

## Outreach to Conservative Care Health-Care Providers Proves Successful for Minnesota

### RETAIN

Spring 2024 RETAIN Success Story

Minnesota RETAIN realized that people who seek conservative care treatments—like chiropractic treatment and acupuncture—may not receive the same information about RETAIN services or stay-at-work/return-to-work (SAW/RTW) best practices as they would get from their primary care physician, specialists, or other health-care providers. This was because the program’s outreach and training materials focused on traditional health-care providers. The Minnesota RETAIN team began new outreach to a network of conservative care health-care providers to try to close that gap.

#### Background

People are increasingly seeking conservative care therapies for illnesses and injuries. For example, a Gallup poll conducted in 2016 estimated that 35 million people visit chiropractors every year. These may be the only providers a patient visits during their treatment, making it more important that these providers receive information about SAW/RTW and RETAIN.

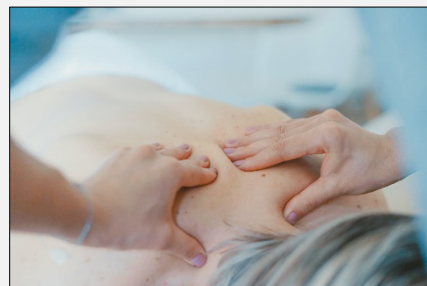
#### Challenge

Minnesota RETAIN’s education and outreach focused on traditional health-care providers. As a result, conservative care providers may not have known about the program or had training on SAW/RTW best practices. If conservative care providers had more information about these topics, Minnesota RETAIN could increase enrollment and awareness.



#### Challenge-Action-Results

**Challenge:** Conservative care health-care providers may not have information about RETAIN services or SAW/RTW best practices. As a result, people who visit these practices may not get information about RETAIN.



**Action:** Minnesota RETAIN began an outreach campaign to increase awareness of the program and engage interest from conservative care health-care providers in Fulcrum Health, Inc.

**Results:** Providers in those clinics began referring patients to RETAIN and completed continuing medical education courses about RETAIN and SAW/RTW best practices.

## Actions

RETAIN Minnesota launched an informational campaign to reach independent chiropractic clinics and other conservative care health providers within Fulcrum Health, Inc.—a nonprofit, National Committee for Quality Assurance–accredited, physical medicine benefit management organization that offers chiropractic, acupuncture, massage therapy, speech, occupation, and physical therapy services. This campaign included the following actions:

***Give Providers the Training They Need.*** Minnesota RETAIN helped develop a continuing medical education (CME) course that supports providers to recognize how medical treatment can affect disability, construct treatment plans that include SAW/RTW strategies, and work with employers to manage restrictions throughout the rehabilitation process. Minnesota RETAIN encouraged conservative care providers to take this CME course as part of their outreach.

***Provide Direct Assistance to Providers.*** Dr. Deb Zurcher, DC, LAc, assistant chief clinical office/clinical program director at Fulcrum Health, Inc., met with network conservative care providers to educate them on RETAIN services and walk them through the process of completing the CME course.

***Increase Awareness.*** Minnesota RETAIN distributed marketing materials that included information about RETAIN across Fulcrum Health, Inc. Materials included animated videos, program flyers, and clinical posters.

***Meet Providers Where They Are.*** RETAIN staff attended Fulcrum Health, Inc., events to meet conservative care providers within the network and promote RETAIN.

## RESULTS AND KEY TAKEAWAYS

RETAIN MN's efforts paid off. As a result:

- sixty-five conservative care providers from Fulcrum Health, Inc., have completed the RETAIN CME course; and
- conservative care providers included in the new outreach have referred 37 potential participants to date, leading to 18 new patient enrollments.



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*Minnesota is participating in RETAIN (Retaining Employment and Talent After Injury/Illness Network) to build connections and improve coordination among employers, health-care providers, and other key parties to help newly injured and ill workers stay in the workforce. Minnesota RETAIN is a collaboration between the Minnesota Department of Employment and Economic Development; Minnesota Department of Labor and Industry; Minnesota Department of Health; Governor’s Workforce Development Workforce Board; Workforce Development, Inc.; and Mayo Clinic. The US Department of Labor, in collaboration with the Social Security Administration, sponsors RETAIN.*

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*This document was prepared for the US Department of Labor (DOL) Office of Disability Employment Policy and Retaining Employment and Talent After Injury/Illness Network (RETAIN) state grantees, by the American Institutes for Research under DOL Contract Number 1605DC-18-F-00429. The views expressed are those of the authors and should not be attributed to DOL, nor does mention of trade names, commercial products, or organizations imply endorsement of the same by the US Government.*

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