

Vice President Report

Spring 2022

As the board liaison to ChiroCongress, I have seen firsthand how valuable our membership and participation with that organization is to our association. See Dr. Tom Wetzen's report, who currently serves on the ChiroCongress board of directors, for recent updates.

I also serve as the board liaison to SecureCare. We announced the new relationship with SecureCare to members at the fall convention and in the newsletter. The new arrangement is focused on increasing productivity, communications, and results. We are encouraged by what we are seeing. For example, they just signed a BCBS agreement in Michigan positively impacting over 9000 providers in that state. That makes seven states they've established BCBS programs in, which bodes well for other states in the future like Virginia.

Our new key contact at SecureCare is Mr. Bharon Hoag. He has owned and run several chiropractic practices, served as Executive Director of the Ohio association, has served on the ChiroCongress board, and is also Executive Director of OneChiropractic, a non-profit advocacy organization. Both Dr. Rose and Julie have known him for many years through ChiroCongress. Bharon spoke to the UVCA Board a couple of weeks ago to introduce himself and gain insights into the Virginia market so he can be more effective.

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