

TCC and Kodak Sign Agreement

Editorial Staff

In a precedent-setting merger, the Texas Chiropractic College (TCC) and Eastman Kodak recently signed an agreement that will give TCC up to five percent of the sales of all Kodak x-ray film sold in Texas for chiropractic use. The program was announced during the TCC homecoming/relicensure convention in Houston, August 1-3.

After only 150 new contracts for Kodak film are signed in Texas, TCC will receive 2 percent of all Kodak x-ray film sold in the state; when a total of 300 new contracts are signed, the college will get 5 percent of all such sales in the state.

"We decided to work with Kodak on this program because they offered a high-quality product backed up with good service," said Dr. S.M. Elliott, president of TCC. "I know from experience that cheap film can actually cost you more money. We wanted to be associated with a product that matched the quality of the college itself."

TCC has agreed to inform its alumni, donors and friends about the program in order to provide incentive for Texas doctors to buy Kodak film and, in effect, contribute financially to the college. The TCC board of regents has begun a system of networking to inform people on a personal basis about the TCC/Kodak agreement, and a major informational mailing will go out in the near future.

Doctors working with Kodak will be able to deal with distributors with whom they have already established relationships, and will be offered additional incentives to join the program including discounts or free products.

"Texas Chiropractic College is one of the most established chiropractic colleges in the U.S., and we think we can show a commitment to the profession with this program," said Dan Burleson, regional sales manager for Kodak. "In today's market, it's not enough to just sell. People expect big companies to give something back, to care about the consumer. We can't think of a better way to do that than by putting our money back into the education of future doctors."

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