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DISTRICT 9

MOTION PICTURE ADVISORY BOARD

SPEAKER PRO TEM

Arizona House of Representatives
Phoenix, Arizona 85007

May 12, 1989

Alan M. Immerman, D.C.
President
Arizona Chiropractic Alliance
5743 E. Thomas Road
Scottsdale, Arizona 85251

Dear Alan:

While I am disappointed that we were not able to get H.B. 2312 passed this year, I still feel that congratulations are in order.

At the beginning of the Legislative session, you will remember, I expressed serious doubts as to our ability to make any substantive progress on the Blue Cross/Blue Shield issue this year because of a number of other legislative problems. It's now clear, instead, that you have made very remarkable progress even though the bill itself has not yet been passed. The major thing you have accomplished is to develop credibility for the issue among both House members and Senators -- a very broad based credibility and a high level of support. I frankly did not think that this would happen, but you have achieved it. Congratulations.

What you have also accomplished is an excellent opportunity that we will be able to get this legislation passed next year unless Blue Cross begins to act in serious good faith on these issues.

The average gestation period for a bill in the Arizona Legislature is something over three years. We are ahead of schedule on this one. I am pleased to have participated in this process.

Sincerely,

BILL ENGLISH
State Representative
District 9

BE:mdg



Arizona State Senate
Phoenix, Arizona

ROBERT B. USDANE

PRESIDENT

January 15, 1990

Alan M. Immerman, D.C.
President, Arizona Chiropractic Alliance
5743 East Thomas Road
Scottsdale, Arizona 85251

Dear Dr. Immerman:

The 1990 legislative session is now in progress and I wanted to share some of my thoughts regarding the chiropractic political agenda with you.

As you know, I have been in the legislature for many years and have dealt directly with chiropractic issues on a regular basis. Since the advent of your organization, however, I have noticed a distinct difference in both the "quality and quantity" of the chiropractic presence in the legislature.

One major difference I have perceived comes from your excellent representation and well-documented position papers and testimony you have presented. The "quantity" difference comes from a vast increase in the presence of well-informed chiropractors and their supporters at the Capitol.

One of the most favorable changes that your organization has brought about is a less volatile relationship between the "straights" and "mixers". I know that I speak for most of the legislators in saying that turf battles fought at the legislature are not in the best interest of any organization. The Arizona Chiropractic Alliance has effectively solved this problem thereby opening the door for legislative progress for the profession.

My congratulations to you, Dr. Rondberg, and the other leaders and members of the Arizona Chiropractic Alliance for having the ability to move your profession forward in such a powerful manner.

Sincerely,

A handwritten signature in black ink, appearing to read "Robert B. Urdane", written over a horizontal line.

Robert B. Urdane
President

RBU:nm

SPEAKER JEFF GROSCOST
1700 WEST WASHINGTON
PHOENIX, ARIZONA 85007-2844

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LEGISLATIVE DISTRICT 30

MESA, GILBERT, SUN LAKES
CHANDLER, HIGLEY
QUEEN CREEK

Arizona House of Representatives
Phoenix, Arizona 85007

June 22, 2000

Dr. Alan Immerman
8229 North 53rd Street
Paradise Valley, AZ 85253

Dear Dr. Immerman:

I want to give you my thanks on your help in passing chiropractic care coverage through the legislature during the last regular session. Now, every Arizonan in an HMO will have access to chiropractic care. You have worked diligently for years to achieve this success, and I know that you must be proud to see the culmination of your efforts. Without the tireless work of Representative Debra Brimhall and other legislators, groups of chiropractors, and yourself, it is unlikely that we could have passed these reforms.

Congratulations once again, and I look forward to working with you closely as we continue to improve affordability, quality and availability of health care in Arizona.

Sincerely,

A handwritten signature in black ink, appearing to read "Jeff Groscost", with a long horizontal flourish extending to the right.

Jeff Groscost
Speaker of the House



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Arizona House of Representatives Phoenix, Arizona 85007

DISTRICT 4

April 1, 2000

TRIBUTE BY REPRESENTATIVE DEBRA BRIMHALL

I tonight want to pay a special tribute to my close friend Alan Immerman. When I ran for office, I had a good friendship with respect and admiration for Jeff Groscost who is now Speaker of the House. I was delighted to find out from Jeff that he had the same relationship with Alan, and that he had requested Alan to help me get elected to the House. Alan took this request very seriously and fulfilled his commitment to Jeff Groscost. I am so grateful!

