



A M E R I C A N
CHIROPRACTIC
ASSOCIATION

ACA Event/Booth Talking Points – Fall 2022

Support S. 4042/H.R. 2654 in the Best Interest of Patients

ACA seeks parity for chiropractors in Medicare so they may provide all covered services allowed under their state licensure.

- Medicare limits the services DCs are allowed provide or order for their patients. This limitation has persisted for nearly 50 years with no scientific or valid policy basis.
- DCs are currently not allowed to furnish existing covered Medicare services that fall within their scopes of practice to their patients. This artificial limitation restricts chiropractors from providing their patients a continuity of care as they age into Medicare.
- Medicare serves more than 55 million Americans - Medicare parity is a true bipartisan effort.
- Patients are being driven away from chiropractic's non-drug treatments and toward prescription medication.

Chiropractors, chiropractic students, and importantly, patients can contact their federal representative and urge them to cosponsor S. 4042/H.R. 2654. Both bills are bipartisan, with equal support from both parties.

Contact your representative and get more information at www.HR2654.org.

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Practice and Marketing Resources

- Members have access to a wide range of practice resources online including coding, Medicare and compliance.
- Members also have access to a marketing kit that provides them with advertisement templates, infographics, handouts and chiropractic graphics: acatoday.org/Marketing

Membership Discounts Available to Those Who Sign Up Onsite

- Members have the option to pay monthly or annually.
- If a prospect signs up onsite, they can receive 25% off annual dues (if paid in full at the time of joining). The discount does not apply to monthly paying members.
- GENERAL MEMBERS can receive a special discount if they join onsite - \$495 annually or \$46 per month. (Typical dues are \$660 per year or \$55 per month.)
- Please try to obtain contact information of interested prospects who do not join at the event and send to Jane Zaretskie, VP of Marketing and Member Services (jzaretskie@acatoday.org).

National Chiropractic Health Month (NCHM):

- Each October, ACA and doctors of chiropractic nationwide celebrate National Chiropractic Health Month.



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- This year's NCHM theme is Chiropractic: On the Frontline for Pain. This theme will promote the use of non-drug approaches such as chiropractic services as a first line of defense against pain. We will promote these topics with the hashtag #FrontlineForPain
- Raising public awareness and improving access to non-drug options for pain management continue to be important strategies in the fight against prescription opioid overuse and abuse.
- Chiropractic's non-drug approach is on the frontline for pain management, offering evidence-based treatments that are safe, effective and that may help some patients to reduce or eliminate their dependence on prescription opioids.
- Bring visibility to the benefits of chiropractic in your state or community by obtaining an official proclamation. ACA offers a sample proclamation and instructions for the proclamation process, as well as other NCHM resources, at acatoday.org/NCHM

Register for Engage 2023

- ACA's annual conference, ACA Engage, will take place Jan. 25-28 in Washington, D.C.
- Engage will offer in-person and pre-recorded education sessions, with up to 20 CE credits available
- Engage will also feature a full day of lobbying on Capitol Hill, giving attendees the opportunity to meet with legislators and advocate for pro-chiropractic legislation
- Full schedule and information available at acatoday.org/engage
- Register by Nov. 7 for an early-bird discount

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