

# JMCA Journal



## The Insurance Committee Working For You!

By: Jay S. Greenstein, DC, CCSP

Hello All – I was recently asked to be the Chairman of the Insurance Committee for the MCA. I gladly accepted and am happy to give back to the Chiropractic Community that has given so much to me.

My role in this position is clear – to advocate for YOU! At our first meeting this year, we identified issues and concerns that we feel need to be addressed immediately. So, the following list is what we are currently tackling:

1. Informing the membership to get their NPI number immediately. Two seminars were held in May thanks to the great work of Susan White. Further information related to NPI numbers can be found at [www.npi.gov](http://www.npi.gov). Please remember to communicate with your electronic billing clearinghouses and your payers to ensure a smooth transition.

2. Recently an ACA sponsored survey was sent out to the membership regarding ACN. I want to thank all of those who participated.

Thanks to your involvement, the ACA has generated a letter to be presented to important government agencies to identify consumer protection issues. We'll keep you posted on the outcomes of those meetings. In addition, the ACA is asking for five HIPAA compliant, unsanitized files related to ACN practices that are affecting your ability to treat patients and your patients' rights to receive care. There are three ways in which you can submit information to the Insurance Relations Department:

“ The more feedback we receive from members, the more we can do for you. ”  
Communication is the key!

1. By filling out and submitting our online data collection form that can be found at [http://www.acatoday.org/insurance/managed\\_care/insurance\\_data\\_collection\\_form.cfm](http://www.acatoday.org/insurance/managed_care/insurance_data_collection_form.cfm).

2. Through the Chiropractic Networks Action Center you can print out the data collection form [http://www.acatoday.org/pdf/managed\\_care\\_collection.pdf](http://www.acatoday.org/pdf/managed_care_collection.pdf) and fax it to us at (703)516-4976.

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# President's Update

Donald Hirsh, DC

## Are We Holding Back?

**Y**ou may have noticed that I have a habit in my columns of looking back and forward almost at the same time. Today I'm going to do it again. I do ultimately make a point (at least in my mind).

Our early chiropractors felt they could take it all on. National, Palmer and all other grads would unabashedly take all cases regardless of the conditions. The only differences were if they gave the condition a specific name (diagnosis) or how they treated the condition (manipulations and therapy or an adjustment). There was a certain bravado or confidence that chiropractic was the solution to most of the world's ills. Stories abound, I'll share a few of my favorites.

During B.J. Palmer's presidency the local mental hospital went bankrupt and was shutting down immediately. Davenport, Iowa officials asked B.J. for help and Palmer College took over the sanatorium. Each patient was adjusted regularly and the majority were able to be discharged and the few that did not respond were transferred to other hospitals. There were not enough patients to keep the hospital open, and it eventually closed.

A young chiropractor was rapidly establishing a busy practice and a reputation as a healer. Meanwhile a single mother eking out a living with no money or benefits was diagnosed with a lymphatic carcinoma. She had a tumor the size of a large grapefruit on the side of her neck. A friend told her about the chiropractor and soon after, the friend introduced them while he was eating breakfast one day at a local diner. They started to talk about her problem and she showed him the tumor and exclaimed "what do you think about this." He gently proclaimed with confidence that "it looks like a chiropractic problem to me." The young mother started care, was feeling well again and tumorless within a few months. She quit care so that she could ask him out, they married, she went to chiropractic college and have three children who are now chiropractors.

Let's now shift to 2007. How many of us would take on cases similar to the stories I shared? Should we be taking these cases? The answers are complex. The responsibilities of providers have significantly changed largely because of the significant increases in malpractice cases and state board authority. We just can't say and do things like we once did. But with our increased professionalism, how many single mothers are sick, how many elderly are suffering, and how many children are not achieving their potential because we are holding back?

The conundrum we have found ourselves in is not without solutions. We need to find a balance between giving false hope and cutting patients loose and abandoning the chance that chiropractic can help. We need to remember that drugs and surgery are responsible for more ills than they help. We need to remember that a body free of interference is a healthier one and that the nervous system is responsible for all functions of the human body.

I strongly believe that a quiet confidence in our remarkable healing art will serve us well. Cooperative treatment with other providers allows for the patient's best interest to be protected while allowing for the body to heal itself with chiropractic care. Expect miracles in your hearts and minds, but keep the patient informed and part of their own healing team and make sure their interests are protected.

Don't hold back any longer, the world is getting sicker and needs you.

Sincerely,

Donald W. Hirsh, DC

# Insurance Committee Working for You

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3. By emailing us at [insinfo@acatoday.org](mailto:insinfo@acatoday.org).

Please be sure to sanitize any documentation you submit to the ACA unless you have a signed patient's authorization specific to release of information to the ACA for investigative purposes and for reporting to regulatory agencies.

3. With the efforts of multiple people and practices, we've been able to fix the bundling of E&M codes with CareFirst. We've been assured by the area provider representative that their system has been fixed and that E&M codes will now be paid the same day of service as treatment. Please adhere to the following guidelines when billing these services:

- a. -59 modifier is attached to the treatment codes
- b. -25 modifier is attached to the E&M and/ or consult code
  - i. Example: The doctor performs one manipulation, and a level three re-exam on the same visit. The codes should be as follows: 98940-59 and 99213-25.

Furthermore, they will NOT be automatically going back to previous dates of service that were not paid correctly, so if you have outstanding claims that were not paid correctly, YOU must re-submit these claims with the appropriate modifiers. Lastly, we have been working with CareFirst on a variety of issues like incorrect verifications of benefits, out of state plans not honoring our licensure for PT privileges, 5-day pre-authorization turnaround times and more. We'll keep you posted as we work to resolve these issues with CareFirst.

4. As most of you know, MAMSI is requiring a referral for care every 4 visits (as compared to only one referral for PT that is good for 8 visits). The insurance committee, with the help of our lead counsel, Joel Kruh, will be notifying MAMSI about this unfair practice and work to establish a dialogue in order to create a fair and equitable referral policy.

