

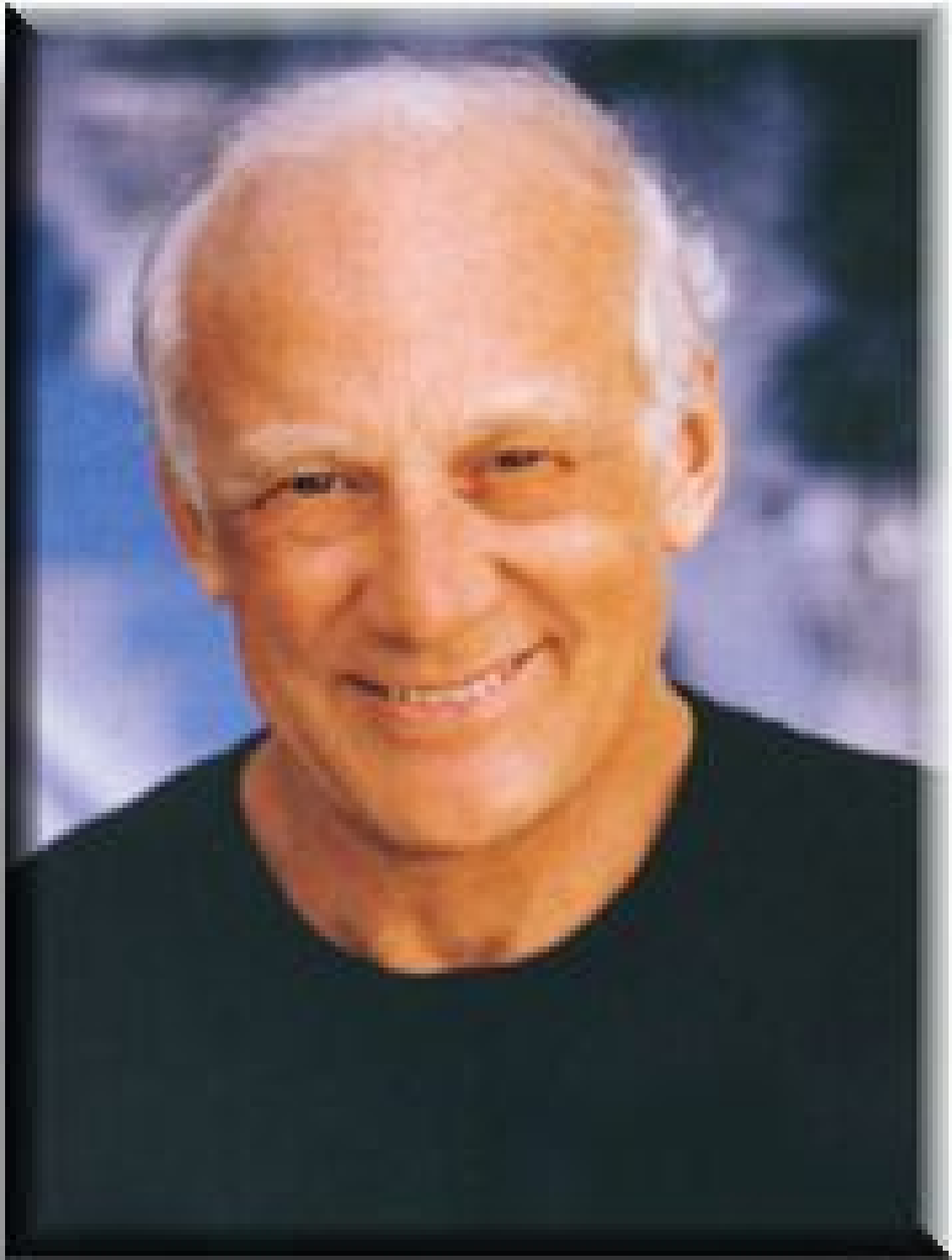


NEWS / PROFESSION

TV Report: Chiropractic and Alternative Care on Fox Cable Health Network - 10 Showings in 8 Days

Editorial Staff

Beginning on October 2 and running through October 9, the Fox Cable Health Network will feature "New Horizons in Health," the most recent edition of the "Cutting Edge Medical Report." This half-hour television program looks at health care in the 21st century, initially from the point of view of the U.S. space program and the multitude of health information garnered in space.



Astronaut Buzz Aldrin Co-Hosts Program

What will health care be like in the coming years? What treatments and services can patients expect

