

KCA Continues Award-Winning "Doctor of Chiropractic" Videos

TWO NEW VERSIONS: ONE FOR MDS, ONE FOR CONGRESS

Editorial Staff

The Kansas Chiropractic Association (KCA) has two new additions to its highly successful "Doctor of Chiropractic" video series, which has garnered five 1995 Houston International Worldfest Film Festival Gold, Silver, and Bronze Medals; three International Creative Excellence Awards at the 1995 U.S. International Film and Video Festival; and has been widely distributed to members of Congress.

Debuting in the KCA "Doctor of Chiropractic" series is the video "Chiropractic: A Review of the Literature," which has been sent to the 3,000 MDs practicing in Kansas, along with a copy of both the Manga Report and the AHCPR Guidelines. KCA has also produced a revised "federal" version of "Chiropractic: The Proven Choice," the video that won the Gold Worldfest medal and the International Creative Excellence Award. This updated version features both a new introduction and closing promoting the "freedom of choice" amendment to Medicare.

To be sure that members of Congress receive the revised "Chiropractic: The Proven Choice," the KCA has donated 535 videos worth \$20,000 to state chiropractic associations across the country. The KCA shipped the videos to the associations in time for them to be hand delivered to U.S. senators and Congress members when they were home during the July 4th recess. The KCA also plans to deliver the new version to representatives' Washington, D.C. offices. The seven-minute video covers the Wilk case, the Meade study, the RAND study, the Manga Report, and the AHCPR Guidelines.

The KCA video sent to Kansas MDs, "Chiropractic: A Review of the Literature," takes an innovative approach by including copies of the Manga Report and AHCPR Guidelines along with the video. Said KCA Video Committee Chair Dr. James Edwards, "Sending out printed studies is more effective when they are accompanied by a video summary of the information." The video is an edited compilation of the KCA's three earlier "Doctor of Chiropractic" videos, tailored especially for MDs with specific topics and terminology. It notes chiropractic's 100th anniversary, offers a brief, scientific description of chiropractic, and covers chiropractic education, safety, and effectiveness. Dr. Darrell Fore, KCA president, "We think the majority of this information will be completely new to most MDs."

The KCA, in hopes that other state associations will start projects to get the video to MDs, has sent out a mailing to all U.S. and Canadian chiropractic associations offering the videos to them for shipping, handling, and duplication costs.

The association estimates that there are now over 12,000 copies of Kansas videos in the hands of doctors and policy makers across the country. Individual doctors can purchase any of the videos from their state chiropractic association, or from the Kansas Chiropractic Association at 1334 S. Topeka Blvd., Topeka, KS 66612, telephone (913) 233-0697, or fax (913) 233-1833.