5. Addressing other insurance questions from membership by examining the feasibility of having an in-house consultant that can answer your questions for FREE! Now that's a great benefit! We've also negotiated a deal with ChiroCode who has put together a package of the ChiroCode Book, a CD and free coding questions answered for one year for \$188. Further, they will send \$10 back to the MCA for every member who purchases this package with absolutely no obligation on association's part.

6. Addressing Medicare issues by attending the Carrier Advisory Committee meetings. This is a great way to keep our seat at the table and in front of the medical directors.

So as you can see, there's a lot to do. The more feedback we receive from members, the more we can do for you. Communication is the key! Other state associations have been able to improve their reimbursement, improve their relationship with payers and thrive in the current healthcare environment. Maryland needs to as well, so please email me with any concerns or questions. I look forward to serving you and the MCA in our quest for a smoother and more prosperous practice environment.

## Insurance Updates At Your Fingertips!

As an exclusive member benefit, the MCA has posted recent insurance updates you need to know about all on one convenient webpage! Simply go to [www.marylandchiro.com/members/insurance.html](http://www.marylandchiro.com/members/insurance.html) to read the latest insurance news.

Keep checking this page as new updates will be added often.

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## Eye on Annapolis

# Summer Season Brings New Legislative Agendas

Paul Henry, DC, *MCA Legislative Chair*  
&  
Joel Kruh, *Legislative Liaison*

## Athletic Trainers Seek Licensure

In 2006, the Maryland Athletic Trainers introduced HB 1083 to create an Athletic Trainers Advisory Committee as a subunit of the State Board of Physicians to regulate, license and discipline athletic trainers as a health care profession in Maryland. Currently, athletic trainers are unregulated.

HB 1083 defined practicing athletic training to mean "the treatment, under the direction of a physician, of an individual for risk management and injury prevention, the clinical evaluation and diagnosis of an individual for an injury or illness, the immediate care and treatment of an individual for an injury or illness and the rehabilitation and reconditioning of an individual's injury or illness under the direction of a physician."

The Maryland Chiropractic Association's position on HB 1083 generally was to permit regulation of athletic trainers to only treat an athlete or individual engaged in sports related activities. Treatment by an athletic trainer should be restricted to the site of an athletic event or to an athletic facility in which training or treatment of athletes is the primary function.

HB 1083 failed before the Maryland General Assembly. However, the Health and Government Operations Committee made this bill part of its summer study agenda. The athletic trainers workgroup consists of representatives from the MCA, PTs, OTs and orthopedic surgery, former State Senator Paula Hollinger, representing the Secretary of Health and Mental Hygiene and representatives of the Board of Physicians, including C. Irving Pinder, Jr., ex-director of the Physicians Board. MCA is currently developing comments and amendments to HB 1083 ('06) and the next meeting of the work group is scheduled for September 20, 2007. Stay tuned for further details.

## Developing Court Action

A district court in Montgomery County ruled that an acupuncturist was permitted to have her medical records submitted to the court without live testimony under Courts and Judicial Proceeding Article 10-104. Chiropractors are a "A listed" health professionals under this rule. Acupuncturists are not part of the list. The district court allowed introduction of the acupuncture report under the theory that acupuncture treatment was a

delegated medical function and as in this case, a medical doctor was directing care, thus the reports were permitted. The defendant insurance company appealed the case to the U.S. Circuit Court of Montgomery County. MCA awaits their ruling. However, it should be noted that a case is not a precedent until it is ruled on by the U.S. Court of Special Appeals or the U.S. Court of Appeals. The MCA will keep apprised of this most recent case.



## Making Your Voice Heard in Annapolis

The doctors who represent the Chiropractic profession have worked hard to get the voice of chiropractic heard loud and clear in Annapolis, but there is no rest for the weary and your help is needed now more than ever. MCA offers a variety of ways you can do your part.

### Contact Your Legislator

The elected officials in your area are there to represent YOU! Get them involved and keep them abreast of issues that effect the Maryland community. To find contact information on your local legislator, follow the easy steps found at <http://www.marylandchiro.com/legcenter/contactleg.html>.

### Join the MCA Action E-list

Stay on top of critical legislative news affecting your practice by joining the MCA Action E-list. Go to <http://www.marylandchiro.com/legcenter/elist.html> and enter your name, e-mail address, and/or fax number and click join!

### Support C-PAC

Contributing to the Chiropractic Political Action Committee (C-PAC) helps re-elect officials that have helped chiropractic in Maryland. Chiropractic has some very good friends in Annapolis and MCA would like to help them stay there. Please send your contribution to Dr. Neil Cohen, 1308 Eastern Blvd., Baltimore, MD 21221.

# ICA/ACA React to Recent Merger Talk

## ICA Leadership Issues Statement on Merger Issue

The International Chiropractors Association's Board of Directors and Representative Assembly met on April 27-28, 2007 in Washington, DC for their scheduled 81st Annual Meeting. During those meetings, very careful consideration was given to all aspects of the demand issued by the Congress of Chiropractic State Associations (COCSA) for the merger of the ICA with the American Chiropractic Association (ACA). Following these discussions, the combined ICA leadership unanimously adopted an official statement on this issue. That statement reads as follows:

"The International Chiropractors Association has always stood ready to work with any chiropractic association or group for the common good of the chiropractic profession, the principles we stand for, and the patients we serve. We have repeatedly extended our hand in the spirit of cooperation in an effort to gain a unified voice in those areas where such a voice is useful and favorable. Our participation in the Chiropractic Coalition, an organization in which all national associations were asked to participate, demonstrates our willingness to continue these efforts.

Historically, there have been four attempts to force a merger of the ICA with another national chiropractic association. Each of these attempts resulted in defeat of the proposal, and a decline in membership for both associations involved. In all these attempts, an organizational merger was attempted without a basic understanding of the very uniqueness that necessitates the various organizations. The ICA has no desire at present to repeat these historical failures by pursuing the same course.

There are basic chiropractic philosophical tenants that ICA holds supreme, and are not subject to compromise. It is the separate and clear voice of the ICA that has created a system of checks and balances in our profession. Over the past several decades it has been painfully obvious that this separate voice has prevented the profession from drifting in a direction that ICA views as clearly in violation of our philosophical tenants, as well as detrimental to our profession and the unique contribution we offer the public.

