

2014



## PUBLIC RELATIONS REPORT

### FOUNDATION FOR CHIROPRACTIC PROGRESS

THIS DOCUMENT INCLUDES AN OVERVIEW OF ALL PUBLIC RELATIONS ACTIVITIES OF THE FOUNDATION FOR CHIROPRACTIC PROGRESS IN 2014.

**Foundation for Chiropractic Progress  
2014 Public Relations Summary Report: Index**

PR Summary.....Page 3

2015 Plans.....Page 4

Membership Goals.....Page 6

Important “PR” Terms.....Page 7

Major Media Placements.....Page 8

Public Service Announcements (TV).....Page 9

Public Service Announcements (Radio).....Page 10

Matte Releases/Print Advertorials.....Page 11

Social Syndications.....Page 12

“Earned Media” .....Pages 13-19

Standout “Earned Media” .....Page 19

Print Advertising Campaign.....Page 23

Attended Events.....Page 24

## 2014 PR Summary

Building on years of success, the Foundation for Chiropractic Progress (F4CP) continued its growth – both in media exposure and support – in 2014.

As a result of this year's media campaigns, it is expected that billions of positive media impressions will be generated and tracked for the chiropractic profession. At this time, reports with impression totals are still being received for a number of campaign items. On average, reports take up to four months to be received. This figure was calculated using a reliable public relations formula and does not include the number of impressions generated by individual doctors who have utilized F4CP material locally.

In 2014, the F4CP greatly expanded its public relations activity, 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 over 10 new print advertorials and social syndications. Additionally, the F4CP increased its national advertising and the development and distribution of press releases that generate media coverage and establish credibility.

In 2014, several standout initiatives paved the way for success in chiropractic coverage.

**Advertising:** The F4CP transitioned its advertising campaign to one that is aggressive and encourages patients to seek chiropractic care. Late in 2014, the F4CP released over 30 new ads that were produced with the support of ChiroTouch, *Dynamic Chiropractic* (Modality Partners) and CPR Communications. The new ads were designed using feedback attained from several focus groups conducted nationwide.

**D.C. Directory:** To complement the new advertising approach, the F4CP launched a nationwide online D.C. directory that provides patients with a simple way to learn more about chiropractic and connect to local doctors of chiropractic. The directory lists F4CP contributors only and is promoted via national marketing material.

**Recommend One:** Introduced in August, Recommend One is a targeted, cooperative effort spanning chiropractic colleges, associations and vendors that encourages doctors of chiropractic to recommend a career in chiropractic to patients, family and friends. To ignite the campaign's activities, the F4CP offers supporting doctors marketing tools in areas, including advertising, public relations and social media.

**Employer Outreach:** In 2014, the F4CP attended several top national health care conferences in an effort to educate attendees about the role and value of chiropractic care. The F4CP communicated its message through sponsorship of presentations and exhibit space, and provided its 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](#)

These papers have not only been effective in educating the employer and health care communities, but also for advancing the professional careers of F4CP members.

*Sarah Potthoff, D.C., F4CP member, shares: "I want to thank the F4CP for publishing 'The Role of Chiropractic Care within the PCMH,' it was one of the documents I literally memorized before I*

*interviewed and accepted a job at Casey Health Institute. One of my goals for next year is to have one of Casey Health Institute's PCMH clinical measure be for Low Back Pain."*

The employer outreach program has provided a unique opportunity for the F4CP to interact with influential leaders and generate great success in forms, including advantageous partnerships with regional and national organizations.

**Athletic TIPS™:** Another sector that F4CP focused its efforts on was the progression of Athletic TIPS™, 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. In 2014, the following was achieved:

- Published its Athletic TIPS Playbook™
- Trained over 200 doctors of chiropractic to conduct educational community workshops
- Conducted community workshops on sports-related concerns to nearly 1,000 coaches nationwide
- Developed an interactive online platform capable of complex functionality
- Partnered with the Women's Premier Soccer League (WPSL), as well as several national and state chiropractic associations

As 2015 approaches, several great accomplishments are on the horizon:

1. Website completion, with the addition of hundreds of sports-related TIPS expected to be published in March.
2. Public launch, with a series of press releases, advertorials and advertisements scheduled for national distribution in Q2.

To accommodate the expected growth, Athletic TIPS™ plans to launch an online certification seminar, which will be promoted year-round, and limit its annual in-person seminars to four.

The F4CP continues to actively pursue 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. Helping to support the program is 47-time Emmy Award winner Ed Goren, former president of Fox Sports Media Group. The connection with Goren has already resulted in countless meetings with national sports organizations and a relationship with former NFL player Michael Strahan.

## **2015 Plans**

For the year ahead, the F4CP plans to continue to develop its initiatives and boost its successes, and bring countless opportunities to the chiropractic profession.

In 2015, doctors can expect a surge of new membership benefits to be introduced, including a practice-building webinar series, accessibility to online TIPS seminars, and countless new marketing resources to support local promotions. Furthermore, the F4CP will expand and strengthen all initiatives complementing its campaign – including, Athletic TIPS™, Recommend One and the employer outreach program.

The F4CP is pleased with the potential that the New Year brings for the chiropractic profession.

