



# 2025 ANNUAL REPORT





# MISSION, VISION, & WHO WE ARE.

## OUR MISSION

Lead the entire chiropractic profession into an essential and thriving future.

## OUR VISION

Create unity without the need for uniformity, promote chiropractic as the first choice for health and wellness, ensure chiropractors are compensated at parity with other medical professions, and validate the profession through coordinated, accessible, evidence-based research.

## WHO WE ARE

Chiropractic Future is an advocacy group with some of the profession's most influential volunteers focused on increasing access to chiropractic care and fighting for better reimbursement. By leveraging technology, research, and our collective expertise, we strive to create a sustainable future for chiropractors.

There has never been an effort of this magnitude that brings all chiropractors together for a common cause. We invite you to join the effort and contribute as major or recurring donors, ensuring the success of our initiatives.

Your support will enable us to drive positive change, benefiting patients and practitioners. Together, we can overcome the challenges the current healthcare system poses and secure a brighter future for chiropractors.

# CONTENTS

Message from our 2025 Chair.....	4
Message from our Fundraising Chair.....	5
Launching our Future.....	6
Our Focus.....	8
Our Impact.....	10
The Power of Partnerships.....	12
Donor Spotlight.....	14
Gift Planning & Legacy Donors.....	15
Chiropractic Future Leadership Committee.....	18
Get Involved.....	19

## To Our Chiropractic Future Community,

It is my privilege to reflect on a year of meaningful progress for Chiropractic Future. Across the profession, we have seen renewed energy, collaboration, and momentum as we work together to build a stronger, more unified future. Our focus this year remained grounded in listening—listening to practitioners, educators, students, leaders, and partners who are navigating the challenges and opportunities of a rapidly evolving healthcare environment.

We advanced several core pillars of our strategic plan: strengthening the chiropractic workforce pipeline, expanding national data capabilities, accelerating responsible technology adoption, and deepening cross-organizational unity. Through collaborative engagement with colleges, state and national associations, technology innovators, and research institutions, we are clarifying the profession's long-term needs and identifying the solutions that will sustain chiropractic for generations.

This year also marked significant movement toward modernizing how our profession communicates its value. From advancing shared messaging resources to building connections among diverse organizations, we are laying the groundwork for a more cohesive national voice—one that represents all of chiropractic with clarity, confidence, and purpose.

As we look toward 2026, our commitment is unwavering: to lead with collaboration, to invest in what works, and to ensure every initiative strengthens the profession's future. Thank you for your trust, your partnership, and your dedication to the work ahead. Together, we are shaping a future in which chiropractic thrives.

With appreciation,



**Kristi Hudson**  
2025 Leadership Committee Chair  
Chiropractic Future

**Dear Friends and Supporters,**

2025 was a pivotal year for Chiropractic Future—one that demonstrated the extraordinary generosity and belief that our partners, donors, and supporters bring to this mission. As Chair of the Fundraising Workgroup, I have witnessed firsthand how your investment fuels innovation, strengthens national alignment, and enables meaningful progress across the profession.

Your support empowered us to advance key components of the Chiropractic Future Strategic Plan: building data infrastructure, supporting workforce research, expanding technology and AI initiatives, and strengthening communications resources that unify the profession. These are not small undertakings. They require long-term vision, shared commitment, and the financial resources to make strategic, scalable, and measurable progress. Because of you, those efforts moved forward in powerful ways this year.

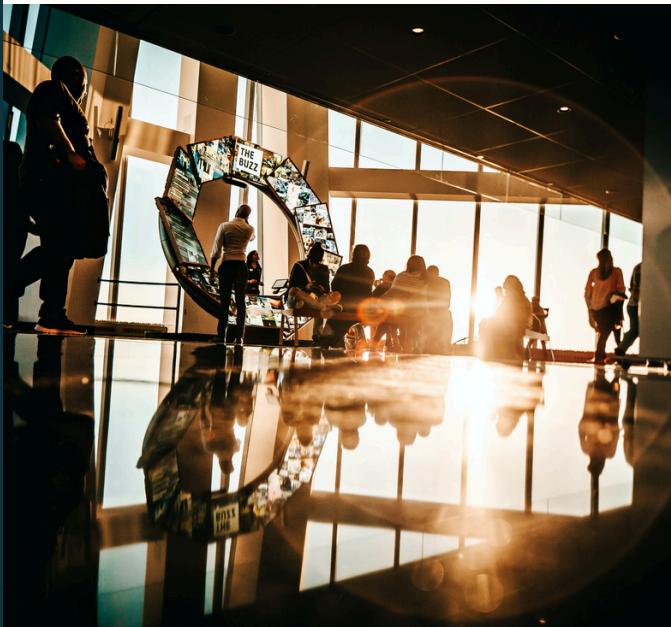
Our fundraising approach emphasized transparency, stewardship, and partnership. Every contribution—whether from individuals, organizations, foundations, or corporate partners—helped accelerate projects that will shape the next decade of chiropractic. We are deeply grateful for the trust placed in us, and we are committed to ensuring that every dollar is used responsibly and strategically to advance the profession.

