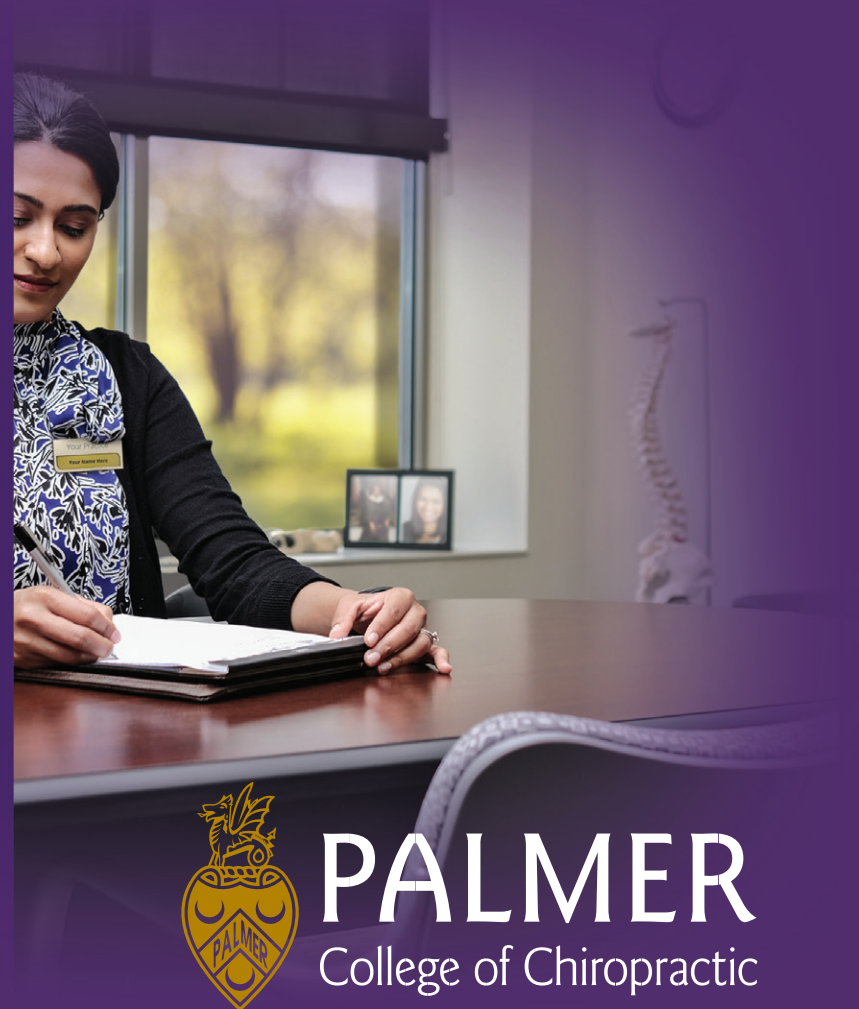


The Palmer Advantage

We educate successful chiropractors.



PALMER
College of Chiropractic

The Trusted Leader in Chiropractic Education®



“Palmer’s reputation is hard to beat. The small class sizes, knowledgeable and experienced educators and the hands-on experience are why I chose to attend Palmer.”

–ALEC SCHIELKE
2016 graduate
Main Campus

TABLE OF CONTENTS

<i>Chiropractic is ...</i>	2
<i>Why chiropractic?</i>	4
<i>Chiropractic career options</i>	6
<i>Chiropractic employment outlook</i>	8
<i>Admissions standards & curriculum</i>	10
<i>The history of chiropractic</i>	12
<i>One college, three campuses</i>	14
<i>Affording your education</i>	20
<i>Hands-on education</i>	22
<i>Start your journey today!</i>	25



A close-up photograph of a person's back, which is resting on a light-colored, textured surface. Two hands are placed on the back, one on the left and one on the right, with fingers spread. The hands appear to be belonging to a different person, whose arms are visible from the shoulders down. The lighting is soft, highlighting the texture of the skin and the fabric.

