

The Biggest Research Project Yet: We Need Your Help

Arthur Croft, DC, MS, MPH, FACO

Wouldn't it be nice if everyone in the world really appreciated the value of chiropractic care in motor vehicle accident (MVA) soft tissue injuries? Imagine the ER nurse saying to the patient who'd just been seen after an MVA, "What part of town do you live in, we have quite a few chiropractic physicians on our Rolodex here?"

This is no impossible dream, but we won't simply wake up and find it's come true. It will take work. The slogan for the 90s is, "Put your cards on the table." If chiropractic care works, fine. If not, there's the door. This means that we will need good solid research. That's our goal at the Spine Research Institute of San Diego. But we need your help!

Several studies over the years have shown that the outcome of treatment for MVA soft tissue injuries was dismal. Most of these studies looked at mixed treatment (i.e., by MDs DCs, DOs, RPTs, etc.) or medical treatment only. Our five year project has been to look at patients treated primarily by chiropractors, so that we will hopefully be able to prove the case for chiropractic care.

We have recruited almost 200 DCs across the United States to participate in our study. I believe the results will be powerful, irrefutable testimony and proof of the effectiveness and need for chiropractic care in soft tissue injuries, and most importantly will ensure our eventual position as the doctor of choice in these cases.

Here's What You Can Do

Our doctors are field research associates. Like you, they are in active practice. We ask only a little bit of your time. We'll send you a research package. In this package will be everything you need to get started. It contains an in-depth explanation of our project and its goals, a patient recruitment letter, all necessary forms, questionnaires, and postcards. You will learn how to select your study group using predetermined selection criteria and how to randomize. There is no guesswork involved and no learning curve. You need not have any background in research or statistics -- all of that is done at the institute.

Sound Interesting?

Research packages are available from the Spine Research Institute of San Diego. Call us at (619) 423-9860. These packages are expensive to produce and we are a self-funded organization so we ask for serious inquiries only.

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Editor's Note:

For more on personal injury, consult Dr. Croft's video "Advances in Personal Injury Practice,"

#V-435 on the Preferred Reading and Viewing List, pages xx.

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