



## PUBLIC RELATIONS REPORT

### FOUNDATION FOR CHIROPRACTIC PROGRESS

THIS DOCUMENT INCLUDES AN OVERVIEW OF ALL PUBLIC RELATIONS ACTIVITIES OF THE FOUNDATION FOR CHIROPRACTIC PROGRESS IN 2013.

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## 2013 Public Relations Summary

### Overview

Building on years of success, the Foundation for Chiropractic Progress (F4CP) continued its growth – both in media exposure and support – throughout 2013.

As a result of this year's F4CP media campaigns, it is expected that almost **31 BILLION** positive media impressions will be generated and tracked for the chiropractic profession. Reports with impression totals are stilling being received for 17 campaign items. On average, reports can take up to four months to be received. This figure does not include the estimated number of impressions generated by individual doctors who have utilized F4CP material in their community, and was calculated by using a reliable public relations formula that measures the effectiveness of a campaign.

In 2013, the F4CP greatly expanded its public relations plan, increasing the number of public service announcements on radio, television and print outlets nationwide. In total, the F4CP produced and distributed 10 new TV public service announcements, six new radio announcements, and 10 new print advertorials and social syndications. Additionally, the F4CP significantly boosted its national advertising and the development and distribution of news releases that generate coverage and establish credibility.

In 2013, several standout initiatives paved the way for success in chiropractic coverage and better understanding of chiropractic nationwide.

The F4CP advertisement series "Champions of Chiropractic," which has grown to include over 30 ads featuring a variety of high-profile individuals, ran several times each month in publications, including *The Wall Street Journal* and *USA Today*. These ads proved to be quite successful in advancing recognition of chiropractic on a national level. In 2013, the F4CP also established a fresh champion series "Future Champions of Chiropractic," to help encourage enrollment at chiropractic institutions. This series, which also runs in prominent publications, features chiropractic students and mentors.

The F4CP strengthened its relationships with corporations and leaders nationwide. On Feb. 16, 2013, select shoe vendors at 48 Dillard's Department Stores participated in "Commit to Get Fit: Mind, Body and 'Sole,'" in which 10 percent of all proceeds made that day were donated to the F4CP. In 2014, the F4CP will host Dillard's at Parker Seminars, during which an on-site fashion boutique will be present.

In addition to the strong connection with the reputable retailer, the F4CP had great success in establishing relationships within the employer community. Throughout the year, the F4CP continued to attend several of the top healthcare conferences in an effort to educate prestigious attendees about the role and value of chiropractic care. The F4CP communicated its message through sponsorship of presentations and exhibit space, and provided its five white papers as handouts. Below is a list of F4CP white papers:

1. [MERCER: Do Chiropractic Physician Services for Treatment of Low Back and Neck Pain Improve the Value of Health Benefit Plans?](#)
2. [Outcomes-Based Contracting: The Value-Based Approach for Optimal Health with Chiropractic Services](#)
3. [The Role of Chiropractic Care in the Patient-Centered Medical Home](#)
4. [A Safer Approach to Long-term Relief from Back Pain: Understanding the role of chiropractic care as the first option in providing drug-free, non-invasive effective back pain management](#)
5. [Accountable Care Organizations Optimize Outcomes, Cost Savings and Patient Satisfaction with Chiropractic Care](#)

Keeping a strong presence at these events has allowed the F4CP to communicate positive chiropractic messages to healthcare and business leaders at every level – resulting in several speaking opportunities

at meetings with regional and national organizations. The F4CP will continue to advance its employer outreach initiatives in the coming years, and will look to collaborate with other chiropractic organizations interested in the employer space.

As much as the F4CP spent a lot of its time strengthening existing relationships in 2013, it also devoted time to the development of a new program that will guarantee countless, new relationships with partners of prestige. Athletic TIPS (Toward Injury Prevention in Sports)<sup>™</sup>, is a not-for-profit that will drive awareness and education around the role of multi-disciplinary care in the recognition, management and prevention of sports-related injuries. Through online learning and grass-roots initiatives, such as community workshops, all individuals who support youth athletes will be knowledgeable in key areas of concern.

Athletic TIPS<sup>™</sup> supports the chiropractic profession by providing opportunities to become TIPS-certified and capable to conduct community workshops nationwide on concussion management and other sports-related injuries, including avoiding dehydration, musculoskeletal conditioning and nutrition management.

The F4CP is actively pursuing the endorsement of major sports organizations that would add credibility to this unprecedented initiative to position the chiropractic profession in the forefront of community education. Recently joining in support of the new program is 47-time Emmy Award winner Ed Goren, former president of Fox Sports Media Group. The connection with Goren has already resulted in a relationship with former NFL player Michael Strahan, who narrated an Athletic TIPS<sup>™</sup> video. In early 2014, the F4CP plans to have the Athletic TIPS<sup>™</sup> website ([www.TIPS4Sports.org](http://www.TIPS4Sports.org)) live, and host its first seminar to train doctors of chiropractic to conduct community workshops. In addition, the exploration of partnerships with high-profile corporations will continue.

As the F4CP continues to develop its initiatives and boost its successes, countless opportunities are being presented to the chiropractic profession. Moving forward, the F4CP expects exponential growth to be achieved in terms of awareness and appreciation of the chiropractic profession.

## **2014 Plans**

Now that the F4CP has surpassed 10 years of ongoing success, it is confident that the bar will only continue to rise in the years ahead. As with each new year, the F4CP will increase the production and distribution of all campaign components with the goal of generating billions of media impressions.