From the time that we spoke before my primary election in 1996, Alan has been the driving force behind HMO and chiropractic legislation in Arizona. At my request he has drafted legislation, researched all aspects of HMO reform and chiropractic, worked closely with me to convince other legislators to support our bills, helped me send innumerable news releases to the media, helped write hundreds of letters, position papers and fact sheets, and much, much more.

Alan was my friend and supporter when business groups attacked me with radio ads in my district. Alan even came to Show Low last year to debate the lobbyist from the Arizona Chamber of Commerce in front of the local republican leadership.

Alan has had close working relationships for many years with House Speaker Jeff Groscost, House Majority Whip Jim Weiers and Senate President Brenda Burns. These relationships greatly helped passage of the new law. There have been many times when I called on Alan to reach President Burns because I just could not seem to get through, and Alan always came through for me. Sometimes, time pressure did not give me the opportunity to communicate something to Speaker Groscost or his staff and again Alan was there. His commitment was always 100% and this led to success many times.

I also appreciate the work that my close friend Rip Wilson and the AAC have done on this issue. Alan has worked with me and other key legislators every single day of the past four legislative sessions, and every single day of the previous eight sessions according to my colleagues. The AAC has never funded lobbyist Rip Wilson to the point where he could afford to put in more than one-tenth of Alan's time and energy.

Without Alan Immerman, there would be no chiropractic provision in the new law. Michael Bradley, the key assistant to the House Speaker who brokered the HMO bill, stated it the best: "While others may have come to the table to negotiate the details of language, there would never have

been a table if not for Alan Immerman." I am so grateful for all of the work Alan did to prepare the ground, put in the footings and foundation, and lay the floor for all of us to build upon. His efforts represented 75% of what it took to achieve victory. The rest of us were then able to come in and push the rock the other 25% of the way up the hill.

It is so much easier to come in once someone else has already done all of the unpretty and nonglamorous things that are necessary and then build the push to the finish line. We must never get lost in greed and forget those who came before us.

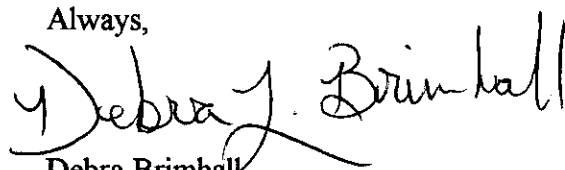
I want to take this opportunity to mention the other projects that Alan and I have worked on including a requirement that the deductibles and copayments for chiropractic care be consistent with those for physical therapy and medical care, a requirement that chiropractic claims be reviewed by chiropractors and not by MDs, the recent Circular Letter from the Department of Insurance which outlaws unfair investigations by auto insurers in low impact cases, the removal of the BCBS repeal of chiropractic insurance equality for PPO and indemnity patients, a prohibition on the payment by insurers of financial incentives to claims adjusters which encourage claim underpayment, and much, much more.

Alan was the one who believed in me and raised money for my campaigns. It is largely because of his support that I am in office even though very few believed I had a chance. Alan did believe in me. He was there, has always been there and always will be there 100% -- NO ONE has ever done for me what Alan has done.

Someday I hope your profession will stop its silly infighting. As a first step, I suggest that the AAC focus on the many areas where it does a fine job such as continuing education seminars and national affiliations. Each has a special place and talents, each needs to focus on those and maximize their effectiveness to elevate the chiropractic profession in positive ways. Alan's ability to keep up with such a broad spectrum of issues related to the chiropractic industry and his wealth of information have made me the success I am as a Chairman and as a Legislator. I hope you will join me in expressing gratitude to him. You truly have an outstanding individual protecting your interests at the Capitol.

Thank you for the opportunity to be part of the quest to move chiropractic into the mainstream. I wish you great success in the future as you take chiropractic care to the masses. Please feel free to contact me. I am forever in your debt and hope to spend many more years in your service.

Always,

A handwritten signature in black ink that reads "Debra J. Brimhall". The signature is written in a cursive, flowing style with a large initial "D".

