



BREAKTHROUGH
COACHING

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- A group of nine healthcare professionals, including doctors and nurses, are smiling and standing together. They are dressed in white lab coats and blue scrubs. The group is diverse in age and ethnicity.

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www.mybreakthrough.com

- The addition of a multidisciplinary model requires several preliminary steps starting with the recruiting of medical personnel, as well as the creation of a proper **corporate structure**.
- This is necessary because, in some states, chiropractors are not permitted to own medical practices.



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- For over **20 years** BTC has honored our commitment to take the most **conservative** approach to MDP management.
- While successfully operating a MDP can be rewarding, those rewards can quickly disappear should the chiropractor not adhere to the most stringent policies and procedures.



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- An MDP is **not** a method to change a chiropractic practice into a medical practice with a few legal slights of hand.
- It is **not** a method of increasing reimbursement revenues by misrepresenting chiropractic services as medical, nor is it a method of fraudulently obtaining insurance coverage for chiropractic treatment that would otherwise not be covered.



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- An MDP should be created for the benefit of its **patients**.
- MDPs offer patients a broader scope of coordinated services than those available in either a medical, physical therapy, or chiropractic practice alone.
- They can also deliver these services in a more **efficient** and **cost-effective** manner.



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- The Chiropractic Only Practice
- "Cure all" attitude
- Rarely refer
- Seen as **back pain specialists**
- See 10% vs. 90% of the population
- 95% Patient Satisfaction



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- The Medical Only Practice
- Focus on chart and tests
- Drugs and more drugs
- Overwhelmed by need to see volume
- Focus on crisis care



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- The Wellness Based MDP
- The Team Approach to Health Care
- Blends the best of both worlds into a unique model
- Focus on the patient and creating lifetime family wellness



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- Breakthrough Coaching requires that its' Member's practices meet **professional staffing requirements**.
- This may include Chiropractors, Licensed Physical Therapists, Medical Physicians and Physician Extenders such as Nurse Practitioners and Physician's Assistants.



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- **Chiropractic services**, those services and procedures performed by a Chiropractor, are never to be incident to a Medical Physician's provider number.
- All chiropractic services are to be billed under the **Chiropractor's provider number**.



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- **PT services** must be performed by a licensed Physical Therapist, or by a PTA while under the direct supervision of a licensed Physical Therapist.
- A current **Prescription for PT** services is required before any PT services are performed.



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MDP Legal Compliance

The Dos and Don'ts of Integrative Practice

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- Breakthrough Coaching is not an attorney and does not dispense legal advice.
- For legal advice, we recommend that our Members retain **local legal counsel** familiar with the **group practice healthcare laws** and regulations of the state in which the practice will be established.



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- We have a strict policy against **“ghost”** or **“on-paper-only”** physician ownership.
- In states that require an MD to own all or part of the stock of a PC or PA, the owning physician must have a **documented, and ongoing role** in the practice.
- All stockholders of the PC/PA should make a **financial contribution** to that corporation.



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- The provider that performs the service must be **identified** on the claim form.
- Chiropractic services, those services and procedures performed by a DC, are **never** to be billed under an MD's provider number.
- All chiropractic services are billed under the DC's provider number.
- MD and PT services are similarly identified.



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- Patients with Medicare or any other Federal Health Insurance Program should not be processed as MDP patients, unless the physician level staff meets the **75% Rule** Federal staffing requirement and are present in the facility at the time the services are rendered.
- If the 75% Rule Staffing Requirement is not met, patients of the practice can receive **chiropractic care** based upon their consent and medical necessity.



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- **Standing Orders** are when services are billed under the Medical Physician's provider number prior to the MD examining the patient, writing a diagnosis, and ordering care.
- A multidisciplinary practice should have a strict policy **against** "standing orders".



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- Patients may not receive care under more than one **tax identification number** in which an owning physician has a financial interest.
- Patients are not to **"bounce"** back and forth between tax id numbers.
- An MDP is a **group practice** working under one tax ID number, and identifies services performed by the individual practice members by provider number.



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- No **duplication of services** should occur by the various Multidisciplinary Practice professional providers.
- For example, Manual Therapy, 97140, should not be billed under a Chiropractor's provider number and also under a Physical Therapist's provider number.



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- All professional staff should to adopt a **set treatment protocol**, or algorithm for care, for patients seen in the Multidisciplinary Practice.
- Professional staff members should function in an **independent and coordinated** fashion.
- Documentation of this agreement should be maintained.



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- An MDP must have an effective **Compliance Program** in place.
- This includes the designation of a Compliance Officer, a baseline Compliance audit and annual Compliance audits.
- The fee schedule of the MDP should be **reasonable and customary** for the region in which the practice is located.



