

A Format to use on Radio, TV and Press.

Chester A. Wilk, D.C., P.C.

5130 W. Belmont Ave., Chicago, IL 60641 (773) 725-4878

Provide a very positive case for the advantages of chiropractic using information found in my book, *Medicine, Monopolies and Malice*. (MMM) Document the credible government studies on chiropractic from around the world including the United States, Great Britain, Canada, Australia, New Zealand and Italy. These studies, combined with State worker's compensation and HMO statistics, respectable medical clinic studies affiliated with major universities, provide overwhelming evidence that chiropractic is therapeutically superior within its realm, safer and more cost-effective than medicine, scientifically based and that its colleges were found to have superior facilities.

Three stage approach:

First, to totally devastate the AMA with its own scandalous behavior against chiropractic and do it candidly on radio, TV talk shows and in the press. You won't hurt the feelings of the average MD since 70% don't belong to or support the AMA anyway. Reinforce your claim by how the U.S. Federal court found the AMA guilty of violating the antitrust law. (see page 173-179 in MMM) Tell the audience that a well-documented book is available from their local chiropractor presenting unbelievable facts that every patient should know before receiving healthcare. Bring out how AMA's top attorney Doyl Taylor admitted not knowing the difference between a chiropractor and an antelope, yet trashed our profession for 11 years and insulted the PhD's teaching in chiropractic colleges because they were minorities. This'll provoke emotional responses--- even public outrage which is what we want.

Second, bring out all of the positive studies supporting chiropractic. (found in MMM) and then openly and candidly confess that our chiropractic leadership was timid and created half of the problem because we were guided by lawyers who were either incompetent, indifferent or too lazy to understand the legal issues.

Third, emphasize that that was 30 years ago and we are still paying dearly for our past mistakes for not initially standing up and exposing the AMA's lies and misinformation. But now we are doing what we should have done 25 or 30 years ago and taking our case to the public media and press.

How to respond to claims that our training is inferior.

Bring out the testimony of world-renowned medical professor, Dr. John McMillan Mennell, M.D., PhD, (found in MMM) who was an icon in medicine, who taught in eight medical schools, and saw the inside of dozens of other medical schools where he lectured, then testified that a chiropractic college he visited had superior facilities to any medical school he had ever seen in his long and illustrious career. This, plus all the other positive studies above, should leave no doubt in the minds of objective observers that chiropractic is an extremely vital, safe and effective scientifically based profession, and that the public has been fed politically motivated negative propaganda and outright lies by the AMA about chiropractic through the years.

The AMA circulated propaganda that "Medical World News in 1945 wrote how you could buy a chiropractic diploma from a Chicago college for \$127.50." The simple truth is that Medical World News never existed in 1945 and it wasn't even published until 1960---15 years later. And we have a letter from Ronnie Marks, the records librarian of MWN, which states MWN never made such statement. It's a good strategy to bring this up on a talk show and then expose it for what it is --- a bold faced lie!

Why MMM as a vital tool to use.

The book is vital for its clinical studies supporting chiropractic and understanding the historical background leading to the Wilk Suit while exposing the AMA's dishonesty. It was important to write a book, which provided a severe indictment of the AMA's past policies, but also had to be balanced and honest with all the facts. To deliberately ignore all the mistakes that the

chiropractic leadership had made and simply focus on the faults of the AMA would not be honest and balanced. It would become just as another typical one-sided politically biased propaganda book. That's why this book stands head and shoulders above all the others. Mention the availability of MMM from their local chiropractor and how it provides thorough documentation of many unbelievable facts that they should know for their own best health care.

Good provocative eye-opening examples to grab audience attention.

HealthGrades.com found that 195,000 preventable hospital deaths occur annually while medical journals concur that in addition to these 195,000 unnecessary deaths, more than an additional 50,000 deaths are caused annually by unnecessary surgery, as well as more than 100,000 deaths annually from medication reactions, and so reasonable or objective observers have to agree that lives can be saved through closer inter-professional cooperation of all healthcare disciplines. The issue is not even debatable. It is painfully self-evident. It is also well established, that medial physicians are the third largest cause of death in America after heart disease and cancer, and no one can challenge or discredit this statement because it's a well-established fact.

Disproving deaths from strokes.