Chiropractic is ...

a health-care profession that focuses on the spine and other joints of the body, and their connection to the nervous system. The word chiropractic means “to be done by hand.” Chiropractors use adjustments to restore joint function and support the nervous system. They help patients improve their quality of life without drugs or surgery. An estimated 50 million Americans see a chiropractor each year, according to a recent Gallup poll.

A CHIROPRACTOR IS ...

a primary care doctor who specializes in spinal health and well-being. They focus on the prevention, diagnosis and conservative care of spine-related disorders and other painful joint issues. In addition to adjustments, chiropractors also provide soft-tissue therapies, lifestyle recommendations, fitness coaching and nutritional advice.

A CHIROPRACTIC ADJUSTMENT IS ...

a very safe, specific, controlled force applied to a joint to restore proper function and mobility. Accidents, falls, stress or overexertion can negatively impact your spine or other joints. These changes impact tissues, the nervous system and other areas of the body. Left unresolved, this can make you more susceptible to chronic problems. Chiropractic adjustments reduce pain, increase movement and improve performance.

CHIROPRACTIC CARE COSTS ...

the same as, or less than, other types of health care and is included in most health insurance plans.

CHIROPRACTORS COLLABORATE ...

with other health-care providers every day. They're trained to refer you to the appropriate specialist when needed.

CHIROPRACTORS USE ...

scientific research, clinical experience, and patient preferences to provide the best care possible. Ninety-five percent of past-year chiropractic users say it's effective, and 89 percent recommend chiropractic to their family and friends. Chiropractic is safe, effective, affordable care.





Why chiropractic?

1. **YOU'LL FOCUS ON WELLNESS.** Chiropractors enable healing and vitality rather than manage sickness. A chiropractic adjustment restores proper nerve function and activates the body's healing process.
2. **NO DRUGS OR SURGERY.** Chiropractors practice a drug-free, hands-on approach to health care. They provide expert chiropractic adjustments and other manual care and collaborate closely with other health-care providers.
3. **YOUR PATIENTS WILL LOVE YOU.** Patients respect, trust and enjoy visiting their chiropractor. You'll be more than a doctor to them, and they'll become more than just patients to you as you help them toward well-being.
4. **YOU CAN BE AN ENTREPRENEUR.** Most chiropractors are self-employed. They enjoy competitive salaries, flexible schedules, a healthy work/life balance, and extensive opportunities for professional growth.
5. **FOCUS ON WHAT YOU LOVE.** Many chiropractors specialize in their area of interest. From pediatrics to professional athletes—the opportunities are almost unlimited.
6. **CHIROPRACTIC IS GROWING.** Chiropractic is recognized as safe, effective, and affordable primary health care. According to the U.S. Bureau of Labor Statistics, chiropractic jobs are expected to grow at an above-average rate of 10 percent.
7. **AMAZING JOB SECURITY.** Chiropractors have a 0.1 percent unemployment rate—the lowest among *all* occupations reviewed by the U.S. Bureau of Labor Statistics.
8. **YOU'LL CHANGE THE WORLD.** Consumers need better health-care options for back and neck pain. As a chiropractor, you'll help build the healthy communities of tomorrow, one patient at a time.



A male chiropractor with short dark hair and a beard, wearing teal scrubs, is adjusting a patient's neck. The patient is lying on a red table. The background shows a gym setting with a red wall and a black rack. The text is overlaid on a dark green semi-transparent box on the right side of the image.

Chiropractic career options

You can help build the healthy communities of tomorrow. Low-back pain is the number one cause of disability globally. Prescription-opioid addiction is at an all-time high, and consumers need better alternatives for neck and back pain. Chiropractic is increasingly recognized as a valuable part of the solution to spine-related disability and chronic pain. There's never been a better time to shine as a Palmer chiropractor.

YOUR CHIROPRACTIC CAREER MAY LEAD YOU TO BECOME A:

- Solo or group practitioner
- Sports chiropractor
- Pediatric/Family chiropractor
- Multidisciplinary chiropractor
- VA/DoD chiropractor
- Health educator
- Health administrator
- Hospital staff member
- Corporate chiropractor
- Researcher
- Integrative health chiropractor

ALIGN YOUR POTENTIAL WITH YOUR PASSION LIKE THESE SUCCESSFUL PALMER GRADUATES!



