



Newsletter

Volume 2 | Issue 2 | August 2024

Practice Updates

- **Wellness packages now available! See PG 5 for details.**
- **Now offering Kinesiotaping and Cupping! Descriptions on PG 4**
- **New look website! Photos courtesy of Christman Photography**
- **New bus shelter ad. PG 7**

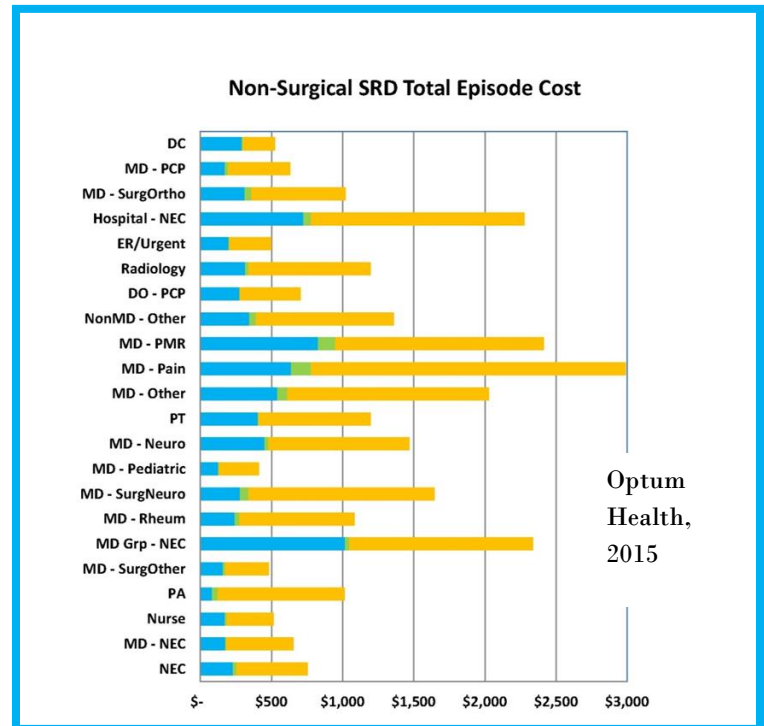
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- PG 2 & 3: Feature article: "The Value of Chiropractic"**
- PG 4: New service offerings**
- PG 5: Wellness Packages**
- PG 6: Feature exercise**
- PG 7: Bus shelter ad**

Feature Article: The Value of Chiropractic Care

Did you know that musculoskeletal pain conditions account for over \$380 billion in annual medical costs? More specifically, neck and back pain accounts for over \$134 billion, which is third on the list of highest yearly medical expenditure only behind diabetes and heart disease (1). With the plethora of treatment options available for back and neck pain, costs continue to rise with overall outcomes and burden of disease remaining the same. It is estimated that 8 out of 10 individuals will experience an episode of back or neck pain in their lifetime with 20% of those individuals becoming disabled. Neck and back pain, globally, is the number one cause of disability and work absences (2). Due to these staggering numbers, various initiatives have been put forth to identify how to control costs, improve patient outcomes, and reduce disability rates.

Cost analysis studies have shown that one of the most crucial determinants of cost per episode of back or neck pain is who the patient sees first. A recent survey reports that 62% of patients contact their primary care provider first for episodes of back or neck pain, whereas 53% present to a chiropractor (3). When a chiropractor is seen first, cost of an episode of pain, directly and indirectly, is substantially lower (4,5). It is estimated that the



average cost of an episode of back pain is \$15,884. When 75% of the care plan is with a chiropractor the overall cost savings is 23%. When 90% of the care is with a chiropractor, the cost savings amounts to a whopping 52%.

Chiropractors, as first contact providers, additionally have shown to significantly reduce the rates of ordered imaging, opioid prescription, surgery, hospitalizations, injections, fragmented care, and emergency room visits (4). Optum health, one of the largest health data analytics systems in the world, published data in 2015 revealing 80% less episode cost when seeing a chiropractor versus seeing pain management or psychiatry. In comparison to physical therapy, chiropractic was 50% less expensive.

