



**Media**

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**FOR IMMEDIATE RELEASE**

**Institute for HealthCare Consumerism Presents Annual Leadership Award to  
Kent S. Greenawalt, Founder and Chairman, Foundation for Chiropractic Progress**

**CARMICHAEL, Calif., October 15, 2014** – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, announces that its founder and chairman Kent S. Greenawalt has been selected by the [Institute for HealthCare Consumerism](#) (IHC) as one of five recipients of its CEO Leadership Award, recognizing outstanding leaders in business and community. Greenawalt and co-recipients will be recognized within the Annual HealthCare Consumerism Awards issue, published by *HealthCare Consumerism Solutions*, and at the [IHC FORUM West](#) on November 12, 2014, 8:30-9:15 a.m.

“After careful review, we selected Greenawalt based upon his impressive leadership credentials and direct role in advancing the position of chiropractic care within the healthcare continuum,” says Doug Field, CEO, IHC, the only multi-platform, collaborative environment focused on innovative health and benefit management, strengthening relationships between its invested stakeholders, including public and private employers, brokers, TPAs, regional health plan administrators and other industry providers. “We are proud to recognize Greenawalt since he embodies the distinguishable characteristics of an outstanding leader.”

Under Greenawalt’s leadership, the F4CP has built the most successful awareness campaign in the history of the chiropractic profession, influencing nearly all sectors of the healthcare marketplace. Within the employer, healthcare benefits and payer markets, the F4CP has led the way in providing information and studies for industry stakeholders that advance the inclusion of chiropractic care within multiple healthcare models, such as the on-site corporate health clinics, patient-centered medical homes and accountable care organizations.”

Gary Cuneo, executive director, F4CP, adds, “We admire Greenawalt’s steadfast leadership and are delighted to celebrate his many successes. The IHC could not have chosen a more deserving individual.”

Greenawalt also serves as the CEO and chairman of [Foot Levelers](#), the world’s leading provider of individually designed functional orthotics and other healthcare products. Greenawalt is credited with introducing introduced revolutionary products that promote optimal health and wellness.

Accepting this prestigious award, Greenawalt states, “This award is extremely gratifying and is really testimony to the power of the chiropractic profession. The F4CP has grown from a handful of supporters to nearly 15,000 individuals – including companies and advocates – who want to advance market awareness and understanding of the value of chiropractic care. Together, we are really making a difference for every American who is seeking the value of non-invasive care that relies less on prescription medications and surgery, which are not only cost-drivers for the system but also burdensome to the individual. It is a message that needs to resonate in every corner of this country, and the F4CP is making it a reality.”

To learn more about featured recipients and/or the IHC, please visit: <http://www.theihcc.com/>.

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

A not-for-profit organization, the Foundation for Chiropractic Progress aims to inform and educate 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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