

## Inline Tables, Singer Enterprises Open Stores on Chiromall.com

Editorial Staff

Inline Tables' store offers portable tables with and without drops. Founded in 1989 and still owned by Dr. Tony Vogel, Inline Tables provides great service and high-value tables that are dependable, comfortable and affordable. Inline has sold more than 20,000 tables, and new models and features are on the way.

David Singer Enterprises' store offers videos, audiotapes, slide presentations, CDs and books that will help DCs become proficient using David Singer procedures. In addition, you can register for seminars to learn proven, workable skills to expand your practice and gain new patients, educate existing patients, and manage staff in an easy, stress-free environment.

ChiroMall ([www.ChiroMall.com](http://www.ChiroMall.com)) is an online shopping mall specifically for doctors of chiropractic, currently featuring 14 individual "stores" that offer more than 700 products, services and seminars especially for DCs. Each store is operated by that company and interacts directly with the DC at all times.

ChiroMall is a secure mall exclusively for doctors of chiropractic; the online stores offer 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 monthly "Online Specials" ([www.ChiroMall.com/specials](http://www.ChiroMall.com/specials)). The Online Specials page does not require a user ID and password to view the products offered at special online prices and the percentage discounts over the retail prices. It should be noted that the items offered at these special prices change each month.

ChiroMall also provides a monthly e-mail newsletter 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.

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](mailto: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 should contact Angelique Dolan, marketing coordinator, at 800-324-7758 or [adolan@mpamedia.com](mailto:adolan@mpamedia.com).

JUNE 2004