



## **THE CHP GROUP JOINS AANP CONFERENCE TO SUPPORT NATUROPATHIC PHYSICIANS WITH SEAMLESS ACCESS TO INSURED PATIENTS**

**Beaverton, Oregon – August 19, 2009** – The CHP Group, a complementary and alternative medicine (CAM) network founded by providers to deliver seamless access to CAM health care services, will meet with naturopathic physicians at booth #514 of the 24th Annual Convention of The American Association of Naturopathic Physicians (AANP), held in Tacoma, Washington, August 19-22, 2009, to explain how CHP supports the naturopathic physicians in its network.

Qualified naturopathic physicians located across the Pacific Northwest and Utah will soon have an opportunity to partner with The CHP Group to expand their access to insured patients, learn and apply clinical and business best practices, and collaborate with other experienced naturopathic physicians to advance the standing and reputation of natural medicine. Medical Director Chuck Simpson, DC will be joined by Kevin Wilson, ND at the booth on August 19-20, to discuss his experience as a naturopathic physician and as a long-standing committee member of The CHP Group.

“The AANP’s national conference offers new and established naturopathic physicians an opportunity to expand their knowledge and connect with physicians and organizations who can help them become more successful providers,” said Pam Marchand, CEO of The CHP Group. “The naturopathic physicians and acupuncturists in attendance should visit us to find out how they can gain seamless access to insured patients they otherwise would not treat – and without a lot of unnecessary paperwork.”

To support the conference’s educational focus, The CHP Group will provide the first 200 visitors to its booth with free access to two units of continuing education in pharmacy, provided by the National College of Natural Medicine. Visitors will also have the opportunity to win a 16-GB Apple® iPod® touch®.

Dean of the National College of Natural Medicine and AANP Physician of the Year Rita Bettenburg, ND, said, “New and established doctors alike can benefit from becoming part of The CHP Group. I have been a member since it was founded and I can tell you from experience that they care about naturopathic physicians and the quality of health care.”

The CHP Group is different from other networks because it helps naturopathic physicians gain access to more insured patients without unnecessary paperwork. Guided by its provider community and committee members, many of whom are naturopathic physicians, it stays current

with their practice needs and supports and respects their relationships with patients. To further assist providers, The CHP Group also:

- Provides training and continuing education for providers and their office staff about clinical and business best practices, including quick and efficient claims processing
- Works closely with leading naturopathic physicians to offer health benefit options that work in harmony with natural medicine
- Brings local naturopathic physicians together through forums which foster integration and idea-sharing across specialties

“Learning more about the health care business through The CHP Group will make you a better doctor. It will make you more time efficient, and it will get you involved with other professionals who can help you be successful,” said Kevin Wilson, ND. “The CHP Group is the only group network in natural medicine I want to be a part of.”

### **ABOUT THE CHP GROUP**

Founded in 1989, The CHP Group is a provider-founded, provider-focused network of chiropractors, acupuncturists, naturopathic physicians, and massage therapists. It partners with CAM providers, leading health plans, and employers to empower members to invest in their health and well-being. Based in Beaverton, Oregon, The CHP Group is an innovator in providing high-quality CAM products, programs, and administrative support to ensure seamless access to appropriate care. For more information: <http://chpgroup.com>

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