Although we view the 'demand' from one organization upon another to be a curious course of action, we can appreciate the desire to further the profession of chiropractic. ICA shares these desires but does not agree on the course of action being proposed. ICA continues to pledge cooperative effort in those areas where a common voice can speak

on issues. However, on those issues where a separate voice is needed, ICA will continue to express that voice."

"ICA has communicated with the President of the American Chiropractic Association reiterating ICA's willingness to cooperate on issues of common concern, for the greater good of the profession, especially in the realm of legislation and public policy," said ICA President Dr. John Maltby. "We look forward to that dialogue and will keep the ICA membership informed of the results," Dr. Maltby concluded.

## ACA Board of Governors Statement on COCSA Merger Resolution

The ACA applauds the efforts of the Congress of Chiropractic State Associations to unite the ACA and ICA and strongly believes that unified action is critical to the future success of the

chiropractic profession and the patients it serves. Unity efforts on a state level have been noteworthy and beneficial and national unity is the next logical step in the right direction.

ACA has always been an inclusive organization, representing the broad mainstream of chiropractic. We see unity of action and the support of one focused-

“ We see unity of action and the support of one focused chiropractic voice as critical to the effective and efficient achievement of the profession's goals and vision. ”

- ACA

chiropractic voice as critical to the effective and efficient achievement of the profession's goals and vision. For this reason, ACA has an established, standing committee on professional unity and has reached out to ICA on many occasions in the past urging collective action on issues of national concern to the chiropractic profession. There have been efforts to unite ACA and ICA, but those efforts have fallen short of a merger. COCSA's recent resolution on unity provides a strong impetus for new merger discussions.

ACA regularly works with and is supportive of COCSA, ACC, FCLB, NBCE, FCER, CCE and others to pursue and achieve consensus goals for the profession and our patients. We will continue to support the Congress of Chiropractic State Associations now and in the future with efforts that will move us toward professional unity and unified action on the issues we face, the consensus goals we pursue, and the positive vision we seek for our profession and our patients.

In this regard, ACA continues to stand ready and willing to begin merger discussions with ICA leaders. We invite our colleagues at ICA to meet with us to begin the discussions that will hopefully lead to a stronger and more powerful chiropractic profession.



As we head into the summer with vacations, school closing and weekend beach trips, we should all thank those who have so generously helped our profession. The Chiropractic profession is protected everyday by the people who watch the legislation that can impact our livelihoods. These volunteers coordinate the profession's response to threats and look for legislative opportunities for us to improve our standing in Annapolis. Those generous doctors listed below give CPAC and through it, the MCA, the ability to implement our legislative agenda and I thank them. In particular I'd like to thank those at the top tiers who's generosity is an example to us all. Thanks!! Let's follow their example.

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***Please send your contribution to Dr. Neil Cohen, 1308 Eastern Blvd., Baltimore, MD 21221***

# ACA Update

By Audie Klingler, DC - ACA Maryland Delegate

## ACA Asks Doctors Nationwide for More Data into Problems Affecting Patient Care

The American Chiropractic Association (ACA), as part of its ongoing aggressive campaign to correct the wrongful practices of certain chiropractic managed care networks, is asking doctors of chiropractic nationwide to provide additional information that will assist in putting an end to these practices.

Among the wrongful practices that the ACA is gathering information about are the following:

- Automatic downcoding or limiting physician discretion in the planning of care: The doctor submits the network's forms after examining the patient and is advised of the frequency, duration and type of care that will be covered. Requested treatment is often reduced or denied. Claims are downcoded without the doctor of chiropractic being provided the opportunity to provide any documentation supporting the claim as submitted.

- Bundling: The submitted CPT code is incorporated into another submitted CPT code.

- Improper utilization review including refusal to recognize coding modifiers: Managed care organizations sometimes refuse to recognize "modifiers" that chiropractors append to CPT codes to report a service or procedure that has been performed and which has been altered by some specific circumstance.

Performance management issues: Managed care networks often disregard the doctor's discretion to diagnose and treat, and limit the number of visits, x-rays and modalities. Doctors say they are reprimanded and threatened with the loss of their contract when the care they prescribe is outside the managed care organization's set standards.

"For too long, there has been a misguided perception within the profession that ACA somehow condones the unfair practices of certain chiropractic networks," explained ACA President Donald Krippendorf, DC. "In reality, the ACA strongly denounces these practices and needs your support and information to put an end to what we view as unconscionable activity by these groups."

The latest campaign to correct these harmful practices is an outgrowth of a resolution passed by the ACA House of Delegates in March 2002 formally outlining ACA's opposition to the improper practices of chiropractic networks and authorizing ACA staff to collect data identifying the types of abuses doctors of chiropractic experience at the hands of third-party administrators. As part of this effort, ACA recently retained the services of Milberg Weiss, one of the nation's largest class action law firms, to assist in the collection and

analysis of this information.

Over the past three years, hundreds of doctors of chiropractic have contacted ACA and completed "managed care data collection" forms detailing their troubling experiences with chiropractic networks - and the names of several specific organizations and trends have emerged. According to the data collected by ACA, doctors of chiropractic are most troubled by the actions of American Chiropractic Network (ACN), American Specialty Health Plans (ASHP) and Landmark Healthcare. These carriers routinely deny requested treatment and improperly reduce and deny reimbursement, putting patients and quality of care at risk, according to doctors who contacted ACA.

ACA's data collection efforts have uncovered an array of serious concerns with these carriers, but more information is needed regarding particular problem areas. "We have heard your complaints, and we are further analyzing our options to deal with these activities," added Dr. Krippendorf. "We need your continued support and information to protect not only your practice and profession, but also the quality of care you provide your patients."

In addition to canvassing the chiropractic profession for more data into specific problem areas, the ACA is also contacting certain chiropractic networks and demanding that they cease the misleading use of ACA's name and trademark in their communications and treatment forms.

