

Lifetimer Adds Store to ChiroMall

Editorial Staff

Lifetimer, makers of multifeatured chiropractic tables, is the first table company to open its "store" on ChiroMall. Doctors looking for information on Lifetimer's products and/or wishing to purchase one of the company's ergonomic or portable tables may now do so online. The Lifetimer store is the place to quickly learn about all of the features available on its chiropractic tables.

As always, DCs must use their unique user ID and password to enter the Lifetimer store on ChiroMall. This keeps nonchiropractors 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 in which patients 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.

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