

JANUARY 2013

# OCA NEWS

ONTARIO CHIROPRACTIC ASSOCIATION



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## The new OCA News

The "OCA News" has been a fixture of chiropractic in Ontario for over 45 years. In that time many of the OCA's achievements have graced these pages. Some of the most notable story headlines from the life of the OCA News include:

- Greatest Since D.D. Palmer – **May 1964**
- Chiropractic: Borne on the Wings of Time – **July 1979**
- An Historic Milestone – Chiropractors at WCB Hospital in Ontario – **November 1986**
- Manga Report Provides Stunning Support for Chiropractic – **August/September 1993**
- Private Insurance Coverage of Over Bill from First Visit – **December 1995**
- Seven-year neck pain study finds mobilization, manipulation among effective treatment options – **March 2008**
- Chiropractors join Vancouver 2010 Olympic medical team – **February 2010**

A number of the association staff's favourite OCA News covers from over the years have been included in this issue. It is their hope that you will enjoy this walk down memory lane and keep this issue as a collector's item.

This will be the last issue of OCA News in its current form. In the future the OCA will refocus our hardcopy news on broader trends in chiropractic. This document will take the form of a thought leadership magazine featuring several stories per issue that delve deeply into topics that directly impact chiropractic practitioners and clinics on a daily basis.

Announcements of OCA services and discount programs, regulatory updates and communications from our partners will continue to be provided on a weekly basis through email.

The new OCA News will also endeavour to look into the future and help chiropractors chart the future of their careers and their profession. This will involve looking at trends in chiropractic here in Ontario and around the world, as well as learnings from our colleagues in other allied health professions. ●



## PRESIDENT'S MESSAGE

# The road ahead for the OCA

It was my pleasure to report to the OCA Membership on the progress of the association and the strategic plan we developed for the future at our Annual General Meeting on October 27, 2012. At this time I would like to share with you some of the highlights of that report.

“ In November 2011 we began conducting an extensive survey of our membership. This survey was designed to take the pulse of our profession. We wanted to know what our members were thinking before we started our strategic planning process. What our members had to say was very informative. Three critical learnings emerged from this survey:

1. Our members would like to see a greater value for their membership dollars,
2. A sizable portion of our membership is concerned about the future of our profession, and,
3. We heard that our members are eager to see the OCA create opportunities for chiropractors to collaborate more with physicians and other health care providers.

From these findings we saw the foundation of the next phase of our strategic plan start to come together. Three high level strategic goals for the OCA were crafted.

The first goal is to provide an outstanding member experience. This goal has been advanced by embracing a renewed customer service approach to the day-to-day business of the OCA and through the expansion of the services the association provides and the means through which we foster communication.

Our second goal is to build the reputation and credibility of the profession. We received some reassuring data this past year, so we

know that there is a foundation upon which to continue to build our profession's reputation and credibility. We built upon that foundation with very strong media relations, public education and stakeholder engagement activities in the last fiscal year.

The third goal is to create opportunities for increased participation in the health care system. I have been asked why the OCA is so focused on developing strategies and resources to help our members collaborate with other health care providers. There are a variety of reasons why, but I think the best one is this: collaboration *is* the future of health care in Ontario.

Queen's Park has delivered that message loud and clear in the last year. Our government is looking for ways to cut costs while increasing the quality of care that Ontarians receive. This has created a tremendous opportunity for chiropractors. The Consulting Chiropractor Role in Primary Care Demonstration Project that the OCA undertook with the Ministry and the Ontario Medical Association and the Interprofessional Spine Assessment and Education Clinics pilot project are two fine examples of that work.

We are especially optimistic about work currently underway with each of Ontario's 14 Local Health Integration Networks. "LHINs" are the centre of health care provision at the community level and are critical to increasing chiropractors' participation in the health care system.

The strategic planning process and goals I outlined have the potential to enable a significant, positive impact on our profession. Each one of us chose to be a chiropractor for a variety of reasons, but perhaps the most important characteristic that drew us in is the caring nature of the chiropractic profession. We care



Dr. Natalia Lishchyna, President

with our hands, we give hope with our words, and we inspire with our actions. Let's unite like we never have before...because together we can reach our goals.

The OCA Board of Directors and our able staff have already begun the work of executing our ambitious strategic plan. I look forward to updating you on those efforts in due course. In the meantime feel free to reach out to me or any of my fellow Board Directors to offer your thoughts and insights. I do believe that together we can reach these goals.

A handwritten signature in blue ink that reads "Natalia".

