

MCA In Touch – June 2018

Your monthly update of news and events from MCA

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Interested in serving on the Board of Directors or as part of a committee? Complete our [volunteer interest form](#).

New Benefit for MCA Members – Group Dental Plan!



On Monday, June 11th, the Minnesota Chiropractic Association launched a NEW dental plan available to all members and their families. This new comprehensive dental plan has huge costs savings, large network options, and great plan benefits (including orthodontic services).

Here are some highlights:

- Cost Savings - 50% monthly payment savings on family coverage and 30% on individual coverage.
- Network Options - Most dentists are included in their large PPO network. We will supply a link to search your particular dentist and/or clinic.
- Plan Options - The percentage of coverage and the yearly max benefit are the highest in the industry. (\$2,000 individual yearly max and 100%-80%-50%)
- Certain plans include orthodontic services!
- Easy five step online sign up; payment can be deducted from credit card or checking account.
- Eric at MN Health Insurance Agency will be available to answer all questions (phone or email).

If you aren't currently a member, [join today](#) to gain access to this member benefit and much more!

Please contact [Eric Anderson](#) or [Andy Troje](#) of MN Health Insurance Agency with any questions, concerns, or issues.

The Global Burden of Low Back Pain

Charles Sawyer, DC

MCA Professional Officer for Legislative Affairs

The problem of low back pain is now receiving the attention it deserves as a major public health problem – and the treatment approaches provided by chiropractic profession are no longer considered as an afterthought. This public health problem is now recognized as the leading cause of disability in the United States and world-wide. And, while we are not top-of-mind yet, attitudes regarding the problem are shifting dramatically in the direction of non-pharmacologic therapies.

The opioid crisis is partly responsible for this heightened attention, but the broader context is the growing recognition that conventional therapies for acute and chronic back pain are often relatively ineffective, costly and – although this is readily apparent to chiropractic doctors – generally not in the best of the patient.

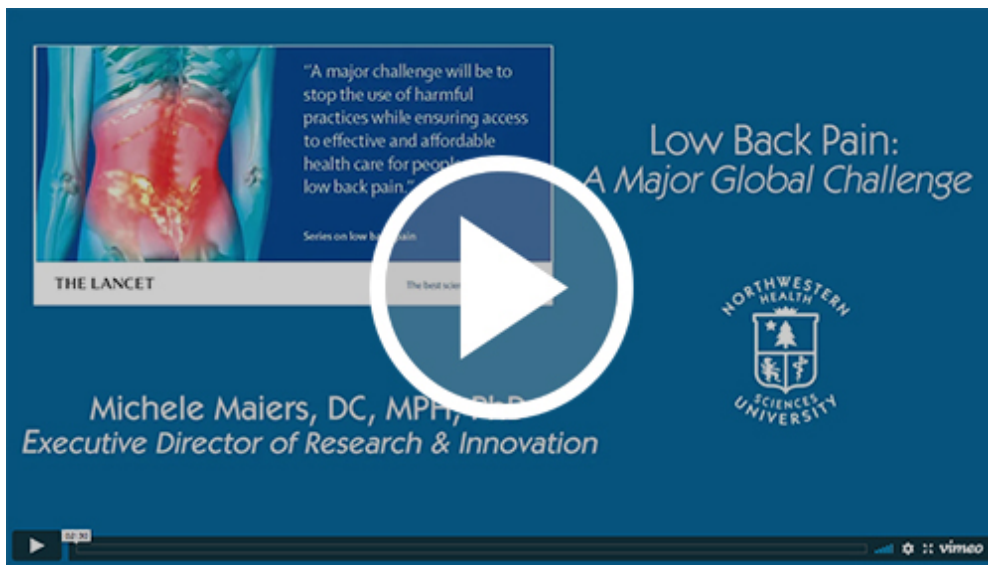
So now, experts from outside our profession are recommending a different approach and one tipping point was the February, 2017 publication of a set of treatment guidelines by the American College of Physicians (ACP) which included – among other things – massage, acupuncture, spinal manipulation, tai chi and yoga. I would encourage you to take a look at the ACP website and, for those of you who visited with members of the Minnesota Legislature this past March you may remember seeing a Legislative Fact Sheet that included an abstract of this report.

The Lancet, one of world's leading medical journals, more recently published a series of papers by an international group of authors who collectively called attention to the global problem of low back pain, the disability and economic burden that it causes, and how poorly the condition is often treated using ineffective or, worse yet, harmful therapies.

My colleague and MCA member, Dr. Michele Maiers, has been closely following the research and policy recommendations regarding the treatment and prevention of low back pain and Northwestern Health Sciences University recently produced a short information video on this important topic. I would encourage you to watch and share it with your patients, medical physicians and other healthcare professionals you may know.

Finally, because the advocacy efforts of the MCA will continue to focus on expanding awareness of the value of what you do every day when treatment patients, please refer to these reports and use the video when you have opportunities to meet with your representatives in the Minnesota Legislature when they are back home following the conclusion of the 2018 session.