## **Membership Goals**

In 2014, the F4CP introduced Group Membership, a unique offering to groups that meet a set financial requirement that allows the participating group to enroll its qualifying members into F4CP membership. Already, several groups have enrolled in Group Membership, including the Michigan Association of Chiropractors and Florida Chiropractic Association – making F4CP membership totals reach nearly 20,000.

In 2015, it is expected that the number of groups enrolled will increase significantly. The F4CP has set a goal of reaching over 40,000 members at the close of next year.

The future looks bright for the F4CP -- and the entire profession. And, 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: 24,260,386,438**

## 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 2014



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 DENVER POST**

*The Wichita Eagle*

*The Miami Herald* 

*San Jose Mercury News*



**Daily News**  
LOS ANGELES

**THE ARIZONA REPUBLIC**

*The Boston Globe*

**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 2014:

<b>Dwight Clark Credits Chiropractic</b>	<b>256,025,100</b>
<b>Benefits of Chiropractic During Pregnancy</b>	<b>268,441,680</b>
<b>Tips for Proper Posture</b>	<b>1,642,045,566</b>
<b>Chiropractic Provides Headache Relief</b>	<b>253,257,360</b>
<b>Taking Command of Your Health</b>	<b>1,556,324,100</b>
<b>Golfers Credit Chiropractic</b>	<b>221,166,480</b>
<b>Prevent Dehydration</b>	<b>4,198,160,040</b>
<b>Surgery Avoidance with Chiropractic</b>	<b>222,760,080</b>
<b>Youth Athletes Turn to Chiropractic</b>	<b>TBD</b>
<b>On-site Clinics and Chiropractic</b>	<b>177,631,920</b>

**Total TV PSA Impressions: 8,795,812,326**



**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 2014:

<b>Managing Headaches With Chiropractic Care</b>	<b>134,640</b>
<b>Can Chiropractic Care During Pregnancy Help Prevent ADHD in Kids?</b>	<b>1,664,928</b>
<b>If You Want to Avoid Back Problems, Stop Slouching</b>	<b>167,400</b>
<b>Reducing the Likelihood of Surgery With Chiropractic Care</b>	<b>152,010</b>
<b>On-Site Workplace Health Clinics Emphasize Chiropractic Care</b>	<b>134,550</b>
<b>What It Takes to Get One of the Most In-Demand Jobs</b>	<b>151,290</b>

**Total Radio PSA Impressions: 2,404,818**

**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 2014:

<b>Managing Headaches With Chiropractic Care</b>	<b>323,971,458</b>
<b>Can Chiropractic Care During Pregnancy Help Prevent ADHD in Kids?</b>	<b>TBD</b>
<b>If You Want to Avoid Back Problems, Stop Slouching</b>	<b>262,084,740</b>
<b>Taking a Holistic Approach to Fit Living</b>	<b>259,563,720</b>
<b>Reducing the Likelihood of Surgery With Chiropractic Care</b>	<b>201,603,126</b>
<b>Some Jobs Really Are a Pain in the Back</b>	<b>TBD</b>
<b>On-Site Workplace Health Clinics Emphasize Chiropractic Care</b>	<b>141,186,020</b>
<b>What It Takes to Get One of the Most In-Demand Jobs</b>	<b>141,186,020</b>
<b>Are You a Candidate for Chiropractic Care?</b>	<b>219,186,120</b>
<b>Benefits of Chiropractic Care for Whiplash</b>	<b>TBD</b>

**Total Advertorial Impressions: 1,548,781,204**

### 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 2014.

Following are the social syndications issued in 2014:

<b>Managing Headaches With Chiropractic Care</b>	<b>2,675,939,060</b>
<b>Can Chiropractic Care During Pregnancy Help Prevent ADHD in Kids?</b>	<b>601,775,400</b>
<b>If You Want to Avoid Back Problems, Stop Slouching</b>	<b>396,332,200</b>
<b>Taking a Holistic Approach to Fit Living</b>	<b>TBD</b>
<b>Reducing the Likelihood of Surgery With Chiropractic Care</b>	<b>478,452,600</b>
<b>Some Jobs Really Are a Pain in the Back</b>	<b>427,123,000</b>
<b>On-Site Workplace Health Clinics Emphasize Chiropractic Care</b>	<b>374,557,800</b>
<b>What It Takes to Get One of the Most In-Demand Jobs</b>	<b>385,188,100</b>
<b>Are You a Candidate for Chiropractic?</b>	<b>TBD</b>
<b>Benefits of Chiropractic Care for Whiplash</b>	<b>330,179,400</b>
<b>Chiropractic Benefits Youth Athletes</b>	<b>TBD</b>
<b>Tips to Prevent Dehydration</b>	<b>TBD</b>

**Total Syndication Impressions: 5,669,547,560**

### **“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 2014:

#### **Foundation for Chiropractic Progress Welcomes Michele Maiers, D.C., M.P.H., to its Board of Directors**

CARMICHAEL, Calif. – January 27, 2014 – 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 Michele Maiers, D.C., M.P.H., associate professor, [Northwestern Health Sciences University](#) (NWHSU), to its board of directors. Dr. Maiers is a young professional whose background in health policy and chiropractic research will bring a unique perspective and advantage to the organization.