In 2014, a more focused advertising campaign designed to motivate individuals to visit a doctor of chiropractic can be expected. These ads will begin running regularly in *The Wall Street Journal* and *USA Today* in early February. Although the new focus is different from the current champion series, the F4CP will not abandon the important campaign and will continue to expand its list of celebrity supporters for participation in other components of the campaign.

Relative to employer outreach, the F4CP will also take on a targeted approach to streamline its success. During 2014, the F4CP will focus communication on the value of chiropractic services within on-site health clinics. Having introduced this topic to employers previously, the F4CP hopes to build its credibility in this sector with the production of a white paper and partnerships with doctors of chiropractic presently employed at on-site clinics.

The developments associated with the new F4CP program, Athletic TIPS<sup>™</sup>, are also expected to grow significantly in 2014. The F4CP will directly benefit from sponsorships provided, but will operate the organization separately from the F4CP. Meaning, all contributions provided to the F4CP will continue to be used solely to fund public relations activities.

The F4CP is pleased with the potential the new year brings for the chiropractic profession, and expects to deliver countless new opportunities as the year takes shape.

### **Membership Goals**

In terms of membership, the F4CP reports a surge of nearly 2,000 new individual supporters in 2013. This brings the total number of supporters, not including colleges, associations and vendors, to nearly 5,000. The goals of the F4CP for 2014 are simple: surpass 10,000 members, increase vendor support and give individual chiropractors more traction. As the campaign continues to build momentum, an increasing number of doctors, associations, colleges and vendors will recognize the value of the F4CP mission. Supporting the F4CP translates into professional and personal success.

As the number of F4CP supporters grows, so will media campaigns. The future looks bright for the F4CP -- and the entire profession. As F4CP founder, Kent Greenawalt, often reminds the board, "we are just getting started!"

Laura Carabello  
Principal  
*CPR Strategic Marketing Communications*

**Total Estimated Media Impressions: 20,578,591,775**

## Important “PR” Terms

### **What is a Media Impression?**

A media impression represents the total number of people exposed to an article, public service announcement, print advertorial and/or advertisement.

### **How Can You Track Impressions?**

The first step is to determine the circulation number (or listenership, viewership, audience, or number of subscribers or members) of the tracked news outlet. For example, if an article about your company, product or service appears in a monthly magazine that has 1.8 million readers, then 1.8 million represents the circulation.

The next step is to factor in the pass-along rate. The pass-along rate represents the total number of people exposed to the piece before it was discarded or stopped running. Traditional public relations practice estimates pass-along rates for print run as high as five times the circulation and for online as high as nine times. So, a magazine that has a circulation of 500,000 and claims a pass-along rate of 5 would have a total readership of 2.5 million. Often times, a magazine will state these numbers on its rate card.

To calculate total media impressions, record the outlet's circulation number (times the pass-along rate) for each media clip that appeared during a recorded time period. The final number will provide an estimate of how many readers, listeners, viewers or visitors may have been exposed to your material.

Although tracking media impressions provides a tangible idea of total exposure, there are always items that need to be taken into consideration when calculating. Below provides a few:

1. This is a potential readership number; the actual readership may be less.
2. This number may have been inflated by double counting; for example, a reader may have seen your coverage in several magazines.

### **What is Syndication?**

To syndicate means to publish in different publications simultaneously. Often times, syndication refers to when a story is featured by a particular author or published by a particular source who is designated "a provider of media content" to countless outlets nationwide. Once a story is featured on one of the contact's news outlets, it immediately begins to appear on others. Typically, syndicated authors are employed by or freelance with highly visible publications - meaning the final coverage generated is tremendous.

### **What is Viral Marketing?**

Viral marketing refers to a marketing technique that uses pre-existing social networks and other technologies to produce increases in exposure through self-replicating viral processes, similar to the spread of viruses. It can be delivered by word of mouth or enhanced by the effects of the Internet (social media: blogs, twitter, facebook, pinterest, etc.) and mobile networks. Viral marketing messages can be communicated through virtually every component of the F4CP campaign. If successful, viral marketing can enable an endless amount of potential forms and vehicles through which messages can be spread.

Major Press Placements of 2013



THE WALL STREET JOURNAL

THE SACRAMENTO BEE 

**Pasadena Star-News**  
PASADENA, CA

**StarTribune**

**Star-Telegram**  
FORT WORTH

*The Washington Times*

**THE CINCINNATI ENQUIRER**

**HOUSTON**  **CHRONICLE**

 **The Atlanta  
Journal-Constitution**

**The Star**  
THE KANSAS CITY STAR

*San Francisco Chronicle*

**THE NEWS & OBSERVER**



*The Washington Post*

**THE BUFFALO NEWS**

*The Columbus Dispatch*

*The Wichita Eagle*

*The Miami Herald* 

*San Jose Mercury News*



**THE ARIZONA REPUBLIC**

*The Boston Globe*

**THE DENVER POST**

**DailyNews**  
LOS ANGELES

**Public Service Announcements – Television**

One aspect of the F4CP public relations plan is to produce and distribute television public service announcements. These messages are developed with the intent to relate chiropractic care to important, timely topics. Each announcement is produced originally by the F4CP and distributed to over 1,000 stations nationwide. The stronger the message, the more placements the announcement receives. Coverage is ongoing, several of the F4CP past announcements are still in rotation at major networks.