All of this misinformation about strokes and the danger of cervical adjustments can be blown away in two minutes on a talk show. Cite how actuaries, who are statistical oriented, fact-minded, unemotional, unbiased professional evaluators of the safety of a healthcare profession and how they rate the insurance liability of chiropractors at a mere fraction of the cost of a malpractice premium for an MD. An average MD can pay twenty-five or fifty times or more for malpractice premiums, for the same insurance limits as a chiropractor practicing next door. This speaks for itself. The public already knows about the high malpractice rates of MD's and how many MD's are being forced to leave their practices or move to other States with lower insurance rates. We don't have that malpractice problem. Bring up the Canadian Study on strokes, which found the chances of a stroke are one in over 5 million cervical adjustments. (There are other examples of safety found in MMM starting with page 30.)

We don't realize our true strength.

I am very optimistic about chiropractic, in fact, you might say outright bullish. We tend to be timid and fearful to stand up and fight for the truth. Our fact situation is so solid that a properly prepared chiropractic spokesperson can challenge the entire board of governors of the AMA in a debate, and given equal time would win the debate hands down. It would be no contest. We can do it by exposing the AMA's own dishonest and disgraceful past record with chiropractic on one side, while on the other side bring out our highly credible facts showing our therapeutic superiority, safety, cost effectiveness, high quality of our colleges and training and a solid scientific basis for chiropractic.

We allow our one or two percent of the lunatic fringe in chiropractic to intimidate and frighten us from uniting or going to the media and press with our advantages. We allow the proverbial tail to wag the dog. We need to isolate them and we will all stand stronger. Every profession has their crackpots and we are no exception.

AMA top lawyer Doyl Taylor ran like a scared rat during our trial.

The AMA's plan for attacking chiropractic had no regard or respect for truth or accuracy but just to destroy the image of a profession. In fact the bigger the lie the more believable it became. Their "containment and ultimate elimination" strategy came right out of the Nazi handbook. We need to bring this out on talk shows and not be timid about it, and with tongue in cheek humor call the AMA the American Misinformation Association, while observing that this represented more truth than humor.

After our antitrust suit was filed against the AMA and ten other defendants, Doyl Taylor took an early retirement from the AMA and fled across the State line and out of the jurisdiction of the Northern Illinois Federal Court. When we ultimately took a deposition of Taylor in Arizona he admitted under oath that he didn't know the difference between a chiropractor and an antelope, and that he was just doing his job, and so he admitted to circulating unverified false information.

When Attorney McAndrews noted to Taylor that we have PhD's teaching in chiropractic colleges he sneered that they were just minorities. And so he slandered the minorities. When we tried to subpoena Taylor to come to Chicago to testify during the trial he sent his son instead who testified under oath that his father had "crippling arthritis" and couldn't make it but we established with a detective agency that Papa was on the golf course golfing every day, hardly a pastime for someone with crippling arthritis. And so the AMA policy on chiropractic was actually led by a self-admitted bigot, disseminator of misinformation, and a liar and fraud who devoted eleven years of his life trying to eliminate an honorable profession yet didn't have the guts to come to court and face us when given the opportunity. He ran away to Arizona. We need to bring this out on radio and TV. It will provoke passion and outrage and people will talk about it after the program is over. It's hard hitting but we are fighting for survival. This is what it will take to change deeply rooted misinformation.

The approach I use to define chiropractic, its scope, basis, limits.

Virtually 100% of the chiropractors listening to the approach, on chiropractic's basis, it's scope and role in healthcare, will agree that there is no real professional dichotomy. Minor differences exist but you'll find them in all professions. I've used this approach all over the United States, Canada and around the world and not one chiropractor has ever challenged it and, in fact, it gets standing ovations everywhere from mixers, straights and including the atlas specific chiropractors at their national meeting in Chicago when I explained the rationale of this approach. This approach was advocated by Dr. Leonard Fay from the National College of Chiropractic, who was one of the most brilliant chiropractic professors and scholars of our time.

