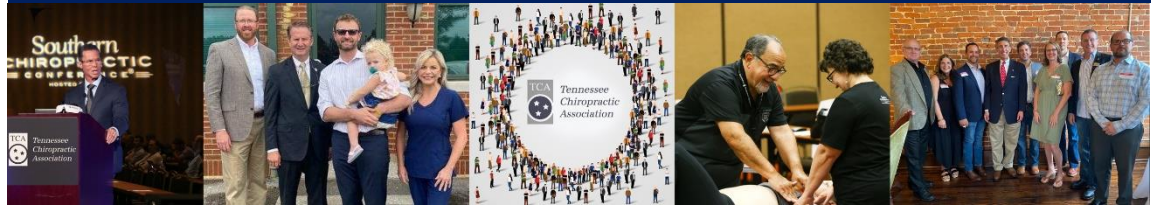




# Working Together for Chiropractic in 2021

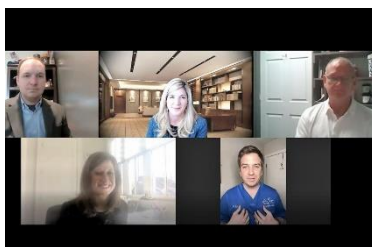
## TCA ACCOMPLISHMENTS & ACTIONS



ADVOCACY | EDUCATION | INSURANCE | LEADERSHIP | STAFF ADVANCEMENT | AWARENESS | AND MORE!

### LEGISLATIVE / LEGAL

- As a result of the **Tennessee Chiropractic Association's (TCA's) effective and strategic relationships**, the TCA is proud that we continued to be successful in **protecting and promoting chiropractic as Essential** and enabling TN DCs to continue caring for patients, when other states were not; and we continue this effort
- The TCA **successfully passed two of our pro-active pieces of legislation**; one providing the opportunity for licensed CTAs and CXTs to serve on the TN Board of Chiropractic Examiners, and one requiring TennCare coverage of chiropractic services for adults effective January 2022
- In spite of the challenges experienced this session, the TCA's defensive efforts succeeded in protecting other professions broad scope expansion bills along with numerous insurance-related bills with the potential to negatively impact your practice
- TCA monitored legislative actions concerning chiropractic physicians and patients, and conducted **ongoing review of laws, rules, policies and standards** which govern and/or impact chiropractic and its business practices as support to membership in preparation for 2021 legislative session and ongoing for 2022
- Advocacy was not cancelled as the **TCA's Chiropractic Day on the Hill virtual event** connected members with need-to-know information and the tools for communicating with lawmakers on issues critical to chiropractic
- Presented **2021 Legislator of the Year** awards to TN Rep. Scott Cepicky and Sen. Ed Jackson for their tremendous efforts in support of TCA legislative initiatives
- TCA lobbyists attended **numerous department and legislative committee meetings**, one-on-one legislator

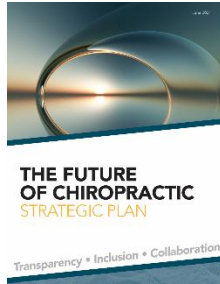


- appointments and provided persistent tactical defense on bills threatening your rights as a chiropractor
- Active presence at legislative functions and served as support to **TCA member involvement** in local campaigns
- Secured proclamation signed by Gov. Lee declaring October as Tennessee Chiropractic Health Month
- Kept members informed of frequently updated Governor's **Executive Orders, CDC and TN Dept. of Health guidelines, and federal and state financial relief options** impacting their roles as a healthcare provider, business owner, employer and other aspects of their practice
- TCA Opioid Taskforce, comprised of TCA members, continued to be **active in seeking opportunities for inclusion of chiropractic in solutions to the opioid epidemic** in TN, alongside the TN 112th General Assembly Opioid Taskforce, as well as developing TN guidelines to promote non-pharmacologic alternatives for pain management
- Ongoing updates made to the TN Chiropractic Law Book** that continues to be offered as a free resource to all members with legal summaries on the top laws and rules impacting your practice
- Increased presence and chiropractic voice in the areas of policy, legal and departmental matters, including **advocacy for member doctors**
- As a result of the 7-year long effort by the TCA lobbying team to **pass the elimination of the \$400 annual Professional Privilege Tax** for DCs, these savings were pocketed by TCA members in 2021
- 2021 PAC fundraising efforts** enabled TCA to support our growing network of pro-chiropractic state legislators even more



