A QUIZ:

8 of these 10 people have not made up their minds about whether chiropractic can benefit them or not. □ Can you pick them out?

THE ACA HAS...
and is doing something about it.
The Antagonist
This is the person who is strongly opposed to chiropractic from the start. It may be because of emotional or philosophical reasons. In many cases, it may be the result of some self-interest which could be linked to organized medicine or outdated medical viewpoints. Nevertheless, this person is usually pretty well set in his or her opinion. The antagonist is not a prime prospect for chiropractic care, because his or her mind is made up against chiropractic.

The Athlete
This person is a professional or amateur athlete who plays regularly, or is a weekend participant. Physical fitness and better performance are important to this sports enthusiast; his or her mind is open to structural balance and natural health, and in the world of sports, manipulative therapy is well accepted. The athlete is a prime prospect for chiropractic care, because most sports participants have no opinion for or against, and are primarily looking to improve their game.

The Journalist
The media person is looking for a good story primarily. While every journalist may have some pre-set ideas, for the most part this person's nature is to be open-minded, ready to investigate both good and bad. The media person is flooded with information and is under the severe pressure of deadlines, therefore, he or she looks for ways to expedite the task of information-gathering and presentation. The journalist feels a need to be recognized and appreciated. He or she is bright, aware and critical of medicine's errors. The journalist is a prime prospect for the chiropractic message, because most journalists have no opinion for or against, and are primarily interested in getting the facts.

The Employer
The employer is primarily concerned with producing a good product efficiently and cost effectively. He realizes that healthy, happy and well-adjusted employees are the key to production, on-time deliveries and profits. One of his biggest problems is employee illness and absenteeism. The employer is a prime prospect for the chiropractic message, because most employers have no opinion for or against, and are primarily interested in a better operation.

The Employee
The employee is primarily concerned with his or her career and financial future. Depending on him or her is the worker's family, and there is a deep sense of responsibility, especially when health problems occur which reduce earning power. The employee is a prime prospect for the chiropractic message, because most employees want to do a good job, satisfy management, feel safe and secure about their future and safeguard their health.
The Educator
This person is concerned about his or her students and their earning abilities. The educator has also taken on the secondary role of guardian of the health of the child. Poor posture concerns his or her patients, as does the lack of attention of providers to health matters concerning their children. He or she is in a position to note posture and effects on performance, attendance and conduct. The educator feels burdened with the responsibility and seeks ways of meeting the demand. The educator is a prime prospect for the chiropractic message, because most educators have no opinion for or against, and are primarily interested in doing a better job.

The Attorney
This person is interested in winning his or her case and protecting his client. He or she is looking for valid testimony that will enable the attorney to litigate successfully in personal injury cases. Since litigation is often precipitated by automobile, industrial and sports accidents in which extent of personal injury damages are difficult to prove, the attorney seeks out expert witness testimony. Chiropractic's competence in neurological and muscular involvements makes the DC a favorable consideration. The attorney is a prime prospect for the chiropractic message, because most attorneys have no opinion for or against, and are primarily interested in getting assistance in order to win the litigation.

The Senior Citizen
The senior citizen and his or her family find themselves in a society where more attention has been given to quantity of life than quality of life. The senior citizen wants to stay in the mainstream of life, doesn't want to be a burden on the family, and desperately seeks to stay ambulatory and independent. The older person is extremely receptive to chiropractic, regardless of his or her previous relationship with medical treatment, because of the desire to alleviate pain and disability without medication or surgery. Chiropractic gives the senior citizen hope. The senior citizen is a prime prospect for the chiropractic message, because most senior citizens have no opinion for or against, and are primarily interested in quality of life.

The Child
The child is active, alert and receptive to new ideas. While influenced by family and friends, the child is a great "influencer" himself, often promoting obstinate parents into opening their minds. Positive experiences and habits learned in childhood often are carried throughout life. A child competes aggressively, and because a child is active, he or she will be subject to musculoskeletal injuries. The child is a prime prospect for the chiropractic message, because most children do not have pre-existing opinions, prejudices or relationships.

