

**PATIENTS**

**PRACTITIONERS**

**CONNECTING**

**COMMUNITY**



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In Ontario alone, musculoskeletal disorders including low back pain cost more than \$1.2 billion each year and account for more than a quarter of the total number of physician visits.

As spinal health care experts with specialized training in the treatment and prevention of these disorders, chiropractors are in a unique position to contribute to the delivery of quality patient care in collaborative health care settings.

Working alongside our government and corporate stakeholders, the OCA and its more than 3,100 members across the province are connecting — with patients, with other health care practitioners and with the wider community — to help achieve our shared vision of a sustainable health care system that delivers excellent care for all.



COMPREHENSIVENESS OF CARE

CONTINUITY OF CARE

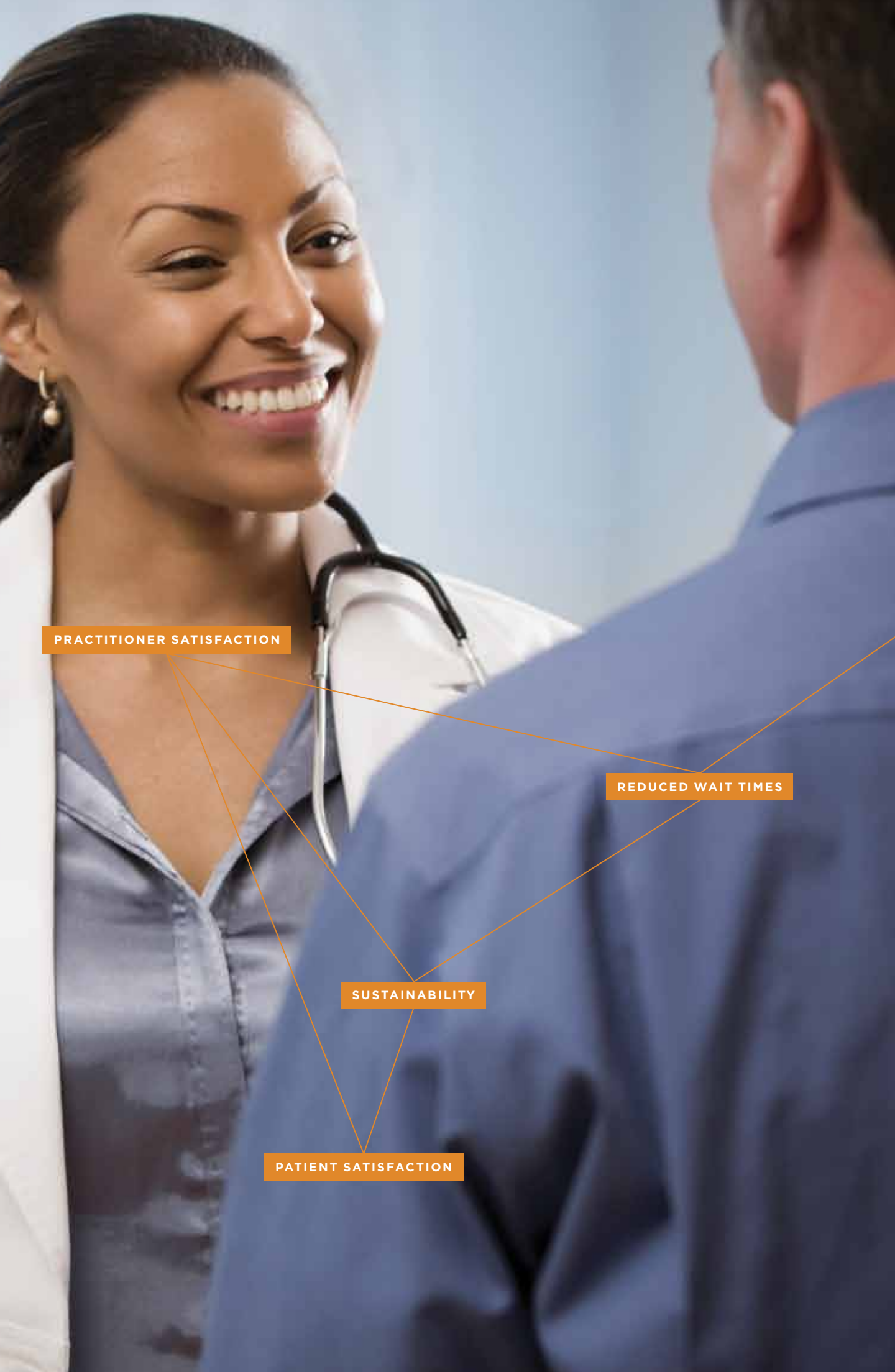
ACCESS TO CARE

# CONNECTING WITH PATIENTS

Doctors of Chiropractic understand that patient engagement is an important element of patient-centred care. They also understand the benefits of patient education and its impact on treatment and health outcomes. Empowering patients to become actively involved with their own health care is one of the many reasons patient satisfaction rates are consistently high for chiropractic care.



PATIENT CHOICE



PRACTITIONER SATISFACTION

REDUCED WAIT TIMES

SUSTAINABILITY

PATIENT SATISFACTION

IMPROVED OUTCOMES

# CONNECTING WITH PRACTITIONERS

Doctors of Chiropractic work in collaboration with other health care professionals within Family Health Teams, Community Health Centres, hospitals and other primary care settings throughout Ontario.