Following are the TV public service announcements issued in 2013:

<b>Super Bowl Champion Mark Collins Tackles Pain with Chiropractic Care</b>	<b>332,609,082</b>
<b>How Olympic Gymnast Nastia Liukin Keeps Her Body in Balance</b>	<b>339,454,170</b>
<b>Basketball Hall of Famer Nancy Lieberman's Career-Saver</b>	<b>340,059,744</b>
<b>NFL Legend Jerry Rice Scores With Chiropractic Care</b>	<b>358,579,302</b>
<b>On the Run with Professional Marathoner Stephanie Rothstein</b>	<b>338,809,500</b>
<b>Targeting Obesity With Chiropractic Care</b>	<b>312,149,298</b>
<b>A Smarter Alternative for Treating Back Pain</b>	<b>359,533,152</b>
<b>Sportscaster Linda Cohn Enhances Her Game with Chiropractic Care</b>	<b>TBD</b>
<b>Racing Through the Pain with Olympic Ski Champion Picabo Street</b>	<b>TBD</b>
<b>Athletic TIPS</b>	<b>TBD</b>

**Total TV PSA Impressions: 2,381,194,248**



**Public Service Announcements – Radio**

One aspect of the F4CP public relations plan is to produce and distribute radio public service announcements. These messages are developed with the intent to relate chiropractic care to important, timely topics. Each announcement is produced originally by the F4CP and distributed to over 5,000 stations nationwide. The stronger the message, the more placements the announcement receives. Coverage is ongoing, several of the F4CP past announcements are still in rotation at major networks.

Following are the radio public service announcements issued in 2013:

<b>Parents of Colicky Infants Turn to Chiropractic Care</b>	<b>127,312,218</b>
<b>How an Outfield Collision Changed One Baseball Player’s Life</b>	<b>127,512,418</b>
<b>Chiropractic Care First</b>	<b>129,593,918</b>
<b>Sportscaster Linda Cohn Enhances her Game with Chiropractic Care</b>	<b>TBD</b>
<b>Love Gets Good Vibrations from Chiropractic Care</b>	<b>TBD</b>
<b>The Most Dangerous Sport for Women? Try Cheerleading</b>	<b>TBD</b>

**Total Radio PSA Impressions: 384,418,554**

**Matte Releases/Print Advertorials**

Advertorials -- advertisements designed to look like independent news stories -- focus largely on consumer healthcare concerns and serve to educate the general public about the role and value of chiropractic care. Advertorials are distributed to thousands of news outlets nationwide and play an important role in achieving public awareness of the profession. They are highly significant in presenting our professional perspectives without editorial comment or criticism from outside sources. They also enjoy a long shelf life and continue to generate coverage on an ongoing basis.

Following are the print advertorials issued in 2013:

<b>Chiropractic Care First</b>	<b>309,720,936</b>
<b>Parents of Colicky Infants Turn to Chiropractic Care</b>	<b>315,720,936</b>
<b>How an Outfield-Wall Collision Changed One Baseball Player's Life</b>	<b>235,533,918</b>
<b>Sportscaster Linda Cohn Enhances her Game with Chiropractic Care</b>	<b>TBD</b>
<b>The Most Dangerous Sport for Women? Try Cheerleading</b>	<b>TBD</b>
<b>Love Gets Good Vibrations from Chiropractic Care</b>	<b>TBD</b>
<b>Chiropractic Care Seen as One of the Best Career Opportunities</b>	<b>TBD</b>
<b>Chiropractic Care Oncologist</b>	<b>TBD</b>
<b>Athletic TIPS</b>	<b>TBD</b>
<b>Chiropractic Care and Arthritis</b>	<b>TBD</b>

**Total Advertorial Impressions: 860,975,790**

**Social Syndications**

To syndicate means to publish in different publications simultaneously—therefore, “social syndication” is a unique tool attributable to the explosion of online social networking by promoting the same content on multiple sites. The key is to creatively share information of good content and quality, this way others want to share your source. The F4CP produced and syndicated several timely posts in 2013.

Following are the social syndications issued in 2013:

<b>Chiropractic Care First</b>	<b>1,881,027,860</b>
<b>Sportscaster Linda Cohn Enhances her Game with Chiropractic Care</b>	<b>523,450,532</b>
<b>The Most Dangerous Sport for Women? Try Cheerleading</b>	<b>654,653,539</b>
<b>How an Outfield-Wall Collision Changed One Baseball Player’s Life</b>	<b>393,702,337</b>
<b>Love Gets Good Vibrations from Chiropractic Care</b>	<b>603,162,930</b>
<b>Parents of Colicky Infants Turn to Chiropractic Care</b>	<b>519,172,130</b>
<b>Chiropractic Care Seen as One of the Best Career Opportunities</b>	<b>TBD</b>
<b>Chiropractic Care Oncologist</b>	<b>TBD</b>
<b>Athletic TIPS</b>	<b>TBD</b>
<b>Chiropractic Care and Arthritis</b>	<b>TBD</b>

**Total Syndication Impressions: 4,575,169,328**

### “Earned Media” Opportunities & Press Releases

On a regular basis, the F4CP issues press releases, many of which are placed on Business Wire for immediate pickups. These also provide an opportunity for targeted pitching to media outlets, both print and electronic.

CPR subscribes to several services on behalf of its clients and makes these available to the F4CP:

- **“Prof Net”** is a service of PR Newswire that delivers multiple editorial opportunities at various times throughout the day, alerting our team to “editorial” needs of reporters and editors nationwide. Editors post their queries and outreach for news sources, and the F4CP is able to respond to these targeted inquiries.
- **Cision’s Media Database** issued annually and with regular updates, lists all media outlets, editors’ contact information and recommendations for approaching specific editors. This Bible of the PR industry is a valuable resource for pitching specific editors.
- **CPR Proprietary Health Care Media Database** reflects more than 4,500 personal contact points for reporters, editors and producers that focus on healthcare issues. This database is utilized as a stand-alone resource or as an enhancement for Business Wire postings.

