

INFLUENCE.

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THE AMERICAN
CHIROPRACTIC
ASSOCIATION
TARGETS IN ON
8 CRITICAL
AREAS OF
INFLUENCE

To Build
Good Relations,
Public Support
and Respect.



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. They emphasize the importance of keeping older people ambulatory.



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 professional publications. 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 *American Bar Association Magazine*. These ads show how the doctor of chiropractic's services can benefit the clients and patients of other professional disciplines.



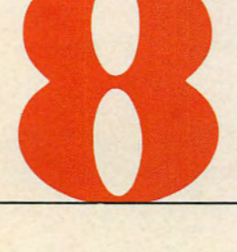
INDUSTRY AND MANAGEMENT

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



MEDIA

Look for ACA-sponsored ads in publications like *Broadcasting, Radio & Television, Editor & Publisher*, etc. These ads speak to issues and take on myths that media may not understand. They also tell media where reliable information on chiropractic is available.



GENERAL PUBLIC

Look for ACA-sponsored ads for use in consumer publications. These are ads that identify with the active life and depict the chiropractor as a "family doctor concerned with total health." Note also that the doctor of chiropractic is identified as an important member of the health team.

ACA'S NATIONAL ADVERTISING PROGRAM
IS DESIGNED TO

INFLUENCE

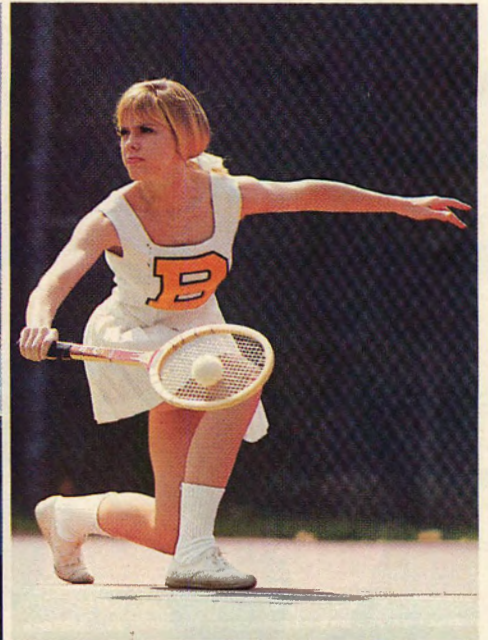
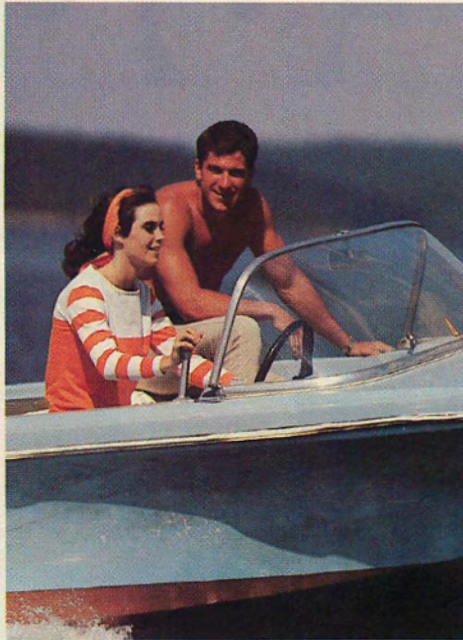
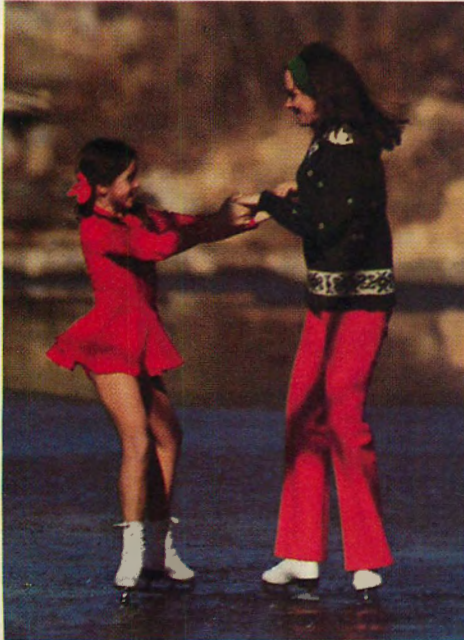


"Influence" is the key word, but it is more than mere influence that ACA is after. It is *positive* influence and motivation.