Research has shown that collaboration between chiropractors and physicians results in high patient and provider satisfaction, greater access to care and clinically significant improvements to patient outcomes.

At a time when physician shortages continue in Ontario, better use of chiropractors' expertise in multi-disciplinary primary health care settings is a good choice for patient-centred care.



RAISING AWARENESS

PROMOTING HEALTHY LIFESTYLES

COMMUNITY ENGAGEMENT



MAKING A DIFFERENCE

# CONNECTING WITH THE COMMUNITY

Beyond making valuable contributions to health care in Ontario, many chiropractors are active members of their communities, volunteering their time on local health care boards, and participating in special events and fundraising initiatives. Still others apply their expertise in spinal health care to public education and outreach activities that teach injury prevention strategies and promote healthy lifestyles.

These are just a few of the ways chiropractors make a difference in the lives of millions of Ontarians every day.

## A MESSAGE FROM OUR PRESIDENT

In 2009, OCA developed a comprehensive plan that would identify and create new opportunities for chiropractors in primary care settings throughout Ontario.



At that time, we recognized that fostering collaboration and greater integration for the profession would enable improved access to chiropractic care for millions of patients.

The key would be to create a connection in the minds of our stakeholders: that chiropractic could serve as an evidence-informed, effective and cost-effective resource in the face of a growing imperative to control rising costs and ease strains on the health care system.

Now, just two years later, health care policy makers and other key influencers are also making this connection. As a result, chiropractors across the province are connecting with patients, other health care practitioners and communities in new and exciting ways: They are working in clinical and research capacities at a number of Ontario hospitals including St. Michael's, Toronto Western, Mount Sinai and Trillium Health Centre. Chiropractors are also forming structured and unstructured relationships in a variety of primary care models including Family Health Teams, Family Health Organizations and Community Health Centres.

OCA is working to build on this momentum by educating decision-makers, fostering a new culture of collaboration and championing researchers such as Dr. Paul Bishop, Research Professor and Clinical Professor of Orthopaedics with the Combined Neurosurgical & Orthopaedic Spine Program in the Department of Orthopaedics at the University of British Columbia; Dr. Mark Erwin, CCRF Scientist in Disc Biology at the University of Toronto; and Dr. John Srbely, CCRF Professor of Spine Mechanics and Neurophysiology at the University of Guelph. Their work is instrumental in demonstrating the value of chiropractic care.

Our vision is  
that chiropractors be recognized as  
spinal health care experts in  
the health care system.

There has also been considerable work involved in clearly articulating the clinical and business case for chiropractic inclusion in collaborative care models, and for advocating with government to amend regulations to allow chiropractors to practice to the full extent of their education, training and competence. We have succeeded in crystallizing the case for chiropractic and developing a wider understanding of the role chiropractors can play in improving primary care delivery in Ontario.

Also this year, the OCA has invested staff resources to create, identify, track and support member activities and successes related to physician/chiropractor collaborative relationships. We have developed a new Primary Health Care e-bulletin to help members understand the wider health care system, and a structured business case document that articulates the financial benefits of including unfunded Doctors of Chiropractic within Family Health Teams. These are both invaluable new tools that help to enhance the profile of the profession, in concert with our media relations activities and our Community Outreach program.

I and the entire OCA Board believe strongly that chiropractors are in a unique position and have much to offer to relieve strain on family physicians and on the system as a whole while continuing to deliver patient care of the highest quality. There has been much hard work and there is more ahead, but I am truly inspired by the progress we have already made in advancing chiropractic in the province of Ontario.

**Dr. David Brunarski**  
*President*

## A MESSAGE FROM OUR CHIEF EXECUTIVE OFFICER

The theme of connectivity not only provides a framework for the OCA's 2010 / 2011 Annual Report, it is also a very literal outcome of the work we do at the OCA.



At the strategic level, our work aims to connect chiropractors with other health care practitioners and advocate for policy that will, in turn, connect chiropractors with patients in need of care. At the operational level, the association seeks to connect with our members to better understand and meet their needs.

As a significant example of the strategic and systemic connections we are working to build, this year OCA worked closely with policy makers to secure funding in support of an expanded partnership Canadian Memorial Chiropractic College has formed with St. Michael's Hospital to establish a new Family Health Team. As a result of this achievement, chiropractors and fourth-year chiropractic students will work alongside other health care professionals including physicians, nurses, a social worker, a dietitian, pharmacists and clinical psychologists to treat patients collaboratively and share knowledge about new and innovative practices.

We are well aware that chiropractors require tools to help them build strong, sustainable practices and deliver high quality patient care. To this end, our team continues to develop enhancements to PMP and ChiroWrite software, supporting members to adapt to changing industry requirements such as the adoption of Health Claims for Auto Insurance system.

OCA also works to provide members with news and information relevant to their practices and to respond to member feedback by continuing to adapt and enhance our products and services. This year for instance, a series of four MD/DC communications workshops were held in Toronto, Kitchener, Thunder Bay and Ottawa, aimed at assisting members in developing and sustaining positive relationships with physicians in their communities. As well, in the spring of 2011 the association partnered with the Canadian Chiropractic Research Foundation (CCRF) and the Canadian Cochrane Centre to offer a suite of online learning sessions and an in-person workshop to help familiarize members with the Cochrane Library as a resource to inform patient care. Members also

Our mission  
is to serve our members and the public by  
advancing the understanding  
and use of chiropractic care.

have another new tool at their disposal to help them incorporate current research into their practices, thanks to a partnership between the OCA and the Research Review Service (RRS).

