

MPI Adds Seminar Store to ChiroMall

Editorial Staff

The Motion Palpation Institute (MPI) is the first seminar organization to place a seminar "store" on ChiroMall. Doctors who would like to register for one of MPI's many seminars may now do so online and access information on seminars, including what is taught at each seminar, the instructor and the location.

As always, DCs must use their unique user ID and password to enter the MPI store on ChiroMall. This keeps non-chiropractors from attending chiropractic seminars and inappropriately learning chiropractic. Consumer, patients and nonchiropractic providers cannot even enter ChiroMall to see what products and services are offered or what you pay for them. This prevents embarrassing situations with patients who know the wholesale cost of products they purchase from you. Sadly, ChiroMall is one of only a few chiropractic e-commerce sites that provides this protection.

ChiroMall is located at www.ChiroMall.com. All DCs were given their unique user ID and password in the Oct. 6, 2003 issue. If you don't know your unique user ID and password, you may request it by sending an e-mail to listservices@mpamedia.com. Please provide your name, address, license number and the state that issued your license.

If you are interested in opening a store on ChiroMall, please call Angelique Dolan, marketing coordinator, at (800)-324-7758.

FEBRUARY 2004