

Ontario Chiropractic Association

2008 – 2009 ANNUAL REPORT

Unite • Innovate • Inspire




Unite. Innovate. Inspire.

Serving more than 1.2 million patients each year, chiropractors are a primary part of the spectrum of health care professionals who provide quality care for the people of Ontario.

Amid an increasingly collaborative health care landscape, Doctors of Chiropractic, with their expertise in spinal health care, are being recognized as valued members of innovative interdisciplinary teams in a variety of primary health care settings.

Chiropractors are also actively contributing to health care research in Canada, helping businesses improve their organizational health and promoting healthy lifestyles through public education initiatives.

More and more, members of the health care community, researchers, patients and other stakeholders are coming together and speaking out about the important role chiropractors play in Ontario's health care system.



“I have been working with chiropractors for the last 20 years. My patients have been very satisfied with the care received, and I will continue to refer patients in the future.”

Dr. Howard Platinick, family physician

“I hope that my presence and work at the World Health Organization has contributed in some small way to the growth of chiropractic...”

Dr. Jennifer Nash, DC, OCA member and the second chiropractor to take part in an internship program at the World Health Organization’s headquarters in Geneva, Switzerland

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The Year's Highlights

- ChiroWrite clinical notes software wins wide praise from users
- Queen's Park Advocacy Day highlights chiropractic's value in Ontario
- OCA's proactive media relations activities score over 16 million impressions
- Members unite to enhance profession's credibility at Call to Action consultations
- OCA initiates consultations to define chiropractic's value proposition in the health care system
- OCA, CMCC, CCO make joint submission on enhancements to DC practice rights

Our Mission

To serve our members and the public by advancing the understanding and use of chiropractic care.

Our Vision

That chiropractors be recognized as spinal health care experts in the health care system.

“From Ontario in Canada to Singapore, Iran, Chile, Finland, New Zealand and all 92 WFC member countries, DCs have agreed upon identifying themselves as spinal health care experts. Now we have a real basis for progress – thank you, Ontario.”

Dr. Efstathios Papadopoulos, DC, President, World Federation of Chiropractic, Cyprus

President's Message

In the two years I have served as President of the OCA, we have seen the Government of Ontario step up efforts to reform the province's health care system. Despite the difficult economic climate, the Minister of Health and Long-Term Care is introducing an additional 50 Family Health Teams, and several new Nurse Practitioner-led Clinics have been rolled out.

The time to get involved in the wider health care system is now. The key to chiropractic inclusion – in FHTs, hospitals, LHINs and interdisciplinary primary care environments – lies in removing barriers that have historically hindered us as a health care profession, and establishing a clear and unified identity or “value proposition.”

To this end, the OCA has continued our member Call to Action meetings across Ontario, fostering frank discussion about the barriers we face and the need to address marketing and clinical practices that have had a negative impact on our profession's credibility. We have partnered with CMCC to begin Phase II of these meetings, which will help us determine how best to address these practices.



Also this year, the OCA began the vital work of defining what spinal health care expertise means within health system reform in Ontario. This “visioning” exercise involves consulting widely with our members and external stakeholders. With the help of consulting firm Deloitte, we hope to identify key characteristics of an ideal “future state” in which chiropractic is an integral component of the wider health care system. From these insights, a three- to five-year integration plan will be developed.

Meanwhile, OCA this year has lent considerable support to chiropractic researchers, and redoubled our advocacy and awareness activities. These have raised the profile of the profession and underscored the importance and value of including chiropractic in extended health care plans, health care human resources strategies and integrated primary care environments.

OCA's proactive media relations activities saw significant success. There was widespread coverage of our public education campaigns, including the new *Pack it Light, Wear it Right – on the go!* program, and issues-based coverage profiled the successful integration of chiropractors in FHTs and other multidisciplinary teams.

Association activities at Queen's Park this year included a chiropractic advocacy day, which was attended by almost half of the sitting Members of Provincial Parliament, as well as outreach by OCA Riding Designates to foster ongoing relationships with MPPs at the riding level.

This year the OCA also implemented a new community engagement strategy to support our members in the very outreach activities that do so much to build the profile of chiropractic with potential patients.

All of these activities aim to solidify the role of chiropractors as spinal health care experts in the health care system, and help the profession take its proper place alongside our colleagues in Ontario's mainstream health care system.

Dr. Thomas Gadsby
President

Executive Director's Message

This year has focused on two things: continuing the work around OCA's strategic plan to effectively position chiropractic within the new health care landscape, and managing the significant operational changes at the OCA that will benefit our members for years to come.

Our integrated public relations, government relations, marketing and community engagement activities have continued to profile the important role chiropractic can play within the changing health care landscape. We have continued to enhance communications activities to both members and external stakeholders and have reallocated staff and resources to improve coordination of grassroots outreach.