Much of the OCA's government relations activities are also about forming and nurturing connections, whether at the riding level between Riding Designates and their MPPs or with senior bureaucrats and politicians at Queen's Park. It is these connections that help further the understanding about chiropractic care and how it fits within the government's strategy of delivering Excellent Care For All.

To help us make these important connections and effectively deliver our message to government stakeholders, this year we developed a comprehensive election campaign strategy that included an election page on the OCA website and an interactive webinar to engage our members in the process. As well, we continued to enhance the profile of the profession and generate awareness among all audiences of the important role chiropractors can play through ongoing community outreach and proactive media relations, which this year achieved a total reach of more than 43 million positive impressions.

Finally, in addition to the continued presence of chiropractic content in the pages of *Chatelaine* magazine and on the BackHealth wrap page of the magazine's website, OCA launched its long-awaited television advertising campaign in May to wide acclaim. With its message that chiropractic is an evidence-based and effective treatment for low back pain and many musculoskeletal conditions, the ad aims to create a connection in the minds of health care consumers between chiropractic care and its end benefit — that it gets you back to doing the things you love.

**Dr. Bob Haig**  
*Chief Executive Officer*

# SERVING THE MEMBERSHIP IN 2010–2011

## GOVERNMENT AND STAKEHOLDER RELATIONS

OCA has been focused on achieving greater chiropractic health system integration through involvement in collaborative, interprofessional primary health care models. Activities have included: the development of a business case for unfunded chiropractic participation in Family Health Teams, member resources and opportunities for chiropractors to participate on interprofessional panels and policy committees.

## MEDIA AWARENESS

OCA's media relations activities focused on public education campaigns, issues management and proactive outreach on chiropractic collaboration and research. As a result, OCA's media relations efforts for 2010–2011 netted more than 43 million positive impressions throughout the province, a 72% increase over the previous year.

## PROFESSIONAL DEVELOPMENT FOR CHIROPRACTORS

In 2011, the association partnered with the Canadian Chiropractic Research Foundation (CCRF) and the Canadian Cochrane Centre to offer a suite of online learning sessions and an in-person workshop, available exclusively to OCA members.

## CHIROWRITE'S PATIENT KIOSK

OCA's new clinical notes software designed for touch-screen and Tablet PCs easily interfaces with PMP. This year ChiroWrite introduced its Patient Kiosk, allowing patients to input their information directly into the application using a touch screen.

## TELEVISION ADVERTISING

OCA's new television ad hit the airwaves on several Canadian television networks targeting health care consumers aged 35-plus. The campaign will be rerun in the fall.

## MINISTRY OF HEALTH PILOT INITIATIVES

The Ministry of Health and Long-Term Care has provided short-term funding to develop a pilot that will evaluate a consulting chiropractor role in primary care. The pilot will assess feasibility and the value of chiropractic decision support for primary care physicians treating low back pain. The project is aimed at strengthening patient care and reducing referrals to spine surgeons and costs associated with avoidable MRIs and other testing.

## ADVOCATING FOR ACCESS TO DIAGNOSTIC TOOLS

The OCA has been advocating for regulatory changes to provide chiropractors access to necessary diagnostic tools relevant to their scope of practice including: MRIs, CT scans, diagnostic ultrasound, and select lab tests.

### CHAMPIONING RESEARCH

Supporting chiropractic research is essential to creating new opportunities for chiropractors within Ontario's health care system and supports the association's strategic goals of supporting our members and building/expanding the profession's standing and credibility. The OCA is currently funding four key research initiatives at Canadian universities and within primary care settings.

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### EXPANDED COMMUNITY OUTREACH PROGRAM ACROSS THE PROVINCE

The Community Outreach program continues to support members in their local and regional outreach activities, and has been highly effective in identifying opportunities such as lunch-and-learns, trade shows and health fairs, as well as connecting with DC volunteers interested in helping to promote the profession in their communities.

### WSIB AND AUTO INSURANCE

This year, the association worked closely with WSIB to inform changes to the Acute Low Back Injury Program of Care and help ensure a smooth knowledge transfer to our members in practice. Additionally, OCA worked this year to assist members in understanding the new auto insurance regulation reforms. With the rollout of the Health Claims for Auto Insurance (HCAI) system, OCA and PMP delivered a series of support tools for members, including a series of webinars to assist with the transition.

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### PARTNERSHIP WITH CHATELAINÉ MAGAZINE

OCA, CCA and provincial associations across the country continued to capitalize on their successful partnership with *Chatelaine* magazine, sponsoring a back health advice column both online and in the monthly print publication, which reaches almost 4 million readers.

### THIRD ANNUAL ADVOCACY DAY AT QUEEN'S PARK

OCA Directors, staff members, Riding Designates and leaders of the profession gathered at the provincial legislature on April 12, 2011. Riding Designates have continued to be mobilized and are very active in their communities in advance of Ontario's fall election.