In a May 13, 2005 letter to ASHP President George DeVries, ACA Executive Vice President Garrett F. Cuneo demanded that ASHP remove the "unauthorized and misleading reference and use of the ACA name" in the company's "Clinical Treatment Form." "Please be advised that the ACA views this unauthorized use of its name in connection with the misleading representation contained in your form as defamatory, a violation of its trademark and a continuing unfair trade practice that has resulted and continues to result in damage to the association," Cuneo wrote.

The ACA is requesting that doctors of chiropractic who have experienced problems with ACN, ASHP, and Landmark in the areas of restriction of treatment, downcoding, bundling and improper use of modifiers fill out the data collection form found on ACA's Web site at [www.acatoday.com/pdf/managed\\_care\\_collection.pdf](http://www.acatoday.com/pdf/managed_care_collection.pdf). Please fax the completed form to (703) 243-2593, Attention PDR Department. Your information will be kept in strict confidence and your name will not be released to any managed care network.

You will also find additional information and resources regarding ACA's data collection campaign and what you can do to assist in this effort on ACA's Web site. For more information, visit [www.amerchiro.org](http://www.amerchiro.org).

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## Insurance Advocacy Efforts for ACA Members

There doesn't seem to be any reprieve in the efforts by insurers to reduce otherwise appropriate coverage and reimbursement. As a result, the Insurance Relations Department has been working almost around the clock on seemingly countless issues. Aetna of the Mid-Atlantic Region recently clarified for their ASHN providers their policy pertaining to interferential current and manual adjusting instruments which deems both of these experimental and investigational. The ACA feels this policy is unusual because manual adjusting instruments were deemed acceptable by Medicare over 30 years ago and interferential current is widely taught in health care educational institutions to reduce swelling and help reduce pain. This determination prompted ACA to dialog with Aetna regarding their rationale for this policy. We are currently asking providers to identify any Aetna patients who may be adversely affected by this policy and if negotiations with Aetna are not successful, we plan to assist such a class of patients in further challenging these policies.

The effectiveness of our advocacy is directly dependent upon the information we receive from the field. Due to some very important information received from providers, Insurance Relations took on several major data collection efforts over the past few months. For example, due to concerns voiced regarding a particular chiropractic network, in March, ACA requested provider reports of their experiences so that a meeting can be set up. The ACA also began a data collection effort pertaining to Humana's use of a separate chiropractic network which is being addressed not only with state regulatory authorities, but with class-action counsel. Without provider participation in these data collection efforts, we simply would not have sufficient data to represent the profession and its patients.

In order to approach regulatory boards that have the authority to enforce corrective measures, the ACA also will sometimes ask our membership to complete surveys which capture data on experiences with insurers. Our latest survey of providers pertains to the response time of ACN and United Healthcare. We finalized this survey on April 13, and will notify all regulatory officials in those states where we have an adequate sample of provider responses. The type of data collected from these surveys allows ACA to gauge whether any violations of state regulations are occurring and to what degree. Provider participation in these data collection efforts is invaluable in our ongoing efforts to petition state regulatory agencies. We thank all of our members who have taken the time to complete our surveys and hope that those who have not participated in the past will see the great value their input can have on the right of their patients to fair and equal treatment.

In addition to advocating on the part of doctors of chiropractic and their patients, the ACA also attempts to keep our

members informed of changes occurring in the healthcare industry. We understand that sometimes changes in policies by insurers seem to not be adequately communicated to providers. We inform our members of policy changes as the information is obtained -- such as United Healthcare's new requirement for the use of the G code for electrical stimulation and changes in New Criteria for Provider Tier Levels implemented by ASHN.

Through all these different measures the ACA continuously advocates for the profession. Over the past few months we have addressed concerns regarding the following carriers and networks: PHI, Harvard Pilgrim, IMS, Guardian, Motorola Inc., Shop-Rite, Inc., Gateway HealthPlan, Humana, Cigna, Paramount healthcare and others. Please look for any updates in ACA's Week in Review and in ACA News.

## MSNBC Posts Alarming 'SELF' Article on Chiropractic, Stroke

A sensational article on chiropractic and stroke that originally appeared in the May issue of SELF magazine has now been posted on the health section of MSNBC's Web site. As a result, ACA is reissuing to the profession its official response to the original article, as well as links to tools and resources members can use to respond to local media requests and patient concerns.

While the views of ACA spokesperson Dr. William Lauretti, an expert on the topic of vertebral artery dissection, are included in the article, the piece is overwhelmingly negative and details the stories of several patients.

In its official response issued on April 19, ACA explains to the editors of SELF magazine that the article needlessly alarms current and potential chiropractic patients about a safe, effective and appropriate treatment for those with common forms of neck pain and headache. Moreover, there is no definitive evidence that chiropractic manipulation is the cause of vertebral artery dissections. To read ACA's full response, visit [http://www.acatoday.org/record\\_css.cfm?CID=2312](http://www.acatoday.org/record_css.cfm?CID=2312).

To help combat any negative publicity that might occur in your community as a result of this article, ACA is offering helpful information from their Web site at <http://www.acatoday.org>.

ACA is prepared to respond to any publicity this story may receive. If doctors receive a call from a journalist on this matter, we ask that they refer the caller to ACA's Communications Department. Association representatives -- who work closely with the chiropractic profession's experts on VAD are in the best position to answer a journalist's questions on this case. If doctors decide to handle the media interview on their own, we ask that they inform ACA so we can monitor media coverage on this issue.

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For questions or concerns about this article, please contact the ACA Communications Department at 703-276-8800 or [communications@acatoday.org](mailto:communications@acatoday.org).

## CAM Providers Results in High Patient Satisfaction

Patients visiting chiropractors and other holistically-oriented physicians who serve as primary care providers (PCPs) have lower utilization costs and higher patient satisfaction levels than patients treated by conventional medical doctors, according to a study published in the May issue of the *Journal of Manipulative and Physiological Therapeutics* that tracked data from a unique Independent Physicians Association (IPA) where chiropractors serve as first-contact, primary care physicians.

“The escalation of medical expenditures remains an urgent problem in the United States and it’s becoming quite clear that cost containment strategies by conventional medical providers are failing to achieve even mediocre results,” said study coauthor James Winterstein, DC. “This study confirms that integration of allopathic, chiropractic and other complementary and alternative medicine (CAM) providers can positively impact patient quality of care while limiting overall costs. This approach to patient care has great potential to improve the U.S. healthcare system.”