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The DC to MDP Transition

The Team Approach to Care



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- Once you have established a Multidisciplinary Corporation and have received your new Tax ID number, the first step is to inform the insurance plans you currently participate with.
- This step informs the carrier that you have a new Tax ID/EIN number.

NEW TAX ID NUMBER

Date _____

To Whom It May Concern:

Please be informed that I will be practicing under the tax ID number _____ at the Clinic named _____.

Please make any necessary changes in your system to expedite the processing of this claim and any future claims.

Thank you for your attention to this information.

Sincerely,

Dr. _____

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- In some cases, you will need to reestablish provider numbers or [Personal Identification Numbers \(PINs\)](#) associated with the new EIN.
- You may need to establish provider numbers for existing and new professional staff members. ([Credentialing](#))
- Use the following dialogue: "May I please speak with our Provider Relations Representative..."
- You should have the name of your Rep.
- "Hello. We are currently a Provider of chiropractic services on your plan."



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- “We are considering opening a **multispecialty clinic** and this will require us to update our EIN.”
- “We will continue to provide the same services we do now and will add a wider range of services, such as medical, physical therapy, etc....”
- “Will this alter our status as a **Provider?**”
- “What is your procedure for changing a Provider’s EIN?”



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- Not every patient under the new multidisciplinary Tax ID number must be seen by the Medical or PT.
- Only when submitting bills under the Medical or PT’s license is it mandatory that the patient be evaluated and re-evaluated by the appropriate professional so that he or she can prescribe and direct care.
- Those patients who are not receiving medically supervised care, may receive chiropractic care, billed under the chiropractor’s provider number.



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- It is important to understand the “Incident To” billing rules as well as the 75% Rule Federal Staffing requirement when treating patients with Medicare, Medicaid, or any other Federal Health Insurance Coverage.
- If your practice does not meet the “Incident To” rules, incident to billing of physical therapy services under a medical license should never occur.
- If you do not meet the **75% Federal Staffing Requirement**, patients may be seen only by the chiropractic staff, based upon medical necessity, and will not be eligible for medical or physical therapy services.
- If you are unfamiliar with these regulations, please review the Compliance modules on our website.

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- You do not have to transfer all the patients who will see the Medical or PT over to the new Tax ID number at once.
- A stepwise manner is more efficient and supportive to the office flow and the practice team.
- Select the patients who will be the first to see the Medical or PT based upon medical necessity, by reviewing which phase of care they are in, and be sure to check their insurance status to be sure you meet the plan's requirements and are a Provider on the plan.



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- Patients who had been previously treated or who are currently under care in the solo chiropractic practice must sign a Patient Voluntary Consent prior to transferring to multidisciplinary care under the new Tax ID number.
- This is to comply with the [Stark anti-self-referral law](#).



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- "Mary, I've got some great news, John Smith is joining our practice team.
- John is a MD/PT and we are very fortunate to have someone of his caliber joining our staff.
- This means that along with the benefit of the eyes and the hands of a chiropractor you will have the eyes and the hands of an MD/PT working together to give you the very finest care available."



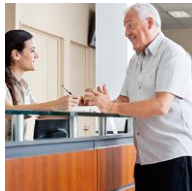
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- Reassure the patient: "It is important that you know that Dr. Smith will not replace your current medical provider or family physician – in fact, we'll be happy to send your doctor a report of your progress.
- Dr. Smith will only help us with the care that you are receiving here at our office.
- Just like you see me for re-evaluations during care, you will see Dr. Smith throughout your care for check-ups as well.
- Our entire practice team will meet on a regular basis to discuss your progress and plan of care."

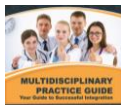


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- Make sure you and your staff do as much preparing for the day as possible before patients arrive; or even better, the evening before their visit.
- This will give you adequate time to prepare the necessary files and paperwork in advance.
- The first visit with a new professional will take more time and the patient should be advised to adjust their personal schedule accordingly.



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Expand Your MDP with Ancillary Services

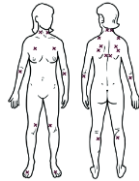
The Dos and Don'ts of Integrative Practice

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- Expanding the ancillary services provided in your multidisciplinary practice can generate additional sources of **new patients** and diversify your **revenue** stream.
- Chiropractors without a medical provider on staff are required to refer most of these services to medical colleagues **outside** of their practice.
- In multidisciplinary practices, many of the procedures can be performed by your **existing medical staff** with some additional education and training required.

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- **Trigger point injection (TPI)** may be an option in treating pain for some patients.
- TPI is a procedure used to treat painful areas of muscle that contain **trigger points**, or knots of muscle that form when muscles do not relax.



