

# THE CIRCLE OF CARE

**Ontario Chiropractic Association 2009 – 2010 Annual Report**



Treatment That Stands Up.

## **TABLE OF CONTENTS**

<b>2</b>	A Message From Our President
<b>3</b>	A Message From Our Chief Executive Officer
<b>4</b>	Achievements in 2009 – 2010
<b>6</b>	Catherine’s Story
<b>8</b>	Membership that Matters
<b>12</b>	Sonia’s Story
<b>14</b>	Raising the Profile of the Profession
<b>16</b>	Championing Research
<b>18</b>	Nick’s Story
<b>20</b>	Advocacy
<b>24</b>	OCA Structure

### **Our mission**

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

### **Our vision**

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

As Ontario continues to implement collaborative health care models, an increasingly diverse range of health professionals are working together to form a circle of care that centres on meeting the needs of each and every patient. This team approach helps to improve patient choice and patient flow to appropriate levels of care.



The OCA believes chiropractors have a significant contribution to make within this collaborative health care landscape; that's why we took significant steps in '09-'10 to support our members, advance the profession, build and expand our professional standing and credibility, and create opportunities for chiropractors to effectively participate in the health care system.

First, OCA partnered with CMCC to conduct best practices consultations. These sessions took place in Toronto, Ottawa and Kitchener to seek member input into best practices documents that will soon to be made available to OCA members.

In the area of government relations, OCA was highly involved in ongoing meetings with government and bureaucracy at Queen's Park on key issues related to the profession. OCA has also maintained a consistent grassroots presence through the efforts of our Riding Designates. Community-based DC volunteers have met with their local MPPs, attended events and fostered a greater level of understanding of the profession.

Chiropractic research remains a key priority for the OCA; not only does it inform the care we provide to our patients, but it also can help to inform health policy decisions and demonstrate the value of chiropractic care to our stakeholders, including other health care providers. For this reason, the association supports the work of researchers Dr. Paul Bishop, DC, MD, PhD; Dr. Mark Erwin, DC, PhD; Dr. John Srbely, DC PhD; as well as the ongoing multi-phase Physician Collaboration Project led by Dr. Silvano Mior, DC, PhD.

Generating increased awareness among our many stakeholders, including the general public, about the value of chiropractic care is also an important component to achieving our goals. That's why this year, the OCA expanded our Community Outreach program across the province to support local outreach initiatives by our members and to foster positive engagement at the community level. Thanks to the work of our Community Outreach Co-ordinators, we have also identified more than 280 member volunteers. As well, OCA this year re-launched our We've Got Your Back print advertising campaign, which appeared in such trade publications as the *Hospital News*, *The Medical Post*, and *Benefits and Pensions Monitor*, and in consumer publications including *Reader's Digest* and *Chatelaine*.

Finally, in addition to our highly successful media relations campaigns, which generated 24 million impressions, a back health and lifestyle partnership was developed in conjunction with the Canadian Chiropractic Association and the other provincial associations. The content is hosted on the *Chatelaine* website and supported with advertising placements in the magazine's monthly print edition, which reaches more than 4 million readers.

Our work to advance the understanding and use of chiropractic care continues, but we are making important strides that will ensure a strong future for chiropractors and their patients in Ontario.

**Dr. David Brunarski**  
*President*

This year at the OCA, there has been considerable activity devoted to defining and positioning the profession with our external stakeholders, and there has also been a strong focus on the many products, services and benefits we provide to our members.



First, with the help of health care consultants at Deloitte, we completed a comprehensive consultation to gather insights from chiropractors, physicians, other health professionals, and health system leaders in order to identify opportunities for increased integration and to better define the role chiropractors can play within the health care system as spinal health care experts. OCA members played an important role in the process; many took time out of their busy schedules to participate in our recent series of webcasts and to complete our online integration survey. The consultation resulted in the development of a plan that has driven many of the OCA's activities this year.

In April, OCA hosted its annual Queen's Park Advocacy Day, which was a great success, drawing more than 30 MPPs and many Queen's Park staffers. High-level meetings also took place throughout the day, pairing OCA Board members, senior staff and Riding Designate volunteers with MPPs from priority ridings.

