

ChiroPoll Provokes Anti-Subluxation Response

DID ANTI-CHIROPRACTIC ORGANIZATIONS/INDIVIDUALS SKEW RESULTS?

Editorial Staff

ChiroPoll (www.chiroweb.com/chiopoll) is a service of ChiroWeb.com that provides doctors and students of chiropractic with a new survey every two weeks and an opportunity to make comments. The poll prompts quite a bit of discussion.

Since mid-1998, the number of DCs and chiropractic students participating in the poll has been within the 100-250 range. But the most recent survey question ("Do you use the word "subluxation" when explaining chiropractic to patients?") garnered 2,174 responses.

Had the 2,174 poll takers all been doctors of chiropractic, it would have represented nearly 3.5% of the profession, but several sources have indicated an effort by a few anti-chiropractic groups to encourage their members to visit ChiroPoll and tip the survey results. Many DCs and students on line were alerted to this happening via the "Hot Topics" online discussion forum (www.chiroweb.com/cgi-bin/forum/hot.cgi) and via e-mail.

In the end, the profession kept pace with the detractors, keeping the results at 50%-50% despite the over 1,000 "Yes" votes required to do so. Interestingly enough, in the comments section of ChiroPoll, the "Yes" voters recorded 22 comments; the "No" voters made only three comments.

The current ChiroPoll question is also likely to generate some outside interest:

"Should doctors of chiropractic be reimbursed by third-party payors for 'correcting subluxations' only?"

This question will be featured on ChiroPoll October 4-18. The results will be reported in the November 15, 1999 issue of *Dynamic Chiropractic*.

The next ChiroPoll question will be the first of a two-part survey that will help Dynamic Chiropractic provide you better, quicker access to information:

"Do you read the printed version of *Dynamic Chiropractic*, or *DC On Line*?"

This question will be featured on ChiroPoll October 18 through November 1.

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