



FOR IMMEDIATE RELEASE
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UnitedHealthcare to Launch Pilot Program to Incentivize Chiropractic Care

After recent efforts by the OSCA to raise awareness of the many benefits of seeing a licensed chiropractor and encouraging Ohioans to seek chiropractic care, we are excited to announce that UnitedHealthcare will be launching a pilot program incentivizing chiropractic care. This program will be introduced in Montgomery County, Ohio with a goal to increase utilization of conservative care by 35%, which would double the current usage. It will focus on 3 main initiatives:

- Getting patients to DCs sooner in the treatment process
- Incentivizing the patient to choose conservative care for management of low back pain
- Educating PCPs to refer to conservative care before using other treatment options for low back pain.

The start date has not yet been released as many details are still being finalized. The OSCA sees this as a very positive step forward. This program will eliminate the financial burdens of the patient, which is often a barrier to seeking conservative care. Doctors in Montgomery County that participate will see more patients come through their doors and will see an increase in the fee per visit, although details on the amount of the increase have not been released.

The OSCA has high hopes that this program will not only succeed, but will launch statewide as a result. We anticipate that this program will gain traction and has the potential to be replicated by other insurance companies in the near future. We are pleased to see that UnitedHealthcare recognizes that chiropractic care is not only cost effective, but a demonstrated solution to pain that all patients have a right to access. We will provide more details as they become available.

For additional information please contact the OSCA Office at osca@oscachiro.org.

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