Led by Richard Sarnat, MD, researchers directly compared cost and clinical utilization data from an integrative CAM Independent Physicians Association (IPA) with conventional medical IPA data from members enrolled in a traditional health maintenance organization (HMO). The recent report analyzes data from 2003 to 2005 and is a follow up to the original report published in 2004, which compared data from 1999 to 2002.

“Our most recent analysis supports earlier findings that patients visiting CAM-orientated primary care physicians (PCP) – primarily chiropractors – experienced fewer hospitalizations, underwent fewer surgeries and used considerably fewer pharmaceuticals than HMO patients who received traditional medical care,” Dr. Winterstein said. “Moreover, doctors of chiropractic succeeded in diagnosing and treating patients at a level nearly equal to medical doctors.”

Researchers found that over the course of the seven-year study, patients visiting chiropractors and other CAM-oriented PCPs had 60 percent fewer hospitalizations, 62 percent fewer outpatient surgical cases, and 85 percent lower pharmaceutical costs when compared with total network HMO utilization rates and costs.

The chiropractors and other CAM doctors treated and managed cases ranging from upper respiratory tract infections and allergies to headaches, orthopedic and other medical conditions.

In 2005, the chiropractic PCPs managed 60 percent of their

enrolled patients without requiring a referral to a conventional medical specialist. These data mirror the 2001 findings, which also demonstrated that 60 percent of the patient population within the integrative IPA was solely managed by their chiropractic PCPs.

“The most current data from our ongoing study suggests that doctors of chiropractic are well-suited to provide patients with valuable primary-care services,” Dr. Winterstein notes. “We have demonstrated that it is possible to deliver CAM-oriented primary care in a highly regulated environment without compromising either quality or safety.”

Patients reported on the quality of care they received through the use of annual patient satisfaction surveys. On average, data from patients enrolled between 2003 and 2005 demonstrated a high degree of satisfaction. These findings were similar to data from 1999 through 2002. The integrative CAM patients consistently rated their experiences more positively than did members enrolled within the HMO’s conventional medical IPAs.

## ACA Helps Pass Bill to Expedite Expansion of Chiropractic in VA

America’s veterans are one step closer to gaining expanded access to chiropractic services after the U.S. House of Representatives passed legislation on May 23 that includes a provision to expedite expansion of the chiropractic benefit through the Department of Veterans Affairs (VA) health care system. The bill was approved 421:1.

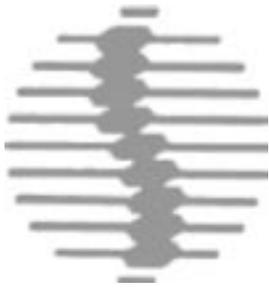
The American Chiropractic Association (ACA) and the Association of Chiropractic Colleges (ACC) lobbied successfully for passage of the bill, HR 1470, which requires the VA to have a chiropractor on staff at no fewer than 75 major VA medical centers before the end of 2009 and for all major VA medical centers to have a chiropractor on staff before the end of 2011.

“I am proud that ACA and ACC spearheaded the advocacy efforts in support of HR 1470,” said ACA President Dr. Richard Brassard. “The health and well-being of our nation’s veterans is one of America’s most important obligations. This legislation builds and expands on ACA’s previous work with Congress and will greatly improve the availability of chiropractic care to veterans young and old.”

Congressman Bob Filner (D-Calif.), a strong supporter of extending chiropractic care benefits to military retirees as well as active-duty personnel, worked closely with the ACA in securing support for the legislation. As Chairman of the House Veterans Affairs Committee, Rep. Filner’s leadership was essential to securing House passage of the bill.

According to remarks contained in the March 12, 2007,

continued on page 11



## Dr. John K. Maltby Named ICA'S 2007 Chiropractor Of The Year

"Dr. Maltby has earned this historic recognition many times over through his tireless work on behalf of the global development of chiropractic and through his efforts to defend the rights of chiropractic practitioners and patients alike," said ICA Vice President Dr. Daniel J. Murphy. "The chiropractic profession owes a great deal to his dedication, innovative thinking, his commitment to principle and his unique effectiveness in leading the chiropractic profession in a strong and positive direction," Dr. Murphy said. "ICA is very proud of Dr. Maltby and we all can learn and benefit from the powerful example of service he has provided over the years he has been involved with the ICA."

Dr. Maltby serves as the President of the ICA, having been first elected in 2005. In a unique indicator of the confidence and respect of the ICA membership, he was returned to office without opposition to a second, two-year term in April, 2007. Prior to his election as ICA President, Dr. Maltby served on the Association's Board as Western Regional Director.

A member of the ICA for more than 30 years, Dr. Maltby has been active in a host of chiropractic activities and projects including ICA's Council on Applied Chiropractic Sciences, as a member of the faculty of ICA's Chiropractic Certification in Spinal Trauma (CCST) program, and as Chair of ICA's Student Affairs Committee. Dr. Maltby also serves on the current Board of Directors of the International Chiropractors Association of California (ICAC), ICA's affiliate organization in that state, an organization in which Dr. Maltby also previously served as President and Chairman of the Board.

Dr. Maltby is also heavily involved in community and public service activities, is active in the California Republican Party, and has been an outspoken supporter of Governor Arnold Schwarzenegger, working to mobilize doctors of chiropractic and their patients to support the Governor's two successful election efforts.

"I am deeply humbled and grateful for this honor. It is the highlight of my chiropractic career," said Dr. Maltby at the ICA's Annual Meeting Banquet on April 28 in Washington, DC, upon learning of his having been chosen as ICA's 2007 Chiropractor of the Year.

Dr. Maltby is a graduate of Palmer College of Chiropractic in Davenport, Iowa, and is in private practice in California.

