

Worldwide Survey of Chiropractors on Identity

Editorial Staff

From a public perspective, what is the core identity or role of the chiropractic profession in health care? Are chiropractors mainstream or alternative, primary care providers or specialists, and what is the best brand or identity for the profession?

In October, the World Federation of Chiropractic (WFC) will ask all DCs to answer these questions.

On the advice of a representative Task Force of 40 chiropractors and laypersons,^{1,2} along with expert consultants, the first-ever grassroots, worldwide survey of chiropractors will be undertaken. This electronic survey will be posted on the Internet on Oct. 4, 2004, and will remain live until Oct. 25. The survey, which will receive data anonymously and confidentially, will be conducted through the WFC Web site: www.wfc.org, which has information on the entire project. To access the survey, you must receive a password, which will let you complete the survey one time only.

How Will This Work?

Since May, the WFC has been collecting e-mail databases from its 80 member national associations and others. All e-mail addresses have been stripped of names and other information in order to protect privacy rights. This gives the WFC information for every chiropractor who has an e-mail address and has furnished it to his or her association. DCs will receive passwords and information about the survey in late September.

If you are not a member of your national association, or it doesn't have your current e-mail address, contact the WFC office directly by e-mail (identity@wfc.org) and provide your name, e-mail address, college and year of graduation (for verification purposes), and you will be included in the survey. If you do not have an e-mail address, you can use an e-mail address from another source (e.g., a family member or friend).

Results of the survey will be presented at the WFC's 8th Biennial Assembly in Sydney, Australia in June 2005.

References

1. WFC establishes Task Force on Chiropractic Identity. *Dynamic Chiropractic*, Nov. 3, 2003: www.chiroweb.com/archives/21/23/19.html.
2. WFC Task Force assembled. *Dynamic Chiropractic*, Dec. 15, 2003: www.chiroweb.com/archives/21/26/16.html.

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