



ChiroHealthUSA's Guide to a  
Profitable Discount Strategy

**ChiroHealthUSA**  
The Network That Works for Chiropractic!



## Be Profitable AND Provide Affordable Care

Balancing profitability with providing affordable care is a common challenge for chiropractic practices. Many providers set their fees below the maximum reimbursable rate to help cash patients, often at the expense of their profitability. By using ChiroHealthUSA to create network discounts, you can raise your fees to fair market value while still offering affordable care to uninsured or underinsured patients. This strategy ensures you are fairly reimbursed for your services and enhances your practice's financial sustainability.

### Recommendations

- **Regularly review and adjust your fee schedule to reflect fair market value.**
- **Use CHUSA to offer discounts, ensuring affordability for uninsured or underinsured patients.**
- **Educate patients on the value and affordability of care with CHUSA to increase acceptance and satisfaction.**

*"We wanted to raise our fees in order to collect a fair amount from insurance without overcharging our loyal cash self-pay patients. ChiroHealthUSA is a great way to keep our care affordable."*

**Dr. Dee Dillree**  
Evanston Chiropractic Center, Evanston IL

*"ChiroHealthUSA has helped us keep care affordable for patients while not undercutting or devaluing our services."*

**Dr. Dawn Hutsinger**  
A Wellness Within, Dowington PA

#### FACT

Many providers have no idea what it costs to deliver services in their clinics.

#### FACT

Providers often keep their fees lower than the maximum reimbursable rate because they want to help their cash patients.

#### FACT

Raising fees to fair market value for the area makes financial sense.

#### FACT

By using a DMPO to create network discounts for patients who are uninsured or underinsured, providers can be fairly reimbursed when coverage is available.



## Help Patients with High Co-Pays and Deductibles

High co-pays and deductibles can deter patients from continuing necessary chiropractic care. By offering discount plans through ChiroHealthUSA, you can make your services more affordable, encouraging patients to maintain their treatment plans without the financial burden. This strategy helps improve patient outcomes and satisfaction.

### Recommendations

- Utilize ChiroHealthUSA to create discount plans that reduce out-of-pocket expenses for patients.
- Educate patients on the benefits of these plans to encourage continued care.
- Emphasize the cost savings and convenience of opting out of insurance hassles.

*"With all the limitations and contingencies for care that insurance requires, the headaches deterred patients from seeking the care they need. ChiroHealthUSA has allowed us to provide access to affordable care."*

**Dr. Tara Flor**  
Pinnacle Chiropractic, South Burlington VT

*"We have a large number of patients whose yearly deductibles seem to be climbing higher and higher each period. These patients would not seek or receive chiropractic care without CHUSA."*

**Dr. Brian Larson**  
Premier Chiropractic and Sports Injury Center  
Soldotna AK

#### FACT

Patients are struggling with high co-pays and deductibles.

#### FACT

Patients want to maximize their coverage when it is available.

#### FACT

Using a DMPO to discount patient fees when out-of-pocket expenses are unreasonably high, encourages continued care.

#### FACT

Creating a discount plan for patients who want to receive unlimited care with fees that rival their co-pays, helps them avoid the hassles of insurance.

#### FACT

Patients CAN opt out of having you file to their insurance through the HIPAA Hi-Tech Act.



## Treat More Families and Keep Them Coming Back

Families often face high co-pays and deductibles, making regular chiropractic care financially burdensome. By creating family plans with ChiroHealthUSA, you can provide affordable care for all family members, enhancing patient retention and encouraging referrals. Chiropractic care benefits children, especially those involved in sports, further solidifying the value of your services to families.

### Recommendations

- **Develop special family plans with discounts for additional family members using ChiroHealthUSA.**
- **Promote the benefits of chiropractic care for children, especially in sports, to attract referrals.**
- **Emphasize the financial advantages of family plans in your patient communications and marketing.**

*"Our office sees a lot of families. With ChiroHealthUSA, we can have a capped amount for family visits. That has been very beneficial."*

**Dr. Teri Prince**  
Eatontown NJ

*"I have been able to see more families as a whole. Patients love the idea of saving money. When we explain that their entire family can come in under ChiroHealthUSA, the number of children and spouses in our office exploded!"*

**Dr. Erin Jacobs-Stagner**  
Greenwood MS

#### FACT

Patients who are completely bought into the benefits of chiropractic will refer other family members.

#### FACT

The word is spreading that sports-active children see fewer injuries and improved performance with regular chiropractic care.

#### FACT

Studies support chiropractic intervention for babies to improve alignment after birth, support physical development, and even treat colic.

#### FACT

Many families cannot afford maintenance care for family members when high co-pays and deductibles are involved.

#### FACT

By setting up a special family plan with discounts for additional family members, care for the whole family can fit into many budgets.



## Treat More Medicare Patients

Treating Medicare patients can be challenging due to limited coverage. Medicare only covers adjustments, often deterring clinics from recommending necessary additional treatments. However, elderly patients benefit significantly from comprehensive chiropractic care. By leveraging ChiroHealthUSA, you can offer affordable discounts on non-covered services, ensuring your elderly patients receive the full spectrum of care they need.

### Recommendations

- Implement ChiroHealthUSA to provide discounts on non-covered services for Medicare patients.
- Educate your team on the value of these discounts to ensure seamless communication with patients.
- Highlight the benefits of comprehensive care for elderly patients in your marketing materials.

