

## TYH Breaks 100,000 Subscribers!

### CONSUMERS CONTINUE TO DEMAND RELIABLE INFORMATION ABOUT CHIROPRACTIC

Editorial Staff

By the first week in February, the number patients and consumers subscribing to the *To Your Health (TYH)* email newsletter exceeded 100,000. This was a dramatic increase from 50,000 subscribers just last June.

Every two weeks, patients and consumers learn about the benefits of chiropractic, health and wellness from short, well-written, consumer-oriented articles in *TYH*. Patients receive their email newsletters with the name; address; phone number; email address; web link; and photograph (as available) of their participating doctors of chiropractic at the top of the page. Consumers receive the same information from the participating DCs in their communities.

As the numbers grow, there continues to be a direct relationship between the number of patients that subscribe to *To Your Health* and the number of consumers in the same communities that also subscribe. This suggests that the patients who receive the *TYH* email newsletter are forwarding it to their families, friends and co-workers, who are then becoming subscribers.

Several doctors in the Atlanta area have now signed up almost 3,500 patients as subscribers. Consequently, one of the largest concentrations of consumer subscribers - 496 - is also in the same area. DCs on Long Island, New York have almost 1,248 patient subscribers, with a resultant 626 consumer subscribers in the same communities! The chiropractic patients in these two regions are really spreading the news of chiropractic and wellness.

There should be no doubt in anyone's mind: Patients are interested in reliable information about chiropractic, and are equally willing to tell others when they have that information in hand.

Consumers outside the United States are also interested in chiropractic. The *TYH* email newsletter has subscribers from over 170 countries. From Afghanistan and Antarctica, to Zambia and Zimbabwe, people want to learn more about what you do.

The *To Your Health* email newsletter is part of an educational strategy developed by the NCMIC Insurance Group and *Dynamic Chiropractic*. The program keeps DCs up-to-date on the latest research, reminds their patients of the benefits of chiropractic, and alerts interested consumers to the potential health they could be enjoying through chiropractic. The *Chiropractic Research Review* is the keystone to the project and is provided by NCMIC to its policyholders free of charge. This information serves as the basis for the information provided to patients and consumers in the *To Your Health* print and email publications.

*Editor's note:* For more information on how to participate in the *To Your Health* newsletter program, please call 888-352-8180.

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