



Integrative Health Care Means New Opportunities for Future Chiropractors

Nearly 50 percent of all U.S. companies are expected to provide some form of on-site health services for employees by 2018, according to a recent *Wall Street Journal* article.

This is the future of health care in America, and health-career students should take note.

“For many companies, musculoskeletal complaints are the No. 1 reason employees go to a health-care provider. And with the growing wellness

trend, we’re a perfect fit for employers wanting to help their employees stay healthy,” says William Updyke, D.C., chiropractor at Cisco Systems’ LifeConnections Health Center in San Jose, Calif. (and former faculty member at Palmer’s West campus.)

In the case of another tech giant headquartered in Silicon Valley, Daniel Lord, D.C., CCSP, West ’08, serves as the physical medicine senior program manager and oversees all the care provided at their clinics.

An emerging health-care model

At the Rosen Medical Center, which opened in 1991 to care for Rosen Hotels & Resorts employees, Mark Williams, D.C., Florida '08, collaborates daily with other health-care specialists to improve care for employees by providing efficient and collaborative same-day care. Employees receive care while they're "on the clock," and providers and patients take an active role in managing chronic conditions.

"At many of these clinics, the demand for chiropractic care has grown exponentially faster than many of the other services, which has seen

locations that started with two D.C.s grow to include six – and, I'm proud to say, the majority are Palmer alumni," said Bill Meeker, D.C., Palmer College of Chiropractic West campus president.

But what does this mean for current and future chiropractors in private or group practice? First, it shows a growing acceptance of chiropractors within health care. Second, it's a strong indication of the direction health care is going. Patients want a one-stop location that can take care of the majority of their health-care needs.



Daniel Lord, D.C., San Jose, '08, chiropractor at the Facebook Health Center in Menlo Park, who also provided care for members of the U.S.A. team that won the America's Cup yacht races in 2013.

An opportunity for future chiropractors

Successful integrative models put chiropractic at the center of high-quality, multidisciplinary health-care delivery. The conservative, hands-on approach that defines chiropractic is the perfect foundation for an effective health-care delivery system. This opens up a new world of possibilities for students interested private and group chiropractic practices.

Those who plan to create clinics that employ gynecologists, urologists, physical therapists and nurse practitioners have a bright future before them.

Eric Roach, D.C., Davenport '06, started his multidisciplinary clinic nearly 10 years ago and continues to grow and expand his successful practice.

As the public becomes increasingly familiar with this new model of care,

private and group chiropractors are poised to transition into integrative clinics that improve quality of care while reducing overall health-care costs.

Beyond that, reducing overall costs brings payers on board. Medicare, Medicaid and major insurance organizations will always move spritely toward reduced payouts. For chiropractors, these integrative health-care models also expand the range of services that can be delivered and billed through their clinic.

VHA Associate Chief of Staff Michael Pavalock, D.C., Davenport '02, said **"Chiropractors today are going to be involved in where health care goes—not just where chiropractic goes—but where health care goes."** Chiropractic is the safe, effective, affordable health care America needs.

Chiropractors can help build the healthy communities of tomorrow as primary-care providers in integrative health-care models. Patients are ready for it—no, they're more than ready. Are you?



Erik Roach, D.C., Davenport '06, along with his clinic team of P.T.s, M.D.s, N.P.s, and R.N.s.



PALMER
College of Chiropractic

Davenport, IA
855-699-8424

Port Orange, FL
855-447-3249

San Jose, CA
855-788-2252

The Trusted Leader in Chiropractic Education® | www.palmer.edu