



**Media**

Lauren Kennedy

201-641-1911x14

[lkennedy@cpronline.com](mailto:lkennedy@cpronline.com)

**FOR IMMEDIATE RELEASE**

**Foundation for Chiropractic Progress to Participate at 2011 AHIP Fall Forum**

**CARMICHAEL, Calif. – Nov. 13, 2011** -- The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to advancing public awareness of chiropractic care, will sponsor [Bruce Sherman](#), MD, FCCP, FACOEM and former corporate medical director for the Whirlpool Corporation, as a speaker at the 2011 [American Health Insurance Plans](#) (AHIP) Fall Forum, November 14-16, 2011, in Chicago, Ill. On November 15, 2011, between 7:30 and 8:30 a.m., the Foundation will support a breakfast workshop entitled, "Value-based Insurance Design and Chiropractic Care: An Unlikely Partnership," which will host a discussion focused on evidence that supports the inclusion of chiropractic treatment within value-based insurance design (VBID).

"Recent, rigorous research has demonstrated the clinical benefit of chiropractic services for treatment of neck and low back pain," says Dr. Sherman. "For these two conditions, chiropractic has the potential to generate equivalent or better overall outcomes compared to medical therapy at comparable or lower cost, making it an appropriate treatment for consideration within a VBID framework."

Dr. Sherman completed his medical degree at New York University School of Medicine, and earned his master's degree in biology at Harvard University. He is board-certified in internal medicine, pulmonary medicine and critical care medicine. A speaker at both local and national levels, Dr. Sherman has presented workforce health and productivity management strategies to diverse audiences, and has published numerous related articles.

Chairman of the F4CP, Kent S. Greenawalt, is pleased to have Dr. Sherman represent the Foundation at AHIP, adding, "Dr. Sherman clearly understands the value of chiropractic, and we are fortunate that he is presenting these supporting materials to some of the most knowledgeable and influential people within the healthcare and payer community."

The 2011 AHIP Fall Forum includes an array of educational sessions and discussions on healthcare reform implementation and its impact upon health insurance plan operations. Leading healthcare and business professionals will deliver featured sessions, and networking



opportunities are built into the program to allow attendees to learn and discuss emerging innovation strategies.

**About The Foundation for Chiropractic Progress**

A not-for-profit organization, the Foundation for Chiropractic Progress informs and educates the general public about the many benefits associated with chiropractic care. To learn more about the Foundation, please visit us on the web at [www.yes2chiropractic.com](http://www.yes2chiropractic.com) or call 866-901-F4CP (3427).

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