As we enter 2026, our work is far from finished. The opportunities before us are significant, and continued investment will determine how boldly and effectively we can pursue them. Thank you for standing with us, for believing in our mission, and for joining us in building a stronger, more unified, and more sustainable future for chiropractic.

With gratitude,



**Dr. Vijay Patel**  
Fundraising Workgroup Chair  
Chiropractic Future



# LAUNCHING OUR FUTURE

The collaboration we need today for the profession we want tomorrow.

On November 9, 2019, alongside the ChiroCongress Annual Convention in San Diego, the Future of Chiropractic Forum brought together stakeholders from across the country for a historic conversation. Leaders from state associations, chiropractic colleges, national organizations, corporate partners, individual practitioners, and emerging voices gathered to envision what the chiropractic profession must look like over the next 50 years. Through this facilitated dialogue, one truth became clear: the profession needed a unified strategic plan to guide a diverse community toward a shared future.

ChiroCongress agreed to coordinate this effort on behalf of the profession, dedicating resources, leadership support, and long-term commitment. What began as a bold idea soon evolved into a coordinated national initiative.

In August 2020, the concept became the Future of Chiropractic Visioning and Strategic Planning Project—an unprecedented collaboration engaging voices from every corner of chiropractic. Extensive quantitative and qualitative research gathered insights from nearly 4,000 chiropractors, identifying common priorities, shared challenges, and opportunities for meaningful progress.

Workgroup sessions—composed of volunteers representing the full breadth of chiropractic philosophies, practice styles, roles, and backgrounds—transformed this input into action. Through spirited collaboration and thoughtful debate, these groups produced a unified roadmap for the profession. Eighteen months after the idea was proposed, the result was historic: the 2021–2026 Chiropractic Strategic Plan.

# The Strategic Plan's Goals & Objectives:



Reflect the voices of nearly 4,000 chiropractic professionals



Were debated, refined, and agreed upon by representatives across the profession.

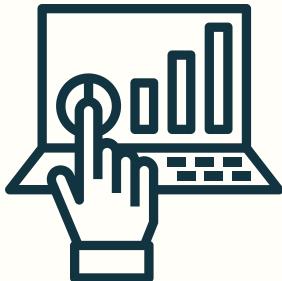


Provide the first shared, actionable framework for advancing chiropractic together.

Implementation of the plan continues today, led by a dedicated coalition of volunteers committed to representing the entire spectrum of chiropractic. Their work ensures that this effort remains collaborative, forward-focused, and rooted in the needs and values of the profession.

This is more than a plan—**it is a movement** designed to secure a future where chiropractic is essential, thriving, and united.

# OUR FOCUS



## TECHNOLOGY

### Building the Data Foundation

Chiropractic's future depends on the ability to collect, interpret, and leverage high-quality data. CFSP's technology initiatives—including the national data lake and state-level reimbursement dashboards—create the infrastructure needed to capture insights that have never before been available to the profession.

These tools generate real-time visibility into utilization, payer behavior, reimbursement trends, payment disparities, and patient outcomes. Together, they form the foundation that enables evidence-based decision-making, strengthens advocacy, and ensures chiropractic has a credible, data-driven seat at the healthcare table.



## RESEARCH

### Turning Data into Evidence

Evidence-based research transforms raw data into actionable insight. By analyzing outcomes, claims, workforce trends, and utilization patterns, CFSP's research efforts guide advocacy priorities and strengthen the organization's mission through scientific credibility.

This work ensures chiropractors, associations, and policymakers have access to reliable, comprehensive evidence that demonstrates the value of chiropractic care. A strong commitment to research not only informs strategy, but also builds public trust and ensures chiropractic is not just heard, but respected and recognized within the broader healthcare system.

# OUR FOCUS



## LEGISLATION

### Evidence-Informed Policy Action

Improving access to chiropractic care and protecting doctors' ability to serve patients requires coordinated, forward-thinking legislative advocacy. CFSP's legislative initiatives translate research findings into policy action at both the federal and state levels.

By advancing pro-chiropractic policies, supporting efforts to modernize scope and coverage where appropriate, and grounding advocacy in credible data, CFSP strengthens the profession's influence within the healthcare landscape. Uniting leaders across the country around shared, evidence-backed priorities creates the policy environment necessary for meaningful, lasting change.