## H.R. 1470 Passes Out of House Veterans Affairs Committee

Rep. Bob Filner's legislative initiative to provide program-wide chiropractic staffing at all US Department of Veterans Affairs facilities, H.R. 1470, has passed out of the House Committee on Veterans Affairs and will now be considered by the Full House of Representatives. Following Subcommittee consideration and a mark-up session on May 10, the bill was forwarded to the full committee on that same day. On May 15, Rep. Filner, in a brief but powerful news release, reported that the full Committee had passed six bills to "expand veterans' health care and benefits," with H.R. 1470 being one of the six.

This important legislation would:

- Extend veterans' access to in-facility chiropractic services by requiring the expansion of chiropractic personnel requirements to "not fewer than 75 medical centers by not later than December 31, 2008, and at all medical centers by not later than December 31, 2011."

- Speed up the expansion of the highly successful pilot chiropractic services program, and assist in meeting the high demand for chiropractic services by the veteran population.

- Provide better access to veterans for the care of their choice. "This important initiative deserves the full and active support of every DC in the nation," said Dr. Michael McLean, Co-Chair of ICA's Legislative Committee.

"This bill will need large numbers of co-sponsors if it is going to make it on the House floor and then survive the House-Senate Conference process, and the time to start making this happen is now!"

ICA urges all doctors of chiropractic in the United States to contact their Members of Congress and urge them to add their names to this important bill as co-sponsors by calling Mr. Filner's office at 202-225-8045.

To identify your US House of Representatives Member, please go to the link shown here: <http://www.house.gov/>. This is the official site of the US House and they have a Member finder feature that allows you to enter in your zip code, and the name of your House Member will appear. House seats are apportioned according to population and thus the larger states have more members.

# Pandemic Flu Guidance From OSHA & DHHS

Various government agencies have recently posted guidance for healthcare workers and employers on preparedness and response to pandemic flu. The MCA is recommending the following Web sites that have up to date and resourceful information you can use and share with your clients.

The Occupational Safety and Health Administration (OSHA) recently posted an extensive document entitled "Pandemic Influenza Preparedness and Response Guidance for Health-care Workers and Healthcare Employers." The document is divided into four sections including clinical background information on influenza, infection control, pandemic influenza preparedness and OSHA standards of special importance. The document also names several references for additional information. According to the OSHA document "collaboration with state and federal partners is vital to ensure that healthcare workers are adequately protected during an influenza pandemic. The goal of this document is to help healthcare workers and employers prepare for and respond to."

You can download the document at [http://www.osha.gov/Publications/OSHA\\_pandemic\\_health.pdf](http://www.osha.gov/Publications/OSHA_pandemic_health.pdf).

OSHA's guidance is what it purports to be: timely guidance which does not create any new standards, regulations, duties or legal obligations. The MCA encourages you to use this guidance to further develop your clinic's emergency management and infection control plans.

The Department of Health and Human Services (DHHS) has maintained a more encompassing set of pandemic flu related documents. Health-care providers will play a crucial role in the event of a pandemic. Planning for pandemic influenza is key. The checklists, toolkit, and guidelines found on the Web site will assist health-care providers and service organizations in planning for a pandemic outbreak. The documents can be found at <http://www.pandemicflu.gov>. Use the Health Care Planning menu tab to locate those documents most relevant for healthcare contexts.

## What Is an Influenza Pandemic?

A pandemic is a global disease outbreak. An influenza pandemic occurs when a new influenza A virus emerges for which there is little or no immunity in the human population, begins to cause serious illness and then spreads easily person-to-person worldwide.

# ACA Update

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Congressional Record, Rep. Filner said that when writing the legislation he worked closely with "chiropractic patients, particularly our veterans, who know the benefits of chiropractic care and bear witness to the positive outcomes and preventative health benefits of chiropractic."

"I also was pleased to work with the American Chiropractic Association (ACA), the nation's largest chiropractic organization and the national voice of doctors of chiropractic and their patients," Rep. Filner said.

Through previous congressional action, chiropractic care is now available at 30 VA facilities across the country; however, in the more than 120 facilities without a chiropractor on staff, the chiropractic care benefit that Congress authorized for America's veterans remains virtually non-existent. Detroit, Denver, and Chicago are a few examples of major metropolitan areas without a doctor of chiropractic available at the local VA facility.

ACA leaders believe that integrating chiropractic treatment into the VA health care system would not only be cost-effective, it would also speed the recovery of many of the veterans returning from current operations in Iraq and Afghanistan. A 2006 report from the Veterans Health Administration indicates that nearly 42 percent of veterans returning from the Middle East and Southwest Asia who have sought VA health care were treated for symptoms associated with musculoskeletal ailments – the top malady of those tracked for the report.

HR 1470 is now headed to the Senate for consideration.

## PartnersPavillion

Saluting MCA's 2007 Partners!

Gold Partner

Alternative Medicine Integration

<http://www.alternativemedicineint.com>



Silver Partner

Anabolic Laboratories, Inc.

<http://www.anaboliclabs.com>

Bronze Partner

Nutri-West Mid Atlantic

<http://www.nutriwest.com/distrib/index.htm>

## MCA Member In the News!

Former MCA board member Dr. William Lauretti recently presented an ACA informative teleseminar titled "Chiropractic and Stroke: Share the Facts with Your Patients and Community" on Tuesday, June 26.

Dr. Lauretti spoke on the mechanisms of vertebral artery dissection and stroke, and outlined the major risk factors and warning signs doctors must be able to recognize. He also discussed why vertebral artery dissection appears to be related to – but not necessarily caused by – chiropractic cervical manipulation.

Participants were able to learn the specific steps to take if a patient seems

to have a complication from a neck adjustment, and they received detailed tips on how to discuss these perceived risks with concerned patients.

Dr. Lauretti spent more than 12 years in private practice before joining the Chiropractic Clinical Science faculty at New York Chiropractic College in 2005.

Dr. Lauretti also serves as an ACA media spokesman and has been interviewed by major news outlets with regard to chiropractic risks, including CNN, The Boston Globe, the San Francisco Chronicle and Reuters International News Service.

## Thanks to MCA Supporters

MCA has a Supporting Membership category for suppliers of goods and services. We encourage you to consider the following 2007 Supporting Members when making purchases. Support those that support YOU!