The Satisfied Patient
The satisfied patient has had favorable experience with chiropractic. He or she likes the doctor and the procedures used. Often he or she refers friends and relatives. Most likely the family is a "chiropractic family" with close ties to the chiropractor or the tradition of chiropractic. This person's mind is made up about chiropractic; it is favorable. While this person is extremely important and the message must be reinforced, heavy prospecting can be wasteful.
THE BIG PORTION OF THE PIE HAD BEEN OVERLOOKED...
For many years, chiropractic tended to concentrate on influencing the two extremes of the public sector: (1) the current patient, and (2) the adversary of chiropractic. This made up about 20% of the potential market, while 80% of the market tended to be overlooked.

But that was before the ACA developed a plan that would reach the heart of the market—the multi-interest group in-between the extremes. Here is a group of potential patients not only larger in size, but also more receptive to chiropractic. The vast in-between group is more receptive to chiropractic because it has no pre-existing biases for or prejudices against chiropractic. The middle group contains a whole new society, many of them young, urban professionals (YUPPIES) who are more philosophically and intellectually inclined toward natural health methods and preventive care. Also included in the middle group are those people who have been softened up toward an alternative to traditional medical care by successful experiences of family, friends and neighbors, better press, more exposure on chiropractic, the high cost of medical care, and the influence of a strong national chiropractic PR program. Even the HMOs and PPOs have contributed to establishing a better atmosphere for chiropractic marketing, because they have broken the established ties between the medical doctor and patient.

While most doctors of chiropractic seem to be concerned with what their adversaries are doing, saying, or thinking, the ACA learned this is not the answer to the marketing problem. The answer is to reach and influence the much larger mass that can be favorably inclined toward chiropractic. The task is to identify the market, define its needs, and construct a program that has the scope and appeal to motivate this larger market.

Building upon the premise that there is a vast market of prospective patients who are not prejudiced but must be convinced, the ACA authorized its public relations consultants to construct a targeted program which would reach special publics and influence them with special interest messages.

UNTIL THE ACA STARTED TELLING THEM ABOUT CHIROPRACTIC IN TERMS THAT MEANT SOMETHING TO THEM.
IN 1985-'86 ACA CONTINUED ITS BIG PUBLIC RELATIONS AND ADVERTISING PROGRAM TALKING TO AND INFLUENCING YOUR PRIME PUBLICS.

People are not just people. Each person is different, each has unique characteristics; each has special interests.

The ACA's public relations/advertising/marketing program is built upon identifying target groups and constructing campaigns which will best influence them.

All the tools of effective communications are used: television, radio, newspapers, magazines, special promotions, event tie-ins.

The following pages highlight some of ACA's current campaigns and ads.

HERE'S HOW!

LET'S TAKE A LOOK AT JUST 4 OF THE ACA'S MANY PUBLIC RELATIONS/ADVERTISING PROGRAMS
TELEVISION AND RADIO

Over 5,000 television and radio stations request ACA-produced public service spots each year. In addition, numerous stations run special features inspired by ACA campaigns. The broadcast media have very high respect for ACA’s materials because of their quality and creativity. Many have won national awards.

ADVOCACY ADVERTISING

ACA’s advocacy ad program has been in place for several years. Ads are placed in special interest publications which present the benefits of chiropractic to each audience. Specific questions are answered in language acceptable to that group with strong reasons why chiropractic should be utilized. Samples of ads are shown on the following pages.

JOURNALISM AWARDS PROGRAM

The ACA has encouraged a positive relationship with journalists by establishing its Health Journalism Awards competition. Each year cash prizes and trophies are awarded for excellence and unbiased reporting. The competition has attracted entries from newspapers, magazines and broadcasters. Among the entrants have been all three TV and radio networks, major publications such as Time and Newsweek and known writers. The competition is held in high regard by the journalistic community and has spurred more articles on chiropractic.

STATUE OF LIBERTY CAMPAIGN

One of the most interesting campaigns ever carried out in chiropractic is ACA’s Statue of Liberty/Freedom of Choice Campaign. Through special arrangements with the Statue of Liberty Foundation, the ACA developed a complete marketing program for individual doctors of chiropractic which provided them with a complete kit of advertising/public relations materials for local use. The response was overwhelming, as was the goodwill built with the Foundation and patriotic Americans everywhere.
ANSWER: Because growth and development can be affected by minor bumps, jars and falls.