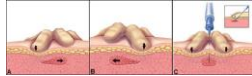
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- TPI is used to treat many muscle groups, especially those in the arms, legs, lower back, and neck.
- TPI can be used to treat **fibromyalgia** and **tension headaches**.
- The technique is also used to alleviate myofascial pain syndromes that do not respond to other treatments.



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- A health care provider inserts a small needle into the patient's trigger point.
- The injection contains a local anesthetic that sometimes includes a corticosteroid.
- With the injection, the trigger point is made inactive and the pain is alleviated.

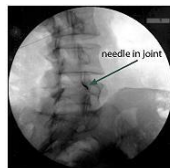


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- Lumbar spine and neck pain have many causes. One of the most common causes stems from the facet joints in the spine.
- The facet joints are small joints on both sides of the upper and lower parts of the vertebrae of the spine which act to provide stability to the spine.
- When chiropractic, physical therapy, anti-inflammatory medications and muscle relaxants have not provided the relief of pain, injection of the painful facet joint with a local anesthetic and steroid medication may be necessary.

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- Receiving relief indicates the injected joints are likely the source of pain.
- Frequently these injections can provide long-term pain relief.
- If the pain returns, the facet joints can be injected again.



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- Often a group of nerves, called a plexus or ganglion, that causes pain to a specific organ or body region can be blocked with the injection of medication.
- The injection of this nerve-numbing substance is called a nerve block.
- Therapeutic nerve blocks are used to treat painful conditions and contain local anesthetic that can be used to control acute pain.



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- Ultrasound has become popular for diagnostic imaging and is routinely used for needle guidance.
- Various nerve blocks, intra-articular injections, trigger point and muscular injections are done under ultrasound guidance.



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- "C-Arm" is a name given to specialized mobile fluoroscopic x-ray imaging machines, due to their special semi-circular design.
- C-Arms use x-rays for imaging, but are designed to work with lower amounts of exposure.

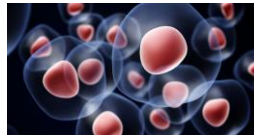


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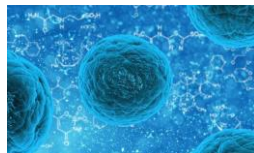
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- The field of **regenerative medicine** includes emerging therapies that have the potential to heal damaged and painful tissues in ways that were unheard of just a few years ago.
- These therapies have the potential to fully heal injuries and **damaged tissues** that might otherwise be beyond repair.



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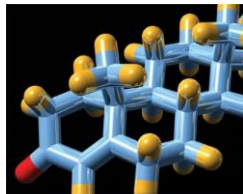
- Since its inception the chiropractic profession has embraced **non-drug health** care that improves the body's ability to heal itself.
- Regenerative medicine provides patients with options that allow them to improve their **function and quality of life** and decrease their possibility of becoming dependent on harmful medications.



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Bioidentical Hormone Replacement Therapy

- BHRT is restore peak performance and reduce the aging process.
- **Bioidentical hormones** are an exact molecule for molecule match to the hormones that the body naturally produces.
- Customized programs are also individualized to specific goals – every patient is given a specific formula.



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Nutrient IV Therapy



- A safe and effective method of delivering **vitamins, minerals and amino acids** directly into the bloodstream.
- Overcomes nutritional deficiencies by introducing them directly into the body, bypassing many of the obstacles within the **digestive system** that might prevent absorption.
- The 30 to 45-minute sessions enhance energy, improve mood,

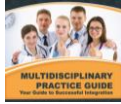
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Allergy Testing



- **Food sensitivity, food intolerance and allergy testing** are high in patient demand.
- DNA testing can provide insights on optimal diet, exercise response to create a wellness profile.

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Multidisciplinary Practice the Right Way

The Dos and Don'ts of Integrative Practice



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- Advise on the **recruitment** of medical/physical therapy personnel.
- Work with your attorney in the selection of the appropriate state-specific **corporate structure**.
- **Training** each respective department and discipline.



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- Assist with **interprofessional** communications:
 - Accountant
 - Attorney
 - Professional Staff
 - Financial Planner



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- Advise on the purchase of **supplies and equipment**.
- Advise on **capitalization needs** for changeover and monthly operating expenses.
- **Administrative protocols** for operating the MDP.
- Advise on **proper billing and additional coding procedures**.

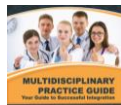


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- Advise on **marketing** and new patient acquisition.
- Develop **referral relationships** with community based physicians.
- Creation and development of **Quality Assurance & Compliance Programs**.



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Multidisciplinary Practice the Right Way

The Dos and Don'ts of Integrative Practice

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