

New Patient Comes to Chiropractic as a Direct Result of Jerry Rice Ad

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It was at the COCSA convention in New Orleans, La., on Nov. 11, 2004, that I first learned about what would become the [Foundation for Chiropractic Progress \(FCP\)](#). Kent Greenawalt, CEO of Foot Levelers and founder of the FCP, described his vision to get the message of chiropractic out to the American public on a scale never before seen in our history.

The first step in Kent's vision was to get agreement from all of the major chiropractic entities - state and national associations, colleges, vendors and anyone else trying to promote a chiropractic message - to stop whatever separate promotion they were doing and begin to consolidate their efforts into a single focused, well-financed campaign. He'd seen enough fractured, underfunded attempts to promote chiropractic that didn't work to know we really needed to just stop and do it right for a change.

The second step in Kent's vision was to go after the best and most professional, effective public-relations people he could identify and ask them to craft a message to be communicated to the public. Kent was insistent that someone in the professional persuasion business develop the message and *not* doctors of chiropractic. While this seems obvious, it had never happened in the entire 100-plus years of our existence.

I'll never forget the humorous (though serious) slogan he shared with all of the profession's leaders at that COCSA convention: "We don't need your opinion (meaning we don't want to hear what you think our message should be), we just want your money." He said it with a smile, but he meant it. This was the attitude that guided the beginning months of the foundation.

Kent's third step was to create a funding mechanism (which ultimately became the FCP) to fund this effort as a permanent, ongoing campaign to get the message out to the people who need it most: the American public!

After hearing Kent's vision, I immediately understood the implications and possibilities of what he was proposing, and gave him my credit card number to become *the very first FCP contributor*. I've been a monthly contributor ever since.

I'm the kind of person who will give to a cause when I see the greater good that can come of it, and in fact, I support many such causes. In my home state of Michigan, I've supported my association's political and legal action committees for years on a monthly basis. I give monthly support to the [National Chiropractic Legal Action Fund \(NCLAF\)](#). I regularly give to my alma mater, Life University. [And at varying times, I've given to several other worthy chiropractic efforts.](#)

To be honest, I've never expected to have a single patient walk into my office as a result of any of the contributions I've made. But a few weeks ago, a young man walked into my office, a new patient, and announced to me that the reason he was in my office was because [he had seen the foundation's Jerry Rice ad in Sports Illustrated!](#) He told me he never even knew about chiropractic, much less considered seeing a chiropractor, until he saw that ad.

Wow! Needless to say, I was extremely pleased that this young man was motivated to see a chiropractor as a direct result of the work of the FCP, but I was even happier that I was the chiropractor he had chosen. After contributing to the foundation for nearly four years, I had actually realized a direct benefit in the form of a real, live patient. And I don't expect him to be the last one. On the contrary, the entire reason for the existence of the FCP is to do just that: drive patients to chiropractors' offices.

If one person comes to chiropractic as a result of the work of the FCP and specifically mentions Jerry Rice, how many other people have been motivated to see a DC and never mentioned it? I'm betting a lot already and a lot more in the future.

This is BIG. The Foundation for Chiropractic Progress is a very ambitious organization with big plans and big ideas about getting the message about chiropractic out. But to make those plans and ideas come to fruition, it needs supporters. I was the first one; now how about you? Make a pledge to contribute monthly; \$100, \$50, \$25, something. If DCs won't support this remarkable organization, who will?

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