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**FOR IMMEDIATE RELEASE**

**Foundation for Chiropractic Progress to Participate at 2013 IHC Forum East**

**CARMICHAEL, Calif. – May 7, 2013** – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, will sponsor [Gerard Clum](#), D.C., president emeritus, Life Chiropractic College West, as a speaker at the [2013 IHC Forum East](#), May 9-10, 2013, in Atlanta, Ga. On May 9, 2013, 3 p.m.—4 p.m., Dr. Clum will lead the workshop, “Ten Steps to Delivering on the Promise to Employers: ACOs Enhance Quality of Care, Improve Patient Outcomes and Drive Cost-efficiency,” discussing chiropractic as a valuable, evidence-based component of advanced healthcare models.

“Countless studies exist that suggest integration of chiropractic care within new healthcare models, including the patient-centered medical home and accountable care organization, drives reduced costs and improved patient outcomes,” states Dr. Clum, who currently serves as an F4CP executive board member. “As healthcare continues to experience transformation and promote the use of innovative models, utilization of efficient services, such as chiropractic care, will be fundamental to success.”

IHC is the only conference that offers companies proven, ready-to-implement health and benefit strategies. Its premier sessions, roundtable discussions and networking opportunities provides attendees with the ability to learn from industry experts, connect with health professionals and share valuable insights. The event attracts executive management, health plan administrators, wellness directors, brokers and consultants, as well as other professionals involved in the healthcare arena.

Laura Carabello, strategic advisor, F4CP, who trusts that Dr. Clum’s presentation will add a much-needed discussion to the event, states, “The healthcare system is in dire need of improvement, and integration of advantageous non-traditional services, such as chiropractic, can help to drive progress. The F4CP program will provide a tactful approach to modernization, and is likely to be well-received.”

To learn more about the 2013 IHC Forum East, visit: <http://www.theihccforum.com/2013-forum-east/>.

**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).

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