

FOR IMMEDIATE RELEASE
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National Health Care Reform Input Sought By New White House Office- Urgent Action Needed Now!

In an innovative and grass roots based outreach effort, the Obama Administration is seeking direct input from members of the public on national health care reform. Through a new White House Office of Health Reform with a new website,

www.healthreform.gov, individuals are invited to tell their personal stories concerning issues, problems, positive new ideas and success stories related to national health care reform. “This new portal, through which we as chiropractic patients and practitioners can directly share our concerns and aspirations with the White House must be seized upon immediately and a massive, nationwide wave of information regarding the essential nature of the care we provide directed

to the Administration,” said ICA President Dr. John Maltby. “This is not a question of technical policy or legislative crafting but of personal messages about how chiropractic saves and changes lives, and why every citizen should have unrestricted access to chiropractic care if that is their choice. ICA strongly urges every concerned individual to go to this website and share their personal thoughts and feelings about chiropractic and what real reform should look like.”



Act today! Visit the link below to share your chiropractic story and your ideas on health care reform with the Obama Administration. Make your voice and those of your patients heard and your wishes count!

<http://www.healthreform.gov/communityreports/comments.html>

This new website also provides numerous reports and documents, as well as extensive Administration commentary on why health care reform is a top priority “this year” for President Obama. At the March 3, 2009 White House Forum on National Health Care Reform, the first of a series of such events, the President stated:

“Health care reform is no longer just a moral imperative, it is a fiscal imperative. If we want to create jobs and rebuild our economy, then we must address the crushing cost of health care this year, in this Administration.”

Rare in American politics, there has emerged an almost universal consensus that the health care system in the United States is failing on a catastrophic level and urgently needs to be repaired. "It will take a new openness on the part of the Administration and the Congress, and the best efforts of the entire chiropractic profession mobilizing patients in unprecedented numbers to secure real reform, and not just a bigger, more expensive failure," said Dr. Maltby. "A profound paradigm shift is needed, otherwise we will simply see the same old failures re-packaged and renamed. This is why urgent action on the part of the hundreds of thousands of people who know and care about the importance of real change must speak up through the new health reform website."

According to the commentary on the website:

"President Obama is committed to working with Congress to pass comprehensive health reform this year in order to control rising health care costs, guarantee choice of doctor, and assure high-quality, affordable health care for all Americans. The Administration believes that comprehensive health reform should:

- Reduce long-term growth of health care costs for businesses and government
- Protect families from bankruptcy or debt because of health care costs
- Guarantee choice of doctors and health plans
- Invest in prevention and wellness
- Improve patient safety and quality of care
- Assure affordable, quality health coverage for all Americans
- Maintain coverage when you change or lose your job
- End barriers to coverage for people with pre-existing medical conditions"

These worthy goals must be accompanied by major changes in both outlook and in policy if meaningful reform is to be achieved. The roots of the current system's failure can be seen in the fragmented, uncoordinated, profit-skewed, largely unregulated and often irrational nature of its operations. Members of the chiropractic profession are also painfully aware that the current system also has been distorted by the domination of the medical and pharmaceutical establishments. This domination has frequently manifested itself in policies that contain an anti-competitive imbalance that discriminates, on the basis of no valid science whatsoever, against emerging sciences and professions, technologies and alternatives paradigms, to the detriment of individuals and the system at-large.

ICA is working through the historic Chiropractic Summit to develop a unified, coordinated chiropractic response to policy makers. This new government website, however, offers each individual an historic opportunity to speak out, with the potential to impact the future as never before.

The Chiropractic Summit is an ongoing cooperative effort between chiropractic organizations, institutions, vendors and publications coming together to forge a collective response to the greatest challenges facing chiropractic today. ICA believes that the opportunities as well as the challenges inherent in national health care reform must be at the very top of this list.

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