

Foundation Media Release Generates Record Coverage

Fulfilling its mission to drive positive press for chiropractic, the [Foundation for Chiropractic Progress](#) takes great pleasure in announcing that its media release regarding the publication of *Outcomes-Based Contracting: The Value-Based Approach for Optimal Health With Chiropractic Services*, has generated record-breaking national coverage in high-profile print and electronic media including [Forbes.com](#), [CNBC.com](#), [MarketWatch.com](#), [WSJ.com](#) and [Newsday.com](#). [The landmark document](#), developed by [The Center for Health Value Innovation](#), experts in value-based design who link superior health outcomes to improved business performance, points to chiropractic intervention as one area in which new analysis may define its placement in the care continuum -- sparking more than 22,000 headline impressions and surpassing 800 release views in the first hours.

"We're taking our mission of positive press to the next level - not only producing unprecedented media coverage but also generating coverage in outlets that have historically put chiropractic on the back burner," said Kent S. Greenawalt, chairman and director of the foundation.

In addition to coverage on mainstream Web sites, the release was featured on [FierceHealthcare.com](#) - the leading source of health care management news for health care industry executives. Based upon the relevant nature of the paper, the foundation is preparing an ad for *The Wall Street Journal*, in addition to featuring the findings in several high-profile media and e-newsletters, including *Employee Benefit News*, *Modern Healthcare*, and *Health Leaders*.

The paper draws upon [the foundation's 2009 study](#), "Do Chiropractic Physician Services for Treatment of Low Back and Neck Pain Improve the Value of Health Benefit Plans?" and reflects the perspectives of a panel of experts who convened at the Innovators' Summit on Chiropractic Services held May 1, 2010, in Orlando, Fla. The summit concluded that there is sufficient basis for plan sponsors to reevaluate their current chiropractic benefit for treatment of neck and low back pain.

"Our campaign stems far beyond advertising and we are now bringing the chiropractic profession to the table with employers and other healthcare benefits decision-makers," said Greenawalt. "Thanks to our media accomplishments, the chiropractic profession is getting the attention it deserves from the benefits community."

To view the entire report, please visit the foundation Web site and click on: [Optimal Health with Chiropractic Services](#). To review a free Webinar discussing the significance of this paper, please visit the foundation site and click on: [Free Webinar](#).

Source: Foundation for Chiropractic Progress