

ICA's Vision and Mission: Building a Strong Tomorrow for YOU!

ICA's commitment to the chiropractic profession and the public is one of service, clarity about chiropractic principles and procedures, and an understanding that the future of chiropractic is anchored in its unique approach to health and healing. This is a mission ICA has worked diligently for 80 years to realize. To fulfill its responsibilities, ICA has worked quietly and with great determination to serve the profession, with the minimum of hype and self-aggrandizement, and always with straightforward and open dialogue with its members and the profession. Here are some examples of ICA's accomplishments under each of the areas of commitment we have made to the profession:

Maintain and promote chiropractic's unique identity as a non-therapeutic, drugless and surgical-free health science, based on its fundamental principles and philosophy.

- ICA fully recognizes that the success, indeed survival, of the chiropractic profession in today's highly complex and competitive environment depends on our projecting a message and providing services that offer consumers a true choice in health and healing. Clarity about what distinguishes chiropractors from other healers is vital to our marketplace success.
- ICA provides testimony, resources and information in the regulatory process in the United States and around the world reflecting chiropractic's more than 100 years of successful service to the public as a separate and distinct science, art, philosophy and profession.
- ICA has taken a strong stand against the blurring of professional lines and initiatives to expand chiropractic into a clearly medical realm, at the expense of chiropractic's unique identity and in circumstances in which the public might be placed at risk at the hands of less than fully qualified professionals of both the medical and chiropractic professions.
- ICA rejects the utilization of the term "chiropractic medicine" as being incorrect to describe what doctors of chiropractic do, and as inherently confusing, and potentially deceitful, to the consuming public.
- ICA's media outreach stresses the unique nature of chiropractic services, education and philosophy. Fielding dozens of serious media inquiries each month, ICA has had a major impact on the media's understanding of what we do as chiropractors and why.
- ICA continues to be a vigorous advocate for the maintenance of core chiropractic concepts in education and postgraduate education, regularly challenging the Council on Chiropractic Education on proposals to significantly change educational direction in chiropractic colleges, away from chiropractic basics and towards medical terminology and procedures.

Provide leadership in the establishment of chiropractic licensure regulation in every nation and promote the quality and authenticity of chiropractic education.

- Since its founding in 1926 by Dr. BJ Palmer, ICA has led the fight for the establishment of licensing laws in the United States, Canada and around the world. In the US alone, the great consistency in terminology in state licensure laws is the direct result of Dr. Palmer's efforts.
- ICA routinely assists doctors of chiropractic on the frontiers of the profession worldwide with research, information, model laws, translation services and strategic and tactical advice on how best to secure official recognition for the chiropractic profession in their respective nations.
- ICA has acted in a host of situations to stop questionable education initiatives around the world in which less than a full professional education was proposed, or in which other health professionals were being offered a quick orientation to chiropractic procedures.
- ICA stood shoulder to shoulder with the Italian Chiropractic Association, and continues to do so, as they fight the medical establishment in their nation for the right to practice chiropractic.

Foster the professional and technical development of the Doctor of Chiropractic through programs of continuing education, research, political, and social action.

- ICA leads the profession in postgraduate education through its council system, with nearly 2,000 DCs from around the world actively participating in the profession's most demanding and focused postgraduate educational programs.
- ICA's flagship Council on Chiropractic Pediatrics is the profession's largest postgraduate organization, with members in every one of the US states, every Canadian province and 23 nations around the world.
- ICA's Pediatrics Council publishes the profession's only peer-reviewed pediatrics research journal, the Journal of Clinical Chiropractic Pediatrics.
- The Pediatrics Council will be hosting its 15th Annual International Pediatrics Conference December 2-4, 2005 in Hawaii, always one of the largest and most exciting events in the chiropractic year.
- The Pediatrics Council's diplomate program is a demanding and highly respected program, the graduates of which are sought out by consumers, the media and public officials for advice, information and patient care. ICA Pediatrics Council diplomats are, for example, regularly mobilized as experts by state children and family services agencies in the US to monitor health issues and such cases as abuse and neglect situations. No other chiropractic program has earned this degree of respect.
- The ICA Pediatrics Council is also responsible for some of the profession's most insightful and practical teaching literature, with Dr. Joan

Fallon's *Chiropractic and Pregnancy* and Dr. Peter Fysh's *Chiropractic Care for the Pediatric Patient* now required reading in most undergraduate programs and in the hands of thousands of practicing doctors. The Proceedings from ICA's conferences also represent a major contribution to the literature of the chiropractic profession.

