



Silence is not a Strategy: Why Chiropractic Needs You Now More Than Ever

In a rapidly shifting healthcare landscape, chiropractors are facing more than the usual clinical challenges. From federal legislation to state policy changes and sensationalized media coverage, our profession is under attack. The most compelling defense? Unity through membership in state and national chiropractic associations.

Federal Threats: Medicare Scope Expansion vs. Professional Integrity

In April 2025, a broad coalition of major medical groups—including the Massachusetts Medical Society, American Osteopathic Association, American College of Surgeons, neurosurgeons, and others—sent a Letter to Congress opposing the Chiropractic Medicare Coverage Modernization Act of 2025 (S.106/H.R.539). They argued that redefining chiropractors as “physicians” eligible to bill for any licensed services (beyond spinal manipulation) could blur professional boundaries and compromise patient safety. This coordinated opposition underscores the pressing need for chiropractic representation in federal advocacy—to articulate our education, safety record, and vision for conservative care. (IPSIS, 2025)

State-Level Cuts: Medicaid Coverage at Risk

The threat isn’t just national—it’s happening at the state level, too. Minnesota’s governor has proposed eliminating Medicaid chiropractic coverage for individuals over age 21, a move detailed in the state’s 2025 health budget. Senate hearings raised concerns that such policy changes could force patients into more costly or riskier treatments. History has shown that is exactly what happened in other states. Without a statewide chiropractic association amplifying providers’ voice, such cuts could move forward unchecked. This hurts our profession and our patients. (Adam Millsop, 2025)

Media Smears: Countering Tabloid Narratives

Reputation matters. In mid-June 2025, People Magazine published a sensationalized article painting chiropractic in a negative light. The International Chiropractors Association

responded publicly, stating it “deserves truth, not tabloid tactics.” When mainstream outlets misrepresent our profession, having a credible, unified association is key—ready to correct the record, educate journalists, and reassure patients. (ICA, 2025)

The Power of Collective Strength

- **Policy Advocacy:** When associations combine resources, they’ve successfully lobbied against bills that would severely restrict scope and access. Individual chiropractors lack the reach and influence to achieve this.
- **Professional Expertise:** Associations bring expert committees to explain chiropractic education, safety data, and clinical best practices—countering misconceptions and protecting patient welfare.
- **Media Response Infrastructure:** Associations monitor press coverage, issue timely rebuttals, and offer media training—helping practitioners maintain public confidence.
- **Staying Informed and Connected:** Through newsletters, webinars, and conferences, associations keep members apprised of threats—and stand ready to respond with one voice.
- **Peer Support and Credibility:** Membership signals professionalism. It helps standardize practice quality, raises the bar across the board, and enhances patient trust.

Call to Action: Strength in Unity

It’s simple: legislative threats and media attacks are happening now—here, and nationwide. When chiropractors act alone, our voices are fragmented and easily overlooked. But organized through associations, we become powerful advocates for our patients, our profession, and our future.

Every member counts.

At the state level, your dues help hire lobbyists, submit policy analysis, and testify before legislatures.

At the national level, collective membership ensures chiropractic perspectives are heard in Congress and federal agencies.

Publicly, a strong association affiliation deters misinformation and amplifies credible voices.

Now more than ever, chiropractors must stand together—through associations and advocacy organizations—to protect scope, preservation of coverage, and professional credibility. With coordinated advocacy, expert messaging, and disciplined unity, associations don't just preserve the profession—they elevate it. Join your state association today, engage actively, and help secure chiropractic's promising future. We can continue to stay silent and do nothing, or we can come together to fight for a better and brighter future for the chiropractic profession.

For nearly two decades, ChiroHealthUSA has proudly stood alongside the profession in this fight. Over the last 17 years, we have donated more than **\$3.7 million** to support state and national organizations working to protect and advance chiropractic. Our commitment is simple: when the profession thrives, patients win. Now more than ever, it's time to stand united—for our future, for our patients, and each other. ChiroHealthUSA: The Network that Works for Chiropractic.

National Organizations that Advocate for the Chiropractic Profession:

American Black Chiropractic Association www.abcachiro.com

American Chiropractic Association www.acatoday.org

Better Access to Chiropractic Super PAC www.betteraccesstochoiropractic.com

Chiropractic Future www.chiropracticfuture.org

Clinical Compass www.clinicalcompass.org

Foundation for Chiropractic Progress www.f4cp.org

International Chiropractors Association www.chiropractic.org

One Chiropractic www.onechiropractic.org