

25,000 Patient/Consumer Subscribers in Less than Eight Months

PATIENTS AND CONSUMERS EAGERLY SUBSCRIBE TO LEARN MORE ABOUT CHIROPRACTIC

Editorial Staff

In less than eight months, ChiroWeb's *To Your Health (TYH)* electronic patient newsletter has exceeded over 25,000 subscribers. While the program was designed primarily to educate chiropractic patients, over 5,000 consumers have also subscribed, and are being referred to participating doctors of chiropractic.

The *TYH* program allows DCs to offer their patients (and other members of their community on an unlimited basis) a biweekly email newsletter that educates them about the benefits of chiropractic and wellness. The email newsletter provides valuable research-referenced information about chiropractic, and includes information about the doctors and their practices. Subscribers have the option to receive newsletters with graphics and photographs, including a photograph of each patient's doctor.

Consumer subscribers receive their newsletters with information right at the top on the nearest participating doctor of chiropractic. Thus far, 1,700 participating doctors are enjoying consumer newsletter referrals every two weeks. Unfortunately, there are still many consumers in areas without participating DCs.

Because *To Your Health* is an e-mail newsletter, it is extremely inexpensive to educate patients and can easily be forwarded to many more readers. Internet access is not required for participation.

For more information, please call toll-free 888-352-8180.

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