Teri Payton, D.C., assistant professor,
Palmer Florida, Davenport '86



Michelle Chu, D.C., solo practitioner and team
chiropractor for the Sacramento Kings
pro-basketball team, West '10



Sherry McAllister, D.C., group practitioner and
executive vice-president, Foundation for
Chiropractic Progress, West '96



Thomas Williams, D.C., pediatric/family chiropractor,
Davenport '15

Left: Todd Rodman, D.C., group practitioner and 2013-14 director of athlete services for Crossfit Southeast Games, Florida '08.

Chiropractic employment outlook

A GOOD INVESTMENT

#1



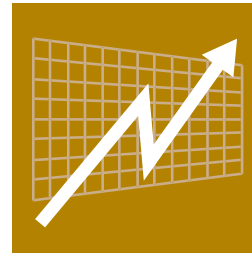
**IN JOB
SECURITY** ^{1.}
(99.2%
EMPLOYMENT
RATE) ^{4.}

3rd



**LARGEST
PRIMARY
HEALTH CARE
PROVIDER
IN U.S.** ^{2.}

10%



**JOB
GROWTH
PREDICTED** ^{3.}
(FASTER THAN
AVERAGE)

#22



**IN BEST
HEALTH CARE
JOBS** ^{4.}
(2017)

Competitive Salaries

MD

\$185,890

DC

\$143,212

NP

\$102,229

RN

\$83,588

PT

\$82,091

^{5.}

Sources: 1. www.marketwatch.com/story/10-professions-with-the-best-job-security-2015-03-20
2. nbce.wpengine.com/wp-content/uploads/chapter_01.pdf 3. www.bls.gov/ooh/healthcare/chiropractors.htm
4. money.usnews.com/careers/best-jobs/chiropractor 5. www1.salary.com/Chiropractor-Salary.html
Data collected Oct. 2017.

A chiropractor wearing a white shirt and a black hat is performing a chiropractic adjustment on a patient lying on a black table. The patient is wearing a colorful patterned dress and a red skirt. They are in a savanna setting with dry grass and acacia trees under a blue sky with clouds. A semi-transparent blue box with white text is overlaid on the right side of the image.

MEANINGFUL WORK

Ninety-four percent of chiropractors report finding meaning in their work, causing PayScale.com to rank chiropractic care among the top 10¹ jobs for people who want to make the world a better place.

Chiropractic also offers better job security² than any other profession, according to Marketwatch.com. Just one out of every 1,000 chiropractors were unemployed last year. That's half the unemployment rate of dentists and one-quarter of the rate for physicians and surgeons. Graduates with a doctor of chiropractic degree enjoy a 95 percent job placement rate³.

Not only is chiropractic a meaningful calling, it's also a growing field with an exciting job outlook.

1. <https://www.payscale.com/data-packages/best-jobs/do-gooders>

2. www.marketwatch.com/story/10-professions-with-the-best-job-security-2015-03-20

3. wqad.com/2015/03/27/chiropractors-have-the-most-secure-job-in-america/

Admissions standards & curriculum

The curriculum at Palmer is challenging, but you'll have the support of faculty and staff who truly care about your success. Palmer graduates are known for having “the best hands in the business” because Palmer provides world-class technique training.

ADMISSION STANDARDS

- No GRE or MCAT required
- Minimum of 90 credit hours
- 3.0 GPA or greater on a 4.0 scale*
- 24 semester hours in life and physical sciences, half with labs
- Official transcript and favorable background check review
- A well-rounded general education including required coursework in life and physical sciences; humanities; social and behavioral sciences; and communications and languages.