*"I've been losing too many Medicare patients. Now not only is it easier for THEM to get onboard with CHUSA, it's also easier for my team to 'own' the value."*

**Dr. Daniel Shaye**  
Performance Chiropractic, Williamsburg VA

*"ChiroHealthUSA works exceptionally well for my Medicare patients. My team loves the concept so it was very easy to implement. When we found CHUSA we were excited. It's not fair to give discounts via contracts to insurers but ding our seniors on Medicare with a full ticket."*

**Dr. Stephen Arsenault**  
Orono Chiropractic, Orono ME

#### FACT

If you treat any patient 65 or over, you are REQUIRED to submit the charges to Medicare.

#### FACT

Medicare ONLY covers the cost of the adjustment.

#### FACT

Elderly patients absolutely benefit from additional treatment to help them with pain and mobility.

#### FACT

Some clinics avoid treating Medicare patients because of limited coverage or don't recommend treatment because it is not reimbursed.

#### FACT

The majority of Medicare patients will gladly enroll in ChiroHealthUSA to receive the care they need with affordable discounts YOU set up.



## Help Patients with Limited or No Chiropractic Benefits

Patients with limited or no chiropractic benefits often discontinue treatment prematurely due to financial constraints. By offering affordable care plans through ChiroHealthUSA, you can ensure these patients receive the care they need. This strategy helps maximize patient coverage and improves treatment completion rates.

### Recommendations

- **Implement ChiroHealthUSA to provide affordable care plans for uninsured or underinsured patients.**
- **Communicate the advantages of these plans to patients to ensure they complete their treatment.**
- **Highlight the financial benefits of using ChiroHealthUSA in your marketing efforts.**

*"ChiroHealthUSA has transformed our office! We love being able to provide our patients with options and they love being able to afford more chiropractic care! It is so easy to sign up and our patients appreciate the simplicity. We've had patients tell us they are able to come in as often as they need because of CHUSA."*

**Dr. Thomas Bench**  
Evolution Chiropractic Clinic, Idaho Falls ID

*"CHUSA gives many of my underinsured patients the ability to come more frequently for a discounted rate. It makes total sense for any new practitioner to join!"*

**Dr. Shannon Connolly**  
Empire Health and Wellness, New York NY

#### FACT

Many carriers offer limited benefits for patients or no coverage for chiropractic at all.

#### FACT

Patients want to maximize their coverage when it is available.

#### FACT

Often patients discontinue treatment as soon as they reach their maximum allotted visits, regardless of treatment plan completion.

#### FACT

Creating a discount plan for patients who want to receive unlimited care, with fees that rival their co-pays, allows them to continue their treatment.



## Improve Retention and Collections

Patients often stop care once their benefits run out, impacting your practice's retention and collections. By offering fees similar to or lower than co-pays through ChiroHealthUSA, you can encourage patients to continue their care. This strategy also simplifies collections and ensures patients remain financially responsible.

### Recommendations

- Use ChiroHealthUSA to set fees that rival or are lower than patient co-pays.
- Educate patients on the benefits of continued care through affordable plans.
- Streamline your collections by implementing CHUSA and making patients financially responsible.

*"ChiroHealthUSA is making more of my patients financially responsible which has made it easier for my staff to collect."*

**Dr. Rawn Batson**  
Family Care Chiropractic, Monett MO

*"ChiroHealthUSA keeps me compliant while addressing all the gaps that insurance plans can create. I've moved to cash practicing and the beauty of all this is it fits in any financial type practice. As a result my patients are more comfortable financially being a returning patient and stop battling with their heart because they like me as their doctor. Now I can do my primary goal of providing good health care and I help my patients help me get paid."*

**Dr. Sophia Dabney**  
Compassionate Chiropractic Care, Forest Park IL

#### FACT

Many patients tend to run out as soon as their benefits run out.

#### FACT

If patients receive similar or even lower fees than their co-pays, they often continue care and maintenance.

#### FACT

Providers transitioning to a cash-only practice can actually reap the benefits of prompt-pay while still maintaining a fee schedule that works with insurance by using a DMPO.

## Conclusion and Next Step

At ChiroHealthUSA, we understand the challenges faced by chiropractic practices in balancing patient care, compliance, and profitability. Here are some insights we've gained in the nearly 20 years we have been working with clinics like yours.

- Providers set their fees as low as possible thinking they are helping patients. This is the most significant barrier to increasing revenue.
- Providers don't use the available tools to maximize their fees.
- Not ALL patients require a discount. Clinics need a Profitable Discount Strategy.
- Review your fees once or twice a year to ensure you are keeping up with rising costs. A summary of fees being charged by chiropractic providers in TX showed that fewer than 10% were charging the maximum fees allowable by payer sources.
- Don't rely on time-of-service discounts to lower your fees. Our recent audit of providers in a major metropolitan area of the US discovered that the vast majority were offering TOS discounts far greater than what the OIG considers allowable.
- The safest and most effective way to lower fees for your patients is by using a DMPO, like ChiroHealthUSA, to create network discounts that rival most co-pays.

### *Now what?*

Please take advantage of our **FREE FEE-REVIEW CONSULT CALL**. During this call, we'll discuss your fees and discounts at a high level and let you know if your discounts are good, bad, or illegal. We offer this free service to every clinic because every time one clinic gets in trouble, we all pay for it.

On average, we help our providers **increase their revenue by 20% and patient retention by 50%**. When you can communicate the value of your services, patients will refer and return.

FREE FEE-REVIEW  
CONSULT CALL



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