Following are the press releases issued in 2013:

#### **Foundation for Chiropractic Progress Points to New Study Documenting Chiropractic as First Option for Back Pain Relief, Surgery Avoidance**

CARMICHAEL, Calif. – Jan. 8, 2013 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to educating the public about the value of chiropractic care, cites the results of a new study as further documentation of chiropractic care as a first option for back pain relief and surgical avoidance. “[Early Predictors of Lumbar Spine Surgery after Occupational Back Injury: Results from a Prospective Study of Workers in Washington State](#),” (*Spine*; 12.12.2012) observed reduced odds of surgery for those under age 35, women, Hispanics and those whose first provider was a chiropractor.

#### **Performance Health Exceeds Initial Annual Pledge to the Foundation for Chiropractic Progress**

CARMICHAEL, Calif. – January 8, 2013 -- The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, is pleased to announce that [Performance Health](#), an organization dedicated to developing products to manage pain, restore strength and improve overall health, recently presented the F4CP with a second donation applicable to 2012 in the amount of \$25,000. This donation brings the organization’s total monetary contributions to \$135,000. This impressive level of support has directly impacted the level of exposure and success achieved by the F4CP campaign.

#### **Palmer College of Chiropractic Makes an Additional Contribution to the Foundation for Chiropractic Progress**

CARMICHAEL, Calif. – January 9, 2013 -- The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, is pleased to announce that [Palmer College of Chiropractic](#) (PCC), an institution that aims to promote learning, deliver healthcare, engage communities and advance knowledge through research, has recently contributed an additional \$20,000 to the F4CP -- bringing total contributions to an impressive \$108,000. This financial donation will help to boost production of F4CP materials -- including press releases, advertisements, print advertorials, television/radio public service announcements and sponsored research -- and further inform the public about the benefits of chiropractic care.

#### **Southern California University of Health Sciences Shows Support to F4CP**

CARMICHAEL, Calif. – January 9, 2013 -- [The Foundation for Chiropractic Progress](#) (F4CP), a not-for-

profit organization dedicated to raising awareness about the value of chiropractic care, is pleased to share that [Southern California University of Health Sciences](#) (SCU), an institution known for its integrated education and prestigious clinical training, has contributed an additional \$10,000 to the F4CP -- accumulating an outstanding total donation of \$50,400. This fiscal contribution will help facilitate new campaign materials that aim to bring public attention to the evidence-based, conservative approach of chiropractic care.

### **New York College of Chiropractic Contributes to F4CP Campaign**

CARMICHAEL, Calif. – January 9, 2013 -- The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, is pleased to announce that [New York College of Chiropractic](#) (NYCC), an educational institution committed to academic excellence, quality patient care and professional leadership, has generously donated to F4CP - enabling the Foundation the opportunity to better get the word out about chiropractic's many benefits, to assist the general public regarding their healthcare options, and to support the nation's many chiropractic practitioners.

### **Foundation for Chiropractic Progress to Participate at Third Annual Accountable Care Organizations Summit**

CARMICHAEL, Calif. – January 14, 2013 -- The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to advancing public awareness of chiropractic care, will sponsor F4CP executive board member, [Gerard Clum](#), D.C., as a speaker at the third annual "[ACOs Summit: A Transitional Model to Full Risk Care Management](#)," January 15-16, 2013, in Austin, Tx. On January 16, 2013, between 10:55 a.m. and 11:30 a.m., Dr. Clum will lead an F4CP sponsored workshop entitled, "Chiropractic Care Enhances Quality of Care, Patient Outcomes and Shared Savings in ACOs," which will host a discussion focused on the fundamentals of chiropractic care along with the evidence that supports the inclusion of care within Patient-Centered Medical Homes (PCMHs) and Accountable Care Organizations (ACOs).

### **Canadian Memorial Chiropractic College Proves Commitment to Foundation for Chiropractic Progress**

CARMICHAEL, Calif. – January 25, 2013 -- [The Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, is pleased to acknowledge the [Canadian Memorial Chiropractic College](#) (CMCC), an institution located in Toronto, Ontario, Canada, that delivers world class chiropractic education, research and patient care, for its continued support of the F4CP campaign. The CMCC has supported the F4CP since 2009, donating \$3,000 annually. The appreciated support of CMCC helps to facilitate greater success in educating the public about the value of chiropractic care.

### **Biotics Research Donates an Impressive Initial Pledge of \$25,000 to the Foundation for Chiropractic Progress in 2013**

CARMICHAEL, Calif. – February 22, 2013 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, is pleased to announce that [Biotics Research](#), a corporation committed to nutritional well-being through innovative ideas and products, has presented an impressive initial pledge of \$25,000 to the F4CP. This financial contribution, announced at Parker Seminars 2013 in Las Vegas, Nev., will aid in the production of new promotional materials distributed nationwide to communicate the countless advantages associated with chiropractic care.

### **Lance Cohen, D.C., Appointed to Foundation for Chiropractic Progress Board of Directors**

CARMICHAEL, Calif.; LA JOLLA, Calif. – February 15, 2013 – The [Foundation for Chiropractic Progress](#), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, is pleased to announce the appointment of Lance Cohen, D.C., to its Board of Directors.

**Foundation for Chiropractic Progress Appoints William Meeker, D.C., MPH, to its Board of Directors**

CARMICHAEL, Calif.; SAN JOSE, Calif. – February 15, 2013 -- The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, is pleased to announce the appointment of William Meeker, D.C., MPH, president, [Palmer College of Chiropractic West Campus](#) (PCC), to its Board of Directors.

**Foundation for Chiropractic Progress Welcomes Greg Harris to its Board of Directors**

CARMICHAEL, Calif.; MARIETTA, Ga. – February 15, 2013 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, is thrilled to announce the appointment of Greg Harris, vice president, University Advancement, [Life University](#), to its Board of Directors.

