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Getting into nontraditional settings

HOW A CHIROPRACTOR MANAGED TO SET UP HIS CLINICS INSIDE HOSPITALS

Dr. Jason Moss may have just the prescription for business owners looking to move their ventures into a nontraditional setting.

Moss should know: He launched his chiropractic clinics – KC CORE (chiropractic, occupational, rehabilitation, exercise) – in hospitals rather than just in free-standing offices.

“It’s time for chiropractic to kind of grow up as a profession and become more science-based and more research-based,” he said. “We need to focus on treatment paradigms that are muscle-based and rooted in the idea of research as opposed to the dogmatic idea of our predecessors.”

Moving chiropractic care into a hospital setting connects the profession with the broader health system and helps gain respect from doctors, he said. It allows him to receive referrals from doctors and develop relationships with patients.

After obtaining a bachelor’s in psychology from the University of Iowa and a doctorate in chiropractic from Cleveland University-Kansas City, he joined a multi-discipline practice in Louisville, Ky. There, he worked with a variety of medical practitioners, which set the stage for what KC CORE is today.

“That’s where I first saw how chiropractic, medical, physical therapy and occupational therapy could work together to solve complicated cases and provide superior care,” he said.

In 2008, Moss moved back to Kansas City and established the first KC CORE at Truman Medical Centers.

KC CORE employs 18 people locally and has locations throughout the metro area, including at two TMC facilities; Centerpoint Medical Center in Independence; Medical West Plaza in Overland Park; and St. Joseph



Dr. Jason Moss now has clinics at locations throughout the metro area, including inside hospitals, which can sometimes be leery of chiropractic services. Moss offers three ways to help businesses get their ventures established in nontraditional settings.

Medical Center in Kansas City. The company also is expanding into Texas and Iowa.

So how did Moss manage to have his clinics share space with traditional medical providers, which sometimes profess disdain for chiropractic services? Moss offered three key steps:

- ▶ For business owners to move their business to a nontraditional location, Moss suggested joining forces with like-minded individuals in parallel professions.

“Be humble enough to understand that you do not have all the answers,” he said. “Health care in particular needs a full-team approach, and KC CORE is a part of that puzzle. You never know where the next ‘yes’ will come from.”

For Moss, that yes came from John Blufford, then CEO, and Charlie Shields, then COO and now CEO, at Truman Medical Centers. They supported Moss from the beginning.

- ▶ Another key tactic, Moss said, is to expand employees’ abilities. KC CORE has doctors who are certified in techniques beyond the chiropractic norm.

- ▶ Moss also said to think past the first year, not just for the business, but for the whole industry.

“Success comes with hard work,” he said. “Keeping the same mindset or same parameters for yourself and/or your business won’t move you into new arenas.”

– Dora Grote