

Media

Megan Kivlehan
201-641-1911 (14)
mkivlehan@cpronline.com

**FOR IMMEDIATE RELEASE****Foundation for Chiropractic Progress Welcomes AMA Ban on DTC Ads for Prescription Drugs,
Cites Chiropractic Care as Frontline Pain Relief**

CARMICHAEL, Calif. – December 03, 2015 – The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care, welcomes the [American Medical Association's](#) proposed ban on direct-to-consumer (DTC) advertisements for prescription drugs and implantable medical devices. As a strong advocate for non-pharmaceutical approaches, such as chiropractic care, to pain relief and general health concerns, the F4CP shares similar concerns about the increased cost and demand for inappropriate treatment options generated by the flood of DTC advertisements. Experts at the F4CP urge the public to educate themselves on the utilization of drug-free, non-invasive and cost-effective alternatives, including chiropractic care, as a primary approach to pain management and improved health.

“The AMA has taken an important step to shift public focus from commercially driven, pharmaceutical promotions to a more patient-centric care model,” states Sherry McAllister, DC, executive vice president, F4CP, who notes that the U.S. and New Zealand are the [only two countries](#) that allow direct-to-consumer advertising for prescription drugs. “Direct-to-consumer health care advertising should encourage good health and overall well-being, including safe and effective care approaches such as chiropractic care, to help consumers make well-informed health care decisions.”

The growing number of public ads marketing prescription drugs are fueling the demand for adverse side effect-laden, high-cost treatment despite the documented value of safer and more cost-effective alternatives. Chiropractic care is an evidence-based, drug-free approach for common health concerns and pain relief. Research documents that the care provided by doctors of chiropractic – who receive a minimum of seven years of higher level education, including patient management – is often linked with better clinical outcomes, greater patient satisfaction and noteworthy cost savings.

Among the many prescription drugs being marketed to consumers, the [Centers for Disease Control and Prevention](#) (CDC) cites that the U.S. is in the midst of a prescription painkiller overdose epidemic. “During the past sixteen years, the amount of prescription painkillers prescribed and sold in the U.S. has nearly quadrupled, yet according to the CDC, no overall change in the amount of pain individuals experienced has been reported,” says Dr. McAllister. “The F4CP welcomes the addition of the AMA to the chorus of

disciplines and organizations calling for an end to direct-to-consumer advertisement and this costly, and potentially fatal, epidemic.”

For more information about chiropractic care or to find a doctor in your area, visit:

www.F4CP.org/findadoctor.

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.f4cp.com and www.yes2chiropractic.org or call 866-901-F4CP (3427).

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