Despite the growing body of evidence in favor of chiropractic management, as the preferred first line treatment option for

back and neck pain, yearly Medicare expenditure on more costly procedures such as fusion, epidural injections, opioid prescriptions and lumbar MRIs has continued to increase without any base population level of improvement in disability or patient outcomes (6,7). To combat medical waste, most insurers now require patients to receive 2-3 months of chiropractic or physical therapy prior to any additional advanced imaging, or more invasive intervention, in the absence of red flag symptoms or examination findings. It is guideline recommended that patients exhaust conservative approaches, to pain management, prior to consideration of any injections or surgical procedures (8). Knowing when to image or when to pursue options outside of conservative management, is usually determined by a patient's clinical presentation and supported with a thorough examination by the attending physician.

Communication about the presenting complaint, developing a plan, and setting realistic expectations is one of the most important first line foundations to set in any care plan (9). Rest assured, you are in good hands addressing your musculoskeletal needs with your chiropractic physician.

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3. Wellbeing October 3, 2018 Medical Doctors, Chiropractors Top Choices for Spine [Justin McCarthy](#)
4. Farabaugh, R., Hawk, C., Taylor, D. *et al.* Cost of chiropractic versus medical management of adults with spine-related musculoskeletal pain: a systematic review. *Chiropr Man Therap* 32, 8 (2024).
5. Optum Health 2014, 2015. Dave Elton
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New service offerings

Cupping

Cupping has been around for hundreds of years. It is a myofascial release technique utilizing suction as a mechanism of increasing blood flow to a specific area. The influx of blood to the area, and break up of capillaries under the skin, ignites a healing cascade and replenishment of underlying tissue with a fresh blood supply. Benefits of cupping include pain relief, accelerated injury recovery, and reducing inflammation.

Kinesiotape

The primary purpose of Kinesio taping is to not only provide support for joints and muscles but also to aid in the elimination of pain and increase both lymph drainage and blood flow. Through the alleviation of the stress affecting the musculature, pressure is relieved from nearby nerves, blood, and lymph vessels. As these systems begin to function properly, inflammation and pain begin to decrease, and the restoration of the full range of motion is accomplished. In contrast to traditional taping methods that are primarily utilized to reduce motion and stabilize the joint, Kinesio taping is applied in such a way that doesn't cause compression of the underlying structures.



Check out our Wellness Packages

Q1: What is a wellness package?

A wellness package is a pre-paid visit allotment over the course of a defined period of time.

Q2: Why a wellness package is right for you?

With insurance plans being more and more restrictive, a wellness package eliminates the middle man and enables you to have a certain number of visits per year without having to worry about the risk of insurance denials.

Q3: Do I have to pay for the package all at once? Will I save money in the long term?

Yes and Yes. You would have to pay for the package up front, but in the long term you could save hundreds of dollars. For example: Average self pay per visit cost with us is \$52. Our Wellness52 package is 52 visits/year for \$2000 which is essentially \$38 per visit. Over the course of the year this would save you \$704 total.

Q4: Who is a good candidate for a wellness package?

Wellness packages are available for everyone, however, we mainly recommend them to our patients who are usually seeing us on a maintenance basis for routine adjustments.

Q5: Do wellness packages cover all services in the office?

No. Wellness packages only apply to spinal and extremity joint manipulation. Other modalities such as traction, kinesiotape, cupping, myofascial release, exercise therapy, stim, and ultrasound are not included.

Our Wellness Packages

Wellness12: \$500 for 12 visits/year

Wellness24: \$1000 for 24 visits/year

Wellness52: \$2000 for 52 visits/year

Monthly package: \$250 unlimited visits for a month

Monthly subscription: \$225 unlimited visits/month- recurring payment/month



Featured Exercise: Side Star Plank



Difficulty: Advanced

Purpose: Hip, shoulder, and core stability

Goal: Holding position either with bent elbow or straight arm 30 seconds to 1 minute.

Honk if you see us !!

New bus shelter ad on Hamilton Blvd in front of the Wells Fargo Bank near Cedar Crest College.