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### RESPONDED TO PMP USER INPUT

This year, PMP marked its 20th anniversary amid the rollout of the new PMP interface with the HCAI system, allowing users to send insurance forms and claims electronically to insurers directly from PMP.



DR. CAROL ANN WEIS

CONNECTING WITH PATIENTS

TANYA WEEDON

# PROVIDING PATIENT-CENTRED CARE



“Chiropractic and medicine, we haven’t always been on the same page or spoken the same language. But physicians aren’t very good at fixing disorders of muscular balance and spinal issues. That’s what chiropractors learn about and know about. I’m really excited about this opportunity we have to work together to help our patients.”

**Dr. Jon Barrett,**  
*an OB/GYN at Toronto’s  
Sunnybrook Health Sciences  
Centre, who has been involved  
in Dr. Weis’s research*

“People talk about pregnancy all the time, but I had no idea what it would be like,” says Tanya Weedon. “The lower back pain is consistent all the way across. It hurts the most at night when I’m sleeping, because I have to sleep on my side.”

A first-time mom-to-be, Tanya was just one of countless women for whom back pain is an inescapable reality of pregnancy. The pain can also contribute to other problems, such as sleep disturbances, use of pain medication and a disruption of activities of daily living — sometimes just standing for half an hour can prove too painful to manage.

To treat the pain, Tanya’s obstetrician/gynecologist, Dr. Jon Barrett, frequently refers his patients for manual therapy, including chiropractic care, so Tanya went to see Dr. Carol Ann Weis, a clinician and part-time researcher at the Canadian Memorial Chiropractic College who is studying the role of abdominal muscle thickness in pregnancy-related back pain.

“When pregnant women feel pain, there’s a reason for their pain and if we can make it better, then we will,” says Dr. Weis.

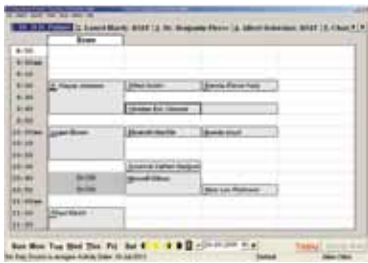
For Tanya, the treatment did the trick.

“Dr. Weis recommended eight to 10 different exercises to help maintain the strength in my lower back... I took responsibility and started doing them, and my mobility has been much better. I’d be in tremendous pain if I had not gone to see her.”

# MEMBERSHIP THAT MATTERS

“I want to praise PMP for the integration of the first phase for the HCAI program... What a user-friendly program! Who could ask for anything simpler?”

**Dina Briennesse,**  
*CHA*



## **PATIENT MANAGEMENT PROGRAM**

The OCA's Patient Management Program (PMP) is a member benefit that offers a range of features to help chiropractors manage all of their patient information — including patient appointments, billings and payments, WSIB and MVA 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.

This year, PMP marked its 20th anniversary amid the rollout of the new PMP interface with the Health Claims for Auto Insurance (HCAI) system, allowing users to send insurance forms and claims electronically to insurers directly from PMP. Committed to evolving the program to meet the changing needs of chiropractic offices, the PMP team worked to deliver informative webinars to help users make the transition to HCAI, and undertook development of new functionality including a Web-based appointment book view and an email subsystem capable of sending appointment reminders and statements to patients.

## **CHIROWRITE**

Launched in 2008, the OCA's clinical notes software, ChiroWrite, was designed for touchscreen monitors and Tablet PCs. The program easily interfaces with PMP and produces a comprehensive list of reports, with customizable exam, SOAP and report templates.

In April 2011, a ChiroWrite webinar was recorded and made available on the OCA website. Practitioners who attended the live session had an opportunity to ask questions about the software's functionality and view a live demonstration. A new Patient Kiosk developed exclusively for ChiroWrite users was also made available, allowing patients themselves to input information related to their history and health.

“[PMP] has been a tremendous help in running a busy practice, attending to details, keeping track of patients and acting quickly on missed or rescheduled appointments. I could not have practiced for over 50 years, without PMP for the last 20!”

**Dr. Morgan Hubbel,**  
*one of the first PMP users*

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“The Cochrane training series was a positive learning experience. I gained valuable knowledge in using Cochrane tools to better analyze and understand the research [and help me make] well informed decisions about health care.”

**Dr. Santo Fera**

#### **ONLINE SERVICES AND MARKETING TOOLS**

Since launching OCA’s secure online services in 2009, more than 88% of members are now accessing their membership and PMP renewal invoices online, regularly updating their online member profiles and making payments at their own convenience.

As well, in order to maximize their clinics’ online presence more than 800 members have taken advantage of online marketing tools, including our enhanced online Chiropractor Locator at [www.chiropractic.on.ca](http://www.chiropractic.on.ca), for which members are now able to create their own personal Web page (micro-site).

#### **AFFINITY PROGRAMS**

Access to liability insurance through the Canadian Chiropractic Protective Association is a valued benefit of membership in the OCA, but members can also take advantage of discounted home and auto insurance through TD Insurance Meloche Monnex, and preferred rates on CAA membership and Canada’s Wonderland admission. Members also have access to a GenPOS discount program, which offers LCD touch-screen monitors and PC hardware products at special rates. New this year, OCA has partnered with the Research Review Service (RRS) to give members savings of 50% on a one-year Professional Subscription.

