



INSIDE

President's Message	2
Chiropractic In the News	3
14 Years of Trend Data	5
FSCO Releases New Guideline	6
OCA Submission to HPRAC	6
In Memoriam	6
Victims of Our Own Success	7
Research – A Randomized Trial	8
Chiropractic Ski Day	9
ehpic 2012	9
Ontario Summer Games	10
Community Outreach/Society Socials ..	10
Welcome New Members	11
Member Album	11
Mentorship Program	11
Membership Resources	12
AODA Training	13
Have You Created Your Micro-site?	13
In Profile	14
Ministry's Musculoskeletal Disorder Inspection Blitz Provides Outreach Opportunities for Chiropractors	15
Pro-rating ChiroWrite	15
PMP Bits & Bytes	17
Classified	19

ALSO IN THIS MAILING

- PMP Post

OCA contact info:

200 - 20 Victoria St.
Toronto ON M5C 2N8

416-860-0070
Toll-free: 1-877-327-2273
Fax: 416-860-0857

www.chiropractic.on.ca
email: oca@chiropractic.on.ca

The inclusion of classified ads does not imply that the OCA or the chiropractic profession has reviewed or endorses the products, services or opportunities so advertised.

Demonstration Project Showcases Unique Position for Chiropractors in Changing Health System

The health care system in Ontario is changing and many factors are influencing the province's health care reality. There is an ongoing and accelerated drive towards quality, collaborative care, and measurable outcomes. All of this is in the context of major concerns about the provinces finances and health care spending in particular.

The OCA is focused on aligning its efforts with government priorities and is focusing on collaborative care models to provide increased patient care and reduced costs to our system.

One of these initiatives is our Consulting Chiropractor Demonstration Project, established to design and evaluate the effectiveness of a consulting chiropractor role in primary care, specifically the introduction of assessment clinics for low back pain (LBP) in physician offices.



Developed and funded in partnership with the Ministry of Health and Long-Term Care (MOHLTC), the project supports the province's Excellent Care for All strategy to identify initiatives that enhance patient care, improve wait times and reduce inappropriate diagnostic utilization.

Beginning in September, this model of care is currently being tested at four locations across the province with the aim of identifying additional evidence points for integration and demonstrating the valuable role chiropractors can play in primary care.

"Our objective is to demonstrate that models of care like the consulting chiropractic role and structured relationships between physicians and chiropractors benefit the patient, the practitioner and the system." says Dr. Bob Haig, OCA, CEO.

In the model, the chiropractor performs an assessment of approximately 30 minutes in length with a patient who has been selected by a physician (this is not a treatment model). The outcome of the assessment is advice and decision support provided to the physician, and the inherent knowledge transfer that takes place.

This concept delivers on the government's priorities of increasing the quality of care and the capacity of the system, and ensure that patients are seen by the right practitioner at the right time.

As the project reaches the halfway mark, early data demonstrates some positive anecdotal observations surrounding some of the key opportunities this model of care provides:

Continued on page 4 ▶

PRESIDENT'S MESSAGE

Building Community Key to Success for Younger Chiropractors

The growth of a profession is dependent on many factors. One that is very near and dear to my heart is the support of new graduates. I have been involved in chiropractic education for a number of years, and the pride I feel never ceases to amaze me when watching our newest members of the profession cross the stage at graduation to become our colleagues. Starting out in our profession can be a very exciting time, full of promise, ambition and possibilities. It can also be a challenging time of uncertainty and a sense of “what’s next?” Many young chiropractors understandably can feel the pressure of the practice world when they transition from student to practitioner.

Building a strong community is one of the most important things that we can do to support each other as a profession, particularly the younger generations. One of the ways that the OCA is helping to build this community is through its work with the outreach program. The program helps raise the profile of the profession by supporting members with local outreach activities and community engagement. It also brings together chiropractors through meetings and events to develop strong local communities of members, to discuss best practices, share ideas and provide a network of support. For new graduates and younger chiropractors, it provides a great opportunity to connect with their peers and get involved through volunteering at events and engaging with the public.

The OCA Mentorship Program also provides young practitioners with the opportunity to be part of the larger chiropractic community and get involved. Through the program, mentors encourage and assist mentees as they develop and grow their practices, while providing more experienced members with an opportunity to network with their peers and give back to the profession.

While becoming part of the larger community is an excellent way to find support and opportunities, we also realize that there are many challenges facing younger chiropractors, including the possible burden of debt incurred from school and the financial need to begin practice immediately. The combination of these factors can be overwhelming and often leads to some looking for the “quick fix solution” which may not be the most successful approach, or provide the basis for a long, successful career in chiropractic.

As you have seen from our newsletter’s front page article on our primary care demonstration project, the health system in Ontario is changing and the system is being scrutinized in the context of major concerns about the province’s finances and health care spending. While the road ahead is still to be determined, the government’s recent *Action Plan for Health Care* document has signalled a strong focus on collaborative care models and emphasis on “ways to fully maximize the potential of our range of health care professionals.” This focus provides chiropractors with an opportunity to get involved through building and developing relationships with other health care providers to meet the changing needs of the system. All members, and in particular younger chiropractors can do this by taking advantage of several OCA resources, including our *Guide to Building DC MD Relationships* CD, that provides information on best practices, patient evaluation forms, Dos and Don’ts and MD referral templates. The items are all available on our website, or members can contact the OCA to have a copy sent to them.

In addition, younger grads are encouraged to attend one of our many MD DC Communications Workshops, where they can learn additional best practices, and “how to” tips on developing relationships with MDs while participating in MD DC facilitated working



Dr. Natalia Lishchyna, President

groups. This strategy takes a lot of work on the part of the chiropractor but the rewards of patient-centred care and professional collaboration are worth it.

Recently, I met with a family physician to discuss collaboration. After some discussion, the physician was enthusiastic enough that she asked me to consult on a patient that she happened to have in her office at the time complaining of back pain. Afterwards, the physician completed a referral form that I had provided her so that the patient could get chiropractic care.

Building professional relationships takes time but there is no time like the present. According to the Medicine Act, 1991, physicians are required to make records for each patient containing “every written report received respecting the patient from another member or

Continued on Page 4 ▶

To provide your feedback

on any issue of importance to you, or to send your questions and comments to the President please email to: president@chiropractic.on.ca, fax to 416-860-0857, or mail to Ontario Chiropractic Association, 200 - 20 Victoria St., Toronto ON M5C 2N8.

CHIROPRACTIC IN THE NEWS

New and Improved Chatelaine Partnership

Since 2010 the OCA, in conjunction with the Canadian Chiropractic Association (CCA), The Alberta College and Association of Chiropractors and the Chiropractors' Association of Saskatchewan have partnered with *Chatelaine* magazine to create an innovative program to help raise awareness of chiropractic by providing Canadians with a new source of back health information. The paid program offers back health advice in a monthly print column and online and was recently redesigned for 2012 offering a more engaging experience both online and in print.



For 2012 planning, a custom research study of *Chatelaine's* subscriber base was undertaken to further identify topics of interest to their readers.

The study found that *Chatelaine* readers were primarily interested in:

- Weight reduction and management.
- Dealing with mental stress and its physical consequences.
- Improving energy levels.
- Preventing, eliminating, reducing, or managing pain – backaches, headaches, pain in neck/shoulder pain, etc.
- *Enabling pain-free participation* in sports (kayaking, tennis, golf, volleyball, etc.) and exercises (cardio, weight-training, jogging, etc.)

Three major content areas were identified and planned as a result: *Fitness; Energy and Stress*. These themes will be the major areas of focus for the print magazine advertisements, and will be paired with exciting contests and prizes to increase traffic to the back health website, which now has a new look for improved navigation and overall user experience. The first three issues of *Chatelaine* in 2012 focus on *Fitness* content and is paired with a contest to win a free one-year membership to a gymnasium.