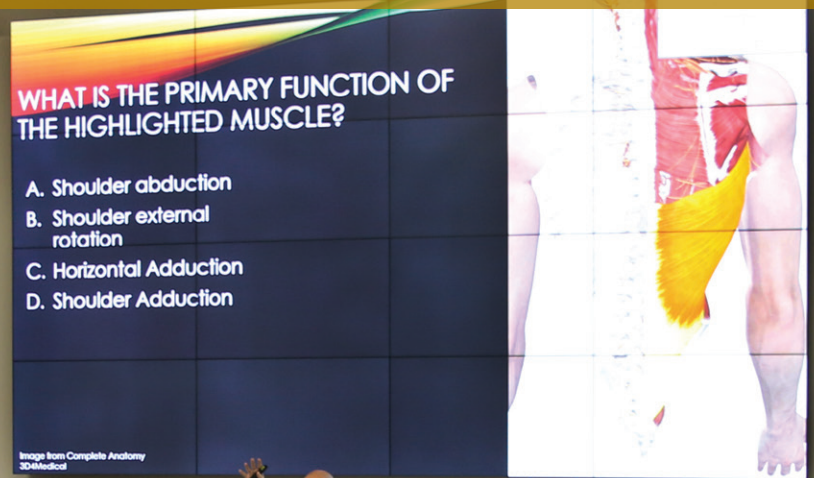
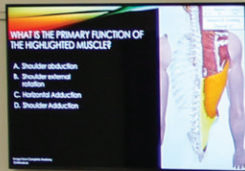
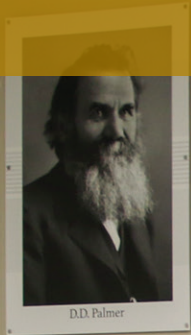
**Applicants with less than 24 semester credits in life and physical sciences and/or a cumulative GPA less than 2.75 for degreed students and 3.0 for non-degreed students may be considered under an alternative admissions track plan (AATP). This point of entry requires a more extensive review of the applicant's enrollment factors by both academic and admissions personnel. Decisions for admission are made on a case-by-case basis. A bachelor's degree is required for matriculation to our Florida campus.*

CURRICULUM

The chiropractic curriculum at Palmer includes extensive coursework in:

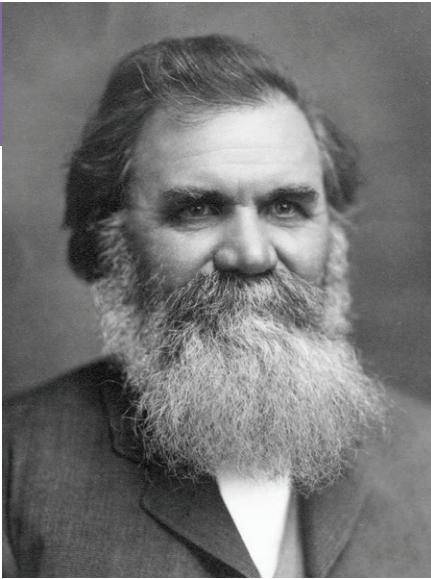
- Basic sciences
- Chiropractic technique
- Chiropractic philosophy
- Business management
- Clinical experience

For detailed information on Palmer's curriculum, visit www.palmer.edu/CurriculumDC.

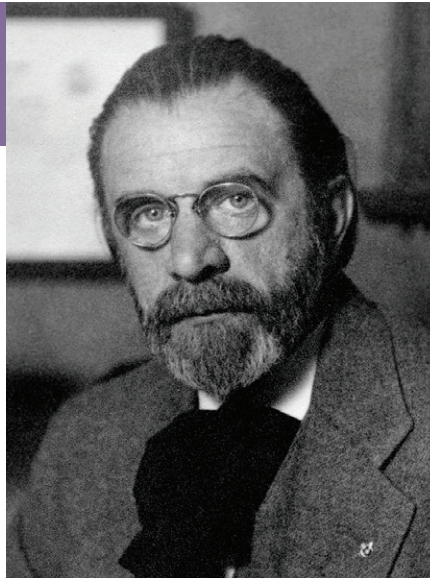


The history of chiropractic

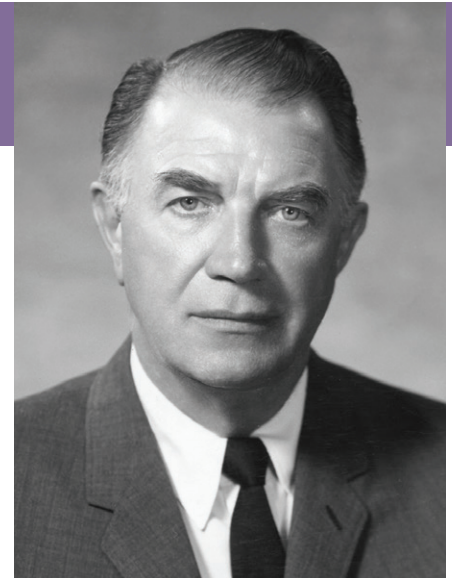




Daniel David (D.D.) Palmer, F.P.A.C.



