The logo for CAC (Collaboration for the Advancement of Chiropractic) features the letters 'CAC' in a large, black, hand-drawn, sans-serif font. The letters are slightly irregular and have a sketchy appearance.

**Collaboration
for the Advancement
of Chiropractic**

The mission of the Collaboration for the Advancement of Chiropractic is to improve the collaboration, integration, and new business innovation throughout the chiropractic profession and support chiropractic in achieving its appropriate role in the health care system of the future.

“From Outside-In to Inside-Out”

A New Model for the Chiropractic Profession

Our Vision: The Collaboration for the Advancement of Chiropractic (CAC) is a group of organizations and individuals committed to supporting and advancing the chiropractic profession for growth and increased participation in the new health care environment.

The CAC will function as a collaborative resource for its members to exchange ideas, research, products, education, and business concepts undertaken in local markets to expand and promote their use and application to the benefit of the broader chiropractic profession throughout the country.

The CAC consists of forward-thinking members who recognize the changes taking place in the health care environment today and appreciate the opportunities that are available for the chiropractic profession in the future. The CAC will establish business strategy, focus areas of interest, and project execution resources support the growth, visibility, and integration of chiropractic services with respect to tomorrow's health care delivery system.

The CAC will work collaboratively with state and national organizations, private companies, health plans, and the broader health care marketplace and will facilitate resources for collaboration and innovation for the profession. The CAC will facilitate the exchange of ideas in the areas of delivery innovation, new concept ideas, communication, and overall business strategy. Its focus is on achieving results of expanding chiropractic use throughout the delivery system through methods of collaboration, communication, planning, and open dialogue.

CAC's vision is to become the creative think-tank of innovative discussion and creativity for the broader chiropractic profession. Its membership may

“Leaders make sure people not only see the vision, they live and breathe it.”

Jack Welch

“Execution is a specific set of behaviors and techniques that companies need to master in order to have competitive advantage”

Execution; The Discipline of Getting Things Done Larry Bossidy and Ram Charan

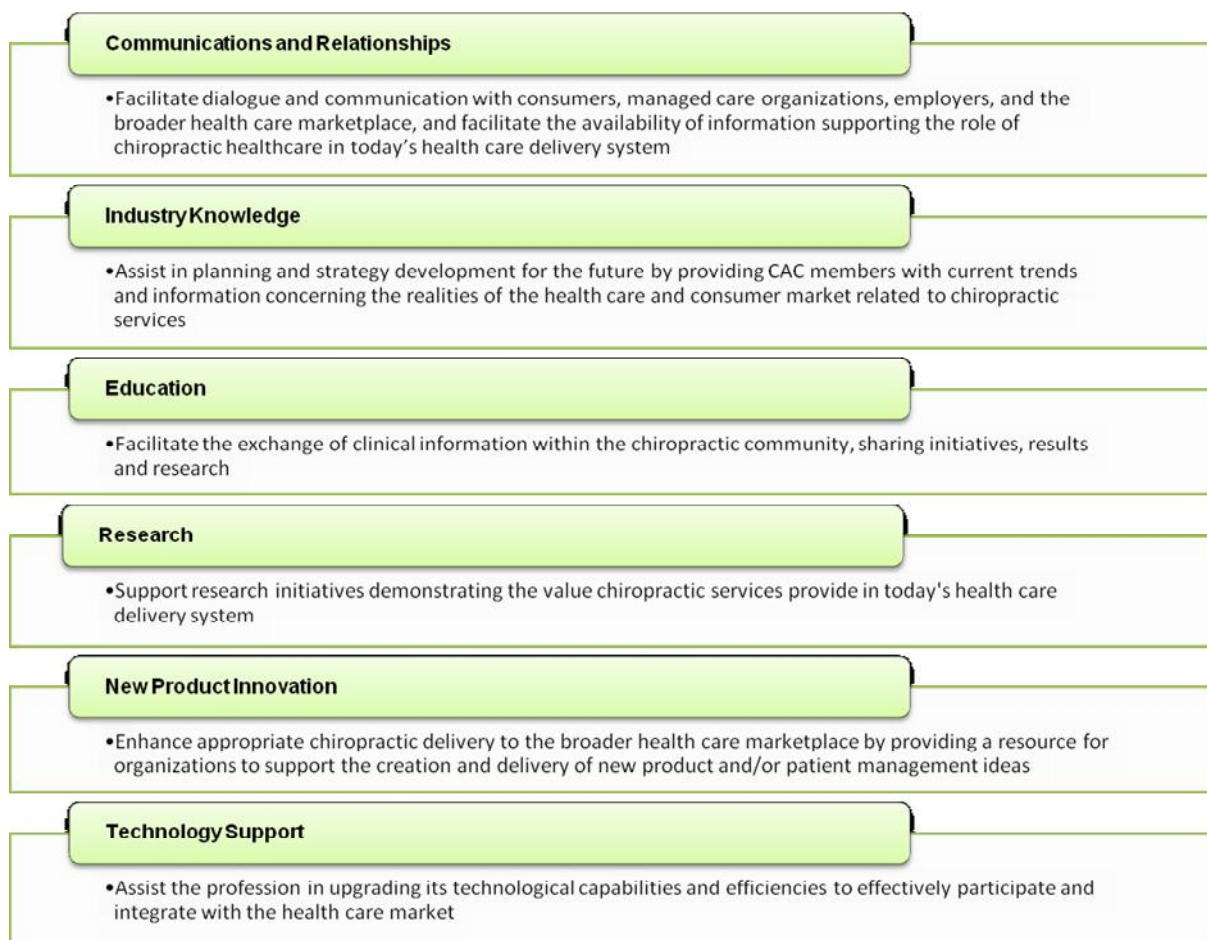
“Leadership is a function of knowing yourself, having a vision that is well communicated, building trust among colleagues, and taking effective action to realize your own leadership potential.”

Warren Bennis

include chiropractic networks, individual practitioners, academic institutions, research organizations, business organizations, health care organizations, professional trade associations/Societies and other entities, all focused on a common vision of increasing the appropriate use of chiropractic services in the context of a changing health care environment.

Innovative Leaders: CAC's leadership includes experienced professionals with a keen understanding of the changes taking place in the health care market. The CAC leadership has been involved with introducing new innovations in a variety of health care delivery settings and understands the need for innovation as a path for growth and prosperity in the future.

CAC's Focus Areas of Interest Include:



For more information or to become involved in CAC contact:
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