



## Strengthening Chiropractic through Advocacy: Introducing Our New Patient Engagement Campaign

Third-party payer issues continue to challenge the delivery of healthcare, impacting both chiropractic providers and the patients we serve. The OSCA remains steadfast in addressing these issues through a comprehensive advocacy strategy:

**Direct Engagement with Health Plans** – We actively work with insurers to address restrictive policies and advocate for fair reimbursement. A recent success: Anthem has agreed to remove the bundle edit that denied exam reimbursements. Stay tuned for the official implementation date!

**Empowering Providers & Patients** – Advocacy is stronger when both doctors and patients are engaged. We've partnered with other state and national organizations to launch impactful provider and patient engagement campaigns, such as the Medicare Advantage Prior Authorization Campaign for UnitedHealthcare (UHC) and Humana. These efforts led to **Humana eliminating prior authorizations entirely** and **UHC foregoing clinical review for the first six visits**—a direct result of collective advocacy! See our newest patient advocacy campaign below.

**Driving Pro-Chiropractic Legislation** – The OSCA has built a respected presence at the Ohio Statehouse, advancing policies that protect your practice and patients. Our copay parity legislation was **one of only two insurance-related bills signed into law last session**—a testament to the power of chiropractic advocacy. With the new legislative session underway, we're already developing **bold new initiatives** to address ongoing challenges. Stay tuned for details!

## Get Involved: Three Ways to Make an Impact

**1. Engage Your Patients** – Our newest **Patient Engagement Campaign** helps educate patients about prior authorizations and unfair reimbursement models. **Download, display, and distribute the flyers in your office today!**

[Click Here for Patient Engagement Flyer 1](#)

[Click Here for Patient Engagement Flyer 2](#)

**2. Show Up for Advocacy Day** – Help shape the future of chiropractic by meeting with legislators on **May 13th**. Your voice matters—be part of the movement! Register by March 24th.

[Register for Advocacy Day Here](#)

**3. Strengthen Our Collective Voice** – Your membership fuels our advocacy. Thank you for prioritizing your membership - now is the time to **encourage colleagues to do the same**. Stronger numbers mean greater influence!

Together, we are **protecting, promoting, and advancing chiropractic in Ohio**. Thank you for your commitment to the profession and the patients we serve.



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