- Over 2,000 doctors of chiropractic have successfully completed ICA's unique Certification in Chiropractic Spinal Trauma (CCST) program through Dr. Dan Murphy. This highly relevant and innovative program is perhaps the single most useful and practical offering for the doctor in the field. The 200 program is ongoing now in Dallas, Texas.
- ICA's Council on Fitness and Sports Health Science is engaged in some of chiropractic's most high-profile endeavors, mobilizing the star power of such notables as pro golfer Ernie Els, Jerry Rice, Roger Craig and Joe Montana from the NFL championship team the San Francisco 49ers, to now Governor Arnold Schwarzenegger. Through its Annual Symposium on Natural Fitness, regularly attended by 400 or more participants, this great council has built unique bridges to the sports and fitness world. The council offers outstanding educational programs featuring such exceptional instructors as Dr. Peter Gratale, Dr. Dr. Nick Athens, Dr. Mitch Mally, Dr. Coralee Van Egmond, Dr. Michael Gazdar, and former Editor of *Muscle & Fitness* magazine, Tom Deters, DC.
- ICA sponsors the chiropractic profession's only postgraduate Council on Chiropractic Philosophy. Providing a forum for debate, idea development and commentary that is badly needed in this age of drift and confusion. Through the programs and publications of this council, the vital ideas of chiropractic are exercised and made stronger, and preserved for future generations.
- Recently, ICA's Board of Directors chartered a new Council on Wellness Science, which will start a program of wellness certification programs in September of this year, featuring Dr. James Chestnut as the lead instructor. This evidenced-based program takes the concept of wellness down to the cellular level through the literature and relates your functions as a doctor in practice to optimal health strategies and inputs like no other program in chiropractic, or any profession for that matter.
- ICA's council system is responsible for more than 50,000 patient referrals each year by direct contact alone and countless more via the Internet, making this a valuable practice enhancement mechanism on a solidly ethical level.
- ICA's International chiropractic events, in Lisbon, Portugal, Rome, Italy and in Athens, Greece in November, 2004, set a new standard for international information exchange and chiropractic cooperation. All are invited to Madrid, Spain in 2006 for the experience of a lifetime.

Encourage the highest professional, technical, and ethical standards for the doctor of chiropractic while safeguarding the professional welfare of its members.

- ICA's code of professional ethics is the centerpiece of the Association's message to the chiropractic profession. ICA representatives regularly provide counsel and expert testimony to regulatory bodies on ethical issues and proudly promotes a zero-tolerance policy for fraud, abuse and unprofessional conduct.
- ICA's *Protocols and Guidelines for the Practice of Chiropractic* offer practitioners a useful and ethically centered guide to practice questions. This unique document is now in the revision process that has mobilized several dozen of the chiropractic profession's most insightful and gifted minds, including Dr. Don Harrison, Dr. John Maltby, Dr. Dan Murphy, Dr. Joan Fallon, Dr. Charles Davis, Dr. James Musick, Dr. Gerard Clum and many more.
- ICA believes in freedom of association, the free exchange of ideas and diversity of opinion. ICA opposes any and all attempts to restrict those freedoms, including opposition to the PACE proposal put forward by the Federation of Chiropractic Licensing Board, the activities of certain national organizations around the world seeking to unethically stifle competition and diversity, and agencies that seek to limit the nature of healthcare information doctors of chiropractic might discuss with their patients. The most recent incident is in Ontario Canada, where a regulatory body is seeking to make it illegal for a DC to discuss vaccination issues with patients. ICA believes this is simply wrong.
- ICA seeks to promote a positive dialogue through its professional publications, including the highly respected *ICA Review* and its profession wide newspaper *The Chiropractic Choice*, now in its 19th edition. *The Chiropractic Choice* is the only publication that is regularly mailed to all DCs in the world, with a circulation of upwards of 70,000.

Champion the principle that every citizen in the world has the right to freedom of choice in health care and be able to choose unhampered the doctor and the healing art of his/her choice.

