

Note to presenter:

- These speaker's notes are designed to be reviewed **prior** to your presentation. They are not a script - one of the keys to delivering an effective presentation is to avoid reading from notes. Similarly, do not read each slide to your audience - allow them to do so on their own, while you elaborate on the points
- Your presentation will be most effective if it is delivered in your own words. Draw on your experience and use examples to illustrate key points. This will make your presentation more meaningful and memorable
- The presentation consists of a total of 17 slides and will take approximately 30 minutes to deliver. If you haven't already done so, before your presentation it is recommended that you review the << [Member Advocacy Presentation Backgrounder & How-To Guide](#) >>

Tips:

- If you have decided to provide a copy of the presentation (handout), it's a good idea to distribute it prior to starting your talk so that your audience can follow along
- The OCA will provide informational literature for your audience as 'take-aways'. It's generally a good idea to introduce and distribute them at the conclusion of your talk to avoid distractions during your presentation



Welcome

The goal of today's session is to answer one question:

Why should organizations support chiropractic care?

Ontario Chiropractic Association. Treatment That Stands Up.



Talking points:

- This is the outline or agenda for the presentation
- If you haven't already done so, briefly and formally introduce yourself and thank your audience for their interest
- Advise your audience of how the presentation will be conducted (see tips, below)

Note to presenter:

- Each section of the presentation is introduced by a transition slide to help your audience follow along and to help you manage the pace of your presentation (see tips, below)

Tips:

- Before beginning, advise your audience as to how you will address questions and comments. If:
 - the audience is small and informal, you may prefer to take questions throughout your presentation, or at the end of each section
 - time is limited or if you are addressing a large group, it is a good idea to ask people to hold their questions until the end of your talk
- Regardless of the approach you take, it is important to encourage questions and to budget time at the end of your presentation to respond to questions and/or to chat with people who may wish to speak with you one-on-one

The OCA

- About the Ontario Chiropractic Association:
 - Voluntary professional association
 - Established in 1929
 - Represents 2,700+ practicing chiropractors
- The OCA is committed to working with all extended health care plan stakeholders to support the provision of chiropractic coverage as an integral and valued member benefit under EHC plans offered to Ontarians

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Talking points:

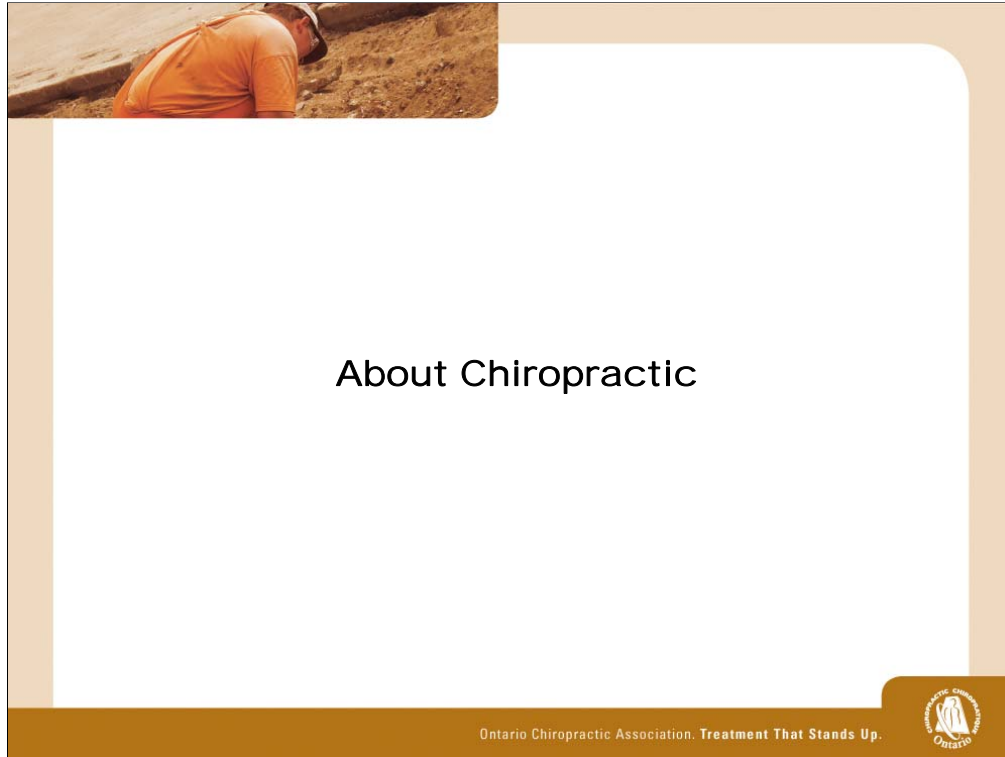
- As a professional body, part of the OCA's mandate is to ensure that decision makers responsible for public and private health care policy understand chiropractic, and the benefits that chiropractic care provides

