



Chiropractic Associates of Minnesota, LLC

800 Prairie Center Dr. Suite 200A Eden Prairie MN 55344 1-800-658-2214

www.camn.us

MEMBER NEWSLETTER

JUNE 2008

“Building Change in Minnesota”

BUILDING CHANGE: I recently read an article in the Wall Street Journal about Mr. Douglas Conant, CEO of Campbell Soup Company. In the article Mr. Conant talked about how he has been able to make Campbell Soup Company more successful, even though today’s consumers are busier and more health conscious than ever. Under his leadership and direction Campbell’s has remade their condensed soup, introduced soup in microwavable containers, revamped their marketing and redesigned the soup shelving systems in grocery stores.

So what does this have to do with chiropractic? In the article Mr. Conant outlined 5 Tips on Leading a Transformation, which is what CAMN is trying to do. The 1st tip is “BRING AN ALL THINGS POSSIBLE ATTITUDE TO WORK”. If we are going to make a change in the managed care environment in Minnesota we all have to start envisioning where we would like the chiropractic profession to go, a “Best Case Scenario” if you will, and start working towards that goal. If we don’t think it we can’t do it. The 2nd tip is “CONFRONT THE BRUTAL FACTS AND BE CLEAR EYED ABOUT THE SITUATION”. As we have said many times, if you are happy with your current practice environment just keep doing what you are doing. However, if you are not happy then start asking what you can do to help change things. The 3rd tip is “SET HIGH STANDARDS AND MAKE EXPECTATIONS CLEAR, AS THE ABILITY TO MOBILIZE PEOPLE IS THE KEY TO SUCCESS”. Our business model states we want our member doctors to receive fair reimbursement and we want to increase access to chiropractic care, while holding doctors accountable by requiring them to provide their patients with the necessary care and properly documenting the care they are providing. The 4th tip is “GIVE THE ORGANIZATION TIME TO DO THINGS RIGHT”. Our business model has been successful in South Dakota for the past 11 years and we feel it can be effective in Minnesota as well, if we can get the doctors in Minnesota to get on board with us. The 5th and final tip is “DO WHAT YOU SAY YOU WILL, THIS IS ABOUT PERFORMANCE, NOT INTENTIONS”. So far we have been able to obtain three contracts with better fee schedules. As the network grows we will be able to pursue the larger contracts.

If you know of other doctors that would be good additions to our network and would be interested in helping to Build Change in Minnesota, tell them the first step is to apply to join the network. I will tell you this though, if every doctor that said they were going to join actually took the short amount of time it takes to complete the credentialing application that is available on our website (www.camn.us), we would probably have a network of 250-300 doctors right now. Remind them that the doctors in SD 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 SOONER WE ESTABLISH AN ADEQUATE NETWORK THE SOONER WE CAN START “BUILDING CHANGE!” Jeff Smith, Executive Director

PREMIER BUSINESS PARTNER:

CENTER FOR
DIAGNOSTIC IMAGING



OPEN UPRIGHT™ MRI: A Service of CDI
& Northwestern College of Chiropractic

GOLD BUSINESS PARTNERS:



The
Orthotic
Group

1-800-551-3008
www.theorthoticgroup.com



605-323-0800

www.eprovidersolutions.com