

HEART BEAT

The monthly newsletter from The OSCA

July 2022

WELCOME TO CONVENTION 2022

OCT. 7-9 HILTON POLARIS/COLUMBUS

WWW.OHIOCHIROCON.ORG



REGISTRATION IS NOW OPEN!

Register at: https://www.ohiochirocon.org

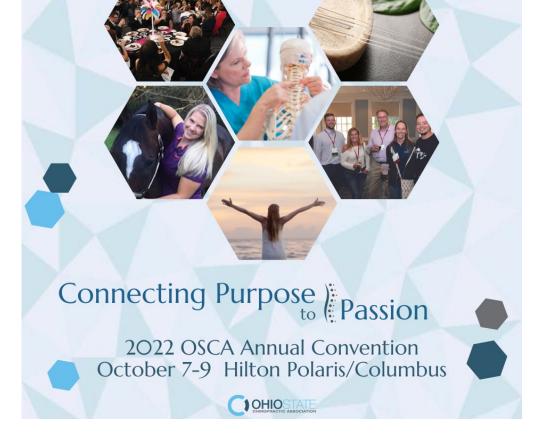
FLASH SALE! Limited Time Offer

Save an additional \$50 off Early Bird Pricing when you register by midnight, Friday, July 8.

That's \$150 total savings, the best price of the year!

At checkout, use promo code CONVENTION22.

REGISTER FOR CONVENTION



Your presence and desire to learn and grow is a testament of your leadership in chiropractic, and your commitment to OSCA's mission to advance the chiropractic profession.

The weekend is packed with opportunities to network, reconnect with friends and colleagues, learn from experts from near and far, and celebrate the great profession that we all love.

- Earn up to 9 CEs from nationally recognized speakers and instructors
- CAs will benefit from Friday, Saturday and Sunday sessions, including front desk communications, compliance/regulations, patient/insurance collections
- Masquerade Gala, C-PAC Auction, Awards, Dinner, Dancing
- Tickets available for guests who wish to attend the reception or Gala only
- Many family-friendly activities around the hotel

Bring your family, bring your staff and of course, bring yourself!

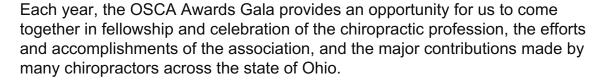
Learn more



ANNUAL AWARDS NOMINATIONS



NOW TAKING NOMINATIONS FOR THE OSCA 2022 LIFETIME ACHIEVEMENT AWARD

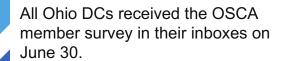


The OSCA is requesting nominations for the 2022 OSCA Lifetime Achievement Award.

This prestigious award is considered a highest honor and we would love your feedback during the selection process.

- Please provide your nomination to the OSCA by August 1, 2022.
- Make sure to include the name of your recommendation, the impact they
 have had on you personally and professionally, their impact and
 contribution to the chiropractic profession, specifically in Ohio, and why
 you feel they are the most deserving recipient.
- All nominations should be directed to <u>osca@oscachiro.org</u> with the subject line <u>Lifetime Achievement Nomination</u>.

Member Survey



We need your expertise and feedback as we plan for the future.

Take the member survey

Don't miss this opportunity to make an impact on your membership! Survey closes 7/12 at 4:30 pm.

Insurance Updates

Ohio Medicaid The OSCA has provided ongoing updates regarding the progress of HB 136 from legislative endeavor to legislative win!

Signed by Governor DeWine on March 13, 2022, the bill became law on June 13, 2022. However, the work did not stop there. The next phase is opening of

ORC 5160-8-11 by the Department of Medicaid (ODM) to implement the requirement of the bill into rule.

Medicaid's first proposal postponed implementation and therefore payment until October 1, 2022 and posed unreasonable limitations that were not in the best interest of patient care or consistent with the intention of the bill.

OSCA, in collaboration with the bill sponsor and OSCA's legislative and legal teams, advocated for changes to the initial draft proposed by Medicaid. We are proud to report that ODM has implemented several of the OSCA's recommendations.

To that end, Medicaid providers can expect:

- E/M services to be eligible for payment effective 06/13/2022.
- Medicaid MCOs will not be ready to process E/M claims until after July 1.
 However, after July 1, you can expect E/M services to be processed for payment from 6/13/2022 and forward.
- Medicaid's proposed limitation of 2 E/M services per year will be increased to 4 E/M services per year. This will not reduce the visit limit of other services covered by ODM when rendered by DCs.

OSCA continues to advocate for implementation that will best serve the Medicaid community and improve access to conservative care. Those efforts include advocating for inclusion of 99204 and 99214 as covered E/M services.

We will continue to provide updates as information becomes available.

