

## Your Place on the Internet

### DC CHIROWEB BRINGS THE INTERNET TO YOUR OFFICE

Editorial Staff

The number of people currently accessing the Internet for information has been estimated as high as 35 million, with the number growing each day. Regular Internet users in the US alone are estimated to be as many as 27 million. The Internet is truly becoming the information superhighway it has been claiming to be.

With an average of 10% of your patients and local community already online, the Internet has become another avenue for you and the chiropractic profession to reach out to prospective patients. Not only can the Internet be a place where onliners can find out about chiropractic, it is also where they can learn about you and your practice.

For the past year, Dynamic Chiropractic has been planning its website. The hard part was finding an individual or organization that truly understood this new medium. In looking over the already established chiropractic web sites, we found ChiroWeb.

ChiroWeb is the most comprehensive chiropractic site on the internet. It focuses on both DCs and consumers. It is already well established on most internet search engines. The partnership was obvious.

The top of our priority list was to make your name and address available to the world, particularly prospective patients. The most complete listing of DCs in the world will be available on our website FREE OF CHARGE to those who wish to find a chiropractor in their area. (This will also help you when a patient moves or goes on vacation.)

Take a few moments to verify that your address label on the front of *Dynamic Chiropractic* is your practice address, and that your name is correctly spelled. If not, use the enclosed yellow form inserted in this issue to make the necessary corrections. Drop the form in the mail immediately. We will be making final corrections to your data file at the end of January.

If you are already Internet savvy, you can update your own file online by accessing the web site at: [url=http://www.chiroweb.com:80/htmls/form1.html]http://www.chiroweb.com:80/htmls/form1.html[/url]

That's all there is to it. Now you and your office will be featured on DC ChiroWeb. Anyone looking to find a chiropractor will readily be able to contact your office.

If you would like to expand your presence on the Internet, our programmers can provide that service at a very reasonable cost. Our job is to reach out across the Internet and tell users about chiropractic and directing them to their local DCs for treatment.

Additional services to the website will be phased-in. Come visit and see what is available to you online. There's no holding the Internet back. It will continue to soar and become the reference and information source of choice. And chiropractic will be there.

JANUARY 1997

©2024 Dynamic Chiropractic™ All Rights Reserved