



Media

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FOR IMMEDIATE RELEASE

Foundation for Chiropractic Progress to Participate at 2014 IHC FORUM & Expo.

CARMICHAEL, Calif. – April 24, 2014 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, will sponsor Darren White, D.C., as a speaker at the [2014 IHC FORUM & Expo.](#), May 7-9, 2014, in Atlanta, Ga. On May 8, 2014, 3 p.m.—4 p.m., Dr. White will lead the workshop, “Outcomes-based Strategies with Incentives Result in Employer Gain,” discussing Population Health Concierge and a range of innovative strategies that include chiropractic care to help promote clinical and cost-effective outcomes in the workplace.

“There is no question that the cost of healthcare in the U.S. is excessive and will most likely continue to escalate,” states Dr. White, CEO, [ADURO](#), an organization that ignites well-being in workplace cultures and individuals. “Population Health Concierge relies on three core components: break down of silos to help achieve coordinated care; engagement of patients through outcomes-incentive design; and influence of care pathways toward evidence-based interventions. When properly developed and utilized, there is great opportunity for employers to contain healthcare costs and optimize patient outcomes.”

IHC FORUM & Expo. is the premier conference offering companies proven, ready-to-implement health and benefit strategies. Its one-of-a-kind sessions, roundtable discussions and networking opportunities provide 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 healthcare.

Laura Carabello, strategic advisor, F4CP, expects Dr. White’s workshop will be well-received by attendees, stating, “Population Health Concierge presents a fresh approach to tackling the financial and clinical inefficiencies associated with healthcare in the workplace and across the board. I strongly encourage participation in this important discussion, as it will be beneficial to all stakeholders in healthcare.”

For more information about the 2014 IHC FORUM & Expo., visit: www.theihccforum.com.

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 or call 866-901-F4CP (3427).

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