Molina Marketplace Takebacks

OSCA continues to dispute the Molina takebacks of CMT payments. Molina states the takebacks are due to lack of use of the AT modifier. Although this is a requirement by CMS, the OSCA holds the position that Molina has not made this requirement known to its providers.

While health plans do have the discretion to create billing and reimbursement policy, all requirements should be made available to providers and policy changes should include a prospective effective date.

We will continue to work on this issue through resolution. If you are a provider that has been impacted by this takeback, be aware of the date of your Molina notification letter and make sure to appeal/dispute the takeback determination if you feel it is being inappropriately applied to your claims. The OSCA will provide additional updates on this as information becomes available.



HEALTHY ME, DRUG FREE

) OHIOSTATE





Celebrating Drug Free Pain Management Month For kids in grades 4-9







To celebrate Drug Free Pain Management Awareness Month in September, OSCA is once again offering the "Healthy Me, Drug Free" Poster Contest for students in grades 4-9.

- Participants will create a poster about how they live a healthy life without the use of drugs.
- The winner of each age group will win a \$250 Amazon gift card and the student winner's classroom will also win a \$250 Amazon gift card.

Marketing tools: You can help spread the word about this important message in your community by using the marketing toolkit - including a flier with contest rules, entry form, and more - to promote the "Healthy Me, Drug Free" poster contest. Find them on the OSCA website under the Resources tab/September Drug Free Pain Management Awareness.

> Click for poster contest marketing toolkit

Chiropractic in the News

The OSCA is thrilled to announce the launch of a new Chiropractic Marketing Campaign!

In collaboration with F4CP, Ohioans around the state will see chiropractic billboard messages starting in August and through October.



- 7 different billboards will be placed in 5 areas of the state including Toledo, Cleveland/Akron, Columbus, Cincinnati and Athens.
- In addition to billboard messages, streaming radio ads and public service announcements will be used to promote the chiropractic message, which focuses on improved health with chiropractic and drug-free pain management treatment options.

The OSCA will create a tool kit with printed material, social media images and press releases that can be used in collaboration with the statewide marketing

campaign.

The kit will also highlight the following monthly designations in Ohio and nationwide:

- September Drug Free Pain Management Awareness Month
- October Chiropractic Health Awareness Month.

Stay tuned for this first of its kind in Ohio marketing campaign!



Mark your calendars for these OSCA happenings!

CA Training Day Billing/Coding/Insurance

Has your office had turnover and you could use help training the new staff? Are billing, coding and insurance changes bogging down your tenured staff and slowing collections?

The OSCA will again be offering regional, in-person events to help you and your support staff. The course will include a Chiro 101 section which will be a great introduction to chiropractic for new staff or refresher for your existing staff. We'll also take a deeper dive into billing, coding, documentation, and insurance updates that impact your practice. While designed for your CAs and support staff, DCs who would like a refresher in this area are encouraged to attend as well.

Register today for one of the following events:

Youngstown - July 27 Squaw Creek Country Club 1-5pm Toledo - August 18 1-5pm Location TBD Chillicothe - September 13 12-4 pm Location TBD

> Register for CA Training

> > July

2nd Annual "Chiropractic Keeps Me Moving" 5K 1 - Annual OCF Scholarship application opens

August

8 - OCF Scholarship Applications Due

September

Drug Free Pain Management Awareness Month "Healthy Me, Drug Free" Poster Contest

October

Chiropractic Health Awareness Month 7-9 Annual Convention -- Registration Now Open!





OCF Scholarship Program 2022





The Ohio Chiropractic Foundation Scholarship applications will be accepted July 1 through August 8, 2022.

This scholarship is awarded to a chiropractic student who plans to return to practice in Ohio and displays attributes of a leader within the profession.

Although the original scholarship was established many years ago, the "Anniversary Scholarship" was reestablished in 2019 during the OSCA's 50th anniversary celebration, and will be awarded during this year's annual convention for the fourth year in a row.

If you know an outstanding chiropractic student that has completed two years of their chiropractic education, encourage them to apply today! Click here to access the scholarship criteria and application.

Click here to download application



There's still time to register for the "Chiropractic Keeps Me Moving" 5k Walk/Run.

Register

It's not too late to run or walk a 5k and show your support for this statewide event showcasing chiropractic's integral part of a healthy lifestyle!

This event can be completed anytime, now through August

- Complete the 5k individually, at the date/time of each registrant's choosing
- We've extended the promotion through August so you can choose a day that works best for you/your team.
- Run/walk alone or with a group.
- Create a team or teams within your communities and families.
- Sign up on your District's team (below)

Upcoming District Races

District 12

Team name: Chillicothe 5k Password: 2022 Saturday, July 30 - The Pour House, Chillicothe 9:00 am

District 14

Saturday, July 23 - Reservoir Park/Massillon 9:30 am

You must use the link to complete registration online.



Financial Guide for the Chiropractic Community

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