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

CARMICHAEL, Calif. – January 28, 2014 – 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 [Michigan Association of Chiropractors](#) (MAC), is now its highest monthly contributor among state associations. For 2014, the MAC has committed to a donation in the amount of \$30,120, which will significantly boost the activities and associated media coverage of the positive press campaign.

#### **Foundation for Chiropractic Progress Supports Holistic Approach as Key to Achieving a Healthy Lifestyle**

CARMICHAEL, Calif. – February 6, 2014 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, is pleased to support, [Raising Fit Kids: Healthy Nutrition, Exercise, and Weight](#), an educational guide sponsored by WebMD and Sanford Health. Designed for parents and children, this new resource provides information on how to achieve a holistic approach to fit living through the practice of better health habits.

#### **Foundation for Chiropractic Progress Points to Integrative Approach, Including Chiropractic Care, Providing Optimal Wellness and Peak Performance for Athletes**

CARMICHAEL, Calif. – February 26, 2014 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, congratulates the Seattle Seahawks on their victory at Super Bowl XLVIII. According to experts at the F4CP, the good health and impressive athletic performance displayed by the athletes can, in part, be attributed to the dedicated and diverse team of on-staff healthcare professionals, including team chiropractor, Dr. Jim Kurtz.

**Foundation for Chiropractic Progress Congratulates Standard Process for Surpassing Million-Dollar Donation Mark**

CARMICHAEL, Calif. – March 5, 2014 -- 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 one of its earliest supporters, [Standard Process Inc.](#), has officially surpassed the million-dollar donation mark, with total contributions expected to exceed \$1,057,000 in 2014. This impressive donation has helped to steadily increase the number of media impressions generated by the F4CP, which amounted to over 31 billion in 2014.

**Foundation for Chiropractic Progress Points to Growing Utilization of Chiropractic Services at On-Site Corporate Health Clinics**

CARMICHAEL, Calif. – April 1, 2014 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, is pleased to report that a growing number of employers with on-site health clinics now include doctors of chiropractic (D.C.s) as active members of the staff. According to experts of the F4CP, inclusion of chiropractic services represents great potential for reduced healthcare expenditures, and improved patient satisfaction and clinical outcomes.

**Foundation for Chiropractic Progress Points to Chiropractic as First Option for Pain Relief During Pregnancy**

CARMICHAEL, Calif. – April 8, 2014 – Responding to a recent study published in the [Journal of American Medical Association \(JAMA\) Pediatrics](#), which found that the use of acetaminophen for pain relief during pregnancy may be associated with a higher risk for hyperkinetic disorders (HKDs) and attention deficit hyperactivity disorder (ADHD)–like behaviors in children, the [Foundation for Chiropractic Progress](#) (F4CP), points to low-risk, drug-free alternatives, such as chiropractic care, for pain relief and improved health of expectant mothers and their developing babies.

**Foundation for Chiropractic Progress Points to Chiropractic as First Option for Pain Relief During Pregnancy**

CARMICHAEL, Calif. – April 8, 2014 – Responding to a recent study published in the [Journal of American Medical Association \(JAMA\) Pediatrics](#), which found that the use of acetaminophen for pain relief during pregnancy may be associated with a higher risk for hyperkinetic disorders (HKDs) and attention deficit hyperactivity disorder (ADHD)–like behaviors in children, the [Foundation for Chiropractic Progress](#) (F4CP), points to low-risk, drug-free alternatives, such as chiropractic care, for pain relief and improved health of expectant mothers and their developing babies.

**Foundation for Chiropractic Progress to Participate at 2014 IHC FORUM & Expo.**

CARMICHAEL, Calif. – April 24, 2014 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, will sponsor Darren White, D.C., as a speaker at the [2014 IHC FORUM & Expo.](#), May 7-9, 2014, in Atlanta, Ga. On May 8, 2014, 3 p.m.—4 p.m., Dr. White will lead the workshop, “Outcomes-based Strategies with Incentives Result in Employer Gain,” discussing Population Health Concierge and a range of innovative strategies that include chiropractic care to help promote clinical and cost-effective outcomes in the workplace.

**Foundation for Chiropractic Progress Recognizes the Florida Chiropractic Association for its Outstanding Support**

CARMICHAEL, Calif. – May 1, 2014 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, recognizes the [Florida](#)

[Chiropractic Association](#) (FCA) as its premier association donor, in terms of monthly and cumulative donations. To-date, the FCA has donated \$172,900 to help fuel positive press nationwide via press releases, advertorials, advertisements, public service announcements and social syndications.

**Foundation for Chiropractic Progress Welcomes Brian J. McAulay, Ph.D. to its Board of Directors**  
CARMICHAEL, Calif. – June 4, 2014 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, announced today the appointment of Brian J. McAulay, Ph.D., president, [Parker University](#), to its board of directors. With over 30 years of experience in higher education and healthcare practice, Dr. McAulay will present the organization with excellent leadership skills.