Of particular importance to the OCA's operations was the relocation of the association's offices from Mississauga to downtown Toronto. While the move has little bearing on the day-to-day practice activities of our members, it has a profound effect on OCA's ability to advocate for the profession.

While we were sad to leave our home of more than 20 years, the expiration of OCA's lease in Mississauga presented us with a clear opportunity to select a home base that would be in close proximity to our key stakeholders. Our new offices on Victoria Street are within a three-kilometre radius of CCO, Queen's Park, the WSIB, the Ontario Medical Association, the Ontario Nurses' Association and the offices of the Minister of Health and Long-Term Care and the Minister of Finance, to name just a few. This strategic decision to relocate has improved our efficiency considerably, and enabled us to meet more frequently with the decision makers who shape Ontario's health care system.



This year has also seen the development and launch of ChiroWrite, the OCA's eagerly anticipated clinical notes software, which is user-friendly and easily interfaces with the Patient Management Program. I am pleased to report that ChiroWrite's launch has been a success beyond our expectations. User feedback has been overwhelmingly positive and word of mouth appears to be driving a steady stream of clinics to adopt the program. ChiroWrite users are also learning that they can rely on the same superior level of customer support that has made PMP the most popular patient management software for chiropractors in Ontario.

Another major change at the OCA has been the implementation this past summer of our new association management software, which enables us to provide faster and more convenient service to our members, while providing new online marketing tools as a member benefit.

With newly enhanced security on the OCA website, members can now update their profiles, complete surveys, register for events and renew their membership and software licenses online at their own convenience, 24 hours a day, seven days a week. And, by moving to an online system for membership and software license renewal, the OCA stands to significantly reduce our printing and mailing costs. It has also helped us to reduce our environmental footprint.

As well, members can now register their own micro-sites to be hosted on the OCA's main site, and a dynamic new chiropractor locator tool enables potential patients to search by name, by location or by services offered.

Each of these initiatives has kept us very busy at the OCA this year, and they are reflective of our continued commitment to delivering exceptional value and service to our members across the province.

Dr. Bob Haig
Executive Director

Achievements in 2008 – 2009

Launched ChiroWrite clinical notes software program

ChiroWrite, the world's first chiropractic reporting system designed for touchscreen monitors and tablet PCs, was launched to great acclaim in the spring of 2009, and sales quickly exceeded expectations. The software features customizable exam and SOAP screens, and report templates. ChiroWrite also easily interfaces with the OCA's Patient Management Program.

Enhanced Patient Management Program

Keeping pace with technology and the changing needs of DCs in practice, the PMP team this year introduced many enhancements, including the addition of WSIB forms. The program can now automatically populate WSIB and MVA forms, eliminating data entry duplication and improving office efficiency.

Advocated for the profession with government decision makers

OCA this year continued on its multi-tiered government relations strategy, which included high-level meetings with the Ministry of Health and Long-Term Care and the Ministry of Finance on such issues as the five-year review of auto insurance, chiropractic inclusion in Family Health Teams and the recommended expansion of scopes of practice for some health professions. In support of the meetings, OCA worked closely with designated members in ridings across the province to foster ongoing dialogue with MPPs, and hosted a Queen's Park Advocacy Day that drew 49 MPPs and countless Queen's Park staffers.

Initiated consultations to clarify chiropractic's core scope and services

In keeping with the association's stated vision to position chiropractors as spinal health care experts in the health care system, the OCA this year began a comprehensive consultation with members and external stakeholders to define chiropractic's value proposition within Ontario's health care system.

Supported chiropractic research

To effectively deliver on the OCA's commitment to support chiropractic research, the association this year enlisted the expertise of the Canadian Chiropractic Research Foundation (CCRF) to provide a robust review process for funding proposals and to make recommendations.

Introduced Phase II of member Call to Action meetings

Following an initial series of meetings to foster dialogue on key issues facing the profession in Ontario, the OCA spearheaded Call to Action Phase II in the spring of 2009 and partnered with CMCC to elicit member input into how to best address the trust and credibility challenges facing chiropractic.

Raised the profile of the profession through proactive media relations activities

Adding to this year's considerable success in generating positive media using OCA's seasonal public education programs, including the ever-popular *Pack it Light, Wear it Right* backpack program, proactive media relations activities helped raise awareness about chiropractic research and interprofessional collaboration initiatives that include chiropractors, and netted more than 16 million impressions.

Launched new public education program

Pack it Light, Wear it Right – on the go! was launched to the media in the fall of 2008. The program, which was designed to build upon the long-standing success of the children's backpack program, *Pack it Light, Wear it Right*, includes information and tips to help adults prevent many injuries commonly associated with over-stuffed and incorrectly packed handbags, laptop bags, briefcases, and travel bags.

