

# "Visa" Card Raises Funds for Chiropractic Research

WHAT BEGAN AS A DREAM HAS BECOME A REALITY

Editorial Staff

Health care reform is mandating health care credibility through research. The value of chiropractic care must be established by the efforts of our research organizations. Immediate funding is desperately needed, but money is tight. How can we raise the needed funds?

Recognizing the chiropractic research dilemma, Lewis Saunders, DC, and Robert Johnson decided there was something they could do. They created the Chiropractic Research Visa Credit Card.

The concept was simple:

- Find a bank willing to support the chiropractic effort.
- Establish a card that would not only represent the profession, but at competitive rates.
- Require the bank to donate part of the merchant fees back to legitimate chiropractic research organization.

The results have been impressive.

In its initial campaign, the Chiropractic Research Visa Card has generated over \$12,000 for chiropractic research. Each cardholder is able to designate which research organization receives the benefits. Currently, the Consortium for Chiropractic Research (CCR), the Foundation for the Advancement of Chiropractic Tenants and Science (FACTS), and the National Institute of Chiropractic Research (NICR) are receiving most of the funds.

As you can read by the accompanying letters, this is contributing to many important chiropractic research projects. Dr. Saunders and Mr. Johnson are excited about the potential of the program, and expect that every DC will want to use the Visa card to support the chiropractic research organization of their choice.

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May 1, 1994

*Dr. Lewis B. Saunders*  
*National Chiropractic Research Corp.*

401 Johnson Lane, Suite 102  
Venice, FL 34292

Dear Dr. Saunders:

On behalf of the Consortium for Chiropractic Research, we would like to extend our support for the NCRC's VISA credit card program. This program provides an opportunity for all individuals involved in chiropractic, i.e., doctors of chiropractic, staff, teachers, vendors, and other interested members of the chiropractic profession, to painlessly donate funds which can be used to support chiropractic research.

Funds donated to the Consortium for Chiropractic Research will be used to support the following research programs:

- Appropriateness of Spinal Manipulation of the Cervical Spine: a collaborative effort between Palmer College of Chiropractic West, Los Angeles College of Chiropractic and the RAND Corp.
- The Role of Chiropractic in Meeting Rural Health Care Needs: a collaborative project between Northwestern College of Chiropractic, Palmer College of Chiropractic, Western States Chiropractic College, New York Chiropractic College, and the University of Minnesota.
- A Randomized Controlled Clinical Trial of Rehabilitative Exercise and Spinal Manipulation: a collaborative project between Northwestern College of Chiropractic, Canadian Memorial Chiropractic College, and McMaster University.
- Outcomes assessments of the effectiveness and efficacy of chiropractic care for somatovisceral conditions such as functional GI/disorders, headache, pulmonary and cardiovascular disorders, asthma, and others.
- These are just a few of the vitally important topics which could benefit from chiropractic research studies. We strongly urge all individuals involved with the chiropractic profession to obtain and use the VISA card immediately.

Sincerely,

*William C. Meeker, DC, MPH, FICC*  
*President*

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April 6, 1994

*Dr. Lewis B. Saunders*  
*National Chiropractic Research Corp.*  
*401 Johnson Ln., Ste. 102*

Venice, FL 34292

Dear Dr. Saunders:

I am writing to express the support of the National Institute of Chiropractic Research for the NCRC's VISA credit card program. This credit card offers a unique way for doctors, their staff, and others to effortlessly contribute vital funds for research doing something they do routinely -- by charging goods on their credit card.

Project that could be supported via the NICR include:

- A \$100,000 grant via the Foundation of Chiropractic Advancement and Education founded by Dr. Harris has been matched by NASA. This project has the potential to allow the diagnosis spinal problems as muscle spasm and degenerative changes noninvasively using computerized models and analysis of the vibrational properties of the spine.
- A large scale feasibility study on outcomes of patients with neck pain is being conducted in conjunction with Arizona State University. The data from this study are vital for studies of treatment effectiveness.
- Also at Arizona State, the biomechanics of the prone leg check is being studied at the Dept. of Exercise Science. A major feasibility study of neck pain encountered in a chiropractic clinical setting. Development of computerized models of the spine to aid diagnosis.

I strongly urge DCs to consider using this card, please select the NICR choice on the application.

Sincerely,

*Arlan Fuhr, DC*  
*President*

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*Dr. Lewis B. Saunders*  
*National Chiropractic Research Corp.*  
*401 Johnson Lane, Suite 102*  
*Venice, FL 34292*

Dear Dr. Saunders:

On behalf of the International Chiropractors Association, I want to express not only sincere thanks but strong, enthusiastic support for your efforts to raise badly-needed funds for chiropractic research. Also, as a member of the Board of Directors for the Foundation for the Advancement of Chiropractic Tenets and Science (FACTS), I want to also express sincere thanks for the substantial funds already generated for FACTS. These precious resources will quickly be put to work to support FACTS' various research and development projects.

ICA encourages all within chiropractic to support chiropractic research through the Visa card program. I will shortly be writing to every ICA members, enclosing a credit card application, explaining the urgent need for research funds and encouraging all DCs and students to send in the completed application immediately.

Thank you once again for your service to chiropractic through this vital program.

Sincerely yours,

*R. James Gregg, DC*  
*President*

JUNE 1994