



CHIROPRACTIC (GENERAL)

## We Can't Ignore the Power of the Patient

Gerald Coy, DC

The CHER (Chiropractic Health Education Research) Foundation is a 38-year-old public charitable organization dedicated to the growth and development of the chiropractic profession. This charity has been working on numerous programs to get public involvement in the support of the profession.

For 120 years, the profession has depended primarily on funding from chiropractors for their colleges, research and public education. We are of the belief that the 50 million active chiropractic patients (Gallup-Palmer College poll, 2015) should be participating in this process. The profession has failed to involve the public with an available charitable institution that could be recipients of their appreciation and generosity.

The [CHER Foundation](#) is currently involved in numerous programs to support the profession, including:

- Loan forgiveness programs for new doctors
- National and international development
- Public funding programs
- Clinics for the public who cannot afford chiropractic care
- Public education and awareness through the development of digital Internet television channels (for example, The Life Channel and Canal de la Vida). These are some of our most active programs.

### Chiropractic Appreciation Month

We seek to get the profession involved in reaching out to the public for their support, as well as to grateful chiropractic patients. There is a tremendous opportunity for the 50 million active patients to support the foundation's program, Chiropractic Appreciation Month, being developed for the month of May, with the potential of making it an annual program.



Imagine how the profession would benefit if thousands of chiropractic offices each were to raise a small amount from the generosity of the patients they care for; and for those patients to finally have the opportunity to show their appreciation financially.

Making this an annual fundraising event would allow for funds to be available not only for the programs of the CHER Foundation, but also to support all philanthropic activities conducted by so many of our professionals. This could help in funding chiropractic research, but above all, it could help in the development of public education to better understand what chiropractic is and to encourage the public to seek care. This could bring even greater numbers of patients into chiropractors' offices and get more patients to return who perhaps only sought limited care - because of limited knowledge.

One of the programs we have developed for The Life Channel is a show called "Family Health With Dr. Cathy," in which Dr. Cathy Wendland-Colby expresses the need for chiropractic care for the entire family. Other programs will discuss "Healthy Kidz 'N Sports," with information for parents, coaches and doctors on how to maintain their children's health while enjoying playing the game.

Additional programming is being designed based on the concept created by Mark Victor Hansen in his book, *Chicken Soup for the Chiropractic Soul*. "1,001 Chiropractic Miracles" will share the stories and benefits of chiropractic. Nutrition, environmental issues, exercise and improved lifestyle will be featured in other programming in the works.

Participate and Learn More

We are looking to reach out to all chiropractic offices who would like to offer their patients the

opportunity to show their appreciation for the improved health they have received. The CHER Foundation has a "Tree of Life" program that can be sent to all the offices in the country to use during the month of May. All funds collected will go toward helping the profession grow.

If your office would like to participate, it costs absolutely nothing. Contact the CHER Foundation via email at [support@cherfoundation.com](mailto:support@cherfoundation.com) and we will mail a package to you immediately. Our goal is simple: to make 2016 "The Year of Chiropractic."

To learn more about the CHER Foundation, visit [click here](#) or check out the foundation's [Facebook page](#). Mail is received at: P.O. Box 1099, Downey, CA 90240.

APRIL 2016