

What is TruTouch?

TruTouch by Fulcrum Health is a fully credentialed and contracted massage therapy network that is comprised of massage therapists in the Midwest region. We utilize best-practice approaches to provide professional education, improvement opportunities, and on-going network support to its practitioners.

Who is Fulcrum Health?

Fulcrum Health is a nonprofit, physical medicine management company delivering quality care through physical medicine practitioners. We have been in business for over 40 years offering pain management solutions to treat pain and address the whole person. Serving 2.5 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.

Why join TruTouch?

Fulcrum recognizes the value massage therapy care can add to the comprehensive solution for pain management. Being part of our network allows directories to list you as a quality practitioner, increasing your visibility to patients and other practitioners. As a practitioner of the network, you will have access to educational resources and ongoing support. This lets you concentrate on your patients seeking improved function and better quality of life.

Will TruTouch help potential patients be able to find me?

Yes, potential patients will be able to find you in directories and websites of the payors in which we participate. In addition, you may receive referrals from acupuncture and/or chiropractic providers within the Fulcrum network.

Will TruTouch assist with collaboration with other practitioners?

Yes, provider directory allows searching for other providers in addition to networking at integrated educational symposiums.

How will TruTouch promote the profession?

TruTouch provides education to massage therapists with best practice report cards, along with ongoing educational opportunities that enable you to be the very best in the industry. We listen to you through our Advisory Committee and annual practitioner surveys to make improvements with your experiences. We also advocate for practitioners and first-line conservative care through our participation in both local and national health organizations.

Does it cost anything to be a part of the network?

No. There is no fee to apply and no annual fees.

If I am a TruTouch practitioner, can I still be a practitioner for other Fulcrum networks?

Yes! Practitioners who meet requirements are eligible to be in additional networks based on qualifications and licensing both in and outside of Fulcrum.

Will being a part of TruTouch allow expanded patient access to massage therapy?

Yes. Fulcrum Health is actively promoting conservative care in the industry through expansion of massage therapy benefits with health plans so patients can use their insurance to make massage therapy more affordable and accessible for everyone. The patient may be able to complete a treatment plan with reduced monetary stress.

How do I join the network?

Apply today! Get started on our website [Join TruTouch](#). TruTouch practitioners must be credentialed AND contracted with Fulcrum Health.

Visit www.trutouchhealth.org for information on the credentialing process and contracting details.