Every year, thousands of structural health problems in students of grade and high school level go undetected even though teachers, coaches and physical education instructors watch for health irregularities which might interfere with a child's physical performance and learning ability.

Part of their jobs? Not really. It's that extra sense of dedication that makes these already over-worked public servants give children that extra attention. The "school guardian" is responsible in many cases for the detection of potential health problems and the funneling of children to proper health authorities.

What most people don't know is that most health problems are far too complex for the teacher to note. And with a busy schedule, the educator can't be expected to have the time to screen problems that are beyond his or her scope of training, no matter how conscientious the teacher may be. The result: many children have health problems that retard their ability to learn or engage in sports effectively.

Here's what you can do:
• Parents should be urged to take more responsibility for their children's health.
• Parents and teachers should be alert to such things as changes in energy level, postural changes, moodiness, listlessness or any unusual signs that signal a problem that will impede learning. One of the observable signs is lack of interest in school activities.
• The structural balance of the child's body should be considered. The school teacher will no doubt note the child's posture, but that does not always indicate the structural integrity of the body. Comprehensive chiropractic examinations, including examinations of the spine, pelvis, neck and limbs should be recommended to avoid developmental problems.
• Incorporate posture awareness programs into your class projects. Write for suggestions and materials.

QUESTION:
WHY
SHOULD
CHILDREN
HAVE
CHIROPRACTIC
SPINAL
MANIPULATION?

AMERICAN CHIROPRACTIC ASSOCIATION
1701 CLARENDON BOULEVARD
ARLINGTON, VIRGINIA 22209
ANSWER: To help keep them ambulatory and in the mainstream of life.

Perhaps the concept of planned obsolescence has influenced society's attitude toward older persons. Unfortunately, current attitudes, including that of many of the health care disciplines, is to merely tolerate older people, rather than to help them maintain their productivity.

If America continues on this path—ironically trying to increase life expectancy on the one hand, but overlooking the need to improve quality of life on the other, we will be losing a growing segment of the population. Creating a financial and moral burden, instead of channeling a vast resource of talent, experience, brain power and energy.

Society's preoccupation with eliminating the surface signs of age, instead of attacking the heart of the problem, concerns the chiropractic profession. Chiropractic is appalled at the large amounts of drugs and medications being used by older persons, the huge numbers of people confined in wheelchairs, hospitals and institutions.

Chiropractic is opposed to the rampant use of painkillers, anti-depressants and sedatives which dull the senses. The profession uses spinal manipulation and other natural health care procedures on an out-patient basis wherever possible, to keep the older person alert and in the mainstream of life. The goal is to keep the mind and the body active, conducive to healing and resisting the infirmities of older age.

Here's what you can do:
- Concentrate on the present. While happy memories are a part of life, you must live each day to its fullest, establishing new goals and interesting projects.
- Keep an open mind. The ability to learn and enjoy new experiences does not diminish with age.
- Aspire to an active life, dedicated to involvement. Be disciplined in your schedule.
- Take care of your health. That includes eating a well-balanced diet, and having preventive health check-ups, including chiropractic examinations of the back and spine. To be fully ambulatory, you must enjoy structural health.
**QUESTION:**

**Why Should Athletes Have Chiropractic Spinal Manipulation?**

**ANSWER:** Because it can help their performance.

Many amateur and professional athletes are sidelined with injuries that could be avoided. Others sit it out on the bench because their injury just doesn't seem to respond to ordinary treatment. Still others are playing, but at less than their peak efficiency simply because their structural system is not in balance.

Progressive coaches and trainers are realizing that pain-killing drugs are not the answer. Drugs and medications merely cover up the symptom, deceiving the player into actions which could make the injury more serious.

