

# Chiropractic Office Managers

August 8, 2012

## Compliance

Doctor, are you giving a reduced rate to new patients to come in for the first visit? It may be against the LAW?

*Question: Edie, I am totally confused. Last week I received a marketing email from a reputable management group saying that it is illegal to offer FREE or reduced rate for the first visit. Why is that a problem? I felt like they were just yelling "Danger, danger" without explaining it. It has worked well for us to get more patients under chiropractic care. Now what should be doing to help patients know they need chiropractic care? Jeanine, Office Manager, Montana*

Answer: Jeanine, they are right. It is illegal. It is called enticing patients (especially Medicare patients) to use their benefits that they might not use otherwise. But there are ways to bring patients in to your office with lower first visit fees to break down that barrier to getting the care they need. We know in chiropractic if anyone has a subluxation, they need to be adjusted. We also know the subluxation is life threatening. Therefore, we have an obligation to do whatever is necessary to spread the word and get them in the door.

There is an easy way to handle this. Use the code 99201 and price it as per your subluxation evaluation and management code. Make sure you follow all of the requirements for documentation for that code.

*99201 Office or other outpatient visit for the evaluation and management of a new patient that*

*Requires these three components:*

*1. A problem focused history;*



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2. *A problem focused examination; and*
3. *Straightforward medical decision making.*

*Typically, 10 minutes is spent face-to-face with the patient and/or family.*

Remember, the “problem” you are going to “focus” on is the SUBLUXATION. You will take a subluxation focused history and exam. Straightforward decision making: Does this patient have a subluxation based on your findings? If yes, are their additional history, exams and/or other diagnostics needed to further evaluate the extent the body has been affected by the subluxation and to determine the best possible course of care? You got it! Make that recommendation and tell them what it will cost. My personal opinion is that you should tell them they need to go to the front desk and make an appointment for tomorrow. No feeling of bait and switch!

Edie Hofmann

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**You are required by law to have HIPAA Privacy and HIPAA Security policies and procedures in your office. They must be in writing and you must have documented annual training of your staff (and you).**

**If you still are not convinced, go through this checklist to see if you are actually compliant.**

**All Chiropractic Office Management training course coming soon!**

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**Please visit my website that further explains the HIPAA Privacy and Security rules and more.  
If you are not compliant, **purchase** my manuals and get started today.**

**[http://www.iccom.org/index\\_files/ICCOMProducts.html](http://www.iccom.org/index_files/ICCOMProducts.html)**

email me with any questions you may have: [\(click here to email me\)](#)

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