- Consumer choice and informed consent is the core of ICA's public policy mission.
- As mentioned already, ICA believes that the only acceptable policy is direct access to chiropractic care.
- ICA campaigns tirelessly to promote full and unfettered access to chiropractic services in all health care funding and delivery programs, public and private.
- ICA negotiated the first private insurance coverage of chiropractic through Mutual of Omaha in 1951.
- ICA regularly works with dozens of insurance carriers to help build responsible, fair and clinically sound coverage for their chiropractic beneficiaries.

- ICA promotes direct access to chiropractic services, without the referral of any other health professional, for all beneficiaries of third-party payment programs, both public and private.
- ICA rejects the notion that any other health professional, including a doctor of medicine, is competent to recognize the need for chiropractic care.
- ICA openly opposed the Department of Defense chiropractic demonstration project, and opposes the provisions of the Department of Veterans Affairs program rules, both of which require referral from a medical professional before chiropractic services can be accessed.
- ICA supports full disclosure of risk, open discussion and consumer rights to select or refuse vaccinations and other mass medications, even when mandated by civil authorities.
- ICA has been active in the defense of countless individuals who sought to maintain control over their own bodies, including parents, active members of the military and members of religious groups who sought exemption on the grounds of their beliefs. No other chiropractic organization in the world has been more active on this controversial but vitally important front than the ICA.

Work harmoniously with other health care organizations and governments in a global humanitarian effort to foster chiropractic and spinal hygiene in the fields of family health (including children, women, and the elderly), and occupational health.

- ICA has worked for more than three-quarters of a century to educate the public on the unique nature of chiropractic.
- ICA produces massive quantities of patient educational materials, with a clear, ethical and focused message about chiropractic.
- ICA clearly understands that public awareness of chiropractic as a valid health care choice has global implications, including impacting our success in the public policy process.
- ICA was the lead agency in the World Health Organization's tobacco initiative, and remains active in this vital health education initiative.
- ICA has consistently conducted the profession's most far-reaching relief and development efforts, both in the US and abroad.
- ICA maintained regular relief missions to South and Central America during the late 1980's and early 1990's, as those regions were torn by military conflict, bringing hundreds of doctors to those regions. ICA doctors were formally recognized by the governments of Guatemala and El Salvador for their efforts there.
- ICA eagerly responded to the plea for help from the government of Romania following the revolution that ousted that country's communist dictator, and established the profession's largest single relief effort ever to aid those in such urgent need in that tragic nation.

- ICA established the profession's first international clinic-ship through which chiropractic students were able to obtain clinic credit through service in the orphanages of Romania.
- ICA still maintains vehicles, x-ray and other equipment in Romania and continues to assist Romanian orphanages through voluntary contributions and services.
- ICA is an active sponsor and significant contributor to various charities including the Salvation Army, a major supporter of the Kentuckiana Children's Center and active in the USO.
- ICA is a major sponsor of the After School All Stars program organized by California Governor Arnold Schwarzenegger to provide healthy, wholesome activities for children in 17 major cities.
- Following the September 11th tragedies, ICA answered the call for chiropractic volunteers to serve at the Pentagon and at Ground Zero in New York, mobilizing hundreds of doctors to provide services to the security, relief and recovery personnel at those sites. At the Pentagon, three ICA volunteers were actually given command level authority to conduct the chiropractic services program for the more than 5,000 personnel at "Camp Unity". This was ICA's finest hour, and probably that of chiropractic too.

Work for full inclusion of chiropractic in all public and private health care delivery programs.

- Throughout its history, ICA has sponsored more inclusion and enabling legislation than all other chiropractic organizations combined.
- Starting in 1948 when ICA successfully secured the deferment of chiropractic students from the military draft, to federal workers compensation, Medicare and the securing of authority to commission DCs as career officers in the US military, ICA has been active with dignity, consistency and pride in Washington, DC.
- ICA sponsored the first congressional initiative to provide chiropractic services for veterans in the 1940's.
- ICA was also the lead organization securing chiropractic inclusion in the workers compensation laws of all 50 US states.
- ICA works on a daily basis with individual members and consumers to defend their individual rights to coverage in private as well as public health programs.
- ICA's TRICARE initiative, developed by ICA Legislative Committee Chairman Dr. Michael S. McLean and ICA-friendly Member of Congress, Rep. Jeb Bradley of New Hampshire, seeks to add chiropractic coverage to this major community of military dependents and retirees.