



25001 Industrial Blvd. • Hayward, CA 94545 • tel. 510-780-4500 • fax 510-780-4528 • www.lifewest.edu

N E W S R E L E A S E

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Contact: Iris Murillo
Phone: 510-780-4500, ext. 2425
E-mail: imurillo@lifewest.edu

DR. GERARD CLUM SEES INTER-PERSONAL COOPERATION BETWEEN D.C.s and M.D.s ON THE RISE DURING RADIO BROADCAST

HAYWARD, Calif, August 18, 2008 – In an August 11 Internet radio program, Dr. Gerard Clum, president of Life Chiropractic College West described a growing potential for cooperation between chiropractors and medical doctors in today's changing healthcare environment. He was interviewed by Derrick DeSilva, Jr., M.D. on the "Ask Dr. DeSilva" show on Healthradionetwork.com. Dr. Clum talked about the nature of chiropractic and how chiropractors look at the relationship between nervous system and the skeletal system. He further explained that a chiropractic adjustment is a process by which vertebral misalignments are corrected in an attempt to restore the neurological balance and provide a cleaner input to the nervous system from the musculoskeletal system.

Dr. Clum also described a general difference in approach between Doctors of Medicine and Doctors of Chiropractic. Chiropractors as a whole have been drug and intervention avoidance oriented while the field of medicine has moved into greater and greater usage of pharmaceutical applications.

Dr. DeSilva and Dr. Clum agreed that each type of doctor has a particular role to play and they can effectively work together to address the health concerns of a patient. Dr. Clum conveyed that a mutual respect for the contributions of each discipline is a much more enlightened practical approach to the needs of human kind. Over the last twenty years, the degree of cooperation between Doctors of Medicine and Doctors of Chiropractic is far greater than in the past. Dr. Clum stated, "We have an opportunity for inter-professional dialogue the likes of which I frankly never dreamed of when I started in chiropractic in the 70s. The reality is that whole environment has changed. The amount of information that we all have to deal with in health care has just exploded beyond anyone's imagination. As a result we understand better what our work is about, how we can do it better and how we can make it more comfortable and effective for patients."

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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