**Foundation for Chiropractic Progress Introduces “Recommend One”:** Doctors of Chiropractic to Recommend a Career in Chiropractic to Patients, Family and Friends  
CARMICHAEL, Calif. – June 5, 2014 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, today takes the lead in introducing “Recommend One,” a targeted, cooperative effort spanning chiropractic colleges, associations and vendors to encourage doctors of chiropractic to recommend a career in chiropractic to patients, family and friends. To ignite the campaign’s activities, the F4CP will offer marketing support in the areas of advertising, public relations and social media.

**Affordable Care Act Non-Discrimination Provision Offers Growth in Complementary and Alternative Medicine; Chiropractic Care**

CARMICHAEL, Calif. – June 11, 2014 – A recent article published in [Bloomberg BNA’s Health Law Reporter](#) announces that Section 2706(a), the latest non-discrimination provision of the Affordable Care Act, opens an avenue for expanded use of licensed/certified non-physician providers in a wide range of health plans and insurance products. Included in this category are Complementary and Alternative Medicine (CAM) practitioners, such as doctors of chiropractic, who, as the [Foundation for Chiropractic Progress](#) (F4CP) points out, offer evidence-based, cost-effective care for many common health and wellness concerns.

**Foundation for Chiropractic Progress and AmpLIFEied Team Up to Increase Chiropractic Messages on Social Media**

CARMICHAEL, CA – June 16, 2014 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, announces today its relationship with [AmpLIFEied](#), an interactive website that aims to amplify the message of health by providing content to share across social networks. The collaboration will offer the F4CP another channel to distribute its positive messages, while presenting its members with a fresh resource for attaining shareable health-related content.

**Foundation for Chiropractic Progress Cites Report in *Journal of Occupational and Environmental Medicine* Documenting Role of Chiropractic in Better Cost Management of Low Back Pain**

CARMICHAEL, Calif. – July 7, 2014 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the benefits of chiropractic care, points to the findings of a new study, [“Tracking Low Back Problems in a Major Self-Insured Workforce: Toward Improvement in the Patient’s Journey.”](#) (*Journal of Occupational and Environmental Medicine*; June 2014) which underscores the value that chiropractic brings to the delivery of care for low back pain.

**Joint Commission Declares Medical Doctors Not the Only Providers Qualified to Lead Patient-Centered Medical Homes**

CARMICHAEL, Calif. – July 28, 2014 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, applauds the **Joint Commission**, a national nonprofit organization that accredits more than 20,000 healthcare organizations and programs, for its restatement in favor of “non-physician” led patient-centered medical home (PCMH) healthcare teams. The F4CP points to doctors of chiropractic (D.C.s) as being trained to both serve and lead within the PCMH setting.

**Foundation for Chiropractic Progress Presents at National Association of Worksite Health Center Second Annual Forum, Highlights Role of Complementary and Alternative Medical (CAM) Services**

CARMICHAEL, Calif. – September 4, 2014 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, will support the [2<sup>nd</sup> Annual National Association of Worksite Health Centers \(NAWHC\) Forum](#), September 10, 2014, 8:30 a.m.-4:30 p.m., Chicago, Illinois, which focuses on “Using Onsite and Near-site Clinics to Integrate Worksite Programs, Improve Engagement and Health and Reduce Costs.” The F4CP will present “Complementary and Alternative Medical (CAM) Services at the Onsite Health Center,” with a discussion on the role and value of CAM services, such as chiropractic care.

**Foundation for Chiropractic Progress Welcomes Kray Kibler to its Board of Directors**

CARMICHAEL, Calif. – September 8, 2014 – 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 Kray Kibler, chief operating officer and chief financial officer, [Scrip Companies](#), a distributor of chiropractic, physical therapy, massage, spa and consumer home health supplies and equipment, to its board of directors. Kibler’s extensive background in corporate management and finance will offer significant value to the organization.

**All National Chiropractic Associations Support Recommend One**

CARMICHAEL, Calif. – September 9, 2014 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, announces today that the major chiropractic associations support its latest initiative: Recommend One. The new initiative gained support of the following: [Association of Chiropractic Colleges](#) (ACC), [International Chiropractors Association](#) (ICA), [American Chiropractic Association](#) (ACA) and [Congress of Chiropractic State Associations](#) (COCSA).

**Foundation for Chiropractic Progress Points to New Study Documenting Value of Chiropractic Services at On-Site/Near-Site Corporate Health Centers**

CARMICHAEL, Calif. – September 22, 2014 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, calls attention to a new report: ["Impact of Chiropractic Services at an On-Site Health Center,"](#) (*Journal of Occupational and Environmental Medicine*; September 2014) co-authored by Ross M. Miller, M.D., M.P.H., medical executive, Cerner Corporation; Sylvia L. Kindermann, M.P.H., senior research associate, Cerner LifeSciences; and Qingjiang Hou, M.S., scientist/biostatistician, Cerner LifeSciences. The study concludes that on-site chiropractic services are associated with lower overall healthcare utilization and lower subsequent costs when compared to off-site services, and follows an earlier study, ["Value of Chiropractic Services at On-site Health Centers,"](#) which found similar advancements, plus improved functional status of musculoskeletal conditions, linked with on-site chiropractic care.

