



Foundation for
Chiropractic Progress

Abundant Health and Gratitude from the *Foundation for Chiropractic Progress*

As 2011 draws to a close, the Foundation for Chiropractic Progress has much to rejoice and be grateful for. The Foundation continues to support the chiropractic community with its educational campaign, introducing and educating the public about the tremendous value of chiropractic care. This year marked several major achievements and milestones:

- Every member of Congress was delivered with the Foundation for Chiropractic Progress's landmark white papers validating the clinical and financial efficiency of chiropractic.
- Chiropractic was present at five leading healthcare/employer conferences, with presentations showcasing the value and evidence supporting chiropractic care. These presentations focused on value-based design and the inclusion of chiropractic, along with the Patient-Centered Medical Home (PCMH) and the role of chiropractic, and enlightened employers on the outcomes-driven, healthcare approach of chiropractic.
- *Consumer Reports* listed chiropractic as number one, in a reader-based study of 45,000, for patient satisfaction relative to back pain. From this report an article authored by Dr. Gerard Clum focusing on the popularity, and clinical/financial benefits of chiropractic was featured in *Employee Benefit Plan Review*.
- Over 3.46 billion positive chiropractic messages are shared nationwide via press releases, advertorials, advertisements, TV public service announcements and radio public service announcements.
- Jerry Rice remains a "Champion of Chiropractic," and signs with the Foundation for Chiropractic Progress for an additional three years. Furthermore, Rice participated in eight national interviews which resulted in millions reading of chiropractic care.
- Dillard's joins the Foundation for Chiropractic Progress as a corporate sponsor. To show their support of chiropractic they will host a fashion show at the 2012 Parker Seminars, supporting the theme, "Building a Better You!"

As we celebrate these milestones and several others, we want to offer our gratitude to our loyal supporters. Looking ahead, 2012 will be another important year for the Foundation and we need your help to continue to grow the chiropractic profession and publicize the value of chiropractic. We are asking for your support. Please join an increasing number of doctors, students and leaders across the U.S. who are presently donating to help millions of patients discover chiropractic.

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Thank you for your generosity and support!

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