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PRESS RELEASE

FOR IMMEDIATE RELEASE

March 17, 2025

Chiropractic Future Strategic Plan Releases Patient Education Flyers to Address Insurance Barriers

Molalla, Oregon — March 17, 2025 — Chiropractic Future has taken a significant step forward in empowering chiropractic patients by developing and distributing three educational flyers aimed at addressing complex and often restrictive insurance policies. These resources are designed to help patients better understand and navigate high copayments, per-diem payment models, and prior authorization requirements—common barriers to receiving timely and affordable chiropractic care. Released initially to state chiropractic associations in February and to the public and Chiropractic Future supporters in March, these flyers are now available for download and use in chiropractic offices nationwide at www.chiropracticfuture.org.

Empowering Patients with Knowledge

The newly released flyers focus on key challenges patients face when using their insurance for chiropractic care:

- **The Reality Behind High Copays** – Many patients discover that their copayments exceed the actual cost of care due to insurance companies setting low reimbursement rates. This results in "**phantom benefits**", where coverage exists on paper but provides little actual financial relief.
- **The Impact of Per-Diem Insurance Models** – Some insurers use fixed per-visit reimbursement structures that limit the care provided at each appointment. This forces patients to schedule **more visits with additional copays**, delaying recovery and increasing overall costs.
- **The Burden of Prior Authorization** – Insurance companies often require pre-approval for chiropractic services, leading to unnecessary delays, **reduced access to care**, and potential worsening of conditions while waiting for authorization.



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A Call to Action

“These flyers were developed to equip patients with the knowledge and understanding they need to advocate for themselves,” said Kristi Hudson, Chiropractic Future Leadership Committee Chairperson. “By understanding how insurance structures affect their access to care, patients can have more informed conversations with their providers, employers, and insurance carriers.”

Patients and chiropractors alike are encouraged to utilize these materials to **demand coverage that truly supports their health needs**. The flyers provide **key talking points** for engaging with insurance representatives, HR departments, and legislators to push for policies that ensure **fair reimbursement, lower copays, and faster access to care**. Chiropractors should download the flyers and start making them available to their patients today.

Access the Flyers

The Chiropractic Future Strategic Plan invites all chiropractic offices to download and distribute these vital resources. The flyers can be found at www.chiropracticfuture.org under the **Resources for Chiropractors** section.

For more information, please contact Chiropractic Future at info@chiropracticfuture.org.

About Chiropractic Future Strategic Plan

Chiropractic Future Strategic Plan is a collaborative initiative dedicated to creating better access, better reimbursement, and a brighter future for the profession. Through innovation, data, research, and technology, the plan aims to shape the future of chiropractic healthcare across the country.

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