Community outreach program piloted to promote DCs and the profession

One of the OCA's strategic priorities is to foster and support an active membership. With this in mind the OCA this year began a pilot community outreach program in two regions to foster an increased chiropractic presence at tradeshow, public education talks and on industry committees.

Partnered young practitioners with experienced mentors

Following a successful pilot of the OCA's Lending a Hand mentorship program, which was designed to support and encourage young practitioners, this year saw the successful pairing of 11 mentors and mentees for the program's province-wide roll-out.

“As a federation of licensing bodies, our role is to support the regulators’ work by sharing best practices and monitoring trends and issues impacting public protection at the national level. We appreciate that although the advocacy role is distinct from the regulatory role, both are essential and complementary to advancing chiropractic health care.”

Dr. Robert G. Kitchen, DC, BSc(Hons), FCCSC, President, Canadian Federation of Chiropractic Regulatory and Educational Accrediting Boards

Goals for 2009 – 2010

Support our members efficiently and effectively

- Continue to support members to build strong practices through the delivery of tools and information to promote best practices.
- Build upon the continued success of the Business in Practice program and the Lending a Hand mentorship program.
- Continue to adapt the PMP and ChiroWrite software to integrate user suggestions, new technologies and industry advancements.

Continue working to clarify the core scope and services of the chiropractic profession with key stakeholders

- Conduct member and external stakeholder consultations to define chiropractic's value proposition within Ontario's health care system.
- From insights gained through the consultation process, develop and begin to implement a three- to five-year integration plan.

Create and pursue opportunities to increase chiropractic integration within public and private health care systems

- Profile positive examples of chiropractic integration within Family Health Teams, hospitals and other interdisciplinary health care settings.
- Continue to foster positive relationships with other primary health care professions by participating in professional tradeshows, conferences and high-level meetings.
- Seek out opportunities to enhance understanding of chiropractic's role in improving patient outcomes.
- Continue to develop and enhance communications tools for use in lunch-and-learns and presentations.

“The Canadian Memorial Chiropractic College is committed to advancing the art, science and philosophy of chiropractic in order to prepare future chiropractors to play vital roles in the health care system with the aim of enhancing the health and well-being of Canadians. Our ongoing collaboration with our provincial and national partners informs the development of curriculum and clinical learning experiences that prepare tomorrow's chiropractors today to become Canada's spinal health care experts.”

Dr. Jean A. Moss, DC, MBA, President, Canadian Memorial Chiropractic College

Continue to improve member communications and engagement

- Expand community outreach pilot in 2010, with Outreach Coordinators acting as association liaisons and fostering dialogue with members at the local level.

Build and expand the chiropractic profession's standing and credibility with key audiences

- Support members to enhance community engagement by developing local communities of DCs to act as association representatives at a variety of outreach activities and seeking out opportunities for DCs to get involved in the health care leadership of communities throughout the province.
- Continue advocacy activities at Queen's Park and alignment of OCA's government relations and media relations activities to deliver ongoing, consistent and clear communications to key stakeholders and decision makers.
- Persist in proactive media relations activities that highlight chiropractors as spinal health care experts.
- Maintain existing and foster new strategic partnerships and chiropractic champions who can lend their voices to issues-based communications in support of chiropractic care.
- Continue to support research that evaluates or demonstrates the value of chiropractic services and/or investigates integration of chiropractic into the health care system through collaborative health services delivery.

“[CCO's work involves] regulating the profession in the public interest while respecting the diversity in the chiropractic profession.”

Dr. Peter Amlinger, DC, President, College of Chiropractors of Ontario

Representing Ontario's Chiropractors

The OCA represents approximately 2,900 (82 per cent) of Ontario's chiropractors. Established in 1929, the Ontario Chiropractic Association (OCA) is a voluntary professional association whose mission is to serve our members and the public by advancing the understanding and use of chiropractic care.

Governed by an elected board of directors, who are supported by committees and OCA staff, the association serves its members and the public through:

Advocacy – The OCA works with all our stakeholders – including government decision makers, employers, unions, insurance providers, the media and the general public – to generate awareness about the benefits of chiropractic care. Our work includes participating in pre-budget and health care consultations, preparing briefs and presentations, and demonstrating the effectiveness and value of chiropractic treatment in extended health care plans.

Public awareness – The OCA works to generate awareness about chiropractic care and raise the profile of the profession through issues-based and seasonal proactive media relations activities as well as targeted advertising. Our public education programs (including the newly developed *Pack it Light, Wear it Right – on the go!* program for adults, the *Get in the Game Without the Pain* golf program, the *Lift Light, Shovel Right* snow shovelling program, and the ever-popular *Plant and Rake Without the Ache* gardening program and *Pack it Light, Wear it Right* children's backpack program) reinforce the important role chiropractors play as spinal health care experts within the health care system. These programs represent just a few of the communications materials the OCA has developed to inform and educate the public about the value of chiropractic care.

