



FOR IMMEDIATE RELEASE

Industry Study Validates Role of Chiropractic Care to Employers, Payers – Generates Coverage in Mainstream Health Care Media

Study commissioned by Foundation for Chiropractic Progress boosts image of chiropractic care in mainstream health care media reaching employer and payer communities

Carmichael, CA– November 11, 2009 – A study commissioned by The Foundation for Chiropractic Progress (www.f4cp.com), validating chiropractic physician services for lower back and neck pain to improve the value of health benefit plans, is generating widespread coverage in the health care media and significant attention in government circles. The study was conducted by two esteemed medical researchers, Niteesh Choudhry, M.D., Ph.D., Harvard Medical School and Arnold Milstein, M.D., Mercer Health and Benefits.

“The Foundation is continuously pursuing innovative ways to advance the image of the chiropractic profession and drive positive media – both consumer outlets and the venues serving the health care industry,” says Kent S. Greenawalt, chairman and director of the Foundation.

“This study, prepared by two distinguished, globally renowned medical researchers, has allowed us to validate to the payer and employer communities that chiropractic care is a cost-effective, efficient option for treating spine-related issues.”

The relevant nature of the report has direct impact upon current health care discussions in our nation’s capital, prompting the Foundation to distribute this report to every member of Congress. Additionally, the study and its authoritative results have been featured in the following high-profile media and e-newsletters reaching key decision makers in private and public sectors:

- *Health Leaders* – Target audience includes executives in areas of long-term care, accreditation, medical staff affairs, regulatory compliance, quality patient/safety, and workplace safety.
- *Employee Benefit News* - Provides up to the minute news and information for human resource and benefits decision-makers as well as brokers, advisers and consultants.

- *America's Health Insurance Plans (AHIP) – Smart Brief* – Aimed at high level business to business readers in the medical insurance and health care industries with the goal of keeping them well informed on the news and issues related to their field.
- *Fierce Markets* – Distributed to healthcare executives, healthcare administrators, hospital administrators, and marketers at healthcare facilities.
- *Modern Healthcare* - Industry's leading source of healthcare business news delivering in-depth analysis and a look into what's happening next.
- *Bio-Medical News* - Sent directly to key medical company executives, doctors, surgeons, physicians, hospital staff, medical editors, and medical association staffs.
- *Atlantic Information Services* – Promotional release sent to E-Savings Club members who are buyers and readers of AIS products.

The electronic advertisements reached over 357,000 opt-in subscribers comprised of physicians, human resource representatives, health care executives, and medical leaders. The results of the report were held in such high regard that editors from *Employee Benefit News*, *AHIP - Smartbrief*, and *Health Leaders* ran follow-up stories covering the study at length. This coverage in mainstream medical media outlets represents a significant accomplishment for the chiropractic profession and a feat that will deliver lasting influence on the current health care debate.

The Foundation plans to further leverage this report in its lobbying efforts to ensure chiropractic care is included in the ongoing health care reform discussion. To view the entire study, please visit, www.foundation4cp.com or contact Gary Cuneo with the Foundation at, gcuneo@aol.com.

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About F4CP

A not-for-profit organization, the Foundation for Chiropractic Progress (F4CP) embraces a singular mission to promote positive press for the profession in national, regional and local media. Through effective and ongoing initiatives, the Foundation's goal is to raise awareness to the many benefits provided by doctors of chiropractic. The F4CP relies upon strategic marketing campaigns that span prominent spokespersons, monthly press releases, public service announcements, and advertisements in high-profile media outlets. To learn more about the Foundation, please visit us on the web at www.foundation4cp.com or call 866-901-f4cp.