We encourage OCA members to visit the new and improved website at www.chatelaine.com/backhealth. And remember, it's now easier than ever for OCA members to link any of the content to their Facebook, Twitter, or other social media channels as compelling educational tips for patients. ●

OCA Public Relations: Lift Light Shovel Right

The OCA has a long history of advancing chiropractic and the health of the citizens of Ontario. Our public education resources are among the many services we provide for both the public and our membership, positioning chiropractors as specialists in all areas of back health.

The OCA invests in publicizing seasonal education materials such as the *Lift Light Shovel Right* module. Public relations efforts around these materials revolve around the use of matte stories and media relations.

A “matte story” or “matte release” is a formatted, consumer-related article that newspaper editors can use to add content to their publication. The term comes from the era when newspapers were physically laid out and formatted. The process is electronic now, but the name remains.

Matte stories are often used by editors to supplement staff-written stories to fill soft news sections of the paper, such as automotive, home & garden, or food/cooking. Editors receive the content for free because the releases and their distribution are paid for by the client.

Newspapers often use these features because they can be integrated quickly with little or no editing. If an advertisement gets cancelled at the last minute or a specific section editor needs one more story in a hurry, there's no need to assign a writer to a task — the editor can just drop in a matte story. Community newspapers with smaller writing staffs tend to be the biggest users of matte stories.

The OCA annually releases matte stories with tips and tricks taken from *Lift Light Shovel Right* for distribution from December to February. Members can find a selection of matte stories online at www.chiropractic.on.ca under [Resources / Mat stories](#).

The use of matte stories is supplemented with proactive media relations, where major newspapers and television stations from across the province are contacted by the OCA during major snowfalls to determine if they would want to feature a chiropractor sharing tips and techniques from *Lift Light Shovel Right*. The mild weather has not cooperated fully to date but the OCA has already secured coverage in *Ottawa A-Morning*, *Rogers Daytime Mississauga* and *Rogers Daytime London*, with more to come. ●



Demonstration Project Showcases Unique Position for Chiropractors in Changing Health System

Continued from Page 1

- Increased patient motivation: As with any health-related issue, the way that the patient understands his/her condition can play a significant role in the way that LBP is experienced. The patients in the pilot have benefited from the assessment that aims to reduce disability and psycho-social variables to enhance return to work/activity.
- Increased access to care: All participating physicians felt this model of care would reduce patient load and wait times for primary care physicians.
- Better care provision for LBP patients: In this pilot the chiropractors are not providing "treatment", but even without this, testimonials identify a general positive theme towards the diagnosis, education, and advice chiropractic provides to patients with LBP.
- A key feature of the model is the establishment of a network of evidence based conservative care community providers to provide physicians with an alternative to a specialist referral.

While the demonstration project's final evaluation report will not be released until early summer, initial findings are positive and highlight key successes for the profession, patients and the health care system.

These initial findings are not only positive, but showcase the unique position that chiropractors, as spinal health care experts can play in contributing to the delivery of quality patient care in the province.

For more information on this project, contact Andrea Endicott, Senior Health Policy Analyst at aendicott@chiropractic.on.ca, or at 416-860-7188 or toll-free at 1-877-327-2273, ext. 7188.

Building Community Key to Success for Younger Chiropractors

Continued from Page 2

health provider." Therefore, the clinical notes you send for mutual patients are read by the physician and improve patient care because the circle of care has been completed.

The key to success will be in getting involved and engaging with the right audiences. Looking outside of the profession for connections, building your relationships and surrounding yourself with mentors and peers to ensure that you are doing all you can to create a strong community for yourself. It can be hard work and it takes time, but the rewards can be great and can lead to a successful and fulfilling career as a practitioner.



Dr. Natalia Lishchyna,
President

Chiropractic In the News



Dr. Moez Rajwani on CBC's *The National* program discussing the rise of repetitive strain injuries due to devices such as smartphones and tablets.

By ONTARIO CHIROPRACTIC ASSOCIATION (OCA)

STRETCH AND SKATE

Injuries are a part of life for a hockey player. Hockey is a high impact sport, and on skates, hockey players move faster than most athletes, so it's no surprise that injuries are too often a part of the sport. The following stretches and tips compiled are by chiropractors aimed at helping players prevent injuries before they step on the ice.

STARTING OUT
Warm up in equipment, sticks and skates that suit your height and size.

- Be "head smart" - wear your helmet with the cage, shield or face properly secured.
- For better performance, sharpen your skates regularly.
- Repair or replace damaged or broken equipment.

If you think you suffered a concussion, have neck or back pain, or experience tingling or numbness, get examined by a health care professional immediately.

PRE-GAME STRETCHES

#1 HAMSTRING STRETCH
Lie on your back and bend one knee towards the ceiling. Hold the back of the thigh with both hands and straighten the knee as much as you can by raising your feet towards the ceiling. Hold the stretch for one second, then bend the knee and straighten again. Repeat 20 times on each leg.

#2 GROIN STRETCH
Stand with your feet slightly wider apart than your shoulders. Bend your knees. Shift your weight to the right leg. Reach down and across your body with your left hand to touch your right foot. Push your right hand up to the ceiling. Keep your back parallel to the ground. Shift your weight to the left leg. Repeat 20 times on each side.

#3 HIP FLEXOR STRETCH
Stand with your feet shoulder-width apart. Step forward with your right foot into a lunge position. Your right knee should be directly over the line of your right foot. Keep your left leg and your back straight. Extend your arms straight in front of you and bring your palms together. Turn your upper torso to the right keeping palms and hips stationary. Hold for one second and repeat 10 times on each side.

POST-GAME STRETCHES

#1 QUAD STRETCH
Stand with your back to a wall or the rink boards. Using a pad for cushioning, kneel one knee with your right foot flat against a wall. Your left knee should be bent in front of you at a 90-degree angle for support. Place your hand on your left knee for balance and lean back slightly to stretch your right quad muscle. Hold the stretch for ten seconds. Switch legs and do three stretches on each side.

#2 GLUTE STRETCH
Sit on the ground with one leg slightly bent behind you and one leg slightly bent in front of you. Lower your chest toward your knee keeping your back straight and holding your chin up. Hold the stretch for 30 seconds. Switch legs and repeat three times on each side.

#3 HIP STRETCH
Lie on your back with your knees bent and feet flat apart on the floor slightly more than shoulder width apart. Lower your right knee to the floor and place your left ankle on top of it pushing the knee towards the ground. Keep your hips on the floor. Hold the stretch for 30 seconds. Switch sides and do three stretches on each side.

REMEMBER

- Never stretch a cold muscle. Always warm-up before pre-game stretches.
- Don't overstretch - be comfortable.
- Don't breathe when stretching.
- If you experience pain that lasts longer than your usual post-game soreness, see the area and consult a chiropractor.

SAFETY CHECK
If you are injured during practice or a game, don't try to play through it. Put ice on the injured area for periods of 15-20 minutes. If you hit your head, be aware of signs of concussion such as:

- Dizziness
- Blurred vision
- Problems with your co-ordination or balance
- Difficulty remembering team mates' names or the plays
- Any loss of consciousness - even briefly

Do a chiropractor near you list: www.chiro.org

The OCA has entered into a partnership with the Ontario Minor Hockey Association, providing articles for their *Hometown Hockey* publication which reaches over 95,000 households across the province.

14 Years of Trend Data on the Profession in Canada

The data from the 2011 Canadian Chiropractic Resources Databank (CCRD) survey provides the profession with 14 years of comparative data on everything from the demographics of the profession to practice patterns, patient loads and incomes. Thank you to the thousands of practitioners who took the time to complete the 2011 survey! The strong number of returns ensures that the information is highly reliable and representative of the profession in Canada as a whole.

