

Two More Stores on Chiromall.com

Editorial Staff

Two more stores recently opened on ChiroMall: Current Events Associates (CEA) and Petty, Michel & Associates.

The Current Events Associates store offers state-approved continuing education programs. CEA has been providing the chiropractic profession with personal and professional enrichment programs since 1987.

Petty, Michel & Associates offers a unique *Marketing Manager System* that is the culmination of 18 years of working with doctors. The CD program integrates with all other marketing and practice-building programs.

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 currently offer almost 700 products, services and seminars especially for DCs. Each store is operated by that company and interacts directly with the DC at all times.

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.

ChiroMall also features monthly "Online Specials" (found at www.ChiroMall.com/specials). The Online Specials page does not require a user ID or password to view the products offered at special online prices and the percentage discount over the retail price. (Please note that the items offered at these special prices change monthly.)

A monthly e-mail newsletter is also available that alerts DCs to products, services and seminars offered at special prices. As these prices are not normally available elsewhere, DCs who have entered ChiroMall will automatically be kept abreast of the lowest prices.

In addition to Current Events Associates and Petty, Michel & Associates, ChiroMall currently features the following stores:

- Activator Methods International - offers numerous educational and clinical products, many of which are used in conjunction with the Activator technique.
- Bio2 Cosmeceuticals - offers advanced skin care products for chiropractic patients, including cleansers, hydrators, moisturizers and revitalizers.
- ChiroConceptions - offers products and services to promote your practice, including waiting-room videos, patient education, newsletters and more.
- Foot Levelers, Inc. - offers exclusive lines of cervical support pillows, rehabilitation products, educational products and online seminars registration.
- Lifetimer International - offers ergonomic and portable chiropractic tables with many available features.

- Motion Palpation Institute - offers online seminar registration for its motion palpation seminars and various educational products.
- Polar Products - offers more than 60 products, including numerous hot/cold therapy products.
- Preferred Reading and Viewing - offers nearly 400 books, audiotapes, videotapes, posters and other educational products for both doctors and patients.
- Pro-Med Products - offers a complete line of back supports, neck supports, support pillows and support braces for chiropractic patients.
- Total Nature - offers a variety of Seasilver(r) nutritional supplements, Matrix Aloe Vera,(tm) concentrated juice blends, Pau D'Arco extract and Sealogica.(tm)

Doctors must use their unique user ID and password to enter ChiroMall. DCs who don't know their unique user ID and password can request them via e-mail (listservices@mpamedia.com). Please provide your full name, address, license number and the state that issued your license. Unique user IDs and passwords were reissued on the front page of the April 8, 2004 issue.

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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