The ACA has defined the eight publics most important to chiropractic's future, and has created a high impact campaign to reach them. Each public is being presented with a meaningful message that tells what chiropractic can do for it. This is a well-targeted campaign that speaks to people in terms that motivate: their self interests.

On the following pages are some of the ads which appear in special interest publications. They are produced and totally paid for in chiropractic's behalf by the American Chiropractic Association.

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.



AMERICAN
CHIROPRACTIC
ASSOCIATION

total health.

← THIS
← FULL-COLOR
← AD
← INFLUENCES
← THE
← CONSUMER

→ THE FOLLOWING
→ BLACK AND
→ WHITE ADS
→ INFLUENCE
→ SPECIAL
→ INTEREST
→ GROUPS

YOUR FAMILY DOCTOR OF CHIROPRACTIC IS CONCERNED ABOUT AMERICA'S ATTITUDE TOWARD AGING.



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.

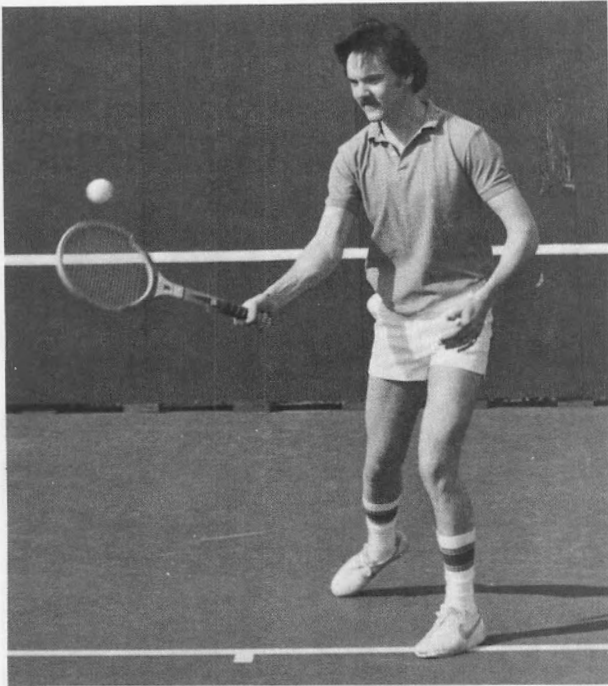
Here's what you can do:

- 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.



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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.



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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.



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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.



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THE DOCTOR OF CHIROPRACTIC CAN PROVIDE RELIABLE EXPERT WITNESS TESTIMONY

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.

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.

Write for specific case references.



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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:

- 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.



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ACA
IS REACHING
OUT AND
TOUCHING
IMPORTANT PUBLICS
WITH A MESSAGE
IMPORTANT
TO THEM...

and you!

INFLUENCE.





Kenneth W. Padgett, D.C.
President



Gerald M. Brassard, D.C.
Executive Vice President

ACA IS THE BIGGEST AND MOST INFLUENTIAL CHIROPRACTIC ORGANIZATION IN THE WORLD.

Dear Chiropractor:

There is no question that the ACA is the biggest and most influential chiropractic organization in the world. And more important, if chiropractic is going to make strides, it will be done through the organized influence of the ACA.

In this brochure, we are showing you just one of hundreds of services provided to the profession by ACA. While this advertising campaign is impressive, it is just a single facet of a massive public relations campaign carried out and underwritten by ACA to build *positive* influence, *positive* motivation and *positive* response.

