



Oklahoma State Chiropractic
Independent Physicians Association
Back To A Better Life

FALL • 2008

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OSCIPA Wellness Program

Helping Patients Achieve Better Health

In these days of declining health and increasing health care costs, wellness is becoming a key focus. With a focus on health and holistic approach to treatment, Chiropractic is a natural fit into the increasingly popular wellness approach to healthcare. OSCIPA began a Wellness Program, in conception, on January 21, 2008. This program involves four steps including a wellness class and individualized specialty programs that address special needs (i.e.

smoking cessation) or special interests (i.e. yoga). The program also incorporates a qualified group of health related professionals.

It started with a Tulsa “prototype”, launched in July of this year and has continued to develop into it’s current form. The foundation of a program has been started in Oklahoma City and we have now begun to move into other areas of the state like Stillwater, Lawton and Norman.

We are also planning to have a wellness related seminar in Tulsa in the spring of 2009. We have just begun this program and look forward to all the possibilities and directions in which it will grow. This is an exciting program that is an important focus for the future of chiropractic in Oklahoma. For more information about OSCIPA or this program visit our website at www.oscipa.com or call 918-641-0444.

Membership Benefits

As we have promoted in the past, the Oklahoma State Chiropractic Independent Physicians Association (OSCIPA) continues to be the largest non-profit professional organization, for chiropractors, in Oklahoma with more than 300 members statewide.

OSCIPA has operated as an Independent Physicians Association model since its inception in 1994. After many years operating under a network access fee billing system, based solely on claims volume, we

changed to a flat rate membership fee. OSCIPA developed this new system after much study by our staff and board of directors, as well as significant member input. In addition to this new billing system, we improved OSCIPA membership by adding a number of valuable member benefits as well as improving many others.

For OSCIPA members, we have taken over the billing for Infindi. OSCIPA members are enrolled in the Infindi Bold Plan (the best

value) for a discounted rate of \$50.00 per month. This discounted rate covers the cost of all Infindi services including paper claims. The charge for this program has been added to the OSCIPA invoice enabling members to write one check for both their OSCIPA membership and Infindi services each month.

OSCIPA has also added nearly \$1,200 in membership benefits. Some of these benefits include:

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www.oscipa.com

Membership Cont'd

- 16 hours of FREE continuing education seminars each year (\$250 value)
 - Free CA seminars for office staff (\$25 value per class)
 - Free coding CD-ROM (\$60 value)
 - Free credentialing and recredentialing service for non-OSCIPA contracts (after initial credentialing fee of \$175 and enrollment fee paid when you join OSCIPA).
 - *acclaim!* Card rebates – up to \$300 annual value (with 5 cards sold per month)
 - Infinedi savings (\$520 annual value)
- OSCIPA members also receive quarterly newsletters, e-mail and fax communications and chiropractic industry public relations support.
- Revenue from our organization goes directly toward the promotion of education, research, and public relations to benefit chiropractic medicine. And our primary goal remains to

support the continuing development and maintenance of a successful chiropractic community in Oklahoma.

For new members, OSCIPA membership is \$50 per month (membership fee) after a one time enrollment fee (\$550-metro or \$275 non-metro).

Join OSCIPA today and put our membership advantages to work for you. For more details on membership benefits contact us at 918-641-0444 or visit our website www.oscipa.com.

Seminars and Workshops

We are closing out a successful year of seminars and workshops. In February, we welcomed Dr. David Seaman for a highly anticipated nutrition focused continuing education (CE) seminar. September brought Dr. Thomas Hyde for a sports medicine related CE seminar. And in October Dr. Brad Hayes provided some important information on Documentation (see article below) All of these seminars were praised by seminar attendees for the excellent

speakers and presentations provided.

This year we also held a number of Chiropractic Assistant workshops, taught by Amy Prentice, OSCIPA's Resident Educator. These workshops are very beneficial for newly hired Chiropractic Assistants or CA's who might need a refresher on insurance policies and procedures. We continually hear praise about these seminars from the CA's who attend.

Just as we have in the past, this year we worked to bring quality, informational and entertaining speakers for all of our seminars. We will continue to do this for the seminars we are working to bring in 2009. Please see the back page of this mailing for our first scheduled seminar and keep an eye out for more information regarding other coming seminars or visit our website at www.oscipa.com for more information.

Documentation

There continue to be articles published regarding a need for improved documentation among chiropractors. In April 2008, the ACA sent letters to all state licensing boards urging them to "ramp up continuing education programs aimed at improving Medicare documentation and reducing the number of claims errors." The ACA even issued a press release, also in April 2008, about their request to the state boards regarding documentation. According to the letter and the release, CMS is scheduled to issue a special report to the U.S. Congress in 2009 giving the results of the Medicare Chiropractic Demonstration Project. This is the project in which CMS allowed expanded chiropractic benefits for Medicare beneficiaries in 5 states between 2005-2007. CMS then collected and evaluated

claims data from the project to determine cost-effectiveness, cost-benefit, Medicare beneficiary satisfaction, etc.

As 2009 nears, the ACA is concerned that high claims error rates and poor documentation may negatively impact the efforts to increase chiropractic care under Medicare. However, no matter if the results of the demonstration project are good or bad, the ACA feels it won't hurt to show efforts on the part of the chiropractic profession to improve documentation and reduce claims errors.

OSCIPA is also working to help chiropractors improve documentation and reduce

claims errors. Over the past few years OSCIPA has sponsored medical record documentation seminars for our members. This year we sponsored a continuing education seminar for 8 hours of CE credit for all Oklahoma chiropractors. The goal of the seminar, titled "The Fine Art of Documentation", was to help with documentation and audits for Medicare and private insurance. The seminar was held October 18, 2008 at the Marriott Southern Hills in Tulsa.



