



American
Chiropractic
Association

Dear ACA Member Doctor:

As you know, Election Day is right around the corner. Its outcome will determine the size and shape of what we're calling **The Perfect Storm**. This term refers to the combination of:

- A new President and Congress
- Revitalized and significant demand for health care reform
- The reports on the chiropractic demonstration project in Medicare
- And now a financial crisis of historic proportions

Over the next two to four years, these issues, individually and collectively, will have a profound effect on chiropractic's place in America's health care system. ACA must secure and protect our place at the table during the negotiations that will shape the profession's future. To do that, we must have more resources in insurance and government relations, in communications and in education. We must conduct more outreach to consumers and the public. We must demonstrate to decision makers and stakeholders that chiropractic is a vital and cost-effective component of America's health care.

To this end, the ACA House of Delegates just approved a 5% cost of living adjustment for *General* members—the first increase of any kind in 13 years for our primary membership category—along with a new policy that ties all categories' dues amounts as a fixed percentage of that rate. These changes were made as part of a review of all of our membership categories and dues amounts.

General member dues—which had remained at \$600 since 1995—are now \$630 (members on EZ PAY program will notice an increase of just \$2.50 per month). *New Practitioner* member dues—which had been \$120/year for four years before an upgrade to the *General* member category—now increase each year, but do not upgrade until after five years.

ACA thanks you for your continued support! So, along with the cost of living adjustment, your delegates approved several enhancements in member benefits to boost ACA's membership value in excess of the dues increase. The actual value of your ACA member benefits, of course, still far exceeds the dues our members now pay.

For example, in a move designed to better educate your staff about building and maintaining a successful practice, **all ACA voting members may now register their chiropractic assistants and office employees for complementary ACA membership**. As a result, those CAs will receive a monthly electronic newsletter from ACA. Prepared for us by Kathy Mills Chang, one of chiropractic's most respected educators, *The Chiropractic Assistant* is full of news and information to help your staff to provide better care for your patients and to manage your office to be more profitable.

We must ensure that ACA is able to fully represent our members and our profession in these times of dramatic change. Thank you for your continued support of ACA; your support is the only reason we are chiropractic's strongest voice.

Sincerely,

A handwritten signature in black ink that reads 'Dr. Glenn D. Manceaux'.

Glenn D. Manceaux, DC
President



American
Chiropractic
Association

**CHIROPRACTIC ASSISTANT MEMBERSHIPS ARE NOW *FREE*
TO *ALL* DOCTORS IN OUR “VOTING” MEMBER CATEGORIES &
REDEEMING THIS NEW BENEFIT IS AS EASY AS 1 – 2 – 3...**

PLEASE PRINT CLEARLY

1) I am an ACA doctor member in good standing in one of ACA’s voting member* categories:

Doctor Name: _____

Clinic Name: _____

City/State/Zip: _____

E-mail: _____

2) Here are my chiropractic assistants’ names & email addresses (use another page, if needed):

Name:

Email Address:

_____	_____
_____	_____
_____	_____
_____	_____

3) Send this page to ACA:

BY FAX

703-243-2593

BY MAIL

1701 Clarendon Blvd, Arlington, VA 22209

***ACA VOTING MEMBER CATEGORIES:**

New Graduate, New Practitioner, General, Governor’s Advisory Cabinet, Family, Life, Retired/Disabled

New Dues Rates and New Benefits for New Practitioners

ACA greatly values your membership! To better serve you, we have added **two new benefits** that focus on the needs of our newer doctors. The value of these two new benefits exceeds \$500, nearly the cost of full membership in your 6th year of practice! Read about the details below and **renew now**.

New Dues Rates: Previously, the *New Practitioner* category applied to doctors during their second through fourth years after graduation. In the fifth year, *New Practitioners* upgraded to the *General* member category, where annual dues rose from \$120 to \$600. This sudden increase was cost-prohibitive for many of our newer doctors and our data suggested that some members chose not to maintain their membership because of the large jump in cost.

ACA consulted with a committee of recent graduates and asked for their suggestions on how to address this problem. Their recommendation was to increase dues gradually during the *New Practitioner* membership period, so the increases were easier to handle. With that recommendation in mind, we structured the following graduated dues rates for *New Practitioners*:

1 st Year after graduation		FREE	for <i>New Graduate</i> member category
2 nd Year	\$10/month	\$120	(20% of 2007/08 <i>General</i> member dues)
3 rd Year	\$20/month	\$240	(40% of 2007/08 <i>General</i> member dues)
4 th Year	\$30/month	\$360	(60% of 2007/08 <i>General</i> member dues)
5 th Year	\$40/month	\$480	(80% of 2007/08 <i>General</i> member dues)
6 th Year	\$52.50/month	\$630	for <i>General</i> member category

As you can see, we have retained the FREE dues for new grads during their first year after graduation. Further, we have extended the *New Practitioner* category by one year, providing an additional year of discounted dues.

New Benefits: These benefits are provided in addition to the long list of benefits already available to ACA members (found at www.ACAtoday.org/benefits).

For higher & faster reimbursement...

ACA's documentation & coding manuals:

When you renew, we will send you a coupon for a **FREE** Clinical Documentation Manual **and** a 70% discount on the Coding Solutions Manual... a \$170 savings on two books that should be required reading for every D.C.

For information from the experts...

ACA's teleseminars:

We will also e-mail a Web site address that contains audio files from five of our most popular teleseminars—available as MP3 files. Download to your computer or your mp3 player... total value of this package is \$350.

New Practitioners: We know that funds are tight in a new practice and demands on your time are great. Because of this, we will provide you with valuable tools and resources that will positively impact **your practice profitability** and **your practice satisfaction**.

A summary of **ACA's Tangible Benefits**—the value of which far exceeds the cost of membership—is included on the back of the letter from ACA president Glenn Manceaux, DC. We want to be your Partner in Practice. We work every day to earn your trust and support. We need your membership to make us strong. Please renew today and then share the tangible benefits of ACA with a non-member colleague. Thank you for your support of ACA and for being a part of the ACA team and for helping us achieve great things for our profession and our patients.