

Are You Ready for **The Affordable Care Act?** (a.k.a. ObamaCare)

What does the future hold for chiropractors over the next few years? This is an important question that you should be asking as it will have a direct impact on the way you practice and/or the income which you generate from your practice.

No one can tell you exactly what changes will occur once the Affordable Care Act is fully implemented. Unfortunately, even those in congress who voted for this legislation, do not yet know exactly how it will unfold. This is partly due to the fact that the legislation is estimated to be in excess of 13,000 pages, so almost no one has read it! Secondly, some of what was legislated into existence as law, simply calls for committees and panels to be set up to determine what health care services would be covered and how benefits should be administered. All this has yet to be determined.

So, how can you, as a chiropractor, be best prepared? Four ways...

1. Learn what you can from the aspects of the new law which are already written and/or implemented.

Those who run medical offices, and who are on the cutting edge of these new regulations could tell you that there is a shift in the insurance arena toward covering preventive services and wellness services. This is very exciting for any office that has medical providers on staff who can access these insurance covered benefits! Not only can we help keep the patient healthy, but these new services are EXACTLY what the government wants you to GET PAID TO DELIVER! Imagine that-- A service that is paid for by insurance, that is mandated by the government and that is preventive in nature! The government wants you to earn income delivering these services... So, we are teaching our clients EXACTLY how to do this! Unfortunately, the government's idea of wellness does not include chiropractic care. Only a medical licensee can provide these services.

2. Look at the trends which have been in place for the last few decades.

Remember the "Mercedes 80s"? Or, maybe you remember hearing about what it was like back then—when insurance companies would pay for any service you provided to a patient. Well, since that time, insurance reimbursement for chiropractors has steady dwindled to where it is today. This trend is in place because we, as chiropractors, are not part of the inner circle of health care. Even though we get some services covered by insurance, we are on the fringe. So, any time something needs to get cut, the insiders ensure that the cuts happen to those on the fringe. Don't expect this trend to change course with the Affordable Care Act. Who do you think is behind this new legislation? We teach AMI clients how to maintain their natural approach to health care while employing medical providers who have the expanded scope of practice and can provide the services mandated under these new laws!

3. Follow the money! Who pays the legislators to make laws?

The medical industry has the largest lobby on Capitol Hill. So, it will be no wonder if the new health care law pushes money in their direction. This includes pharmaceutical companies, medical societies, etc. And, although you certainly will hear members of the medical profession cry over these new laws, their pain is nothing compared to what chiropractors have endured over the last two decades! Trust me on this. If you don't have an integrated practice, and therefore are unfamiliar with medical reimbursement, THEY HAVE NOTHING TO CRY ABOUT! The good news is that you can put yourself in their camp, at least from the standpoint of insurance reimbursement. Better yet, you will be kind of like a secret agent for GOOD MEDICAL CARE since you will be bringing your natural/wellness philosophy to the practice!

4. Diversify

Since no one has a crystal ball, the best strategy in present time is to diversify your practice income. We teach AMI client to do this by expanding the scope of their practice, and offering multiple 'service centers'. When a chiropractor employs this strategy, he not only increases his income today by offering more of what his patients are already going elsewhere to get, but he also increases the likelihood that at least some of the services that his clinic offers will continue to be covered under the new health care law! Compare this to a chiropractor who makes all of his income from one service, chiropractic. He'll be left out in the rain if chiropractic is cut from insurance all together.

Why Integrate Your Practice?

By this point, the personal financial benefit to you should be clear. However, there is a greater goal here for all of us. And that is the benefit to the individual patient and to our communities across the country. Many of have taken on chiropractic as a profession, at least in part, to make a difference. Most of us recognize that there is something seriously wrong with the way health care is delivered in this country. SO, HOW ARE WE GOING TO CHANGE THIS? It occurred to me several years ago, that we ARE NOT going to change it within the chiropractic scope of practice. Don't get

me wrong, do what you do as a chiropractor, because getting adjusted is one of the best things anyone can do for their health. But in order to actually change health care for the better, we need to be involved in the other aspects of health care delivery- mainly medicine.

Michael Carberry, DC and Coleen Carberry PT have been integrated since the day they met! **Who would have thought that a chiropractor would marry the mortal enemy of the profession, a physical therapist,** and together go on to create the HEALTH CARE MODEL OF THE FUTURE!

The Carberry's first integrated their practice in the late 1990s in Pennsylvania. Since then their ideas and the material they developed has been used to integrate hundreds of practices across the country. They currently own three integrated practices in Tennessee. The Carberry's have employed MDs, nurse practitioners, physician's assistants as well as physical therapists.

With all the new changes coming down the pike because of the new health care law, the Carberry's decided to put together a new consulting company, [Advanced Medical Integration](#), to teach chiropractors how to not only survive Obamacare, but to actually flourish over the next decade by actually aligning the services of your clinic with what likely will be covered by insurance.

Best of all, Mike Carberry is a very philosophically sound chiropractor. So the only medical services that he puts into his clinic are in alignment with the overall philosophy of health and wellness that has been the hallmark of chiropractic for over a century. The viewpoint of the medical providers that work for Dr Carberry is that they want to get patients well so that the patients can come off medication! How about that for a medical practice of the future!

Grab our 'A-B-C's of Medical Integration' guide to learn more about how AMI is helping chiropractors increase their income and secure their future all while making a real positive impact on health care for their communities. Dr. Carberry's goal, and the goal of AMI, is not only to help the individual chiropractor become more successful, but also to change health care for the better. If you are in doubt about whether or not medical integration is good for patients or for the profession, ask yourself this question, "If chiropractors took over health care, what would it look like?" Your answer to this question is our goal for you.

Contact AMI at: 1-888-777-0815 or online at <http://www.AMIDoctors.com>

