

Chiropractic Represented at Upcoming Health & Wellness Congress

The [Foundation for Chiropractic Progress](#) is pleased to announce that Mark Zeigler, DC, president of Northwestern Health Sciences University and member of the foundation Board of Directors, will participate on a panel of health experts during the 6th [Annual Employer Health, Human Capital & Wellness Congress](#), Feb. 1-3, 2011 in Alexandria, Va. Featuring a speaking faculty of over 100 executive leaders from the most progressive organizations, this industry event is designed for employers and other stakeholders to drive the realignment of health care to a value-focused strategy during the implementations of health care reform.

"In the coming years, major decisions will be made in regard to employee benefit dollars and how best to strategically invest while increasing overall wellness and performance," says Dr. Zeigler. "Chiropractic care is well documented as a quality, cost-effective first-line option for back and neck pain, and it takes on an important role in value-based design. Armed with relevant scientific evidence-based data, the profession is taking an active role in these discussions and is pleased to participate in the upcoming World Congress - a first for chiropractic."

Dr. Zeigler will be presenting on the panel, *Accelerating Value in Accountable Care*, and will focus upon the impact of chiropractic care in the health value supply chain - from prevention, chronic care management and accountable care delivery to measuring the effects on population health outcomes and overall business metrics. Dr. Zeigler will draw upon two recent studies released by the FCP: [Do Chiropractic Physician Services for Treatment of Low Back and Neck Pain Improve the Value of Health Benefit Plans?](#) (2009) and the landmark document: [Outcomes-Based Contracting\(TM\): The Value-Based Approach for Optimal Health with Chiropractic Services](#) (2010).

"Distribution of the Foundation's evidence-based assessments on the clinical and cost efficacy of chiropractic care has opened doors for the entire profession," adds Dr. Zeigler. "With the health care reforms underway, the timing of this event is ideal, and we expect members of the profession to attend and network with key industry leaders."

Source: Foundation for Chiropractic Progress