Note to presenter:

- EHC stakeholders fall into four main groups:
 - Members - employees (patients) and unions
 - Plan sponsors (usually an employer)
 - Health insurers
 - Benefits advisers (consultants, insurance brokers and agents)

Tips:

- Ensure you do not oversell
- Remember that our key message is: "When chiropractic is covered, everyone benefits"
- It is important not to be negative, debate schools of thought, or criticize other professions for the sake of promoting chiropractic. Chiropractic stands on its own merit. Staying positive will only enhance the credibility of the profession



Note to presenter:

- The purpose of this section is to inform audiences about the basics of chiropractic, its position in the health care system, and to reinforce the credibility of chiropractic and chiropractic education

Tips:

- Be careful not to assume prior knowledge or acceptance. At the same time, it is important to anticipate prejudices or misconceptions, and not to be defensive
- It is also important to focus on staying positive and not to criticize other professions for the sake of promoting chiropractic. Staying positive will build credibility for the profession

Chiropractic Care

- Chiropractors use manual therapies to treat neuro-musculoskeletal disorders, including:
 - acute and chronic injuries and conditions
 - back and neck pain, sciatica, headaches, chronic pain, osteoarthritis and many more
- Chiropractors also assist their patients with:
 - nutrition and exercise programs
 - lifestyle and workplace habits

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Talking points:


- This is a very basic description of what chiropractors do – it is sometimes called the scope of chiropractic practice (see below)
- Elaborate on manual therapies and explain what makes chiropractic unique
- Briefly explain the meaning of the terms and use examples to illustrate

Note to presenter:

- Regulation of chiropractic is discussed on the following slide; by way of background, the scope of practice according **The Chiropractic Act:**
 - The practice of chiropractic is the assessment of conditions related to the spine, nervous system and joints, and the diagnosis, prevention and treatment, primarily by adjustment, of:
 - Dysfunctions or disorders arising from the structures or functions of the spine and the effects of those dysfunctions or disorders on the nervous system; and,
 - Dysfunctions or disorders arising from the structures or functions of the joints.


Tips:

- Keep it simple and avoid use of jargon or complex terms
- Use patient examples from your own practice to make the talk more compelling and to illustrate what you mean



About Chiropractic

- Chiropractic is a regulated health profession
 - There are more than 6,000 chiropractors in Canada
- Chiropractors are primary health professionals
 - They are authorized to perform and communicate a diagnosis, and to use the title “Doctor”
- Each year:
 - more than 4 million Canadians visit a chiropractor
 - more than 1.2 million Ontarians visit a chiropractor



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Talking points:

- Many people are unaware of the popularity and prevalence of chiropractic, and that chiropractic is one of the largest primary-contact health care professions in Canada
- An MD referral is not required in order to secure chiropractic care, as chiropractors are doctors
- Chiropractic in Ontario is regulated under the Regulated Health Professions Act (RHPA) and The Chiropractic Act. The CCO is the governing body established by the provincial government to regulate chiropractors in Ontario
- The other professions permitted to perform and communicate a diagnosis are: medicine, dentistry, optometry and psychology
- The educational requirements for DCs are: three years undergrad (minimum) prerequisite; four years of full-time academic and clinical study, including one-year internship. There are 18 colleges in North America, two in Canada (CMCC and UQTR)

