

I.Q. -- Interesting Quotes

Editorial Staff

Chiropractic Will Have Its Day in Managed Care

A recent article in the publication *Managed Healthcare*¹ may be an indication that the health service industries are waking up to chiropractic's potential in the very competitive managed care market. Catherine Sykes, president of the Dominion Consulting Group, made this comment in the article:

"Managed care organizations (MCOs) are looking for services that will let them compete effectively, services that are not only cost effective but also let them market effectively. Chiropractic is really coming into its day in the mainstream and in MCOs."

Reference

1. Petersen C. Managed care firms getting backs on track by offering chiropractic care benefits. *Managed Healthcare*; July 1995: 30.

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