On-site Chiropractic Care: Expanding Opportunities

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On-site Care History

Past:
First aid, Medical Triage, Occupational Health and Injury Care

More Recent:
Injury Prevention, Health Fairs/Talks, Biometric Screening, Lifestyle Challenges

Present:
Wellness Centers, Health Suites, Medical Clinics

Future:
Chronic Disease Management, Integrated Wellbeing, Prevention Focused Health Coaching
Intervention

- Low
  - Basic OSHA
  - First aid
  - Fairs/Talks
  - Biometrics
  - Inj Prev

- High
  - DC, PT, PA, RN
  - Medical Model
  - Health Suites and Clinics

Evolutionary Progress

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On-site Clinics

- Size of Employers with Clinics
  - Large Employers: 5,000+ employees
  - Source: 2013 NAWHC Benchmarking Survey; Employer-Sponsored Onsite and Near-site Health Centers
  - Source: Mercer’s National Survey of Employee-Sponsored Health Plans, 2016

Medical Services Offered by Onsite Clinics

- Source: 2015 Mercer Survey on Worksite Clinics
Employer Reasons for Offering On-site Clinics

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>1. Controlling total health spend</td>
<td>91%</td>
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<tr>
<td>2. Reducing lost employee productivity</td>
<td>77%</td>
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<td>3. Enhancing health/wellness leadership image</td>
<td>74%</td>
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<tr>
<td>4. Managing employee health risk and chronic conditions</td>
<td>72%</td>
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<td>5. Improving member access to health care</td>
<td>68%</td>
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<td>6. Better quality/consistency of health care</td>
<td>64%</td>
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<td>7. Means of attracting and retaining valued employees</td>
<td>60%</td>
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<tr>
<td>8. Managing workplace injuries</td>
<td>59%</td>
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Core Services Needed:

"Musculoskeletal pain is costing American Employers a conservative estimate of 61.2 billion dollars per year." *

* Journal of the American Medical Association. 2003 Nov 12; 290 (18): 2443-2454
Lost Productive Time and Cost Due to Common Pain Conditions in the US Workforce
Stewart WF, Ricci JA, Chee E, Morganstein D, Lipton R

On-site Chiropractic Care Advantages

Competitive Pricing
- ✓ Build Out Cost
- ✓ Care Delivery Fees

Low Risk/High Reward Intervention
- ✓ Investment in Services
- ✓ Safe
- ✓ Proven Models of Success
Market Growth Opportunity in US*
- 83,423 Employers (100-500 employees)
- 18,219 Employers (500+ employees)
- 76,142,430 Employees


Motivations
- Improve profits and productivity
- Control health care expenses (Direct/Indirect)
- Reduce absenteeism and presenteeism
- Improve company morale
- Keep and attract top talent
- Be a good corporate citizen
On-site Chiropractic Care: Employee

Benefits
- Easy convenient access to health care
- Reduce health care expenses
- Improve quality of life
- Maintain career and earning capability

On-site Chiropractic Care: Doctor of Chiropractic

Incentives
- Low overhead and direct pay
- Diversification and marketplace separation
- Practice growth
- Results driven reimbursement
- Marketplace advantages

Preparation
- Goals Identified
- Properly Trained
  - Care Delivery
  - Legal Requirements
- Resources Gathered
  - Promotional Materials
  - Outreach Plan
Achieving Success Requires:
1. Accurate understanding of the situation
2. Logistical planning
3. Expert execution
4. Continual data analysis
5. Program management
6. ROI accountability

Assessing Needs and Goals

Assessment Keys:
1. Understand company goals
2. Account for history and trends
3. Evaluate working environment
4. Assess employee health status, concerns and motives
5. Appraise logistical concerns
6. Gather baseline data to track ROI
7. Identify and create individualized programs

Corporate Client Service Model
Results Driven Services

- Set Goals
- Gather Baseline Data
- Track Program
- Report Outcomes
- Re-evaluate and Adjust Course

On-site Chiropractic Care Outcomes

*Cerner Study*
- On-site chiropractic services are associated with lower health care utilization and improved functional status of musculoskeletal conditions.

**Standard Process**
- 60 % of employees in the program had perfect work attendance, helping to provide stability to the growing company
- 24 % decrease in participating employee short-term disability costs
- 12 % decrease per participant in hospital, procedural and drug costs


**Foundation for Chiropractic Progress: The Growing Role Of Doctors Of Chiropractic In On-site Corporate Health Clinics**
On-site Chiropractic Care Case Study

Services: On-site chiropractic care, ergonomic improvement, wellness integration

Results:
• 82% Annual employee utilization rate (on-site clinic)
• 85% of employees that utilized the program stated it made a positive impact on their health
• Employee morale improvement: 6.4/8.1
• Workers' compensation lost workday cases reduced by 50% (in the first 12 months)
• Workers' compensation lost workdays reduced by 89.9% (178/20 in the first 12 months)
• Workers' compensation restricted workdays reduced by 50.6% (in the first 12 months)
• Reduction in workers' compensation expenses (see graph)

On-site Chiropractic Care Outcomes

Case Study: Friendship Homes

Marketing and Sales
• Outreach
• Communication
Assessment and Strategic Plan
• Goal setting
• Presentation of services
Outcomes
Total Expense Ratio: 2.56 : 1

ROI: 5.96 : 1

Category specific injury rates dropped by 63% (30 down to 11)*

Case cost average dropped by 47% ($5,414 down to $2,842)*

ROI: 5.96:1 for sprain/strain cumulative trauma workplace conditions

Friendship Homes Summary
Employees

 Never “over promise and under deliver”
 Listen more than you speak
 Collaborate and integrate
 Always keep your focus on what is best for the patient!!!

Keep Focused

Strategic Partners

1. Resources
2. Community Organizations
3. Business Leaders
4. Clinic Patients
5. Industry Partners
Resources

Sweere Center at NWHSU
- Advice, Recourses, Continuing Education, Consulting, Partnerships

Chiropractic Organizations
- IACOH (www.iacohc.com)
- ACA-COH (www.acacoh.com)

Industry Organizations
- Onsiteclinics.org
- National Association of Worksite Health Centers