Bartlett Joshua (B.J.) Palmer, D.C., F.P.A.C.



David Daniel Palmer, D.C., F.P.A.C.

The science, art and philosophy of chiropractic evolved from Daniel David (D.D.) Palmer's years of independent research and study of human health and disease. Following the successful application of his knowledge to initial patients in 1895, he began teaching others in Davenport, Iowa. The first classes of the Palmer School and Cure were held in 1897. Palmer is chiropractic's founding college. D.D. Palmer is known as "The Discoverer" of chiropractic and "The Founder" of the chiropractic profession.

One of D.D. Palmer's early students was his son, Bartlett Joshua (B.J.) Palmer, D.C. Known as "The Developer" of chiropractic, B.J. incorporated the school and changed the name to Palmer School of Chiropractic, which was chartered in 1907. B.J. headed the school from 1906 until his death in 1961.

After B.J. Palmer's death in 1961, the Palmer presidency passed to his son, David Daniel Palmer, D.C., who also was a graduate of the Wharton School of Finance & Commerce at the University of Pennsylvania. Like his father and grandfather before him, Dr. Dave, as he was known, brought his own brand of leadership to Palmer. Just as they were known as The Developer and The Founder of chiropractic, respectively, Dr. Dave became known as "The Educator."

In 1964, under Dr. Dave's leadership, the Palmer School of Chiropractic was renamed Palmer College of Chiropractic and was designated a non-profit institution. The College was accredited by the Council on Chiropractic Education in 1979 and by the North Central Association of Colleges and Schools in 1984.

One college, three campuses

MAIN CAMPUS

Palmer College of Chiropractic's main campus, located in Davenport, Iowa, is where chiropractic began. The campus sits amidst the Quad Cities, a community with a combined population of 400,000. Here you'll find all the excitement of a big city with all the hospitality of a small town. Our award-winning museums, internationally-recognized festivals, beautiful riverfront, exciting sporting events and vibrant nightlife will ensure that you always have something to do. Ask about our travel reimbursement program!





One college, three campuses

PALMER FLORIDA

Palmer's Florida campus is in Port Orange, Fla., a welcoming city of about 60,000. You'll enjoy balmy Florida weather in a family-friendly, suburban beach town. Our Florida students enjoy hitting the beach, checking out the local attractions or visiting Walt Disney World, which is only an hour away. The Florida campus is just minutes away from Daytona Beach and the Daytona International Speedway, not to mention the many concert venues, theaters, restaurants and museums in the community.





One college, three campuses

PALMER WEST

Palmer's West campus is in San Jose, Calif., a progressively diverse community of more than a million. Nestled in the heart of Silicon Valley among the headquarters of Cisco and Samsung, the West campus offers you an intimate environment with lots of individual attention. Popular destinations such as Yosemite, Lake Tahoe, Big Sur, and Napa Valley are within driving distance for weekend excursions and recreational outings. Students on this campus enjoy the year-round mild climate and easy access to public transportation.







Affording your education

Don't let money keep you from choosing Palmer College. Our experienced financial aid team will guide you through our straightforward application and help you identify the aid packages and scholarship options that are best suited for you.

Scholarships are a great way to minimize borrowing. Palmer College of Chiropractic offers several scholarships for both incoming and current students to offset the cost of a Palmer degree. We award more than \$4.5 million in scholarships annually! Plus, you can participate in complimentary financial and business workshops to prepare you for the business world.

For more information on financial aid, visit www.palmer.edu/admissions/financial-aid/.