"Doctors of chiropractic employ a method of healing that pays particular attention to the structural and neurological aspects of the body, particularly the spine, in the prevention and treatment of human ailments. It is important to understand that chiropractors do not treat ailments per se but rather treat the patient for their ailments. This is not splitting hairs but is a medical-legal fact. Where a medical physician may use chemicals to alter, depress, stimulate functions in the human body, a chiropractic physician may focus on enhancing the natural resistance of the body to overcome ailments. Where a medical physician may be more focused on the "exciting" causes of illnesses (such as bacteria, viruses) a chiropractor may be more focused on the "predisposing" factors (lowered body tissue resistance) to these microorganisms. As part of their treatment plan a chiropractor may use the natural non-invasive physical modalities of electricity, water, nutrition, patient counseling, etc. as allowed by State laws. But the unique hallmark of chiropractic care is the application of chiropractic spinal adjustments to correct what are called "vertebral subluxation complexes" and the effect it may have on the function of the nervous system.

"These vertebral subluxations may be recognized by both doctor and patient as spinal muscular tightness, pain, tenderness, restricted motion, sensation of warmth, throbbing, etc. A chiropractic adjustment is a specific type of high velocity manipulation of the spinal vertebrae for the purpose of removing subluxations. The spine has a normal range of movement and an adjustment consists of a precise, swift movement of the vertebrae into the outer limits of the spine's normal range of motion, to release this tightness, pain, congestion, etc., and bring muscular relaxation and relief. Overall healthcare benefits to the patient beyond those localized to the spinal area may result supported by clinical outcome studies showing that beyond the simple muscle pain and spasm that there are systemic improvements which may be achieved safely, effectively and without risk of drug reactions.

"It is impossible to be more specific in defining the scope or limits of chiropractic care because there is still a need for greater understanding of the human body and we can see extreme variations in overcoming human ailments varying from patient to patient, from condition to condition and from time to time. Hence, the scope of chiropractic care may be dependent upon the patient's own body's ability to heal itself with the chiropractor simply making the appropriate spinal adjustments to correct these subluxation complexes." (This approach neither limits chiropractic's scope nor implies over-utilization)

Responding to claims that chiropractic is "unscientifically based".

"This is a term often badgered around yet not fully understood by most patients and even many physicians. In order to answer this question we must define and understand what is meant by

being "scientifically based." Webster's New World Dictionary defines science as "Systematized knowledge derived from observation, study and experimentation carried on in order to determine the nature or principle of what is being studied."

"Based on this definition let's take a large group of patients under carefully controlled conditions who have a collection of symptoms, with the objective symptoms being those observed by the physician and the subjective symptoms being those felt by the patients. Let's apply a standardized spinal adjustment to this large group of controlled patients, and get predictable positive results both objectively and subjectively, and do it consistently over and over again, and be able to accurately correlate that these specific spinal adjustments used to obtain the predictable results were responsible for the results, we have fulfilled the basic requirements of what is both medically and legally a scientifically-based treatment. Hence, chiropractic is scientifically based!

"This does not imply that no further research is needed. A scientific approach is to recognize the obvious truth and then have an open investigative and curious mind until we find the answer for the results. "Technology precedes science." In other words, if something obviously works then find out why it works rather than closing our minds and denying its merit."

Until now some of the opponents of going to the media and press base it on a false belief that chiropractors cannot agree on chiropractic. This is simply not true. The above approach has been used on hundreds of talk shows and chiropractic meetings without disagreement, and once the approach is fully understood, it receives standing ovations. Avoiding the media and press in light of these facts is foolish and self-destructive.

Six great studies to use on talk shows and in the press.

1) The Agency for Health Care Policy and Research, a division of the United States Department Health and Human Services, issued guidelines prepared by a panel of twenty-three professionals, approximately half of which were MD's.

2) The British Government funded a major ten-year Medical Research Council study using the scientifically recognized Oswestry Scale for pain measurement within controlled double blind studies, and concluded that chiropractic adjustments outperformed physical therapy in some categories by a 2-1 ratio.

3) The Canadian government commissioned a study at the University of Ottawa concluding: "Chiropractic was markedly superior in terms of safety, effectiveness, cost efficiency and patient satisfaction and could save Ontario hundreds of millions of dollars per year."

4) The government of New Zealand appointed a Royal Commission of Inquiry on Chiropractic, which conducted a 20-month study, which took them to Australia, Canada, the United Kingdom and the United States. The commission concluded that, "chiropractic is a vital, effective, impressively safe and a scientifically based profession."

5) A government sponsored survey in Milan, Italy on 17,142 patients over a period of two years, involving 22 medical back pain clinics in cooperation with leading universities, and using PhD's as independent referees, showed that chiropractic care reduced hospitalization by 87.6 percent and work loss by 75.5 percent.