Supporting research – The OCA is actively involved in support of research to advance knowledge and understanding of chiropractic, investigate chiropractic collaboration in health services delivery and demonstrate chiropractic's role in improving patient outcomes. The OCA contributes funding and works to secure funding for numerous projects through the Ministry of Health and Long-Term Care's Special Chiropractic Research Fund.

Communications – Members of the OCA have access to many communications tools to support them in practice. The association works to keep its members informed of health care policy developments, industry trends and clinical advancements through regular communications forums, including the *OCA News*, member bulletins and issues briefings. As well, the OCA works to clearly articulate the profession's position to stakeholders, including government and media, on issues affecting members' practices and delivery of patient care.

Supporting our members – The Patient Management Program (the OCA's patient management software), the newly introduced ChiroWrite clinical notes software, and the Business in Practice practice management program are some of the products and services members can access to help them build stronger practices. Other valuable service offerings include access to Canadian Chiropractic Protective Association liability insurance, as well as discounted home and auto insurance through TD Meloche Monnex. The OCA also hosts special events for members, including Pathways to Practice, the association's annual professional development day.

Membership that Matters

Patient Management Program (PMP)

The OCA's Patient Management Program (PMP) was developed by chiropractors for chiropractors. The practice management/practice enhancement software is available exclusively to OCA members, and offers a range of features to help them manage all of their patient information – including patient visits, submissions and reconciliations, reporting, letter writing and more. PMP is backed by support-line staff with technical expertise and real front-line experience in chiropractic offices.

PMP supports chiropractic research projects and education at CMCC and at Toronto's St. Michael's and Mount Sinai hospitals, in some cases providing customized software.

This year, PMP introduced enhancements to its appointment scheduling functions, allowing users to book times in more and shorter intervals, and to assign appointments to specific treatment rooms or by treatment type. New viewing capability also enables users to see all appointments for all practitioners at a glance for any given day. As well, committed to keeping pace with technology and the changing needs of DCs in practice, the PMP team this year introduced WSIB forms including Form 8, FAF, Treatment Extension, and all Program of Care Assessment and Care & Outcomes Summaries.

ChiroWrite clinical notes program

In response to member demand, the OCA this year launched the world's first chiropractic reporting system designed for touchscreen monitors and tablet PCs. ChiroWrite is fully compliant with CCO record keeping guidelines and comes complete with medical questionnaires and forms that chiropractors commonly use in practice. The program produces a comprehensive list of reports, some of which can be customized.

Designed to be user-friendly, ChiroWrite easily interfaces with PMP. ChiroWrite users can also count on receiving the same high level of customer support that PMP has long been known for.

"ChiroWrite is very thorough. It's way more thorough than I could have been when I was hand-writing notes. Now, things that might have gotten overlooked before can't be overlooked."

Dr. Jonathan Saunders, DC

"This is what I had hoped to accomplish when we started 19 years ago. Great to see it come to fruition!"

Dr. William Watson, DC, original developer of PMP



Membership that Matters (continued)

Lending a Hand mentorship program

The OCA's Lending a Hand mentorship program is now running throughout the province. The program was designed to encourage and assist young practitioners as they develop and grow their practices, while providing more experienced members with an opportunity to network with their peers and give back to the profession.

Running on an annual basis, the Lending a Hand program pairs mentors with mentees and provides guidelines and goals to support them as they work together for a six-month period.

"To be a mentor is rewarding and challenging. It's rewarding in that you're ultimately helping young chiropractors to be a success, and that ensures chiropractic's viability and future growth."

Dr. Roberta Koch, DC, OCA member and mentor

"After we graduate, we don't really have anyone we can just ask questions to. Sometimes you just need some reassurance, someone to tell you you're on the right track."

Dr. Radhika Natgunarajah, DC, OCA member and mentee

"I surrounded myself with a handful of very important people in my life. That's part of what I tried to share with my mentee. For me it was an incredible part of my maturation as a chiropractor and as a person."

Dr. Joel Weisberg, DC, OCA member and mentor

Business in Practice program

Available exclusively to OCA members, Business in Practice is a suite of courses, seminars and consulting services to help DCs manage and grow their practices. Developed in partnership with the Gibraltar Group, Business in Practice provides expert coaching and instruction on such topics as:

- Setting up a new practice
- Structuring business plans
- Generating and interpreting practice statements and statistics
- Bookkeeping, banking and financing
- Managing debt
- Creating a marketing plan
- Communicating effectively with your patients
- Planning for the future
- Managing your staff



OCA affinity programs

OCA is always looking for ways to enhance the value of membership. OCA members can take advantage of discounts on CCPA liability insurance, home and auto insurance through TD Meloche Monnex, CAA membership fees, Ontario Science Centre admission rates, Corporate Direct fees and the Golf Fore All program.

