

Fledgling Telephone Program Bring \$s to Chiropractic

Editorial Staff

Two chiropractic brothers, Drs. Richard and David Olree from Hillman, Michigan, began with a dream to drastically increase the amount of money donated to the chiropractic profession (see the February 12, 1996 issue of DC). Chiropractic Advancing Research, Development and Scholarships (CARDS) was their brainchild, a long-distance telephone program that returns 13 percent of all dollars spent on long distance telephone charges back to the chiropractic profession. CARDS has grown continually during its first six months of operation.

The CARDS program combines two elements which should appeal to all practicing chiropractors: saving on your long distance bill, while CARDS donates 13 percent of every dollar back to chiropractic organizations. Best of all, the DC chooses which organization receives that money: national and state chiropractic associations, chiropractic research organizations, chiropractic colleges, etc.

The CARDS program offers a reduced long distance flat rate of \$.13 per minute, anytime, anywhere in the continental U.S., saving subscribers more by calculating telephone time in six-second intervals. That is, if you're call is 3:24 seconds, you are charged for 3:24, not for four minutes as other long distance carriers calculate it.

Chester Wilk, DC, the primary plaintiff in the 13-year victorious antitrust suit against the AMA et al., offered his positive assessment of CARDS. He compared his CARDS phone bill with his prior phone carrier. While the bills represent different months and different circumstances, he talked long distance for 263 minutes, paying \$33.79 with CARDS. Prior to that, Dr. Wilk talked 216 minutes, but paid \$37.08 with the other long distance carrier.

From Dr. Wilk's CARDS phone bill, \$4.40 was donated back to chiropractic. While this may not sound like much, multiply that times 50,000 chiropractors and you get \$220,000 per month (not including patients.)

CARDS works with Nationwide Communications (NCI), the fifth largest long distance carrier in the United States. This brings chiropractors a long distance phone service that has been officially endorsed by five chiropractic state associations. Their reactions to CARDS are described below.

"I am pleased to announce that the Michigan Chiropractic Council has endorsed the Chiropractic Advancing Research, Development and Scholarships (CARDS) program.

"In our agreement, the CARDS program will donate nine percent of our monthly long distance phone bills to the Michigan Chiropractic Council, two percent to the International Chiropractors Association, and another two percent to FACTS for research and development."

-- *Kerry T. Kilpatrick, DC*
President

"In the two most recent issues of The Bulletin, we have made you aware of the long distance telephone carrier CARDS. We have also appraised you of the possible benefits to the association if you should elect to participate in this program.

"Some members are already 'on board.' A recent statement by a participating member was that he has seen a "40 percent" reduction in his phone bill."

-- *Sharon Muggli*
Administrative Assistant
North Dakota Chiropractic Association

"I am pleased to announce that the MCA Board of Directors has voted to endorse the Chiropractic Advancing Research, Development and Scholarships (CARDS) program. Unlike medicine, chiropractic has few outside sources of revenue to fund its development projects."

-- *John J. Sando, DC*
President
Montana Chiropractic Association

"I am pleased to announce that the ASCA Board of Directors has voted to endorse CARDS program.

"Under our agreement, the CARDS program will return 10 percent of our monthly long distance phone bills to the Alabama Projects for Chiropractic Development, and another three percent to The Foundation for Chiropractic Education and Research (FCER). Your participation will bring thousands of dollars into Alabama Chiropractic development programs for building your future."

-- *Ronald J. Wheeler, DC*
President
Alabama State Chiropractic Association

"NMCA is proud to announce our endorsement of the CARDS long distance service program. Did you know that chiropractors currently spend approximately \$5,000,000 per month on long distance phone service with carriers like AT&T, MCI, SPRINT, EXCEL, etc.?"

"This offer is open to chiropractors, their staff, patients, friends, and supporters (living anywhere in the U.S.). Please make copies of this whole page and personally ask everyone to participate. Remember you are doing them a favor by offering this real opportunity to save money on their phone bill and support chiropractic. Let your staff know so they can tell their friends and families. Instruct your front desk to approach each patient as they check out of your office. Post copies of this letter/form in your waiting area. NMCA has switched all phone lines already. Most of our officers and directors are also already doing so. You can switch your home, office, fax, 800#, calling cards, etc. Please act today!"

-- New Mexico Chiropractic Association

After a mere six months in operation, the CARDS program has generated more than \$6,000 which is being spread across 28 chiropractic research and development programs, five different national and international chiropractic associations, 17 chiropractic college scholarship programs, and 46 chiropractic state associations.

CARDS Program Monthly Donations

March '96	\$ 311.18	
April '96	\$ 600.30	
May '96	\$ 928.24	
June	'96	\$1,286.36
July '96	\$1,475.91	
August '96	\$1,553.58	

While the average donations are still small, Drs. David and Richard Olree are working diligently to make their dream a reality: \$10 million per year donated back to chiropractic. If you would like to participate, or simply would like more information, you may contact Drs. Olree toll free at (800) 797-5254.

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