

FCER's Patient Appreciation Day

Editorial Staff

October is "Spinal Health Month," and the Foundation for Chiropractic Education and Research (FCER) is again holding its annual Patient Appreciation Day Program (PADP).

The program is an effective and ethical way to promote your practice and to raise money for research. Participating doctors donate their services for one day and the patient fees are contributed to FCER. Last October, DCs raised more than \$16,000. FCER hopes to better that record this year, and is encouraging more doctors to hold PADPs.

Patient Appreciation Days can be held any day of the year, but if you raise \$250 or more in October, you will be placed in a drawing to win prizes worth more than \$100: a year's subscription to Spinal Manipulation; a videotape of "Chiropractic: A Success Story"; and a 20" x 24" print of Olympian Michael Dwyer with the inscription, "Pain is Merely a Symptom ... Adjust the Cause."

John Grumish, D.C. of Bourbonnais, Illinois was the winner of a drawing held in May, commemorating Correct Posture Month. The \$800 Dr. Grumish raised brought his total contributions from PADPs to more than \$2,600.

A special hot-line has been set up to answer all your questions regarding holding a PADP. The FCER will tell you all you need to know concerning advertising, promoting, and preparation time.

If you would like a kit on holding a successful PADP, please send \$5 to:

*FCER
1701 Clarendon Blvd.,
Arlington, VA 22209*

or call:

(800) 637-6244 or (703) 276-7445.

SEPTEMBER 1992