This is the fourth time members have been asked to complete the CCRD survey – first in 1997, then in 2003 and 2007, and again in 2011. Here are highlights of some of the findings.

Demographics

- The profession is three-quarters male and the number of female practitioners is increasing – up 15 per cent since 1997.
- Slightly more than half of practitioners have been in practice 15 years or less; the average age for full time DCs is 43.
- DCs are increasingly practicing in larger communities; 6 per cent more in communities of over 500,000.
- Two-thirds of practitioners are sole proprietors.
- 90 per cent of practitioners were born in Canada.

Research activities

- Seven per cent of members report that they are currently participating in research activities and 11 per cent indicate they have participated in research in the past three years.

Practice characteristics

- 40 per cent work in a multidisciplinary practice predominantly with a registered massage therapist.
- One-fifth is in a group practice with two or more DCs.
- One-fifth has more than one practice location.

Focus of practice

Members were asked to choose the main areas in which they focus their practice: General practice (94 per cent); Maintenance/wellness (61 per cent); Sports injuries (31 per cent); and Rehabilitation (20 per cent) were the top four areas reported by members.

Patient load

Practitioners were asked to estimate the number of total patient visits per week in a typical week. Active chiropractors (10 or more hours per week) report an average of 111 patient visits per week.

Incomes

Incomes vary widely depending on years in practice and employment status, i.e. full-time vs. part-time practice. The median net income for all active chiropractors (in practice 10 or more hours per week) for the 2009 taxation year is \$75,000.00.



Technology

- Patients are increasingly sharing information obtained from the Internet with their practitioners, and more than half of DCs have a clinic website.
- One-quarter have a social media clinic page.
- Few practitioners store their patient records exclusively electronically; 52 per cent are paper only and 46 per cent use a combination of paper and electronic storage.

Thank you to all of the members who took the time to complete the survey. Without your participation, we would not be able to collect this important data on the profession. ●

CCA's Waiting room DVD



The CCA's educational Waiting room DVD is a great tool to promote dialogue between you and your patients, and will also add value to your presence at educational and professional events.

Audio has been eliminated to decrease noise in your waiting room. This feature also enables you to use the video as a backdrop when you're delivering presentations. The information is designed to be delivered on-screen in large-format text and is interspersed with vibrant, chiropractic related images.

You can preview the DVD on the members' side of the CCA website. Copies of the DVD can be ordered from the CMCC bookstore at bookstore@cmcc.ca or 1-800-268-8940. ●

INFORMATION & LEGISLATION

FSCO Releases New Guideline on Costs of Goods

Last month, the Financial Services Commission of Ontario (FSCO) released a new guideline on the Cost of Goods in relation to Auto Insurance. The Guideline has been developed as a result of a recommendation by the Auto Insurance Anti-fraud Task Force in its interim report regarding measures that should be undertaken as soon as possible. Consistent with Ontario's crackdown on criminal and opportunistic automobile insurance fraud, the interim report suggested the creation of "a guideline to address the issue of insurers being invoiced for medical devices at prices considerably higher than their normal retail value." The interim report reflected input received from insurance industry stakeholders, the police, health care professionals and legal professionals.

For further information please visit the members' side of the OCA website at www.chiropractic.on.ca and search under [Resources / Auto Insurance](#) or contact Dr. Moez Rajwani, Health Policy Officer at mrajwani@chiropractic.on.ca. ●

OCA Submission to HPRAC on Spousal Treatment

In the December issue of our e-Newsletter, the OCA provided an update on the status of HPRAC consultations on the treatment of spouses by health care professionals. As part of the HPRAC consultations, OCA representatives made recommendations in face to face meetings in both Toronto and Thunder Bay, and provided a formal submission to the committee. Highlighted in the OCA submission, is that, in the case of a complaint of sexual abuse involving a spouse, the recommendations call for a rebuttable presumption that no sexual abuse occurred when the spousal relationship pre-dated the doctor-patient relationship.

View the OCA submission to HPRAC on the members' side of our website www.chiropractic.on.ca and search under [News & Events / Newsletters & Bulletins](#) for the Jan. 20 bulletin to the membership.

All submissions to HPRAC can be viewed at www.hprac.org. ●

In Memoriam

Dr. Gary Murdoch

Born in Dawson City, Yukon, Dr. Gary Murdoch attended CMCC and was part of the graduating class of 1975. He was passionate for life and will be missed by his many patients in Smithers British Columbia. Dr. Murdoch passed away in October 2010.

Dr. Kenneth Robinson

Dr. Kenneth Robinson graduated from CMCC in 1976 and later practiced in his hometown of Barrie. During his 33 years of practice, Dr. Robinson also served his profession as a licensing examiner, certified investigator and peer assessor until selling his practice in 2009. He will be missed by family and his many patients throughout the years.

Dr. Ted Koss

Owner of the Phoenix Chiropractic and Natural Health centre in Oshawa, Dr. Koss passed away in January 2012. He was an avid supporter of Durham Chiropractic events being involved with Spinal Health Week, executive positions and was a member of the first Durham chiropractor hockey team. Dr. Koss practiced in Oshawa for 25 years and will be missed by his family, colleagues, many friends and his patients, both human and animal. ●

RESEARCH

Victims of Our Own Success

By Dr. David Leprich

The recent Chapter 11 filing by 131 year old Eastman Kodak is a prime example of a company becoming the victim of its own success. Kodak, with their Brownie cameras and Kodachrome film, brought photography to the masses. As digital photography became more accessible, rather than embrace this new technology, Kodak tried to impede its development, fearing it would cut into profit margins established by the sale of film and film based cameras. By the time the future of photography became clear, it was too late. Companies like Fuji had put so much time and money into research and development, bankruptcy for Kodak was inevitable. In a good way, chiropractic is like the Fuji of health care.

We recognized many years ago that the only way to remove the barriers to improved health for Canadians was through a comprehensive research program. Past issues of the OCA News have carried details about the groundbreaking work we are doing. In addition to raising the profile of our profession in very high places, our researchers are involved in work which will influence the way health policy decisions are made. The impact this will have on health care, and how it is delivered cannot be overestimated. Nor can the role chiropractors will play in this developing environment. Like Fujifilm, chiropractic is poised to assume a leadership role. We must assume our rightful position in the delivery of musculoskeletal health care. However, with this leadership comes a burden.

As our research programs expand, more of our fellow practitioners are making the decision to continue their education and seek a PhD. This helps us establish more university based research chairs. The costs involved in maintaining these positions run into millions of dollars. Fortunately, some of these funds are provided by various levels of government. Unfortunately, we still need help. I don't know of any other profession which relies so heavily on its practitioners to give back so much. In addition to the usual registration, membership and licensing fees, we are frequently asked for financial assistance by our educational institutions, our historical groups, and of course, our research foundation.

It is time for a change. Your tax deductible donation to the CCRF makes you a member of the research foundation and helps to fund the machinery that develops these research programs. It would not be reasonable to ask the 6,000 chiropractors in Canada to cover multimillion dollar costs for the actual research. For this, we need outside help. The CCRF and the CCA are currently investigating alternate sources of funding, including untapped government funds and agencies. We



Dr. David Leprich

are also seeking potential corporate funding. Local news often carries stories about philanthropists who have made generous donations to regional or national campaigns. This is where we need your help. If you are currently treating someone who is in a position to direct personal or corporate donations, please consider recommending a contribution to the CCRF. Tax deductible donations would ensure the expansion of our flourishing research program.

