

## What is TruTouch?

TruTouch by Fulcrum Health is a fully-credentialed 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 35 years. Serving almost 2 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. We focus on offering integrated pain management solutions to treat pain and address the whole person. Please visit [fulcrumhealthinc.org/trutouch](http://fulcrumhealthinc.org/trutouch) to learn more and start the credentialing process.

## Why join TruTouch?

There is no cost to join and being part of a credentialed network allows directories to list you as a quality practitioner increasing your visibility to patients and other practitioners. Fulcrum recognizes the value massage therapy care can add to the comprehensive solution for pain management. As a practitioner of the network, you will be provided educational resources and ongoing educational support to help meet the demands of 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 the Doctor of Chiropractic in Fulcrum's ChiroCare network.

## Will TruTouch assist with collaboration with other practitioners?

Yes, in addition to integrated practitioner educational symposiums, Fulcrum engages in pilot studies to demonstrate the benefits of conservative care. For example, a current study is a pain management pilot with chiropractors and medical doctors to reduce opioid usage and improve functional outcomes. Studies like this demonstrate pathways for high-quality, patient-centered care as first-line options for pain management. As this pilot grows, licensed massage therapists will be an integral part of the team.

## **As a massage therapy practitioner, will I be able to provide non-covered services to my patients?**

Yes, financial arrangements can be made between you and your patient for non-covered services.

## **How will TruTouch promote the profession?**

TruTouch has a supportive role for massage therapists in this ever-changing world of health care. TruTouch provides education to massage therapists with “best practices” report cards, along with ongoing educational opportunities that enable you to be the very best in the industry. We listen to you through our Field 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 Fulcrum encourage referrals within its own network?**

Yes, joining TruTouch will provide the credentialed ChiroCare network, AcuNet network, and health plan clients exposure to your practice that can result in an increase in referrals. TruTouch is part of the movement to non-pharmalogical, non-surgery conservative care first, when appropriate. This is an integrated approach to pain management that often requires a collaborative, team approach for best outcomes.

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

No. There are no application or annual fees.

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

Yes!

## **Will being a part of TruTouch allow underprivileged patients access to massage therapy?**

Fulcrum Health is actively discussing 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 will be able to complete a treatment plan with reduced monetary stress.

## **How can I be credentialed with a Fulcrum network?**

Submit an application at [fulcrumhealthinc.org/trutouch](http://fulcrumhealthinc.org/trutouch), then a Fulcrum team member will email you a link to complete the necessary documents. This email will come from [AppCentral@Cactussoftware.com](mailto:AppCentral@Cactussoftware.com) and will be titled “Your initial application with Fulcrum Health, Inc. is ready.”

## How long will it take to become credentialed?

Fulcrum strives to timely process each application. The length of time it takes to process a provider's application depends on the complexity and completeness of the application. Average time of processed applications is 30 days.

## Why should I start the process now?

Complete your TruTouch network application today! Due to network expansion, we are in a growth time period. Once this time period ends, we may be moving to a closed network.

## How can I contact Fulcrum for assistance with the online process or additional questions?

- Via email at [credentialing@fulcrumhealthinc.org](mailto:credentialing@fulcrumhealthinc.org)
- Via telephone at 877-886-4941 ext. 203  
(Monday-Friday 8:00 am to 4:30 pm Central)
- Via fax for supplemental document submissions to 763- 204-8544

Fulcrum aims to respond within three business days.