



Chiropractic Associates of Minnesota, LLC

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www.camn.us

MEMBER NEWSLETTER

JANUARY 2010

“Building Change in Minnesota”

THE CHICKEN OR THE EGG:

CAMN Members,

You all should have received a letter recently with the addendum for the contract CAMN has signed with Sanford Health Plan. This plan covers MeritCare employees, as well as any commercial groups Sanford contracts with. While a majority of the covered lives under this contract will be in western Minnesota, Sanford has indicated that they would like to expand their business in Minnesota.

As part of our recruitment efforts we sent letters to approximately 500 doctors in western Minnesota, asking them to join CAMN. We have received numerous phone calls and e-mails from doctors stating “the contracts CAMN currently has don’t have any covered lives in my area so what is the advantage / reason to join CAMN”, or they say, “We like what you are trying to do. Let us know if you get a contract that has covered lives in our area and we will join then”. It is the chicken or the egg scenario. Doctors don’t want to join a network unless the network has patients in their area but the health plans won’t contract with a network if they don’t have enough doctors in the network.

While our network has grown to a size that has allowed us to obtain four smaller payer contracts, doctors need to realize that our “product” is the network. **They need to understand that if they truly want to see things change, and if they believe in CAMN, they need to make a commitment, take action and join.** Otherwise we won’t have the opportunity to try to get any new contracts and you will more than likely continue to live with the contracts that are currently in place. There is no guarantee that even if we build an adequate network that we could obtain a larger contract but if we don’t increase the size of our network we will never know.

Therefore, we must continue to work towards developing a network that is large enough to be attractive to third party payers and health plans. **That is why we need you and other doctors in Minnesota who would like to see the managed care environment change for the better to become active and help build the CAMN network now.**

Please pass this e-mail on to doctors you know in Minnesota. Tell them if they like the current managed care environment in Minnesota, sit back and wait to see what happens. If they want to be part of a movement to “Build Change in Minnesota” join CAMN and help us build the network to at least give us an opportunity to pursue larger contracts.

CAMN will have a booth at NWSU's Homecoming next week. If you are there, stop by and say hi, or better yet, bring a non-CAMN member by the booth so they can learn more about us and hopefully join.

If you have any questions or comments please call me or send me an e-mail. I would love to hear from you.

Sincerely,

Jeff Smith, Executive Director

jsmith@casd.us

1-800-658-2214

NOTICE: If any of your practice information has changed such as location, TIN, fax, email, etc. or if you have added or closed a satellite office, or if a CAMN member has left your practice, please contact the CAMN office so we can contact the plans you are contracted with through CAMN and give them your updated information.

BEST PRACTICES IN CHIROPRACTIC ACADEMY: Just a reminder that the Best Practices in Chiropractic Academy that was originally scheduled for February 20th/21st in Brookings, SD and March 27th/28th in Sioux Falls, SD has been rescheduled to April 17th/18th during the SDCA Spring Conference in Sioux Falls, SD. For more information about the Academy go to:
www.bpinchiropractic.com.

INTEGRATING CHIROPRACTIC CARE INTO YOUR SPORTS MEDICINE PROGRAM: The July/August 2009 Issue of "*Training and Conditioning*" magazine had a great article on integrating chiropractic care into a sports medicine program. If you are already working with a sports program or are trying to develop a relationship with a sports training program, this article has some useful information. To read the article go to:
http://www.training-conditioning.com/2009/08/02/healing_hands/index.php

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