



"I have been using ChiroSecure for over 10 years. ChiroSecure not only has the best rates, but the service is outstanding."

Ken Hughes, DC, FICA  
Past President, Michigan  
Chiropractic Association

THE *Only*  
MALPRACTICE  
PROGRAM RUN BY  
A CHIROPRACTOR  
FOR CHIROPRACTORS!

## ICA Malpractice Insurance Program

THE ORIGINAL  
SUBLUXATION BASED  
PROGRAM

### ChiroSecure advantages . . .

- Has been insuring Chiropractors for over 14 years
- Coverage is underwritten through "A+" Admitted Carrier
- Has the most competitive rates in most states
- Has easy payment options
- Has defense coverage for alleged sexual misconduct
- Covers Board hearings
- Has HIPAA coverage
- DCs with a current claims made policy can switch to ChiroSecure with no charge for the tail coverage
- Is the ONLY program run by a chiropractor — Dr. Stuart Hoffman

"Just a note to say that your team did a VERY professional job on the expedited processing of my new policy. You and your associates were efficient and effective in responding to every question and phone call that was initiated. Every step was completed on your part in a timely and professional manner.

I thank you and acknowledge you and your team for a job well done."

Dr. Mark Burdell



Call today for a FREE POLICY REVIEW

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[www.chirosecure.com](http://www.chirosecure.com)



Also available Business Owners Policies, Life/Health & Disability Insurance

## SLEEP – GOODMAN

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bar) for each individual sleeper.

These three innovative lines of mattresses from SleepLogic are the only beds that are endorsed and recommended by the ICA. Chiropractors can purchase one of these mattresses for themselves at a substantial discount, and can also receive a referral fee when they recommend the SleepLogic mattresses to patients who purchase through **Chiomattress.com**, which is an exclusive patient Web site. These mattresses will also be available through Chiropractic Depot, a virtual storefront that is available to subscribers of the NowYouKnow chiropractic Web services.

As chiropractors look for ways to better assist their patients in achieving overall good health and well being, you can be confident in recommending a line of mattresses that are chiropractor approved, and will benefit both you and your patients.

Not only are chiropractic patients looking for a better night's sleep, but many American's are beginning to realize the importance of getting a full night of quality sleep. The hotel industry was one of the first to pick up on this trend, and that's why many hotel chains are now promoting the fact that they have furnished their rooms with high quality, luxurious mattresses.

In an October, 2006 poll by the Better Sleep Council, Americans overwhelmingly selected 'a new mattress' as their choice when asked what the best investment would be to improve their health and happiness. A new mattress was chosen over other options such as spa visits, a new car or television. The poll also showed that after sleeping on a high quality mattress, 84 percent of the respondents said they noticed an improvement by feeling more rested, having fewer aches and pains, or having an easier time falling asleep.

Thanks to increased attention in the media about the importance of sleep, and the formation of new groups that are bringing the issue of sleep loss to light, consumers will be more willing to make the investment in better sleep. Whether that involves getting medical treatment through a chiropractor or other physician to address a sleep disorder, or simply investing in a better, more supportive mattress. The tide is turning away from the desire to just have a comfortable night's sleep, to actually wanting the kind of continuous, uninterrupted sleep that promotes better long-term health and well being.

**Bruce Goodman** is president of White Dove, a mattress company out of Cleveland established in 1922 by his great grandfather Harry Goodman. SleepLogic is the chiropractic brand and ICA endorses three of the mattresses under this brand — Refresh™, ChirsSense™ and LifeScape™. To find out more about these mattresses and your DC discount call Sandy at 1-800-218-3951 Ext 162 or visit their website at [www.sleeplogicusa.com](http://www.sleeplogicusa.com).



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