Dr. Natalia Lishchyna,  
President

### 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](mailto:president@chiropractic.on.ca), fax to 416-860-0857, or mail to Ontario Chiropractic Association, 200 - 20 Victoria St., Toronto ON M5C 2N8.

MINISTER'S MESSAGE

# The Honourable Deb Matthews speaks to Ontario's chiropractors



The Hon. Deb Matthews, Minister of Health and Long-Term Care was presented with the OCA's Chiropractic Honour Award at our annual awards reception on December 1, 2012.

On the evening on December 1, 2012 the OCA held its annual awards reception. Minister of Health and Long-Term Care Deb Matthews was presented the Chiropractic Honour Award at the event. In her acceptance remarks, Minister Matthews expressed her appreciation for the work that chiropractors are doing to help the Ontario Government realize its vision for a more cost-effective and patient-centred model of care.

In particular, Minister Matthews reinforced the role that chiropractors and other allied health professionals can play in the health care system as it evolves. Matthews thanked chiropractors on behalf of Ontarians.

"Thank you for the tremendously important work you do each and every day, improving the health of Ontarians," said Matthews. "I want you to know how much we value your critical role as key members of the health care system."

Minister Matthews also reinforced the importance of utilizing interdisciplinary teams in patient care and congratulated Ontario chiropractors on their leadership in projects like the Consulting Chiropractor Role in Primary Care Demonstration Project and the Interprofessional Spine Assessment and Education Clinics. "These and other interprofessional partnerships are helping us reach our goal to transform health care in Ontario," said the Minister.

Minister Matthews' core message was one of transforming the Ontario health care system into one that is patient-focussed. Chiropractors have always had a strong, holistic focus on patient-centred care. It is in our professional DNA. This is surely reflected in the Minister's observation of the "enormously important role that chiropractors play in the province's health care system."

***The OCA thanks the Minister for her support and congratulates her on receiving the Chiropractic Honour Award. ●***



## OCA AWARDS

# OCA Awards recognize exemplary members

The OCA held its annual awards reception late last year to recognize the significant contributions of some of its exemplary members. This past year was an eventful one for chiropractic. Accordingly, the OCA Awards Committee had difficult decisions to make. The OCA congratulates each of these award recipients and thanks them for their invaluable work:

**Dr. Geoff Outerbridge**  
*Chiropractor of the Year*

**Dr. Peter Amlinger**  
*Heart and Hands Award*

**Dr. Jason Busse**  
*Research in Chiropractic Award*

**Dr. Dirk Keenan**  
*Dr. Lloyd W. Taylor Award for Political Action*

**Dr. Deb Kopansky-Giles**  
*Professional Service Award – Public Relations*

**Waterloo Regional Chiropractic Society**  
*OCA Society of the Year*

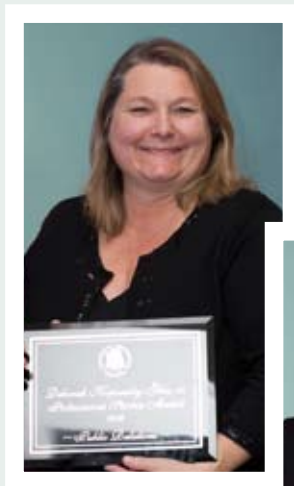
A highlight of the gala came when **Dr. Geoff Outerbridge**, who was named *Chiropractor of the Year*, addressed the audience via Skype from Mahalapye, Botswana.

Live from  
Botswana ...

Dr. Outerbridge expressed his deep appreciation for the distinction, his honour to be counted amongst past recipients and his thanks to the supporters that made his work possible, most notably his wife Sophie Descamps and children Liam and Amelia.

See page 14 for additional pictures and awards. ●

From top: Dr. Natalia Lishchyna, Dr. Dirk Keenan, Dr. Al Scales, Dr. Deb Kopansky-Giles, Dr. Peter Amlinger, Dr. Santo Fera, Dr. Jay Triano, Dr. Geoff Outerbridge (via Skype), Dr. Outerbridge with his son Liam and wife Sophie Descamps.



RESEARCH



## A conversation with Dr. Jason Busse

### OCA Research in Chiropractic Award Recipient

Dr. Jason Busse recently received the OCA's Research in Chiropractic Award. This award is presented in recognition of meritorious service to the profession by advancing the understanding of chiropractic through study, research and scientific inquiry. Dr. Busse more than exemplifies the criteria of this honour.

