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PRESS RELEASE

FOR IMMEDIATE RELEASE

Date Release:
August 28, 2024

Chiropractic Future Announces Exciting Website Rebrand

2024 Molalla, Oregon – 8/28/2024 – Chiropractic Future is thrilled to announce the launch of its newly updated and rebranded website, designed to provide an enhanced user experience and reflect the company's evolving identity and innovative spirit. The redesigned website, accessible at chiropracticfuture.org, features a modern, streamlined design, improved functionality, and enriched content areas to help our partners and visitors better understand Chiropractic Future's vision and current projects.

Key Features of the New Website:

- 1. User-Friendly Navigation:** An intuitive layout ensures visitors can easily find the information they need.
- 2. Enhanced Content:** Comprehensive sections detailing our key resources for the chiropractic profession.
- 3. Mobile Optimization:** Fully responsive design for seamless browsing on all devices.
- 4. Interactive Features:** Enhanced forms, interactive tools, and resources to engage users.
- 5. Visual Appeal:** A fresh, vibrant look that aligns with our brand identity and vision for the future.



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“Our new website is a reflection of our commitment to transparency, inclusion, and collaboration,” said Rachel Wendt, DC, Chair of Chiropractic Future. *“We’ve designed it to be more engaging, informative, and accessible for the profession, public, and our supporters. This rebrand is not just about a new look; it’s about providing a better experience and demonstrating our growth and ambition.”*

A generous donation from NCMIC made the rebranding of the Chiropractic Future Strategic Plan website possible, and Mr. Keith Isbell of Flowood, Mississippi, designed it.

“NCMIC is happy to sponsor the CFSP’s website upgrade. Now more than ever, the website serves as an important resource, helping to inform and engage with doctors. Our hope is the new site will create opportunities for chiropractors to take an active part in shaping the future of the profession.” stated Emily Wood, Professional Relations Representative at NCMIC.

The rebranding initiative is part of Chiropractic Future’s broader strategy to strengthen its market presence and reinforce its dedication to delivering top-notch solutions and services. Visitors to the site can stay informed with the latest news through the company’s new blog and newsletter sign-up.

About the Chiropractic Future Strategic Plan

In November of 2019, a visionary idea was born: Build a strategic plan which will lead the entire chiropractic profession into an essential and thriving future. In August 2020, that visionary idea became The Chiropractic Future Visioning and Strategic Planning Project. Massive quantitative and qualitative data gathering from all corners of the profession successfully identified common goals and priorities. Intensely spirited and collaborative workgroup sessions, representing the breadth of the profession, accomplished the heavy lift of creating an actionable, measurable plan. Eighteen months after the idea was born, a historic strategic plan has been developed.

For more information, please visit www.chiropracticfuture.org.