6) The internationally renowned RAND Corporation (Research and Development) often has been used by the U.S. Government for research studies, found spinal manipulation not only appropriate for low back pain but that it had considerably more randomized controlled studies to support it scientifically than other methods of treatment.

It is virtually impossible to argue against these six very impressive studies. They can all be found in more detail in the appendix starting with page 203 in *Medicine, Monopolies and Malice*. Excluding chiropractic from hospitals in light of the facts reflects reckless disregard for truth and honesty in healthcare.

Anecdotal stories that can arouse audience anger, tears and laughter

There are any number of great anecdotal stories that can spice up talk shows with humor and bring home a powerful message. For example, the lawyers for the defendants during our trial argued that the AMA was not anti-competitive but pro-competitive because their clients provoked the chiropractors to elevate the overall quality of our education and research.

Attorney McAndrews responded that the defendants reminded him of a German U-Boat

commander trying to take credit for all the Olympic gold medals the United States was winning in swimming because of all the ships they were sinking. His response broke up the court with laughter, including the judge. This kind of dramatic story emphasizes that even our toughest critics, the AMA lawyers, were acknowledging the high quality of our schools and training and not the kind of trash and lies the public has been fed.

Here's another great story to use on talk shows. A lawyer for the defense stood up in court in our antitrust lawsuit and challenged the merit of a U.S. military study during WWII showing how women getting regular adjustments had an easier time in the delivery of children. The judge, Susan Getzendanner with children of her own sat up taller and glared at the lawyer pointing and waving her finger at him like a metronome said: "No, No! Apparently you have never given birth to a child." It broke up the courtroom with laughter while the lawyer realized he stuck his foot into his mouth up to his epiglottis, as the benefit of chiropractic in pregnancy became self-evident.

There was another case in which Dr. Lorraine Golden, who was affectionately viewed as chiropractic's Mother Theresa, testified how she would have to take her handicapped children for medical care in the cover of darkness in an unmarked van so that the medial physician providing the service would not face punishment for associating with a chiropractor.

These are the kind of stories that need to be told on talk shows as they are dramatic and provocative and can make listening audiences laugh, cry and become outraged at the ruthless contempt exhibited by some physicians. Quite obviously we have all the ingredients of a powerful and provocative interview, which will get people talking about it after the show, but this time they will be talking in positive terms about chiropractic. This kind of information delivered with the appropriate amount of passion can make a great talk show.

Talk show hosts look for nine ingredients for a successful talk show interview and we have all nine of them. They are:

- 1) ONE - - Interesting--- It must be interesting to grab and hold audience interest.
- 2) TWO-- Documented ---- Most conscientious talk show hosts want honest facts and not be associated with false information.
- 3) THREE --Informative ---- Because it's more likely to hold audience interest.
- 4) FOUR -- Public service value --- And that's icing on the cake especially with public service talk show programs.
- 5) FIVE -- Provocative --- Grabs attention and gets listeners talking about it after the show is over. One of the most important ingredients of all, but must not be confused with controversial where there are two sides to an argument. In our case we are right and they are wrong. Period! There's no defense. Case closed.
- 6) SIX -- Objective ---- A responsible talk show host wants honest, objective and balanced information and not diatribe.
- 7) SEVEN -- Understandable --- The talk host does not want guests that talk over the heads of the average listening audience.
- 8) EIGHT -- Vital or important --- People are more prone to listen if it's important or vital to them.
- 9) Finally, NINE -- Entertaining --- Humor is a very potent tool to prove a point.

Very few talk show guests qualify with all nine ingredients and we have them all. I have the Bacon Media/Press Directories listing the names and direct phone numbers of producers and hosts of every talk show in America and can give your 'State association the list from their 'State ' free of charge after they promise to contact the media and press using these numbers to get on talk shows. These directories 'cost \$800 'and are a virtual gold mine of direct telephone numbers to producers and hosts of virtually every radio TV talk show, as well as virtually every newspaper editor in America. The Canadians can get this list from me as well since Canada is included in this list.

While my approach may seem tough and hard-hitting I believe it will eventually be embraced by all chiropractors because of its honesty and candor. The public loves honesty, candor and humility. It will be like a breath of fresh air. Whereas the public despises dishonesty, inflated egos and arrogance.