

NEWS / PROFESSION

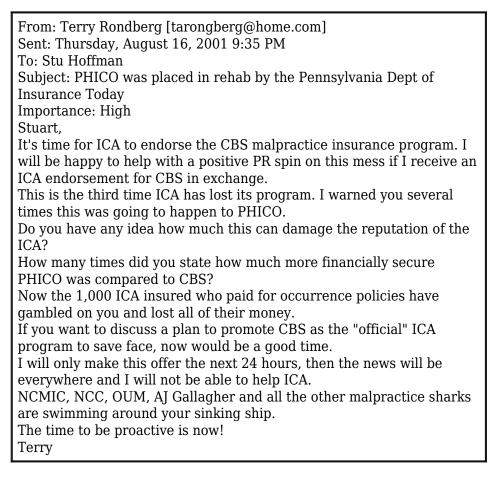
ICA Threatened?

YOU BE THE JUDGE

Editorial Staff

The International Chiropractors Association's (ICA's) malpractice insurance company, PHICO, through which approximately 1,000 doctors of chiropractic receive their malpractice insurance, was downgraded by A.M. Best to an E rating ("under regulatory supervision") on August 16, 2001. Prior to that event, ICA began switching their policyholders from PHICO to another insurer (please see "Chiropractic Malpractice Insurance Co. (PHICO) Downgraded").

On that same day, Stuart Hoffman,DC, president of ICA's malpractice insurance buying group reportedly received the following e-mail from Dr. Terry Rondberg, the president and owner of the competing CBS malpractice program:



The ICA chose not to comply with the request that they "promote CBS as the 'official' ICA program to save face." Nor did the ICA endorse the CBS malpractice insurance program "in exchange" for "a positive PR spin."

The statement that "the news will be everywhere" was followed a week later with a mass e-mailing of the Pennsylvania Insurance Department's PHICO press release by Dr. Rondberg. The mass e-mail was apparently sent to every DC in the WCA's e-mail newsletter database.

Some have suggested that this might appear to be attempted coercion or even blackmail.

Others might say that it is just aggressive business tactics.

Which is it?

You be the judge.

SEPTEMBER 2001

©2024 Dynanamic Chiropractic[™] All Rights Reserved