



PRESIDENT'S CORNER

"Where No Man Has Gone Before!"

By John K. Maltby, D.C., F.I.C.A.
ICA President

Perhaps you are familiar with the opening scene of the "Star Trek" television series, in which the narrator states with a dramatic voice that the mission of the starship Enterprise is, "To boldly go where no man has gone before." This same challenge is being put before the chiropractic profession today, with a unique convergence of political, economic, competitive and communications forces coming together as never before in chiropractic's history. This is, indeed, new territory. But I want to share with you that ICA, without being alarmist, with no sense of panic or pessimism, is meeting that daunting challenge with courage and determination.

The most daunting part of "going where no one has gone before" is that, by definition, we are dealing with the unknown. The unprecedented degree of "Unknown" is the most disconcerting part of this new territory I am referring to. As you are certainly aware, the past several months have been a period of great political and economic change and uncertainty. Who the new US leaders will be and where they will take the nation

in the next four years is completely up in the air. The financial markets are in disarray, and even the economic experts are unwilling to speculate as to just where things are headed. Outside the United States, tensions and violence are the norm, from Kenya to Pakistan, and everything from energy supplies to food supplies are on people's minds.

In times of uncertainty and unpredictable change, it is a great comfort to be able to look to your strengths and proven resources as a foundation on which to stand up to the winds of change. As chiropractors we can have absolute confidence in the validity of our science, the contribution we make to the health of our patients, our cost-effectiveness and, most important of all, the trust and confidence our patients have in us and what we do. In the coming months we will be obliged to put all of our profession's assets to work, perhaps like never before. And, there will be a tremendous amount of work to be done. Here is how I see what we have ahead of us.

Projects in 2008

With 2008 being an election year, the 'hot topics' being widely discussed

are affordable health care, Medicare and some type of national health care program. All of these leading topics are profoundly important to the future of chiropractic. ICA is presently working hard on a number of projects, addressing each of these concerns from some new, as well as some tried and true approaches.

We know that Medicare is facing a massive deficit, or to be absolutely clear, it is basically broke; and with the influx of 'baby boomers' into the mix, the numbers of people in the 'golden years' is exploding. With upwards of 80 million beneficiaries projected to eventually be

and may go on for many years. We need to be prepared.

ICA has researched and produced an historic "White Paper on the Future of Chiropractic in Medicare," a landmark 28-page study dealing with the critical situation Medicare is in now, what we can expect in the years ahead, the many diverse ways chiropractic might be impacted, and most important of all, how the chiropractic profession can prepare to deal with whatever comes down. Over 1,000 draft copies of this study have been circulated and the final copy is now available at www.chiropractic.org.

ICA has also organized a national conference on Medicare to be held April 24 in Washington, DC and has invited the entire profession to participate. This event is intended to serve as a kick-off for a cooperative, collective effort within the chiropractic profession to advance and defend chiropractic and chiropractic patients' rights in this massive federal program. Please plan to be there.

A research team of ICA DCs and staff has been working over the past year reviewing research associated with the efficacy of chiropractic care. One of the results of that review has been the identification and analysis of hundreds of articles relating to the cost effectiveness of chiropractic care vs. medical care, as well as the safety of chiropractic vs. medical care. The intended products of this enterprise are two definitive papers, one on safety and relative risk, and one on clinical and cost effectiveness, both intended as key resource documents in the upcoming legislative and political battles, both on Medicare and national health care reform.

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ICA has created a 28-page "White Paper on the Future of Chiropractic in Medicare" that deals with the critical situation Medicare is in now and what we can expect in the future. It also shows the impact of this on chiropractic and discusses ways the profession can prepare to deal with what lies ahead. Available as a PDF on ICA's website www.chiropractic.org

Medicare eligible, there simply won't be nearly enough money to cover them, and, things are going to have to change. You can be sure that every type of provider out there will be looking for their piece of the pie. The fight will be intense

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Name _____ Date of Birth _____ / _____
MONTH YEAR

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Chiropractic licenses held in: _____

• In active practice? Yes No • Former SICA member? Yes No • Former Field member? Yes No

Signature of Applicant _____ Date _____

Please charge my: VISA MasterCard American Express Enclosed is a check/money order

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* Unless otherwise requested, correspondence will be sent to your office address.
** Not eligible to vote in ICA elections
† Teaching 8 or more academic hours per week at an accredited chiropractic college.
†† ICA dues are not deductible as a charitable contribution for income tax purposes, but may be deductible as a business expense.