



Chiropractic Associates of Minnesota, LLC

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MEMBER NEWSLETTER

MAY 2007

“A Better Model for Managing Chiropractic Care”

BUILDING CHANGE IN MINNESOTA: We are continuing to sign up new doctors to the network every day. We continue to receive very positive feedback when we speak to doctors in Minnesota about the possibility of growing CAMN to the size where we can truly make a change for the better. Now we need your help. If you know of colleagues that would be good additions to the CAMN network please contact them and direct them to our website at www.camn.us to learn more about CAMN and to complete the credentialing application or have them call the CAMN office at 1-800-658-2214.

Below are some comments from Dr. Scott Munsterman, founder and president of CASD and CAMN. Please take a few minutes to read them as I think you will find them very pertinent to the current situation in Minnesota.

I started CASD in South Dakota in 1997 out of necessity. After just a few short months I was fed up with an outside network. I lasted 6 months before I decided I couldn't do that to my practice or my reputation as a practitioner because it jeopardized my integrity as a person. That is when I decided, after much consideration, to do something different. I spent a considerable amount of time and personal finances to research and develop this new model. It was at that point I started to enlist the doctors in my state around the vision of managing our own fate in managed care. I approached it from the understanding that managed care (at least in some form) was here to stay. About a dozen or so doctors in our state joined me and helped fund the start-up of CASD. It took about 5 years to become established and at that time we won the DAKOTACARE contract, an insurance company owned and operated by the SD Medical Association. It was no small feat. But the doctors in our state made a decision. They decided the current state of affairs was not good and wasn't going to change unless they changed the way they thought about the situation they were in. The rest is history. Since we began operating, CASD has pumped literally millions of dollars into the practices of our doctors. Our patients have received the true access they deserve, with a network open to all who are willing to participate. And, utilization (people in our plans accessing chiropractic care at any given point in time during the year) is at an all time high and steadily improving. Our state, in general, is at about 20% utilization.

However, we have to play the game – the game called managed care. It is a double edge sword. And that means we have a measure of accountability we have to provide to be qualified to play the game. Just like there is both offense and defense in any sport, managed care has both to cover. However, oddly enough, it is our accountability aspect (the defense) of our company, in how we carry it out, that provides the offense (increase fees, access, etc.) To justify why a patient needs to be seen 30 times. It is the accountability side that justifies why we can go to bat and get higher fees for our doctors, and it is the accountability aspect that can be trusted because it hinges upon guidelines established by our profession and carried out by qualified doctors in our profession who are in active practice. The integrity of our total system is based on how we can properly justify the care our doctors deliver. That means our doctors must document appropriately – that is the double edge sword. But is that a bad thing? Are we not responsible as licensed physicians to do this anyway?

This movement is all about building change in Minnesota for our profession. Our influence, even at this point, has brought about change already with the current operation of managed care for chiropractic in Minnesota. We have had high level discussions for the past year with various organizations and I can tell you this, there will be a very positive change that will occur, but not without the participation and leadership of key people like yourself. We do need doctors like we had here in SD such as the Carr's, the Eggers', the Winkler's, the Ivey's, the Munsterman's, etc., to bring about positive change. The time is now to get this done in your state.

I hope you can join us in this adventure! Scott Munsterman, DC

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