**Foundation for Chiropractic Progress Points to Role of Specialists in Integrating Care and Providing Better Patient Outcomes in the Medical Home**

CARMICHAEL, Calif. – February 20, 2013 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to educating the public about the value of chiropractic care, announces that its spokesperson, Gerard Clum, D.C., will participate in a webinar entitled: [“The Role of Specialty Practices: How Specialists Are Integrating Care and Providing Better Patient Outcomes Members.”](#) February 20, 2013, 2 p.m. ET, hosted by [Dorland Health](#), a leading integrated media publisher in the healthcare business information industry. The 90-minute program discusses the specialty medical home model.

**Foundation for Chiropractic Progress Points to Role of Specialists in Integrating Care and Providing Better Patient Outcomes in the Medical Home**

**Dorland Health Webinar:** Save 20 percent by using the code “chiropractor” at registration -- [click here](#).  
CARMICHAEL, Calif. – February 20, 2013 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to educating the public about the value of chiropractic care, announces that its spokesperson, Gerard Clum, D.C., will participate in a webinar entitled: [“The Role of Specialty Practices: How Specialists Are Integrating Care and Providing Better Patient Outcomes Members.”](#) February 20, 2013, 2 p.m. ET, hosted by [Dorland Health](#), a leading integrated media publisher in the healthcare business information industry. The 90-minute program discusses the specialty medical home model.

**Foundation for Chiropractic Progress Recognizes Frederick R. Carrick, D.C., Ph.D., as “Champion of the Year”**

CARMICHAEL, Calif. – March 18, 2013 –The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, is pleased to announce that [Frederick R. Carrick](#), D.C., Ph.D., has been named the first recipient of its “Champion of the Year” award. The award, which acknowledges an individual for outstanding achievement in public relations and positive press for chiropractic, was presented to Dr. Carrick at the 50<sup>th</sup> Anniversary Gala of the American Chiropractic Association (ACA), on March 7, 2013, at the Capital Hilton in Washington, D.C.

**ChiroTouch Raises the Bar with an Impressive 2013 Pledge to the Foundation for Chiropractic Progress**

CARMICHAEL, Calif. – April 4, 2013 – During this year’s [Parker Seminars](#) in Las Vegas, Nev., [ChiroTouch](#), a leading developer of chiropractic practice management software, presented the [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness of chiropractic care, with a check in the amount of \$114,000. In addition to the generous contribution, ChiroTouch has also signed up 300 new F4CP members.

**Foundation for Chiropractic Progress Cites New Studies Documenting Value of Chiropractic Care to Mitigate Escalating Incidents and Treatment Costs of Back Pain**

CARMICHAEL, Calif. – April 8, 2013 – A new study, [“Aging baby boomers and the rising cost of chronic back pain: secular trend analysis of longitudinal Medical Expenditures Panel Survey \(MEPS\) data for years 2000 to 2007.”](#) (*J Manipulative Physiol Ther.*; 1.1.2013), concludes that the prevalence of back pain

and costs associated with existing treatment patterns have and will continue to escalate -- in part due to an aging population. According to the [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, utilization of chiropractic care presents opportunities for improved patient outcomes and decreased costs.

### **Nebraska Chiropractic Physicians Association Contributes \$10,000 to the Foundation for Chiropractic Progress**

CARMICHAEL, Calif. – April 5, 2013 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, is pleased to announce that the [Nebraska Chiropractic Physicians Association](#) (NCPA), an organization of chiropractic physicians with a commitment to ensuring access to quality chiropractic care, announced that it will contribute \$10,000 in support of the F4CP – bringing total contributions to \$20,000. This impressive financial donation will go directly toward advancing public knowledge of chiropractic care nationwide.

### **Foundation for Chiropractic Progress Participates at the 2013 American Occupational Health Conference**

CARMICHAEL, Calif. – April 26, 2013 -- The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to advancing public awareness of chiropractic care, will for the first time attend and exhibit at the annual [American Occupational Health Conference \(AOHC\)](#), April 28 - May 1, 2013, in Orlando, Fla. Sponsored by the [American College of Occupational and Environmental Medicine](#), an organization of occupational health professionals who champion the health and safety of workers, workplaces and environments, AOHC provides the F4CP with an opportunity to educate leading healthcare professionals about the role of and research related to the chiropractic profession.

### **Foundation for Chiropractic Progress to Participate at 2013 IHC Forum East**

CARMICHAEL, Calif. – May 7, 2013 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, will sponsor [Gerard Clum](#), D.C., president emeritus, Life Chiropractic College West, as a speaker at the [2013 IHC Forum East](#), May 9-10, 2013, in Atlanta, Ga. On May 9, 2013, 3 p.m.—4 p.m., Dr. Clum will lead the workshop, “Ten Steps to Delivering on the Promise to Employers: ACOs Enhance Quality of Care, Improve Patient Outcomes and Drive Cost-efficiency,” discussing chiropractic as a valuable, evidence-based component of advanced healthcare models.

### **Foundation for Chiropractic Progress Membership Surpasses 4,500: Poised for Greater Expansion**

CARMICHAEL, Calif. – May 21, 2013 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, is pleased to announce that its membership total now surpasses 4,500 individual supporters. The F4CP credits this latest surge in membership to its unprecedented media coverage, which documents the positive impact of evidence-based chiropractic care on patient outcomes, satisfaction scores and total care costs. In 2012, media statistics reported more than 31 billion impressions generated by F4CP efforts.