Other major initiatives this year include the 2009 launch of our new online services and Web-based marketing tools. Now with the site's enhanced security, members can simply log in to the Members' side of the OCA's website to make a payment and renew their membership or PMP licence at their own convenience, seven days a week, 24 hours a day. This introduction of E-commerce capability to our website has enabled the OCA to reduce our environmental footprint, while providing significant savings on our printing and mailing costs, and we appreciate the support we have had from our members, who have embraced this new system.

In conjunction with the website enhancements, the OCA also introduced a robust new

chiropractor locator tool, which allows potential patients to search not only by postal code, but by name or by city. The locator tool connects the searcher to our new member micro-sites, a powerful marketing tool for members to enhance the online presence of their clinics. By the end of the year, almost 600 OCA members had registered for their own free micro-site.

Since the introduction last year of ChiroWrite, our new clinical notes program, OCA's software department has been providing user support and delivering timely enhancements to meet the needs of members in practice. ChiroWrite users can now take advantage of a new OCA affinity program with Info LaSalle that offers LCD touchscreen monitors and PC hardware products at discounted rates, and PMP has been enhanced to interface with the new Health Claims for Auto Insurance (HCAI), helping clinics to make a smooth transition to the new system.

As with the tiered launch of the HCAI system, which began in the spring and summer of 2010, this year members were faced with a number of significant changes that impacted their practices. Among them were the introduction of the new Harmonized Sales Tax (HST), new auto insurance regulations and new Minor Injury Guidelines and benefits schedules. To assist members, OCA worked to deliver timely communications and support, such as free Webinars on auto insurance and HCAI.

The OCA team looks forward to continuing to serve you in the years ahead.

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

# Achievements in 2009–2010

## **WORKED TO ADVANCE CHIROPRACTIC HEALTH CARE SYSTEM INTEGRATION**

A strategy has been launched to identify opportunities for increased chiropractic integration in the health system. Work will now focus on implementing the strategy to the benefit of the profession, our patients, and Ontario's health care system.

## **PROFILED INTERPROFESSIONAL COLLABORATION**

OCA gained positive media coverage about chiropractic collaboration, including the story of a local chiropractor's participation in a new community-based learning initiative by the Northern Ontario School of Medicine. The story was featured in the *Sudbury Star*, the *Manitoulin Expositor* and the *Hospital News*, netting 337,766 impressions.

## **LEVERAGED PUBLIC EDUCATION PROGRAMS**

OCA's media relations activities included highly successful seasonal public education campaigns, which profile chiropractors as spinal health care experts. This year's seasonal campaigns together generated more than 24 million media impressions.

## **PRESENTED UNIFIED MESSAGE TO GOVERNMENT DECISION MAKERS**

OCA worked in collaboration with CCO and CMCC to create the most authoritative and comprehensive briefing document for government about chiropractic services ever created in Ontario. The document was developed in support of our common goal of having chiropractors making the largest possible contribution to health care in Ontario.

## **SPEARHEADED PARTNERSHIP WITH CHATELAINE MAGAZINE**

OCA, CCA and provincial associations across the country established a partnership with *Chatelaine* magazine, sponsoring a back health advice column online and in the monthly print publication, which reach almost 4 million readers.

## **REPRESENTED ONTARIO'S CHIROPRACTORS WITH INSURERS/WSIB**

In response to new auto insurance regulations announced in 2010, OCA was an active member of the Coalition Representing Health Professionals in Auto Insurance Reform, providing input to government on the proposed changes and working to ensure a smooth implementation of the new regulations for chiropractors and their patients. OCA also works with WSIB, whose Programs of Care provide integrated health care delivery that includes chiropractic for injured workers based on scientific evidence.

## **RESPONDED TO PMP USER INPUT**

PMP implemented many significant enhancements to the appointment scheduler this year, such as: the ability to book your appointments in 5-, 10-, 15- or 20-minute increments; the ability to book vertical as well as horizontal appointments; and the ability to name columns and share them with other practitioners. In addition, the PMP HCAI interface was launched successfully in May, and the PMP team conducted its first online training session, with tutorials available for all users on the PMP section of the OCA website.

