



THE CMC UPDATE

A MONTHLY BRIEF ON COVERMYCARE FOR IHPC PARTNERS AND COLLABORATORS

NOVEMBER 23, 2015

IN THIS EDITION:

STATES: Minnesota coalition now “MN Fair Care” — adds members • Hawaii to offer new bill in 2706 • Vermont acupuncturists organize for legislation • Oregon ND lawsuit

EVENTS: Joint webinar with ASBC: 2706 and integrative health in employer plans

PARTNERS: CoverMyCare and IHPC presence at AIHM annual conference • ICA supports CMC at *Chiropractic27 Summit*

CMC In the News: *Illinois Acupuncture Assn.*

NEW ON THE SITE: Naprapathy added to “The Professions”

In the States



Minnesota Coalition now “MN Fair Care.” Participants meet

A multi-disciplinary coalition of providers that has been meeting since 2014 and which developed legislative language for a non-discrimination-based bill expanded the group of interested organizations at a Nov. 5 meeting hosted at Northwestern Health Science University. **Michele Maiers, DC, MPH, PhD** Director of the Center for Health Care Innovation and Policy at NWHSU organized the meeting. The group set defined primary issues and task areas for those with an interest in participating. Among the groups attending:

Academy of Integrative Health and Medicine
Acupuncture and Oriental Medicine Assn. MN
American Massage Therapy Assn. MN
American Physical Therapy Association, MN
Integrative Health Policy Consortium
MN APRN Coalition
MN Assn. of Naturopathic Physicians

MN Chiropractic Assn.
MN Occupational Therapy Assn.
MN Organization of Registered Nurses
MN Physician-Patient Alliance
MN Podiatric Medical Association
State Pain Policy Advocacy Network

IHPC and partner Academy of Integrative Health & Medicine (AIHM) are members of the group's steering committee, as is the State Pain Policy Advocacy Network, the MN Podiatric Medical Association and NHSU.



MN Fair Care and CoverMyCare are also being introduced to two Minnesota business organizations (thanks to our colleagues at the American Sustainable Business Council): **Small Business Minnesota** and **Buy Local Twin Cities**.

See more at: <http://www.covermycare.org/cmc/Minnesota/>

Hawaii

Non-discrimination supporters in Hawaii made strong progress earlier this year moving a 2706-based bill through legislative committees, but that bill that was ultimately held over. As a result the bill's sponsor, State Senator Roz Baker, chair of the Senate Committee on Health, working closely with the state's naturopathic physicians, will introduce a new bill in 2016, one that will focus in part on *network adequacy*. This approach follows the lead of the Oregon bill that became law last May.

Vermont

A new advocacy group *People for Acupuncture*, a 501(c)4 non-profit has been established in Vermont to "to end the discriminatory practice of not including acupuncture care in our insurance plans." Led by Kerry Boyle Jenni, LAc in the state capital of Montpelier, the group will be appealing directly to consumers and patients. It plans to be present in the capitol when the 2016 state legislative session begins in January. Three of five board members of PFA are members of the public.



According to Ms. Jenni, because coverage is already mandated for naturopaths, chiropractors, physical therapists and athletic trainers, acupuncturists must be "included into a specific title in our state's (insurance) rules." So the legislation PFA will pursue is not envisioned as a 2706-based bill that would encompass all licensed providers, but it is designed to bring financial parity specifically to providers of acupuncture and oriental medicine.

<http://www.peopleforacupuncture.org> <http://www.facebook.com/peopleforacupuncture>

(Thanks to *People for Acupuncture* for including the CMC logo and link on its site.)

Oregon

The *lawsuit* filed last summer by the **Oregon Association of Naturopathic Physicians (OANP)** on behalf of several patients drew the expected motion from Health Net Health Plan and American Specialty Health to be tossed out of court. OANP is considering its response to the

motion. This is the first legal action based on the non-discrimination provisions of Section 2706.



Other States:

Conversations continue in **Vermont, Illinois, California, New Hampshire** and **New Mexico**.

Regular state updates: <http://wp.me/P5cud1-Q8>

Events

The Webinar: 2706 and Integrative Healthcare in Employer Plans

Our Nov. 17 webinar, *"The Future of Healthcare is Complementary, Integrative and Holistic,"* co-produced with ASBC, proved to be a very high value discussion among speakers deeply involved in research and in implementing integrative care programs for large and medium-sized companies:



Wayne Jonas, MD, CEO of Samueli Institute offered the insight that despite a growing interest and investment in wellness programs employer efforts often do not penetrate the culture of the business deeply enough to take full advantage of the benefits. He noted tools developed by Samueli in recent years, such as learning networks, that can help organizations establish meaningful collaborations that address this issue.



