

# DC UPGRADE AVAILABLE

## Increase Your Membership Value

### The Unified Virginia Chiropractic Association Provides You With Tools and Initiatives That Match Your Interests and Priorities, Now More Than Ever:

- The Unified VCA's online and searchable "Find-a-Doc" listing and office referral.
- *Celebrate Wellness!* social media tools, editorial materials, PowerPoint presentation, AV presentations, audio clips, and step-by-step usage guidelines on an array of topics to help you educate your patients and grow your practice.
- A series of flash presentations to help you reach out to MDs and other healthcare providers and PI attorneys.
- VCA doctalk member list-serve, enabling you to ask questions and dialogue with colleagues on just about anything.
- A truly unified state association to increase resources, expertise, strength and effectiveness on a multitude of levels.
- Commitment to serving you regardless of your personal chiropractic philosophy or practice style within scope and a Board of Directors that reflects this diversity and range of perspectives.
- State-specific initiatives to ensure that Virginia chiropractors have a voice in the health care reform debate.
- Personalized assistance in obtaining health, disability, practice overhead, and other insurance.
- Discounted continuing education for you and your staff throughout the state and online.
- Ability to keep informed and up to date through *The Virginia Voice* electronic newsletter.
- The Members-only section of the website filled with an increasing array of presentations, tools and resources.
- The Unified VCA's convenient annual membership directory and handbook.
- Access to VCA leadership, committees and specialists on coding, Medicare, compliance, financial, public relations, marketing, other issues.
- Free classified advertising to help you sell equipment, hire a new associate, find coverage help, and more.
- Fax and e-mail alerts and *Member FYIs* to make sure you never miss a beat between newsletters.
- Networking opportunities throughout the state to share knowledge, insights and support.
- Discounts on a wide variety of products and services you actually use.
- A real voice in your association's direction and priorities.
- The expertise of lobbyists and attorneys considered among the state's very best.

### But That's Not All...

Now you can upgrade to Premier DC and receive **ALL** the benefits stated above, **PLUS:**

- **FREE** spring and fall convention for yourself.
- **FREE** spring and fall convention for one of your CAs.
- **ADDITIONAL** discount on additional convention or other seminars for you and/or your staff -- That's above and beyond any already applicable member and early-bird discounts!
- **Special membership plaque and permanent name badge to demonstrate your heightened commitment and participation to your patients and colleagues.**
- **Special recognition in every issue of *The Virginia Voice*, on the web site, and at meetings.**
- **Three payment options via EZ-Pay: annual, quarterly, or EVEN MONTHLY.**
- **Invitation to private President's Receptions, briefings, and other fun perks.**



**Premier DC**

If you and even just one staff person attends the conventions and perhaps a couple of additional programs during the year, Premier DC Membership can **SAVE** you hundreds in registration fees alone! Plus it can be paid in quarterly or even monthly installments, helping your cash flow and budget even more.

Fine Print: No substitutions. No refunds for unused benefits. One-year minimum commitment required. Registrations, discounts, and/or other benefits of Premier DC membership cannot be sold, transferred, or carried over into subsequent membership years. For additional information or if you have any questions, e-mail [lkranzman@virginiachiropractic.org](mailto:lkranzman@virginiachiropractic.org). [Updated 3-14-25]