**Foundation for Chiropractic Progress Welcomes Robert Moberg to its Board of Directors**

CARMICHAEL, Calif. – September 22, 2014 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, announced today the latest appointment to its board of directors: Robert Moberg, president, [ChiroTouch](#), a provider of fully-certified chiropractic software technology solutions for the chiropractic industry. Recognized as an influencer within the chiropractic industry, Moberg brings extensive leadership, marketing and networking skills to the F4CP board.

**Progress Report: Foundation for Chiropractic Progress Shares Successes of Athletic TIPS™ Program**

Carmichael, CA – September 29, 2014 – 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 the tremendous progress of its latest program, [Athletic TIPS™ \(Toward Injury Prevention in Sports\)](#). Positive advancements have occurred in areas, including: training seminars and community workshops, partnership development and online presence.

**Oregon Gov. John A. Kitzhaber, M.D., Proclaims October “Chiropractic Health and Wellness Month”**

CARMICHAEL, Calif. – September 30, 2014 – In response to the nation’s growing healthcare crisis, Oregon Gov. John A. Kitzhaber, M.D., has proclaimed October 2014 to be “Oregon Chiropractic Health and Wellness Month.” The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, fully endorses the month-long campaign and reinforces the report’s statement that reads, “services of doctors of chiropractic result in improved health, satisfaction, safety and reduced per capita costs.”

**Michigan Association of Chiropractors Becomes First State Association to Enroll in Foundation for Chiropractic Progress’ (F4CP) Group Membership**

CARMICHAEL, Calif. – October 14, 2014 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, announces today the enrollment of its first Group Member: [Michigan Association of Chiropractors](#) (MAC). Group Members are included within a premier class of support and entitled to added benefits. Unique to this grouping, members receive permission to present qualified stakeholders with access to F4CP member benefits, including use of all marketing material, a listing within the nationwide directory, access to practice-building webinars and tool kits, and much more.

**Institute for HealthCare Consumerism Presents Annual Leadership Award to Kent S. Greenawalt, Founder and Chairman, Foundation for Chiropractic Progress**

CARMICHAEL, Calif., October 15, 2014 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, announces that its founder and chairman Kent S. Greenawalt has been selected by the [Institute for HealthCare Consumerism](#) (IHC) as one of five recipients of its CEO Leadership Award, recognizing outstanding leaders in business and community. Greenawalt and co-recipients will be recognized within the Annual HealthCare Consumerism Awards issue, published by *HealthCare Consumerism Solutions*, and at the [IHC FORUM West](#) on November 12, 2014, 8:30-9:15 a.m.

**Foundation for Chiropractic Progress Recognizes Success of the Palmer Center for Chiropractic Research and VA Partners**

*National Institutes of Health, National Center for Complementary and Alternative Medicine, Awards Three-Year Grant to Study Veterans with Musculoskeletal Pain*

CARMICHAEL, Calif. – October 22, 2014 –The [Foundation for Chiropractic Progress](#) (F4CP) commends the [National Institutes of Health \(NIH\), National Center for Complementary and Alternative Medicine](#), for awarding the [Palmer Center for Chiropractic Research](#) (PCCR), the largest research effort within the chiropractic community, and its partners in the Department of Veterans Affairs, a grant totaling \$718,241. The generous grant will support a three-year research-planning project that addresses questions related to the integration of chiropractic services into the Veterans Health Administration (VHA) and the development of clinical practice guidelines for veterans with musculoskeletal and mental health conditions.

**Baseball World Series “Battle” Emerges Between Cleveland Chiropractic College, Kansas City and Palmer College of Chiropractic’s San Jose Campus**

*Proceeds to be Donated to Foundation for Chiropractic Progress*

CARMICHAEL, Calif. – October 24, 2014 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, is honored to be selected as the charity of choice to benefit from a friendly social media competition between [Cleveland Chiropractic College, Kansas City](#) (CCCKC) and [Palmer College of Chiropractic’s San Jose campus](#). The college rivalry is focused on the conclusion of the 2014 World Series with the Kansas City Royals and San Francisco Giants, and officially kicked off via Facebook on Oct. 21, 2014.

**Foundation for Chiropractic Progress to Support 2014 Congress of Chiropractic State Association Convention**

CARMICHAEL, Calif. – October 27, 2014 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, calls attention to



the 2014 [COCSA](#) Convention New Orleans, November 6-8, 2014. The event will feature countless opportunities for networking and special presentations from the former U.S. Surgeon General Dr. Regina Benjamin, Dr. Fabrizio Mancini and national association speakers Pat McGaughey and Beth Zienesis.

### **Foundation for Chiropractic Progress Points to Drug-free Treatment Options as an Advisable First Choice for Pain Relief**

CARMICHAEL, Calif. – October 27, 2014 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, calls attention to information published online by the [Centers for Disease Control and Prevention \(CDC\)](#), spotlighting the lethal epidemic of opioid painkiller prescribing and importance of appropriate preventive action by federal and state bodies. Included online are several methods to prevent overprescribing and increase patients' accessibility to effective, drug-free treatment options, such as chiropractic care, for pain relief.