#### **FOSTERED ONGOING RELATIONSHIPS AT QUEEN'S PARK**

In April, OCA hosted a highly successful Advocacy Day that drew more than 30 MPPs and countless Queen's Park staffers. For the event, DCs were on hand from many key ridings, demonstrating a strong constituency and support for key issues such as chiropractic inclusion in Family Health Teams and access to diagnostic imaging.

#### **SUPPORTED GRASSROOTS ADVOCACY**

OCA continued this year to work with volunteer chiropractors in ridings across the province (Riding Designates) to advocate with MPPs on behalf of the profession and support the association's advocacy efforts with government.

#### **EXPANDED COMMUNITY OUTREACH PROGRAM ACROSS THE PROVINCE**

Created to support members in local outreach, foster community engagement and raise the profile of the profession across the province, OCA's Community Outreach program has identified over 280 member volunteers and participated in approximately 80 outreach events.

#### **INCREASED AWARENESS ABOUT CHIROPRACTIC CARE**

The We've Got Your Back print and online advertising campaign was relaunched in the spring of 2010, with advertisements appearing in such publications as *The Medical Post*, *Hospital News*, *Pension and Benefits Monitor* and *Benefits Canada*.

#### **SUPPORTED CHIROPRACTIC RESEARCH**

OCA support the work of a number of gifted chiropractic researchers, as well as the creation of chiropractic research chairs at Canadian Universities. The work of these respected scientists has been instrumental in opening new doors for chiropractors in Ontario.

#### **COMPLETED MEMBER BEST PRACTICES CONSULTATIONS**

Following a series of meetings to foster dialogue on key issues facing the profession in Ontario, the OCA partnered with CMCC to elicit member input into how to best address the trust and credibility challenges facing chiropractic. From this consultation process, the work of developing a series of Best Practices statements is nearing completion.

#### **ENHANCED CHIROWRITE**

OCA's new clinical notes software designed for touch-screen and Tablet PCs easily interfaces with PMP. This year's enhancements include additional custom buttons. Online training sessions and Q&A sessions with the software developer have empowered users to make the most of their system.

#### **ONLINE SERVICES AND MICRO-SITES**

This past year, OCA launched its new online services, allowing members to easily access their membership and PMP renewal invoices online, update online member profiles and make payments at their own convenience. Also, OCA offers new online marketing tools, including free individual micro-sites for members hosted on the OCA public website, as well as a dynamic new chiropractor locator. More than 500 OCA members took advantage of this free online marketing tool in 2009–2010.







# CATHERINE

Actor, Shaw Festival

FAMILY PHYSICIAN

OTOLARYNGOLOGIST

CHIROPRACTOR

A fixture on the Shaw Festival's stage for nine seasons, Catherine took on her most challenging role last year came when she became a mom. But with the role came an unexpected problem: pain.

"I went back to work when my son was about six months old, and started suffering some quite serious jaw pain to the point where I was having difficulty opening my mouth," she says.

"When I first spoke with my family physician, she suggested Advil, but I was breastfeeding. She then referred me to an ear, nose and throat specialist."

According to the specialist, Catherine's treatment options included Botox and surgery, but neither option was viable, given the many physical demands of motherhood and the theatre. Catherine consulted her chiropractor for advice. He diagnosed the problem as a disorder of the temporomandibular joint, commonly known as TMJ, and treated her jaw.

"Over a couple of months, I saw the chiropractor every week and saw a massage therapist as often as I could. Thanks to the treatment, I now have a normal, functioning jaw, and I'm no longer in pain, which is a great blessing."

# Membership that Matters

## PATIENT MANAGEMENT PROGRAM

The OCA's Patient Management Program (PMP) is available exclusively to OCA members, and offers a range of features to help them 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 was enhanced to interface to the new Health Claims for Auto Insurance (HCAI) Web portal, allowing users to complete auto insurance reports in PMP and submit them easily and efficiently.