The full details of the work currently being done can be seen at the CCRF website www.canadianchiropracticresearchfoundation.com. ●

Dr. David Leprich is a member of the CCRF's Board of Directors, and has previously served as President of the Niagara Chiropractic Society, Director of the OCA and President and Chairman of the Board of the Canadian Chiropractic Association (CCA). He is the theatre chiropractor for the Shaw Festival Theatre in Niagara-on-the-Lake and is a chiropractic disability consultant to the St. Catharines General Hospital and the Niagara Health System.

RESEARCH

Spinal Manipulation, Medication, or Home Exercise with Advice for Acute and Subacute Neck Pain: A Randomized Trial



Bronfort G, Evans R, Anderson AV et al.

Author's Affiliations:

Wolfe-Harris Center for Clinical Studies, Northwestern Health Sciences University, Minnesota, USA.

Publication Information

Annals of Internal Medicine 2012; 156:1-10.

Background Information

Most manual medicine providers treat patients with neck pain on a daily basis. Historically, neck pain is treated differently among various health care providers: from passive manual therapy to medication to active exercise therapy. Over recent years the lines between professionals is becoming blurred and many clinicians are now incorporating various techniques in their practice.

As evidence informed clinicians we want to make sure that the therapies we offer our patients provide the best chance of achieving positive outcomes, while providing efficient service in a timely and cost-effective manner. The most efficacious treatment for neck pain is still a source of controversy. In fact, Cochrane Collaboration reviews and other scientific research have recently questioned the effectiveness of commonly employed therapies such as injections, exercise, mobilization or manipulation for patients with neck pain (1-3).

This study, widely discussed in the popular media, aimed to compare the effectiveness of three interventions for patients with acute and subacute neck pain: spinal manipulation therapy (SMT), medication, and home exercise with advice (HEA).

Primary Outcome Measure – Participant-Rated Pain:

This significantly favored SMT compared with medication at 12 weeks ($P = 0.01$) and in longitudinal analyses every 2 weeks from baseline to 12 weeks ($P = 0.017$). SMT was also superior to medication at 26 and 52 weeks.

HEA was also effective. The differences in participant-rated pain between SMT and HEA were smaller than those between SMT and medication, and these differences were not statistically significant at any time point in the study. Long-term analyses for participant-rated pain mirrored the shorter-term results indicating that at 26 and 52 weeks, SMT was still favored over medication, but was not favored over HEA.

Absolute Proportion of Patients with 50% or 75% Pain Reduction:

At 12 weeks, a significantly higher proportion of patients in the SMT group experienced reductions of pain of at least 50% compared to the medication group. This was also noted at 26 weeks, but not 52 weeks.

HEA was superior to medication at 12 and 26 weeks, with a higher proportion of subjects achieving a 75% pain reduction. This advantage was no longer apparent at 52 weeks, however.

Secondary Outcomes:

Group differences in most secondary outcomes were similar to those of the primary outcomes.

SMT was superior to medication in terms of global improvement, participant satisfaction and SF-36-assessed physical function. SMT and HEA groups performed similarly on most of the secondary outcomes, although SMT was better than HEA for satisfaction in short and long-term. HEA was found to be better than

medication in the short and long-term for satisfaction.

Adverse Reactions to Treatment:

Adverse reaction rates were similar among all groups in this study, with the SMT and HEA groups reporting more musculoskeletal side-effects (40% and 46%, respectively) and the medication group reporting more systemic side-effects (60%).

Clinical Application & Conclusions:

In this study SMT seemed more effective than medication according to various measures of neck pain and function. However, there were no demonstrated benefits of SMT over HEA, as subjects in both groups improved in similar manners on short- and long-term outcomes. Participants who received medication did not fare as well overall, but still improved.

It should be noted that the strong performance of the HEA group has implications for the potential cost savings over both SMT and medication interventions. One might argue that the use of HEA is a cost effective approach, with arguably less potential for adverse reactions (although as mentioned above more subjects in the HEA group reported adverse reactions compared to the SMT group in this particular study).

Another interesting finding was that participants in the medication group reported higher levels of medication use after the intervention. This is

Continued on page 10 ▶

This excerpt is part of a complete research review available on the Research Review Service. To read the complete review visit the RRS website at www.researchreview.com. ●

OCA NEWS & EVENTS

Chiropractic Ski Day 2012

The Chiropractic Ski Day event will be held at Georgian Peaks Ski Club March 1, 2012. OCA members, as well as their families and friends, are invited to participate in a fun-filled day on the slopes.

Chiropractic Ski Day includes:

- Continental breakfast — 8:30 a.m.
- A full-day lift ticket
- BBQ chicken lunch — 12 noon
- Access to ski races — 2 p.m.
- Après ski party — 4 p.m.
- Awards presentation and prizes



GREAT VALUE FOR ONLY — \$80

Every year, several exciting prizes are donated by local sponsors. Event organizers kindly ask that each guest donate a gift to the prize table to ensure everyone wins. Champions of the 2011 ski races will pass down their trophies to 2012 winners at the awards presentation. Come and enjoy a memorable experience with the chiropractic community.

How to register:

Payments can be made by cheque or credit card before February 24. Cheques are payable to Georgian Peaks Club and should be mailed directly to them at: Georgian Peaks Club, Attention – Group Coordinator, P.O. Box 400, Thornbury, ON N0H 2P0. For credit card payments, please call Georgian Peaks Club at 519-599-6771, ext. 260. For directions, please visit: www.georgianpeaks.com.

For more information please contact Dr. Roy Riddell, at 705-293-0427 or 705-443-1010, or email mandriddell@gmail.com. ●

ehpic 2012

Advancing the Future of Healthcare Through Interprofessional Learning

A certificate course for Health Professionals, Educators & Leaders
Sponsored by the Centre for Interprofessional Education

University of Toronto, June 18-22, 2012
St. Andrew's Club & Conference Centre, Toronto, Ontario

Abstracts are now being accepted. The submission deadline for Abstracts is Wednesday, April 4, 2012. To submit an Abstract please see the website link below for instructions. You may also view the brochure online at the link below.

To view the website and submit an Abstract visit: <http://events.cepdtoronto.ca/website/index/IPE1202-C>

To view the course brochure visit: https://s3.amazonaws.com/files.cepdtoronto.ca/support_files/17101/IPE1202-C_Brochure__WEB_.pdf

Deadline to apply is April 4, 2012! ●



OCA NEWS & EVENTS

Ontario Summer Games 2012 – Call for Volunteers



The 2012 Ontario Summer Games is currently seeking volunteers for health care professionals to volunteer with their Medical Team. The Games will take place from August 16 to 19, 2012 at locations throughout Toronto and

neighbouring communities such as Brampton, Welland and Oshawa.

This event is the first major multi-sport event to take place in Toronto in many years and will serve as a lead up to the 2015 Pan-American and Para- Pan-American Games. There will be over 1,000 volunteers to support 3,300 participants, including 2,500 athletes (13-19 years of age), competing in 28 sporting events.

Health care professionals are being sought out to lend their expertise and passion to support the athletes and their quest for success. Time commitment will vary depending on volunteer position, but the minimal shift duration will be 4-6 hours. The event is four days in total with 1-2 warm-up days preceding the event. Single day commitment is welcome, multi-day preferred.

Interested volunteers must register at: www.ontariosummernames.ca. When you register please indicate your preference to participate as a Medical volunteer and include your designation when prompted.

If you have questions about the event or volunteering for the Medical Team, please email Joanne Banfield at medical@2012ontariosummernames.com. ●

A Randomized Trial

Continued from page 8 ▶

an important finding that clinicians should keep in the back of their mind when deciding on appropriate care for individual patients.

The results of this study, like other trials on SMT for acute or sub-acute neck pain, suggest that SMT can provide reductions in pain and disability (4-6). Taking the existing body of literature into account, SMT and HEA both represent reasonable treatment options for managing acute and subacute mechanical neck pain. As always, clinical decisions should take studies like this into account, in conjunction with the preference of the patient, their response to prior treatment, and so on. ●

Upcoming Community Outreach Meetings/ Society Socials:

Guelph/Wellington Area

February 27, 2012, 7:00-9:00 p.m.

