

**BLOG: Are You Providing “Complimentary Medicine”?**

The short answer to this question if you are affiliated with Aurora Healthcare is “yes”. Although you hold credentials and are licensed by the State as Doctors of Chiropractic, the large and ever expanding Aurora Healthcare System has been taking an aggressive marketing approach; particularly in Southeastern Wisconsin to redefine or label chiropractic care as merely a form of “complimentary medicine”. Aurora has built an entire facility in the Butler/Menomonee Falls area which is apparently dedicated to “wellness” type care in which there appears to be a committed effort to limit and otherwise minimize the benefits of chiropractic as merely a subset of modern medicine. Aurora appears to be utilizing inaccurate and/or deceptive advertising techniques in its characterization of chiropractic as “complimentary medicine”.

During recent months, this type of promotion has been presented in both print and radio advertising. There is a brochure available from Aurora Health Center labeled “complimentary medicine” which describes the available chiropractic care. In describing the treatment, the brochure indicates that care includes “stretching or correcting of muscle function... to reduce stress”. The brochure indicates that spinal screenings are available at Aurora Healthcare Centers for adults and adolescents (age 10 and up). [emphasis added, with Aurora’s implicit attempt to preclude pediatric chiropractic care] In addition, in a recent radio spot, the medical doctor is described as the “traditional” or “conventional” doctor while the chiropractor provides only complimentary medicine which has similar benefits to yoga and physical therapy. The advertisement goes on to indicate that these forms of “alternative” care reduce stress and increased flexibility. The advertisements did “concede” that these forms of complimentary care can be used alongside “traditional medicine”.

It should not be surprising that modern medicine is taking this marketing approach as consumers in America are showing greater interest in holistic (or wellness) healthcare given greater awareness of the risks and dangerous consequences of prescription medications, various medical procedures, and medical doctors’ incompetence. Just as many chiropractors in this State are expanding the scope of

ancillary care available at their offices through nutritional counseling, massage therapy and other therapies; the large medical conglomerates are attempting to redefine chiropractic by limiting its overall benefits as only an ancillary or complimentary feature of modern medicine.