## NATIONAL

- TCA leadership **engaged in national issues** affecting the practice and business of chiropractic and remains dedicated to active participation at a national level to benefit its members in Tennessee.
- TCA Executive Director continued volunteer leadership roles as part of **The Future of Chiropractic national strategic plan initiative** alongside representatives from other state associations, national organizations, corporate partners, individual practitioners and other stakeholders
- At ChiroCongress/2021 Engage (national legislative events including state-focused advocacy training), TCA ED, TCA President, TCA Vice President, TCA Immediate Past President, TN ACA Delegate and other TCA leadership and advocates **participated and met with key members of U.S. Congress in Washington, D.C. to promote chiropractic and address ongoing initiatives**, including support for pro-chiropractic efforts that would benefit Medicare beneficiaries as well as expand access to chiropractic services for military retirees and members of the National Guard and Reserve.



- Supported F4CP and national awareness campaign in conjunction with the **2020 Winter Olympics** which were held in the summer of 2021
- **Monitored and actively provided input on Proposed Medicare Fee Schedule** changes to oppose



- drastically cuts reimbursement fees for doctors of chiropractic, in addition to providing quick links for DCs to email their legislators to get involved
- TCA ED engaged in **monthly virtual ChiroCongress Roundtable** discussions with state and national organizations to stay on top of hot topics, insurance developments, profession-related strategies, legislative issues and pay parity efforts to benefit our membership
- TCA ED continued to serve on the **National Healthcare Watchdog Task Force for chiropractic**
- TCA Immed. Past President, Dr. R.J. Crawford represented our regions in his director position on the vital research organization **Clinical Compass**
- TCA President, Dr. Brock Martin, was honored with the **prestigious “Stateman Award”** from Congressman Kustoff



- **Gained additional chiropractic awareness benefits for members** through our continued F4CP Group Membership relationship which provides **TCA members with free F4CP membership** and access to media relations resources
- **CTA Program was selected by the Alaska Board of Chiropractic Examiners** as an approved means for certification of AK Chiropractic Clinical Assistants
- **Took part in the 2<sup>nd</sup> Annual National ChiroCares Day** encouraging DCs across TN to take part in this positive campaign by giving back to their communities on May 19<sup>th</sup> and throughout the month

## INSURANCE

- **Refocused efforts to strengthen state and national strategies** addressing BCBST/UHC Optum discriminatory payment models, including a legislative enforcement approach
- Members Only site consistently updated to **educate and inform members on recent developments** with insurance, including inquiries related to Telehealth services, ICD-10 and CPT Code updates for 2021, and coding references
- Provided **consistent membership updates related to Palmetto GBA** policies and educational resources; continued building relationships with key parties, including contacts at the national level and Palmetto directly
- Updated members on **new CMS ABN form required January 2021** as well as **proposed 2021**

### Fee Schedule and profession-wide email campaign to voice opposition

- **Served as resource for information regarding the VA network transition from TriWest to Optum** and provided ongoing member assistance
- Remained active in pursuit of negotiations in **ongoing opposition to discriminatory pay methodologies toward chiropractic care** from the state’s largest payor BCBS of Tennessee.
- Provided **specialized assistance for members** on a variety of insurance related inquiries



## MEMBER PROGRAMS

- Created timely **21<sup>st</sup> Century Cures Act** member toolkit for streamlined implementation of new federal HER compliance regulations
- Maintained COVID-19 Resources hub online** to serve needs of members by compiling need-to-know information and guidelines from state, national and global organizations in one location, plus Frequently Asked Questions resource provided answers to timely member inquiries, including **confirmation of chiropractic's continued Essential status** in TN
- Doctor Privilege** e-newsletter disseminated weekly updates to keep our member community informed on **profession-related news and practice supporting information**, as well as notable accomplishments and the passing of those within our chiropractic family
- Digital archive and print versions of the robust, semi-annual **TCA Journal** provided to members only
- Provided ongoing updates on **hot topics** including guidelines, practice support and financial relief opportunities related to COVID-19, chiropractic specific insurance training, and strategic tips for online marketing; plus provided **on-demand resources** via the TCA Members Only website
- 10% discount** on membership dues if paid in full by January 31<sup>st</sup> continued by popular demand
- Created over 100 custom TCA memes & infographics** regarding key events and resources available from the TCA for chiropractic offices in TN (TCA seminars, CE Broker reminders, etc.)
- Provided Members Only health insurance plan** opportunity through securing of Aetna as administrator to help members battle the



