



NEWS RELEASE

Contact: Julian Roberts
Executive Director
404-634-8911

For Immediate Release

NASHO LAUNCHES PHYSICAL MEDICINE MANAGEMENT ALLIANCE

May 5, 2014 – Louisville, KY – The National Association of Specialty Health Organizations (NASHO) announced the official launch and expansion of its newest specialty health focused group, the Physical Medicine Management Alliance (PMMA) during its annual Specialty Health Summit convening this week in Nashville, TN. PMMA’s roots date back to 2012 when chiropractic and complementary alternative medicine (CAM) members of NASHO formed the Chiropractic/CAM Council. Founding member organizations include American Specialty Health, ChiroCare of Minnesota, The CHP Group, Healthways Whole Health Network, HSM Inc. and Palladian Health. The expansion attracted new members CareCore National/Landmark Healthcare, Preferred Therapy Providers and PTPN. The Alliance is chaired by Tabatha Erck, CEO of ChiroCare of Minnesota.

Following last year’s Specialty Health Summit in San Diego, the Council recognized the potential to extend its reach by expanding membership to other physical medicine management organizations such as physical and occupational therapy, podiatry and speech therapy. Since then, PMMA’s membership has grown to a dozen members, and the Alliance recently approved a logo design and profile page (www.nasho.org/Alliances/PhysicalMedicineManagementAlliance/tabid/86/Default.aspx) on NASHO’s web site (www.nasho.org). Additionally, the group will host an inaugural physical medicine-focused track at the 2014 Specialty Health Summit which opens today and runs through May 7th.

“PMMA is thrilled to expand its scope yet maintain the common conviction that physical medicine delivers quality outcomes, often at a lower cost and with a smoother recovery than more invasive measures,” said PMMA Chairwoman Tabatha Erck. NASHO Executive Director Julian Roberts added, “The collective dedication of the Alliance members has already resulted in several significant achievements – accomplishments that not only benefit the physical medicine community, but specialty healthcare as a whole.”

About NASHO

NASHO is a subsidiary association of the American Association of Preferred Provider Organizations (AAPPO) (www.aappo.org), founded to advance and evolve specialty healthcare delivery in the United States. Its mission is to enhance and promote the value proposition of specialty health organizations. To learn more about NASHO, visit www.nasho.org.

###