NEWSUSA®

**Contract #:** 7384
**File Name:** IntegrativeCare
**Client:** CPR Marketing
**Production Status:** Format 6/12; Edits 6/15

**THIS IS A DRAFT OF YOUR FEATURE.**

**Please indicate changes on this sheet send an e-mail with specific instructions. Please do not send unmarked edits in Microsoft Word.**

**TO APPROVE THIS DRAFT FOR PUBLICATION:**

• **Review all copy for accuracy.** Give particular attention to proper nouns (especially names and titles), phone numbers, mailing addresses and Web sites.

• **Be advised NewsUSA edits and proofreads in accordance with Associated Press style and recommends clients follow this newspaper standard.** AP style precludes the use of items including: registration marks (®), trademark symbols (™), brand names in all capital letters, underlining, and certain uses of italics, boldface copy, parentheses or quotes. Deviation from this accepted newspaper standard will negatively affect your placements, and thus, NewsUSA reserves the right to pull its placement guarantee at the executive editor's discretion.

**By approving this feature, you agree to hold harmless and defend NewsUSA from its content and publication.**

**** IF YOUR DRAFT IS MISSING A PHOTO, DO NOT SIGN OFF UNTIL IT HAS BEEN PLACED IN THE STORY.**

**If you are *completely satisfied* with this version, sign and return by *email* to bethridge@newsusa.com.**

**Copy produced by NewsUSA is copyright-free and may be freely used as long as attribution to NewsUSA is made in its byline so usage may be tracked.**

**X**_____

**SIGNATURE & DATE**
**(OK to publish)**
**Signature anywhere on this draft gives NewsUSA permission to proceed with distribution "as is." Don't sign with edits.**

**Questions? Contact Brian Ethridge at bethridge@newsusa.com.**

**HEALTH**

# The Latest Buzz Phrase in Health Care

NewsUSA

(NU) - Here's a buzz phrase you'll be hearing a lot more of as part of our brave new world of health care: "integrative care settings."

Not to worry: This time, if you're a patient, you may actually wind up liking what it means for you.

Basically, we're talking providing different types of care under one roof. Which makes sense when you consider that: (a) we've already begun moving away from a "sick-care" model, where many patients only visit a doctor when their health has declined, to one emphasizing a more preventative "wellness-based care;" and (b) the "team approach" to care has also made headway.

"MDs are already focusing on sick-care, so who's the expert in wellness and preventative care?" Kenneth C. Thomas, DC, a member of the Council on Chiropractic Education, wrote in an article for the Chiropractic Summit, which brings together leading voices in fields like education, research and government.

His answer, not surprisingly, was doctors of chiropractic, known for their drug-free approach to treating disorders of the musculoskeletal and nervous systems.

**Chiropractors may be the key to preventative care.**

But guess what? Not only have major companies already incorporated chiropractic care in their on-site health clinics – there's that integrative approach for you – but chiropractors are increasingly co-managing a wide variety of patients ranging from professional athletes to members of the military.

And research suggests chiropractic's benefits include:

• Lower health care costs.
• Enhanced patient outcomes.
• Higher patient satisfaction.

"I think we're looking at a more collaborative, patient-centered focus where chiropractors have an important role to play," says the not-for-profit Foundation for Chiropractic Progress' Gerard Clum, DC.

To learn more or to locate a doctor of chiropractic in your area, visit www.F4CP.org/findadoctor.

**Keywords:** chiropractors, chiropractic care, integrative care, foundation for chiropractic progress, Gerard Clum
**Meta Description:** Research suggests that seeing a chiropractor can lower healthcare costs and enhance patient outcomes and satisfaction.

**Anchor Text Location (graph #):** 5
**Keyword Phrase:** doctors of chiropractic
**Url:** http://www.f4cp.org/findadoctor

INCHES • • •