The Joint Café

43 Cork Street, Guelph, Ontario

RSVP Contact: Dr. Jenny Elliott

519-823-1450, drjelliott@hotmail.com

Burlington/Oakville Area

February 28, 2012, 6:30-8:30 p.m.

Burlington Public Library – Tansley Woods Location
Program Room

1996 Itabashi Way, Burlington, Ontario

RSVP Contact: Dr. Jennifer Nash

519-590-1696, jnash@chiropractic.on.ca

Niagara Chiropractic Society

March 7, 2012, 12:30-1:00 p.m.

Benchmark Restaurant

Niagara College (Niagara-on-the-Lake Campus)

Private Dining Room, Limited Seating

RSVP Contact: Dr. Enrico Schirru

905-688-5150, emschirru@gmail.com

Brant & Area

March 29, 2012, 6:15-8:00 p.m.

Grand River Community Health Centre (CHC)

347 Colborne St., Brantford, Ontario

RSVP Contact: Dr. Jennifer Nash

519-590-1696, jnash@chiropractic.on.ca

Tillsonburg & Area

April 30, 2012, 6:00-8:00 p.m.

Tillsonburg Public Library

2 Library Lane, Tillsonburg, Ontario

RSVP: Dr. Amy Brown

519-574-3349, abrown@chiropractic.on.ca

OCA NEWS & EVENTS

Welcome New Members

The OCA is pleased to welcome our newest members:

- Dr. Manju Asdhir
- Dr. Andrew Chan
- Dr. Steve Cho
- Dr. Dong-Eun Chun
- Dr. David Cryderman
- Dr. Davis Degarbo
- Dr. David Dorion
- Dr. Justyne Kersley
- Dr. Tiffany Locke
- Dr. Benjamin Merzel
- Dr. Jullin Negahban
- Dr. Aaron Pereira
- Dr. Edgar Semph
- Dr. Shaleen Somji
- Dr. Andrena Videchak

We look forward to serving you for many years to come. ●

Member Album

For the last three years, the Simcoe County Chiropractic Clinic has been involved in a local food drive with other local chiropractic offices. The clinic's 2011 drive collected 655 lbs. of food from staff, patients, family and friends for the Barrie Food bank and filled up their office, leaving only a narrow pathway to their reception counter.



~ Photo Submitted by: Dr. Ronald T. Linzner B.Sc., D.C., Barrie

Send Us Your Photos!

Have something to share with OCA members, an event, office anniversary or initiative you are involve with, then let us know and we will publish it in our new 'Member Album' section. Send your photos to the OCA at oca@chiropractic.on.ca.

OCA Mentorship Program

Lending a Hand - OCA Mentorship Program is now in place

Lending a Hand, the OCA's annual mentorship program, launched in December and four matches are now in place. Young practitioners will begin a six month mentoring relationship in early 2012, receiving invaluable advice on how to develop and grow their practices, while providing more experienced members with networking opportunities and a way to give back to the chiropractic community.

OCA will maintain communication with participants throughout the program duration to monitor progress. Once relationships terms are completed, the OCA will compile evaluations, conduct final conference calls to review feedback and discuss program experience.

Upon completion of the program, participating mentors and their mentees will be invited to attend our 2012 Season's Celebration, a special event to honour long-time OCA members, award-winners, volunteers and friends of the profession.

There are a few Lending a Hand placements still available, interested members can request an application by contacting the OCA.

For more information about the Lending a Hand program, please contact Nathalie Plourde, Manager of Member Services, 416-860-7184 or 1-877-327-2273, ext. 7184, or email nplourde@chiropractic.on.ca. ●



MEMBERSHIP RESOURCES

LCD Touch Screen Monitors and PC Hardware Products Discount Program



OCA members have access to special rates for LCD touch monitors and PC hardware products through GenPOS.

Members can purchase products separately or choose a complete package for their office computer solutions. ChiroWrite – OCA's clinical notes software was designed for touch screen monitors and Tablet PCs. Please mention that you are an "OCA member" when contacting GenPOS to obtain member pricing.

For more information, please contact GenPOS at 1-877-964-3428. You may also visit GenPOS on its website, www.genpos.com.

Product/Description	OCA Member Price
Option 1 – Stand-Alone MiniBOX system + Wallmount LCD Monitor or Desktop monitor	
MiniBOX PC System <i>(Intel Atom D525 CPU, 1Gb RAM, 160Gb HD, Audio, LAN, VGA, PS2, Serial, USB, Printer port & Windows XP Pro)</i>	\$499
TAP 19" LCD Touch Monitor (4:3)	\$499
Wallmount bracket kit	\$29
Option 2 – Wall-mount Modular Option	
Complete modular Wall-mount kit, with all required brackets <i>(Includes the following: MiniBOX system + TAP 19" LCD Touch Monitor + Special Bracket kit for back-to-back mount + Mini VGA Cable + Wallmount bracket)</i>	\$1,099
Available options	
Wireless LAN	\$89
Microsoft Keyboard & Mouse	\$25
External DVD ± RW USB Portable Burner	\$79

All pricing is subject to applicable taxes / Shipping cost not included

Insurance as Simple as 1-2-3

As the leading provider of group home and auto insurance, TD Insurance Meloche Monnex makes purchasing insurance for your car, your home and your recreational vehicle as easy as 1, 2, 3. First, you can take advantage of preferred group rates. Second, you get great coverage. Third, you receive outstanding service.



It's all about service and keeping it simple! Request a free, no-obligation online quote today and you could win one of two Honda Insight hybrids, plus \$3,000 for gas (or \$30,000 in cash).

For more details, visit: www.melochemonnex.com/oca or call toll-free 1-866-258-3036.

MEMBERSHIP RESOURCES

Still Time to Take Advantage of AODA Training

Over 1,600 members and staff have taken the training to date



While the Jan. 1, 2012 deadline for compliance with the AODA Customer Service Standard (Ontario Regulation 429/07) has passed, members are still able to take advantage of this program for themselves, existing staff and new staff.

Legislative Requirements

Clinics are required to establish policies, practices and procedures on providing services to persons with disabilities. Provincial legislation also requires that Chiropractors and their staff be trained on providing Accessible Customer Service to their clients. **This training is mandatory for both small and large practices.**

Training for Chiropractors and Staff

The OCA has partnered with *proLearning innovations* to create a customized online training program specific to the chiropractic profession. **This program not only meets the compliance requirements for training, it also provides members with policy templates, samples, best practices and situational examples specific to the chiropractic profession.**

Register Today

Members can register themselves and/or their clinic staff. Registration is \$25 per person. Each staff member in the clinic is required to complete the training individually. This is for tracking and documentation purposes as required by the legislation.

Find out more and register for the training by visiting our website at www.chiropractic.on.ca.

Have Additional Questions?

The OCA recently held a webinar to answer specific questions about the training. View a recording of the webinar on our website under AODA Training on our homepage.

For additional information, resources and learning tools regarding Reg. 429/07 visit Ontario's Ministry of Community and Social Services website at www.ontario.ca/community.

Note: Government resources are generic and can be used by all businesses. The OCA program provides members with resources and tools that are more specific to the chiropractic profession. ●

Have You Created Your Micro-site yet?

As an OCA member you can now create your own personal Web page on the OCA's main site to profile your practice to potential patients. Micro-sites feature:



- A photo and biographical information (education, credentials)
- Clinic address and graphic (photo or logo), contact information, including website, hours of operation, map and directions (up to four clinics can be displayed)
- Services offered, practice focus, languages spoken
- Wheelchair accessibility and parking information
- An appointment request button (email)

Your micro-site is a great way to connect with prospective patients, who will be able to search for you by location or by name.