Affinity programs added this year include Essential Data Services, which provides reduced prices for OCA members who make use of their remote electronic storage and backups, and Canada's Wonderland, which has extended a group discount rate on park admission for members of the OCA as well as their friends and family.

Pathways to Practice, the OCA's annual professional development day, is the premier chiropractic event in Ontario, each year drawing a range of dynamic speakers for DCs and their staff. As well, the day is a showcase for exhibitors who offer the latest products and services for chiropractic professionals.

OCA also honours members for outstanding contributions to the profession in Ontario with awards presented annually at the Season's Celebration gala.

Supporting students

The OCA provides free association membership to CMCC students, giving them access to OCA products, courses, events and e-bulletins. For third- and fourth-year CMCC students, the OCA hosts Practice Makes Perfect, an annual student conference featuring panel discussions on topics of relevance to young practitioners preparing to build a practice, as well as speakers chosen from among the profession's leaders. Also this year, the OCA was on hand to greet returning students and welcome the Class of 2012 with our annual student barbecue.

Raising the Profile of the Profession

Media relations

This year, OCA's media relations activities were directed toward securing issues-based and public education media, with the goal of raising the profile of the chiropractic profession and highlighting Ontario's chiropractors as spinal health care experts within the health care system. Campaigns achieved extraordinary success, with a combined total of more than 16 million impressions.

Highlights of this year's activities included proactive outreach in support of chiropractic inclusion in Family Health Teams. The campaign profiled the Centre for Family Medicine, a Family Health Team in Kitchener that has incorporated a chiropractor associate. This good news story was covered in the *Kitchener-Waterloo Record*, on Rogers television in Waterloo and on CTV Southwestern Ontario.

Coverage in the *Toronto Star* highlighted the success of CMCC's ongoing involvement at Toronto's St. Michael's Hospital, a project led by CMCC Associate Professor Dr. Deborah Kopansky-Giles. Also profiled were chiropractic researchers Dr. Mark Erwin and Dr. Greg Kawchuk.

Seasonal public education program media campaigns, including *Pack it Light, Wear it Right; Pack it Light, Wear it Right – on the go!*; *Lift Light, Shovel Right; Get in the Game Without the Pain*; and *Plant and Rake Without the Ache*, themselves netted almost 10 million impressions this year, with coverage on such programs as *Canada AM, Global News Toronto, Breakfast Television* and *A-Channel Morning* in Ottawa and London. Extensive coverage was also achieved on radio and in community newspapers across the province. Also this year, OCA contributed to the successful launch of the CCA's *Fit-in 15* public education program, aimed at helping Canadians establish a habit of being active for at least 15 minutes a day.

Advertising

OCA's *We've Got Your Back* campaign, which was first launched in October 2006, returned this spring and summer with an online and print media buy targeted to reach key stakeholder groups including health care professionals and extended health care plan sponsors and advisers.

Developed in conjunction with social marketing firm Manifest Communications, the campaign had an extensive presence in print and online trade publications, including *The Medical Post, Canadian Medical Association Journal, Ontario Medical Review, Canadian Nurse, Benefits Canada, Employee Benefit News Canada* and *Benefits and Pensions Monitor*. As well, the ads appeared in consumer publications *Canadian Living* and *Chatelaine*. Meanwhile, online ads appeared on *Medicalpost.com, Msn.sympatico.ca* and *Google.ca*.

The duo-tone ads, which appeared from April to July, feature leisure scenes (golf and gardening) as well as workplace scenes (white- and blue-collar) to communicate that chiropractic can make a significant contribution to individual as well as organizational health.

OCA Resources



Advocacy

Of key importance to the profession this year were reports by the Health Professions Regulatory Advisory Council recommending enhanced practice rights for some professions. OCA worked alongside CCO and CMCC to deliver a joint submission to Minister Caplan that articulated chiropractic's importance to health care human resources strategy, and outlined enhancements to practice rights that would be of significant benefit to the system as a whole.

To reinforce the profession's position on the value of chiropractic care in Ontario and of chiropractic inclusion in Family Health Teams, OCA worked to strengthen existing relationships with government and policy makers, and to forge new ones. OCA representatives, including Riding Designates, Board members and senior staff, met with the Minister of Health and Long-Term Care, David Caplan, as well as key parliamentary assistants, policy directors and senior policy advisers to the Premier, the Minister of Health and the Minister of Finance.

OCA also had a strong presence at the Annual David Caplan Golf Tournament, where DCs demonstrated their spinal health care expertise by providing tips on how to avoid common injuries and leading stretching exercises. The chiropractic participation was successful in cultivating opportunities for further outreach, and received wide praise from participants at the event, which included politicians, political staff and community leaders.

Queen's Park Advocacy Day

In support of the OCA's ongoing government relations activities, the association hosted a Queen's Park Advocacy Day on Tuesday, April 21.