### **Florida Chiropractic Association Becomes Second State Association to Enroll in Foundation for Chiropractic Progress' (F4CP) Group Membership**

CARMICHAEL, Calif. – November 5, 2014 – 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 enrollment of [Florida Chiropractic Association](#) (FCA) as its second Group Member, following the Michigan Association of Chiropractors (MAC). Group Members are included within a premier class of support that provides qualified stakeholders with F4CP benefits, including the use of marketing material, a listing in the nationwide directory, access to practice-building webinars and tool kits, and much more.

### **Foundation for Chiropractic Progress to Participate at 2014 IHC Forum West**

CARMICHAEL, Calif. – November 11, 2014 - The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, will sponsor Ross M. Miller, M.D., M.P.H., Medical Executive, Cerner Corporation, and Sherry D. McAllister, M.S. (Ed), D.C., McAllister Chiropractic, as speakers at the 2014 [Institute for HealthCare Consumerism Forum West](#) (IHC FORUM West), November 10-12, 2014, in Las Vegas, Nevada. On November 11, 2014, 2:30 p.m. - 3:30 p.m., the F4CP will support the workshop, "[Trends Review: Outcomes-based Strategies that Lower Costs, Improve Satisfaction and Increase Productivity.](#)" which will host a discussion about the advantages of evidence-based treatment options for efficient management of common costly health conditions.

### **Foundation for Chiropractic Progress Accepts Charitable Donation Following World Series "Friendly Challenge" Between Cleveland Chiropractic College, Kansas City and Palmer College of Chiropractic's San Jose Campus**

CARMICHAEL, Calif. – November 14, 2014 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, is pleased to accept and announce the generous combined donation of [Cleveland Chiropractic College, Kansas City](#) (CCCKC) and [Palmer College of Chiropractic's San Jose campus](#) (PCCSJC), totaling \$5,700. These funds were generated through the two campus' "friendly challenge" during the MLB World Series. Each campus contributed \$100 for each run scored by their team (PCCSJC/San Francisco Giants and CCCKC/Kansas City Royals). Their generous contribution to the F4CP was presented at the World Federation of Chiropractic Education Conference in Miami, Florida on November 1<sup>st</sup>, 2014. Dr. Carl Cleveland also presented Dr. Bill Meeker with an earlier agreed upon "gift" to the winning side.

### **Foundation for Chiropractic Progress Commends The Joint Commission for Revising Standard to Include Non-Pharmacologic Methods in Care, Treatment, & Services for Pain Management**

CARMICHAEL, Calif. – December 16, 2014 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, applauds [The Joint Commission](#), a not-for-profit organization that accredits and certifies healthcare organizations and programs in the U.S., for revising its pain management standard: *Provision of Care, Treatment, and Services Standard PC.01.02.07*. Effective January 1, 2015, the new guideline states that pharmacologic and non-pharmacologic methods, including chiropractic care, both have a role in pain management.

### **Foundation for Chiropractic Progress Accepts Second Contribution in 12 Months**

**from National Board of Chiropractic Examiners**

CARMICHAEL, Calif. – December 19, 2014 -- The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, announces today that the [National Board of Chiropractic Examiners](#) (NBCE), the principal testing agency for the chiropractic profession, has donated \$10,000 -- its second gift in the last 12 months. This recurring support fuels the development of important campaign initiatives, particularly Recommend One, which encourages student enrollment at chiropractic colleges nationwide.

**Estimated Total “Earned” Media Impressions: 8,092,740,530**

**Standout “Earned Media”**

Following is one standout “earned” opportunity that showcases the relentless support provided to and success achieved by the F4CP.

**Giving Chiropractic Some Much-Needed PR**

*DC's 2014 People of the Year: Laura and Joseph Carabello.*

*By Editorial Staff*

Public relations has not always been the chiropractic profession's strong suit, a shortcoming that has subjected the profession to countless attacks on its legitimacy and seemingly perpetual confusion among the public and the health care world as to the skills and services doctors of chiropractic provide.

On the flip side, chiropractic detractors have utilized effective PR campaigns to paint an often-ugly portrait of the profession; think AMA, the Chiropractic Stroke Victims Awareness Group and numerous others.

But in 2003, chiropractic began fighting back with a unified PR campaign by the Foundation for Chiropractic Progress. Spearheading that campaign, which has generated billions of media impressions advocating the benefits of chiropractic care and encouraging people to visit a chiropractor, is CPR Strategic Marketing Communications and its co-founders, [Laura and Joseph Carabello](#) – *Dynamic Chiropractic's* People of the Year for 2014.



Laura and Joseph Carabello, co-founders of CPR Strategic Marketing Communications.

**Facing a Fragmented Future**

Prior to 2003, the chiropractic profession consisted of several professional organizations that employed fragmented public-relations efforts, yielding little to no success. This disorganized effort left the profession without a voice in the marketplace. Then on Nov. 8, 2003, all major national chiropractic associations, including the International Chiropractors Association, American Chiropractic Association, Congress of Chiropractic State Associations, Association of Chiropractic Colleges, Foundation for Chiropractic Education and Research, National Board of Chiropractic Examiners, Federation of Chiropractic Licensing Boards and a number of colleges, signed two distinct proclamations under the title, "Pledge of National Public Relations Unity."