Visit the OCA members' website, at www.chiropractic.on.ca, and sign on to register for your micro-site. ●

COMMUNITY OUTREACH



In Profile

WHO: Dr. Altat Virani

PRACTICE: Bay and College
Physiotherapy and Rehab
(Toronto) & Kidron Valley
Rehab (Etobicoke)

PRACTICING: 11 years

Dr. Altat Virani had no intention of becoming a chiropractor while doing his undergraduate studies at the University of Western Ontario, until a school recruiter brought up the career with him.

“I hadn’t really planned on a career in chiropractic initially, but after hearing more about the profession I was intrigued. I really liked the drugless approach to helping people, the hands on care and the patient interaction. I find these things to be very fulfilling and I wouldn’t want to be doing anything else.”

Having completed his chiropractic studies at the National University of Health Sciences in Chicago Illinois, Dr. Virani now divides his time between two clinics and is actively engaged in community outreach.

Q. What types of outreach do you do?

A: Right now I have been doing a number of presentations and talks to various groups of people. I largely focus on public education, and less on specifics of chiropractic. The conversation will ultimately involve chiropractic, but I find I get a much better response and engagement when I focus on things like injury prevention, core strength and overall back health. I talk about ergonomics in office settings and recently I spoke at the William Osler Health Centre to nurses, X-ray technicians and HR staff about core strength and back health.

Q. What types of materials or resources do you use?

A: I use many of the OCA resources, like the presentations, handouts and interactive activity sheets. The programs that I tend to use the most are on ergonomics, core strength, the kid’s backpack program and items dealing with preventative care. I also use the OCA’s MD/DC kit resources, specifically the referral templates when a patient is going to see a new doctor.

Q. What do you see as the benefits of your outreach?

A: Outreach identifies you as a professional in your community and allows you to build relationships, share information about a variety of things that chiropractors do and are knowledgeable about. Connecting with various audiences not only benefits me personally but it raises the profile of the whole profession. If someone I meet decides to come to me or some other chiropractor based on the information I have provided, it benefits us all in the profession.

Q. How do you identify your outreach opportunities?

A: The first opportunity I came across was from my neighbour. I had helped them with some information about orthotics through casual conversation, which led to talking about back packs and concerns about the really heavy loads kids seem to be carrying these days. I

offered to do a talk perhaps at the school using the OCA’s Pack it Right, Wear it Light program which led to my neighbour doing some inquiring and me being invited to the school for a backpack safety talk. The key is that, if you have a good relationship with someone, even your patient, it is easier to talk about helping out in other areas which may lead to outreach opportunities. It’s about building trust through relationships. With your patients, you must recognize that not all will be interested, so you have to use some judgement as to who may be open to ideas, or at least a conversation.

Q. What are some tips or advice you can offer to other chiropractors regarding participation in outreach events?

A: Have confidence in what you say and if you don’t know something don’t guess. Don’t be scared. It isn’t easy and it takes time to build the relationships, sometimes years but the rewards can be great. Lastly, call the OCA when you need help or some resources, you don’t have to figure it all out yourself.

The OCA’s Community Outreach Program is an ongoing success because of the grassroots involvement of hundreds of OCA members across the province. These members are actively engaged and participating in outreach activities, including tradeshows, employer talks and a variety of other public events, to raise the profile of the profession. In Profile showcases members who are actively and successfully engaged in outreach in their communities.

Planning an outreach event and need material/support, or looking for tips on how to get more engaged in your community?

Contact Krystyn Firka, at 416-860-7182, toll-free at 1-877-327-2273 ext. 7182, or by email at

kfirka@chiropractic.on.ca ●

COMMUNITY OUTREACH

Ministry’s Musculoskeletal Disorder Inspection Blitz Provides Outreach Opportunities for Chiropractors

Musculoskeletal disorders have been recognized as a significant workplace risk and will be the target of a month-long inspection blitz by the Ontario Ministry of Labour in February. The blitz will target the industrial, construction, mining and health care sectors and the Ministry is suggesting that organizations prepare by taking steps now to reduce the risks of MDS injuries and protect their employees from injury.

This means that employers will be focused on musculoskeletal injuries and their impact on employees and presents a great opportunity to connect with employers in your region about potential community outreach opportunities.

Chiropractors are ideally positioned to provide education on the topic of ergonomics and minimizing the risk of injury in the workplace. Putting together a presentation is easy with OCA public education materials including interactive outreach activities, educational brochures and Power Point presentations on topics such as ergonomics for office workers and manual laborers, physical activity, core strength and caring for your back.

Follow these easy steps to identify outreach opportunities in your area:

1. Talk to patients, friends and family to find out if their employers have any activities planned to educate employees on prevention of musculoskeletal disorders.
2. Contact local employers and offer to give an educational lunch & learn or participate in their upcoming health fair.
3. Contact OCA Community Outreach Coordinator for support and to request public education materials.

The Ministry of Labour has released an interactive online tool to help employers and employees find out more about musculoskeletal disorders (MSDs) and repetitive strain injury, and find effective solutions to help prevent ergonomics-related hazards.

Visit www.labour.gov.on.ca and search MSD Prevention. To access OCA public education resources, visit www.chiropractic.on.ca and search under Resources/Public Education.

For more information or support, contact the OCA at oca@chiropractic.on.ca or by phone at 416-860-7186 or toll-free at 1-877-327-2273. ●

OCA CHIROWRITE

Pro-rating ChiroWrite

Effective February 1, 2012 the OCA will offer pro-rating of the start-up license fee for ChiroWrite. **For more information, contact Liz Pridham at 416-860-4163 or toll-free at 1-877-327-2273 ext. 4163 or by email at lpriidham@chiropractic.on.ca.** ●

	Aug, Sept, Oct	Nov, Dec, Jan	Feb, Mar, Apr	May, June, July
PMP Master	599	460	310	160
PMP Associate	339	265	180	95
PMP Non-DC	149	120	85	50
Non-PMP Master	699	535	360	185
Non-PMP Associate	439	340	230	120
Non PMP Non-DC	149	120	85	50

OCA's PMP & ChiroWrite

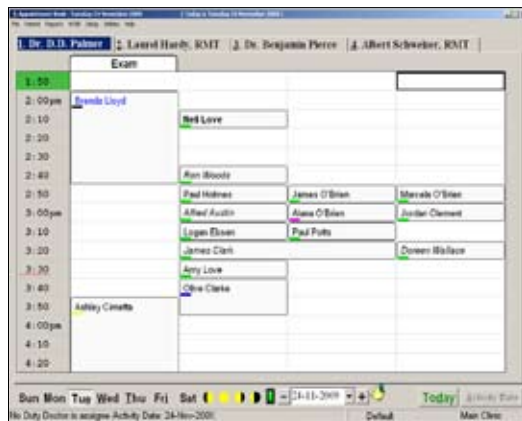
MEETING ALL YOUR CLINICAL SOFTWARE NEEDS

The Ontario Chiropractic Association is pleased to offer the Patient Management Program and ChiroWrite software packages. When licensed together the two programs interface to provide all your clinic software requirements. PMP has been a trusted source of patient management for 18 years, meeting industry and practitioner needs. It was, and continues to be developed by chiropractors for chiropractors.

