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NEWS RELEASE

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PRESIDENT OF LIFE WEST DELIVERS KEYNOTE ADDRESS AT NATIONAL AUSTRALIAN CHIROPRACTIC CONFERENCE

HAYWARD, Calif, November 13, 2008 –Dr. Gerard Clum, president of Life Chiropractic College West, gave the keynote address on October 10 at the Chiropractors' Association of Australia's 2008 national conference in Perth.

During his speech, Dr. Clum promoted the importance of advocating ecological thinking as it relates to future of chiropractic. He conveyed that every step taken today has dramatic effects on the state of tomorrow. Dr. Clum challenged attendees to use their position as leaders to espouse the benefits and virtues of chiropractic within their own communities. He also encouraged participants to keep abreast of innovative technology, such as digital imaging and weight-bearing MRI, which can increase efficiency providing better analytical information and building confidence among their patients.

Dr. Clum said that, as Australian health care continues to evolve and grow, it is imperative to the longevity of chiropractic that resident chiropractors realize, internalize and utilize the power of their convictions to promote the profession in every way. He challenged everyone at the convention to actively contribute to the profession's development during this time of transformation within the current health care system.

According to Dr. Clum, the Australian government also recognized the importance of planning for the future needs of their thriving and aging population which included managing health care spending. They commissioned a report analyzing the effects on health care and the economy of current activities and past decision made by aging baby boomers. The report provides the leverage needed to revisit all health care in Australia. As such the theme of the conference placed great emphasis on determining how the Chiropractors' Association of Australia can contribute to a new and improved model of health care.

"It was very impressive to see how forward thinking the Australian government and their culture is relative to others," said Dr. Clum. "I was struck by how responsible, appropriate and creative they have been in their attempt to deal with the many challenges involving health care access and costs. The message of this conference is immediately relevant and very timely."

Life West, established in 1976, is an accredited non-profit institution of higher learning. Currently over 400 students from across the United States and abroad are enrolled, and over 3,700 graduates of Life West are now providing chiropractic care worldwide. The college's Health Center, a public outpatient facility, staffed by approximately 150 senior interns who are guided by licensed doctors of chiropractic, provides affordable health care to more than 1,500 patients per week in the city of Hayward, California. The college and Health Center maintain a Web site at www.lifewest.edu.

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