



**Gain valuable rewards.  
Empower your association.**

## Recruiting New Members – Here's how:

There are currently over 4,200 licensed chiropractic physicians in Illinois, yet only a quarter take an active role by supporting their state association. We realize the stronger the ICS membership base, the more services and results we will be able to provide

in the future. As peers and colleagues, our doctors are in the strongest position to draw in new members. Follow the steps below for successful recruitment...

### initiate

The first step is both the simplest and hardest step of all: putting yourself out there and beginning the conversation. Reach out to a colleague as a colleague and begin the dialogue.

### influence

Open the door to a community that many chiropractic physicians do not realize is available to them. Show them they are not alone and there are others with similar hopes and concerns as their own.

### inspire

Non-members are often not aware of all the work that is being done on their behalf by the ICS team. Share the ICS success stories and let them see the incredible impact. Also, share the many direct benefits that you enjoy by being an ICS member.

### include

After planting the seed, make sure you kick-start their involvement by encouraging them to come to their first event. Whether it be a Convention, District Meeting, Educational Seminar or ICS After-Hours, get them out the door and on their way to active involvement.

## incentives

Earn Rewards For Your Efforts

## What YOU get for each new member:



1

**One Month of Free Dues - Every Referred Member**

Each and every member that joins the ICS that you refer, we will credit one month of dues on your next unpaid dues invoice. For example, refer 12 new members and you will receive one full year of membership.

5

**Recognition and Added to the Plaque Dedicated to Our Power Recruiters.**

When your fifth recruit joins the ICS, we will recognize you in the Illinois Practice Edge and on the Power Recruiter Plaque.

10

**\$500 Cash**

When your tenth recruit joins the ICS, you will receive \$500 to spend however you like.

- Recruits must become General Members (Students & Associates do not apply).  
- Not applicable to new members from referring member's office or company.

- New recruits must indicate the referring physician on their application.  
- Rewards are awarded once the new member has completed the application and paid dues.

# information

## ICS Membership Talking Points

### Key benefits



#### Health Insurance

Lifestyle Health Plans **group health insurance** is designed for and exclusively available to ICS member chiropractic physician employers and has the following features:

- Available to employer groups as small as two employees,
- Physician owners are counted in the number of employees,
- Spouses in a family-owned practice can be considered two employees,
- Sixteen different benefit levels available,
- All plans offered are fully funded insurance plans, and
- All plans meet ACA guidelines.

#### Service & Staff

The ICS provides its members with a **professional staff** who are trained in a variety of backgrounds to best serve our members and the profession.

**Member questions** regarding other practice legalities and requirements are handled by our diverse professional staff utilizing information and expertise developed over many years and through research from experts and legal counsel.

#### Information

The **Illinois Practice Edge** (weekly email news) publishes articles on important topics that affect the income of your practice and information pertaining to the chiropractic profession in Illinois.

The Members Only bi-monthly print publication, **The Advantage** includes: insurance, legal, billing and practice management articles aimed at improving your bottom line.

ICS alerts members about important profession developments via email, mail and social media outlets like Facebook, LinkedIn, and Twitter.

#### Education

All webinars and over 100 online education courses are **FREE** for ICS members.

ICS Members receive significant **discounts** on live Educational Seminars and Conventions.

Our **Educational Events** are taught by national and international speakers on the most relevant and requested topics including clinical topics, HIPAA, Medicare, clinical documentation, insurance, personal injury, workers compensation, radiology, etc.

80+ years of legal research and information provide the ICS with the **resources** to assist our members with general questions.

Members of the ICS receive additional **member benefits** including a **10% discount** on malpractice insurance premiums from OUM, **10% discount** on supply purchases from Scrip and other cost savings benefits.

#### Advocacy & Representation

The Illinois Chiropractic Society is the only entity located in Springfield that **advocates** and represents the chiropractic profession year-round.

The ICS actively **pursues legislation** which strengthens, improves and protects the chiropractic profession from entities and organizations that unfairly represent the chiropractic profession and its role.

Our **Governmental relations staff** works tirelessly to advocate for the profession in front of the Illinois Legislature, the Governor's Office and other licensing and regulatory agencies.

# information | ICS Accomplishments

## What prospects may not know about the ICS?

Several ICS initiatives have passed, taking on insurance companies, addressing critical delegation problems, and multiple bills that provide continued chiropractic/medical doctor parity:

- » Passed legislation legalizing a chiropractic physician's authority to delegate tasks to assistants, superseding previous adverse regulatory opinions
- » Added a chiropractic member of the state board of health
- » Led the campaign to bring the first limits to insurance recoupment practices (enacting an 18 month time limit)
- » Clarified our scope and secured our physicians' authority to advise patients on non-prescription products as well as to administer atmospheric oxygen
- » Began work on limiting co-pay requirements to ensure they cannot exceed 50% of the patient's total bill
- » And More...

### The ICS...

We are working on **solving** issues with several insurance companies. Currently we are working on issues surrounding BCBS-IL, OptumHealth, Cigna (State of Illinois Employees Plan), ASHN, and others.

The Illinois Chiropractic Society and your colleagues are making a difference in Illinois for our patients and chiropractic through our **18% by 2018** efforts.

The ICS represents Illinois' doctors on a variety of insurance committees, and we take part in lawsuits when the need arises.

We are working hard to improve the relationship between our legislators in Springfield and the chiropractic profession by growing our **legislative grassroots efforts**. The ICS provides our members with the tools necessary to meet with legislators via our *SpeakUp!* publication.

We understand that money is tight, that is why we offer a variety of ways and installment plans to help make it easier to pay (or spread out) the cost of ICS membership.

The Illinois Chiropractic Society is bringing some of the **very best speakers** on health and the chiropractic profession to our conventions, symposiums, and seminars across the state.

The ICS works to help chiropractors' practice and bottom line by holding seminars on Medicare, Physician Quality Reporting Incentive (PQRI), Chiropractic Coding, and Advertising to make **each practice as successful** without spending a lot of money.

We are working diligently towards **chiropractic inclusion** in the Illinois Medicaid program through a variety of means, including Federally Qualified Health Centers.

Use your mobile device to learn more!

### Contact Us

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