

Prestigious Nat'l Award to ACA for Gov't Relations Excellence

Editorial Staff

Washington, D.C. -- The American Chiropractic Association's "national emergency mobilization campaign" captured top honors as the most effective government relations program nationwide from the American Society of Association Executives (ASAE), a 22,000 member organization representing leading trade associations across the US and in 44 countries.

The ASAE presented the ACA with the award for excellence in government relations on December 12, 1994 in Washington, D.C., applauding the ACA's efforts to secure the rights of doctors of chiropractic and patients in national health care reform. ACA received the top award in the overall federal legislative campaign category in a year when record numbers of legislative efforts made "judging especially difficult," according to ASAE officials.

The ASAE commended the ACA for "jump(ing) into action to secure chiropractic care in standard benefit packages, and assuring enrollees could choose providers," when it became clear the primary agenda of the the 103rd Congress would be health care reform.

An ASAE press release noted the ACA's accomplishments that merited the award:

- mobilized some 300,000 chiropractic patients who contacted public officials
- organized a legislative day in Washington, D.C., with 500 participants
- formed a coalition of health provider organizations
- the ACA's PAC has grown six-fold in three years
- obtained significant results in the proceedings of the House Ways and Means Committee, including an "any willing provider" amendment, expanded services in Medicare 'B,' and a 'point-of-service' amendment. "Many of these same provisions were incorporated into the final leadership reform bill," the ASAE noted.

"ACA and its members can be extremely proud of this national award," commented Richard Miller, vice president of government relations, who along with legislative consultant Mark Goodin orchestrated the ACA's national emergency mobilization campaign. Mr. Miller said the ACA's grassroots efforts put the chiropractic profession "on the radar screen" in Washington, D.C.

J. Ray Morgan, ACA executive vice president attested to the prestige of the award: "As a member of ASAE myself, I know how intense the competition for this type of an award can be, because ASAE

represents the leaders of the most prominent associations in the world."

Mr. Morgan termed the mobilization campaign a team effort. He said ACA members should take pride in their grassroots efforts. Mr. Morgan pledged that efforts to secure the rights of DCs and their patients would continue and grow stronger in the 104th Congress.

DECEMBER 1994