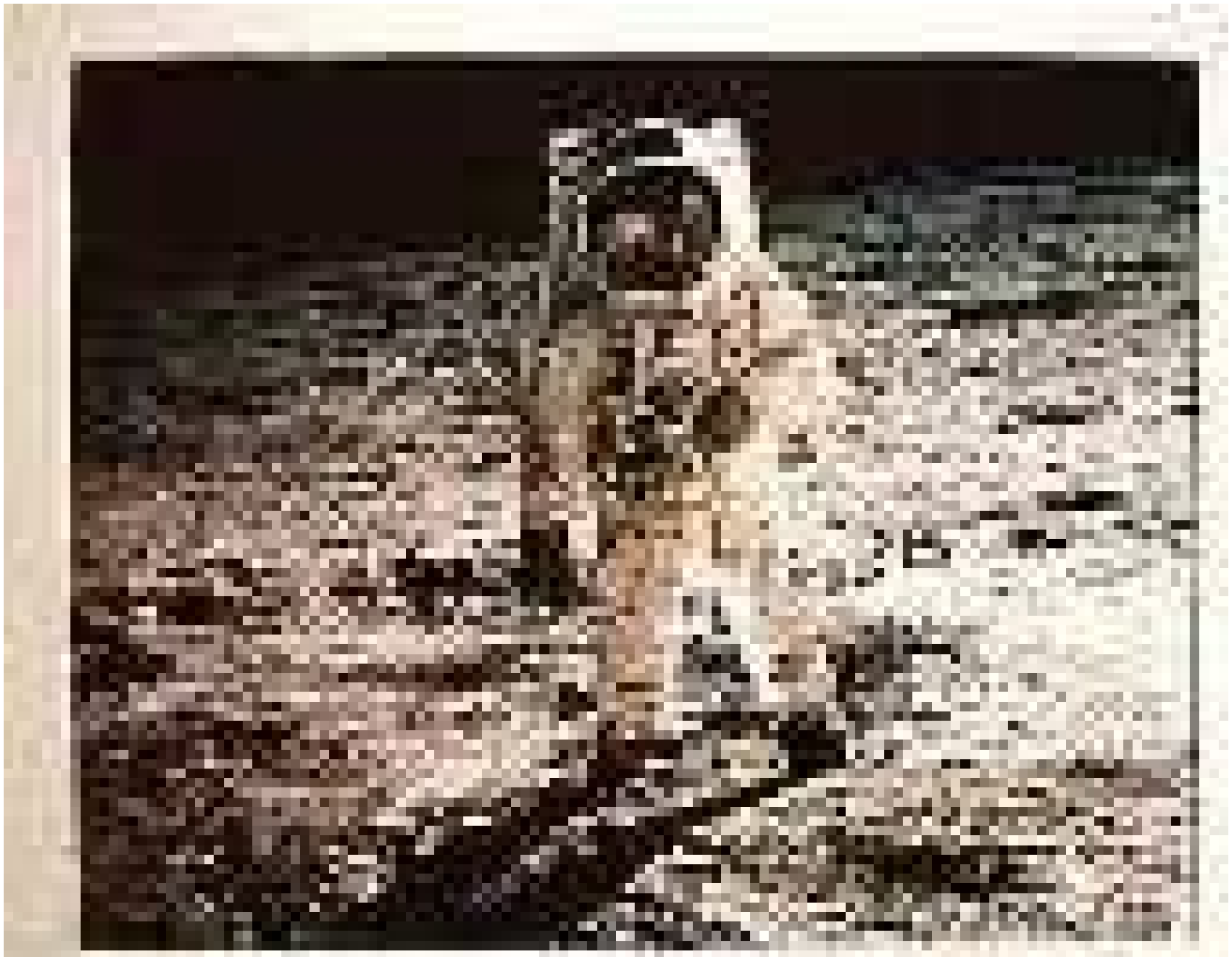
from their health practitioners? Where do all the health disciplines and specialties fit into the picture? What is on the horizon for health?

These questions are addressed beginning with what has been learned about health and the human body from the astronauts' experiences with space travel. The many changes in bone loss and losses in muscle strength provide an accelerated look at how our bodies age and what can be done to combat this.

Health Care in the 21st Century

A number of points are made in the television program regarding what consumers and health care providers can expect in the near future:

- teamwork approach to health care
- better educated consumers
- alternative care continuing to grow in popularity
- reconsidering the role of conventional medicine
- more emphasis on quality of life



Apollo 11 lunar module and Buzz Aldrin on the moon.

Throughout the program, chiropractic was shown prominently. It will be clear to viewers that a doctor of chiropractic should be part of every patient's health care team.

Among the many attributes made regarding chiropractic and other forms of alternative care were:

- primary care
- advanced education
- referral by MDs for multidisciplinary care
- patient use of internet
- wellness
- alternative care is the fastest growing form of health care

The program will be aired on the FOX Cable Health Network on the following dates and times:

Date	Time
October 2	9:30 PM (EST)
October 3	12:30 AM (EST)
October 4	9:30 PM (EST)
October 5	12:30 AM (EST)
October 6	9:30 PM (EST)
October 7	12:30 AM (EST) and 9:30 PM (EST)
October 8	12:30 AM (EST) and 9:30 PM (EST)
October 9	12:30 AM (EST)

This program was produced by the Information Television Network (ITV) as part of its ongoing series, "The Cutting Edge Medical Report." It was written and directed by Emmy award winner Irvin Davis and is being underwritten by a grant from TRIAD Healthcare, Inc.

The program is produced with input from NASA scientists. Major scenes were taped at the Johnson Space Center in Houston. Space, life science and health authorities from the Johnson Space Center (NASA) are interviewed. Doctors from various complementary and alternative health professions offer their predictions on health care.

The program places chiropractic squarely on the team of providers required for optimal health care. "New Horizons in Health" is not a chiropractic infomercial. This is a quality production with excellent content. The caliber of professionals interviewed gives the program a credibility factor of 10.

DCs will want to encourage their patients to view the program, especially those with families that are still uncertain about the role of chiropractic in today's health care. Doctors can also purchase copies of the program for their office for \$19.95 plus \$5.00 shipping and handling by calling 1-888-270-2850.

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