### **The American Chiropractor Supports the Foundation for Chiropractic Progress**

CARMICHAEL, Calif. – May 28, 2013 -- The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, is pleased to announce that [The American Chiropractor](#) (TAC), a chiropractic publication dedicated to continuing the education and advancement of the chiropractic profession, pledged \$6,000 in support of the F4CP. The organization’s financial contribution will help to boost the successes of the profession’s awareness campaign -- which generated over 31 billion media impressions in 2012.

### **The Foundation for Chiropractic Progress Congratulates Anthony Hamm, D.C.: Re-elected Co-Chair, American Medical Association’s RVS Update Committee Health Care Professionals Advisory Committee Review Board**

CARMICHAEL, Calif. – May 28, 2013 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, congratulates Anthony Hamm, D.C., FACO, vice president, [American Chiropractic Association](#) (ACA), on his re-election as co-

chair of the [American Medical Association's \(AMA\) RVS Update Committee \(RUC\) Health Care Professionals Advisory Committee Review Board \(HCPAC\)](#), a group of experts that develops recommendations on relative values for new and revised CPT® codes. Dr. Hamm is scheduled to begin his second two-year term in October 2013.

### **National Board of Chiropractic Examiners Contributes Grant in Support of Foundation for Chiropractic Progress**

CARMICHAEL, Calif. – May 30, 2013 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, is pleased to recognize the [National Board of Chiropractic Examiners](#) (NBCE), the principal testing agency for the chiropractic profession, for its grant in support of the F4CP positive press campaign. The generous contribution will bring attention to the advantages of chiropractic education via press materials.

### **Foundation for Chiropractic Progress Articulates Value of Chiropractic Care in Accountable Care Organizations to Optimize Outcomes, Cost Savings and Patient Satisfaction**

CARMICHAEL, Calif. – June 26, 2013 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, today released "[Accountable Care Organizations Optimize Outcomes, Cost Savings and Patient Satisfaction with Chiropractic Care.](#)" highlighting the role of Doctors of Chiropractic (D.C.s) to generate better patient outcomes, improve patient satisfaction and lower costs for advanced models, such as Accountable Care Organizations (ACOs) and Patient-Centered Medical Homes (PCMH).

### **Foundation for Chiropractic Progress Supports Recommendation of the Institute of Medicine for Increased Physical Activity in U.S. Schools**

CARMICHAEL, Calif. – June 27, 2013 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, commends the [Institute of Medicine](#) (IOM) for its report, [Educating the Student Body: Taking Physical Activity and Physical Education to School](#), issued on May 23, 2013. Included in the report are recommendations to strengthen and improve programs and policies for physical activity and education in the school environment -- including before, during and after school.

### **Dee Cee® Laboratories, Inc. Pledges \$100,000 over Five Years to the Foundation for Chiropractic Progress**

CARMICHAEL, Calif. – June 28, 2013 – The [Foundation for Chiropractic Progress \(F4CP\)](#), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, is pleased to announce that [Dee Cee® Laboratories, Inc.](#), a national and multi-national dietary supplement company, has pledged a generous \$100,000 in support of the campaign, to be fulfilled over the next five years. This donation will help to bridge the gap in public education about chiropractic care by supporting increased production of F4CP campaign material, including press releases, advertisements, print advertorials, public service announcements and sponsored research.

### **Performance Health Contributes Additional \$25,000 to the Foundation for Chiropractic Progress**

CARMICHAEL, Calif. – August 9, 2013 -- The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, is pleased to announce that [Performance Health](#), an organization dedicated to developing products to manage pain, restore strength and improve overall health, has donated \$25,000 in support of the F4CP public awareness campaign – bringing its contribution total to an impressive \$160,100. The new funds will enhance the positive press campaign which spans press releases, advertisements, advertorials and public service announcements.

### **Foundation for Chiropractic Progress Debuts Athletic TIPS™ to Chiropractic Profession: Launches Seminars and Education Programs on Prevention of Sports Injuries**

CARMICHAEL, Calif. – August 5, 2013 – The [Foundation for Chiropractic Progress](#) (F4CP) is pleased to debut to the chiropractic profession -- prior to public launch in late 2013 -- its new program, [Athletic TIPS: Toward Injury Prevention in Sports](#) (TIPS). Drawing upon input from a multi-disciplinary, blue ribbon advisory board, TIPS serves student and amateur athletes by providing educational resources, such as



workshops presented exclusively by TIPS-certified doctors of chiropractic (D.C.s), to coaches, trainers, educators and parents in communities nationwide.

### **Bruce Bond, D.C., Generously Donates Book Proceeds to the Foundation for Chiropractic Progress**

CARMICHAEL, Calif. – August 14, 2013 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, is pleased to announce that Bruce Bond, D.C., D.A.C.B.N., author of the book, *“Practicing with Excellence and Integrity: How to Take Your Practice from Good to Great!”* and [Standard Process Inc](#), exclusive retailer and sponsor of the book, have decided to give back to the profession in a major way: For each book sold at its retail price of \$20, a donation of \$15 will be made to the F4CP in support of its public relations campaign.

### **ScripHessco Reinforces its Commitment to the Profession, Donates \$15,000 to the Foundation for Chiropractic Progress**

CARMICHAEL, Calif. – August 15, 2013 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, is thrilled to announce that [ScripHessco](#), a trusted full solution distributor to the chiropractic community that offers a large selection of equipment and supplies at great value, has generously donated \$15,000 to the chiropractic campaign. In total, ScripHessco has donated \$50,000, which will help to advance public knowledge of chiropractic care by way of positive press. ScripHessco is a division of Scrip Companies, a leading specialty distributor to the chiropractic, massage therapy, spa, physical therapy, and home health and wellness markets.