The following Q&A will offer a glimpse into the work of this prolific chiropractor:

**Q. What did it mean to you to be recognized by your peers with the Research in Chiropractic Award?**

**A.** I was extremely honored to be recognized by my peers with the award. Our profession has established a small, but very dedicated group of researchers who are all performing important work related to chiropractic. I am humbled to be included among the past recipients of this award.

**Q. You have an extensive body of work. Is there an item from your work relative to chiropractic that you are most proud of?**

**A.** There are two recent efforts that I am very excited about. The first is a tool that we have developed to identify patients at risk for prolonged recovery following orthopedic injury called the somatic pre-occupation and coping (SPOC) questionnaire. All health care providers struggle to predict which of their patients are likely to do well and which may require additional or more intensive care. I am hopeful that the SPOC questionnaire will

become helpful in these efforts. Second, I was recently invited to be the section editor for the adult spine chapter in the textbook "Evidence-Based Orthopedics". This work brought orthopedic leaders together with leading chiropractic researchers Dr. Carlo Ammendolia and Dr. Gabrielle van der Velde to offer perspective on both surgical and non-surgical approaches to care.

**Q. What are you currently working on?**

**A.** My current efforts include methodological projects to optimize reporting of patient-important outcomes, risk differences, missing data in systematic reviews, and exploring factors associated with early trial discontinuation. I am leading systematic reviews to explore the role of opioids in the management of chronic non-cancer pain, management of fibromyalgia and the evidence for independent medical evaluations. I am also exploring the appropriateness of spine-related imaging, determining factors associated with prolonged recovery from disabling complaints and pursuing studies to establish the impact of incorporating chiropractors into the mainstream health care system to manage low back pain.

**Q. What is the most exciting finding in chiropractic research of the last year or two?**

**A.** There have been many exciting studies published recently, and it's difficult to highlight only one, but a study that caught my attention was a randomized controlled trial that explored the effect of maintenance spinal manipulative therapy for chronic low back

pain in *Spine*. Although not a perfect study, it found evidence to support the role of maintenance therapy for sustaining improvement in pain and disability. Perhaps even more importantly, this trial showed that it is possible to conduct randomized controlled trials to test questions that are of critical importance for the chiropractic community.

**Q. What do you hope to be researching in the years to come?**

**A.** In the future I hope to provide additional insight regarding the effective management of chronic pain syndromes, assist in the integration of evidence-based practices for organizations providing wage-replacement benefits to disabled workers, and pursue clinical trials to explore the effectiveness and cost-effectiveness of integrating chiropractic care into mainstream health care. ●



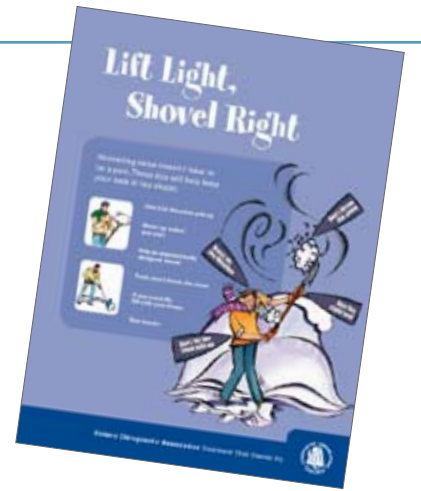
# CHIROPRACTIC IN THE NEWS

## Lift Light, Shovel Right media relations campaign underway



*Lift Light, Shovel Right* provides the public with information and tips to prevent shoveling-related injury. With these materials, we aim to help Ontarians choose the right shovel and lift and safely clear the snow during the winter season. Periodically throughout the course of the year the OCA leads media relations campaigns to highlight programs like *Lift Light, Shovel Right*.

These campaigns are an excellent way to present chiropractic in the best possible light by demonstrating the profession's commitment to equipping Ontarians with preventative tools while reminding them that chiropractors stand by to assist when injuries do occur.



Last year alone the *Lift Light, Shovel Right* campaign garnered tremendous attention from the media. Our media relations efforts garnered over 18 stories and 2.5 million impressions. High profile media outlets such as *The National Post*, *Global Toronto* and *CTV Morning Live Ottawa* featured stories on the program.

This year, even though the snow has come late in many parts of the province, the program has enjoyed strong interest from the media across the province. The heavy snowfall over the holidays allowed the OCA to continue this year's *Lift Light, Shovel Right* outreach. We have already secured media coverage from a variety of outlets, including the *Canadian Press*, *CityTV*, the *Toronto Star*, *Metro News*, *Canada.com* and radio stations in Ottawa, Oshawa, Hamilton, Sault Ste. Marie and London.