PMP

OCA'S PATIENT MANAGEMENT PROGRAM

PUTTING EXPERIENCE INTO PRACTICE



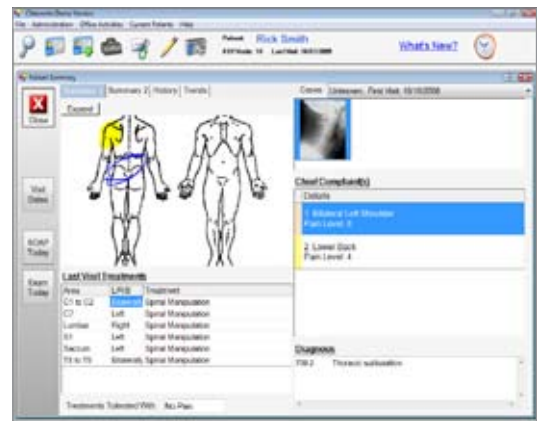
Developed by chiropractors for chiropractors

- Interfaces with ChiroWrite, OCA's Clinical Notes Software
- Maintain patient schedules and book appointments easily
- Variable time intervals and vertical & horizontal booking
- Patient billing and account management
- Customizable multiple practitioner platform
- Technical support provided by staff with chiropractic office experience

ChiroWrite

OCA'S CLINICAL NOTES SOFTWARE

DOCUMENTATION MADE FAST & EASY



Experience the difference for yourself

- Interfaces with PMP, OCA's Patient Management Software
- Comprehensive list of reports available
- Copy prior visit information
- Customize exam, SOAP & report templates
- Scan or save images and X-rays and include in patient files

For more information on OCA's PMP and ChiroWrite programs contact Liz Pridham at 416-860-4163 or email lpriham@chiropractic.on.ca. You can also visit our website at www.chiropractic.on.ca.

Ontario Chiropractic Association. **Treatment That Stands Up.**



PMP BITS & BYTES

Implications of a Devastating Fire

A few weeks ago we received an email from a PMP user asking about backup routines & procedures. Below we have outlined a section of her message.

My husband's work place had a devastating fire that completely destroyed their building and everything in it. Watching them struggle through this has prompted backup conversations around here. We do daily backups which are kept on site in a fireproof (supposedly) safe, and monthly backups which are kept off site.

Despite many articles about backups this is still one of the major problems users encounter. Faulty or non-existent backups can have devastating results. Hard drive crash, theft, fire and flood are just a few of the many reasons you may require your PMP backup to retrieve your patient and clinic history.

A daily PMP backup should be done each day that your office is open and a test restore should be performed weekly. Rotate your backups with two or three USB sticks and keep one in your office in a secure place (not in the computer, hanging on a wall or beside the computer) and one off site. Every Friday, do a monthly backup. They are more complete than a daily backup because they contain your PMP Word Processor files and items stored in Documents for Printing (located under the Reports menu). If you have questions about any part of the procedure contact the support line and we will guide you through. **PMP Backups are your insurance** and will only cost you two minutes of your time.

Note: We recommend you perform a PMP Backup daily even if other backup programs are being utilized. If there is a problem with your program the PMP Support Staff can usually get you up and running in minimal time if you are utilizing the PMP Backup. **The OCA is not responsible for any other backup program.**

For addition information or inquires, contact PMP at 416-860-7199, or toll-free at 1-800 561-7361 or by email at support@chiropractic.on.ca. ●

Updated OHIP Payment Program

For offices that still have outstanding OHIP accounts receivable we have updated a PMP utility program that will remove OHIP A/R from your summary sheets. There is no charge for this program when received electronically. Contact PMP for details. ●

Potential Summary Sheet Discrepancies

Although the PMP renewal update that was released in August looked similar to previous versions of PMP, it was different. It contained an update to the programming language that takes advantage of operating system changes and allows for future enhancements. The new version of the programming language did change the behaviour of a few functions.

One unexpected change for a few PMP users was summary sheets. Since summary sheets are based on a particular date or range of dates PMP reads your computer date format in order to produce reports. An incorrect format could affect the information on summary sheets. A resolution was quickly found and PMP now recognizes various computer date configurations and produces reports based on your individual settings. If you are currently running in version 6010 or higher you should not experience any issues with summary sheets. If not, please update PMP and be sure to review your monthly or yearly summary sheets for accuracy. ●

DC MD Notes & Forms in PMP – Coming Soon!

PMP is pleased to announce that new features to support the OCA's focus on enhanced physician chiropractic relations and referrals will be added to our software system. Programming is underway to add a Patient Initial Visit form that can be submitted electronically to MDs, updating them on their patient's care and new fields will be added to the patient file that can be used to generate merge letters to physicians.

The more diligent chiropractors are about sending concise consult notes to the physicians of both referred and non-referred patients (assuming patient consent) the more likely they are to cultivate good relationships with MDs in their community. Recognizing the majority of OCA members are currently sending physicians some form of consult note, the OCA has developed these new tools to ensure the process is as seamless and streamlined for PMP users as possible.

We anticipate these features will be released with the summer update.

For additional information or inquires, contact PMP at 416-860-7199, or toll-free at 1-800-561-7361 or by email at support@chiropractic.on.ca. ●

ESSENTIAL DATA SERVICES

Can your business withstand the loss of critical data?

What would happen if tomorrow you lost all the data on your servers, laptops and/or PCs, and you didn't have an updated backup to get your business back up and running?



Protecting your data isn't just critical ... it's essential!

Remote backup hosting

Essential's solution protects data from hardware failures, errors and unforeseen disasters by storing backup and archive copies in secure off-site electronic vaults. They protect thousands of computers — all connected together via the Internet. When you lose your data, you usually suffer one or more of the following: loss of patient information, loss of patient confidence, lost productivity and/or employee downtime. Essential will back up your data daily for \$21.95 per month. There are no long-term contracts, and you may discontinue at any time*.

Essential Data Services Inc., a division of Infinity Network Solutions Inc., provides Internet-based off-site data storage, disaster recovery, and document management solutions to small and medium-sized businesses. Essential offers highly reliable, automated backup and recovery services, enabling customers to store and access critical information more easily, consistently and efficiently than ever before.

Security is a very vital aspect; data is available to the owner or an authorized party only. Partnered with TELUS Canada, Essential co-locates its backup systems on which your vital information is stored. The TELUS data centre is one of the most technologically advanced locations in North America; all external walls are reinforced with structural steel bracing and are bullet resistant. Video Surveillance — inside and outside — is monitored by on-site security 24/7, and Biometric Scanners are used in conjunction with ID card readers to guarantee enhanced, authenticated access to the co-location.

Contact Nathalie Plourde at 416-860-0070 or 1-877-327-2273, ext. 7184 or email nplourde@chiropractic.on.ca for more information.

**30 day notice required.*

Key Benefits

- Automatic backup daily
- Encryption; access to data available to customer only
- Protected from disaster such as flood and theft
- Backups hosted at one of the most secure locations in North America
- Easy, fast restoration. Data is available 24/7

Support

- Backup client software license
- Monitoring of the backup
- Remote installation and configuration of software
- Daily email reports that detail and confirm last backup
- Telephone & remote support during business hours
- Emergency support after business hours

System Requirements

- Windows XP Professional (32 bit and 64 bit)
- Minimum 128MB Memory (Recommended 512MB)
- Minimum 100MB of available disk space (Recommended 250MB)
- Internet connection

PRACTICE OPPORTUNITIES

OFFICE IN OTTAWA seeking energetic independent contractor. Our clinic is located in a highly visible location, enjoys a stellar reputation and has highly trained, enthusiastic staff. Email woodroffeic@hotmail.ca.

GREAT OPPORTUNITY FOR AN ASSOCIATE DOCTOR to join an established clinic in Southwestern Ontario, near Sarnia. Thompson, Diversified, acupuncture and orthotic therapy an asset. Send cover letter and résumé to doctorkjs@gmail.com.

CHIROPRACTIC OPPORTUNITY WATERLOO – Flexible arrangement for chiropractor to share space in established wellness, subluxation based Waterloo practice. Senior chiropractor uses CBP, Thompson and Diversified technique. Potential future opportunity to purchase the practice. 519-576-7930 or drroger@execulink.com.

