

Reshuffling the Deck Chairs

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The health care system is collapsing under its own weight and obsolescence. Health professionals are concerned about loss of control, diminishing income and their future potential.

All this consternation about managed care and the collapsing health care system is to me no more than a reshuffling of the deck chairs on the Titanic. You have a choice, you can go down with the Titanic or you can expand your abilities and talents with techniques that produce consistent results in a safe and cost efficient manner.

It is now common knowledge that a study presented by the New England Journal of Medicine, the most prestigious medical journal in the world, showed that in 1993, consumers spent approximately \$14 billion on alternative medicine and therapy techniques - more than what was spent on traditional medicine, surgery and therapy combined. Furthermore, \$10 billion of the amount was paid in cash. And these figures are growing exponentially each year. This long-range study demonstrates that the use of alternative approaches to health care is not a small trend.

This represents an enormous shift in awareness in the masses, who are demanding and willing to pay for techniques that produce the results that they desperately need; and this has been our experience. Patient's are referred to our Myofascial Release Treatment Centers in Paoli, PA and Sedona, AZ, from all over the world. The average patient we see has not had acceptable results, despite spending between \$50,000 to \$100,000 on traditional medicine, surgery or therapy and having every test known to mankind and every treatment except for Myofascial Release.

We see these people on an outpatient basis for approximately two to three weeks (five days per week) as part of our Intensive Myofascial Release Comprehensive Treatment Program. The vast majority of people we see have their lives turned around so they regain the quality of their life and can return to work.

Insurance companies are willing to pay for myofascial release (the CPT code is 97250) or if they have run out of insurance, the patient is willing to pay cash to return to a pain free, active lifestyle.

There seems to be two different realities, one where therapists still using obsolete traditional techniques are running around like Chicken Little crying "the sky is falling, the sky is falling!" and another where facilities and therapists focusing on the Myofascial Release Approach are flourishing, with minimal burdensome paperwork, very satisfied patients and lucrative incomes. So, you have a choice of realities. In fact, we receive numerous letters from insurance companies, hospitals, health care facilities, private practices and physicians looking for highly trained myofascial release therapists.

Is the Titanic going down? Yes! Is the sky falling? Only if you persist in clinging to the past. Consider another perspective. This is a wake up call! This turmoil is a tremendous opportunity.

The limitation of treatment visits is the best thing that could have ever happened. This has forced everyone to stop and really examine what works and what doesn't work. You know how it is; a person will receive hot packs, modalities and exercise for months or years even if it doesn't appear to be working. They continue because their insurance covers the treatments. With the limitations now on visits, they will receive their allotted number of traditional treatments and then they will seek out a therapist skilled in Myofascial Release, put their hands in their pockets, pull out some cash and say, "Please help me,"

I know that many of you work in busy hospitals, extended care facilities and rehabilitation centers and often spend more time on paperwork than on actual hands-on therapy. This assembly line approach is not health care! I know that you have to take care of yourself and your family, but I have a suggestion: Do what you have to do now and look for facilities that focus on Myofascial Release that will give you the quality time to provide effective health care or open your own private practice. You can keep your present job and start private practice part-time. It does not take a large expenditure of money. You only need some space, a treatment table and knowledge of Myofascial Release.

I recommend this at every Myofascial Release seminar and I receive calls and letters weekly from those who have taken my advice. They basically say that they have switched to a health care facility that focuses on myofascial release and provides the proper environment and time necessary for quality care, or that within six to eight months they were generating sufficient income from their new private practice to switch to it full-time. They also report that they have very happy clients and a sense of personal fulfillment and professional achievement.

This paradigm shift will be enormous in the next couple of years, providing an incredible opportunity for facilities and individuals willing to expand their knowledge and allow their skill level to grow.

Let us all work together to enhance the quality of patient care. We can do it!

No References