In all, 49 MPPs – almost half of the Members of Provincial Parliament – took time out of their day to attend the OCA's reception. Many of their staff members also attended the event. Strong attendance by OCA Riding Designates and Board members helped to convey the important place chiropractors have within the Ontario health care system.

In addition to the evening reception, OCA representatives and Riding Designates met with individual MPPs and staff who are involved in health care policy decision making.

"As accomplished health professionals who deliver care for over 1.2 million patients, including myself, in this province, chiropractors provide diagnosis, treatment and preventative care for disorders related to the spine, pelvis, nervous system and the joints. The OCA members are committed to educating patients and the public about their health while empowering them to make informed decisions about treatment options and their overall wellness..."

Dave Levac, chiropractic patient and MPP for the riding of Brant

Auto insurance five-year review

On March 31, 2009, the Financial Services Commission of Ontario (FSCO) released the five-year plan review document to the Minister of Finance. The report included 39 recommendations to improve the auto insurance product in Ontario.

On behalf of its members, OCA identified recommendations that would have the largest impact on chiropractors in Ontario, and met with the Minister of Finance to highlight its concerns with the report. The association also participated in regular discussions with the Coalition Representing Health Professionals in Auto Insurance Reform. In May, the OCA submitted a response to the Minister advocating for the inclusion of chiropractors as gatekeepers for auto insurance benefits and the extension of Pre-approved Frameworks to all soft-tissue injuries, and outlining that chiropractors are qualified to conduct in-home assessments and provide attendant care.

Riding Designate strategy

Because community-level advocacy is a key component to the OCA's overarching government relations strategy, OCA continues to identify, train and support Riding Designates in communities across the province. Our goal is to build a groundswell of support for chiropractic care by raising the profile of chiropractors at the riding level.

Workplace Safety and Insurance Board

The OCA continues to have excellent ongoing relations with the WSIB, which has this year undertaken an evaluation of the Program of Care for Upper Extremity Injuries. The evaluation has been conducted by an interdisciplinary team of health professionals, including the OCA's Dr. Moez Rajwani.

OCA also participated in the development of the WSIB's much-anticipated Program of Care for Chronic Low Back Pain, being piloted in 2009. Spinal manipulation is included in the POC's recommended interventions, and chiropractors will be key members of multidisciplinary teams that will provide care to injured workers with chronic low back pain.

Health Policy and Interprofessional Collaboration

Chiropractic inclusion in Family Health Teams

With support from the OCA and the Ministry of Health and Long-Term Care's Primary Health Care Transition Fund, Dr. Silvano Mior, DC, PhD, is currently leading a project to develop and implement a model of collaboration between chiropractors and physicians in the community primary care setting.

To further demonstrate the value of including chiropractors in Ontario's multidisciplinary Family Health Teams, OCA undertook proactive media relations activities to profile two successful FHT models where chiropractors are associated: Kitchener's Centre for Family Medicine, and the Chatham-Kent Family Health Team. OCA's Riding Designates were also instrumental in sharing these good news stories with their MPPs.

"We all make referrals to [chiropractor] Dr. Perini. We also have consultations, and I myself am a patient of Dr. Perini's."

Dr. Dennis Atoe, family physician in the Chatham-Kent Family Health Team's Wallaceburg site, where chiropractor and OCA member Dr. Dan Perini is an associate

"It makes sense to me that everyone who gives me health care talks to each other and shares information."

Management consultant **Bill Miner**, of the collaboration between his chiropractor and his physician at the Centre for Family Medicine

"Fortunately my family doctor is now part of a Family Health Team...and I can only imagine how advantageous it would be to have other health professionals, such as chiropractors, as part of that team!"

Dr. Janice Mann, chiropractic patient, MD and Director of Knowledge Exchange at the Canadian Centre on Substance Abuse

Chiropractic internship at WHO

OCA member and recent CMCC grad Dr. Jennifer Nash this year participated in a three-month internship with the Traditional Medicine program (TRM) at the World Health Organization (WHO).

Dr. Nash was the second chiropractor – and the first Canadian chiropractor – to take part in the internship at the WHO's headquarters in Geneva, Switzerland.

"This amazing opportunity would not have been possible without the generous support of the Ontario Chiropractic Association and I am truly grateful."

Dr. Jennifer Nash, OCA member and the second chiropractor to take part in an internship program at the World Health Organization's headquarters in Geneva, Switzerland

“We embarked on this to teach the next generation of health professionals how they can work collaboratively and why they should... I think [chiropractors] could add to the comprehensiveness of the care we provide. What we’ve seen is that a very inclusive interprofessional model works well and we’d like to see this become the standard. It can really transform primary care.”

