

10,000 Subscribers in Only Four Months

PATIENTS AND CONSUMERS EAGERLY SUBSCRIBE TO LEARN MORE ABOUT CHIROPRACTIC

Editorial Staff

After only four months, ChiroWeb's *To Your Health (TYH)* electronic patient newsletter has exceeded over 10,000 subscribers. While the program was designed primarily to educate chiropractic patients, over 3,000 consumers have also subscribed and are being referred to participating doctors of chiropractic.

The *TYH* program allows DCs to offer to their patients (and other members of their community on an unlimited basis) a bi-weekly e-mail newsletter that educates them about the benefits of chiropractic and wellness. The e-mail newsletter not only provides valuable research-referenced information about chiropractic, but also includes information about doctors and their practices. Subscribers also have the option to receive newsletters with graphics and photographs, including a photograph of their doctor of chiropractic.

Consumer subscribers receive their newsletters with information regarding the nearest participating doctor of chiropractic right at the top. Thus far, 1,200 participating doctors are enjoying consumer newsletter referrals every two weeks. Unfortunately, there are still many consumers in areas without participating DCs.

Because *To Your Health* is an e-mail newsletter, it is extremely inexpensive to educate patients and can easily be forwarded to many more readers. Internet access is not required for participation.

For more information please call toll-free 888-352-8180.

OCTOBER 2000