



Media

Lauren Kennedy
201-641-1911x14
lkennedy@cpronline.com

FOR IMMEDIATE RELEASE

Foundation for Chiropractic Progress to Participate at 2012 IHC Forum East

CARMICHAEL, Calif. – March 30, 2012 -- 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, former corporate medical director for the Whirlpool Corporation, as a speaker at the 2012 [Institute for HealthCare Consumerism Forum East](#), April 12-13, 2012, in Atlanta, Ga. On April 12, 2012, between 2:45 p.m. and 3:45 p.m., the F4CP will support a 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 the local and national levels, Dr. Sherman has presented workforce health and productivity management strategies to diverse audiences, and has published numerous related articles.

With over 25 years of experience in healthcare, F4CP representative Laura Carabello, principal, CPR Communications, is pleased to have Dr. Sherman represent the F4CP at IHC, stating, "Dr. Sherman recognizes the value of applying chiropractic to a VBID framework, and we are fortunate that he is presenting these supporting materials to professionals within the healthcare and payer community."

The 2012 IHC Forum East is the only conference series that is 100 percent dedicated to innovative health and benefits management. Its array of educational sessions, advised by top healthcare and business professionals, will provide attendees with the tools and solutions to



create a comprehensive, cost-effective healthcare consumerism plan that not only serves employee needs, but also helps to build a company's economical foundation.

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 or call 866-901-F4CP (3427).

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