



## NEWS RELEASE

FOR IMMEDIATE RELEASE

### **Chiropractic Care of Minnesota, Inc. announces new name: Fulcrum Health, Inc.**

*New identity reflects commitment to leveraging physical medicine  
to transform health care*

SHOREVIEW, Minn. (July 26, 2016) – Chiropractic Care of Minnesota, Inc. (CCMI), a nonprofit that develops and manages evidence-based physical health networks and support services, today revealed its new company name: [Fulcrum Health, Inc.](#) The new name, logo and tagline communicate the organization’s expanding capabilities and vision for the future of physical medicine.

The tagline “leveraging physical medicine to transform health care” expresses Fulcrum’s vision of leading the health care industry away from a savings-per-transaction model into a new paradigm based on outcomes, patient satisfaction, and a total cost of care savings. The new logo symbolizes the intersection between physical medicine and traditional medicine, and reflects the concepts of inspiration, compassion, vigor, ambition and balance.

The organization’s legacy chiropractic product, [ChiroCare](#), offers the largest independent network of credentialed chiropractors in the Upper Midwest. It currently features over 2,300 providers and is available to approximately 1.8 million eligible health plan members. The products and services formerly offered by CCMI, including ChiroCare and [AcuNet](#), will now be managed under the Fulcrum brand.

In addition, Fulcrum plans to expand the scope of its physical medicine products and services to include occupational, physical, speech, and massage therapy throughout its current service area of Minnesota, Wisconsin, North Dakota, South Dakota, Iowa, and Nebraska and into Illinois and Missouri in the near future.

#### **Why physical medicine matters**

Research indicates more than [80 percent of adults](#) will experience back and neck pain at some point in their lives. In fact, this health issue ranks as the second most common reason for medical visits, behind upper respiratory infections. As physical medicine has grown in popularity, Fulcrum has worked to promote conservative care options and reduce more costly services such as high-tech imaging and reliance on medications and surgery.

“Over the last 30 years, we’ve worked to align with the needs of the ever-evolving health care industry. Our new name, Fulcrum, reflects that transformation and highlights our power to do more,” said Tabatha Erck, CEO of Fulcrum Health, Inc. “As we expand our products and services beyond chiropractic and acupuncture, we will continue to uphold our dedication and steady

focus on our Mission, Vision, and Values. We remain committed to collaborating with professionals from across the health care industry to improve patient outcomes and experiences, while reducing the cost of care.”

Fulcrum’s innovative approach to physical medicine helps its customers lower costs, improve patient outcomes and satisfaction, and enhance the work life of health care providers. For example, the organization’s Center of Excellence program recognizes clinics that take a value-based approach to advancing pain treatment. This industry-leading effort keeps the focus on conservative care options that limit the long-term use of medications such as opioids, and on the best possible patient outcomes.

“When patients come first, everyone wins,” said Jim Eppel, CEO of UCare. “Fulcrum’s focus on quality and the member aligns with our priorities at UCare.”

Fulcrum’s ChiroCare network was named a 2015 [Press Ganey Guardian of Excellence Award](#) winner for outstanding patient satisfaction.

To learn more about Fulcrum Health, visit the new company website at [www.fulcrumhealthinc.org](http://www.fulcrumhealthinc.org).

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#### **About Fulcrum Health**

Fulcrum Health, Inc., formally known as Chiropractic Care of Minnesota, Inc., is a nonprofit organization that develops innovative and inspiring ways to leverage physical medicine that not only help lower health care costs, but also achieve better outcomes and increased patient satisfaction. The organization offers an array of physical medicine products and services including chiropractic, acupuncture, physical, occupational, speech, and massage therapy. For more information, visit [fulcrumhealthinc.org](http://fulcrumhealthinc.org). Follow us on Twitter: @fulcrum\_health

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