

FINAL

NCMIC Establishes Business Success Initiative at NWHSU

The Business Success Initiative enables NWHSU to develop and expand business curriculum for students across healthcare programs, preparing them to succeed in practice and ultimately better serve their communities

BLOOMINGTON, Minn. – December 15, 2022 – [Northwestern Health Sciences University](https://www.nwhealth.edu/) (NWHSU), an integrative, health sciences university in Bloomington, Minnesota, announces the creation of a new Business Success Initiative, thanks to generous support from NCMIC, the nation's largest provider of chiropractic malpractice insurance, based in Clive, Iowa.

The NCMIC Business Success Initiative will enable NWHSU to develop and expand its business curriculum to better prepare its students and alumni to be successful health care practitioners. “This type of training is a vital need across the health care professions today,” said Dr. Deb Bushway, president and CEO of NWHSU. “We are so grateful to NCMIC for its work in this area, and we’re thrilled to work together to ensure NWHSU graduates are successful health care practitioners – whether in private practice or as partners in larger health care systems.”

NCMIC has supported chiropractors for more than 76 years by providing services and products that help their practices (and the profession) grow. This includes continuing education events, risk management seminars, webinars, podcasts, a complimentary online resource library and Starting Into Practice, a program for students making their transition from school into practice. The NCMIC Business Success Initiative will enhance and expand NWHSU’s curriculum and delivery models for a range of courses critical to starting, operating and working in a business.

“We are pleased to launch this innovative approach and deepen our partnership with NWHSU,” said Dr. Wayne Wolfson, president of NCMIC. “The goal of our work together is to offer rich resources to students and alumni for the ongoing development of their business acumen, resulting in benefits for the communities they serve.”

Through the NCMIC Business Success Initiative Fund, NWHSU will develop elective and required courses, co-curricular offerings and innovative resources that go beyond the classroom and using validated success factors for thriving health care. The curriculum will cover professionalism, ethics, practical business competencies and financial literacy. The fund will help support a curriculum developer, marketing, course materials and evaluation. NWHSU will work collaboratively with NCMIC on partnership opportunities, including the use of some of NCMIC’s online courses in the new curriculum. The first courses under the initiative are expected to launch in the fall of 2023.

About Northwestern Health Sciences University

For over 80 years, Northwestern Health Sciences University (NWHSU), based in Bloomington, Minn., is a leader in health care education and research as well as comprehensive health and wellness services. Its more than 130 faculty members annually teach programs in chiropractic, acupuncture and Chinese medicine, functional nutrition, integrative care, massage therapy, medical assisting, medical laboratory technology, medical laboratory science, radiation therapy, radiologic technology and post-baccalaureate pre-health. NWHSU prepares the next generation of healthcare professionals to not only deliver, but also advance health care. NWHSU has more than 7,500 graduates throughout the U.S. and in 21 countries. For more information, please visit nwhealth.edu.

FINAL

About NCMIC

NCMIC was formed in 1946 by a group of doctors of chiropractic with the express purpose of offering malpractice insurance to DCs when no one else would. Delivering on its promise, “We Take Care of Our Own, ®¹” NCMIC has grown to become the largest provider of chiropractic malpractice insurance in the nation and has expanded its offerings to include business and personal insurance, equipment loans, credit card processing, business credit cards, and premium financing. With more than 76 years of experience and an “A” (Excellent) rating from industry analyst A.M. Best², NCMIC is a company that DCs can rely on today and in the years to come. For more information, please visit ncmic.com.

###

Contact:

Linda Berg, VP of Development and Marketing, NWHSU
lkeillorberg@nwhealth.edu

¹ “We Take Care of Our Own” is a registered service mark of NCMIC Group, Inc., and NCMIC Risk Retention Group, Inc.

² Industry Analyst A.M. Best ratings range from A++ to S. See www.ambest.com.