Back Pain

- Back pain is an extremely prevalent medical condition affecting the general and working population. Back pain is a leading cause of:
 - medical visits and hospitalizations
 - restricted physical activity
 - use of prescription (and non-prescription) drugs

Source: *Archives of Internal Medicine*

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Talking points:

- Regardless of its nature or cause, every day back pain prevents individual workers from realizing their full potential
- These statistics from a study published in the American Medical Association journal, *Archives of Internal Medicine*, illustrate the prevalence of the problem and the impact back pain has on the public health care system as well as on private (extended) health care plans

Tips:

- Use patient examples from your own practice to illustrate the debilitating nature of chronic conditions and how they have limited patients in their productivity at work, kept them from participating in everyday activities and impacted their quality of life

Back Pain

- Low back pain affects 85% of the working population and is a common cause of disability and absence
- Low back pain accounts for:
 - 33% of lost-work claims in Ontario
 - 5% to 10% of short-term / casual absence claims

Source: *Institute for Work & Health*

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Talking points:

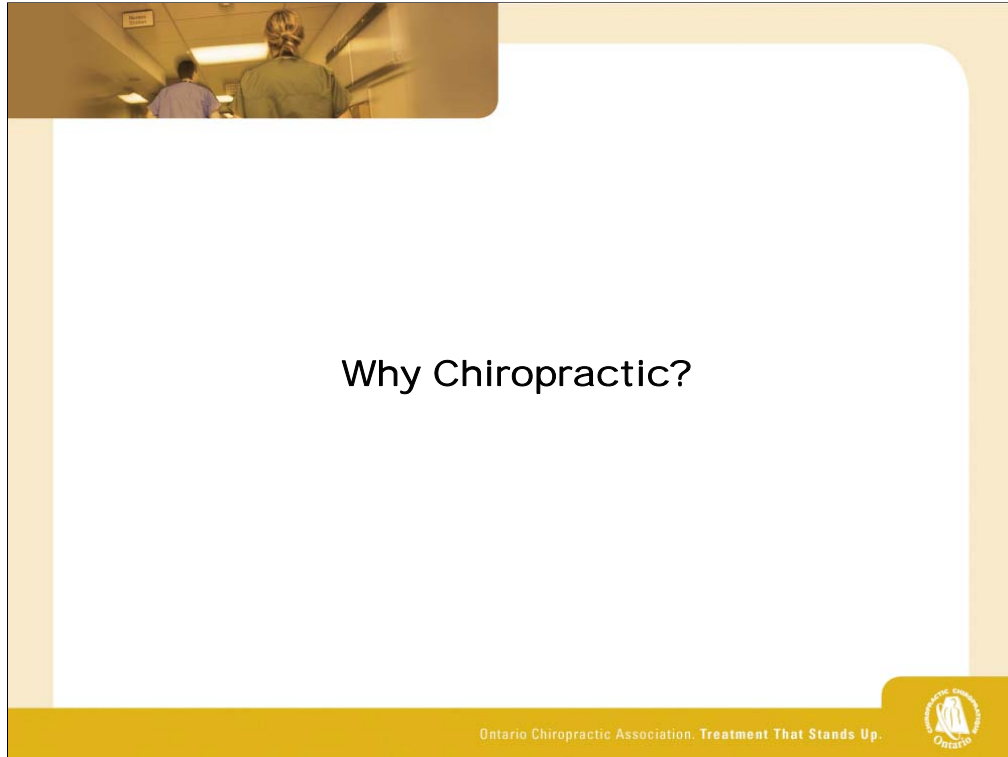
- These statistics from the **Institute for Work and Health** also demonstrate the prevalence of (low) back pain
- Apart from workplace injuries, few organizations have an accurate understanding of the causes or the prevalence of back pain. The problem is much greater than most organizations think
- Similarly, the cost of back pain, in terms of lost productivity, is significantly greater than most organizations realize. According to the CCA website, back pain has been identified as the most common cause of activity limitation in adults under 45 years of age, and is second only to arthritis in those 45 to 65 years of age.

