

I.Q. -- Interesting Quotes

Editorial Staff

Chiropractic Clout

As hospitals, insurance carriers, managed care organizations, other health care providers, and even venture capitalists are scrutinizing the chiropractic profession, they eventually discover our extensive patient database. While they may never become proponents of chiropractic care, they may be starting to see the chiropractic profession as the key to a new source of potential patients.

A statement made in a recent issue of *The Back Letter*¹ acknowledges this reality:

"With an estimated patient base of 10-20 million Americans, chiropractors wield considerable economic power."

Cost-effectiveness and efficacy are more important than ever, and as health care reform continues, economic issues will more than likely continue to override philosophical biases and barriers.

1. U.S. hospitals granting clinical privileges to chiropractors in record numbers, *The Back Letter*, 1995 (5):51.

JULY 1995