



**Media**

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**FOR IMMEDIATE RELEASE**

**Foundation for Chiropractic Progress and the Midwest Business Group on Health Present  
Workshop: Role of Complementary and Alternative Medicine in the Workplace**

**CARMICHAEL, Calif.; ILLINOIS, Ill. – March 08, 2013** –The Foundation for Chiropractic Progress (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, will support an educational event of the Midwest Business Group on Health (MBGH) entitled: The Role of Complementary Alternative Medicine (CAM) in Managing Costs and Improving Outcomes, on March 14, 2013 between 8:30 A.M.-12:15 P.M. CST, in Chicago, IL. The program will deliver a discussion about today's trends and best practices in CAM benefits, along with present research on chiropractic care, acupuncture and massage therapy.

"We are delighted that the F4CP is partnering with our organization in the coordination of this educational event," says Larry Boress, president, MBGH, a not-for-profit business coalition with members representing over 4 million lives and spending more than \$4 billion on healthcare benefits annually. "Our mission is to advance leadership, collaboration and knowledge to improve the quality and cost-effectiveness of health benefits, healthcare and the health and productivity of the community – and this program aligns with our goals."

The event will feature an employer panel, an overview of a new MBGH employer survey on CAM benefits and targeted presentations from the following professionals:

- Guy D'Andrea, president, Discern Consulting
- Ross M. Miller, M.D., M.P.H., medical executive, Cerner Corporation
- Bill Updyke, D.C. leader, Physical and Complementary Medicine, LifeConnections Health Center, Cisco Corporation
- Marilyn Allen, American Acupuncture Council and representative, World Health Organization
- Jerrilyn Cambron, PhD, professor, Department of Research, National University of Health Sciences, Board of Trustees, Massage Therapy Foundation. .

Kent S. Greenawalt, chairman, F4CP, notes the importance of this collaboration: "Employers are interested in obtaining greater value in their health care dollars, and this program will explore the value that chiropractic services can bring to the worksite and employers' covered populations," says Greenawalt. "As value-driven models gain popularity, chiropractic presents opportunities for savings."

For information about the program or to register, go to [www.mbgh.org](http://www.mbgh.org).

### **About The Foundation for Chiropractic Progress**

A not-for-profit organization, the Foundation for Chiropractic Progress informs and educates the general public about the many benefits associated with chiropractic care. To learn more about the Foundation, please visit us on the web at [www.yes2chiropractic.com](http://www.yes2chiropractic.com) or call 866-901-F4CP (3427).

### **About the Midwest Business Group on Health**

With more than 120 member organizations, the Midwest Business Group on Health is one of the nation's leading non-profit business groups of large, self-insured public and private employers serving as a catalyst for community initiatives to improve the quality, safety and cost-effectiveness of the health care delivery system. MBGH is an essential resource to support employers in effectively managing their health benefits through high-quality education, research, networking and benchmarking. MBGH is a founding member of the National Business Coalition on Health. [www.mbg.org](http://www.mbg.org).

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