



## Congress of Chiropractic State Associations

*The mission of the Congress of Chiropractic State Associations is to provide an open, nonpartisan forum for the advancement of the chiropractic profession through service to member state associations.*

*Promoting a More Unified Profession*

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### **FOR IMMEDIATE RELEASE**

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### **A NEW OUTCOME!**

### ***COCSA Announces Endorsement of AMI***

The Congress of Chiropractic State Associations (COCSA) announces its endorsement of Alternative Medicine Integration Group (AMI) of Highland Park, Illinois and its outcome measurement based approach to chiropractic care management as the methodology best suited to facilitating the health and well-being of chiropractic patients, the fair and objective evaluation of doctors of chiropractic and the value-based purchasing of chiropractic care for health care payers. In publicly acknowledging AMI's focus on reducing costs through measuring outcomes and improving quality, a significant departure from all other chiropractic management companies operating in the health care market, COCSA President Jerry DeGrado, D.C. wants payers, chiropractors, and patients to understand that the AMI Group is not "business as usual". "COCSA is thrilled to be partnering with AMI. We feel that this will provide a huge benefit to the states and especially to the profession by proving with sound clinical criteria and outcome statistics that chiropractic care is appropriate and effective for both patients and payers. The old way of managing chiropractic care is simply *not* working; we need a new, patient-centered approach to achieve a new and better outcome for everyone involved. This joint venture is a win-win relationship for the chiropractic profession as well, as it will provide doctors of chiropractic with a more positive outlook and a scientifically solid platform for the future of chiropractic."

COCSA, in its role as a clearing house to help solve mutual member state associations problems on a non-partisan basis, recognizes that the "business as usual" chiropractic benefit management strategies currently in use by the majority of insurance companies and managed care organizations are failed models counterproductive to quality chiropractic care.

Searching for a viable alternative, COCSA conducted considerable due diligence evaluating AMI and its innovative clinical and cost outcomes measurement approach to managing the appropriateness of chiropractic care. In contrast to the more arbitrary economically driven care management methods used by other chiropractic management companies, AMI uses condition-specific clinical criteria and validated assessment tools to measure patient improvement and evaluate provider performance using real-time data supplied directly from both patient and the treating doctor of chiropractic.

In keeping with its responsibilities to advance natural health and Chiropractic by initiating special projects with other organizations, COCSA's Board of Directors unanimously voted to endorse AMI's outcome-based chiropractic management model and initiate a collaborative effort with AMI to raise awareness of the benefits of its innovative approach to solve the widespread problems experienced by its state members and the health care market at large. James Zechman, Chairman and CEO of AMI Group, appreciates COCSA's active commitment to improving the current conditions of chiropractic benefit management with an eye to an even better future. "AMI is pleased and honored to be professionally recognized by such an outstanding national chiropractic organization. We've chosen a strong, solid statement to represent our relationship, 'A New Outcome', which speaks not only to AMI's collection of outcomes data through our web-based platform known as AMI's ChiroOutcomes Measurement System (ACOMSsm), but to the chiropractic profession as a whole who will use our data as a positive approach to the future."

The leadership of both COCSA and AMI enthusiastically endorse the importance of this joint initiative to their shared mission of demonstrating the effectiveness and quality of chiropractic by supporting the objectives of COCSA's State membership. COCSA and AMI both believe that this partnership will result in new and better outcomes for the individual State's efforts to gain parity in practice and recognition for chiropractic's contribution to human health and wellness. It is their intention that this will have a ripple effect nationally and will move the profession ahead both now and in the future to take its rightful place as an integral part of the health care system.