

The Cost of Keeping Current

Summer 2008

Overview

- Who cares about cost?
- Why Bother?
- Finding the literature
- Accessing the literature
- Make it automatic
- Summary

Who Cares about cost..we're doctors?

First the necessities:

- Rent or Mortgage
- Gas
- Electric
- Phone
- Liability insurance
- Malpractice insurance
- Property tax
- Internet
- Office supplies
- Medical supplies
- Credit card machine fees
- Cleaning and maintenance
- Marketing
- Business loans or line of credit
- Student loans
- Accountants, Attorneys and other professional fees
- Equipment
- Payroll
- Subscription to US weekly

Who Cares about cost..we're doctors?

The necessities:

- Rent or Mortgage \$3,000
 - Gas \$175
 - Electric \$150
 - Phone \$200
 - Liability insurance \$125
 - Malpractice insurance \$333
 - Property tax \$416
 - Internet \$35
 - Office supplies \$100
 - Medical supplies \$300
 - Credit card machine fees \$100
 - Cleaning and maintenance \$150
 - Marketing \$1400
 - Business loans or line of credit \$800
 - Accountants, Attorneys and other professional fees \$150
 - Equipment \$100
 - Payroll \$4500
 - Subscription to US weekly \$64.48
- \$12,098.48/month**

Why Bother?

- Passion, enthusiasm, and philosophy are great. However, the need for evidence-based clinical decision making is growing stronger
 - With access to the internet, patients often do their own research before they present. Consequently, they have expectations and specific questions about conservative management AND medical interventions. If you want your patients to follow your recommendations for care, you will need to back them up with more than your opinion.
 - Third party payors are increasingly requiring that we demonstrate “medical necessity” before payment is rendered. Research provides the foundation for “medical necessity”

Why Bother Continued

- Covell, Uman and Manning found that on average, some aspect of scientific uncertainty is encountered three times for every two patients seen by experienced clinicians
- Using the best available information will lead to the best possible clinical outcome and will foster long-lasting doctor/patient relationships

Finding the literature

- By now all of you (hopefully) are pretty good at searching for a topic
- Just a few reminders:
 - Medline is great but if you don't find what you are looking for (or even if you do), check the other databases
 - MANTIS
 - Index to Chiropractic Literature
 - CINAHL
 - Before you make a decision based on what you have found, verify that the information you are reading is from a valid scientific source
 - Lots of "research" in the CAM world is in reality an advertisement for a product

Accessing the Literature

As a student, it's easy:

- Build a library now while you have access to literally any biomedical journal article in printed history
- Utilize the great search tools you have at your fingertips like EBSCO
- If you form a small group of 5 colleagues, and every week from now until graduation you each find one new relevant article to share with the group, you would accumulate a library of over 200 articles by the time you graduate...for FREE

Accessing The Literature In Practice

- Individual articles can usually be purchased directly from a journal. Prices range from approximately \$1-\$30
- Individual subscriptions to journals are a fun way to stay atop the ever growing mound of biomedical literature, but it will cost you
 - For example:
 - Science \$144/year
 - Nature \$199/year
 - BMJ \$338
 - Spine \$616

Accessing The Literature In Practice cont.

- Join your local library for access to many of the same journals and databases you have access to here
- MANTIS is available through membership to FCER
MANTIS alone is \$159/year, annual FCER dues are \$154/year
 - FCER also has a new service called DC Consult www.fcer.org
- JMPT is available for Free with your ACA dues
 - ACA dues first year...Free
 - Second year through 4th year \$10/month
 - 5th and beyond \$50/month
 - www.amerchiro.org

Accessing The Literature In Practice cont.

- Biomedical research is increasingly available for free to medical professionals
 - Currently www.freemedicaljournals.com has open access to
 - 14 nutritional journals
 - 3 family practice journals
 - 2 geriatric specialty journals
 - 23 pediatrics journals
 - 5 public health journals
 - 1 pregnancy journal
 - 3 rehabilitation journals
 - 4 physical therapy journals
 - And many more with new journals constantly being added
 - Often these same journals will have a free full text tab when searching PubMed

Accessing The Literature In Practice cont.

- BioMed Central is a very large (and growing) database of open access journals www.biomedcentral.com
 - “an independent publishing house dedicated to providing immediate open access to peer-reviewed biomedical research”
 - Hundreds of open-access medical journals most are indexed on Medline and you will see a link when searching Medline

Accessing The Literature In Practice cont.

- Literature review services are available specifically for chiropractic literature, some for free, others for a charge. Dynamic Chiropractic does a good job of publicizing current hot chiropractic topics including literature.
 - DC offers a free online review at www.chiropracticresearchreview.com where they review current chiropractic literature. You can browse by topic.

Accessing The Literature In Practice cont.

- www.Chiro.org
 - Chiropractic news and research site. Created by and maintained by chiropractors.
 - Excellent research section by topic
 - For example: the 'Pediatrics' section has: over 60 articles where one can access partial or full text all related to chiropractic AND links to pediatric websites AND a list of pediatric journals AND a list of pediatric chiropractic associations...all on one convenient page...all for free

Make it Automatic

- As a busy practitioner you will want to make staying current as simple as possible, so make it automatic via email
 - For example:
 - On www.medpagetoday.com you can sign up to receive daily email headlines that contain recent medical literature publications
 - Using my NCBI on PubMed www.ncbi.nlm.nih.gov you can save an infinite number of queries and you will receive a monthly email if any literature has been added to Medline that matches that query
 - Like my NCBI, you can formulate a search in BioMed central www.biomedcentral.com and receive any new additions in your inbox. You can also sync your PDA to the latest research related to your area of interest and read it on the go.
 - ACA www.amerchiro.org sends weekly newsletters that keep you up to date on current chiropractic goings on and recent literature hot topics
 - ACA also sends out JACA online via email
 - FCER www.fcer.org sends weekly emails detailing current chiropractic literature
 - Natural Standard www.naturalstandard.com sends a monthly newsletter that offers perhaps the most comprehensive review of recent CAM literature
 - State chiropractic associations are a great resource. The ICS sends a monthly newsletter (very similar to ACA news)
 - Many journals will automatically email you the table of contents for the current issue with links to each article's abstract

Summary

- So back to the cost of keeping current
- With ACA dues, FCER dues, and Illinois Chiropractic Society dues, Southport Grace Wellness Center Ltd. spends \$103.81 per month on keeping current with the most up-to-date CAM literature or 0.86% of total monthly overhead

■ THANK YOU!!!