Dr. Joseph Lee, Lead Physician at Kitchener’s award-winning Family Health Team, the Centre for Family Medicine, which is associated with chiropractor and OCA member Dr. Craig Bauman

Championing Research

Funding priorities approved by the OCA Board of Directors are:

1. Research evaluating or demonstrating the value of chiropractic services to patients, payers and other stakeholders
2. Research evaluating the integration of chiropractic into the health care system through collaborative health services delivery
3. Support of chiropractic research chairs/professorships at Canadian universities
4. Support for the establishment of chiropractic schools in Canadian universities

In accordance with these priorities, the OCA is currently providing funding support to:

- Dr. Paul Bishop, DC, MD, PhD, who was recently appointed by the International Collaboration on Repair Discoveries (ICORD) as Research Professor and Clinical Professor with the Combined Neurosurgical and Orthopaedic Spine Program in the Department of Orthopaedics at the University of British Columbia;
- Dr. Mark Erwin, DC, PhD, who is the OCA-supported CCRF scientist in Disc Biology at the University of Toronto;
- Dr. John Srbely, DC, PhD, who holds the OCA-supported CCRF Professorship in Spine Mechanics and Neurophysiology at the University of Guelph; and
- The ongoing multi-phase Physician Collaboration Project to develop and implement a model of collaboration between chiropractors and physicians in the community primary care setting, led by Dr. Silvano Mior, DC, PhD (candidate).

To provide recommendations and to effectively review and evaluate research funding proposals, the OCA this year enlisted the expertise of the CCRF.

CRE-IDO

In May 2008 the OCA released a Request for Interest for research into workplace wellness. A review of submissions has now resulted in the selection of a study titled *Healthy and Productive Workers: Designing a Multidisciplinary Health Promotion and Wellness Program to Improve Presenteeism at the Workplace*, which was submitted by the Centre for Research Expertise in Improved Disability Outcomes (CRE-IDO).

Funding for the study, which is being led by Dr. Carlo Ammendolia, DC, PhD, has now been approved by Ontario's Ministry of Health and Long-Term Care for research funding, and work on Phase 1 of the project is expected to begin in late 2009.

