

Nat'l Managed Care Congress

NMHCC LOOKS AT CHIROPRACTIC IN MANAGED CARE

Editorial Staff

The National Managed Health Care Congress (NMHCC) is the nation's largest, most diverse educational forum in the managed health care industry. Their constituents include purchasers, providers, payers and suppliers. Their first meeting was held in Boston in 1989. In 1990, the NMHCC relocated to Washington, DC, where more than 2,000 executives, representing the full spectrum of managed care, joined 200 featured speakers for a four day event.

Last year's congress marked the seventh year of continual growth, with over 7,000 delegates in attendance. Their exposition has grown from 120 companies in 1989 to over 400 in 1995.

When there appears to be a significant interest in a particular area of managed care, the NMHCC presents what they call their Executive Briefing Series, a series of conferences presented around the country on a specific managed care topic. The Executive Briefing Series conferences are designed for top executives in the particular managed care field.

This year, the Executive Briefing Series will feature, "Chiropractic Managed Care." The conference series will present speakers from both chiropractic and non-chiropractic managed care organizations that include chiropractic as a benefit:

Aetna Health Plans of California
Allina Health Systems
American Chiropractic Association
American Chiropractic Network Health Plan
Blue Cross Blue Shield of Oregon/HMO Oregon
Blue Cross of California and California Care Health Plans
Chiro Health America
ChiroNet, Inc.
CNS
IPA
Group Health Northwest
Health Plan of the Redwoods
Hutchins, Wheeler & Dittmar
InterQual Pennsylvania
Blue Shield
RAND Corporation
Spine
Managed Care Network
Texas Back Institute
United Health Care/MetraHealth
University of California

The fact that the National Managed Health Care Congress is holding a Executive Briefing Series of conferences on chiropractic managed care is promising, as it indicates a compelling interest in the

subject.

According to Helen Kefallinos, the "Chiropractic Managed Care" conference producer, the congress delegates include managed care presidents and CEOs, medical directors, network management, provider contracting/relations managers, people in product development (including workers' compensation managers), sales and marketing managers, and quality management/regional directors.

Over 85 percent of the attendees are employed as directors (or higher positions) in managed care. These executives are the decision makers in managed care.

Military representation is also substantial due to the NMHCC partnership with the Pentagon established in 1990. Public policy officials, lawmakers, and executives from state and federally run health plans and providers are also significantly represented. The national congress annually attracts delegates from all 50 states. Since 1989 representatives from more than 25 countries have also attended.

Regardless of what portion of the chiropractic profession chooses to become involved in managed care, this executive conference is a golden opportunity for chiropractic to present itself in a managed care setting.

Editor's note: The NMHCC's executive brief series, "Chiropractic Managed Care" will be held July 22-23, 1996 in Coronado, Calif. For information or registration, call 1-800-872-0094.

MAY 1996