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*"The nice thing about teamwork is that you always have others on your side."*  
 - Margaret Carty

## acclaim! Services

Have you ever thought about joining OSCIPA for some of the great benefits, but you're just not interested in the insurance aspect? OSCIPA's new program, *acclaim!* Services may be just what you have been wanting.

*acclaim!* Services allows you to access some of OSCIPA's great benefits without being added to the insurance networks under the OSCIPA contracts. Some of the benefits of the *acclaim!* Services program include:



- **Contract Consulting**

- **Member Newsletters**
- **Business Partner discounts**
- **Fax Blasts and more**

With *acclaim!* Services membership you also receive discounts to the following services:



### Credentialing Service

Full Credentialing/Verification service. Includes pre-printed applications available for most insurance carriers.

### On-Site Consults

Chiropractic Assistant, Office Management and Billing training/consultation.

### Infinedi

Claims clearinghouse, ERA services and much more.

### Outsourced Medical Billing

Professional billing service overseen by OSCIPA.

### Seminars/Workshops

Access to our seminars and workshops with lower registration fees.

Coming soon, you will receive a complete informational packet. For specific questions call 918-641-0444 or visit [www.oscipa.com](http://www.oscipa.com).

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## Misconceptions

Recently, some information was circulated among Oklahoma Chiropractors that contained a number of misstatements about OSCIPA. We have always held the position that we need to unify chiropractic in Oklahoma, not further divide us.

OSCIPA is not setting up a separate legislative effort, Oklahoma chiropractors need to speak with one voice. OSCIPA recently sent out a

survey to our members about a CE seminar. Our goal is simply to ensure that we offer a quality educational experience to all chiropractors.

OSCIPA does not have a million dollar reserve fund. As any prudent organization, we have a limited reserve fund, set aside, to pay our debtors should we cease to exist. As a non-profit organization, we are primarily

funded by access fees through health plan contracts. Any profits go to funding our educational and public relations efforts.

Please take a few moments to read this newsletter and find out some of the things we are doing to benefit chiropractors and promote chiropractic.

# Chiropractic Public Relations

As mentioned in our last publication, OSCIPA has made it a high priority to communicate the chiropractic story to targeted groups and the general public. Our goal is to communicate the efficacy of chiropractic care as well as the level of education and experience that chiropractors possess.

We are communicating through press releases written with the help of Payne Public Relations. You may have seen some of these in your local paper. If not, here is a list of the coverage results from our most recent press releases:

## Workplace safety articles or stories:

*Pawhuska Journal Capital* – 10/4/06  
*Muskogee Phoenix* – 10/10/06  
*Morris News* – 10/12/06  
*PRWeb news release service online*  
*Tulsa Daily Commerce & Legal News* – 11/27/06

## Holiday Headache articles or stories

*Ponca City News* – 12/8/06  
*Holdenville News* – 12/10/06  
*Cushing Daily Citizen* – 12/13/06

## Miscellaneous articles or stories:

*KJRH-TV* – physician phone bank – 5 & 6 p.m. newscasts

## Slips & Falls articles or stories:

*Ponca City News* – 1/11/07  
*Guymon Daily Herald* – 1/11/07  
*Seminole Producer* – 1/11/07  
*KTUL-News Channel 8* – 1/12/07  
*Blackwell Journal-Tribune* – 1/12/07  
*Weatherford Daily News* – 1/12/07  
*Daily Ardmoreite* – 1/14/07  
*Claremore Daily Progress* – 1/14/07  
*Hominy News-Progress* – 1/17/07  
*Jenks Journal* – 1/18/07  
*Okeene Record* – 1/18/07  
*Rush Springs Gazette* – 1/18/07  
*Holdenville News* – 1/21/07  
*Vintage Tulsan* (senior publication – monthly) – 2/07

## OSCIPA's Credentialing Service

For many years OSCIPA has been involved in the credentialing and verification process. Many of our health plan contracts include delegation of the credentialing process to OSCIPA. Due to these delegated contracts, we developed our processes to equal the criteria established by the National Committee for Quality Assurance (NCQA).

