

Dynamic Chiropractic



CHIROPRACTIC (GENERAL)

Foot Levelers, NCMIC Each Donate \$1 Million to Campaign for Chiropractic

Editorial Staff

Foot Levelers, Inc., and NCMIC Group have committed to contribute \$1 million apiece over a five-year period to the Foundation for Chiropractic Progress' Campaign for Chiropractic. The campaign is part of a targeted effort by the profession to communicate to the public why it's vitally important to consider a doctor of chiropractic as a viable health care alternative.

Kent S. Greenawalt, president and CEO of Foot Levelers, Inc., proudly stated: "It is the right thing to do. Chiropractic has so much to offer, but so little market share. Foot Levelers wants to do all we can do to bring chiropractic to more people - in short, help increase chiropractic's market share.

"My vision for the profession is simple: to grow and prosper and to serve more people. I want people to hear the message, read the message, see the message and say, "You know, maybe I ought to go see a chiropractor.' I want people to choose chiropractic as their first option of health care.



"By getting positive press for chiropractic, the Foundation can fulfill that vision.No one is going to help us unless we help ourselves. The foundation is a vehicle we can use to get the word out to the public.Positive press is a powerful weapon and way to educate the public about chiropractic. The opportunities for each of us to bring positive stories about chiropractic to the public are endless."

Louis Sportelli, DC, president of the NCMIC Group, noted:

"Our \$1 million investment in the Campaign for Chiropractic is another demonstration of our commitment to the chiropractic profession. We recognize that educating the public to increase market share is one of chiropractic's most imperative priorities, and the Foundation's concerted efforts in this area are unsurpassed.

"The chiropractic profession has as much potential to grow as their collective vision can take them. We know that only about 8 percent of the public see a chiropractor. A credible campaign to raise the awareness of the benefits of chiropractic, supported with enough resources, can make a big

difference. We only need to move the needle a small amount to have a huge impact on the profession both today and in the future.

"The Foundation's initial effort to promote chiropractic in areas that the public already supports and understands is a vital step in the right direction. As we move forward, the Foundation will also expand its messages to increase understanding and acceptance of other aspects of chiropractic care."

The initial plan for the campaign is to build upon the already well-accepted image of chiropractors as doctors who have exceptional expertise in neck pain, back pain and headaches. To further this effort, the foundation is encouraging each doctor of chiropractic to pledge \$50-\$100 per month. "In addition to contributions from companies like Foot Levelers and NCMIC, we'll need individual doctors to step up and support the campaign," said Gene Veno, president/CEO of the Foundation for Chiropractic Progress.

"This program is not simply one that's nice to participate in, it's necessary for the very survival of doctors and suppliers," commented Dr. Sportelli. "Doctors have a direct interest in the success of the program because greater market share means more patients in the door. Suppliers need to ask themselves: How will it impact business if the success of the profession diminishes? The chiropractic profession cannot afford to continue to do nothing and expect to advance. We all must make contributions and view this program as a long-term investment in the future." "Don't sit on the sidelines and wait for something to happen," added Mr. Greenawalt. "Get involved today! Help the foundation. Be a leader and make a commitment to the long-term health of chiropractic. Sign up for the Foundation's \$100-a-month program. View your contribution as a "practice investment" and encourage your friends to do the same. It is time we worked together to get positive press for chiropractic."

For more information or to make a donation to the Campaign for Chiropractic, contact Gene Veno at 1-866-901-F4CP.

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