



Hello, friends. I hope that this inaugural edition of our newsletter finds each of you and your families in good health and enjoying a great summer. As you know, part of our unique approach to health and wellness consists of creating a real sense of community among our family of patients. This means taking more time to get to know you and appreciate your unique needs and goals, and it also means keeping you informed about issues that affect all of us. That's why we created this newsletter. In each edition, I will personally update you on any news about our office and staff, how ongoing changes in the insurance industry could affect you,

and general tips for a healthy and happy lifestyle. I hope you enjoy this newsletter, and if you ever want to share your opinion on it (or anything else) or suggest a story for a future edition, please don't hesitate to let us know.

Dr. Yesso at 8 Months: Feeling at Home, Making a Difference

It's difficult to believe, but 2007 is already halfway over, and it's been 8 months since Dr. Chris Yesso joined me in professional practice. To date, I'm thrilled to say without hesitation that Dr. Chris has done a wonderful job in all regards. Our main objective in hiring Dr. Chris was to provide you, our valued patients, with better service and more personal attention. In terms of this goal, the numbers already speak for themselves:

- We are averaging **30% more "direct contact"** between doctor and patient during office visits.
- New patients typically receive treatment within hours of contacting our office rather than having to wait 3-4 days. That represents a **300% improvement**.
- Current patients who unexpectedly need appointments are also **receiving treatment within hours** of rather than waiting 1-2 days.

I hope each of you has seen and felt the positive presence Dr. Chris has brought to our office. His efforts have enabled us to focus on quality and maintain our high standards of patient care each and every day, even during some of the busiest times for our growing practice.

Insurance Update: Hoops, Hurdles, and Higher Costs for Constrained Care

As many of you know, for many months we have been trying to gain credentials with Humana. Unfortunately, Humana is a very slow-moving company not inclined to make life easier for patients or doctors. In fact, in Ohio hundreds of complaints have been filed against Humana for improperly denied patient claims and extremely slow reimbursement. On top of everything else, Humana is very restrictive with Chiropractic coverage. In many cases, co-payments alone can exceed the maximum reimbursement, forcing you to pay the entire bill!

This is a very difficult topic for me, as I believe strongly that doctors are healers who should work with individual patients to determine the best course of treatment—not be handcuffed by generic corporate guidelines. Unfortunately, many insurance companies care nothing about patient health or effective treatment; they merely look at the bottom line. At this time, I feel I have no choice but to retract my application from the Humana managed care network. However, because he is new to the practice and has more time to devote to the enormous burden of paperwork and follow-up activities that Humana demands, Dr. Chris is pursuing credentialing. This means, with luck and patience, our office will soon be able to accept Humana insurance.

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Insurance Update *(continued from front)*

I hope each of you knows that I am here to serve you and want nothing more than to help you feel your best. Unfortunately, most insurance companies are making this mission more difficult by continually cutting our reimbursement. Three years ago, we collected about 70% of the fees we charged insurance companies. Currently, that number is barely above 50%! That's correct—we are "writing off" almost half our fees while providing the same high level of service.

It's easy to see how difficult this makes it to avoid either raising prices to pass along the burden to you, sacrificing personal service or care quality, or slowly failing as a business. Doctors and therapists everywhere are choosing to spend less time with patients, considering this the best of three very bad options, but we believe this choice is unacceptable. To offset this disturbing trend in the insurance industry, I have made it my personal mission to offer the finest patient care available for the most affordable cost.

We will continue to fight as best we can for as long as possible, and I promise to stay focused on you and your health no matter what the insurance industry demands. This is why we discount all non-covered services 20% and devote more time to you during each visit to support a faster, fuller recovery. Your referrals are extremely important to help us remain profitable, so please tell your friends and neighbors about us, and we'll continue to be here for all your health and wellness needs!

In Closing...

Sadly, we have lost some very dear friends to illness over the past few months, including three patients who passed away recently. These losses are a poignant reminder to cherish each day with our loved ones and let them know how much we appreciate them. If you have lost someone special, please know that our thoughts and prayers are with you always. I also want to take this opportunity to thank you for your patronage and referrals. As always, we aspire to be your first stop for any musculoskeletal condition, so the next time your shoulder or hip is sore—not to mention your back—please give us a call. If we cannot address your problem, we'll gladly refer you to your physician or the appropriate specialist. Take care, and best wishes!

Yours in Health & Wellness,
Dr. Pat

www.DrPrikkel.com is Live On the Web

We have our new website up, running, and (crossing our fingers!) bug-free. You can visit www.drprikkel.com anytime to download patient forms, get directions to our office, look up our phone number or address, or just find out what's new in the office. The site is also a convenient resource if you have a new or developing condition and wonder what kind of treatments we may be able to offer (although we always recommend you ask us personally, as well). Finally, you can even sign up to receive an electronic version of this newsletter via email, and as new editions are published, we'll keep copies of the old ones online—just in case you ever want to look back on how this whole thing got started!

When you get a chance, I hope you will visit the site, take a look around, and then let us know what you think. We have devoted time and resources to make our site one of the most pleasant and informative Chiropractic physician websites out there, so if you have any ideas on how we can better achieve this goal, just say the word.