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

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*"I want to praise PMP for the integration of the first phase for the HCAI program... Who could ask for anything simpler? Looking forward to Phase 2 of the program!"*

– **Dina Briennesse**, CHA  
Hamilton

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## CLINICAL NOTES

ChiroWrite, OCA's clinical notes system designed for touchscreen monitors and Tablet PCs, comes complete with health questionnaires and forms that chiropractors commonly use in practice. The software easily interfaces with PMP and produces a comprehensive list of reports, with customizable exam, SOAP and report templates.

ChiroWrite users know they can also count on receiving the same high level of customer support that PMP has long been known for.

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*"Thank you for your wonderful instructions. You make it so easy and I always know if I follow the instructions and do what you say, it will work."*

– **Ellen Appleton**, CHA and OCA software Support Line caller  
Hamilton

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OCA REPRESENTS MORE THAN **3,000** CHIROPRACTORS IN ONTARIO.

## ONLINE SERVICES

Secure online services now allow OCA members to update information, review membership and PMP invoices and make a payment, 24 hours a day, seven days a week. Also, members can now access new online marketing tools, including free individual micro-sites for members hosted on the OCA public website, as well as a dynamic new chiropractor locator.

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*“Within a few days of posting [my micro-site] I received a new patient who found me from the OCA’s website and my micro-site... Clearly, it is a very worthwhile tool, and added value to being an OCA member.”*

– **Dr. Melanie Locke**  
Toronto

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## AFFINITY PROGRAMS

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 and Canada’s Wonderland admission rates, Corporate Direct fees and the Golf Fore All program.

Affinity programs added this year include Info LaSalle, which offers LCD touchscreen monitors and PC hardware products at special reduced rates.



MORE THAN **4** MILLION CANADIANS CONSULT A CHIROPRACTOR EACH YEAR.



Delegates attending OCA's Pathways to Practice 2009.

### PATHWAYS TO PRACTICE

The OCA's annual professional development day was an event to remember in 2009, and surpassed attendance records of the previous year. Highlights included a presentation on developing a collaborative model for delivering chiropractic care within a Family Health Team by Waterloo chiropractor Dr. Craig Bauman and special guest Dr. James Milligan, M.D.; a session on the Practice Guide for the Treatment of Whiplash-Associated Disorders in Adults by Dr. Eleanor White and Dr. Rick Ruegg; and a discussion on the evaluation and rehabilitation of the hip, knee and ankle by Dr. Andrew Miners.

As well, the day is a showcase for exhibitors who offer the latest products and services for chiropractic professionals.

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*"A good combination of exposure to developing political and market trends, research and relevant clinical applications, as well as member business and strategic planning. Keep up the good work!"*

– Pathways to Practice 2009 attendee

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### OCA AWARDS

Each year, the OCA honours members for outstanding contributions to the profession in Ontario with awards presented annually at the Season's Celebration gala. Receiving awards in 2009 were Dr. Dennis Mizel of St. Catharines, named Chiropractor of the Year; for community service, Dr. Rahim Karim of Toronto; for research, Dr. Howard Vernon; and for public relations, Dr. Peter Kim of Toronto. As well, Drs. Deborah Kopansky-Giles and Sil Mior both received the newly named Dr. Lloyd W. Taylor Award for Political Action; and student member Tyler Damon was the recipient of the OCA's Hearts and Hands Award.

### 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.

"It's very important to me to be at my best – both at home and on stage.  
Being free of pain lets me focus on the things that matter."



*"The Shaw Festival is dedicated to providing a comprehensive health care programme to each of its employees. That programme would not be complete without on-site chiropractic care and consultative services."*

– **Odette Yazbeck**  
Public Relations Director to the Shaw Festival





# SONIA

Weekend Warrior Cyclist



FAMILY PHYSICIAN

CHIROPRACTOR

ACUPUNCTURIST





Having lost friends and family members to cancer, Sonia Grimman wanted to make a difference.

