



CHIROPRACTIC
FUTURE
STRATEGIC PLAN



Utilizing Data-Driven Advocacy to Resolve Payment Issues Faced by Kentucky Chiropractors with CareSource



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This white paper documents the challenges faced by Kentucky chiropractors in receiving payments from CareSource since January 2021 and the successful resolution of these issues through data-driven advocacy. The Kentucky Association of Chiropractors (KAC) played a pivotal role in addressing these concerns, utilizing a comprehensive survey, the expertise of industry leaders, and a reimbursement dashboard created by the ChiroTech Consortium workgroup arm of the Chiropractic Future Strategic Plan. This collaborative effort resulted in the identification and resolution of multiple payment-related issues, ultimately securing over \$1 million in payments owed to Kentucky chiropractors from CareSource. This case study demonstrates the power of data-driven advocacy and underscores the importance of collaboration within the chiropractic profession.



Since January 2021, Kentucky chiropractors faced a range of issues related to payment processing with CareSource, a healthcare payer. These challenges encompassed denials for adjustment codes when billed with extremity codes, denials for therapy codes due to a lack of prior authorization when no prior authorization was required, and denials for dry needling codes, which affected certified practitioners. In response to these issues, the Kentucky Association of Chiropractors (KAC) initiated efforts to understand the scope of the problem and sought resolutions.

To gain a comprehensive understanding of the challenges faced by Kentucky chiropractors, KAC initiated a survey among its members. The survey revealed alarming statistics:

54.1%

of providers reported denials for adjustment codes when billed with extremity codes.

62.2%

of providers faced denials for therapy codes despite not requiring prior authorization.

11.9%

of providers experienced denials for dry needling codes, limited to those certified in dry needling.

Recognizing the need for a data-driven approach to address these issues, Dr. Rachel Wendt, KAC Executive Director, and vice-chair of the Chiropractic Future Strategic Plan, engaged Dr. Jay Greenstein, chair of the ChiroTech Consortium, and Brad Cost, CEO of Infindi and vice-chair of the ChiroTech Consortium. They leveraged a reimbursement dashboard developed by their workgroup, which was made available at no cost to state association executive directors. This dashboard allowed for the identification of reimbursement issues in Kentucky and other states, bolstering the advocacy efforts.



On October 25th, 2022, KAC President Dr. Jeff Meyers, KAC Government Affairs Chair Dr. Eric Davis, KAC Executive Director Dr. Rachel Wendt and the KAC lobbying team, Laura Owens and Elizabeth Southard held a meeting with the Commissioner of Insurance to address the CareSource payment issues. Armed with data from the reimbursement dashboard, they highlighted not only existing problems but also new concerns that had arisen during their interactions with CareSource over the course of the previous year. These concerns included outstanding claims dating back to January 2021, phantom benefits, the absence of chiropractic policies, and delays in policy creation and implementation, causing further payment delays. The Department of Insurance (DOI) expressed frustration and concern regarding these issues, prompting the Commissioner of Insurance to engage with CareSource's President.

In January 2023, Dr. Rachel Wendt announced during the annual LB Payne Insurance Seminar that CareSource would be issuing over \$1 million in payments to Kentucky chiropractors in the following months.

Dr. Jay Greenstein highlighted the significance of data-driven advocacy, stating, "This is the perfect example of how the chiropractic profession can use big data to identify payer abuse through reimbursement dashboards, giving state associations like Kentucky the power to fight for their doctors." He emphasized the importance of gathering data and encouraged more chiropractors to use Infindi, as all the data in the reimbursement dashboard is sourced from chiropractic offices that utilize Infindi as their clearinghouse.

Dr. Greenstein further emphasized, "In the past, the chiropractic profession has mostly utilized free clearinghouses for insurance claims submissions. Those clearinghouses are owned by the insurance companies, and that data is owned by the insurance companies, leaving us with no leverage when it comes to fighting payer discrimination against chiropractors." He noted that Infindi had contributed over \$1 million to build the reimbursement dashboards for the chiropractic profession and urged chiropractors to support data-driven advocacy efforts.



The challenges faced by Kentucky chiropractors in receiving payments from CareSource were successfully addressed through a data-driven advocacy approach led by the Kentucky Association of Chiropractors. By leveraging the reimbursement dashboard and collaborating with industry experts, KAC was able to identify and resolve payment-related issues, securing over \$1 million in payments owed to Kentucky chiropractors. This case study highlights the effectiveness of data-driven advocacy and underscores the importance of data collection and collaboration within the chiropractic profession to combat payer discrimination and achieve favorable outcomes for practitioners.



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