Debra Brimhall
Legislative District 4

(Speech delivered at HMO Victory Party)

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COMMITTEES:
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DISTRICT 4

Arizona House of Representatives Phoenix, Arizona 85007

April 1, 2000

Dear Doctor:

Now that we have won, I would like to share a few of my thoughts with you.

Please let me take a moment and share a sweet victory with you. Join me in recapping what we have won.

I am thrilled that all HMOs will cover chiropractic next year. My family has always used a chiropractor as the family doctor. Chiropractors solve health problems without exposing patients to harmful drugs and surgery. Now all Arizonans will have access to chiropractic care. This is good! I expect to see an overall improvement in public health because of the many times that chiropractic will be used instead of drugs and surgery.

When I first took office in early 1997, I vowed to build on Sen. Ann Day's HMO reform legacy. I knew that the HMOs were more concerned about the bottom line than patient health. Before my first session I prepared to tackle the problems people were experiencing. I decided to take on the HMO industry.

Before I was elected I became aware of the greatest resource and support in the areas of history, knowledge, legislative language, articles and research, Alan Immerman had it all. One phone call and within minutes he had whatever I needed in my hands. The broader my request in the subject of insurance misdeeds, the more impressed I was! Alan was willing to meet the challenge.

I immediately introduced legislation to require HMOs to allow all patients to receive out of network care if they are willing to pay higher copayments and deductibles. Even though the bill died, the pressure on the HMOs began to mount and my colleagues learned more about the misdeeds of these behemoths.

One of the reasons for failure was the contention and infighting between the two chiropractic groups. I had worked very educate legislators about chiropractic and longed to see the infighting end!

I was successful in getting the first unanimous vote on a chiropractic bill both in a committee and on the floor. This came after our major chiropractic bill died, I lost my cool and threatened to choke both organizations. Alan Immerman expressed support and was willing to do anything to help. He shared the history that had caused so much pain to build to this point. I want to thank him for his ability to so honestly and openly communicate both sides of all the events that had occurred so that I could understand completely. My first legislative victory occurred with Alan pumping out faxes and phone calls, helping me organize my thoughts, and brainstorming strategy day after day, and helping

with leadership so that they were sure to know how important this bill was to me. Rip Wilson of the AAC was there to help me get the Democrat votes I could not reach.

I believe we never would have won this victory if the animosity had not first begun to heal.

In 1998 I introduced a bill to require HMOs to cover chiropractic. It was a challenge to keep the two chiropractic organizations from shooting each other, but there was enough of a ceasefire that we almost had our bill. The bill passed both the Senate and the House but was then vetoed by the Governor. It is probably best if I don't even start telling you how I felt about that veto since it could get ugly.

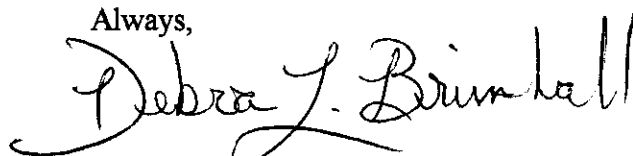
In 1999 I introduced an HMO reform/chiropractic inclusion bill that formed the basis for the language in this year's HB 2600. This bill passed the Senate and then failed in the House by one vote. The HMOs could not stop our message so they manipulated the system such that the timing of the vote came when three of my yes votes were out of town. The HMOs recognized that their day of reckoning was close at hand.

Rep. Barbara Leff had been a no vote on my three previous HMO and chiropractic bills. However she expressed a strong desire to bring all stakeholders together to write language she felt would end the debate and lead to final victory. I welcomed her to the process of developing a bill that she could support.

Rep. Leff took the challenge, rose to the occasion and we are all blessed by the many people who were willing to play a part.

We worked hard and long for many months with the help of the Speaker's ace advisor Michael Bradley and my staff Jonathan Dinesman, Our colleagues in the Senate did the same. The final tally reflects our success. HB 2600 passed the House 55-2 and the Senate 24-6. The Governor then let the bill become law without her signature. Finally we won!

Thank you to those who came to our April 1, 2000 celebration and shared this victory with us. Thank you for your support. Thank you for everything.

Always,

Debra Brimhall
Legislative District 4