

We Get Letters

"Sloppy Copy is a Poor Reflection on Chiropractors," *Dynamic Chiropractic* May 23, 1990.

The following letter was mailed to Leon Grumling who forwarded a copy to *DC* for publication in our "Letters to the Editor":

Dear Mr. Grumling:

What has been needed for so long, you have done! Not only has your article in the May 23, 1990 issue of *Dynamic Chiropractic* produced analysis of an all-too-obvious problem, but you have offered the necessary correction; namely, precise grammatical application.

You have placed the blame exactly where it belongs! Your step (4) referring to capitalization pins this profession against the board for its notorious abuse of this practice. Yet little, if any attention has been given this common error by some chiropractic authors.

Well written and remedial is your article. Please continue your polite rebuke -- we need it.

W. W. DeVore, D.C.
Ironton, Missouri

Research Is Essential

Dear Editor

We owe a great debt to Dr. Arlan Fuhr for the exceptional presentation he delivered in April 1990, to the U.S. House of Representatives Subcommittee on Labor, Health, Human Services and Education. Whether we like it or not, our future is often determined in the political arena and efforts like those of Dr. Fuhr deserve special recognition. Research is essential to the growth of chiropractic and research requires rather substantial sums of money. We, as a profession, deserve to be a part of the mainstream research funding from the federal government. Perhaps Dr. Fuhr was able to sway the opinion of the subcommittee in our favor.

John M. Ventura, D.C.
Hilton, New York

Ford Motor Company Ad Slurring Chiropractic a "Lemon."

Following is a letter which was addressed to president and CEO of Ford Motor Company, a copy of which was sent to *DC* for publication.

(This Is Ford Motor Company's Ad for Those Who Missed It:)

This is Daniel Pinkwater. My psychiatrist went on vacation so I thought I'd go see this chiropractor. So I go there; he's a strong looking little guy. And he grabs my neck and gives it a fierce yank. Then

he says, "Come back next week and we'll do it again." "If I come back next week, there's no charge, right?" I ask. Where did you get an idea like that?" he says. I say, "Participating Ford and Lincoln-Mercury dealers only charge for a covered repair once. If it ever needs fixing again it's free for as long as you own the car." This is different," the doc says. "Listen," I tell the doc, "just ask a participating Ford or Lincoln-Mercury dealer about the Lifetime Service Guarantee. Doesn't matter if your car is new or used and the guarantee is free. Free parts, free labor. It's not a service contract you pay for." "Are you sure you feel alright?" he asks. "I feel fine," I say. "Actually, I don't think I'll be coming in next week. Ever since I found out about the Lifetime Service Guarantee, I've been feeling much better."

Dear Mr. Benton:

This is to lodge a complaint on behalf of the federation, with you and the Ford Motor Company over a spate of derogatory radio commercials carried by CBS, which were commissioned and authorized for airing throughout Pennsylvania.

We, and our members, find these spots offensive and outside the pale of high ethical business and advertising practices, if not good taste. It is obvious that the creators of "Daniel Pinkwater," from the New York public relations firm of Ogilvey & Mather, have never been to a chiropractor, but were aware of the serious problems within Ford garages and the firm itself.

These ads conjured up the worst myths that chiropractors grab, yank, and crack the bodily bones of their patients and this is the type of treatment that can be expected. It raises the fiction that chiropractors have patients returning for treatment ad infinitum without diagnosis as to the necessity of such treatment, which this state's law requires, in order to exact an unwarranted fee. And, it tells potential patients that if they aren't cured of all ailments in the first visit, they either shouldn't return or shouldn't have to pay for further treatment.

This is like the federation impelling its members, and having them urge their patients to refrain from purchasing Ford products or services because of the fact, not fiction, that they produced a Pinto that dangerously exploded upon rear-end impact and has issued a myriad of recalls for other models because of unsafe conditions.

This ad campaign is not the way for Ford to regain its lost share of the American market. If Ford produced a perfect vehicle in the first instance, as it insists chiropractic care should be, Pennsylvania may not need a "Lemon Law."

It is damning that Ford has to rehabilitate its damaged reputation by tearing down that of a respected and recognized segment of the healthcare community that has earned its own esteem. Recently, chiropractic won a judgement in the federal courts against the American Medical Association for using the same tactics. Chiropractors earned their reputation on their own and haven't lost any patients to the Japanese. Hopefully, Ford will attempt to regain its reputation by emulating this trait.

Chiropractors have been patching-up and rehabilitating the owners and the passengers of Ford manufactured vehicles involved in accidents for decades and undoubtedly we will have to continue to do so.

The damage caused to the image of the chiropractic profession in the few days these spots were run cannot be measured at this moment. But, you can be assured that we will help you measure injury to the Ford Motor Company by urging the 2,400 chiropractors in Pennsylvania, along with hundreds of thousands of patients, to refrain from purchasing Ford products and services.

James A. Conners, Jr., J.D.
Harrisburg, Pennsylvania

Liability and Malpractice

Dear Editor:

I support your publication and will continue to read and learn. Your issue of *Dynamic Chiropractic* dated May 23, 1990, has prompted me to write this note.

There is a great need for each of us to be exposed to the information, presented in a clear, brief format, under your Liability and Malpractice section. We may not agree with the present day outcomes as reported in the case of Richard Ryan, stroke victim, but the recommended steps under Prevention must be given serious attention if we are interested in avoiding costly legal battles.

Please continue your relationship with Dr. Semlow. I look forward to reading, filing, and rereading these cases.

R. Keith Beamer, D.C., B.S.
Midland, Michigan

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