



# CHOICE

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## Chiropractic Coalition's Legislative Day Features Members of Congress and National Policy and Advocacy Leaders



Dr. Michael McLean (l), Co-Chair of ICA's Legislative Committee, welcomes Rep. Bob Filner to the Coalition's Legislative Day in Washington, DC.

The 4<sup>th</sup> Annual Chiropractic Coalition Legislative Day, held on April 26, 2007 in Washington, DC featured Members of Congress from both parties as well as a host of national policy and advocacy leaders. This year's event was attended by doctors of chiropractic from 38 states and students from nine chiropractic colleges.

The participants heard powerful presentations from the speakers including keynote speaker Rep. Donald Manzullo (R-IL). Rep. Manzullo offered a passionate plea for greater activism by doctors of chiropractic and their patients so that Members of Congress can hear the chi-

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## Yankees' Johnny Damon Says His Chiropractor is Amazing

Yankees center fielder, Johnny Damon, who has not spent a single day on the disabled list during his long baseball career, recently spent his day off flying down to Orlando to visit his personal chiropractor, Dr. Gerry Mattia, because of excruciating pain in his lo-

wer back which was affecting his play. He returned to New York two days later smiling, feeling great and ready to play. "My chiropractor is amazing," he told the press, "hopefully it translates to better results on the field."

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Johnny Damon with his chiropractor Dr. Gerry Mattia (Orlando, Fla.), whom he sees regularly because of an old injury and also to stay fit and healthy.

## Medicare "Advantage" Plans Receive Harsh Scrutiny at Congressional Hearings

In the face of what can rightfully be characterized as an emerging Medicare scandal, the House Ways and Means Subcommittee on Health held a hearing on May 15<sup>th</sup> on the cost, cost-effectiveness and questionable marketing activities related to Medicare's managed care alternative plans called Medicare "Advantage." On May 16<sup>th</sup>, the U.S. Senate Special Committee on Aging held another hearing focusing specifically on the sales and marketing practices employed by insurance agents selling Medicare Advantage plans.

According to Congressional information, insurance salespersons in at least 39 states used highly unethical and even illegal methods to sell private Medicare managed care plans, preying on disabled and incompetent Medicare beneficiaries, using stolen personal data from federal records, forging signatures, impersonating Medicare representatives and lying to beneficiaries

about what they were signing up for.

In 2005, Congress passed the Medicare Modernization Act, which allowed for a large-scale expansion of private managed care plans in the Medicare program, (Medicare Advantage plans.) The plans were intended as an alternative to traditional Medicare, providing additional benefits but also imposing the procedural and case management limitations that define managed care.

In both forums, serious questions regarding the excess costs and marketing abuses were addressed. Costs were the major focus in the House Ways and Means Subcommittee on Health session. In announcing the House hearing, Subcommittee Chairman, Rep. Pete Stark (D-CA) stated:

"It has been far too long since our Committee has taken a thoughtful look at the payment systems for fee-for-service providers. Let's not forget that the

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## ICA CHIROPRACTIC

- Educating the public
- Promoting the principle
- Adjusting the future

## Dr. John Maltby Named ICA's 2007 Chiropractor of the Year

Dr. John Maltby from Blythe, Calif., is the 2007 Chiropractor of the Year of the International Chiropractors Association (ICA). Dr. Maltby was honored with this prestigious award at ICA's 81<sup>st</sup> Annual Meeting held in Washington, DC in April 28, 2007.



Dr. Maltby

The Chiropractor of the Year is ICA's highest recognition and was created in 1950 by ICA's Founder-President Dr. BJ Palmer. The award is presented annually to one exceptional individual who has throughout his/her career distinguished themselves through extraordinary service to the chiropractic profession and the ICA.

A full-time practitioner, Dr. Maltby has been practicing in Blythe, Calif., for nearly 30 years, ever since he graduated from Palmer College in 1977. He became actively involved in his state association, the ICA of California (ICAC), early in his professional career. He served as ICAC president from 1993-1996 and as Chairman of the Board

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International Chiropractors Association  
1110 N. Glebe Road, Suite 650  
Arlington, VA 22201

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