Note to presenter:

- IWH is a Toronto-based independent, not-for-profit organization whose mission is to conduct and share research with workers, unions, employers, clinicians and policy-makers to promote, protect and improve the health of working people

Tips:

- Again, use examples from your own practice to illustrate



Note to presenter:

- This section addresses key points in favour of the “case for chiropractic”
- It is important to focus on “what is in it for your audience” as you present this section
- It is important to emphasize that chiropractic is a “win-win” proposition for both organizations and their members, as outlined in the OCA patient brochure “When Chiropractic Care Is Covered, Everyone Benefits”

Why Chiropractic

- Compared to other treatment options, chiropractic care provides extremely effective and often more cost-effective treatment for back pain and other neuromusculoskeletal conditions
- Chiropractors consistently receive among the highest patient satisfaction ratings because patients report:
 - chiropractors take the time to listen
 - chiropractors understand their condition
 - treatment was effective

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Talking points:

- Understanding chiropractors' unique approach to patient care is the key to understanding its effectiveness and cost-effectiveness:
 - Chiropractors literally take a hands-on approach
 - Chiropractic is non-invasive
 - Chiropractic takes a holistic approach to health and wellness

Note to presenter:

- Your presentation will be more effective if you avoid discussion of schools of thought or semantics. This is not of interest to external audiences
- While organizations are increasingly interested in "wellness," be aware that this term has many different connotations. Most commonly and broadly, it refers to initiatives to encourage and support employees in improving their personal health

Tips:

- Use patient examples and personal stories to illustrate how chiropractors deliver patient-focused care
- Ensure you do not oversell
- It is important not to be negative, debate schools of thought, or criticize other professions for the sake of promoting chiropractic. Chiropractic stands on its own merit. Staying positive will only enhance the credibility of the profession

Ontario WSIB

- Program of Care for Acute Lower Back Injuries
 - Comparison of select Program of Care outcomes for chiropractic and physiotherapy patients
- Key findings – chiropractic patients:
 - received more timely care
 - average 3 days vs. physio: average 13 days
 - returned to work earlier
 - average 9 days vs. physio: average 20 days
 - recovered more quickly
 - 11% of patients required care beyond 12 weeks vs. 22% of physio patients

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Talking points:

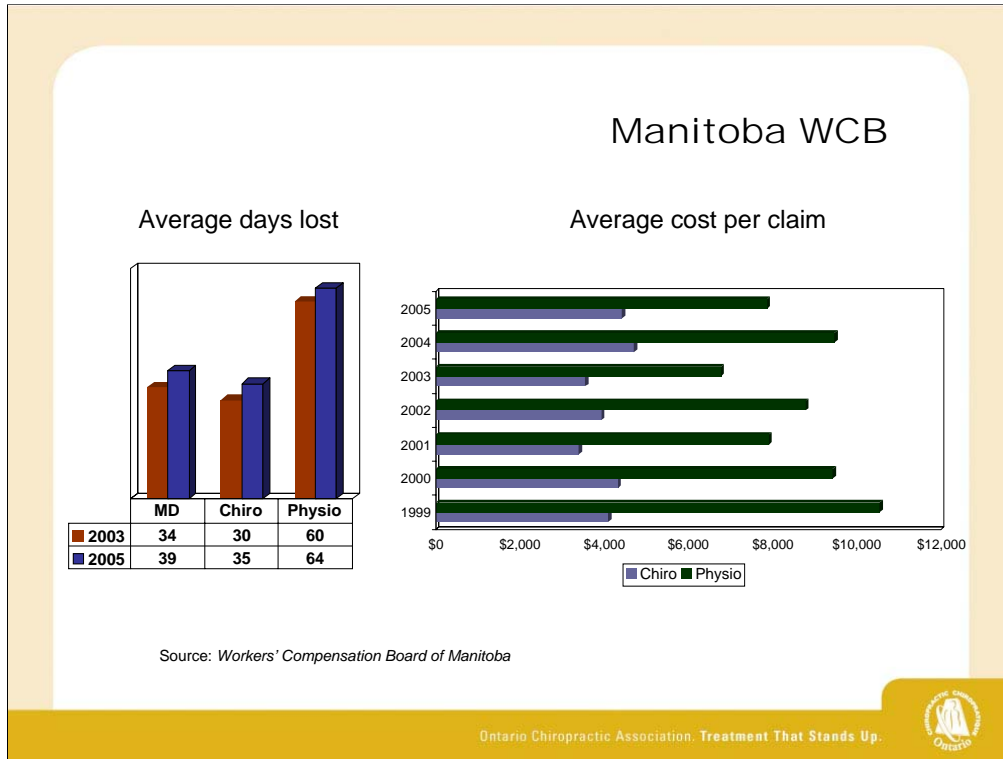
- Chiropractic plays an important role in keeping Ontarians healthy and productive
- Neuromusculoskeletal ailments are a significant contributor to organizational absenteeism and health care costs
- Programs of Care are Workers' Safety Insurance Board evidence-based programs developed with health care professionals and WSIB stakeholders whose purpose is to ensure that the best interventions are utilized to treat injured workers
- In the case of the ALBI POC, patient outcomes and experiences were tracked based on the type of practitioner selected: MDs, chiropractors or physiotherapists. Worker experience with chiropractors and physiotherapists is compared here because of similarities in cases and treatment approach