### HOW YOU CAN GET INVOLVED

There are many ways for chiropractors to get involved with the *Lift Light, Shovel Right* campaign:

- Display the *Lift Light, Shovel Right* awareness poster in your clinic
- Distribute *Lift Light, Shovel Right* information materials to your patients and in your community
- Plan a *Lift Light, Shovel Right* public education event in your community in conjunction with the OCA



All of the campaign marketing materials are available via the CMCC bookstore and on the OCA website at [www.chiropractic.on.ca](http://www.chiropractic.on.ca).



All chiropractors are encouraged to engage with this campaign in their clinics and when undertaking public education activities across the province.



## CHIROPRACTIC IN THE NEWS

# Raising the profile of chiropractic in Ontario

Periodically throughout the year the OCA engages Ontario media outlets on an array of topics relevant to chiropractic and spine health. In the coming months you will see several of these media relations campaigns appear in your local newspapers and over the airwaves.

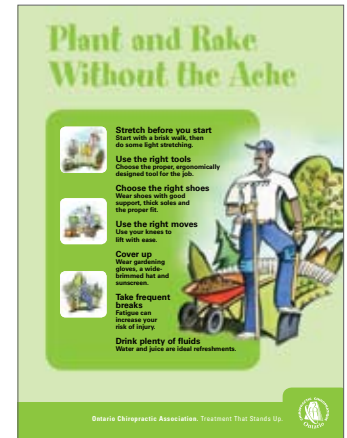
## Get in the Game without the Pain

As warmer weather approaches, golfers will not be able to wait to get to the first tee. But twisted postures, the torque of the swing and forgetting to warm up can cause unnecessary injury. The focus of the *Get in the Game Without the Pain* program, which features a four-fold brochure and accompanying poster, is to help Ontarians stay active and healthy, and golf is a great way to do that. The program was designed to help golfers by giving them the information they need to avoid common injuries and offers advice on simple stretches.



## Plant and Rake Without the Ache

With eighty-eight percent of Ontario chiropractors reporting that gardening is the most common source of back and neck pain during the warm weather season, the Ontario Chiropractic Association's *Plant and Rake Without the Ache* public education program is aimed at helping gardeners avoid the stiff and sore joints, muscle, neck and back pain that sometimes accompany work in the yard. The program features tip sheets that outline proper warmup exercises, stretches, lifting techniques and injury prevention strategies in a simple, easy-to-follow format.

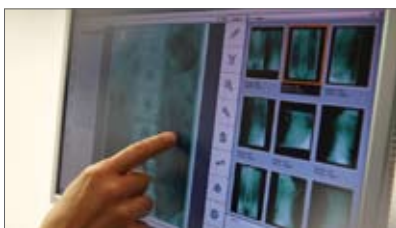


# OCA advertising campaign returns to the airwaves



In early 2013 the OCA will re-launch its television advertising campaign. The advertisement was developed to align with OCA's strategic goals of defining, sustaining and advancing the profession. It also positions chiropractors as part of the family health care team. This is accomplished by interweaving images of chiropractic diagnostics with stylized animation of a father and daughter enjoying a relaxing round of golf free from pain.

*This year the advertisement will run on a variety of specialty channels that you are sure to recognize, including:*



# OCA NEWS & EVENTS

## Conference delivers actionable insights

**The OCA's annual Pathways to Practice conference made good on its promise to deliver smart, actionable insights to aid chiropractors in their day-to-day practice life. A video featuring the highlights of Pathways to Practice 2012 is available on the OCA website at [www.chiropractic.on.ca](http://www.chiropractic.on.ca).**

### Speakers



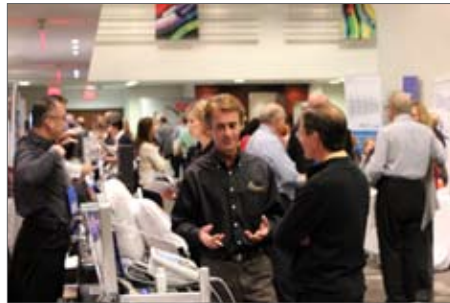
Exceptional speakers included Dr. Richard Brown of the British Chiropractic Association who spoke on the future of chiropractic. Dr. Shawn Thistle presented perspectives on recent chiropractic research while Dr. Richard Ruegg offered fresh perspectives on the assessment and treatment of headaches.

An average of approximately 80% of participants agreed that each of these sessions were both useful and relevant to their practices. Some described sessions as “fantastic” and “invaluable”.



