

## I.Q. -- Interesting Quote

Editorial Staff

### HMO Gorilla Poised to Dominate Market

The following quote from the American Medical News is further proof that HMOs are not only a reality for the chiropractic profession, but that they will become more and more prevalent in the future:

"If managed care was the health care industry's 800-pound gorilla in 1995, it's poised to dominate markets like King Kong during 1996."

"HMO enrollment is projected to near 65 million Americans this year -- up more than 25% from the 50 million members in health plans last January, according to a leading Wall Street analyst."

"HMOs dominate, shape the market," American Medical News, January 22/29, 1996.

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