Note to presenter:

- These stats are from 2003, the first year of the ALBI POC. This is the most up-to-date data available
- WSIB's June 2004 report is available on the OCA website

Tips:

- Again, it is important not to be negative or to criticize other professions



Talking points:

- This information is provided by the Workers' Compensation Board of Manitoba and references outcomes for treatment by MDs, chiropractors and physiotherapists for strains, sprains and tears (SST)
- These graphics compare workers' average lost time per claim and employers' average cost per claim (in the case of cost, only data for chiropractors and physiotherapists are published)
- Results for 2003 and 2005 are illustrated. Observe that in all instances injured workers treated by chiropractors demonstrated favourable outcomes

Note to presenter:

- These stats were provided to the Manitoba Chiropractic Association by the WCB of Manitoba and, in turn, made available to the OCA

California Study

- Key findings from a retrospective study of 1.7 million insured workers:
 - Access to chiropractic care is “clinically beneficial... (and) may also reduce overall health care costs”
 - Plans that covered chiropractic care saved:
 - 12% in costs to treat neuromusculoskeletal disorders
 - 1.6% in overall health insurance costs
 - Drivers:
 - Positive risk selection (viewed as less risky by patients)
 - Substitution (lower cost than traditional medical care)
 - More conservative (less invasive treatment profiles)
 - Lower health service costs (lower fees)

