

What's in It for Me?

Kent Greenawalt

The ads are running. The editorials are buzzing. The positive feedback is still coming in by the truckload. So, it's safe to say that by now you've probably heard about the Foundation for Chiropractic Progress (F4CP). And while you may have heard the name, you might not know, exactly what's in it for you.

It's not selfish to ask: "What's in it for me?" In fact, it's human nature. It's important you know how the foundation can help you and your practice. We cannot expect you to make a decision to join the cause if you don't understand how the F4CP can directly affect you. This column is dedicated to showing you the real, measurable ways this foundation can help you.

First, let's start by explaining what the F4CP is doing. The foundation is in charge of creating positive press for chiropractic. The goal of the F4CP is to bring chiropractors together to support one issue they all have in common: spreading the word about the many benefits of chiropractic. Even a diverse group such as ours has a shared goal of helping people with chiropractic. We need to get positive press for chiropractic.

How does the F4CP accomplish its goal? Most recently, the F4CP released a positive press campaign. This campaign is designed to make the average person think about chiropractic and what it could do for them. Millions of people saw these ads in national publications such as *Sports Illustrated*, *Newsweek* and *U.S. News and World Report*. The purpose of this campaign is to spread the positive news about our profession to the average person, so he or she can make an informed decision about choosing a health care provider.

Now comes the answer to the important question: "What's in it for me?" The Foundation's plan is to bring positive press to chiropractic. The more the public knows about the benefits of chiropractic, the more likely they'll be to visit a chiropractor. But it's not as simple as placing one ad and changing public opinion. It takes a lot of positive press to change the way many people think about chiropractic, and that's where the F4CP needs your help. Your support can make a real difference in the foundation's positive press effort. And that positive press effort can make a real difference for you.

Let's take a moment and imagine the possible effect on your practice. Imagine that you'll see more patients because they heard about chiropractic's benefits. Imagine the patients you see will be more knowledgeable about chiropractic and therefore, be more eager to follow your recommendations to achieve optimal health. Imagine that you'll be able to team up with other chiropractors in your area for special events, such as health screenings, instead of treating each other as competitors. Imagine we can all *work together* to help our profession and then as a result, we'll all see dramatic results in our own practice.

The foundation will be promoting the positive benefits of chiropractic to the public, so it's up to you to capitalize on the momentum. The best way to do that is to join the Foundation for Chiropractic Progress. You'll be part of an organization that is devoted to spreading the word about all the great things chiropractic can do. Don't just stand on the sidelines watching others make important

decisions about your future. Make a decision to join the F4CP and know that you are part of the solution, bringing this profession together and getting more people to experience the benefits of chiropractic.

We need your help to continue the foundation's positive message. This is not a one-time commitment. We need your ideas, your cooperation and most importantly, your support. We support all of chiropractic and we ask that you support this foundation, so together, we can make a difference. Take a look at the F4CP ad on this page and send in the coupon to make a contribution. Join the Foundation for Chiropractic Progress today and discover what's in it for you!

Contact Information:

The Foundation for

Chiropractic Progress

PO Box 12611

Roanoke, VA 24027-2611

www.foundation4cp.com

Editor's note: To read the latest regarding the foundation's ongoing media campaign, see "Foundation Ad Campaign Goes National" in the Oct. 26, 2006 issue of *DC* or online at www.chiroweb.com/archives/24/22/07.html.

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