Kent Bradley, MD, former Chief Medical Officer at Safeway, noted that employers often don't really know what their health plans include. Borrowing a model created in the military, he said Safeway was able to provide yoga and meditation and other options "outside of the plan." (Dr. Jonas noted how integrative therapies are being rolled out in military health and VA settings in the same way, as practitioners are not part of Tricare.)



John Gamlin, HR director at new Belgian Brewery in Ft. Collins CO described how the culture established by the firm's owners at its founding led to being responsive to employee requests for access to acupuncture a few years ago. After research and creating a financial model, he said integrative options have found a "worthwhile" place in the company. He said their purpose was a matter of supporting employee needs, rather than achieving an ROI on the investment.

The webinar was organized and co-moderated by **Alyssa Wostrel**, IHPC's executive director, and **Richard Eidlin**, VP at ASBC. More than 100 ASBC members and providers registered. The recorded presentations will be available soon. Also a sponsor: new ASBC member, the *Holistic Chamber of Commerce*.

The webinar is a first event in the IHPC-ASBC campaign: “Reimbursement for Integrative Healthcare:” which will raise businesses’ awareness of integrative benefits and how they can advocate for bringing Section 2706 into compliance.
See the campaign page here: <http://bit.ly/ASBC-IHPC>



Partners

CMC and IHPC Engagement at AIHM Annual Meeting

IHPC and CoverMyCare were very well presented at the Academy’s annual conference, which drew more than 900 attendees. Most notable perhaps was the announcement from **Len Wisneski MD**, Chair of IHPC and **Danny Friedland MD**, Chair of AIHM describing the *joint advocacy and policy partnership* that is soon the launch. IHPC’s ED, **Alyssa Wostrel**, followed with a short presentation, including an introduction to **CoverMyCare** and its importance role collecting patient and provider stories of discriminatory practices by insurers.



IHPC Executive Director Alyssa Wostrel, left and Bastyr’s Coquina Deger at AIHM’s annual conference

IHPC board member, **Erica Oberg, ND, PhD** presented a thorough overview of **ACA Section 2706**, **CoverMyCare’s** supporting role in the states and the compelling data in the IHPC booklet on cost-effectiveness, “*Integrative Health & Medicine, Today’s Answer to Affordable Healthcare.*” These tools encourage grassroots advocacy by practitioners and patients alike.

International Chiropractic Association Support at Summit

IHPC board member **Steve Welsh, DC** attended the *Chiropractic 27 Summit* in Charleston, SC on Nov. 12 and delivered a thorough presentation on the status and purpose of **CoverMyCare** to colleagues from the American Chiropractic Association, the Association of Chiropractic Colleges and the Congress of Chiropractic State Organizations. He represented the International Chiropractors Association on the Summit Steering Committee.

The presentation followed a very strong statement of support for CoverMyCare that ICA sent to its 18,000-reader email list in October. Dr. Welsh noted then: “CoverMyCare offers a means to project chiropractic’s legitimate concerns and aspirations and also the means to mobilize our patient-power, which is the best asset we have...”

The full statement: <http://bit.ly/ICA-CMC>



New on the Site

In "The Professions:" Naprapathic Medicine

Details, background, education and licensing information about **naprapathic medicine** join the entries in the CMC "The Professions" section. Naprapathy (pron: *nuh-prah'-pa-thee*) is a branch of manual medicine that evolved with the early development of chiropractic around the turn of the 20th century. Practitioners focus on the evaluation and treatment of neuro-musculoskeletal



conditions, in particular as they relate to connective tissues such as ligaments, tendons and discs. Thus far Naprapathic doctors (DNs) are licensed in New Mexico and in Illinois, where the practice emerged in the early 20th century as a variation on the early development of chiropractic.

The Entry: <http://www.covermycare.org/cmc/naprapathic-medicine/>



CMC in the News

Thanks to the *Illinois Association of Acupuncture & Oriental Medicine* for including the October edition of *CMC Update* as part of its semi-annual print publication, *The Illinois Acupuncturist*.

Like all good printed works, this one has a digital version, which is located here:

<http://ilaom.org/wp-content/uploads/2015/10/IL-Acupuncturist-2015-Issue-2.pdf>

Please remember:



The Stories Album



We're always interested in adding the patient and provider accounts of discrimination to our Stories album! These personal experiences can illustrate the unnecessary damage that can result when the services of a patient's preferred provider are denied insurance coverage. Check it out: <http://www.covermycare.org/cmc/stories/>

We welcome your questions or inquiries; please drop an email to Project Director Taylor Walsh.

CoverMyCare is a project of IHPC www.ihpc.org

EXECUTIVE DIRECTOR
Alyssa Wostrel
awostrel@ihpc.org



PROJECT DIRECTOR
Taylor Walsh
rtaylorwalsh@comcast.net

www.CoverMyCare.org | "CMC Update" is published by IHPC, © 2015 | Vol. 1 No. 4

NOVEMBER 23, 2015