

AMA Challenges Chiropractic Profession

IT'S TIME TO PUT UP OR SHUT UP!

Dynamic Chiropractic Staff

With the recent Wilk et al. settlement, the American Medical Association (AMA) has, in a manner of speaking, "contributed" \$300,000 to chiropractic research. This was accomplished when 12 of our chiropractic colleges chose to pool their share of the money received from the Wilk settlement and donate it to the Consortium for Chiropractic Research (CCR).

As Chester Wilk, DC, stated:

"There is a desperate need for controlled studies showing the effectiveness of chiropractic for headaches, asthma, and other somatovisceral ailments -- or this profession will be confined to musculoskeletal, if not low back pain." (Please see "Major Research on Tap for Chiropractic in 1992" in the February 12, 1993 issue.)

The research monies have been designated specifically to provide somatovisceral studies, not low back trials. Results of such research could open the doors for third-party reimbursement for a broad range of conditions which chiropractors treat every day in their practices to the benefit of their patients.

But clearly the AMA's money is not enough.

While the AMA may not have intended challenging the chiropractic profession, think of the curious position this puts us in. The hard earned dollars of the AMA (and their members) are going to fund \$300,000 of chiropractic research. Though we're delighted that the AMA is contributing to a good cause, the question must be asked: How much chiropractic research are we going to fund?

Imagine allowing the medical profession to upstage chiropractic in the area of chiropractic research funding.

Will we soon be ridiculed because the AMA has to fund our research for us? (Just imagine the editorial comments.)

Wouldn't the AMA love to humiliate us over this?

WE CAN'T JUST SIT BY AND LET THIS HAPPEN!!

We wouldn't let the AMA win the Wilk suit, we can't let them win on the issue of our own research. We must show them we are more committed to chiropractic research than they are!

The challenge is simple: Which profession can raise more money for chiropractic research? The medics or us?

Each of us can afford to contribute our fair share. This is not just a contribution, it is an investment in the future of your practice. This is especially true with national health insurance staring us in the face.

What you are being asked to give is a mere \$25 -- that's all.

If you will contribute just that much, together we can not only top the AMA's money, but fund the research that will demonstrate the clinical efficacy and cost effectiveness of all of chiropractic. Wouldn't it be ironic if this research showed chiropractic care more effective than medical treatment? You know it is.

Write out your check, take out your credit card and do it.

Call 1-800-359-2289 to contribute by Visa or Mastercard or mail your \$25 to:

MPI-AMA Challenge
P.O. Box 6070
Huntington Beach, CA 92705

All proceeds will be contributed to the Consortium for Chiropractic Research to be used for other than low-back research. Should you decide that our future needs more than a \$25 donation, Dynamic Chiropractic will publicly recognize all donors of \$100 or more.

As the chiropractic profession meets the challenge, we will publish the two barometers you see on the front page. Let's show the AMA and the world that when it comes to research, the chiropractic profession intends to lead the way.

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