

Outreach to Conservative Care Health Care Providers Proves Successful for Minnesota

RETAIN

Spring 2024 RETAIN Success Story

Conservative care treatments, such as chiropractic treatment and acupuncture, are treatments that seek to maximize function and manage pain while avoiding surgery and other invasive procedures. Minnesota RETAIN realized that people who seek conservative care treatments may not receive the same information about RETAIN services or stay-at-work/return-to-work (SAW/RTW) best practices from their conservative care providers as they would from their primary care physician, specialists, or other health care providers. This was because Minnesota RETAIN had focused the program’s outreach and training materials on traditional health care providers. To try to close the gap, the RETAIN team began new outreach to a network of conservative care health care providers.

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.

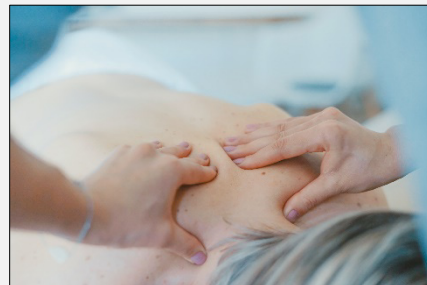
Challenge

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 nor had training in 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 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 providers within Fulcrum Health, Inc., a nonprofit physical medicine benefit management organization accredited by the National Committee for Quality Assurance that offers chiropractic, acupuncture, massage therapy, speech, occupation, and physical therapy services. This campaign carried out 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 the CME course as part of its outreach.

Provide direct assistance to providers. Dr. Deb Zurcher, DC, LAc, assistant chief clinical officer and clinical program director at Fulcrum Health, Inc., met with network conservative care providers to educate them about RETAIN services and to 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 to promote RETAIN.

RESULTS AND KEY TAKEAWAYS

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

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



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 or 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 U.S. Department of Labor, in collaboration with the Social Security Administration, sponsors RETAIN.

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