\$4.5 million
Student Scholarships Awarded

7/1/17 through 4/30/18

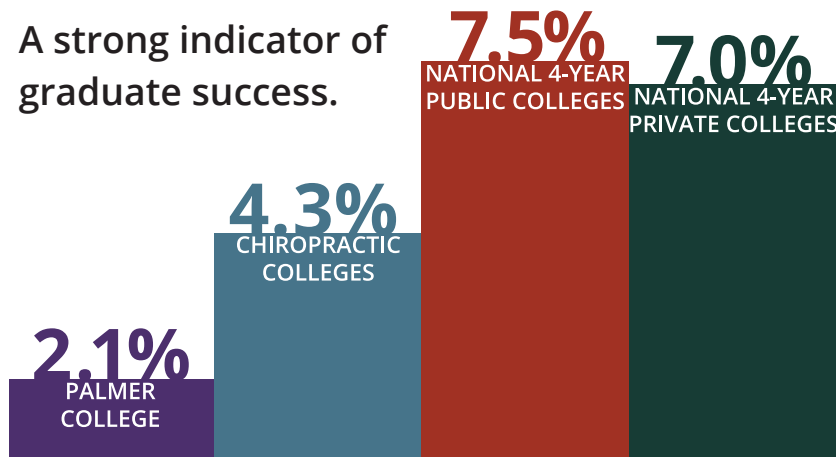
STUDENT SUPPORT SERVICES

In addition to financial planning, each campus offers students extensive student services to support their education:

- Student Housing Office
- Academic Support Services
- Academic Tutoring
- Student Disabilities Services
- Mental Health and Wellness Resources
- Student Work-Study Program
- Campus Bookstore
- Campus Security Office
- Student Services Office

Student-loan Default Rates

A strong indicator of graduate success.





Hands-on education

At Palmer, you'll learn and practice various techniques throughout your training, building skill upon skill. You'll also gain hands-on training in various soft-tissue therapies, injury rehabilitation, and physiotherapy.

- In the classroom, you'll practice and prepare for the clinic, gaining experience and building confidence with different techniques.
- At sporting events, you'll care for athletes before, during and after a competition, gathering valuable sports chiropractic experience.
- In the community, you'll care for patients with complex health needs in a VA/DoD clerkship, community outreach clinic, or in-community preceptorship.

STUDENT ORGANIZATIONS

Enhancing your training through club and community-service experiences will give you the confidence to succeed in the clinic. Student clubs and organizations on the campuses include:

- Campus Guides
- Palmer Student Alumni Foundation
- Student Ambassadors
- Intramural sports
- Philanthropy Club
- Rugby Teams
- Student American Black Chiropractic Association
- Sports Council
- Student Council
- Student Government
- Student American Chiropractic Association
- Student International Chiropractors Association
- Technique clubs
- Veterans Club
- Women Student Chiropractors Alliance





Start your journey today!

PALMER COLLEGE OFFERS THE BEST VALUE FOR THE COST OF EDUCATION.

- **The Palmer Curriculum**—offers world-class instruction in chiropractic technique
- **The Palmer Faculty**—the most accomplished cadre of instructors in the profession
- **The Palmer Clinics**—the largest educational network of chiropractic clinics in the world
- **The Palmer Center for Business Development**—available at *no cost* to students and alumni
- **The Palmer Center for Chiropractic Research**—the largest in the nation
- **The Palmer Alumni Association**—the largest alumni network of any chiropractic school

CONNECT

Connect with a Palmer representative and get all your questions answered. You'll be assigned an admissions representative who'll answer your questions and support you through each step of the admissions process.

VISIT

Join us on campus and experience what life is like as a future Palmer chiropractor! www.palmer.edu/campusvisit

APPLY

If you're ready to align your passion with your future, we invite you to apply today at www.palmer.edu/apply

Palmer College of Chiropractic is an Equal Opportunity Educator and Employer.



PALMER

College of Chiropractic

MAIN CAMPUS

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Davenport, IA 52803

800-722-3648

admissions.ia@palmer.edu

PALMER FLORIDA

4777 City Center Parkway
Port Orange, FL 32129-4153

866-585-9677

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PALMER WEST

90 E. Tasman Drive
San Jose, CA 95134

866-303-7939

admissions.ca@palmer.edu