



**Media**

Lauren Kennedy

201-641-1911x14

[lkennedy@cpronline.com](mailto:lkennedy@cpronline.com)

**FOR IMMEDIATE RELEASE**

**Foundation for Chiropractic Progress Participates at 2011 CDHC Forum East**

**CARMICHAEL, Calif. – April 4, 2011** -- The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the many benefits associated with chiropractic care, will participate in a workshop “Value Based Design Fuels Patient Engagement,” chaired by Laura Carabello, Principal, CPR Strategic Marketing Communications and an advisor to the F4CP, May 12, 2011, [Consumer-Directed Health Care Forum East](#), Atlanta, Georgia. During the workshop and on behalf of the F4CP, Niteesh K. Choudhry, MD, PhD, Harvard Medical School, Brigham and Women’s Hospital, will discuss the findings of the 2010 white paper [Outcomes-Based Contracting™: The Value-Based Approach for Optimal Health with Chiropractic Services](#) for which he provided guidance.

“Value-based insurance designs lower cost-sharing for highly effective medical services and have attracted much attention from employers and insurers throughout the US as a mechanism to improve quality and potentially reduce health spending,” said Dr. Choudhry. “Although value-based insurance designs have been used primarily for prescription drugs, they may be applied to non-drug services, such as chiropractic care which is a potentially cost-saving strategy for the management of low back and neck pain.”

Dr. Choudhry was a co-author with Arnold Milstein, M.D., MPH of the 2009 study [Do Chiropractic Physician Services for Treatment of Low Back and Neck Pain Improve the Value of Health Benefit Plans?](#). This study concluded that chiropractic care could be an effective and cost-efficient service for relief of pain and reduction in disability.

Carabello explains, “F4CP regards this as one of the most meaningful opportunities to discuss the role of chiropractic care in innovative health and benefits management, and the profession looks forward to identifying strategies where it can enhance current offerings.”

The 2nd Annual CDHC Solutions Forum conference series, produced by *CDHC Solutions* magazine, is designed for employers, TPAs, benefit brokers, consultants and regional health plan



providers seeking strategies to enhance their current health and benefit offerings, and the tools to implement them.

New for 2011, the East Forum has expanded to a day and a half with six featured speakers, 18 workshops and two pre-conference workshops. Attendees will walk away knowledgeable, inspired and prepared to implement new health care strategies to save their companies time and money.

Strategies to enhance current health and benefit offerings, the latest updates and changes to the health care law, and tools to implement consumer-directed health care, include:

- Supplemental health benefits
- Population health and wellness strategies
- Employee incentives and communications
- HSA/HRA/FSA administration & finance

**About The Foundation for Chiropractic Progress**

A not-for-profit organization, the Foundation for Chiropractic Progress informs and educates the general public about the many benefits associated with chiropractic care. To learn more about the Foundation, please visit us on the web at [www.yes2chiropractic.com](http://www.yes2chiropractic.com) or call 866-901-F4CP (3427).

###