We will work to continue researching pressing topics to the chiropractic profession and bringing you related topics and speakers in future seminars.

Matching Funds Campaign for FCER

OSCIPA's mission statement includes five organization goals. One of those goals is to promote vital research projects that demonstrate the effectiveness of chiropractic care. In keeping with this goal, the OSCIPA Board of Directors voted to make a donation to a vital chiropractic research organization. The press release for this donation is as follows:

Oklahoma Chiropractors Announce Matching Funds Campaign for FCER

The leadership of the Oklahoma State Chiropractic Independent Physicians Association (OSCIPA) is asking doctors of chiropractic and the organizations that support them, to contribute to the Foundation for Chiropractic Education and Research (FCER)—and they will match funds up to a total of \$20,000. The OSCIPA is challenging the profession to recognize the value and necessity of research for the chiropractic profession.

"This profession desperately needs research. FCER is the largest research-funding organization within chiropractic,

with over 60 years of positive, vital work for the profession," said Brad Hayes, DC, Medical Director for OSCIPA. "FCER needs donations to continue its work. Therefore, OSCIPA hopes to raise a minimum of \$40,000 for FCER. If we all realize that we are in this together—and we'll ALL benefit from the results—I believe we can far exceed this goal."

OSCIPA is a 12-year-old non-profit association in Oklahoma that was formed to negotiate managed care contracts for its membership. Until now, the organization has focused largely on two of its three mission statements—education and public relations. Realizing that the third—research—can drive the first two, focus has now shifted with research in increased focus. Explained Dr. Hayes, "We know that funds are not as available as they once were. And yet it is the outcomes of research that will continue to propel chiropractic forward and, in our opinion, is vitally necessary. Research has the ability to put patients in our offices and chiropractic in national programs."

OSCIPA has long been interested in research

within Oklahoma; now they turn to the needs of the national level and it was for this reason that FCER was chosen as the best recipient of their efforts. "No organization is better poised to do research on a national basis than FCER," added Dr. Hayes. "By funding FCER, we feel our money can be quadrupled into more money through grants that become available simply because of the pilot studies that were initially funded through our efforts. FCER has been there for years doing a great job. It is high time we got behind it."

Act now to meet the challenge set forth by OSCIPA and its membership by contacting FCER at 800-622-6309 and making a donation to the Oklahoma Challenge. Donations may also be made online at www.fcfer.org or by mail to FCER—Oklahoma Challenge, 380 Wright Rd, Norwalk IA 50211.

As a further promotion of chiropractic research, OSCIPA also recently made a contribution to the national research group CCGGP (Council on Chiropractic Guidelines and Practice Parameters).

Chiropractic Public Relations

This year, OSCIPA has been working with Waller and Company Public Relations to communicate the chiropractic story to targeted groups and the general public statewide. Our goal is to communicate the efficacy of chiropractic care as well as the level of education and experience that chiropractors possess.

One of the ways we are communicating is through press releases written and released,

for OSCIPA, through Waller and Company. The more times we can get our message in front of the public the more likely it is to be remembered. Hopefully you have seen the results of these in the newspapers or on television. If not, here is a list of some of the coverage results from recent press releases:

Weekend Warrior articles or stories:
Bryan County Star – 04/24/08

Backpack Safety articles & stories:

KOCO Ch. 5 OKC – 08/06/08
KOKI Ch. 6 Tulsa – 08/07/08
KTUL Ch. 8 Tulsa – 08/13/08
Latimer County News – 08/07/08
Owasso Reporter – 08/07/08
Bristow Newspaper – 08/08/08
Okemah News Leader – 08/10/08
Ponca City News – 08/10/08

Save Your Skeleton articles or stories:
Chelsea Reporter – 10/23/08

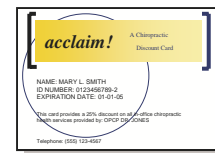
acclaim! Card

The *acclaim!* Card allows your office to use one fee schedule for all patients, whether covered by health insurance or not. The *acclaim!* Card eliminates 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 \$30.00. They, in turn, will receive a twenty-five percent discount from your standard fee schedule for all the chiropractic 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.



A New Look at Biomechanics

Taught by Stuart Currie, D.C. and Edward Glaser, D.P.M.

with

A Crash Course in Personal Injury

Taught by Lloyd Benedict, J.D.

February 28-March 1, 2009 Crowne Plaza Oklahoma City

- 16 hours CEU (approved for OK; pending for AR, KS, MO & TX)



Sponsored by Sole Supports & OSCIPA

To find out more about the above seminar or the benefits of OSCIPA membership contact OSCIPA at 918-641-0444 or visit us at www.oscipa.com

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OSCIPA Added Values

Health Plan Contracts

- Participation in networks

C E Seminars - Free

- \$250 Value

Free Coding CD-Rom

- \$60 Value

CA Workshops - Free

- \$25 Value

Credentialing Services

- Free CVO services

Newsletters/Fax & E-Blasts

- Updates on current topics

Infinedi Services

- Discounted (\$520 value)

acclaim! Card -

- \$5 rebate (per card)

On-Site Consults - Billing/CA

- Discounted rates

~~\$250.00~~
Free
 CE
 Seminars

~~\$250.00~~
Free
 CA
 Seminars

~~\$60.00~~
Free
 CD-Rom

~~\$300.00~~
Rebates
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 Card

~~\$520.00~~
Savings
 Infinedi

~~\$1155.00~~
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