The day concluded with a panel discussion of the results and implications of the Consulting Chiropractor Role in Primary Care Demonstration Project. The panel included chiropractors and physicians focussing on many of the beneficial findings of the consultation project. The panel concluded with a demonstration of actionable tools that the OCA has built into the PMP and ChiroWrite software solutions.

### Tradeshow



Once again, Pathways to Practice featured a tradeshow of 30+ knowledgeable vendors. Chiropractors reveled in the opportunity to interact with some of the best-known suppliers of the profession. In the words of one conference delegate “the vendors are very good. They give you very good information and you get to take home some free stuff!”



conference delegate “the vendors are very good. They give you very good information and you get to take home some free stuff!”

### AGM

Pathways to Practice is also home to the OCA's Annual General Meeting. This gathering offers the OCA Board of Directors the opportunity to report on the association's operational achievements of the previous year and set the agenda for the year ahead. Delegates described combining the AGM with the conference as “ideal” and reported that the meeting was “informative”, “interesting” and “efficient”.



In short, Pathways to Practice 2012 was a celebration of chiropractic in Ontario. We expect that next year's event will be just as strong. In the coming months we will incorporate our members' feedback into the planning of the 2013 installment of the event. We look forward to announcing the lineup of speakers and vendors soon. But for now – mark October 5, 2013 in your calendars for Pathways to Practice 2013. ●



OCA PRESENTS  
**Pathways to Practice 2013**  
 Ontario's Premier Event  
 for Chiropractors and Office Staff  
 October 5<sup>th</sup>, 2013

OCA NEWS & EVENTS

# AGM reports OCA in strong position, looking forward



Each year during the Pathways to Practice conference the OCA holds its Annual General Meeting. This year's "AGM" included updates from our fraternal partners as well as reports from the OCA Board.

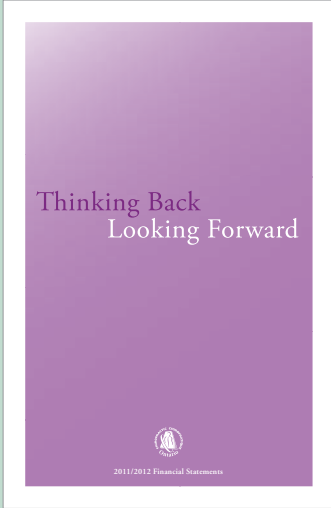
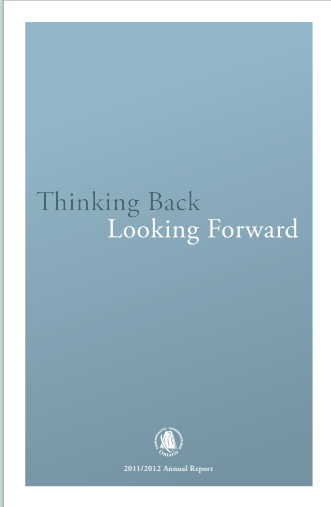
Each of our fraternal partner organizations reported forward momentum on behalf of the profession. Notably, Dr. Jean Moss of CMCC reported that an agreement had been reached with the University of Ontario Institute of Technology to open a joint UOIT-CMCC Centre for the Study of Disability Prevention and Rehabilitation.

Past-President David Brunarski had the pleasure of announcing two new members of the OCA Board of Directors. Dr. Brunarski, who also serves as Chair of the OCA Board, congratulated Dr. Shima Shahidy and Dr. John Riva on their recent election as directors. Our members selected these two candidates from a large group of qualified candidates. Many expressed their delight to see such interest in leadership positions within the profession. Dr. Brunarski also thanked Dr. Salima Ismail and Dr. Adam Wade for their service on the Board.

Dr. Ayla Azad, Secretary-Treasurer of the OCA Board of Directors reported that the OCA continues to be in a very strong financial position. This strong position will enable the OCA to continue its work on behalf of the profession.

OCA President Natalia Lishchyna presented the membership with an overview of the OCA's strategic plan. This iteration of the strategic plan will guide the OCA's work for the next five years. As Dr. Lishchyna reported, the plan is based on three core strategic goals. The first goal is to provide an outstanding member experience. Second, the OCA will strive to build the reputation and credibility of the profession. This will empower the association to achieve its third goal, to create opportunities for increased participation in the health care system.

Should you have any questions about the AGM or the reports of your Board of Directors, please do not hesitate to contact the OCA by phone at 1-877-327-2273 or by email at [oca@chiropractic.on.ca](mailto:oca@chiropractic.on.ca). We hope to see you at the AGM next year. ●



## Get your copy of the OCA Annual Report

The OCA Annual Report is available on the OCA website at [www.chiropractic.on.ca](http://www.chiropractic.on.ca). To order a hard copy please contact the OCA at [oca@chiropractic.on.ca](mailto:oca@chiropractic.on.ca) or phone 1-877-327-2273 416-860-0070.