As always, please get in touch with me at csawyer@nwhealth.edu for more information.



June SecureCare Update

SecureCare is pleased to announce the launch of the new SecureCareCorp.com! The innovative site features educational enhancements, including the new SecureCare blog, and links to informative news articles and scientific studies relating to musculoskeletal health.

Our updated site has several exciting features including a new bilingual function and a 25-year history and timeline. If you haven't already, follow us on social media, including Facebook, Twitter, and LinkedIn to keep up-to-date on our latest happenings!



MCA 2018 Minnesota Legislative Session Summary

The 2018 Minnesota House and Senate both adjourned sine die moments before midnight on Sunday, May 20th. This 90th Minnesota Legislative Session convened on February 20th, which gave legislators and Governor Dayton's

administration three months to try to work together to advance legislative outcomes impacting the citizens of the state.

When session began in February, priority areas of interest cited by legislative leadership included state tax changes in response to federal tax reform, addressing the issues of Elder Abuse and Opioids, fixing the troubled state License and Registration system, and passing a Bonding bill. Heading into session some lawmakers spoke of their intention to allocate very little new money this session given that in the second year of a biennium the state budget has already been enacted the previous year, other lawmakers' spoke of their plans to try to pass needed increased investments in various state causes given our state's current budget surplus.

[Read More](#)

Change: To Fear or Not to Fear

The biggest hurdle in advancing a practice comes from a failure to effectively implement change. I have spent hours talking to doctors who are at their wits' end over their teams' resistance to progress in the practice. Change can be difficult, but if handled with full commitment and swiftly, can set a new standard of expectation for your entire team and pave the way for future growth.

Change is vital to helping you better serve your patients and grow your practice, but how you implement that change, can make or break you. Effectively communicating changes will determine your long-term success. Explain why the change is necessary and state your expected goals and outcomes. Then set up an effective training schedule for your team to ensure their success. In my experience, top-down change is resisted overall. The reality is, some of the best advice for growth can come from our team members. So, I encourage you to have them AT the table as you are planning for change so there is consensus and buy-in from all involved. Otherwise, there may be intentional or subversive attempt to implement the change.

If you are met with resistance, focus on the person giving you push-back. Your top priority is to quickly determine why this person is so opposed to change. Not all employees will be vocal. Some will come up with multiple excuses to miss training, show up late to meetings, or bury themselves in seemingly unimportant tasks that have become a "top priority." Putting an end to these sabotage efforts, before they have an opportunity to impact the remaining staff, is essential.

There are many reasons employees resist change. Here are a few.

Job Loss: A top concern for many employees is that, as things become more efficient and streamlined, there might be an opportunity for the practice to minimize the number of employees in the practice to reduce overhead costs.

The Unknown: If changes are poorly communicated to your team, they can feel like they don't know what is going on. The fear of the unknown will allow their imaginations to run wild. All they can envision is patient resistance, more chaos, and additional work on an already-full plate.

Poor Timing: In many cases, one of the biggest problems when implementing change, comes down to timing. Are you trying to implement a new process or product during the busiest time of the day/month/year? Are you also implementing change while your office manager or team leader is on vacation? Make sure that the timing makes sense for your practice.

It is unrealistic not to expect some apprehension when making changes in your office. One of my team members spent two years stating the case for new software in our office. Once we implemented the new software to the practice, she began to have her doubts. She felt overwhelmed and silently resisted the changes that she had requested. Addressing her fears and concerns went a long way in getting her back on-board.

Change is a vital part of any successful practice. To be effective, communicate the need for change in a straightforward way, break big changes into small steps, and deal with any push-back quickly. There can be no

growth without change. Eventually you, your team, and ultimately your patients, will benefit from that growth.

Dr. Ray Foxworth is a certified Medical Compliance Specialist and President of ChiroHealthUSA. A practicing Chiropractor, he remains “in the trenches” facing challenges with billing, coding, documentation and compliance. He has served as president of the Mississippi Chiropractic Association, former Staff Chiropractor at the G.V. Sonny Montgomery VA Medical Center and is a Fellow of the International College of Chiropractic. You can contact Dr. Foxworth at 1-888-719-9990, info@chirohealthusa.com or visit the ChiroHealthUSA website at www.chirohealthusa.com. Join us for a free webinar that will give you all the details about how a DMPO can help you practice with more peace of mind. Go to www.chirohealthusa.com to register today.

Upcoming Events

September 15-16

Review for State of Minnesota Limited X-Ray Operator Examination

On-Demand Education

On-Demand Webinars

Publication Policy

MCA In Touch is published monthly by the Minnesota Chiropractic Association.

Have news you'd like to share, or an idea for an article? Contact communications@mnchiro.com or MCA executive director Katie Wallstein at katiew@mnchiro.com.

Articles must meet the following guidelines to be considered for publication:

- Of interest to chiropractors in Minnesota, covering topics such new research and emerging trends in chiropractic, insurance processes, and clinic management.
- Not promotional in nature, or advertising specific products or services.
- Up to 1,000 words in length.

The author's name/organization name will be credited to the article.

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