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To Whom It May Concern:

RE: Proposed National Guidelines for Chiropractic practice.

I approve the use of my letter and it's contents to be published if so desired.

I am writing in reference to the proposed national guidelines for Chiropractic practice. Firstly I would like to state that I have read and support the submissions by Drs Peter Cowie, Mark Postles and Michael Mckibbin.

It is my opinion that the timeframe that this process has been subjected to is inadequate.

I, in particular, have a problem with the use of testimonials in advertising material. Most chiropractors get their new clients by word of mouth. This is a form of testimonial, so do we have to start turning away referred clients also?

It is accepted and common for drug companies to pay celebrities to endorse their products and get infants and children onto drugs as quickly as possible, but it is unacceptable for chiropractors to get REAL stories from satisfied clients who have benefitted from our care. There is a major double standard here and this is not acceptable. How can there be anything wrong with us spreading the word about how fantastic our profession is. Surely we as chiropractors need to put a positive message out to combat the negative messages being spread by the media and the medical profession.

Social proof is a powerful marketing tool and we as chiropractors should be "allowed" to use it. Maybe the process could be altered slightly and any testimonials used have to be verified as true and non-misleading by the board. Chiropractors could submit a form with the clients contact and the board could check the authenticity of any testimonial used.

Best regards

Doug Eldred