### **Foundation for Chiropractic Progress Proposes Improved Management Approach to Spine-related Conditions**

CARMICHAEL, Calif. – September 9, 2013 – A recent study, [“Worsening Trends in the Management and Treatment of Back Pain”](#) (*JAMA Intern Med.* 7.29.13), concludes that improved management of spine-related conditions represents an area of potential cost savings and quality enhancement for the nation’s healthcare system. In response, experts at the not-for-profit [Foundation for Chiropractic Progress](#) (F4CP), point out that utilization of chiropractic care and a non-invasive approach as first-line care in the management of spine-related conditions presents an opportunity for cost savings, as well as improved clinical outcomes and patient satisfaction.

### **Foundation for Chiropractic Progress Recognizes the Impressive Support of Michigan Association of Chiropractors**

CARMICHAEL, Calif. – September 11, 2013 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, applauds the [Michigan Association of Chiropractors](#) (MAC), for its continued support of the F4CP awareness campaign. MAC contributions, which exceed \$80,000, have helped to significantly boost the positive press activities and associated media coverage of the campaign.

### **Foundation for Chiropractic Progress Recognizes the Florida Chiropractic Association for Significant, Ongoing Support**

CARMICHAEL, Calif. – September 13, 2013 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, is pleased to acknowledge the exceptional, long-term support of the [Florida Chiropractic Association](#) (FCA). The FCA contributions, which exceed \$150,000, have helped to ensure the steady development and success of the positive press campaign.

### **Chiropractic Care Recognized as Key Contributor in Efficient Treatment of Back Pain**

CARMICHAEL, Calif. – September 23, 2013 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, is pleased to endorse the conclusion of a recent report, entitled [“Adding chiropractic manipulative therapy to standard medical care for patients with acute low back pain: results of a pragmatic randomized comparative effectiveness study”](#) (*Spine*; 4.15.2013). The study found that for patients with low back pain, the addition

of chiropractic care to standard medical care (SMC) offered greater than a four-fold increase in patients whose pain and disability was “completely gone, much better or moderately better.”

### **Foundation for Chiropractic Progress Welcomes Support of Pennsylvania Chiropractic Association**

CARMICHAEL, Calif. – September 27, 2013 -- The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, is pleased to announce the financial support of the non-profit [Pennsylvania Chiropractic Association](#) (PCA), the Commonwealth’s largest association representing Doctors of Chiropractic, dedicated to the advancement of chiropractic as a clinically and cost-effective healthcare choice. Pennsylvania’s affiliation with F4CP will aid in the success of the positive press campaign, which generated over 31 billion media impressions in 2012.

### **Foundation for Chiropractic Progress: Chiropractic Care is First, Non-Invasive Option before Prescribing Rx Medications**

CARMICHAEL, Calif. – October 1, 2013 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, calls for chiropractic care as the first approach for addressing low back pain and many common conditions before the utilization of drugs-OTC or prescription. According to a CNN report, [Let’s End the Prescription Drug Death Epidemic](#), a significant danger of prescription medication is overdoses which have become a primary cause of unintentional deaths in the U.S. – surpassing car crashes -- with claims of one death every 19 minutes.

### **National Chiropractic Health Month Highlights Importance of Good Health**

CARMICHAEL, Calif. -- October 10, 2013 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, brings attention to *National Chiropractic Health Month* (NCHM), an annual nationwide awareness campaign that aims to educate the public about the role of chiropractic in healthcare. The F4CP will support the month-long campaign through the distribution of educational material, such as press releases, print advertorials, public service announcements and advertisements.

### **Reports Indicate an Increase in Utilization of Complementary and Alternative Medicine for Arthritis Pain Relief**

CARMICHAEL, Calif. – November 21, 2013 – A recent article entitled: “[CAM for Arthritis: Is There a Role?](#),” (*Medscape Rheumatology*, 9.25.13) found an increase in the use of complementary and alternative medicine (CAM), in comparison to lifestyle modification and pharmacotherapy, for the relief of arthritis pain. According to experts of the [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to educating the public about the value of chiropractic care, this shift can be attributed to comprehensive, effective alternative methods, such as chiropractic care, for the prevalent musculoskeletal condition.

### **Foundation for Chiropractic Progress to Participate at 2013 IHC Forum West**

CARMICHAEL, Calif. – December 05, 2013 -- The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to advancing public awareness of chiropractic care, will sponsor William Meeker, D.C., MPH, president, Palmer College of Chiropractic-West Campus, as a speaker at the 2013 [Institute for HealthCare Consumerism Forum West](#) (IHC Forum West), December 5-6, 2013, in Las Vegas, Nev. On December 6, 2013, 10:30 a.m. - 11:30 a.m., the F4CP will support the workshop, “**Saving Employers Money – One Back Surgery at a Time**,” which will host a discussion around musculoskeletal conditions and how to optimize associated cost savings and patient outcomes.

Following are standout “earned” opportunities in 2013:

#### **Television**

**FOX 5 – KVVU TV:** A FOX affiliate covering the Las Vegas area, this station has become one of 85 stations in the U.S. to immediately offer viewers use of a social television network that connects them to

an integrated viewing experience featuring extra content with the programs they watch. The station filmed and aired several times a segment with General Halstead discussing her chiropractic experience.

### **Radio**

**KOIL-AM:** 1290 AM is an Omaha, Nebraska area Talk Station that airs national talk shows such as Don Imus, Laura Ingraham, Dave Ramsey, Jerry Doyle, and local radio personality Tom Becka. It is owned by NRG Media headquartered in Cedar Rapids, Iowa. Government and political host of the “Tom Becka Show” interviewed General Halstead about her military and chiropractic experience.

