



Palladian Health Collaborates with the Texas Chiropractic Association to Improve Outcomes and Lower Costs

WEST SENECA, NEW YORK; September 4, 2013 - Palladian Health® (Palladian) has contracted with the Texas Chiropractic Association (TCA) as part of a larger initiative to encourage state chiropractic associations to partner in leadership to change the way chiropractic care is considered and used by America's health plans.

“Palladian has developed a comprehensive approach to total spine care which encourages the increased, appropriate use of conservative care to reduce the incidence of surgeries and injections in insured and other at-risk populations,” said Kevin E. Cichocki DC, Palladian President and Chief Clinical Officer.

Lack of consensus and conflicting guidelines on chiropractic care have caused insurers to impose restrictions (visit limits, low annual maximum benefits) on chiropractic care, in essence impeding patient access to this key conservative care modality, rather than embracing the treatment pathway as a primary vehicle to achieve quality results with reasonable cost.

“TCA is looking forward to our new partnership with Palladian,” said Jack Albracht, DC, TCA President. “This new collaboration will help us to further our efforts to promote and support chiropractic in Texas, and is part of our strategic vision to seek out a more cooperative relationship with insurers that we anticipate will result in an increase in the number of medically-appropriate patients receiving treatment from our member’s practices.”

As an organization, Palladian has developed their proprietary care management program called Coordinated Spine Care® (CSC), which promises to educate and guide patients to medically-appropriate use of conservative care such as chiropractic, in order to reduce higher-order spine spend and to maximize the quality of care provided to health plan members. “By bringing the key constituencies of chiropractors and insurers to the table, CSC can help resolve the issues that have kept these parties at-odds over the decades,” Cichocki said.

TCA is leading the way to unlock the potential of chiropractors and health plans working together. As a key component of Palladian's CSC program, the network will be used to reorient the current spine care system from a culture of escalating referrals to surgeons and injectionists to one that emphasizes spinal manipulation and other conservative care modalities as a means to reduce cost, improve patient outcomes and engender enhanced quality of care.

About Palladian Health: *Palladian Health provides large and small insurers, hospital systems, and physician/employer groups with quality, integrated health programs focused on improving both clinical and economic results for the management of spine and musculoskeletal health conditions. Palladian's unique services incorporate a collaborative approach that educates decision makers and stakeholders across an entire care cycle, supporting our mission to provide the best access for clinically excellent and affordable musculoskeletal health. Palladian currently services nearly four million lives nationwide in the areas of Chiropractic, Physical Therapy, and Coordinated Spine Care (CSC). Palladian Health is a trademark of Palladian Health, L.L.C. The Palladian Health logo and product names are also service marks or registered service marks of Palladian Health, L.L.C.*

About The Texas Chiropractic Association: *The Texas Chiropractic Association provides education, representation and advocacy for chiropractor members within the state of Texas. TCA works hard to advocate for access, quality care and input into health care regulation related to chiropractic services and offers members information and education about the profession both statewide and nationally as well as networking opportunities throughout the state to benefit a members' practice. The TCA is governed by an elected, voting board of directors and is served by numerous dedicated committees and volunteers.*

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