



**CENTER FOR
HEALTH VALUE
INNOVATION**
INFORMATION EXCHANGE FOR
VALUE-BASED DESIGN

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FOR IMMEDIATE RELEASE

**Foundation for Chiropractic Progress Joins Center for Health Value Innovation,
Signals Greater Role of Chiropractic in Health and Wellness Initiatives**

ST. LOUIS, Mo./CARMICHAEL, Calif. – April xx, 2010 – The Center for Health Value Innovation (www.vbhealth.org), the nation’s premier information exchange for value-based design, today announced the Foundation for Chiropractic Progress (www.foundation4cp.com), a not-for-profit organization dedicated to increasing public awareness of chiropractic, has joined its growing membership of health care industry innovators. This collaboration reinforces the Center’s mission to push the boundaries of value in health investments.

“The Center was founded as the information exchange for value-based design, and works to assure that the value of health investments is expanded as new evidence becomes available,” says Cyndy Nayer, president and CEO of the Center. “We welcome the Foundation to our signature Innovators Summit, convening experts from both organizations to consider how chiropractic can drive value for individuals, businesses and communities.”

Kent S. Greenawalt, chairman of the Foundation, adds, “We share the Center’s passion for promoting better health through prevention. Our goal is to share our message about the value of chiropractic with members of the Center and, in turn, benefit from feedback

from the Center's growing roster of thought-leaders who are working together to improve the health and economic viability of communities across the country."

New Center members join a vibrant community of stakeholders and seasoned pioneers in an environment of collaboration and networking, developing value-based strategies for implementing health improvement strategies that lead to financial sustainability for individuals, companies and communities.

Nayer, co-founder of the Center, says, "The addition of the Foundation to our Center expands the dynamic group of leaders who find fresh ways to inject substantive change through initiatives that promote health and financial value, improving our nation's health."

About The Center for Health Value Innovation

Information Exchange for Value-Based Design

The Center for Health Value Innovation has grown into the nation's premier organization dedicated to sharing the evidence of improved health and economic outcomes through value-based designs for sustainable health and financial improvement.

www.vbhealth.org

About The Foundation for Chiropractic Progress

A not-for-profit organization, the Foundation for Chiropractic Progress (F4CP) embraces a singular mission to promote positive press for the profession in national, regional and local media. Visit www.foundation4cp.com; 1.866.901.f4cp.