## OCA NEWS & EVENTS

# OCA Board welcomes two directors

Dr. Shima Shahidy and Dr. John Riva were selected by the OCA membership to serve three-year terms on the OCA Board of Directors in the fall of 2012. These bright and dynamic leaders in the profession have a great deal to bring to the board. The following information will give you a sense of what they hope to accomplish during their terms.

## Dr. Shima Shahidy

Dr. Shahidy sought a seat on the OCA Board of Directors because she believes that between her practice experience and her work with the CCA she is well prepared to advocate for chiropractic. Part of that advocacy work will be bringing the perspective of newer chiropractic college graduates to the board. Dr. Shahidy also recognizes that the marketplace in which chiropractors operate is complex and competitive. So her overarching goal as a Board Director is to work to ensure that OCA members receive high value from their association. This means affordable rates and excellent membership benefits as well as continuing to engage members in the work of the association.



## Dr. John Riva

Dr. Riva stood for election in order to make a meaningful contribution to his profession.

He believes his Family Health Team practice, research and university-based teaching perspectives can help chiropractic overcome barriers to deeper integration into the mainstream

health care system. Specifically, he hopes to infuse some concepts from his interprofessional practice and health research methodology training into the OCA's work on behalf of its members. Dr. Riva also expects to focus on ensuring member value and promoting the interprofessional practice model. ●

# New OCA staff members



## Chris Langlois, Health Policy Analyst

Chris Langlois joined the OCA in August 2012 as a Health Policy Analyst. Chris will be working on a variety of policy projects and government relations initiatives at the OCA, particularly with respect to the association's interprofessional collaboration goals. Chris has a BA and MA in Philosophy from the University of Western Ontario and Queen's University respectively. He is also a recent graduate of the Master of Public Policy program at the University of Toronto.

## Cameron McAlpine, Manager, Member Communication



Cameron McAlpine joined the OCA in August of 2012 as its Manager of Member Communication. Cameron comes to the OCA from the communications and marketing consulting world where he worked as a Strategist at Public, Inc. and an Account Manager at Cossette Communications. He has also operated his own consultancy and taught public policy and current events courses at Durham and Sheridan Colleges. Cameron has worked in both Canada and the United States with a variety of recognizable organizations, including: Heart and Stroke Foundation, Metro grocery stores, Habitat for Humanity, David Suzuki Foundation, Kraft Foods and Mountain Equipment Co-op. Cameron holds Master of Arts degrees in communication and history from Georgetown University and the University of Western Ontario respectively. ●

## INTERPROFESSIONAL COLLABORATION



# A closer look at ISAEC with Dr. Henry Candelaria

On November 1, 2012 the Interprofessional Spine Assessment and Education Clinics pilot project opened its doors in three regions across the province. The pilot, funded by the Ministry of Health and Long-Term Care and administered by University Health Network, will test and evaluate a new model of care in which interprofessional allied health care teams offer low back pain patients timely assessment, education and shared-care treatment plans focused on self-management strategies.

ISAEC clinics in Toronto, Hamilton and Thunder Bay are staffed by a variety of health professionals including chiropractors. Dr. Henry Candelaria was chosen to be an Advance Practice Clinician at one of the ISAEC clinics in Toronto. With a few weeks of ISAEC clinic practice under his belt, Dr. Candelaria agreed to share some of his early observations of the project.

**Q. How would you describe your experience with ISAEC so far?**

**A.** The training we received over a three month period was definitely intensive and fast-paced. It is always impressive to see colleagues, both DCs and other health care providers, at work. What struck me is how well equipped the chiropractors on the project are to participate in this kind of care. This is especially true when it comes to our skills making detailed diagnoses and managing patient care.

**Q. What is the day-to-day experience like in an ISAEC clinic?**

**A.** The clinic I am working out of is the same one that I practice out of, an existing interdisciplinary community clinic. So the day-to-day experience in the clinic is very familiar to me. Where it's different is with respect to the types of patients I am seeing. These are all patients referred by their primary care practitioners seeking answers to their back health issues. It's our job to determine who is clearly a surgical candidate, who could benefit from the care of another practitioner, such as a chiropractor, and who requires further diagnostics. Soon we will start following up with the first few patients to the program to determine how they are managing their plans of care. I am looking forward to that phase as it will help us demonstrate how non-invasive,

and especially self-directed models of care are making a difference in patients' lives.

