

Eastman Kodak: Celebrating 100 Years of Chiropractic and Radiography

Editorial Staff

Editor's note: In the next 12 issues, "DC" will salute the Elite Club, and Platinum Club Crown centennial corporate sponsors, one sponsor per issue. This is our way of recognizing the generous support of those companies to chiropractic and the chiropractic centennial. The Elite Club sponsors (2) have committed \$300,000 to the centennial; the Platinum Club Crown sponsors (10) have committed at least \$50,000.

We hope that via the brief interviews we've conducted with representatives of each of the sponsoring companies, you will learn something about them and have a greater appreciation for their support and commitment to chiropractic.

"DC": Please tell us about Eastman Kodak's commitment to chiropractic.

Mr. Joyce: The chiropractic profession is very important to the Eastman Kodak company, specifically for the segment of the company that I'm responsible for, which is the alternative health care markets, which covers chiropractors and other nonmedical practitioners. Chiropractic and radiography are both in their 100th year, and we've demonstrated our long-standing commitments to both of these professions. Kodak has long been a supporter of chiropractic, and has been a provider of high quality images for the chiropractic profession.

"DC": Why did Eastman Kodak decide to become a Platinum Club Crown sponsor?

Mr. Joyce: With all of the things going on in health care, it was important for us to find a vehicle to insure that members of the chiropractic profession knew of Kodak's commitment to their profession. We felt that a good opportunity to do that would be to help in the celebration of the centennial for chiropractic, particularly in light of the fact that we are also celebrating the 100th anniversary of x-rays. Also, at the tail end of 1994, we introduced a new product line specifically for this part of the market, including chiropractors, called clinic select x-ray films, which are high quality films available at an affordable price. We wanted to highlight and create awareness around that product line through our sponsorship of the chiropractic centennial.

Eastman Kodak is very happy to be able to take advantage of this opportunity to demonstrate our support for the chiropractic profession. We're really looking forward to participating in the celebration this July and this September.

"DC": Now that chiropractic is entering its second century, what do you think the future holds for the chiropractic profession?

Mr. Joyce: I think the chiropractic profession has a very positive future, particularly in the light of the significant gains made in the recent health care reform debates by the chiropractic profession. We believe that they are an important part of the total health care offering to the total U.S. population, and we believe that will continue well into the next century.