Probably more than any other health profession, chiropractic's approach to health closely relates to the needs of the sports participant. Most sports involve body contact, leverage, fast starts and stops, and positioning that places an unusual strain on the back and structural system. Doctors of chiropractic consider the human as an integrated being, giving special attention to spinal mechanics and neurological, muscular and vascular relationships. Chiropractic is a natural health care method that stresses the importance of keeping all the systems of the body functioning efficiently, so the player enjoys peak performance, a minimum injury risk and fast recuperative powers.

Here's what you can do:

- Make certain that your athletes are properly prepared for the sport. Preventive care dictates the wisdom of visiting a doctor of chiropractic for a spinal examination on a regular basis. If the diagnosis shows anything not within the scope of chiropractic treatment, the conscientious doctor of chiropractic will refer the athlete to one of the other health specialties.
- Make certain that a doctor of chiropractic is a member of your health team. Many of the high-performing professional and amateur teams have retained doctors of chiropractic as their team physicians.
- Minimize the use of drugs and medications and utilize natural health methods.

Write for suggestions.
ANSWER: Because the doctor of chiropractic’s specialty is the spine and related neuro-musculo-skeletal problems.

Personal injury cases often involve health problems of a structural nature. Litigation often is precipitated by automobile, industrial and sports accidents in which extent of personal injury and damages are difficult to prove. And cases often involve determining disabilities of the back, spine, neck and their neurological and muscular involvements.

The doctor of chiropractic can provide valid and reliable testimony relating to diagnosis, prognosis and disability resulting from a spinal or soft tissue injury. The chiropractic practitioner’s education and experience make him/her an acknowledged authority.

The chiropractor’s knowledge and procedure closely coincide with the needs of the trial lawyer for scientific documentation, effective presentation and authoritative testimony.

Get to know and recommend the use of the doctor of chiropractic. Information provided by this health authority can help “make your case.”

Here is how the doctor of chiropractic can assist you:

- Doctors of chiropractic are competent to testify regarding the use of x-rays and qualified for legal purposes to interpret radiographs of the injured party.
- A chiropractor is competent in a personal injury action to express his opinion as to the probable cause of an injury to or the physical condition of the injured person, where the proper foundation is laid and the matter is within the scope of the profession and practice of chiropractic.
- A chiropractor is competent in a personal injury action to express his opinion as to the probable effects and duration, permanence, future medical requirements, or the like, in connection with an injury to or the physical condition of the injured person, if the proper foundation is laid and the matter relates to the profession and practice of chiropractic.
- The doctor of chiropractic can offer persuasive testimony in cases involving structural injury, “whiplash,” soft tissue damage and post-traumatic complications. The chiropractor is competent to give expert testimony on the question of whether permanent injury was suffered according to interpretations under no-fault insurance laws.

Write for specific case references.
ANSWER: With higher performance and more productivity.

When a worker is sidelined because of a health problem, everybody loses.

The company loses a valuable employee, which could mean a loss of production. The worker loses self-confidence in addition to suffering pain and disability. The family unit loses part of its income, so important to maintaining a standard of living. The union loses part of its health and welfare fund in payments and other benefits.

Obviously, there is no way of eliminating on-the-job and off-the-job injuries entirely. But it would be helpful and less costly for all if time for recuperation could be reduced.

Chiropractic can reduce time off. In fact, comparative studies of Workers’ Compensation cases from a number of states prove chiropractic’s effectiveness in getting injured employees on their feet faster.

Imagine the advantages of eliminating hospitalization. Being treated on an out-care basis. Not being subjected to the hazards and expenses of drugs and surgery.
Chiropractic can help you with more than a back problem.

Your family doctor of chiropractic is concerned with your total health.
ACA brings your prospective patient into focus, talking to people in a language they understand.

Building acceptance among the various publics by telling them what chiropractic can do for THEM.
Dear Chiropractor:

The best way to influence people is to talk to them in terms they understand and benefits they want to gain.

That's a basic public relations principle.

And that's exactly what ACA is doing by underwriting an advertising campaign that focuses in on various publics which can use and influence the use of chiropractic.

It's working.

We have had wonderful response, because it tells and sells chiropractic in a positive way. It recognizes the needs of special interest groups and shows how chiropractic can satisfy them.