## REIMBURSEMENT

### Driving Sustainable Outcomes

Reimbursement remains one of the profession's most significant challenges and one of its highest priorities. Data-driven analysis, payer monitoring, and coordinated national strategy are essential to identifying trends, supporting advocacy, and improving economic sustainability for chiropractic practices.

Innovative tools such as the DASH dashboard uncover disparities, highlight opportunities, and provide the evidence needed to influence insurers, inform policy decisions, and support fair, sustainable reimbursement. This closes the loop, ensuring that technology and research ultimately result in tangible improvements for doctors and patients alike.

# OUR IMPACT & COMMUNITY

## 2025 Impact at a Glance

These numbers represent people — volunteers who gave their time, donors who invested their trust, and leaders who stepped forward to build something bigger than any single organization. Together, these efforts fueled real progress toward a sustainable, unified future for chiropractic.

Every dollar raised and every hour volunteered helped strengthen collaboration, expand capacity, and move the profession forward with purpose and integrity.



**\$146,000**  
raised



**Over 55**  
volunteers



**\$145,000**  
in-kind donation



**Over 5,700**  
volunteer hours

**100%**

Completion of \$50K NBCE Match

# OUR IMPACT & COMMUNITY

## 2025 Impact Narrative

In 2025, the Chiropractic Future community came together in meaningful and measurable ways. Through the generosity of donors and the dedication of volunteers, more than **\$146,000** was raised to support strategic initiatives designed to strengthen and advance the profession. A fully realized \$50,000 matching gift campaign showcased the power of collective commitment, while successful fundraising initiatives – including the Workgroup Challenge, Pie in the Face, and Silent Auction – reflected both creativity and shared ownership of the mission.

Beyond financial support, volunteer time and in-kind contributions amplified our reach and impact, reinforcing a culture of collaboration and service. Together, these efforts tell a powerful story of momentum, belief, and a profession investing in its own future.

*Our 2025 Pie in the Face Challenge Leaders!*



*Thank you to our 2025 Silent Auction contributors!*



# THE POWER OF PARTNERSHIPS

## Advancing a Stronger Future for Chiropractic

Chiropractic Future is honored to be supported by an extraordinary network of corporate partners, philanthropic leaders, foundations, and individual donors who believe in building a stronger, more sustainable future for chiropractic. Through generous financial support, strategic collaboration, and ongoing engagement, these partners help drive meaningful progress across every priority area of the Chiropractic Future Strategic Plan.

Together, we are advancing coordinated initiatives that enhance the profession's resilience, accelerate innovation, and strengthen long-term sustainability. This year, volunteers, colleges, state associations, researchers, and corporate partners united to develop forward-thinking strategies that address some of the profession's most urgent needs: improving access to care, elevating reimbursement, modernizing technology, aligning research, and supporting the next generation of chiropractors.

With donor-supported workgroups and collaborative projects taking shape across the profession, leaders are developing solutions that can be replicated and scaled—initiatives that help students enter the field, equip practices with emerging technologies, and enhance clinical excellence and patient outcomes. Partners are also working to reduce barriers to care, strengthen data collection and reporting, and build a clearer, more unified understanding of chiropractic's essential value within the healthcare system.

This collective movement reflects the power of cross-sector partnerships and grassroots leadership to shape lasting impact. Chiropractic Future is proud to stand alongside these partners, volunteers, and supporters—championing the ingenuity, leadership, and passion that move our profession forward, today and for generations to come.

# Our Partners & Supporters



Personal Injury  
Made Easy



## Donor Spotlight:

# National Board of Chiropractic Examiners

Elevating Standards. Empowering the Next Generation.  
Investing in Chiropractic's Future.

Chiropractic Future is proud to recognize the National Board of Chiropractic Examiners (NBCE) for their exceptional leadership and generosity. As the international testing agency for chiropractic, NBCE strengthens public confidence in the profession through rigorous examinations that uphold competency, integrity, and patient safety across all 50 states and worldwide.

In 2025, NBCE deepened their commitment to shaping chiropractic's future with a \$50,000 matching gift—a powerful investment that accelerates essential work across the Strategic Plan.

Thanks to NBCE's support, Chiropractic Future expanded its national reach, strengthened collaboration, and elevated the profession's collective voice:

- Expanded national visibility through enhanced marketing, communications, and partnerships with Chiropractic Economics and Dynamic Chiropractic.
- Developed new advocacy and educational tools for state associations, including shareable toolkits, social media assets, and legislative resources.
- Increased engagement across newsletters and digital platforms, highlighting sponsors, students, and mission-driven updates.
- Strengthened national presence through participation in more than 20 state and national events and ongoing collaboration with key organizations, including the Summit.