In each of the areas shown, ACA has complete programs, enabling full implementation. Our experts know that if strides are to be made, chiropractic must talk sensibly and factually. We must show specific benefits to each of the publics and make them *want* to use and endorse chiropractic.

You can be part of the responsible mainstream of modern chiropractic, and have a voice in the influence of America towards chiropractic by being a member of the ACA.

ACA not only represents chiropractic, it builds a bigger market for chiropractic services.

If you are not now a member of ACA, you are urged to join. If you are, influence a colleague to be part of this influential association.

Sincerely yours,

Gerald M. Brassard, D.C.
Executive Vice President

Kenneth W. Padgett, D.C.
President



DEDICATED TO SERVING YOU

If you are not now a member of the ACA, you are invited to join!

The future of chiropractic depends on the power of organization, because it is only through organized effort that big strides can be made. Add your voice; add your strength; add your support.

If you are already a member, thank you for doing your part to advance chiropractic. And please pass this folder on to a friend or colleague who is not presently a member. Banded together we can and will reach our goals.

ACA MEMBERS ENJOY THESE OUTSTANDING BENEFITS:

NATIONAL HEADQUARTERS

Our new headquarters is located in the immediate Washington, D.C. area. Our proximity to the nation's capital permits us to maintain constant watch over legislation, regulations and policies as they evolve in Congress and federal agencies. This access allows us to monitor and encourage favorable legislation while seeking the defeat of anti-chiropractic proposals.

INSURANCE RELATIONS

ACA's Insurance Relations department is working constantly to expand all forms of health coverage to include chiropractic. ACA is dedicated to gaining insurance equality, which will provide maximum coverage for patients and equal opportunity for the profession to serve, while maintaining a conscientious attitude towards cost containment.

HEALTH AND BENEFIT PROGRAMS

Enrollment in ACA's health and benefit insurance plans can save you more than your annual membership costs. Malpractice insurance, available through the National Chiropractic Mutual Insurance Company, has been in continuous operation with no lapses or reductions in coverage.

PUBLIC REPRESENTATION

Make your voice heard on behalf of chiropractic. Through programs, activities and policy statements, ACA is able to influence the formulation of public policy affecting chiropractic and health care in the United States. The ACA Political Action Committee (PAC) allows ACA to financially assist legislators and candidates who are proponents of the chiropractic profession.

LEADERSHIP OPPORTUNITIES

ACA provides opportunities for members to help advance the profession through their active participation. Members may take a leadership role through the association's many specialized councils, committees and commissions, and by election to an office in this democratic organization. While ACA members may have varied backgrounds, interests and disciplinary approaches, their common bond is professionalism and achievement.

PUBLIC RELATIONS PROGRAMS

ACA provides an active and consistent program of public relations targeted at the general consumer and special interest groups. It utilizes all major media, creating highly professional communications programs which build a positive image for chiropractic. It provides tools for use by local societies and individual chiropractors to reinforce the national program on a grassroots level. ACA also actively monitors thousands of newspapers, magazines and publications, as well as the broadcast media, for the purpose of promoting accurate coverage and correcting misrepresentations of the profession.

RESEARCH RESOURCES

ACA's resource and legal libraries offer members a unique service. They contain collections of books, articles, and magazines dealing with chiropractic history and development, legal and professional activities, and scientific and statistical studies. The information is available to members by phone or mail.

SPECIAL PUBLICATIONS

ACA publishes several high quality publications for the purpose of keeping members well-informed. In addition to providing the latest chiropractic news, current information on numerous subjects which could affect your practice is channeled to you through the *ACA Journal*, *Dateline*, and other ACA publications.