Advertising is just one of the hundreds of services ACA underwrites for the profession and provides for members.

This year we have again expanded our advertising program with ads in special interest publications, as well as broad-based broadcast campaigns.

We thought you would enjoy seeing what ACA is doing in behalf of the advancement of chiropractic. And we hope that if you are not presently a member or have a colleague who should be part of the world's largest and most authoritative chiropractic association, that you will return the enclosed application.

Sincerely yours,

GERALD M. BRASSARD, D.C.
Executive Vice President

KENNETH W. PADGETT, D.C.
President

Advertising paid for solely by the American Chiropractic Association
We're focusing in on...

Senior Citizens

Look for ACA-sponsored ads in publications like Dynamic Years. These ads show how the doctor of chiropractic identifies with health problems of the aging.

Sports Enthusiasts

Look for ACA-sponsored ads in publications like Inside Sports and Runners World. These ads show how the doctor of chiropractic identifies with the problems of professional, amateur and weekend athletes.

Insurance Purchasers

Look for ACA-sponsored ads in publications like Broadcasting. These ads show how the doctor of chiropractic identifies with problems of the average family in dealing with health care costs.

Educators and Students

Look for ACA-sponsored ads in publications like American Educator. These ads show how the doctor of chiropractic identifies with educators and seeks to eliminate structural learning problems.

Attorneys and Other Professionals

Look for ACA-sponsored ads in publications like Trial Magazine. These ads show how the doctor of chiropractic's services can benefit the clients and patients of other professional disciplines.

Industry and Management

Look for ACA-sponsored ads in publications like the Wall Street Journal. These ads show how the doctor of chiropractic's services mean dollar savings for both companies and unions.

These are the advertisements focusing on Special Interest groups!
Perhaps the concept of planned obsolescence has influenced society's attitude toward older persons. Unfortunately, current attitudes, including that of many of the health care disciplines, is to merely tolerate older people, rather than to help them maintain their productivity.

If America continues on this path—ironically trying to increase life expectancy on the one hand, but overlooking the need to improve quality of life on the other, we will be losing a growing segment of the population. Creating a financial and moral burden, instead of channeling a vast resource of talent, experience, brain power and energy.

Society's preoccupation with eliminating the surface signs of age, instead of attacking the heart of the problem, concerns the chiropractic profession. Chiropractic is appalled at the large amounts of drugs and medications being used by older persons, the huge numbers of people confined in wheelchairs, hospitals and institutions.

Chiropractic is opposed to the rampant use of painkillers, anti-depressants and sedatives which dull the senses. The profession is in favor of keeping the older person alert and in the mainstream of life with out-patient treatment and natural health care wherever possible. The goal is to keep the mind and the body active, conducive to healing and resisting the infirmities of older age.

Here's what you can do:

- Concentrate on the present. While happy memories are a part of life, you must live each day to its fullest, establishing new goals and interesting projects.
- Keep an open mind. The ability to learn and enjoy new experiences does not diminish with age.
- Aspire to an active life, dedicated to involvement. Be disciplined in your schedule.
- Take care of your health. That includes eating a well-balanced diet, and having preventive health check-ups, including chiropractic examinations of the back and spine. To be fully ambulatory, you must enjoy structural health.
YOUR FAMILY DOCTOR OF CHIROPRACTIC IS CONCERNED ABOUT ATHLETES WHO CAN’T PERFORM AT THEIR BEST.

Many amateur and professional athletes are sidelined with injuries that could be avoided. Others sit it out on the bench because their injury just doesn’t seem to respond to ordinary treatment. Still others are playing, but at less than their peak efficiency simply because their structural system is not in balance.

Progressive coaches and trainers are realizing that pain-killing drugs are not the answer. Drugs and medications merely cover up the symptom, deceiving the player into actions which could make the injury more serious.

Probably more than any other health profession, chiropractic’s approach to health closely relates to the needs of the sports participant. Most sports involve body contact, leverage, fast starts and stops, and positioning that places an unusual strain on the back and structural system. Doctors of chiropractic consider the human as an integrated being, giving special attention to spinal mechanics and neurological, muscular and vascular relationships. Chiropractic is a natural health care method that stresses the importance of keeping all the systems of the body functioning efficiently, so the player enjoys peak performance, a minimum injury risk and fast recuperative powers.

