

Meet Dr. Westheimer, Winner of ChiroNET/NIHC Group's Free iPad

"We had been searching for a company that could help us through the credentialing process and the people at NIHC/ChiroNET have exceeded our expectations. We look forward to working with them for a long time."

*Dr. Robert Westheimer
Sunrise, Florida*



Industry News

The following can be considered an expanded "President's Corner", but I get to stand on my soapbox occasionally.

I believe Insurance Carriers have already begun implementing their version of "healthcare reform". At the end of the day, corporations are going to protect their shareholders and profits. It is what the CEO gets paid to do. That means higher premiums for employers and members, lower reimbursements for Providers, more difficult "pre-auth" processes and a smaller pool of in network Providers. Members will have higher copays and deductibles because employers will protect their profits. In a nutshell, I believe insurance compa-

nies will make "seeing a Doctor" more costly and difficult for people with insurance. This will allow them to maximize the profit margins on those products and members. Carriers and employers will be forced to enter the "government healthcare market" to comply with new laws, and as promised, 97% of the population will have some type of health insurance by the year 2014.

Corporations will claim they are providing a "better" service to their members while fulfilling their legal requirements and the government will claim they have

President's Corner:



**#393 of America's
Top 500 Fastest Growing
Private Companies**

I did something extravagant this last week. I attended the Super Bowl game at Cowboy Stadium. It was a good game, but one thing was apparent, the Packers came to win, the Steelers came to play.

You may be asking what the importance of a sporting event is to your Practice. It's simple, do you show up every day to win, or to merely play?

Being successful as a Health-care Provider is going to get even harder over the next few years (yes, even harder). Are you playing to win, or just to play?

Van A. Hartvitt

*President, ChiroNET, L.L.C.
and National Integrated
HealthCare Group*

To North Texas and Oklahoma providers only!

If you have not received one or more of the following reports, this absence identifies that you had no activity for the specific "task" during the month. I.E. you did not submit any Charges to ChiroNET.

Cigna Monthly Management Reports

If you haven't received one or more of the following reports, this absence identifies that you had no activity for the specific "task" during the month. i.e. you submitted no Charges to ChiroNET.

Charges by Rendering Physician:

All Charges submitted to Cigna by ChiroNET for your practice during the month. This report should be utilized to verify Dates of Service submitted to ChiroNET.

ChiroNET Explanation of Benefits:

All Payments received via Cigna and other Cigna companies by ChiroNET for your practice during the month. Your corresponding check will be attached to the End of Month Package.

Appeals Status Report:

All Charges that ChiroNET is appealing during the month on behalf of your practice and any additional information we need from your Practice to assist in the appeals process.

Request for Information from Provider Report:

All Charges that ChiroNET needs assistance from your Practice in order to get you paid. Remember, ChiroNET will appeal all denied and short paid claims as part of our services to Participating Providers.

Industry News

(continued)

opened healthcare coverage to the 40 million Americans that were previously uninsured. Providers will have no choice but to accept insurance...cash practices will suffer dramatically. (You don't think so? Who will pay cash for covered health services if they or their employers are forced by law to pay for health insurance?) Providers will need to accept every form of insurance on the market.

National Integrated HealthCare Group is already negotiating **FIVE** new contracts with carriers that are developing products for the government programs. Humana has publicly announced they will no longer market their commercial products, but will focus exclusively on developing government products. CIGNA has closed their "small business" program and will only be developing "individual" policies to serve this market in the future. **EVERY** major carrier has reduced the commission structure for insurance sales forces. Often as much as fifty percent. Members will be directed by Carriers to "on-line" applications,

taking the sales force cost totally out of the equation.

Providers will need to market every potential insurance member/source, increase the number of patients/office visits, reduce overhead and basically become business owners rather than healthcare providers. For most, this transition will not be easy. For some, it will be impossible. ChiroNET/NIHC Group is already developing contracts and carriers to get our Providers in network as the new products are released. We have designed our "Healthy Marketing Program" to assist a Practice in growing their patient base and we are enhancing our "Value Plan" to provide complete contracting services to our clients. I'm in the game to win, are you?

*"Winning isn't everything—it's the only thing."
Vince Lombardi*

**CALL TODAY:
866-846-0396**

Monthly Email Notices

01-07-11: Thank You For 2010

01-20-11: PPO USA Plan Update

01-20-11: SWMPN Plan Update

01-28-11: ChiroNET Fax #'s Now Working!



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