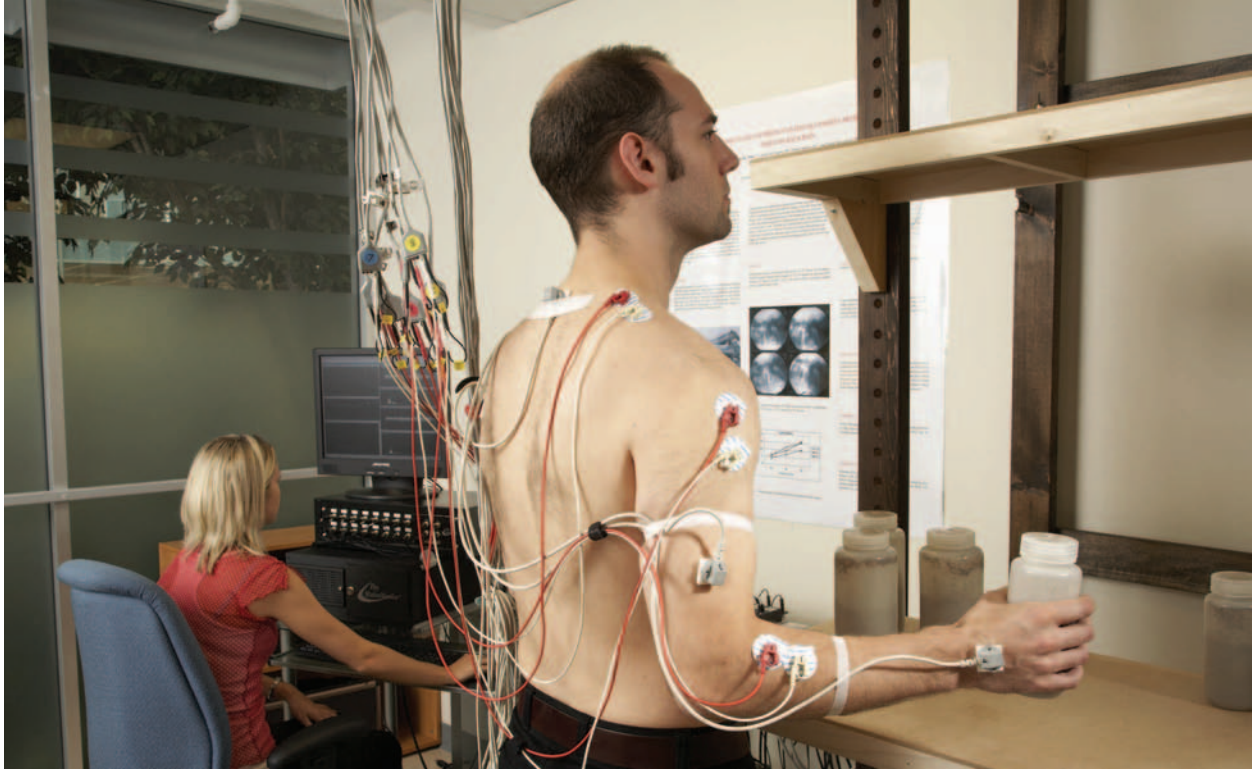


Photo: Courtesy of CMCC

Supporting chiropractic researchers of the future

Every year, the OCA secures funds from the Ministry of Health and Long-Term Care for Research Assistant Awards to honour outstanding CMCC students. Our aim is to reward academic excellence and to promote chiropractic research among those who represent the future of our profession. Each award carries a value of \$5,000.

“By working with the Canadian Chiropractic Research Foundation, the OCA has provided a mechanism for new chiropractic knowledge to be integrated into both the Ontario health research system and the Ontario health care system. The OCA has taken a tremendous leadership role and Ontarians will enjoy the health benefits of this new partnership.”

Dr. Allan Gotlib, DC, Canadian Chiropractic Research Foundation

Chiropractors and the Community

Community outreach program

One of the OCA's strategic priorities is to foster and support our members to become active in their communities. With this in mind, this year the OCA piloted a new community outreach program to cultivate and manage local grassroots outreach. The program, which is being rolled out in two regions of the province, is focused on engaging DCs in community-based activities to enhance the profile of the profession.

For the pilot, two OCA members have been contracted to act as Outreach Coordinators in Ontario's Central-East and Central-West regions.

Chiropractic and the Canadian Spine Society

OCA Vice-President Dr. David Brunarski this year became the first practising chiropractor to be elected as a member of the Canadian Spine Society (CSS).

CSS is a collaborative organization whose mission is to advance excellence in spinal research, education and patient care. CSS Past President Dr. Daryl Fourney and Executive Director Dr. Hamilton Hall articulated that they were interested in collaboration with chiropractic to better support non-operative and multidisciplinary interests in the treatment of the spine.

Chiropractic societies reach out

The ability to join a local chiropractic society is one of the benefits of OCA membership. Across the province, societies work hard to raise the profile of the profession at the community level. This year, OCA societies were active, with several working to pool resources to produce eye-catching advertorial supplements in their local newspapers, and helping to raise awareness about OCA public education programs. Also this year, the Lambton Chiropractic Society partnered with the local Running Room, Walking Room and the *Sarnia Observer* newspaper to host a charity run in support of Bluewater Health.



“One of the mandates of the North York Chiropractic Society is community involvement.”

Dr. Joel Weisberg, DC, OCA member and Vice-President of the North York Chiropractic Society

OCA STRUCTURE

2008 – 2009 OCA Board of Directors

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Dr. David Brunarski, Vice-President
Dr. Natalia Lishchyna, Secretary/Treasurer
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Dr. Natalia Lishchyna
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Dr. Heather Norman
Dr. David Orchard
Dr. Kelly Schoonderwoerd
OCA staff support: Dr. Bob Haig, Executive Director

Finance and Audit Committee

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Dr. David Orchard
Dr. Kristina Peterson
OCA staff support: Marny Hamilton, Director of Operations

Research and Clinical Practice Guidelines Committee

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Dr. Dennis Yurkiw
OCA staff support: Dr. Bob Haig, Executive Director

Ethics Committee

Chair: Dr. Dennis Yurkiw
OCA staff support: Dr. Bob Haig, Executive Director

Election Policy Task Force

Chair: Dr. Tom Gadsby
Dr. Mark deGruchy
Dr. Salima Ismail
OCA staff support: Dr. Bob Haig, Executive Director

Staff Committees

OCA External Relations Committee

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Dr. Kristina Peterson
Dr. Moez Rajwani
Jeffrey Schmidt, OCA Extended Health Care Consultant
Fleishman Hillard, public relations/government relations firm

Member Services Committee

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Dr. Dennis Mizel
Dr. David Orchard
Dr. Kristina Peterson
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Co-Chair: Dr. Al Scales
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Dr. Kristina Peterson
Dr. Kelly Schoonderwoerd

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Dr. Reginald Nicholson
Dr. Vince Sinclair
Dr. Lloyd Taylor
Dr. Keith Thomson
Dr. Dean Wright
Dr. Bob Haig, Executive Director

Student Committee

Chair: Nathalie Plourde, Manager of Member Services
Dr. Ayla Azad
Dr. Joel Weisberg
CMCC staff representative
CMCC student representative

PMP Committee

Chair: Lauren James, Manager of PMP and Software Development
Dr. Kenneth Brough

Distance Continuing Education Task Force

Chair: Dr. Bob Haig, Executive Director
Dr. Dennis Yurkiw



Treatment That Stands Up.

www.chiropractic.on.ca