

Preferred Reading & Viewing

NOW AVAILABLE ON CHIROMALL

Editorial Staff

Your User ID and Password Get You Substantial Discounts

Some of the challenges of providing products online to the chiropractic profession involve confidentiality and access. The problem with the Internet is that you can't normally control who buys the products and who sees the prices of those products. A large percentage of the products, equipment and supplies sold to doctors of chiropractic is not suitable for purchase and use by consumers. Those products that should be used by consumers and patients are sold through chiropractors and are offered at "professional" prices that shouldn't be viewed by patients.

It is for this reason that ChiroMall (www.ChiroMall.com) was created. ChiroMall is a "closed" e-commerce Web site. Only licensed doctors of chiropractic have the unique user IDs and passwords required for access. DCs are the only ones who can view prices and make purchases.

The first "store" to open in ChiroMall is Preferred Reading & Viewing. This is the online version of the Preferred Reading and Viewing List found on pages 60-61 of this issue.

While the number of educational products offered in the pages of Dynamic Chiropractic is limited, there is unlimited space online. Currently, there are 60 textbooks, audio tapes/CDs, videotapes/DVDs, posters and other products available in ChiroMall - most complete with their original reviews. Of the 60 that are available, 26 are being offered at discounted prices only available online.

This will always be the case. At least 25 percent of all products offered on Preferred Reading and Viewing will be offered at a discount. Most of these discounts will only be available through ChiroMall.

If you are a licensed doctor of chiropractic, your unique user ID and password are printed at the top of the front page of this issue. This information is required to gain access to ChiroMall.

Preferred Reading and Viewing is only the first store to open in ChiroMall; several more are currently under development. These online stores will feature substantial discounts that will not be available elsewhere. In addition, many products and services will be offered at "guaranteed lowest prices," ensuring that DCs who purchase online pay the lowest prices available for those products or services.

Take a few moments to use your unique user ID and password to access ChiroMall (www.ChiroMall.com) and take a look around. Then, be sure to put your user ID and password in a safe place for future reference. As the number of ChiroMall stores grows, so will the savings available for you and your practice.

