

Dynamic Chiropractic

PHILOSOPHY

Prove It!!

IT'S TIME TO GO ON THE OFFENSIVE

Donald M. Petersen Jr., BS, HCD(hc), FICC(h), Publisher

In the past, the chiropractic profession has been forced to endure the attacks of organizations and individuals that questioned the benefits of chiropractic care. Some suggested that chiropractic treatment had only "placebo effects" for healing. Others were willing to agree that some types of manipulation could have short term benefit for musculoskeletal problems, but only if you could find a member of the National Association of Chiropractic Medicine.

Fortunately, recent studies have forced most objective thinkers to reconsider the value of chiropractic care: the "Meade Study" in the British Medical Journal (please see "British Researchers Show Chiropractic More Effective" in the July 4, 1990 issue); the RAND Report (please see "Chiro Panel Rates Appropriateness of Spinal Manipulation" in the November 6, 1992 issue); and a couple of papers by Dan Cherkin, Ph.D. published in the Western Journal of Medicine.

This is not to suggest that these issues have died, just that they don't get the same response from the scientific community as they once did.

Soon after, our enemies tried to suggest that while chiropractic care was of some benefit, it was still as much as "3-1/2 times more" costly (please see "West Virginia Chiropractic Society Resists Attacks in the July 18, 1990 issue). This misconception is being continuously restated by managed care programs and health insurance carriers who either don't want to offer chiropractic care to their policyholders or charge an outrageous premium to add chiropractic care to the policy. Our enemies have convinced the third party payers that adding chiropractic care is adding unnecessary care (costs).

Recently, there have been two studies that have focused not only on the benefits of chiropractic care, but on how much more cost effective chiropractic really is. Both of these studies examined the cost benefits of chiropractic care vs. medical care. One was published in a medical journal and one in a chiropractic journal. In BOTH CASES, chiropractic care was shown to be MUCH MORE COST EFFECTIVE!

The Ebrall Study

In the June, 1992 issue of the Chiropractic Journal of Australia, Phillip Ebrall, BAppSc(Chiropractic) demonstrated that the average total cost of care under chiropractic was less than under medical care: \$571.45 AUS (Australian dollars) vs. \$738.17 AUS. More importantly, the average workers' compensation payment was four times greater for workers under medical care than for those seeing chiropractors: \$1,569.93 AUS vs. \$392.02 AUS. Utilizing chiropractic care to its fullest potential would have saved approximately \$10 million AUS for the year in just the state of Victoria. A much more complete review of this paper can be found in "Australian Study Compares Chiropractic vs. Medical Costs: Chiropractic Wins Again" beginning on the front page of this issue.

The Utah Study

An earlier study featured in the August, 1991 issue of the Journal of Occupational Medicine demonstrated an even more significant difference for workers' compensation claims in Utah (please see "Utah Study Shows Chiropractic Care Less Expensive" in the October 25, 1991 issue). Again, the cost for chiropractic care was less than medical care: \$526.84 USD (U.S. dollars) vs. \$684.15 USD. But the differences in compensation showed medical patients costing 10 TIMES MORE than chiropractic patients: \$668.39 USD vs. \$68.38 USD.

The sad fact is that you probably haven't read either of these papers. And if you haven't read them, neither has anyone else.

Two years ago, Dynamic Chiropractic secured copies of two similar research papers (the "Meade" and "Cherkin" papers) that were used by almost two thousand DCs to change the way the world looked at chiropractic care. The results have been seen in magazines, newspapers, and on television and radio news programs around the world. These two papers were distributed in such a way as to change the opinions of politicians, reporters, other health care providers, and members of the general public.

It is now time to take the battle to our opponents.

For many years, we have seen the senseless waste generated by many in the medical profession: "cure-all drugs" that were worse than the ailment (and created a world of prescription addicts); expensive surgeries that caused more harm than good; and an entire campaign devised to brainwash the minds of a trusting public.

The public no longer blindly trusts the AMA "party line."

We now have the research papers to present the truth:

CHIROPRACTIC IS SAFER, MORE EFFECTIVE, AND LESS EXPENSIVE.

But how will they know?

How will your local political figures, your newly elected representatives know if you don't inform them? How will your local newscaster, talk show hosts, and newspaper editors know? Who will bring the truth about chiropractic care to you community?

Arrangements have been made to provide you with a copy of both the "Ebrall Study" and the "Utah Study" for only the cost of the reprints plus handling and shipping. For a mere \$7 USD (U.S. currency), you can own the two most powerful modern day weapons in the chiropractic research arsenal.

If you want more than one set, just add \$4 per set.

Two years ago, we told the story of the effectiveness of chiropractic care. The world listened. The world now has a different opinion.

Now is the time to tell the world how much money could be saved utilizing chiropractic care to its fullest potential. The world is listening. Can you take a few minutes to change the world?

Please use this form and send your order to:

Prove It!
P.O. 6100
Huntington Beach, CA 92615-6100

or use your credit card and order by phone: (800) 359-2289 or fax: (714) 536-1482.

We CAN change the way the world thinks!

DMP Jr., B.S., HCD(hc)

NOVEMBER 1992

©2024 Dynamic Chiropractic™ All Rights Reserved