Here’s what you can do:

- Make certain that your athletes are properly prepared for the sport. Preventive care dictates the wisdom of visiting a doctor of chiropractic for a spinal examination on a regular basis. If the diagnosis shows anything not within the scope of chiropractic treatment, the conscientious doctor of chiropractic will refer the athlete to one of the other health specialties.
- Make certain that a doctor of chiropractic is a member of your health team. Many of the high-performing professional and amateur teams have retained doctors of chiropractic as their team physicians.
- Minimize the use of drugs and medications and utilize natural health methods.

Write for suggestions.
Your family doctor of chiropractic is concerned about the health insurance coverage you think you have.

You or your employer pays your premiums regularly and you think you are fully covered by your health and accident insurance, but are you?

You should be. But unfortunately, many responsible families have found out the hard way that they have not been covered by their insurance for the benefits they need. They pull a muscle or strain their back or suffer from a health problem that can best be alleviated or healed with chiropractic procedure, and the charges are kicked back to them. No special reason. Simply because the insurance company is being discriminatory.

It makes you wonder. "Does the insurance company have the right to tell me what doctor I should visit? Isn't it a basic right to be able to pick the physician I want to treat my body? That's freedom of choice, isn't it?"

The American Chiropractic Association thinks so. More important, it and your conscientious doctor of chiropractic are concerned about the insurance holders who have been subtly misled into believing they have "comprehensive" insurance coverage, when they don't. Misled into buying inferior insurance.

Here's what you can do:

- Read all the fine print in your insurance policy. Don't buy a "pig in a poke" just because a sales representative assures you that you are "fully covered."

- Ask if chiropractic and other alternative health benefits are included. If not, don't buy it. Why be short-changed?

- When you need health care, pick the physician and discipline best suited to your ailment. If you prefer a non-surgical, drugless procedure, see a doctor of chiropractic. If his diagnosis indicates a need for specialized treatment, he will refer you to the proper health care discipline.
YOUR FAMILY DOCTOR OF CHIROPRACTIC IS CONCERNED ABOUT THE GRAVE RESPONSIBILITY BEING PLACED ON EDUCATORS.

Every year, thousands of health problems in students of grade and high school level are first recognized by their teachers. Likewise, coaches and physical education instructors often detect health irregularities which might interfere with a child's physical performance and learning ability. Part of their jobs? Not really. It's that extra sense of dedication that makes these already overworked public servants give children that extra attention. The “school guardian” is responsible in many cases for the detection of potential health problems and the funneling of children to proper health authorities.

What most people don’t know is that most health problems are far too complex for the teacher to note. And with a busy schedule, the educator can't be expected to have the time to screen problems that are beyond his or her scope of training, no matter how conscientious the teacher may be. The result: many children have health problems that retard their ability to learn or engage in sports effectively.

Here’s what you can do:

- Parents should be urged to take more responsibility for their children’s health.
- Parents and teachers should be alert to such things as changes in energy level, postural changes, moodiness, listlessness or any unusual signs that signal a problem that will impede learning. One of the observable signs is lack of interest in school activities.
- The structural balance of the child’s body should be considered. The school teacher will no doubt note the child’s posture, but that does not always indicate the structural integrity of the body. Comprehensive chiropractic examinations, including examinations of the spine, pelvis, neck and limbs should be recommended to avoid developmental problems.
- Incorporate posture awareness programs into your class projects. Write for suggestions and materials.

AMERICAN CHIROPRACTIC ASSOCIATION
1916 WILSON BOULEVARD • ARLINGTON, VIRGINIA 22201
Personal injury cases often involve health problems of a structural nature. Litigation often is precipitated by automobile, industrial and sports accidents in which extent of personal injury and damages are difficult to prove. And cases often involve determining disabilities of the back, spine, neck and their neurological and muscular involvements.