With her husband, grown children and granddaughter among the supporters cheering her on at the finish line, Sonia completed the Ride to Conquer Cancer last June—a two-day, 220-kilometre cycling challenge in support of Princess Margaret Hospital. It was a feat that would have seemed impossible two years ago, when a knee injury suddenly flared up.

“It was swollen and it was very painful to step on that leg,” she recalls. “That day I put a cold pack on it, and the next day my husband drove me to the chiropractor. It was my right leg, so I couldn’t drive.”

Chiropractic treatment, applying ice and using a tensor bandage helped, but Sonia’s knee was still swollen. Her chiropractor recommended that she visit an acupuncturist and her family doctor to get an MRI, which revealed tears in the meniscus, or cartilage, of her knee.

Sonia chose to stick with conservative treatment for the problem. For a few weeks, she continued her acupuncture and chiropractic treatments, which eased the swelling and pain and enabled her to start training for the long ride ahead.

# Raising the Profile of the Profession

## MEDIA RELATIONS

OCA's media relations efforts include seasonal public education campaigns, such as the popular Pack it Light, Wear it Right backpack program, as well as issues-based media outreach that highlights the valuable contributions chiropractors make in primary care and in collaboration with other health professions.



OCA member Dr. Melanie Locke was among the volunteers who helped get the word out about the Get in the Game Without the Pain golf public education program.

This year, OCA profiled a community-based learning initiative for medical students at the Northern Ontario School of Medicine (NOSM) that places students with health care professionals in the wider community. Manitoulin chiropractor Dr. Harald Simon and medical students Jaimi Truchon and Aeyesha Butt acted as spokespeople, and the story gained coverage in the *Sudbury Star*, both online and in print, as well as the *Manitoulin Expositor* and the *Hospital News*.

In all, OCA's media relations activities in 2009–2010 yielded more than 25 million positive impressions throughout the province.

## CHATELAIN PARTNERSHIP

This year, OCA, CCA and provincial associations across the country established a 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 campaign, which has been designed to position Canada's chiropractors as experts in spinal health care, represents the first partnership of its kind among all provincial associations and the CCA, with each organization contributing to achieve the maximum reach and maximum value for our respective members.

## ADVERTISING

OCA's We've Got Your Back campaign was relaunched in the spring of 2010, 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*, *Benefits Canada* and *Benefits and Pension Monitor*. As well, the ads appeared in consumer publications *Readers' Digest* and *Chatelaine*.

The duo-tone ads feature leisure scenes (golf and gardening), as well as workplace scenes (white collar and blue), in order to communicate to our audiences that chiropractic can make a significant contribution to individual and organizational health.

CHIROPRACTORS COMPLETE **7** YEARS OF POST-SECONDARY EDUCATION.



## COMMUNITY OUTREACH

In the summer of 2009, OCA launched its new Community Outreach Program to support members in their local and regional outreach activities and to assist in raising the profile of the profession across the province. To help drive the activities, OCA hired two chiropractors to act as dedicated Community Outreach Coordinators on a part-time basis.

Since the program's inception, OCA has hosted approximately 80 outreach events and identified more than 280 member volunteers.

OCA members have participated in a variety of events, including health fairs for the Guelph and District Human Resources Professional Association, Canada Life, Hamilton-Wentworth and Halton District School Boards, Ernst & Young Toronto and the City of Brampton Works and Transportation Department. As well, OCA has participated in several large-scale conferences, such as the McMaster Residence Research Day and the Academy of Medicine Ottawa Clinic Day.

Member volunteers have participated in activities in all corners of the province, reaching out to the general public, employers, government, extended health care professionals, as well as allied health professionals and students.

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*"Getting out in the community enables the chiropractic profession to become a familiar and trusted face in society."*

– **Dr. Sasha Hamid**  
Ottawa

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## BEST PRACTICES CONSULTATIONS

As a follow up to the previous year's Call to Action meetings, which discussed the importance of enhancing the profile and credibility of the profession, the OCA and the Canadian Memorial Chiropractic College (CMCC) jointly hosted a series of member consultation workshops and began to develop statements of best practices to complement the CCO Standards and Guidelines and to promote patient-centred, evidence-informed care.



