



CHIROPRACTIC PR

Patients Are Searching for You and Chiropractic Nationwide

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There has never been a more exciting time for you to be a doctor of chiropractic than right now. With top-spot editorial features in *Forbes*, *U.S. News & World Report*, *Becker's Spine Review*, *BOSS Magazine*, *Prevention*, *Women's Running* and more, your key role as a DC is being positioned on a national scale as a safe, effective and drug-free option to optimize daily health and well-being, as well as manage pain effectively.

The best part about chiropractic recognition in the media is that, as a profession, we have only just begun to scratch the surface.

Moving Chiropractic Across America

Every day, we at the Foundation for Chiropractic Progress ([F4CP](#)), a not-for-profit organization dedicated to educating the public about the benefits of chiropractic care, are working to connect you and your fellow DCs across the U.S. to more patients than ever before.

This year, we have launched a new, national marketing campaign, *Moving Chiropractic Across America*. This campaign features billboards, full train-wrap advertisements and in-flight magazine placements promoting utilization of chiropractic services.

Enhanced Visibility for Your Practice



Train wrap in Sacramento, Calif.

Every media placement and marketing resource the foundation creates features a link to its National Find-A-Doctor Directory. [The directory](#) showcases all foundation members to ensure that when patients are searching for a local DC, they can easily find *your* practice.

In addition to a National Find-A-Doctor Directory listing on the F4CP.org website, membership with the foundation entitles you to receive listings in the [WebMD](#) and American Academy of Spine Physicians ([AASP](#)) directories at no charge. These sites have *millions* of searches each month. Now patients are searching for you and the care you can provide.

Take the First Step

To enroll as a foundation member, please do *one* of the following today:

- Visit www.f4cp.org/package
- Contact Membership Director Marta Cerdan at marta@f4cp.com



Billboard in Montana.

A Powerful Testimonial

I reached out to the Foundation for their resources in early 2017 after I noticed their tagline, "Save Lives, Stop Opioid Abuse, Choose Chiropractic."

I began presenting Foundation material at our monthly chiropractic district and Opioid Taskforce meetings. Each meeting, I came armed with new Foundation marketing resources. It was the Foundation's material that not only garnered recognition by legislative representatives, but also gave us the confidence in Ohio to solidify chiropractic's position in healthcare while we were featured in media segments, twice!

This nonprofit is a necessity to effectively spread positive messages about chiropractic care around the nation. I cannot stress the importance behind every State Association joining the Foundation, as well as every doctor of chiropractic.

If every doctor of chiropractic would utilize the Foundation's resources, the public would better understand the value behind what it is that we offer as a profession."

— *Judson Sprandel II, DC, FACP Gold Member*

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