

ChiroMall Grand Opening

EIGHT STORES NOW ONLINE, 12 IN DEVELOPMENT; FREE PRODUCTS TO FIRST BUYERS

Dynamic Chiropractic Staff

ChiroMall (www.ChiroMall.com) is an online shopping mall specifically for doctors of chiropractic; it allows you to find all of the products and services you need from preferred chiropractic suppliers. The mall consists of individual "stores" that offer various products, services and seminars to DCs. Each store is operated by a supplier that interacts directly with you at all times, including customer service. You can shop at as many stores as you wish, or find a specific product in the ChiroMall directory and compare prices.

Because ChiroMall is a secure mall exclusively for doctors of chiropractic, the online stores can offer DCs special pricing, online-only discounts and guaranteed lowest prices not available to the general public. This makes ChiroMall the place to go to make price comparisons before buying anything for your practice.

In addition, ChiroMall features an e-mail newsletter that alerts DCs to products, services and seminars offered at special prices. As these prices are not normally available elsewhere, DCs can subscribe and stay abreast of the lowest prices.

ChiroMall has just completed four months of alpha testing. Full development has now begun, with the following eight stores open as of April 1:

Activator Methods - Activator Methods, International offers numerous educational and clinical products, many of which are used in conjunction with the Activator technique. The Activator online store offers doctors of chiropractic the opportunity to purchase more than 60 chiropractic products in seven categories.

ChiroConceptions - The ChiroConceptions store offers more than 30 products and services DCs can use to promote their practices, including waiting-room videos, PowerPoint lectures, newspaper ads, patient newsletters, information packets, SOAP notes and more. There is even an eight-CD collection of famous speeches by B.J. Palmer himself.

Foot Levelers, Inc. - In addition to orthotics, Foot Levelers offers exclusive lines of cervical support pillows and rehabilitation products. It also offers educational videos, DVDs, books, patient education material and a Step-By-Step Success(tm) kit. DCs can also register for their license renewal seminars online.

Lifetimer International - 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 available features, and/or wishing to purchase one of the company's ergonomic or portable tables, may now do so online.

Motion Palpation Institute - 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 a wealth of information, including what is taught at

each seminar, the instructor and the location.

Polar Products - Polar Products offers numerous hot/cold therapy products in its online store on ChiroMall. Polar Products currently offers more than 60 different items for doctors to use with their patients.

Preferred Reading and Viewing - This online store offers nearly 400 books, audiotapes, videotapes, posters and other educational products for both doctors and patients from numerous publishers, including:

- 1stBooks - publisher and marketer for self-published authors.
- 2 Imagine - offers motivational and inspirational CDs for you and your practice. (CD audio samples available on ChiroMall.)
- At Peace Media - offers music CDs to play while performing adjustments, massages and other forms of manual care. (CD audio samples available on ChiroMall.)
- Blue Poppy Enterprises, Inc. - the world's largest English-language publisher of books and products about Chinese medicine and acupuncture.
- Elsevier - offers more than 100 titles from several publishers, covering various topics including chiropractic, acupuncture and others. Includes titles from Churchill-Livingstone, Mosby, Saunders, Butterworth-Heinemann, and Hanley & Belfus, which are now part of the Elsevier Health Sciences Division.
- Trusted Voice - offers professionally created voicemails, in-office musical CDs, patient education CDs and audio CDs. (CD audio samples available on ChiroMall.)

Total Nature - The Total Nature store offers a variety of Seasilver™ nutritional supplements, Matrix Aloe Vera, (tm) concentrated juice blends, Pau D'Arco extract and Sealogica. (tm)

In addition to the eight active online stores noted above, 12 more are currently in development and will open soon:

- Bio2 Cosmeceuticals - offering a complete line of skin care/anti-aging products for your patients.
- Chi Institute - a leader in equipment that provides pain relief and healing through energy.
- ChiroPharma.com - offering homeopathic remedies, wellness and fitness products.
- Current Events Associates - providing state-approved continuing education programs covering a multitude of topics.
- David Singer Enterprises - offering practice management CDs, cassettes, books, manuals, slide and CD presentations, videocassettes, and seminars.
- Hessco - offering more than 1,500 products, supplies and equipment such as Leander, Zenith, Chattanooga, Lloyd, Hill, Dynatron, Sombra, Acustat, etc.
- Inline Tables - provides affordable, portable tables chiropractors can use in their practices.
- Neck Orthotics - neck support products for your patients with disabilities and injuries.
- Petty Michael & Associates - offering a special marketing system CD that integrates with all of your other marketing and practice-building programs.
- Pro-Med Products - a leader in orthopedic supply manufacturing, specializing in back support products and more.
- The Big Idea Inc. - chiropractic memorial sculpture and legacy art for chiropractic gifts or awards.
- Therion Research Inc. - specializing in the development of therapeutic products for relieving pain and improving quality of life.

ChiroMall is unique in that it requires a unique user ID and password to enter the mall or even see the products (and prices) offered. Each DC is required to use his or her unique user ID and

password to enter ChiroMall, which is designed to allow only DCs to view and purchase products. This protects doctors from having patients buy products around them, or even knowing what DCs have paid for a particular product.

As an additional precaution, you are provided with your own "initial user ID and password" which is located at the bottom of the front page of this issue. This is a temporary user ID and password that is only valid if you have never entered ChiroMall (www.ChiroMall.com) and is only valid for your first visit. Once you enter the mall, you are required to change your user ID and password, which deactivates your temporary user ID and password. This allows you to use an existing password you may already have and places an extra layer of security on your account.

Free to the First 50 Buyers in April!

The first 50 DCs who enter ChiroMall and purchase any product, service or seminar valued at greater than \$45 will receive a set of trigger-point charts absolutely free! These two large, full-color wall charts feature more than 100 myofascial trigger points. Patients are reassured both by physical reproduction of pain and visual documentation of symptoms. Each chart is 21" x 30," printed on laminated 100 lb. Phoenix Ivory.

Look for continuous announcements regarding the opening of new online stores and special "online-only" prices in upcoming issues of *Dynamic Chiropractic*.

Companies interested in opening an online store on ChiroMall can contact Angelique Dolan, marketing coordinator, at (800)-324-7758 or adolan@mpamedia.com.

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