

Operation Freedom: A New Path

Starting in January 2020 I will no longer accept insurance.

When I founded The Center for Integrative Medicine more than 20 years ago, I wanted this special type of medicine to be available to everybody. So, I became a participating provider with hundreds of insurance plans. In taking this approach, any patient with an insurance card could see me and benefit from the power and promise of Integrative Medicine.

Over time, the insurance business has changed. All insurance providers have become extremely restrictive, and as a patient, you know that they are covering less and less of your medical expenses each year. Many medical insurers also require me to perform worthless tasks both during and after your visit. These unnecessary intrusions in the exam room make it very difficult and, in many cases, impossible for me to provide the kind of unique care that my patients have come to expect.

In moving to this new office model, treatment and testing recommendations will now be the result of what the patient and I agree to and will not be subject to the dictates of insurance companies that focus on profit over patient health.

I know that this change will result in two basic questions:

1. **How will my care be affected?**

The level of patient care will be of better quality because insurance companies will no longer restrict what you, the patient, and I should discuss or the action plan we decide to take for your best health.

1. **Will my costs increase?**

My goal is to make the transition be as cost neutral as possible. A list of fees can be seen under the tab 'Office Information' on my website www.drhirt.com. Furthermore, with the exception of Medicare, patients can still submit their own out-of-network claims to their insurance providers for the Center's services. *As a standard practice, my office will provide the necessary paperwork for patients to file an out-of-network claim with their insurance.*

I realize that you might have additional questions and have created a 'Frequently Asked Questions' area on my website for reference, under the tab 'Office Information'. Also, both myself and my staff will be available to answer questions.

Please be assured that I value our relationship and that my staff and I look forward to providing even more effective, personalized healthcare in the future.