American Specialty Health  
R. Lloyd Friesen  
619-578-2000

Anabolic Laboratories, Inc.  
Bryan Miller  
410-296-7574

Impact Coaching, LLC  
Larry Berlin, DC  
410-421-5424

Metro Marketing  
Laurie Dengel  
800-696-7788

NCMIC Insurance Co.  
Doyle Swope  
515-313-4500 x4572

Nutri-West Mid Atlantic  
Nadine Carrick  
302-478-5090

Plymouth Bell Laboratories  
Marc Cienkowski  
215-646-8316

Z-Coil Pain Relief Footwear  
Lisa Valentine  
410-987-0007

## Have YOU Been Receiving MCA Update?

The Maryland Chiropractic Association has been distributing MCA Update, the association's e-mail newsletter for well over a year. Have you been receiving a copy in your email? If you did not receive MCA Update in your email during June, please call MCA headquarters at 410-625-1155 to confirm that we have your correct email address on file.

The MCA Update is distributed to members the first week of every even month (February, April, June, August, October, and December) so members can stay abreast of the latest news concerning legislative action, MCA's education offerings, etc. during months when the MCA Journal is not mailed.

In addition to providing members with the most up-to-date information, one of the added benefits of monthly coverage is allowing for monthly classifieds for those chiropractors who may have an unexpected staff shortage.



## Looking for Jurisprudence CE?

MCA's convenient Jurisprudence CE Course makes it easy for you to get this credit hour in your own time and on your own schedule.

### How Does it Work?

Sign up for the MCA Jurisprudence CE course, and you will be sent the course materials via mail. Study the materials, stop by our headquarters, and take the test on your own time. It's that easy!

You may make an appointment to take the test at MCA headquarters OR in conjunction with any of our other educational offerings.

### Tuition

\$25 for MCA members  
\$50 for non-members

### Registration

Registration materials are available online at  
[www.marylandchiro.com/jurisprudencece.htm](http://www.marylandchiro.com/jurisprudencece.htm).

# Manufacturing to a Higher Standard

Pharmaceutical standards

Voluntary standards

NO official standards

- Pharmaceutical manufacturing facilities are regulated by the U.S. Food and Drug Administration to ensure quality standards are kept at the highest level.
- Currently, there are no government standards specific to the manufacturing of nutritional supplements.
- A limited number of companies apply for voluntary certification programs. Most companies have no third party manufacturing certification.
- Analytic Laboratories is the only professional board operating a manufacturing facility that meets pharmaceutical standards in addition to other voluntary certification programs.



Analytic Laboratories  
Nutritional supplements manufactured to a higher standard

[www.analyticlabs.com](http://www.analyticlabs.com)

# Public Relations Committee Update

## Chiropractic Returns to the Maryland State Fair

The MCA will again sponsor a booth indoors and needs both doctors and staff members to volunteer. From August 24 to September 3 we will be manning a booth at the State fair and will have doctors and staff members volunteering for ½ days. Fair passes will be provided. We will schedule on a first come first serve basis. Chiropractic will be represented and Back Pack safety for children will be the theme. We will have a SAM machine at the booth for postural screenings when doctors are present and direct referrals will be made or contact to the membership through the MCA Web site. Only MCA members can participate. Please contact Adam Fidel regarding your availability at 410-484-5642 or [Fidelchiropractic@comcast.net](mailto:Fidelchiropractic@comcast.net).



## MCA Helps Make Arthritis Walk Successful

In May, the MCA sponsored the Arthritis Foundation's Arthritis Walks at 5 venues throughout Maryland. (Belair, Towson, Annapolis, Howard County & Hagerstown). Doctors, their staffs and patients walked to raise money to help those who suffer with the debilitating effects of Arthritis. Cumulatively, thousands of dollars were raised in the name of TEAM Maryland Chiropractic Association. Just as important, thousands of people attending the walks saw Chiropractors at tables representing the profession and answering questions.

Many people don't realize that the chiropractic office is a great place to find help and answers to their suffering. The main sponsors of the walks are pharmaceutical companies and we need to show a bigger presence next year. Bethany Farrall at the Arthritis Walk of Maryland office is extremely helpful in helping us distribute information and participate in the walks. I want every office to think about promoting the walks next May and consider attending. Wouldn't it be great to see large masses of participants walking with MCA brightly colored T-shirts saying something like "Chiropractic care helps Arthritis Pain." Sponsoring this event places us in front of the public and the medical profession in way we should be proud of. I will be sending information out the MCA after the first of the year. You can contact me to participate at 410-484-5642 or [Fidelchiropractic@comcast.net](mailto:Fidelchiropractic@comcast.net).

## Palmer College of Chiropractic Dispels Rumors

Recently, Palmer College of Chiropractic has been contacted by a number of alumni and students who have received incorrect information indicating that the College no longer uses the terms "subluxation" and "adjustment."

Please be assured that this is not true. The College's commitment to chiropractic and to the removal of the subluxation remains at the core of Palmer's beliefs. By reviewing our Tenets, Mission Statement, Educational Principles and Philosophy Statement, which are available on the General Information page of the Palmer Web site at [www.palmer.edu](http://www.palmer.edu), you will see that we have not changed from our core mission.

The College also has a responsibility to be certain that its graduates are prepared to succeed in the real world of chiropractic. Therefore, they must understand terminology used in today's healthcare environment. This process includes the use of standardized transaction and code-set descriptors for diagnoses and treatment procedures mandated by various federal and state requirements.

The chiropractic terms "subluxation" and "adjustment" are described differently in the respective ICD-9-CM and CPT code sets. The Palmer Chiropractic Clinics and all other chiropractic practitioners that file insurance use these standardized code sets when submitting claims on behalf of their patients. It is imperative for students to comprehend this terminology and to be trained in its proper use in chiropractic practice.

It is unfortunate that those who choose to spread rumors such as this fail to contact Palmer College directly to get the facts. We would hope that in the future, they would make that effort. The College stands ready to defend chiropractic and its position as clearly outlined in the documents available on the Palmer Web site. By sharing this information with you, the College hopes to eliminate any future confusion on this topic.

## Do You Have News You Want to Share?

Have you recently been in the news? Featured in an article or research? Won an award? Then spread the good news!