NBCE's continued generosity is especially impactful in advancing efforts that identify, engage, and empower emerging leaders—ensuring the next generation enters the profession prepared to lead with purpose and confidence.

Chiropractic Future is deeply grateful for NBCE's partnership and vision. Together, we are building a unified, resilient, and future-ready chiropractic profession.

# GIFT PLANNING & LEGACY DONORS

Chiropractic Future is profoundly grateful for supporters who choose to make **planned or legacy commitments** that strengthen the profession for generations to come. These visionary contributions help fuel long-term initiatives that expand patient access, improve reimbursement pathways, elevate data integrity, and ensure a sustainable, thriving future for chiropractic.

Planned gifts—whether through bequests, endowments, or other legacy arrangements—play a vital role in advancing innovative projects that individual donations alone cannot sustain. Legacy donors become partners in shaping the next era of chiropractic, empowering the research, technology, and advocacy infrastructure needed to support the profession well into the future.



# GIFT PLANNING & LEGACY DONORS

## Legacy Donor Spotlight: Mr. Brad Cost

Chiropractic Future is honored to recognize **Mr. Brad Cost** for his extraordinary leadership, insight, and unwavering dedication to advancing the chiropractic profession. Through his long-standing collaboration with Chiropractic Future and his significant legacy support, Mr. Cost has championed transformational work that is redefining the role of data and technology across the profession.

As CEO and President of **Infinedi**, Mr. Cost has been instrumental in pioneering the development of modern data systems designed to serve chiropractors nationwide for decades to come. His visionary leadership has driven two critical national initiatives that are strengthening the profession's data infrastructure and advocacy capabilities. One such initiative is **DASH**, developed in partnership with **Oklahoma State University**, which represents the first-ever centralized, secure repository of chiropractic claims and clinical data. With the DASH platform now finalized, Chiropractic Future is preparing for the next phase of progress, including granting researchers access to the system for **beta testing and early analysis**, an important step toward expanding evidence-informed insights for the profession.

In addition, Mr. Cost has played a pivotal role in the development of **Reimbursement Dashboards**, which provide state associations with real-time visibility into reimbursement trends, empowering data-driven advocacy efforts and supporting fair, informed payer policy discussions.

Mr. Cost's commitment to data accuracy, technological innovation, and long-term strategic planning is helping position chiropractic for increased credibility, reimbursement parity, and improved patient outcomes. His belief in equipping chiropractors with advanced tools, analytics, and forward-looking solutions exemplifies the profound impact legacy donors can have on the future of the profession.

Chiropractic Future is deeply grateful for Mr. Cost's leadership, generosity, and enduring investment in a stronger, data-driven future for chiropractic. His legacy gift represents not only financial support, but a powerful commitment to ensuring the profession continues to grow, evolve, and thrive for generations to come.



# GIFT PLANNING & LEGACY DONORS

## Legacy Donor Spotlight: Pierce Family

A significant legacy milestone for Chiropractic Future was the establishment of the **Pierce Family Chiropractic Research Fellowship Fund**, made possible through a generous **\$100,000 gift from the Pierce Family in 2023**. As announced in 2023, this transformational investment created the first national chiropractic research fellowship, supporting advanced doctoral-level research training at Dartmouth College and expanding long-term research capacity within the profession.

The Pierce Family Fellowship represents a meaningful commitment to the future of chiropractic by strengthening the pipeline for rigorous, evidence-informed research and leadership. This legacy investment continues to have lasting impact by supporting the development of research talent that will help inform policy, education, and clinical practice for years to come.

*Our Dartmouth Fellow. Dr. Logan Benjamin, at his 2025 graduation*



# 2025 LEADERSHIP COMMITTEE



**Kristi Hudson**  
Chair



**Dr. Thomas Wetzen**  
Vice Chair



**Dr. Rachel Wendt**  
Immediate Past Chair



**John Murray**  
BAC-PAC Chair



**Dr. Heidi Haavik**  
Research Chair



**Dr. Don Reno**  
Government Affairs Chair



**Dr. Vijay Patel**  
Fundraising Chair



**Brad Cost**  
CTC Chair



**Marc Abla**  
Reimbursement Chair



**Dr. Ray Foxworth**  
At Large Member



**Dr. Mark Sanna**  
At Large Member



**Dr. Jay Greenstein**  
At Large Member



**Dr. Dan Spencer**  
At Large Member



**Barbara Contessa**  
Treasurer



**Lizz Klein**  
Resource Manager

# GET INVOLVED

**Get Involved.  
Give Back.  
Take Action.**

[chiropracticfuture.org](http://chiropracticfuture.org)

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