Member volunteers participated in approximately 80 outreach events this year to help raise the profile of the profession.

IN ONTARIO, THE DIRECT AND INDIRECT COSTS OF LOW BACK PAIN ARE ESTIMATED AT

**\$1.2** BILLION ANNUALLY.

# Championing Research

The work of chiropractic researchers has been key to creating new opportunities for the profession because the value and efficacy of care is increasingly measured by the degree to which it adheres to scientific evidence. For this reason, supporting research is a fundamental strategic priority for the OCA. The current funding priorities approved by the OCA Board of Directors are:

- Research evaluating or demonstrating the value of chiropractic services to patients, payers and other stakeholders
- Research evaluating the integration of chiropractic into the health care system through collaborative health services delivery
- Support of chiropractic research chairs/ professorships at Canadian universities
- Support 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 & 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 & Neurophysiology at the University of Guelph;
- 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.

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*“The work [of chiropractic researchers] will not just provide evidential support for what we are doing now, but will point the way to new techniques we can offer to our patients and new uses for the techniques we currently employ.”*

– **Dr. David Leprich**  
St. Catharines

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## CREIDO

OCA was active in securing funding for 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 (CREIDO).

Phase I of the study, led by Dr. Carlo Ammendolia, DC, PhD, began in late 2009.

## 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 \$7,500.

"I like to challenge myself, and I like to do something for others. Thanks to treatment I received for my knee I was able to complete the ride, and I raised more than \$2,500 to support Princess Margaret Hospital! If they find a cure for cancer one day, in my heart I will know that I helped, even if it's just a little bit."





FAMILY PHYSICIAN

CHIROPRACTOR

NICK

Firefighter

MASSAGE THERAPIST





Nick had been working for the fire department for about four years when pain took him out of service.

“I had a stabbing pain shooting down my leg,” he says. “The pain was almost unbearable.”

Nick paid a visit to his family doctor, who recommended rest and time off from his physically demanding job for about two or three weeks. When that didn’t help, Nick’s physician recommended that he see a chiropractor, who diagnosed the problem as piriformis syndrome, a problem that occurs when the sciatic nerve is compressed or irritated by tension of a small muscle located in the buttock.

“He gave me a set of stretches, and he broke down what my muscle imbalance was,” says Nick, who also visited a massage therapist during his course of treatment.

“During my treatment and the stretches, I noticed quite an improvement. He told me that if I felt better after two or three weeks I didn’t have to come back. I keep up with the stretches. I do quite a bit of physical activities. Since then, I’ve done other work and I’ve had no ill effects.”

# Advocacy

## HEALTH POLICY: CHIROPRACTIC INTEGRATION AND INTERPROFESSIONAL COLLABORATION

This year, the OCA continued its efforts related to advancing the integration of chiropractors within primary care. Working with Deloitte, a national health care consultancy, the OCA board and staff have identified key outcomes and integration strategies and are in the process of implementing a three- to five-year plan. Work is well underway to develop both the clinical and business case for chiropractors within a primary care environment. This work will be presented to government and primary care key stakeholders.

Stakeholder feedback regarding the model has been positive and there is a recognition that the contribution of chiropractors in Ontario's health care system can help to deliver patient-centred, evidence-based health care to Ontarians.



From left, OCA Health Policy Officer Dr. Moez Rajwani and Dr. Anthony Tibbles speak with Scarborough-Rouge River MPP Bas Balkisson at Queen's Park Advocacy Day, Apr. 20, 2010.

## TRIPARTITE BRIEF

To effectively articulate the value of maximizing chiropractors' contribution within the health care system, the OCA collaborated with CCO and CMCC this year to create the most authoritative and comprehensive briefing document about chiropractic services ever created in Ontario. The document articulates the organizations' belief that the effective delivery of quality patient care in Ontario would be enhanced if chiropractors were more integrated into the health care system and empowered to practice to the extent of their skills and training.

This briefing document will strengthen our stakeholders' understanding of the profession's roles and responsibilities in delivering evidence-informed chiropractic care, and was developed in support of our common goal of having chiropractors making the largest possible contribution to health care in Ontario.