**Q. Do you believe chiropractors are being well utilized within the ISAEC model of care?**

**A.** Absolutely. With the combination of our evidenced-based rehabilitation knowledge, patient centred care approach, and our advanced diagnostic skillset, chiropractors are more than qualified and prepared for this kind of role.

**Q. One objective of ISAEC is to "reduce unnecessary referrals to LBP-related specialists", such as spinal surgeons. Does your experience in the clinic indicate that this objective will be met?**

**A.** Again, absolutely. That goal is already beginning to be met and we are less than a month into the project. Chiropractors understand that surgery is a select intervention in appropriate cases. But in most cases, potentially as many as 90% of surgical referrals, surgery is not the right choice. Hopefully, ISAEC will both greatly reduce the

number of unnecessary surgeries and MRIs and educate primary care practitioners on the other options their patients have to treat MSK conditions.

**Q. Do you have any advice for DCs that want to work in collaborative environments?**

**A.** Stay the course. Know your stuff. Put yourself out there. The fact of the matter is that chiropractors are more than capable and prepared to take on these roles. It really is a case of seeking them out and being tenacious. There are more and more opportunities to collaborate all the time. ●



## OCA NEWS & EVENTS

# Two great new member discount programs

The OCA is pleased to announce a new member discount program with the Toronto Raptors. Members can now enjoy significant discounts on Raptors home games at a wide variety of price levels. Go to the Raptors website ([www.raptors.com](http://www.raptors.com)) and enter Special Offer Code "OCA" to take advantage of this program. The Raptors regular season runs through the middle of April.

### Coming soon

The OCA has recently completed a process to identify a vendor to provide our members with a group discount on electronic payment processing devices and services. In the coming weeks we will be completing a testing process with the vendor to ensure that we can provide you an outstanding, low-cost option. Our hope is that this program will result in substantial savings for your clinic business. ●



## Member Services Resource Guide

*The OCA provides members a wide variety of free and discounted services and products. Below is a list of a number of those programs. For a complete list click on the Member Benefits link on the OCA homepage at [www.chiropractic.on.ca](http://www.chiropractic.on.ca).*

**Raptors** OCA members receive discounts on home game tickets at all price levels.



### AODA & Bill 168 Compliance Tools

proLearning innovations provides members need-to-know training programs specific to the chiropractic profession.



### The Chiropractic Report

Members receive free access to Chiropractic Report – a \$145 value.



### Research Review Service (RRS)

Members receive a complimentary annual subscription with access to hundreds of RRS reviews that summarize, analyze and contextualize recent peer-reviewed research.



### GoodLife Fitness

Members, as well as their families and staff, receive a 55% discount off of their GoodLife Fitness membership.



### TD Meloche Monnex

Members can benefit from special privileges, such as preferred group rates, enhanced coverage and flexible limits.



### Park'N Fly

Use 'Corporate ID' 373703 to receive Park 'N' Fly's special corporate program rates at locations across the country.



COMMUNITY OUTREACH

# OCA creating partnerships with LHINs across the province

In 2006 the Ontario government formed 14 not-for-profit corporations called Local Health Integrations Networks (LHINs). A key task of these LHINs is to work with local health providers and community members to determine health service priorities for the 14 regions across the province. Since then the OCA has been working to create partnerships with the LHINs to advance the cause of chiropractic.

In the last year, that effort has been redoubled in light of the province's new Low Back Strategy and Action Plan for Health Care identifying a shift in primary care to the LHINs. Today, the OCA has liaisons working directly with LHINs across the province. These liaisons are chiropractors with deep understandings of the issues facing the profession

and its patients. They are now consistently engaging with the LHINs to ensure that those issues are considered as local health services are planned, funded and integrated.

***If you would like to contact your LHIN Liaison email Dr. Jenn Nash or Dr. Amy Brown, the OCA's Outreach Coordinators, at [jnash@chiropractic.on.ca](mailto:jnash@chiropractic.on.ca) or [abrown@chiropractic.on.ca](mailto:abrown@chiropractic.on.ca).*** ●

## Public Education Resource Guide

*The OCA provides members a range of resources to aid in their work to educate the public about chiropractic and back health generally. Below is a list of a number of those resources. For a complete list visit the OCA website at [www.chiropractic.on.ca](http://www.chiropractic.on.ca).*

### Chiropractic Care and You

A concise resource that introduces prospective patients to chiropractic care.