Over the years OSCIPA has streamlined the credentialing process for our members greatly reducing the amount of time involved. Now we have taken our processes one step further, we have added the capability to electronically

complete applications for any health plan. OSCIPA is now offering this service to all healthcare providers. The rates are as follows:

### Non-OSCIPA members

\$100 set-up fee  
 \$175 per initial application  
 \$50 per recredentialing application

### acclaim! Services members

\$75 set-up fee  
 \$50 per initial application  
 \$25 per recredentialing application

**IPA members** receive this service for free as part of their membership.

To use this service, all you need to do is complete a brief informational survey, update us on any changes and let us know when you need an application sent. Completed applications are then forwarded to you to be signed and mailed in. It is so easy you will wonder how you survived without it. Now you and/or your staff can put the hours spent filling out credentialing applications to better use.

For more information contact OSCIPA at 918-641-0444 or visit our website at [www.oscipa.com](http://www.oscipa.com).

## acclaim! Card

Chiropractors in Oklahoma, Kansas and Tennessee are using the **acclaim!** Card. They have discovered the value that this tool brings to their office. The **acclaim!** Card allows your office to use one fee schedule for all patients, whether covered by health insurance or not. This simplifies your front desk procedures and enables you to avoid any legal, ethical, or potential HIPAA problems associated with having dual fee schedules. The **acclaim!** Card elimi-



nates the credibility and perceptual problems experienced when using different fee schedules for insured and cash patients.

Your patients simply purchase the **acclaim!** Card, from OSCIPA, for an annual fee of

\$25.00. They, in turn, will receive a twenty-five percent discount from your standard fee schedule for all the chiro-

practic health, diagnostic or radiology services they receive. In addition, all family members living in the same household can be included under the same **acclaim!** Card membership at no additional charge. The **acclaim!** Card can only be used at the chiropractor's office where the card was purchased, promoting patient loyalty; an additional benefit for you. You don't have to be an OSCIPA member to use the **acclaim!** Card. To find out more contact us at 918-641-0444 or visit our website at [www.oscipa.com](http://www.oscipa.com).

## Outsourced Medical Billing

With constant changes in today's billing guidelines and an overall decrease in provider reimbursement, accurate medical billing and correct payment is critical. That is why OSCIPA has contracted with Outsourced Medical Billing to provide a professional and cost-effective solution to this problem through:

- Electronic claim filing for quick reimbursement
- Consistent supervision of account
- Reliable claim follow-up
- Detailed monthly reporting

By outsourcing your medical billing, you can eliminate additional staff member costs and have the confidence of using a service overseen by OSCIPA. Leaving you time to focus on patient care and running your practice your way with the satisfaction of having efficient and pro-

ductive billing processes.

Easy procedures are available for your office. Patient demographic and insurance information is faxed/emailed with your encounter form. We do all data entry into our software. The claim is then created and sent electronically to Infindi. After prompt reimbursement from the insurance carrier to you, the correct payment is confirmed and the payment entered. If necessary, patient remainder billing is completed. Detailed monthly reporting is available to include insurance and patient aging and additional practice statistics. Questions from insurance carriers or patients are directed to us.

If you have Medisoft in your office, we are able to provide daily/weekly updates to your practice data! We can train your staff to view demographics and patient account balances.

Additional services are available, customized to your office needs. These services include:

- A/R analysis and retrieval
- Medisoft training
- Appeal services
- Front office procedure training

Outsourced Medical Billing will be located in the OSCIPA staff offices near 1-44 and Yale. This billing service will save you time, money and the frustration of dealing with insurance and reimbursement issues. Outsourced Medical Billing will make sure your claims are paid and give your accounts prompt and personal attention.

