

The Top Ten List of ACA Achievements
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As a member of the ACA Executive Committee, I have had the opportunity to speak at several chiropractic state conventions around the country. If there is one thing I have learned from these presentations, it's that most audience members have no idea how much the ACA is accomplishing and achieving. You can see it on their faces and hear it in the comments they make.

Even though the ACA sends out letters, news releases, publications, faxes and emails, non-members are still very unaware of all the ACA is doing. It becoming very obvious that the only way to inform non-members is by communicating the facts to them in person.

Unfortunately, ACA leaders can only be in so many places at one time which means that thousands of DCs are not hearing about all the ACA is doing on their behalf. That is the reason we are asking each ACA member to get involved in getting the word out.

Think about it. How many DCs do you know who strongly believe in what the ACA is fighting for but who are not members? Three, five, ten? If each ACA member would call just 3 colleagues and tell them about recent ACA achievements, I believe ACA membership would double overnight.

Don't think you know what to say? Well, I can help you with that!

Since I usually only have a few minutes to tell all the ACA is doing on behalf of this profession, I've found it most effective to use a David Letterman type "Top Ten List." In an effort to assist you in asking your colleagues to join the ACA, here is my current "Top Ten List" of ACA achievements.

- . **NUMBER 10.** The ACA fought successfully to remove the Medicare X-ray mandate. The Congressional Budget Office (CBO) estimated removing the mandate would result in additional chiropractic reimbursement of **\$1.4 billion over ten years**. Although that estimate is probably high, removal of the mandate on January 1, 2000 **finally** took the government out of the doctor-patient relationship.
- . **NUMBER 9.** The ACA was the **key leader** in the development of the PARCA Coalition, which led to inclusion of provider protections in managed care legislation which passed the U. S. House and is now being considered by the Senate. The ACA also inserted protective language in the Campbell bill to insure that chiropractic would never again be boycotted.
- **NUMBER 8.** The ACA held a Claims Solution Work Group for insurers to discuss their concerns regarding chiropractic claims in areas of health, workers' compensation and auto insurance. The ACA has met with over 50 insurance carriers and groups **to level the playing field and insure** that patients have access to your care.
- **NUMBER 7.** The ACA was responsible for pro-chiropractic television news, print or radio stories reaching over 50 million Americans last year. The ACA communications staff also responds **immediately and forcefully** whenever any publication prints misinformation about the chiropractic profession.
- . **NUMBER 6.** The ACA reaffirmed its position in favor of professional unity and **officially invited the ICA** to form a "Unity Committee" that will be charged with the responsibility of developing a merger proposal that will be presented to both organizations for formal adoption at the earliest possible time.
- **NUMBER 5.** The ACA fought successfully to get a doctor of chiropractic on the staff of the U.S. Congress Office of Attending Physician. As a result, Members of Congress for the first time are receiving **chiropractic adjustments on premises** at the Capitol.
- **NUMBER 4.** The ACA and ACC were responsible for adding language to the Veteran's Millennium Health Care Act (HR 2116) permitting veteran's to have access to chiropractic care. During the implementation process, the ACA **firmly rejected language** that would have limited treatment to low back and placed chiropractic under a gatekeeper.

- **NUMBER 3.** The ACA and ACC were responsible for the passage of legislation that requires the Department of Defense (DoD) to prepare a plan for the full integration of chiropractic care in the DoD health care system. During the implementation process, the ACA stood firm and was successful in deleting gatekeeper language that would have limited access to chiropractic care.
- **NUMBER 2.** The ACA filed a lawsuit against the federal government, which resulted in a HCFA policy reversal. In response to the ACA's lawsuit regarding Medicare+Choice, the Department of Health and Human Services officially acknowledged that physical therapists cannot provide manual manipulation of the spine to correct a subluxation under Medicare.
- **NUMBER 1.** The ACA filed a federal lawsuit against Trigon Blue Cross Blue Shield and National Blue Cross Blue Shield alleging violations of the RICO Act, mail fraud, wire fraud, securities fraud and extortion. The ACA is seeking a restraining order against the organizations, 3 times the amount of actual damages that doctors of chiropractic have suffered, court costs and attorneys' fees, punitive damages and revocation of the BCBS trademark.

As you can see, these achievements and activities are down right impressive! Without question, ACA membership has never been a greater bargain and never have ACA dues accomplished more!

But if the ACA is going to have the funds necessary to achieve more victories for chiropractic, our membership numbers must increase. That's why the ACA is asking each of you to make a commitment to call 3 colleagues and to sign up at least one new member.

And believe it not, it's easy to do. Just have the "Top Ten List" in front of you and start talking about the ACA achievements that you think are the most significant. When you ask them to join, you will be surprised to see how receptive they are. In fact, you will learn that some have just been waiting for someone to ask them.

Please help your association.....your profession.....and your practice by making a commitment to call three non-members and sign up at least one new ACA member. You'll be glad you did.