

MAC Strategic Plan 2023-2024



Super Committee Goals

Government Relations

1. Truth in Coverage Legislation
2. Resolve Scope Issues
3. Codification of Section 2706(a)
4. Medicare Full Inclusion Legislation
5. Medicaid Issues
6. Limit Chargebacks
7. Auto No-Fault Issues
8. PT/OT Direct Referral
9. Educational Campaign for 56 New Members of Michigan Legislature
10. Increase PAC Contributions
11. Collect needed data and build grassroots coalitions

Legal Affairs

1. Resolve BCBSM Payment and Network Issues
2. Resolve SecureCare issues
3. Resolve Priority Health Payment and Network Issues
4. Student Loan Issue

Insurance Relations

1. Resolve BCBSM and Priority Issues
2. SecureCare Issues
3. Auto No-Fault Billing Letter Toolkit
4. "Beaumont Grassroots Plan"
5. Expansion of Medicaid Services
6. Use New CDC Prescribing Guidelines
7. Buyer/Seller Educational Campaign
8. Work with Other MAC Committees on Messaging/ Sharing Information
9. National Issues: Medicare and 2706(a)
10. Template letter for employees to complain to HR managers about high co-pays

Other Standing Committee Goals

Public Relations

1. Update MyMACWellness website and increase number of current and perspective patient users
2. Create and share a Resource Page to help members engage
3. Improve promotion of MAC resources to nonmembers
4. Demonstrate value of PAC and Legal fund to members

Programs

1. Increase profit by 10%
2. Increase webinar library by 35%
3. Enhance new doctor resources and tools

Membership

1. Increase membership by 5%, review dues structure/rates
2. Develop ideas to improve membership retention
3. Increase communication about all the great benefits of membership
4. Develop member and patient advocates to support grassroots campaigns

Elaboration on Goals Below

SUPER COMMITTEE GOALS (LEGAL AFFAIRS, GOVERNMENT RELATIONS, INSURANCE RELATIONS)

1. Resolve BCBSM payment and network issues – Create initiatives with firm timelines.
2. Resolve Priority Health payment and network issues
3. Resolve SecureCare issues
4. Develop strategies to address student loan issues
5. Truth in Coverage Legislation
 - a. Co-Pays and deductibles
 - b. Pre-Approvals and PCP referrals
 - c. Reform the way policies are sold to ensure transparency
 - d. Network Adequacy / Any Willing Provider
 - e. Utilization Management/Review
 - f. Research laws in other states and develop plans for regulatory, legislative, and legal action to end “fraud in coverage”
6. Resolve Scope issues
 - a. Delegation
 - b. Add dry needling
 - c. Remove the ban on entering the mouth (to treat TMJ)
 - d. Remove the ban on advanced imaging (non-spinal areas)
 - e. Include school and DOT physicals
 - f. Allow advanced Imaging (CON Process and extremities)
7. Codify the ACA’s Section 2706(a) in state law
8. Pass Medicare Legislation (Chiropractic Medicare Coverage Modernization Act)
9. Resolve Medicaid issues
10. Limit chargeback requests from insurers
11. Resolve on-going Auto No-Fault insurance issues
12. Allow PT/OT direct referral issue
13. Develop educational campaign for 56 new members of Michigan Legislature
14. Resolve Priority Health and BCBSM payment and network issues via administrative and regulatory arenas
15. Develop and implement grassroots plan (i.e., “Beaumont” plan)
16. Campaign to educate buyers and sellers of insurance – possible template for HR managers
17. Working with other MAC Committees on messaging/sharing information
18. National Issues: Medicare full inclusion and enforcement of 2706(a) of the ACA

MEMBERSHIP COMMITTEE GOALS

1. Increase membership by 5%, review dues structure/rates
2. Develop ideas to improve membership retention (retention rate of 80%)
3. Increase communication about all the great benefits of membership
4. Develop member and patient advocates to support grassroots campaigns

PR COMMITTEE GOALS

1. Update MyMACWellness website and increase number of current and perspective patient users
2. Create and share a resource page to help members engage
3. Improve promotion of MAC resources to nonmembers
4. Demonstrate value of PAC and Legal fund to members

PROGRAM COMMITTEE GOALS

1. Increase profit by 10%
2. Increase webinar library by 35%
3. Enhance new doctor resources and tools