Call Susan Perry at (918) 607-4210 for more information and to schedule an appointment for your office.

## OSCIPA "IPA" Membership Benefits

The Oklahoma State Chiropractic Independent Physicians Association (OSCIPA) is the largest non-profit professional organization, for chiropractors, in Oklahoma with more than 285 members statewide. Revenue from our organization goes directly toward the promotion of education, research, and public relations to benefit chiropractic medicine.

Our association is always looking for new members. Our membership is not limited by size or location. We have members throughout Oklahoma, not just in Tulsa and Oklahoma City.



OSCIPA is run by a board of directors made up of 12 member chiropractors. These board members volunteer their time and give valuable direction and services to our organization. OSCIPA is also backed by a skilled and experienced Executive Director, a Director of Marketing and Education based in Oklahoma City as well as an outstanding office staff.

OSCIPA contracts with many of the major insurance carriers and independent networks in the state of Oklahoma. Insurance companies come to OSCIPA for contracts because of the services offered by our organization (a broad network of chiropractors, credentialing services, provider relations, etc). OSCIPA membership grants access to the networks of these contracted carriers. Additionally, benefits of OSCIPA membership include credentialing services for most of these contracts.

We sponsor professional seminars for our affiliated physicians and their supportive medical and office personnel. Some of these seminars include Medicare, chiropractic assistant training, and continuing education. OSCIPA also frequently educates our members on changes within the world of insurance and managed care. In February, OSCIPA hosted the first of two seminars on Workers' Compensation presented by Gerri Mooney, with the State of Oklahoma Workers' Compen-

sation Court.

We continue to look for ways to lower our network access fees. As with our fees, we are always looking for ways to save our affiliates money. One of the ways we do this is through our Business Partners program. A program in which we develop arrangements with companies to provide discounted services to OSCIPA members.

We invite you to become involved as a member - sign up for a committee, come to a member meeting, contribute an article to our newsletter, etc. Join OSCIPA today and put our membership advantages to work for you.

If our IPA is not for you, check out our acclaim! Services program (page 1). We are dedicated to helping the members of our IPA. However, we also have a passion for helping all Oklahoma Chiropractors.

For more details on membership benefits contact us at 918-641-0444 or visit our website [www.oscipa.com](http://www.oscipa.com).

## CE SEMINARS:

### SOFT TISSUE PROCEDURES - DYSFUNCTION & REHABILITATION

March 30-April 1, 2007 - Crowne Plaza Hotel - Oklahoma City  
Taught by Stephen M. Perle, D.C. 16 Hours CEU

### DIAGNOSIS & TREATMENT OF COMMON GOLF INJURIES

September 29, 2007 - Cherokee Casino Resort - Catoosa  
Taught by Jeff Blanchard, D.C. 8 Hours CEU

Both seminars approved for CEU in Oklahoma, Arkansas, Kansas, Missouri and Texas



To find out more about these seminars or the benefits of membership,  
contact **OSCIPA** at 918-641-0444 or visit us at [www.oscipa.com](http://www.oscipa.com)

Mailing info

## OTHER EDUCATIONAL OPPORTUNITIES:

### MEDICARE CHIROPRACTIC UPDATE

April 12, 2007 - Southern Hills Marriott - Tulsa

### WORKERS' COMPENSATION UPDATE

April 14, 2007 - Crowne Plaza Hotel - Oklahoma City

### MEDICAL RECORD DOCUMENTATION

May 5, 2007 - Southern Hills Marriott - Tulsa

### CHIROPRACTIC ASSISTANT WORKSHOPS

March 31, 2007 - Crowne Plaza Hotel - Oklahoma City  
April 12, 2007 - Meridian Technology Center - Stillwater  
May 31-June 1, 2007 - Tulsa Technology Center



To find out more about these educational opportunities,  
contact **OSCIPA** at 918-641-0444 or visit us at [www.oscipa.com](http://www.oscipa.com)