#### **EVENTS AND PROFESSIONAL DEVELOPMENT OPPORTUNITIES**

In the spring of 2011, the association partnered with the Canadian Chiropractic Research Foundation (CCRF) and the Canadian Cochrane Centre to offer a suite of online learning sessions and an in-person workshop available exclusively to OCA members. More than 100 members participated in the free online sessions, which discussed the structure and practical application of systematic reviews and aimed to help familiarize members with ways they can make use of the Cochrane Library as a resource to inform patient care in their practices. Other professional development opportunities this year included interactive MD/DC workshops in Toronto, Kitchener, Thunder Bay and Ottawa to foster greater communication and collaboration among physicians and chiropractors, as well as various Community Outreach program events to support members in their awareness activities.

The 2010 AGM took place Nov. 13, in conjunction with the Canadian Chiropractic Convention, an event that brought together chiropractors from across the country at Toronto’s Sheraton Centre Toronto Hotel. Members are encouraged to attend the OCA’s annual AGMs to ask questions and provide feedback on association activities to members of the OCA Board of Directors.

“[OCA Director Dr. Ayla Azad’s speech at the OCA Barbecue] really got the class excited about chiropractic and the OCA. We really appreciate the OCA’s ongoing contribution and involvement with CMCC’s Orientation Week.”

**Hafeez Merani,**  
*Vice-President of CMCC’s Students’ Council and Chair of the Orientation Committee*

#### OCA AWARDS

The association’s annual Season’s Celebration gala is an event that honours individual chiropractors who have made outstanding contributions in the areas of patient care, community service, research, public relations and political action.

- Receiving the profession’s highest honour was research scientist Dr. Pierre Côté, DC, PhD, who was named Chiropractor of the Year for 2010.
- Dr. Paul Bishop, DC, MD, PhD, received the Presidential Citation.
- Dr. Shawn Rossi, DC, PhD, won the Community Service Award.
- Dr. Bernadette Murphy, DC, PhD, received the Professional Services Award for Research.
- Dr. Roberta Koch and Dr. Colleen Patrick were honoured with the Dr. Lloyd W. Taylor Award for Political Action.
- Former OCA president Dr. Bryan Wolfe received the 2010 Hearts and Hands Award.



OCA members participate in one of several workshops on MD/DC communications.



Outreach activities help raise the profile of the profession in local communities.

#### SUPPORTING STUDENTS

Students of the Canadian Memorial Chiropractic College (CMCC) can experience some of the benefits of OCA membership even before they begin their practice careers. Free student membership gives them access to important news and information affecting the chiropractic profession, as well as OCA products, courses and events. The OCA Barbecue takes place each year during CMCC’s Orientation Week to welcome new and returning students to the college. As well, OCA supports CMCC’s Practice Opportunity event for students, where OCA features dynamic speakers and a panel discussion aimed at providing insights and guidance on the realities of building a practice.

# CHAMPIONING RESEARCH AND INNOVATION

Supporting chiropractic research and innovation is essential to creating new opportunities for chiropractors within Ontario's health care system and supports the association's strategic goals of supporting our members and building/expanding the profession's standing and credibility. For these reasons, OCA has established four funding priorities:

1. Research evaluating or demonstrating the value of chiropractic services to patients, payers and other stakeholders;
2. Research evaluating chiropractic collaboration in the health care system through interprofessional health service delivery;
3. Support of chiropractic research chairs/professorships at Canadian universities;
4. Support of the establishment of interprofessional care, education and continuing education programs including chiropractic at Canadian universities.

*In recognition of these priorities, the OCA currently facilitates the work of:*

1. Dr. Paul Bishop, Research Professor and Clinical Professor of Orthopaedics with the Combined Neurosurgical & Orthopaedic Spine Program in the Department of Orthopaedics at the University of British Columbia;
2. Dr. Mark Erwin, CCRF Scientist in Disc Biology at the University of Toronto;
3. Dr. John Srbely, CCRF Professor of Spine Mechanics and Neurophysiology at the University of Guelph;
4. Dr. Carlo Ammendolia, who is at Mount Sinai Hospital in Toronto to develop a research program on degenerative lumbar spinal stenosis and related conditions. Dr. Ammendolia is Director of the Chiropractic Spine Clinic at Mount Sinai, where patients have direct access to chiropractic services in the hospital setting;
5. Two chiropractors in hospital-based settings who are supporting patient assessment and triage for orthopaedic surgical assessments; and
6. Four chiropractors who are collaborating with primary care teams in a consulting capacity to support physician decision-making and knowledge transfer in low back pain assessment and triage.\*

\*Project development began in June 2011 and the pilot phase will begin in September 2011.

## **SUPPORTING TOMORROW'S CHIROPRACTIC RESEARCHERS**

With an aim to reward academic excellence and to promote chiropractic research among those who represent the future of the profession, each year, the OCA works to secure funds from the Ministry of Health and Long-Term Care to honour outstanding students at CMCC. Each award carries a value of \$7,500.



Chiropractic researchers are working to advance scientific understanding in such fields as mechanobiology, disc biology and interprofessional health dynamics. Photo provided by the Canadian Memorial Chiropractic College.



CONNECTING WITH PRACTITIONERS

DR. ADRIAN PETTYAN

DR. HAMILTON JEYARAJ

# FOSTERING INTERPROFESSIONAL COLLABORATION



“If I have a patient with acute low back pain, the medical point of view would be to give him an anti-inflammatory medication. Here, I can refer the patient to somebody who is an expert in treating that problem, and that frees up my time.”

