

Appendix G

News Release



FOR IMMEDIATE RELEASE: May 3, 2010

LOCAL CHIROPRACTOR PARTICIPATES IN MILESTONE CHIROPRACTIC STUDY

GREELEY, Colo.— (Full Name), D.C., a chiropractic practitioner in the (city) area, recently participated in a milestone research project for the chiropractic profession.

Dr. (Last name) was among approximately 13 percent of the nation's full-time licensed chiropractors who were randomly selected to represent the profession by providing information for a "Survey of Chiropractic Practice". Working in conjunction with state licensing board members, educators and other practitioners, the survey was developed and conducted by the National Board of Chiropractic Examiners (NBCE). The "Survey of Chiropractic Practice" allows those in the profession to reflect the tasks, duties and professional responsibilities common to their every day practice. This comprehensive study relies entirely on responses from these individual practitioners; therefore their participation is critical to the report's success.

The results of the surveys have been summarized in the *Practice Analysis of Chiropractic 2010*. The practice analysis plays an integral role in informing and educating state boards, associations, and legislators, and insurance companies on the practice patterns of full-time chiropractors in the United States. The information contained in the practice analysis provides the chiropractic profession credible bargaining power to improve coverage and reimbursement.

Information collected from the most recent “Survey of Chiropractic Practice” is consistent with previous survey reports of the types of conditions doctors see and the treatment procedures used. The *Practice Analysis of Chiropractic 2010* discusses recent research findings, as well as studies documenting the effectiveness of chiropractic care in treating low back pain, neck pain and headaches, and chiropractic treatment of other disorders such as asthma, infantile colic, premenstrual syndrome, fibromyalgia and carpal tunnel syndrome.

The *Practice Analysis of Chiropractic 2010* also notes a major shift in acceptance of and positive attitudes toward chiropractic among U.S. health care consumers and researchers. Articles concerning the efficacy of spinal manipulation appear frequently in such prestigious medical journals as the *Journal of the American Medical Association (JAMA)*, *The New England Journal of Medicine*, *Spine*, and *Annals of Internal Medicine*.

Conducted every five years, the report is utilized in the development of NBCE examinations and other important projects including the efficacy of chiropractic care for the military and the Veterans Administration. The study also assists colleges in evaluating and outlining their curricula to accurately reflect the profession for its future practitioners.

Headquartered in Greeley, Colorado, the NBCE is the international testing organization for the chiropractic profession. Established in 1963, the NBCE develops, administers, and scores standardized written and practical examinations for candidates seeking chiropractic licensure throughout the U.S. and in several foreign countries.