UNIQUE MEMBERSHIP PRIVILEGES

As an ACA member, you will receive many services which will enhance your practice and enable you to manage your patients more effectively and efficiently. For example, you will receive the following:

- **ACA's Membership Directory**—Published annually, it gives you immediate access to your fellow ACA members, ACA's Board of Governors, Delegates, Councils and professional staff.
- **Access to Legislative, Legal and Resource Libraries**—Containing the most up-to-date and complete information on the chiropractic profession as well as statistical analyses on patient and practice characteristics, developments and trends.
- **Dateline**—ACA's bi-monthly news tabloid.
- **ACA Journal**—The highly respected professional magazine of chiropractic.
- **Counsel**—ACA's professional staff and expert consultants are available for consultation and advice on most matters related to chiropractic.

Only ACA members enjoy these privileges—join today!

**STRENGTHEN THE CHIROPRACTIC PROFESSION
BY BECOMING A MEMBER OF THE LARGEST CHIROPRACTIC
ASSOCIATION IN THE WORLD.**

APPLICATION FOR MEMBERSHIP

AMERICAN CHIROPRACTIC ASSOCIATION

GENERAL MEMBERSHIP
\$400 Annually

OTHER
See Below

I hereby apply for membership in The American Chiropractic Association, and I enclose a non-refundable application fee of \$10.* I understand that my application is subject to membership committee approval, and that I will be notified of its action.

PLEASE PRINT

SOCIAL SECURITY # _____

Name _____ Date of Birth _____

Office Address _____ City/State _____ Zip _____

Home Address _____ City/State _____ Zip _____

Office Phone _____ Home Phone _____ Spouse _____

Chiropractic College _____ Degree _____

Location _____ Year of Grad. _____

Other Education _____ Degree _____

List all states in which you are licensed _____

List other professional association memberships _____

In applying for membership, I certify that I am registered and/or licensed. I also understand that failure to remit dues will result in loss of membership, and all rights and privileges thereof. Membership includes all rights and privileges as provided in the Bylaws, and includes an \$80 subscription to the *Journal of Chiropractic*.

Signature of applicant _____ Date _____

Recommended by _____ Date _____

Address _____ City _____ State _____ Zip _____

Please mail ACA Auxiliary Application for my spouse

MEMBERSHIP CLASSES

	Annual Dues	Semi-Annual Dues
General membership, affording all rights and privileges	\$400.00	\$200.00
Associate (non-voting):		
a. Retired doctors (ACA member past ten years and fully retired)	60.00	
b. Members of Military (While in service)	40.00	
(First year after discharge)	100.00	
c. Chiropractic College Instructors (must teach 8 or more hours per week and cannot practice more than 20 hours per week)	80.00	
New Graduate (voting)		
a. New Graduates of approved colleges who were Student ACA		
First year of practice	100.00	50.00
Second year of practice	200.00	100.00
Third year of practice	300.00	150.00
Fourth year—converts to General membership		
b. New Graduates of colleges who were not Student ACA		
First year of practice	160.00	80.00
Second year of practice	260.00	130.00
Third year of practice	360.00	180.00
Fourth year—converts to General membership		
International (Qualified doctors in Canada and foreign countries)	80.00	
Life (70 years old, ACA member past ten years, still in practice)	200.00	100.00

*The \$10.00 Application Fee is required from all applicants, including Student ACA members converting to the New Graduate category.

Make Check Payable to: THE AMERICAN CHIROPRACTIC ASSOCIATION • 1916 WILSON BLVD. • ARLINGTON, VIRGINIA 22201



AMERICAN CHIROPRACTIC ASSOCIATION

1916 Wilson Blvd. • Arlington, Virginia 22201
Telephone 703/276-8800

A Non-Profit Scientific and Professional Service Organization

If you are not currently a member,
you should be.

American Chiropractic Association
1916 Wilson Boulevard
Arlington, Virginia 22201
ADDRESS CORRECTION REQUESTED

Bulk Rate
U.S. Postage
PAID
American Chiropractic
Association

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