The doctor of chiropractic's specialty is the spine and related neuro-musculo-skeletal problems. The doctor of chiropractic can provide valid and reliable testimony relating to diagnosis, prognosis and disability resulting from a spinal or soft tissue injury. The chiropractic practitioner's education and experience make him/her an acknowledged authority. Probably more than any other health practitioner, the chiropractor's knowledge and procedure closely coincide with the needs of the trial lawyer for scientific documentation, effective presentation and authoritative testimony.

Get to know and recommend the use of the doctor of chiropractic. Information provided by this health authority can help "make your case."

Here is how the doctor of chiropractic can assist you:

- Doctors of chiropractic are competent to testify regarding the use of x-rays and qualified for legal purposes to interpret radiographs of the injured party.
- A chiropractor is competent in a personal injury action to express his opinion as to the probable cause of an injury to or the physical condition of the injured person, where the proper foundation is laid and the matter is within the scope of the profession and practice of chiropractic.
- A chiropractor is competent in a personal injury action to express his opinion as to the probable effects and duration, permanence, future medical requirements, or the like, in connection with an injury to or the physical condition of the injured person, if the proper foundation is laid and the matter relates to the profession and practice of chiropractic.
- A chiropractor is competent in a personal injury action to interpret an x-ray photograph relating to the injury to or the physical condition of the injured person, where it is properly connected and identified, the witness is qualified or familiar with the use of x-ray photographs, and the subject matter thereof relates to the profession or practice of chiropractic.
- The doctor of chiropractic can offer persuasive testimony in cases involving structural injury, "whiplash," soft tissue damage and post-traumatic complications. The chiropractor is competent to give expert testimony on the question of whether permanent injury was suffered according to interpretations under no-fault insurance laws.

The doctor of chiropractic is licensed and legally permitted to testify in all courts in all 50 states. Write for specific case references.
YOUR FAMILY DOCTOR OF CHIROPRACTIC IS CONCERNED ABOUT WORKERS WHO ARE SIDELINED.

When a worker is sidelined because of a health problem, everybody loses.
The company loses a valuable employee, which could mean a loss of production. The worker loses self-confidence in addition to suffering pain and disability. The family unit loses part of its income, so important to maintaining a standard of living. The union loses part of its health and welfare fund in payments and other benefits.

Obviously, there is no way of eliminating on-the-job and off-the-job injuries entirely. But it would be helpful and less costly for all if time for recuperation could be reduced.

Chiropractic can reduce time off. In fact, comparative studies of Workers Compensation cases from a number of states prove chiropractic's effectiveness in getting injured employees on their feet faster.

Imagine the advantages of eliminating hospitalization. Being treated on an out-care basis. Not being subjected to the hazards and expenses of drugs and surgery.

Chiropractic health care makes sense—in terms of people and money.

Here's what you can do:
- Write for the studies which document chiropractic's effectiveness. Get to know the chiropractic health method and its benefits.
- Make chiropractic services available to employees in any health and welfare or insurance program with which you are associated. Insist upon it.
- Recognize the importance of structural health. One of the best safeguards against illness and disease is to practice a program of health care which includes chiropractic spinal examinations.
- Incorporate spinal health programs into your employee education activities. Write for suggestions and materials.
Chiropractic can help you with more than a

Your family doctor of chiropractic is concerned with your
back problem.

Most people recognize the advantages of visiting a doctor of chiropractic to relieve them of the pain and disability of back problems. Without drugs or surgery.

But what most people don't realize is that their total health is dependent on the structural integrity of their body. Other problems may be caused by misalignments of the spine.

That headache, that ache or pain that may occur in any part of the body. These may be symptoms.

Chiropractic is a natural health care method that stresses the importance of keeping all the systems of the body functioning efficiently. So the body's restorative powers can fight off disease and disablement naturally.

Your family doctor of chiropractic is an important member of the health team.

That is why it is important to visit your family doctor of chiropractic for a spinal examination on a regular basis. If the diagnosis shows anything not within the scope of chiropractic treatment, the conscientious doctor of chiropractic will refer you on to one of the other health care specialties.

As an important member of the health team, the doctor of chiropractic wants to protect your health.

total health.