increasing cost of providing healthcare benefits, as well as the limited coverage options available

- Member feedback surveys** continued to measure knowledge and use of benefits and services; Ongoing member relations communications through calls providing additional support to doctors in their first year of membership
- Time-saving Member Toolkits and one-click benefits** offered in support of various campaigns throughout the year, including ChiroCares Day, Posture Month (May), Drug Free Pain Management Awareness Month (Sept.) and Chiropractic Health Month (Oct.)
- TCA-sponsored statewide **Chiropractic Health Month** campaign to help Tennessee communities achieve better health throughout October
- TCA Member Advantage Benefits** continued to save members money and provide exclusive access to services and resources from marketing and Medicare training to website services through strategic vendor relationships
- Opportunities for **lightly used chiropractic equipment and topic advisor services** offered to TCA members in their first five years of practice through the *Doctors for Doctors* program
- Doctors for Doctors program** provides print and digital versions of a "Helpful Handout for New Licensees" to Board of Examiners' members to give to interviewees with answers to frequently asked questions and TCA membership information



## EDUCATION

- 150 plus hours of live, in person educational programs offered** in 2021 at a TCA Member savings
- Successfully held three annually-scheduled regional events with Event **Health and Safety Policies**
- Hosted **virtual Boundaries and Ethics** courses to meet the need of licensees with impending deadlines
- Launched new website with additional access and flexibility for online payments, and seminar registration
- Successfully hosted **Southern Chiropractic Conference** with courses available for all chiropractic licensees, multi-track options for DCs and CTAs, plus



a non-CE course, Chiropractic EXPO Hall and six social events

- Sponsored program benefitting **chiropractic students and doctors in their first year** of licensure to attend SCC sessions at no cost
- Maintained access to nationally-recognized speakers** for DCs, CTAs and CXTs at events



- Continued implementation of **cost-saving measures**, including increased efforts to go paperless (online registration, e-notes for seminars, etc.)
- Facilitated **2 successful CXT training programs** in 2021
- Maintained PACE Recognized Provider status for TCA events
- **Assisted TN doctors** as well as course providers seeking approval in our state through continued offering of a TCA CE approval process whose proceeds go back to support chiropractic in Tennessee
- **Provided professional educational resources to TCA Members for use in community outreach**,

- including local opioid-focused interest group forums & chiropractic benefits for employers
- **Increased online education options** new website with **over 100 On Demand CE hours available** on numerous clinical topics to choose from for chiropractic licensees as well as non-CE courses
- **Launched 21 in 21 series of virtual CE 1 hour courses** conducted throughout the year, then made available on demand for additional access



## INNOVATION

- **Launched brand new dedicated association management system and learning management website** expanding capabilities for members and event opportunities in all formats
- **Returned to in-person Annual Awards Event** at SCC, with recipients also highlighted on YouTube and Facebook reaching hundreds of viewers
- To support TCA member needs, maintained and increased **valuable content to Members Only site on practice support, insurance, and marketing** along with a full archive of *Doctor Privilege* newsletters, *TN Chiro Law Book* (providing over 30 legal summaries), plus helpful forms, the digital *TCA Journal* and ability to post classified ads
- **Expanded Online features for joining TCA, including 10% January renewal savings, and to contribute to TCA PAC and Eagle Society** in



addition to offering of online registration for TCA membership and events via [tnchiro.com](http://tnchiro.com)