**Dr. Hamilton Jeyaraj,**  
*MD, Oshawa Health Centre*

“It’s pretty neat to know you have three different types of doctors working on one case. I’ve never come across that before, and I don’t think I’ll ever leave.”

**Shawn Graham,**  
*Patient*

To accomplish its goal of providing excellent and accessible health care for the Durham Region, the Oshawa Health Centre (OHC) makes collaboration and a collegial atmosphere a priority for all of the health care professionals who work within its walls. And there are many — from family physicians and nurse practitioners to physiotherapists, occupational therapists, psychologists and dentists.

It’s all part of the vision of a truly patient-centred approach to health care that owner and OCA member Dr. Adrian Pettyan hoped to realize when he established the Family Health Group in 2005.

“The vast majority of patients say, ‘It’s about time you guys worked together,’” says Dr. Pettyan of the team’s collaborative approach, which features general staff meetings and regular team reviews of treatment plans in order to give patient care the benefit of a range of perspectives and expertise. “It was need that drove my ambition. I have a belief that we can improve health care.”

Dr. Hamilton Jeyaraj, one of nine family physicians who practice within the centre, says the ability to refer a patient to another team member with expertise in treating his or her condition is a benefit to everyone.

Shawn Graham, who works in law enforcement in the Durham Region, got his first taste of OHC’s collaborative approach when he sought treatment for an old injury he sustained in his days of playing semi-professional baseball.

“When I first met with Dr. Pettyan, he did his initial assessment and he told me how he was going to go about fixing my back issues, and that he was going to sit down with his other chiropractor and my medical doctor and review what was going on... I really liked that,” he says, noting that the treatment has helped him get back to his regular athletic lifestyle.

# RAISING THE PROFILE OF THE PROFESSION

## ADVERTISING

In the spring of 2011, the OCA's new television ad hit the airwaves on several Canadian television networks targeting health care consumers aged 35-plus. Using a sophisticated animation technique to convey the end benefit of chiropractic care — that treatment helps people get back to leading an active lifestyle and doing the things they love — the ad emphasizes an evidence-informed approach and positions chiropractors as integral members of Ontario's health care system. The ad ran from May through to July on conventional television stations and specialty television networks, and also featured a social media component that included Facebook. The campaign will rerun in the fall.

“On many levels, this TV ad is wise and also beautiful. Congratulations on such a powerful execution, which will advance the profession nationwide.”

**John Tucker,**

*PhD, Director, Government and Interprofessional Relations, the Canadian Chiropractic Association*



## CHATELAINE PARTNERSHIP

OCA, in partnership with the CCA and provincial associations across the country, continued to capitalize on our successful partnership with *Chatelaine* magazine, sponsoring a back health advice column both online and in the monthly print publication, which reaches almost 4 million readers. The online campaign, which has included informative articles on such topics as whiplash recovery, getting a good night's sleep, workplace ergonomics and falls prevention, has consistently met or exceeded industry averages for click-through rates and has provided significant media value.



“Outreach is a great way to teach the public that we treat more than back pain, and the relationships that form along the way with people who remember me from other community events is also great.”

**Dr. Marnie Mabee D’Andrea**

#### **MEDIA RELATIONS**

OCA’s media relations activities have focused on seasonal public education campaigns, issues management and, most importantly, proactive outreach on chiropractic collaboration and research. Highlights of this year’s activity include coverage on CTV’s *Canada AM* of the Pack it Right, Wear it Right backpack safety campaign; coverage in the *Toronto Star* and on the Weather Network of OCA’s snow shoveling program Lift Light, Shovel Right; and the publication in the online edition of the *Medical Post* of a feature story on the role of chiropractors within Ontario’s increasingly collaborative health care system. This year saw a significant new focus on social media as a component of the association’s proactive media relations activities, and there was considerable success in achieving pick-up among targeted bloggers. As a result, OCA’s media relations efforts for 2010–2011 netted more than 43 million positive impressions throughout the province, a 72% increase over the previous year.



Dr. Moez Rajwani demonstrates to Steve Anthony of *Breakfast Television* the techniques of proper snow removal.



Dr. Moez Rajwani was interviewed by a Weather Network Bureau Correspondent.

#### **COMMUNITY OUTREACH**

The Community Outreach program continues to support members in their local and regional outreach activities, and has been highly effective in identifying opportunities such as lunch-and-learns, trade shows and health fairs, as well as connecting with DC volunteers interested in helping to promote the profession in their communities. With hundreds of volunteers now identified throughout Ontario, the program continues to evolve to meet our members’ outreach needs. This year OCA’s External Relations team launched a series of interactive modules to help members create dynamic events and engage audiences. The new modules include Core Strength and Pack it Light, Wear it Right program activities, and come complete with a comprehensive How-To Guide.