If you have any news you would like to share with members and your fellow colleagues via [marylandchiro.com](http://marylandchiro.com) or MCA Journal please let us know! Also, if you have any ideas for topics you would like to see articles on or if you would like to submit content please contact Molly Baldwin at 410-727-7800 or [mollybaldwin@assnhqtrs.com](mailto:mollybaldwin@assnhqtrs.com).



# Want to Generate Some Buzz For Your Practice?

## MCA Offering Publicity Materials to Members In Order to Generate Local Media Exposure!

Enhancing MCA membership even more, the MCA has recently added several press releases that MCA members can download, tailor to their specific practice, and send to their local media outlets.

These releases can be downloaded from the Members Area of the MCA Web site at [www.marylandchiro.com/members/PR](http://www.marylandchiro.com/members/PR).

These health-oriented releases touch on a variety of topics ranging from winter shoveling tips, safety concerns raised by wheeled shoes, to tips on improving your golf game while also saving your back. All are stories that your local weekly or daily newspaper may be interested in publishing.



This is a great way to promote your name and practice within your local community! This is also a great opportunity to establish yourself as a source on health topics that local reporters can go to regarding future stories.

Currently, there are seven releases available, divided into three news angles: winter, spring, youth. Additional stories and news angles will continue to be added to this page from time to time.

If you should have any questions, regarding these releases, please contact Molly Baldwin at 410-625-1155 or [mollybaldwin@assnhqtrs.com](mailto:mollybaldwin@assnhqtrs.com).

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Call today to speak with our staff to arrange a free no-obligation analysis of your collection accounts!

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# HCFA Claim Form Updates for MCA Members

## 1. Medicare Extension Date for New 1500 Form Use

Medicare has posted a new date for the mandatory use of the new 1500 HCFA form: July 2, 2007. The notice is available for your review online at [www.cms.hhs.gov/MLNMattersArticles/downloads/MM5568.pdf](http://www.cms.hhs.gov/MLNMattersArticles/downloads/MM5568.pdf). If this holds true, providers will have to use the new 1500 forms as of 7/2/07 or face rejections of their paper claims. It is suggested that you keep watching the CMS Web site or Trailblazers Web site to see if any additional changes are posted.

## 2. 2007 ChiroCode Deskbook Update Releases

Chirocode Deskbook has just released some very helpful information on the new 1500 claim form. If you are using this coding book, you are encouraged to go to their Web site [www.chirocode.com](http://www.chirocode.com) and download the information. It is a very well written document that provides a question and answer section on changes in the new form.

# Classifieds

*To place a classified ad in the MCA Journal, please send it in writing, along with appropriate payment, to MCA, 720 Light St., Baltimore, MD 21230. The cost for a 25-word ad is \$15 for MCA members (2 issues for \$25) or \$25 per issue for non-members. The next issue is set for distribution on September 1, 2007. The deadline for classifieds is August 15.*

**Associate Wanted** — 58 year old family clinic in NW Baltimore seeks upbeat chiropractor with PT privileges. High tech, highly organized, expanding office. Health, life, malpractice insurance and 401 K matching program and buy out. Call Dr. Worley 410-456-5326. (9/08)

**Insurance Specialist Wanted For Chiropractic Office** — Must be computer literate, love numbers and goal achievement. Bilingual in Spanish preferred. Competitive wages. Fax resume to : 240-223-2502. (7/07)

**Associate Wanted** — FT & PT position for practice in Prince George's County. PT privileges required. Salary plus bonus. Must be professional and have good people skills. Fax resume to (301) 702-3307. (9/07)

**Associate Wanted** — FT, Maryland License with PT privileges. Expanding practice in Silver Spring. Excellent salary, bonus, health insurance, malpractice. Good manual adjusting skill and excellent communication skills. Fax resume to 301-929-0245 or email to [sscmail@drcornfield.com](mailto:sscmail@drcornfield.com). (9/07)

**Associate Wanted** — Chiropractic office located in Columbia, MD, seeking a motivated and success minded Chiropractor to join our team. Salary, bonus and benefits. Fax resume to 410-510-1200. (7/07)

**Associate Wanted** — Associate needed for family chiropractic clinic in Waldorf, MD. DC with PT privileges needed. Great staff, super patients and beautiful working environment. Call 301-638-7300. (9/07)

**Associate Wanted** — FT and PT positions. Long term, with growth opportunity, if desired. Approx. 12-18 hours/week if P/T. Must have integrity and compassion with excellent clinical & communication skills. Fax resume to 301-858-1608 or call 443-694-3187. Crofton. (7/07)

**Associate Wanted** — FT chiropractor needed in Columbia. Great Pay + Bonus. Health insurance and malpractice paid for. Fax resume to 410-884-6820. (11/07)

**Associate Wanted** — Great opportunity in Ocean City, Maryland. Join a very active practice of 20 years with terrific staff support. Maryland licensed DC with PT privileges. Good base salary plus percentage and benefits. Possibility of future partnership. Email curriculum vitae to [jheinlen@occhiropractic.com](mailto:jheinlen@occhiropractic.com). (7/07)

**Office Coverage** — Leave your patients in the Best of Hands. 25% Discount for MCA members. Over 21 yrs. exp; Will travel. Reputable. Reliable. Personable. References. Giuseppe "Dr. Joe" Nunnari Call: 240-731-0264 or Email: [drjoe.dc@verizon.net](mailto:drjoe.dc@verizon.net). (5/08)

**Practices for Sale** — Practices for sale in Montgomery and Prince George's counties. Call the Paragon Group at (800) 582-1812 or visit our website, [www.eparagongroup.com](http://www.eparagongroup.com). (7/07)

**Practice for Sale** — Washington County - Long-established family practice with sizable patient census, steady new patient volume. Well trained, tenured staff. Paragon Group (800) 582-1812 [www.eparagongroup.com](http://www.eparagongroup.com). (7/07)

**Equipment for Sale** — Lloyd Astro Stationary Adjusting Table. Purchased new in 1992 - still in excellent condition. Present cost new - \$1,350 + shipping. Your cost - \$700. Contact Dr. LeVan @ 301-585-5350. (7/07)