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The population of HMOs nationwide that qualified for this study was 449, so this sample represents 25% of the entire universe. (In a random sample of 114, the maximum statistical error in a two-way split of the data at the 95% confidence level is ± 7.9%.)

The Landmark Report II
1999 nationwide HMO study of alternative care

- 67% of HMOs offer at least one type of alternative care therapy
- 33% of HMOs do not offer alternative care

This includes 5% of HMOs that offer chiropractic but do not consider it to be alternative care.

About Landmark Healthcare
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Landmark will continue to examine the market and future for complementary alternative care, its legitimacy and clinical efficacy—sharing the information with the community at large and with health care professionals, from the relevance of this information to decisions making about overall health care.

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1999 nationwide HMO study of alternative care

HM0s and their alternative care programs

33% of HMOs do not offer alternative care

67% of HMOs offer at least one type of alternative care therapy
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Selected findings from a nationwide study of HMO senior executives examining their perceptions, the prevalence and future of alternative care in the United States.

**Types of alternative care currently offered by HMOs**

- Chiropractic
- Acupuncture
- Massage Therapy
- Vitamin Therapy
- Relaxation Therapy
- Herbal Therapy
- Homoeopathy
- Guided Imagery
- Acupressure
- Stress Management
- Tai Chi
- Yoga
- Biofeedback
- Naturopathy
- Nutritional Therapy
- Hypnotherapy
- Bioenergetics
- Meditation
- 0% 10% 20% 30% 40% 50% 60% 70% 80% 90%

- The most common type of alternative care is chiropractic, which is offered by two-thirds of all HMOs.

**Average proportion of membership provided with alternative care (among HMOs that offer it)**

<table>
<thead>
<tr>
<th>Types of Alternative Care</th>
<th>Membership Provided</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chiropractic</td>
<td>61%</td>
</tr>
<tr>
<td>Acupuncture</td>
<td>55%</td>
</tr>
<tr>
<td>Massage Therapy</td>
<td>21%</td>
</tr>
<tr>
<td>Vitamin Therapy</td>
<td>5%</td>
</tr>
<tr>
<td>Relaxation Therapy</td>
<td>5%</td>
</tr>
<tr>
<td>Herbal Therapy</td>
<td>4%</td>
</tr>
<tr>
<td>Homoeopathy</td>
<td>4%</td>
</tr>
<tr>
<td>Guided Imagery</td>
<td>4%</td>
</tr>
<tr>
<td>Acupressure</td>
<td>4%</td>
</tr>
<tr>
<td>Stress Management</td>
<td>4%</td>
</tr>
<tr>
<td>Tai Chi</td>
<td>3%</td>
</tr>
<tr>
<td>Yoga</td>
<td>3%</td>
</tr>
<tr>
<td>Biofeedback</td>
<td>2%</td>
</tr>
<tr>
<td>Naturopathy</td>
<td>2%</td>
</tr>
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<td>2%</td>
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<td>1%</td>
</tr>
<tr>
<td>Meditation</td>
<td>1%</td>
</tr>
</tbody>
</table>

**Outlook on consumer demand for alternative care**

- 34% believe demand will be strong
- 40% believe demand will be moderate
- 27% believe demand will be mild

**Perceived impact of alternative care on total health care costs**

- 21% think alternative care reduces total health care costs
- 30% think alternative care has a neutral impact on total health care costs
- 49% think there will be no change

**Most important reasons HMOs add alternative care (among HMOs that offer it)**

- Differentiate from competitors
- Attract members
- Meet competition
- Clinically effective
- Required by law, mandate
- Meet member, employer & group demand or legal requirements

**Selected findings**

- Member, employer, & group asked
- Members, employers, & groups asked
- Forced to by law mandates
- Differentiate from competitors
- Attract members
- Meet competition
- Clinically effective
- Required by law, mandate
- Meet member, employer & group demand or legal requirements

- The most important reason for adding alternative care is to meet member, employer & group demand or legal requirements.

- This 8 percentage point change represents a 17% increase.

- Average proportion of membership provided with alternative care (among HMOs that offer it)

- Most important reasons HMOs add alternative care (among HMOs that offer it)

- The most common type of alternative care is chiropractic, which is offered by two-thirds of all HMOs.

- 0% think that care will move further apart
- 15% think care will move closer together
- 85% think care will remain about the same

- Average proportion of membership provided with alternative care (among HMOs that offer it)

- Most important reasons HMOs add alternative care (among HMOs that offer it)
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