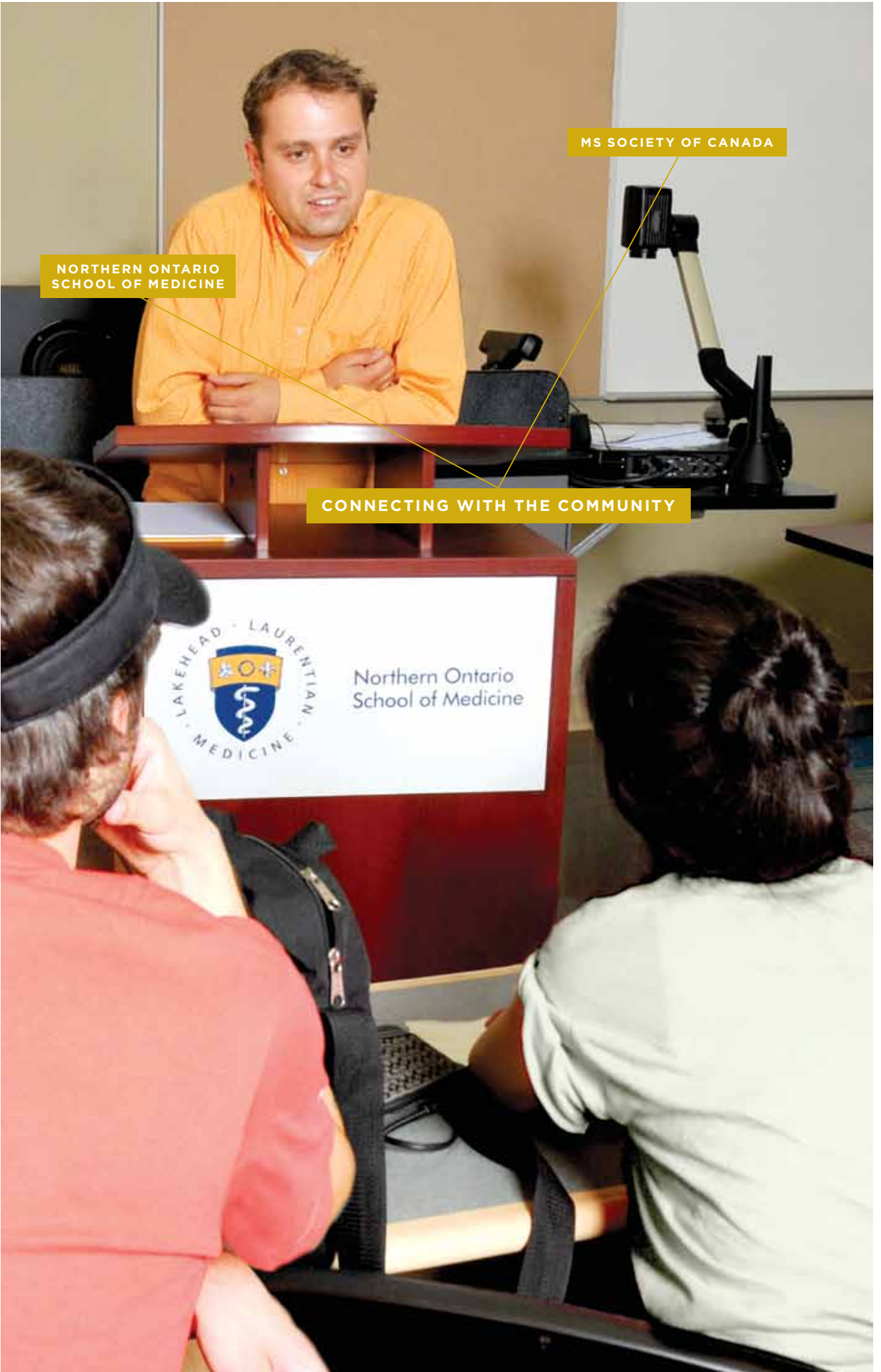
MS SOCIETY OF CANADA

NORTHERN ONTARIO  
SCHOOL OF MEDICINE

CONNECTING WITH THE COMMUNITY



Northern Ontario  
School of Medicine



# BUILDING HEALTHY COMMUNITIES



“He has brought additional hope to us that we will have an MS clinic here. [Dr. Rossi] is very committed to helping us work toward that, and he’s working with the local university and medical school to find a solution to that problem.”

**Laurel Ireland,**  
*Chair of the Sudbury Chapter  
of the MS Society of Canada*

Having recently completed his PhD in interprofessional health care delivery, Sudbury chiropractor Dr. Shawn Rossi keeps pretty busy treating patients in his multi-disciplinary clinic, but he can still often be seen on the Laurentian University campus, where he’s become an active member of the school’s alumni association and signed on as a faculty lecturer with the Northern Ontario School of Medicine (NOSM).

And then there’s his volunteer work off-campus: He is a board member of the Sudbury MS Society. He is currently working on the establishment of a new neurological health centre for people stricken from neurological diseases. He is a co-founder of TARP, a not-for-profit fitness facility for seniors and people with disabilities. He has been active on the advisory committee for the Ontario Government Relations 2009 work plan on access to medical treatment and services in Northern Communities.

“My community involvement has given me an opportunity to connect with many different people of many different walks of life — politicians, health care practitioners and the general population at large,” says Dr. Rossi, who applies his experience and expertise in interprofessional collaboration to much of his work on behalf of Sudbury’s seniors and people with disabilities. This approach has yielded tangible benefits for these communities, such as enhancing access to care and improving outcomes.

But there have been other benefits as well.

“Many individuals have many misconceptions about what chiropractors can do,” says Dr. Rossi. “People commonly believe that we only work on joints of the spine. These relationships have helped to educate the population on many other facets of chiropractic care, and have been a great help to the health of the community.”

