

## MichiCare

### **Attention: MAC Members! New MichiCare Benefit!**

#### *Enrollment in CIPA Can Result in Increased Patient Referrals and Reimbursement Uplifts for Chiropractic Services*

As you know, in 2014 the MAC Board of Directors voted to develop a wholly owned subsidiary, incorporated under the name MichiCare, Inc. MichiCare was developed to advocate for our members and place chiropractic at the forefront of healthcare delivery in our state. Last November, all MAC members were able to take advantage of this no-charge member benefit, and (unless they opted-out) were automatically made members of the MichiCare network.

MichiCare has now contracted with the Medical Advantage Group (MAG) to assist with several important projects. MAG is an administrative consulting firm with more than a decade of experience developing and managing patient-centered networks in Michigan. Our first project with them is designed to increase our member involvement in physician organizations, and be *eligible to take part in the Blue Cross Physician Group Incentive Program (PGIP, aka the “reward pool”)*. Taking part in PGIP can result in increased patient referrals and reimbursement uplifts for chiropractic services.

In order for our doctors to take advantage of PGIP, and other aspects of the changing healthcare landscape, MAG’s first project is to begin enrolling our members into their statewide physician organization, the Consortium of Independent Physician Associations (CIPA). CIPA physician organizations meet the Blue Cross criteria for being part of PGIP. Being enrolled in CIPA, through MAG, will help our doctors take advantage of PGIP and other programs statewide.

We are pleased to inform you that *as a MichiCare member, you have now been automatically enrolled in CIPA at no charge to you*. We are confident this affiliation will be beneficial for you and allow MichiCare to demonstrate to insurers across the state the cost-effectiveness and quality of chiropractic care.

**The next stage of this process is that you will be contacted by one of CIPA’s practice transformation coaches. Please notify your staff to expect this call and make time to meet with this individual. They will provide further details on what you can expect as a member of this unique program.**

Please contact Kris Dowell, MAC Executive Director, at [kris@chiromi.com](mailto:kris@chiromi.com) if you have any questions or comments. We are excited to embark on this groundbreaking endeavor!

INFORMATION FOR FLOWCHART



**MichiCare**

**(A wholly owned  
subsidiary of the MAC)**



Medical Advantage  
Group

**(MichiCare has contracted  
with MAG to assist in several  
important projects)**

**Consortium of  
Independent Physician  
Associations (CIPA)**

**(MAG's statewide physician  
organization - participate in  
BCBSM "Reward Pool")**