## RIDING DESIGNATE STRATEGY

OCA Riding Designates continued to further the interests of chiropractic at the local level through a variety of informal meetings and interactions with local MPPs. This year, Designates kept their MPPs up to date on issues of importance to chiropractors and their patients by providing information on our public education programs and our policy positions. Designates played a critical role in the success of the association's Advocacy Day at Queen's Park, and their ongoing work continues to complement and extend the reach of OCA government relations activities.

IN A RECENT STUDY, HOSPITALIZATIONS WERE REDUCED BY CHIROPRACTORS FOR BACK PAIN.

**41%** AMONG PATIENTS WHO ACCESSED

(Legoretta et al. Comparative Analysis of Individuals With and Without Chiropractic Coverage. *Archives of Internal Medicine* 2004; 164: 1985 – 1992.)

### QUEEN'S PARK ADVOCACY DAY

In addition to ongoing high level dialogue with key government stakeholders, including the Ministry of Health and Long-Term Care (MOHLTC) and the Ministry of Finance, on April 20, 2010, the OCA hosted its annual Queen's Park Advocacy Day, bringing chiropractors from ridings across the province together with their MPPs.

Meetings took place throughout the day in which OCA Board members, senior staff, Riding Designates and members met with politicians and bureaucrats, including Tatum Wilson, Senior Policy Adviser to Minister of Health Deb Matthews; France Gelinas, Nickelbelt MPP and NDP critic for Health and Long-Term Care and Health Promotion; and Christine Elliott, Whitby Oshawa MPP and Deputy Leader of the Ontario Progressive Conservative Party and critic for Health and Long-Term Care. As well, 32 MPPs and countless Queen's Park staffers took time out of their day to attend the OCA's reception.

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*"It is indeed a pleasure to rise in the House to offer a warm welcome to the representatives from the Ontario Chiropractic Association who are with us in the Legislature today..."*

– **Dave Levac**

chiropractic patient and MPP for the riding of Brant

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OCA Director Dr. David Orchard and Kitchener-Waterloo MPP Elizabeth Witmer connect at Queen's Park Advocacy Day 2010.

### WORKPLACE SAFETY AND INSURANCE BOARD

The OCA continues to have excellent ongoing relations with WSIB, which recently hired a new chiropractor, Dr. Ryan Friedman, as its chiropractic consultant, replacing Dr. Anthony Tibbles. The WSIB has recently started contracting many of its internal services, and OCA continues to look for opportunities for chiropractors to participate.

CHIROPRACTORS WORKING IN COLLABORATION WITH SPINE SPECIALISTS TO TRIAGE AND TREAT SPINE PATIENTS REDUCED THE SURGICAL WAIT LIST BY AN ESTIMATED

**70%**

## **AUTO INSURANCE**

Following a five-year review, in the spring of 2010 the Province of Ontario announced new auto insurance regulations, scheduled to take effect in September. In response, OCA was an active member of the Coalition Representing Health Professionals in Auto Insurance Reform, providing input to government on the proposed changes and working to ensure a smooth implementation of the new regulations for chiropractors and their patients.

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. The OCA was also represented on the key working groups, including the Minor Injury Guideline and Forms Committee. As well, OCA Chief Executive Officer Dr. Bob Haig sat as member of the Minister's advisory committee.

To help members understand the reforms, OCA, in collaboration with the Coalition and the Insurance Bureau of Canada (IBC), held a free webinar for health professionals, and worked to assist members to make an easy transition to the new Health Claims for Auto Insurance (HCAI) electronic claims system. PMP is now an integrated user of HCAI and users of PMP are able to have a direct interface with HCAI.





"I had to take a full month off work. By October, I was back to full duty. My job is incredibly important to me. It's where I want to be."



# OCA Structure

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“Collaboration is key, working together is key, the focus on the patient is key. We really need to move more and more toward a patient-centred way of delivering care.”

– **Deb Matthews**

Minister of Health and Long-Term Care

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Treatment That Stands Up.

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