ASSOCIATE POSITION AVAILABLE in a subluxation based practice in Guelph, Ontario. Direct inquiries and resume to: Dr. Terry Zavitz. Email: drtaz@rogers.com.

ASSOCIATE POSITION IN PETERBOROUGH. Must have CranioSacral training. Contact cmccwoods@hotmail.com or 705-927-7627.

ASSOCIATE NEEDED. Windsor, Ont. Dr. relocating. New graduates or experienced chiropractors for long-term. Email résumés / questions to completechiropractic@cogeco.net.

ESTABLISHED WELLNESS CENTRE in London, Ont., Canada is looking for another Chiropractor wishing to practice in a multidisciplinary setting. Must be eager to establish own clientele base with some referrals. Call 519-659-7220 for details or email: rjfolkard@gmail.com.

WANTED: Associate/partner with option to buy practice in Southwestern Ontario. Contact hreimer@mychiro.ca.

PRACTICE FOR SALE/LEASE

PHYSIOTHERAPY PRACTICE ON SALE:

This practice has an excellent reputation and excellent client & referral opportunities. The facility has strong referral relationships with area physicians. This is an established and successful physical therapy practice accessible to a major highway and near major medical facilities. A spacious facility with an excellent inventory of furniture and equipment, which is well maintained and new. The owner changing the focus and wants to sell the business to a responsible physiotherapist/chiropractor. For serious enquires please contact the owner at 647-388-7224 or email paragaga@gmail.com.

A WELL ESTABLISHED satellite chiropractic clinic in Northern Ontario. Great clinic for a new grad. Serious inquires only. Contact 705-647-6070 or gooddaychiro@live.com.

FOR SALE IN COTTAGE COUNTRY (BARRIE) – retiring in Dec. 2013 – 38-year old practice – gross \$275,000 - \$300,000 over last 3 years – pay rent on century home containing my office – includes furniture, 3 adjusting tables (one traction Hill table), X-ray and manual darkroom – must have motion palpation skills and compatible practice philosophy – serious inquiries only – contact drgdyck@gmail.com.

LARGE, WELL-EQUIPPED OFFICE on Main St. in the Kawartha Lakes area. Well-established 33 years. Multidisciplinary, suitable for chiropractors, physiotherapists, naturopaths. Practitioner retiring. Sharon 416-282-1746.

MUSKOKA HOME AND OFFICE – Part-time practice and four-season home on Brandy Lake. Full details contact: docb@on.aibn.com.

OAKVILLE MULTIDISCIPLINARY CLINIC FOR SALE: Modern facility in a great community. Large potential for growth. Email interest to: oakvilleclinic4sale@gmail.com.

QUALITY PRACTICE FOR SALE in Peterborough County – planning to retire in 2012. Located in a municipal medical center with exceptionally low overhead. Majority of patients are on a maintenance care program. Easy terms and will assist with transition. All inclusive. Email: drbertvanderham@gmail.com.

PRACTICE FOR SALE, Essex Ontario. Multidisciplinary/rehabilitation clinic with large patient base. Salary plus bonuses. Contact swchiro@hotmail.ca.

RETIRING AFTER 40 YEARS. Well-established practice for sale in Waterloo. Able to take over existing office lease. Excellent turnkey opportunity. Must have compatible practice philosophy. Contact docmagic777@aol.com.

LOCUMS

QUALITY LOCUMS — Ken deHaas '85 — plenty of: experience, references, availability, simplicity — www.chiropracticlocumsonario.com — kdehaas@live.com — 613-833-1222.

EASTERN ONTARIO LOCUM SERVICE — For all your locum needs in Eastern Ontario, please visit my new website: www.easternontariolocumservice.com or contact me: Dr. Evelyne Bruneau, DC 613-833-1222 e-bruneau@hotmail.com. See what experience can do for you and your practice!

PATHMARK LOCUM SERVICE the number one locum service in Ontario, solely dedicated to the chiropractic profession. We specialize in providing locums and associates, practice sales/purchases. We would love to assist you. 1-800-265-8043 or email pathmark@pathmarkinc.com. Check out our new DO IT YOURSELF website at www.locums4you.com... this site will save you time and money!

PERMANENT, PART-TIME AND LOCUM STAFFING SERVICE: Let MDSS help resolve your staffing needs. Our professional practitioners are available for chiropractic and physiotherapy locums and permanent placements. MDSS offers a three month guarantee on all permanent placements, pre-screening of all candidates and no retainer. Contact us at 905-428-6377 or 1-866-482-6377 or email mdss1@rogers.com or at www.mdss.ca.

SPACE AVAILABLE

CHIROPRACTOR NEEDED TO JOIN MEDICAL CENTRE, leasehold completed Low Rent. Looking for long-term chiropractor who wishes to build his practice & career in Milton. Email dr.cmorris@yahoo.ca.

EQUIPMENT

X-RAY SYSTEM: Complete 300 mA/125 KVP Bennett X-ray System. 14 x 36 Wall bucky. Floor/wall tube stand – smooth movement. Collimator. Rotating Anode Tube. QX70 Cold Water Processor. Leaded Control booth with 8 x 10 lead glass. Lead aprons, gloves, etc. Dozen cassettes, assorted sizes. Professionally maintained and in good working condition. Asking \$8,900 or best offer. Contact Team@universalchiro.ca or 905-567-8535.

HAND HYDRAULIC DYNAMOMETER \$150; Lafayette Manual Muscle Test System \$550; Baseline Digital Inclinator \$65; Dynamometer 660 lb. \$225; 4 Red leather office chairs-excellent condition \$40 each. Contact 705-647-6070 or gooddaychiro@live.com.

FOR SALE – IMPULSE adjusting instrument / blue / carry case / single and 2 dual stylus / wall mount bracket / DVD, \$599. 416-481-4184 / dc@spinealign.ca.

RAYMAX X-RAY UNIT AND KONIKA developer for sale. Excellent condition. Includes 6 cassettes and lead aprons. For inquiries email julie.costanza@rogers.com.

BRAND SPANKING NEW (in box) 5 Tech Insight Subluxation Station. Great deal — More info darlene.lennox@sympatico.ca.

TOG GAIT-SCAN LEASE TRANSFER
– Retirement: Contact hzfong@gmail.com or Dr. Fong 604-876-3368.

LIKE NEW - Myovision Dynamic Surface EMG – complete set including software. Looking for lease takeover of \$331.57 monthly. Seller will pay lease transfer fees. 416-458-0585 or drellul@gmail.com.

CHAs

CHIROWORKS LOCUM SERVICE — designed specifically with the needs of the front desk. Let our experienced CHA's fill in short/long-term assignments, maternity leave or staff transitioning. With over 30 years of combined experience our CHA's will take the stress of covering the front desk away from the chiropractor leaving them to do what they do best. For more information: info@chiroworks.ca or phone 416-834-0348.

OCA Classified ads

Classified advertisements in the *OCA News* are accepted from OCA members on the basis of a charge of \$1.45 per word or number or combination of letters. This amount includes HST. Payment must accompany submission of the ad.

You also have the option of placing your ad online. Visit the OCA website at www.chiropractic.on.ca under [Home / News & Events / Classified ads](#). The cost for online classified is the same as for the print version at \$1.45 per word. Your ad will remain online for a period of 4 weeks.

To place an ad please visit the OCA website to fill out a classified ad submission form and send to Linda Baldasio at lbaldasio@chiropractic.on.ca. For more information contact 416-860-0070 or toll-free 1-877-327-2273.

The inclusion of classified ads does not imply that the OCA or the chiropractic profession has reviewed or endorses the products, services or opportunities so advertised.