



## NEWS RELEASE

(For immediate release)

### **Fulcrum Health introduces TruTouch massage therapy network; extends call for patient-focused massage therapists**

*A new network of qualified massage therapists will advocate for expanding massage-therapy coverage for Medicare Advantage members*

**Plymouth, MN (June 27, 2019)** — Massage therapy has grown to an [\\$18 billion](#) industry in the United States and is increasingly recognized as an effective alternative to conventional medicine for treating a number of common conditions. In recognition of growth in the field and changes in Medicare coverage, [Fulcrum Health, Inc.](#) announced today the launch of TruTouch, a network of credentialed massage therapists who offer effective, patient-centered care for a range of conditions.

The inception of the TruTouch by Fulcrum Health network follows a [recommendation](#) from the Centers for Medicare and Medicaid Services (CMS) that includes massage therapy as a benefit in approximately 270 Medicare Advantage plans, potentially making massage and other conservative-care options available to as many as 1.5 million enrollees. Fulcrum will work with TruTouch providers to support the expansion of massage therapy as a covered benefit for Medicare Advantage plans.

“Fulcrum Health already has an excellent reputation in the chiropractic and acupuncture fields, and we are excited to create a similarly robust, quality network to promote the benefits of massage therapy and support providers working in the region,” said Patricia Dennis, CEO, Fulcrum Health. “Massage therapy has proven to be an [effective](#) alternative to pharmaceuticals for treating pain, stress, muscle tension, and more, and we believe it is important to provide the same high-quality network of providers for massage therapy that we already deliver for chiropractic care and acupuncture.”

A non-profit physical medicine management organization, Fulcrum Health currently operates [ChiroCare](#), a network of more than 2,500 unique chiropractic providers in the Midwest, and [AcuNet](#), a network of credentialed acupuncturists.

Healthcare providers who join the TruTouch network will receive a listing in Fulcrum directories, professional development opportunities, and opportunities for referrals from within the ChiroCare network.

To learn more about Fulcrum Health, visit <https://fulcrumhealthinc.org>.

###

#### **About Fulcrum Health**

Fulcrum Health, Inc. is a nonprofit, physical medicine management organization delivering quality care through its credentialed chiropractic providers for over 35 years. Its product offerings include chiropractic, acupuncture, massage therapy, and pain management services. Serving 1.9 million members in the Midwest, Fulcrum continues to offer innovative and inspiring ways to leverage physical medicine that help lower health care costs, achieve better outcomes, and increase patient satisfaction. Fulcrum Health is a 2015, 2017, and 2018 recipient of the Press Ganey Guardian of Excellence Award for outstanding performance in patient satisfaction. For more information, visit [fulcrumhealthinc.org](https://fulcrumhealthinc.org). Follow us on [LinkedIn](#) and [Facebook](#).

**Media contact:** Barbara Tabor, APR / (651) 230-9192 / [barbara@taborpr.com](mailto:barbara@taborpr.com)