

Going On-Site With Chiropractic Care

POSITION PAPER HIGHLIGHTS GROWING OPPORTUNITY FOR DCS.

Editorial Staff

The Foundation for Chiropractic Progress has released a [position paper](#) highlighting the financial, clinical and patient-satisfaction benefits of providing chiropractic care at on-site corporate health clinics. With clinics of this nature predicted to grow at a rate of 15-20 percent annually, according to the F4CP, the paper emphasizes the opportunity for chiropractors to participate as valued providers within the corporate setting, benefiting patients and the profession.

Authored by Laura Carabello, principal of CPR Strategic Marketing Communications - which spearheads the F4CP's marketing campaign; Gerald Clum, DC, president emeritus of Life Chiropractic College West and director of The Octagon think tank at Life University; and William Updyke, DC, leader at Fortune 500 company Cisco's LifeConnections Health Center, "The Growing Role of Doctors of Chiropractic in Corporate On-Site Clinics" cites a wealth of research data supporting chiropractic's value from a cost-savings, patient-satisfaction and quality-of-care perspective. The paper also features input from a panel of DCs with experience / involvement at on-site corporate health clinics.

"For many companies, neuromusculoskeletal complaints are the top reason employees consult a health care provider," said Dr. Updyke. "Evidence confirms that chiropractic care is an obvious primary treatment approach that is ideal within on-site corporate health clinics. Furthermore, chiropractic offers hands-on treatment and healthy lifestyle advice to help employees stay well, a growing interest of employers."

The position paper presents a compelling research-supported case for the value of - and need for - chiropractic inclusion in on-site corporate wellness scenarios. For example:

- "Including chiropractic to the on-site corporate health clinic service portfolio has become increasingly popular among employers based on the favorable outcomes-based research connected to chiropractic and the apparent prevalence and high costs associated with LBP."
- A study published in the *Journal of Occupational and Environmental Medicine* (2012) suggests: "Chiropractic services offered at on-site corporate health clinics, versus off-site physical therapy, might promote lower utilization of certain costly health care services, while improving neuromusculoskeletal function. Additionally, chiropractic patients often have a more conservative, less invasive treatment profile, which can significantly reduce the overall cost of treatment."
- A September 2014 report "found that on-site chiropractic services are associated with lower overall health care utilization and subsequent costs. In particular, on-site chiropractic services were connected with lower utilization of radiology services, lower utilization of outpatient and emergency settings, [and] lower utilization of physical therapy."
- According to the American Productivity Audit (2003), "Over half (52.7 percent) of the workforce surveyed reported having headache, LBP, arthritis or other musculoskeletal pain in the past two weeks, and 12.7 percent of all workforce lost productive time in a two-week period due to pain."

Katelyn Johnson, integrated health manager at Cisco, emphasized the potential role DCs can play in

the corporate wellness world, using the Cisco experience as an example:

"At Cisco's LifeConnections' Health Center, having doctors of chiropractic working closely with the medical team has helped reduce our musculoskeletal spend, and patients consistently give high patient satisfaction scores. The integrated care team of chiropractors, acupuncturists, and physical therapists is critical to achieve our Patient Centered Medical Home model."

Review "The Growing Role of Doctors of Chiropractic in Corporate On-Site Clinics" by [clicking here](#). Two articles on corporate wellness opportunities also appeared recently in *DC Practice Insights* (January and March 2015 issues).

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