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chiropractic and across the legal and regulatory spectrum, and we hope that they will step beyond the narrow confines of their self-established rules and not only do things right according to their rules, but do the right thing for Life students and the profession at large. The steps outlined above give them a way to act fully and honorably within their rules.

Education consultants and legal counsel retained by Doctors for Excellence in Chiropractic Education, including myself, have undertaken a comprehensive study of CCE standards and procedures, with a particular focus on how they comply with the rules and regulations, and the norms of accreditation policies as established by the accreditation agencies of other professions. On behalf of Doctors for Excellence in Chiropractic Education, we are addressing a series of questions directly

to the CCE to assist in attaining the fullest possible understanding of the accrediting body's policies and operations. We await their response.

There seems to be a genuine need to clarify exactly what the mission of the Chiropractic accrediting and regulating bodies should be since the Life-CCE controversy appears to be based on certain presumptions that might not pass muster if and when they are reviewed by outside authorities. It has been my experience, well anchored in the legal and regulatory record, that the primary mission of all accrediting bodies should be to represent the best interests of the students and find all possible routes to serve and support their educational aspirations, not to sit behind rigid and arbitrary self-made rules while thousands are harmed by a lack of flexibility.

Doctors for Excellence in Chiroprac-

tic Education is seeking to foster an honest, open dialogue between Life University and the Council on Chiropractic Education in an effort to resolve this crisis in as swift, responsible and positive manner as possible. Perhaps our independent efforts can help identify a procedural pathway that meets the needs of both parties and minimizes the collateral damage to the institution, the community in which it exists, Life students and the chiropractic profession at large. It is my opinion, based on the massive outpouring of support for the Doctors for Excellence effort, that this is the sincere wish of the overwhelming majority in the chiropractic profession. It is also the right thing to do.

JAMES S. TURNER, a partner in the law firm of Swankin & Turner in Washington, D.C. received his law degree in 1969 from the Ohio State University College of Law. He came to Washington D.C. to join Ralph Nader in founding the Center for the Study of Responsive Law. Mr. Turner is the author of the highly influential work, *The Chemical Feast: the Nader Report on the Food and Drug Administration,*

and co-author of *Making Your Own Baby Food*, a book that reflects his continued concern about the nutritional quality of food for infants.

Mr. Turner has participated in regulatory and legislative activity affecting the FDA, EPA, Department of Agriculture, NIH, FTC and other regulatory and administrative agencies. He represents individual consumers and consumer and environmental groups on a range of matters concerning the consumer interest in food, drug, health, environmental and product safety. Mr. Turner is best known in the chiropractic profession for his defense of chiropractic practitioners and publishers in actions by the Federal Trade Commission that sought to limit chiropractic patient education efforts.

WISCONSIN

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long term responsibilities to the profession by selling or trading their sponsorship name to anyone that asks — literally anyone. While this lawsuit does not directly address the problem, the WCA will seek changes in the law to prohibit this conduct from continuing.

The WCA takes its responsibilities to the profession very seriously. We go well beyond the CE rules by only hiring instructors that are on the post graduate faculty of a chiropractic college to teach advanced clinical topics. In addition, the WCA never delegates any of its core sponsorship responsibilities and maintains a continuing education database for all Wisconsin chiropractors to insure that DCs can efficiently verify their attendance at a properly approved CE programs when audited by state.

We are very disappointed that the Examining Board has failed to protect the integrity of chiropractic education by ignoring the ethics laws. For the past 18 months the WCA has attempted to work with the legal counsel for the Examining Board to resolve this problem; but, the board has failed to act. It is with regret that we must ask the courts to intervene.

For more information contact WCA Executive Director Russ Leonard at Wisconsin Chiropractic Association, 521 East Washington Avenue, Madison, WI 53703. Phone: (608) 256-7023; FAX (608) 256-7123.

HOFFMAN — TRENDS

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- Oster Christopher. "Risky Game: Companies Scrimp on Insurance Costs." *The Wall Street Journal*, August 1, 2002.
- "Personal Income and Outlays: June 2002". U.S. Department of Commerce, Bureau of Economic Analysis, BEA News Release, August 2, 2002.

ROBERT HOFFMAN, D.C. is ICA's immediate past president with 23 years of successful chiropractic practice experience. A 1978 graduate of New York Chiropractic College, Dr. Hoffman is currently president and CEO of the Masters Circle. Dr. Hoffman has been studying societal and market trends for many years and provides a quarterly clipping service documenting health care trends away from the allopathic drug model toward the wellness/chiropractic model of health care. Based in Lake Success, New York, Dr. Hoffman can be reached at 516-488-3200.

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