

## Think Again! About the Future of Chiropractic

We can reasonably assume that every chiropractor is concerned about and dedicated to the future of chiropractic. If not, why would anyone pick chiropractic as his or her career?

At times, though, it is confusing and perhaps baffling as to why the profession hasn't been able to put together an effective program to market the health services that doctors of chiropractic provide. After all, we know that chiropractic is an effective procedure for treating many types of health problems, particularly those of the back and neck. There are millions of patients who attest to the benefits they have received from their chiropractor. But still, after over 100 years, chiropractic is only scratching the surface of its potential.

The problem is, chiropractors do not speak in a single voice, nor do they speak at the same time. The messages that go out are mixed, and each doctor is trying to do his or her own thing. Instead of speaking loud and clear, so all of America can hear it, we are speaking in whispers. As a result, it comes across to the public as a lot of gibberish.

There is but one answer to the dilemma of communications. Chiropractors must rally their forces. They must unify their message, amplify it and generate it with enough power to reach a mass audience.

This is what the Foundation for Chiropractic Progress' "Campaign for Chiropractic" is all about.

Thanks to the ingenuity and dedication of its founder, Kent Greenwalt of Foot Levelers, Inc., the Campaign for Chiropractic is now well on its way to building greater public understanding of chiropractic. At last, chiropractic has the vehicle with which to broadcast a message that will motivate consumers to seek out chiropractic care.

The response within the profession to having a consistent national communications/marketing program has been outstanding. Everyone who has joined in the Campaign for Chiropractic is excited, elated, enthusiastic and looking forward to its launch. But the strength of chiropractic's voice will ultimately be measured by the strength of its support.

I urge every chiropractor to think again about the future of chiropractic. What we need is not unique. It's being done by successful companies and organizations every day. It's called "marketing." Once and for all, all chiropractors must join together for the benefit of the profession and themselves. Join the Campaign for Chiropractic.

*Gene G. Veno*

*President, Foundation for Chiropractic Progress*

*Editor's note:* For further information on the Foundation for Chiropractic Progress and its Campaign for Chiropractic, please send an e-mail to [gveno@foundation4cp.com](mailto:gveno@foundation4cp.com).

JULY 2005