Laura and Joseph Carabello, co-founders of CPR Strategic Marketing Communications.

The following statement was derived from the proclamations: "THEREFORE, we solemnly declare and resolve that: We have one unified message: To get the general public to 'go see a chiropractor.'" The **Foundation for Chiropractic Progress** (F4CP), founded by Kent S. Greenawalt as a national, not-for-profit organization committed to generating positive press for the chiropractic profession, earned the endorsement of the group to pursue this collective goal.

### **CPR Brings Much-Needed Change to Chiropractic**

In 2006, the F4CP recognized that in order to accomplish its mission, it needed professional public-relations support, and retained the services of **CPR Strategic Marketing Communications**. The experience of CPR co-founders and expert public-relations and marketing analysts, Laura and Joseph Carabello, was a perfect complement to the health-related, chiropractic campaign.

For more than 30 years, Laura Carabello, principal and chief creative officer of CPR, has been recognized as an entrepreneur and strategy consultant in both domestic and international businesses related to health care and technology. She has particular interest in medical travel, health care / health care information technology, managed care and employee benefits, pharmaceuticals, and other business-to-business and direct-to-consumer health care and technology companies. She has been instrumental in the growth and development of companies worldwide.

Joseph Carabello, CPR president and CEO, also has more than 30 years of professional experience in a broad range of developmental and operational activities relating to domestic and international marketing and marketing communications, spanning health care, managed care, e-business and technology sectors. His efforts are focused on developing key relationships with industry leaders and managing operations.

After a preliminary meeting with F4CP chairman Kent Greenawalt, CPR had a better understanding of the genuine need for public relations regarding chiropractic and made the decision to provide its services *pro bono*. From that day forward, the F4CP campaign would never be the same – for it would soon be positioned as a dominant player in positively shaping public perception about chiropractic care.

Once a **working relationship** was formally established, CPR (aka the Carabellos) advised the F4CP to initiate a monthly press campaign, including the following activities:

1. Press releases distributed to thousands of news outlets via Business Wire

2. Print advertorials distributed to thousands of prominent news outlets
  3. Television public-service announcements distributed to more than 1,000 stations
  4. Radio public-service announcements distributed to over 5,000 stations
  5. Social syndications distributed to hundreds of social media sites
  6. Advertisement campaign running 4x monthly in newspapers, including the *The Wall Street Journal*
- CPR played an instrumental role in activating the entire campaign, influencing frequency, topic selection, production and distribution. CPR also provided office space to the marketing director of the F4CP to facilitate further direction and support.

In 2009, CPR advised the F4CP to formulate an initiative targeting the employer space. Having extensive background and connectivity in this sector, CPR introduced an employer campaign that consisted of the development of white papers and cost-effective sponsorships of exhibits and speakers at premier conferences nationwide. Over the years, this campaign has gained the attention and respect of many state and national chiropractic organizations, as well as health care and business leaders outside of the profession.

Recently, the **Institute for HealthCare Consumerism**, a well-respected organization serving all facets of the health care and employer industries, honored F4CP chairman Kent Greenawalt for his tremendous influence in the employer space, specifically crediting him for the introduction of chiropractic to its stakeholders. This level of credibility and success can be largely attributed to CPR.

CPR also helped the F4CP build relationships outside of the employer space. In 2011, the F4CP established its first corporate sponsor, Dillard's Department Stores. The major retail chain, with 300-plus stores nationwide, sponsored the F4CP at the 2012 Parker Seminars in Las Vegas. At the event, Dillard's hosted a fashion show and onsite beauty boutique. Dillard's donated 10 percent of all proceeds made during the event to the F4CP. Following this landmark event, the relationship between Dillard's and the F4CP continued to mature.

A more recent attempt, and likely to be one of the most successful, to build external relationships was the development of Athletic TIPS. Conceptualized solely by CPR, Athletic TIPS is a national, not-for-profit organization that drives expanded education and awareness around the role of multidisciplinary care in the recognition, management and prevention of sports-related injuries.

Unlike any other program in the marketplace, Athletic TIPS trains doctors of chiropractic to conduct community workshops nationwide on the following topics: preventing dehydration and heat-related conditions, nutrition in sports management; recognizing, managing and preventing musculoskeletal injuries; and concussion recognition and prevention.

Since its initial launch, Athletic TIPS has trained more than 200 doctors of chiropractic to conduct community workshops; conducted community workshops on sports-related concerns to nearly 1,000 coaches nationwide; developed an interactive online platform; and partnered with the Women's Premier Soccer League (WPSL), as well as several national and state chiropractic associations.

### **CPR Spearheads F4CP Milestones**

Under the guidance of CPR, the F4CP has experienced tremendous growth in terms of influential initiatives, positive press generation and widespread support. The following timeline demonstrates the foundation's ever-progressing success, attributable in large part to the direction and vision of CPR:

- 2009: 500 million media impressions; 1,298 members
- 2010: 1 billion media impressions; 1,845 members
- 2011: 3.5 billion media impressions; 2,274 members
- 2012: 31 billion media impressions; 2,538 members
- 2013: 31+ billion media impressions; 4,523 members

In addition to individual members, the F4CP is supported by every national chiropractic organization, along with a majority of the chiropractic colleges, 45-plus state associations and many chiropractic vendors.