### **Print & Online**

**Baltimore Sun:** *The Baltimore Sun* is the U.S. state of Maryland’s largest general-circulation daily newspaper and provides coverage of local and regional news, events, issues, people, and industries. The publication featured a cover story about the value of chiropractic care for back pain and surgery avoidance. Included within the article are quotes by Dr. Alan Sokoloff.

**Omaha World-Herald:** This is the online outlet of Las Vegas Review Journal, which is a daily newspaper published for the residents of Las Vegas, NV. It provides information on local news and community events. This publication featured a story in print and online about General Halstead and her chiropractic experience.

**Las Vegas Review-Journal:** *Las Vegas Review-Journal* is a daily newspaper written for the residents of Las Vegas. It covers local, regional and national news, business, entertainment, health, food, sports and lifestyle. General Halstead was interviewed and discussed in a featured article.

**Prevention:** Prevention is an American healthy lifestyle magazine, started in 1950, and published by Rodale Press in Emmaus, Pennsylvania, in the United States. In its July 2013 issue, it featured an article about chronic pain and included quotes by General Halstead communicating the value of chiropractic care.

**Estimated Total “Earned” Media Impressions: 12,065,423,855**

**Additional information -- including graphs, clips and outlet details -- available  
online at: [www.F4CP.com](http://www.F4CP.com).**

**Print Advertising Campaign**

1.14.13: *USA Today* (**2.293 million**): Reggie Bush  
1.14.13: *Wall Street Journal* (**2.012 million**): Tony Scheffler  
1.21.13: *USA Today* (**2.293 million**): Jerry Rice  
1.21.13: *Wall Street Journal* (**2.012 million**): Aaron Rodgers  
2.4.13: *USA Today* (**2.293 million**): Shea Vaughn  
2.11.13: *Wall Street Journal* (**2.012 million**): General Halstead  
2.22.13: *Wall Street Journal* (**2.012 million**): Dr. Raymond Singer  
3.4.13: *Wall Street Journal* (**2.012 million**): Dr. Raymond Singer  
3.12.13: *USA Today* (**2.293 million**): Dr. Raymond Singer  
3.13.13: *USA Today* (**2.293 million**): Linda Cohn  
4.11.13: *USA Today* (**2.293 million**): Dr. Barbara Kinder and Caitlin Kinder Cahow  
4.15.13: *USA Today* (**2.293 million**): Ben Weber  
4.23.13: *Wall Street Journal* (**2.012 million**): Dr. Barbara Kinder and Caitlin Kinder Cahow  
4.30.13: *Wall Street Journal* (**2.012 million**): Nancy Lieberman  
5.7.13: *Wall Street Journal* (**2.012 million**): General Halstead  
5.15.13: *USA Today* (**2.293 million**): Notah Begay  
5.20.13: *Wall Street Journal* (**2.012 million**): Cindy Smith  
5.29.13: *USA Today* (**2.293 million**): Arie Luyendyk  
6.11.13: *Wall Street Journal* (**2.012 million**): Mike Love  
6.17.13: *USA Today* (**2.293 million**): Dr. Raymond Singer  
8.6.13: *Wall Street Journal* (**2.012 million**): Joseph Robert Hyer  
8.20.13: *USA Today* (**2.293 million**): Reggie Bush  
9.17.13: *USA Today* (**2.293 million**): Chiropractic Serves  
9.24.13: *Wall Street Journal* (**2.012 million**): Jerry Rice  
9.30.13: *Wall Street Journal* (**2.012 million**): Linda Cohn  
10.1.13: *Wall Street Journal* (**2.012 million**): Raymond Singer  
10.1.13: *USA Today* (**2.293 million**): Erik Kukkonen  
11.4.13: *USA Today* (**2.293 million**): Better Option to Back Surgery  
11.4.13: *Wall Street Journal* (**2.012 million**): Chiropractic Care

**Total Ad Impressions: 311,410,000**

**Attended Events**

January 10-12, 2013: Parker Seminars 2013

February 8-10, 2013: Oregon State Association

February 25-27, 2013: National Business Coalition on Health Leadership Council

March 6-9, 2013: National Chiropractic Legislative Conference

March 8-10, 2013: American Chiropractic Association's 2nd Annual Educational Symposium

March 14, 2013: Midwest Business Group on Health

March 14-16, 2013: ACC/RAC

March 15-16, 2013: Nebraska Chiropractic Physicians Association

April 24-26, 2013: South Dakota Chiropractors Associations

April 28-May 1, 2013: AOHC (American College of Occupational and Environmental Medicine)

May 9-10, 2013: IHC Forum East

May 17-18, 2013: Wyoming Chiropractic Association

May 30-June 2, 2013: California Chiropractic Association

June 12-15, 2013: Florida Chiropractic Association

June 13-16, 2013: Logan College of Chiropractic Homecoming

July 18-20, 2013: Texas Chiropractic College Homecoming

August 1-3, 2013: Life West Homecoming (The Wave)

August 8-10, 2013: Palmer Davenport Homecoming

August 22-24, 2013: Florida Chiropractic Association

September 27-29, 2013: American Chiropractic Association Sports Council Symposium

October 3-5, 2013: Michigan Association of Chiropractors

October 4-5, 2013: Ohio Chiropractic Association

October 4-5, 2013: Virginia Chiropractic Association

October 5-6, 2013: Pennsylvania Chiropractic Association

October 18-19, 2013: Nevada Chiropractic Association

November 7-9, 2013: Congress of Chiropractic State Associations

November 18-20, 2013: National Business Group on Health Annual Meeting

December 5-6, 2013: IHC Forum West