# GOVERNMENT AND STAKEHOLDER RELATIONS

## INNOVATIVE PRIMARY CARE AND HOSPITAL CARE INITIATIVES

Through its many awareness and advocacy activities, OCA is focused on achieving greater chiropractic integration into Ontario's health care system. To further this goal, the association has been working to achieve:

- greater chiropractic integration within collaborative, interprofessional primary health care models such as Family Health Teams; and
- regulatory changes to provide chiropractors access to necessary diagnostic tools relevant to their scope of practice including: MRIs, CT scans, diagnostic ultrasound and select lab tests.



OCA's Queen's Park Advocacy Day, 2011. From left, Minister of Health and Long-Term Care Hon. Deb Matthews, OCA CEO Dr. Bob Haig, Nickel Belt MPP France G  linas, OCA President Dr. David Brunarski and Kitchener-Waterloo MPP Elizabeth Witmer.

Minister Deb Matthews addresses the crowd at the Advocacy Day reception, attended by MPPs and Queen's Park staffers.

*"I would like to thank the association and its members for the important work it does in helping almost 2 million Ontarians maintain good health."*

**Hon. Deb Matthews,**  
*Minister of Health and Long-Term Care*

Activities include the development of a structured business case for unfunded chiropractic inclusion in Family Health Teams and the launch of a new Primary Health Care e-bulletin to help members gain greater understanding of health care policy and the wider health care system.

The OCA has also been working with the Ministry of Health and Long-Term Care to develop a Primary Care Chiropractic Consultant pilot. The pilot will provide decision support and evidence-based care for primary care physicians treating low back pain and is aimed at strengthening patient care and reducing referrals to spine surgeons and costs associated with avoidable MRIs and other testing.

“Chiropractors are an integral part of our health system and I am pleased that you are being integrated into our Family Health Teams and hospital-based triage partnerships.”

**Elizabeth Witmer,**  
*MPP, Kitchener-Waterloo and  
former Health Minister*

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“Chiropractors have been helping Ontarians for a very long time. It is time for the government to do its part, by fully integrating chiropractors into interdisciplinary care teams as well as giving chiropractors permission to practice to their full scope.”

**France Gélinas,**  
*Nickel Belt MPP and  
NDP Health and  
Long-Term Care Critic*

The OCA is also supporting the creation of hospital-based triage pilots in spine surgery centres, where chiropractors, along with Advance Practice Physiotherapists, will assist in the triage process. This is necessary because 90% of referrals to spine surgeons are not surgical candidates. The pilots will enhance quality of care to patients, reduce wait times and reduce surgeons’ time and diagnostic testing costs (especially MRIs).

As well, OCA has worked to identify opportunities for chiropractors to participate on interprofessional panels and policy committees and helped to secure funding in support of interprofessional education and innovative primary care models, including a new FHT at St. Michael’s Hospital, in partnership with the Canadian Memorial Chiropractic College.

#### **RIDING DESIGNATE PROGRAM**

Riding Designates (RDs) are volunteers who form an integral part of OCA’s government relations activities at the grassroots level by maintaining regular contact with MPPs throughout the year and keeping them informed on key issues affecting chiropractors and their patients. RDs were in strong attendance at this year’s Queen’s Park Advocacy Day, helping to demonstrate a strong constituency and communicate key messages about chiropractic’s value in integrated primary care settings.

#### **QUEEN’S PARK ADVOCACY DAY**

Further to the association’s ongoing communications with government stakeholders, OCA Directors, staff members, Riding Designates and leaders of the profession gathered at the provincial legislature on Apr. 12, 2011, for the third annual Queen’s Park Advocacy Day. The day began with a series of organized meetings between OCA representatives and MPPs, and culminated in a cocktail reception that drew MPPs and a substantial complement of Queen’s Park staffers. Among those in attendance were Minister of Health and Long-Term Care Deb Matthews and key representatives from other parties who took the time to make some brief remarks.

### **WORKPLACE SAFETY AND INSURANCE BOARD (WSIB)**

OCA conducts ongoing dialogue with WSIB to inform decisions that affect chiropractors and their patients, and to seek out new opportunities for chiropractic participation in policy work. This year, the association worked closely with WSIB to inform changes to the Acute Low Back Injury Program of Care and help ensure a smooth knowledge transfer to our members in practice. This year, four new chiropractors were hired by the board. These include two chiropractors working with the Acute Low Back Injury Program, one working with the Regional Evaluation Centre quality assurance team and a new chiropractic team leader.



Canadian Memorial Chiropractic College community teaching clinic at Sherbourne Heath Centre.



OCA members engaging the public through interactive community outreach.

### **AUTO INSURANCE**

The implementation of new auto insurance regulations in the fall of 2010 has had implications for chiropractic practices, including the introduction of a new Minor Injury Guideline. While remaining an active member of a coalition of health professional associations and maintaining ongoing dialogue with the Ministry of Finance on issues of concern for the profession, OCA worked this year to assist members in understanding the reforms. As well, with the rollout of the Health Claims for Auto Insurance system, OCA and PMP delivered a series of supports for members, including a series of webinars to assist with the transition. In July 2011, a new Professional Services Guideline was released.

# OCA STRUCTURE

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