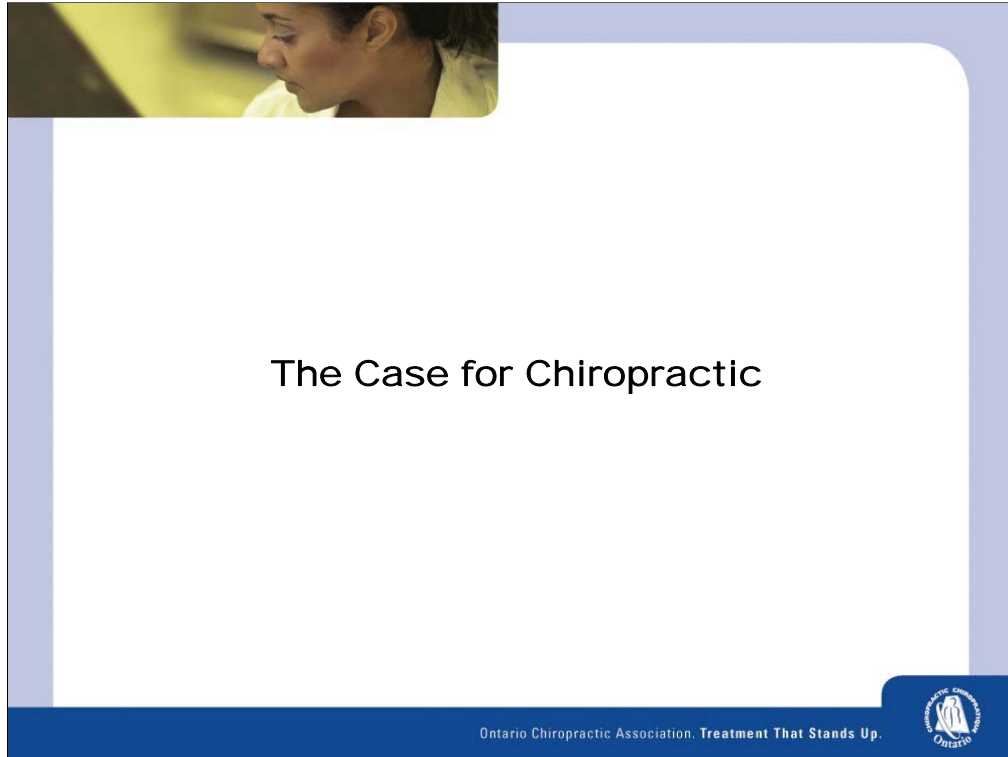
Source: Archives of Internal Medicine (AMA): “Comparative Analysis of Individuals With and Without Chiropractic Coverage: Patient Characteristics, Utilization and Costs” (Oct 2004)

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Talking points:

- The Archives study (Legoretta AP, Metz RD, et. al.) was a four-year retrospective study of members of California health plans. The study included 700,000 whose plans included chiropractic coverage and 1 million members who did not have chiropractic coverage. Although there are obviously significant differences between the US and Canada, the fundamental findings are relevant to Canadian organizations
- This study found that EHC plans that covered chiropractic care experienced much lower costs due to, among other factors, the lower cost and less invasive nature of chiropractic treatment, and the tendency of chiropractic patients to lead healthier lifestyles



Note to presenter:

- The following two slides summarize the case for chiropractic and provide an opportunity to invite questions

The Case for Chiropractic

- Neuromusculoskeletal ailments are a significant contributor to absence and health care costs
- Chiropractic care can help organizations to:
 - reduce absence and extended health care costs
 - decreased incidence and duration of absences
 - reduced utilization of prescription drugs, hospital benefits and other covered services
 - improve employee and organizational health
 - chiropractors can help individual workers, as well as organizations, stay healthier and more productive

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Talking points:

- The OCA has identified the need for focused research on the benefits of chiropractic care to employers and organizations, however there is little data available at this time. All available anecdotal data consistently support these findings.

Everyone Benefits

- Chiropractic care is:
 - Proven
 - Effective
 - Cost-effective

“When chiropractic care is covered, everyone benefits”


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Talking points:

- As you invite questions and comments, be sure to distribute and introduce available handout materials

Note to presenter:

There are three issues relating to EHC coverage that you may be asked to comment upon:

1. Levels of coverage: although virtually all EHC plans (over 90%) cover chiropractic care, the level of benefit and reimbursement varies widely. It is ultimately up to the plan sponsor (employer) to determine what the plan will cover (this is why we encourage patients to talk to their employers and/or unions about the importance of chiropractic care)
2. Physician referrals: referral requirements are not illegal. Because EHC plans are private plans, there is nothing prohibiting a medical referral requirement for any covered service. Some employers believe that referrals will help avoid unnecessary claim costs, however there is no evidence to support this, and insurance companies do not condone it
3. Orthotics: orthotics prescription and dispensing is largely unregulated. Although it is clearly within the scope of chiropractic practice, because of concerns about fraud some insurers have unfairly excluded chiropractors and other qualified professionals from prescription and/or dispensing. The OCA continues to work with the industry to resolve this.

Tips:

- EHC plans are a complex and technical area. If you aren't certain of how to answer a question, don't be reluctant to say so. Offer to secure an answer from the OCA

Information

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Note to presenter:

- The OCA website has a special section, “Extended Health Care”
- Be sure to thank your audience