- **Ongoing monitoring of online content and social media channels for any news impacting chiropractic and our members;** prepared to respond to negative media releases and provide resources to help members communicate on critical issues
- **One-click benefits** available via TCA social media feeds, offering shareable memes, news and videos saving you marketing dollars, plus free Media Relations and PR toolkits for members for use to promote key chiropractic campaigns and throughout the year
- Generated **online patient referrals to TCA members** via our **“Find a Doctor”** search and added new articles to website geared for the public on trending health topics with quick links to this directory

## STAFF ADVANCEMENTS (CA, CTA, CXT)

- **Supported all levels of CAs through Chiropractic Assistants of Tennessee** member benefits, resources and educational discounts
- **Continued CTA Online Exam** via live web proxy to allow for additional test-taking options for examinees while upholding integrity of our nationally-recognized program and certification
- Offered a **FREE CA Masterclass** at the Southern Chiropractic Conference for all CTAs, CXTs and LMTs attending a 6-hour program



- Tennessee **regional CTA exams offered** in various areas of the state including; Pigeon Forge, Memphis, Johnson City and Murfreesboro as well as multiple weekly opportunities held at the Nashville TCA office
- Multiple CXT CE options offered throughout the year; **CXT 48 Hour Training continues to hold high successful pass rate**
- Conducted research and began development of *CTA Program* updates to **add the latest advancements and information in the field**



## LEADERSHIP

- **Board members volunteered to commit their time and leadership** participating in quarterly board meetings in Nashville, as well as monthly teleconferences and frequent email exchanges to research, discuss and determine the TCA’s direction on timely issues
- **State-wide district meetings** with key TCA leadership to promote legislative agenda and events as well as to gain input and relay issues to the full board on behalf of area members
- Board members attended TCA regional events at own expense, handling critical tasks as a support to TCA staff and connecting with DCs across the state
- Facilitated the first-ever **TCA Business Discovery Meeting**, a think-tank session bringing together TCA member volunteers from across Tennessee to explore innovative ideas to further the Association for years to come
- Audit of 2020 with Stone, Rudolph & Henry **found TCA in compliance with standard state and national accounting regulations**; report was presented at annual business meeting



## PUBLIC AWARENESS / REALIGN YOUR THINKING CAMPAIGN

- Continued to **increase chiropractic awareness in Tennessee through Realign Your Thinking (RYT) campaign**, with consistent annual 100,000+ organic reach on Facebook, as well as Twitter, Instagram and YouTube visibility and calls to Find a Doctor at tnchiro.com using #realignyourthinking hashtag
- **Populated over 25 original, pro-chiropractic articles, news releases, and research summaries in 2021** on TNCHIRO.com for educating the public and for members to share on their websites
- **Over 100 custom TCA memes** targeting key topics were used in RYT campaigns promoting the “Find a Doctor” online directory and **made available to members** for use on **their** social media sites
- Regular **TCA member highlights** posted on Facebook sharing positive news of chiropractors across the state
- Shared curated health and wellness articles plus videos from popular media sources supporting members with simple, shareable content for their web and social channels
- TCA promoted targeted online social media strategies focusing on key chiropractic messages in support of various observances throughout the year, including the **Step Forward with Chiropractic campaign during Posture Month (May), Drug Free Pain Management Awareness Month (Sept.) and Chiropractic Health Month (Oct.)**



## CORPORATE MEMBERSHIP

- Dedicated **TCA Corporate Members continued to be a strong support for advocacy and awareness efforts promoting chiropractic** in Tennessee
- **Actively developed new relationships** with vendors to recruit new TCA Corporate Members
- **Exclusive TCA Member discounts and timely offers made available by TCA Corporate Members** on products and services benefitting their practice through *Doctor Privilege* and “Corporate Members Give Back” emails
- Ongoing communications and webinars, sharing resources provided by TCA Corporate Members with **expertise in vital areas to support DCs**
- Access to a **complete directory of TCA Corporate Members available 24/7 online** providing quick links to each company’s website along with a description of services and contact information
- Online and other promotional options outside of Corporate Membership levels in development to **provide array of exposure and marketing benefits** for those without membership budgets
- Hosted successful chiropractic EXPO at SCC
- Honored **TCA Presidential Awards** given to 5 Corporate Members in recognition of over 20 years of continuous membership

