)



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