### **CPR Creates Chiropractic Voice**

Nearly a decade later, CPR continues to help facilitate growth and solidify the future of the chiropractic profession *at no cost*. Some of the most recent projects that demonstrate CPR's commitment are the new aggressive ads, nationwide DC directory and the "Recommend One" student recruitment initiative.

One contribution worth noting was the seamless coordination and conduction of several focus groups nationwide to gain public feedback related to chiropractic advertisements. Based on these discussions, CPR advised the F4CP on the transformation of its national ads. With the added support of ChiroTouch and **Modality Partners**, there are now over 30 powerful ads available to the chiropractic profession. Also per the recommendation of CPR, all new ads feature the DC directory URL to support increased national traffic into chiropractic offices.

The ongoing contribution of CPR has allowed the F4CP to consistently generate successful initiatives and increase media impressions that garner support and advancement opportunities.

Today, the F4CP is able to leverage its credibility and long-standing influence to expose the entire chiropractic profession – national and state associations, colleges, doctors, students and vendors – to new opportunities across all sectors of the marketplace.

In 2014, the chiropractic profession consists of several professional organizations, but only one public-relations effort. Thanks to CPR, this effort has been strategic and consistent, and has created a powerful voice for the profession in the marketplace.

As a special thank you to CPR, *Dynamic Chiropractic* presents Joseph and Laura Carabello with its "Person of the Year" award in honor of their tremendous impact on the advancement of both the Foundation for Chiropractic Progress and the chiropractic profession.

**Print Advertising Campaign**

- 1.6.14: *Wall Street Journal* (**2.012 million**): Champions of Chiropractic
- 1.9.14: *Las Vegas Tribune* (**40,000**): Chiropractic & Dillard's
- 2.19.14: *Wall Street Journal* (**2.012 million**): Chiropractic & Olympics
- 2.20.14: *Wall Street Journal* (**2.012 million**): Champions of Chiropractic
- 3.3.14: *Wall Street Journal* (**2.012 million**): Consider Chiropractic
- 3.31.14: *Wall Street Journal* (**2.012 million**): Consider Chiropractic
- 4.28.14: *Wall Street Journal* (**2.012 million**): Chiropractic & Back Pain
- 4.29.14: *Wall Street Journal* (**2.012 million**): Future Champions of Chiropractic
- 4.30.14: *Wall Street Journal* (**2.012 million**): Consider Chiropractic
- 5.28.14: *Wall Street Journal* (**2.012 million**): Consider Chiropractic
- 6.16.14: *Wall Street Journal* (**2.012 million**): Chiropractic & Pregnancy
- 8.20.14: *Wall Street Journal* (**2.012 million**): Chiropractic Care for Employees
- 9.4.14: *Wall Street Journal* (**2.012 million**): Chiropractic Care for Employees
- 10.2.14: *Wall Street Journal* (**2.012 million**): Chiropractic Care for Employees
- 10.13.14: *Wall Street Journal* (**2.012 million**): Chiropractic & Pregnancy
- 11.15.14: *Wall Street Journal* (**2.012 million**): Chiropractic Care for Employees

**Total Ad Impressions: 151,100,000**

**Attended Events**

January 9-11, 2014: Parker Seminars 2014  
January 29-31, 2014: National Business Coalition on Health Leadership Council  
February 7-9, 2014: Oregon State Association  
February 26- March 2, 2014: National Chiropractic Legislative Conference  
March 5-7, 2014: National Business Group on Health Annual Meeting  
March 20-22, 2014: ACC/RAC  
March 20-23, 2014: Nebraska Chiropractic Physicians Association  
April 24-26, 2014: South Dakota Chiropractors Associations  
April 27-30, 2014: AOHC (American College of Occupational and Environmental Medicine)  
April 30-May 1, 2014: Midwest Business Group on Health  
May 2-4, 2014: Wyoming Chiropractic Association  
May 7-9, 2014: IHC Forum East  
May 27-31, 2014: Texas Chiropractic College Homecoming  
May 29-June 1, 2014: California Chiropractic Association  
June 12-15, 2014: Florida Chiropractic Association  
June 12-15, 2014: Logan College of Chiropractic Homecoming  
June 20-22, 2014: Pennsylvania Chiropractic Association  
July 31 - August 2, 2014: Life West Homecoming (The Wave)  
August 7-9, 2014: Palmer Davenport Homecoming  
August 21-24, 2014: Florida Chiropractic Association  
September 10, 2014: NAWHC  
September 26-28, 2014: Virginia Chiropractic Association  
September 27-28, 2014: Nevada Chiropractic Association  
October 2-5, 2014: American Chiropractic Association Sports Council Symposium  
October 3-5, 2014: Michigan Association of Chiropractors  
October 3-5, 2014: Ohio Chiropractic Association  
November 6-8, 2014: Congress of Chiropractic State Associations  
November 10-12, 2014: IHC Forum West