

MEDIA CONTACT

Ryan Fitzgerald
(208) 424-7900
ed@idchiro.org



FOR IMMEDIATE RELEASE

Idaho's Governor Proclaims October 2015 as "Idaho Chiropractic Health and Wellness Month"

Boise, Idaho – October 12, 2015:

"We are extremely pleased that Governor Otter and the State of Idaho are showcasing the importance of chiropractic care in the overall health care system," said Dr. Joseph Betz, President of the Idaho Association of Chiropractic Physicians.

In response to Idaho and the nation's growing healthcare crisis, Idaho Governor C. L. Butch Otter, has proclaimed October 2015 to be "Idaho Chiropractic Health and Wellness Month." The proclamation highlights the positive effect that chiropractors and chiropractic care is having on patient lives, which has an impact on the overall health care crisis.

"A recent report released from Gallup and Palmer Chiropractic College shows a significant increase in chiropractic utilization, which is exciting for chiropractors, but exceptional news for patients who seek holistic, conservative care through chiropractic," said Betz. "The report truly demonstrates a growing skepticism surrounding traditional medicine with the rampant over prescription of pain killers and unnecessary surgical procedures."

Idaho's proclamation calls out the fact that Idaho has one of the highest rates of spine surgery in the United States. Chiropractors can show that a conservative-care-first approach could significantly reduce the number of surgical procedures needed, while also providing a savings for insurance providers and patients alike. And as an added bonus, return patients to their active lives in an expedited fashion.

The U.S. Centers for Disease Control and Prevention has recently classified the overuse and abuse of prescription pain medications in the U.S. as "epidemic", and the U.S. Centers for Medicare & Medicaid Services has questioned the medical necessity of many spinal fusion surgeries because patients often do not fully exhaust conservative pain management options before undergoing treatment.

"I am very proud of Idaho and its willingness to take the lead in educating the rest of the nation to the valuable health care resource and conservative care option that is provided by Idaho chiropractors. If U.S. citizens were given true patient choice by their insurance carriers, I believe the utilization of chiropractic and other forms of non-traditional medicine would increase significantly." noted Betz.

About the Idaho Association of Chiropractic Physicians (IACP)

The Idaho Association of Chiropractors is a professional, not-for-profit association comprised of individual, licensed Chiropractors and supporting associates who work to promote the chiropractic industry and educate the public to the benefits of chiropractic care. www.idchiro.org

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Executive Department
State of Idaho

The Office of the Governor Proclamation

State Capital
Boise

WHEREAS, our nation spends nearly \$50 billion per year on health care and expenses related to back pain; and

WHEREAS, Idaho has one of the highest rates of surgical procedures on the spine, for Medicare and non-Medicare patients, in comparison to other states; and

WHEREAS, doctors of chiropractic (DCs) are recognized worldwide for their health-enhancing and injury prevention services, which help people to heal naturally, often without the need for drugs and surgery, and to resume their regular daily activities sooner; and

WHEREAS, Idaho doctors of chiropractic are physician-level providers who focus on a holistic and conservative approach to health care and have particular expertise in the prevention, care and rehabilitation of musculoskeletal injuries and conditions; and

WHEREAS, Idaho has 725 licensed doctors of chiropractic who are entry-point healthcare providers specializing in spinal manipulation, health promotion, nutrition and wellness; and

WHEREAS, a conservative approach to pain management makes sense since the Centers for Disease Control and Prevention has classified the overuse and abuse of prescription pain medications in the United States as "epidemic" and Medicare has questioned the medical necessity of many spinal fusion surgeries until after patients fully exhaust more conservative pain management options; and

WHEREAS, a seven-year prospective follow-up study analyzing 70,274 member-months of patients managed by DCs resulted in an 85-percent reduction in drug costs, 62-percent reduction in MRIs and surgeries, 60.2-percent reduction in in-hospital admissions, and a 59-percent reduction in hospital days; and

WHEREAS, DCs are educated in nationally accredited, four-year doctoral graduate school programs through a curriculum that includes a minimum of 4,200 hours of classroom, laboratory and clinical internship, with the average DC program equivalent in classroom hours to allopathic and osteopathic medical schools; and

WHEREAS, Idaho DCs, through their regular interactions with patients and their communities, and in collaboration with other healthcare providers, have the opportunity to teach people about the importance of a conservative-care-first approach to health, thereby diminishing the need for riskier and more expensive and invasive treatments; and

WHEREAS, the services of Idaho doctors of chiropractic result in improved health, patient satisfaction, safety and a conservative care option that significantly reduces costs to the patient, the state and the nation;

NOW, THEREFORE, I, C.L. "BUTCH" OTTER, Governor of the State of Idaho, do hereby proclaim October 2015 to be

IDaho Chiropractic Health and Wellness Month



IN WITNESS WHEREOF, I have hereunto set my hand and caused to be affixed the Great Seal of the State of Idaho at the Capitol in Boise on this 1st day of October, in the year of our Lord two thousand and fifteen and of the Independence of the United States of America the two hundred fortieth and of the Statehood of Idaho the one hundred twenty-sixth.

C.E. "BUTCH" OTTER
GOVERNOR

LAWERENCE DENNEY
SECRETARY OF STATE