### Pack it Light, Wear it Right

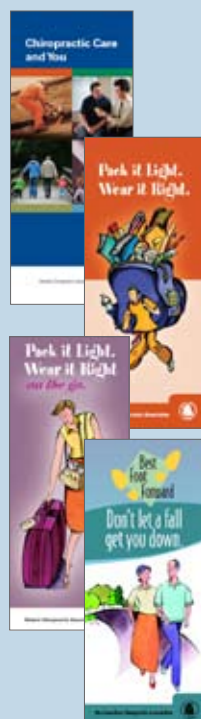
An instructional resource designed to help parents choose safe backpacks for their kids.

### Pack it Light, Wear it Right – on the go

A resource that helps adults choose and pack various types of bags and luggage.

### Don't let a fall get your down

A risk assessment and prevention tool for seniors concerned about falls.



### Plant and Rake Without the Ache

A resource outlining stretches and best practices to avoid back injury while gardening.

### Get in the Game Without the Pain

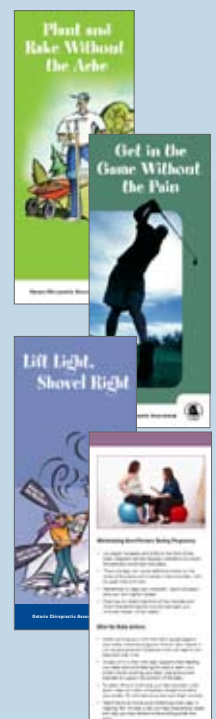
A variety of stretches are explained to avoid injuries on the links.

### Lift Light, Shovel Right

An instructional resource featuring stretches and best practices designed to avoid injuries while shovelling.

### Pregnancy and Back Pain

An informational resource designed to help women avoid low back pain during pregnancy.



# OCA NEWS & EVENTS

## Years of Service Awards

At the OCA annual awards reception held in December we also had the great pleasure of recognizing 10 chiropractors who have served the profession for 40 years and 40 with 25 years of service. The contribution of these colleagues is truly humbling.

### 40 Years

- |                         |                        |
|-------------------------|------------------------|
| Dr. William J. Anderson | Dr. David S. Pickett   |
| Dr. Francis Q. Guthrie  | Dr. Robert T. Pollock  |
| Dr. James J. Lemak      | Dr. Donald D. Robinson |
| Dr. Peter W. Martin     | Dr. Thomas J. Smith    |
| Dr. Robert C. Orr       | Dr. W. David Zurawel   |



### 25 Years

- |                               |                               |                           |
|-------------------------------|-------------------------------|---------------------------|
| Dr. Peter D. Aker             | Dr. Mary H.Y. Ho              | Dr. R. Kenton Peterson    |
| Dr. Ziad H. Bachir            | Dr. Mark E. Jones             | Dr. Michel R. Rice        |
| Dr. Diane M. Bell             | Dr. Roger F. Karam            | Dr. Ernest Schroeder      |
| Dr. Sylvie A. Bordeleau       | Dr. Henry M. Lee              | Dr. J. Mark Shaler        |
| Dr. William H. Currier, Jr.   | Dr. David Lovsin              | Dr. Mark D. Swain         |
| Dr. Gary R. Dadoun            | Dr. Antony G. Lysyk           | Dr. Orysia Swyszcz        |
| Dr. Elise Damecour            | Dr. Gary A. Malstrom          | Dr. Anthony Tartaglia     |
| Dr. Caroline E. De la Giroday | Dr. Joanne McKinley-Molodynia | Dr. Jerry S. Tchoryk      |
| Dr. June Dies-Keys            | Dr. Richard Medora            | Dr. Daniel K. Vandervoort |
| Dr. John D. Fujimagari        | Dr. David L. Meikle           | Dr. Kathy L. Vertesi      |
| Dr. Jeffrey D. Goldsworthy    | Dr. Brent J. Mills            | Dr. Colleen A.C. Watson   |
| Dr. Robert W. Gordon          | Dr. Douglas A. Norsworthy     | Dr. Robert D. Willson     |
| Dr. Stephen Greenberg         | Dr. Gregory L. O'Connor       |                           |
| Dr. David Ho                  | Dr. Ernest D. Perry           |                           |

## Have you created your micro-site yet?

OCA members can create their own personal page (micro-site) on the OCA's enhanced online chiropractic directory.

The page can include:

- A photo and biographical information (education, credentials)
- Clinic address and graphic (photo or logo), contact information, including website, hours of operation, map and directions
- 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](http://www.chiropractic.on.ca), and sign on to register for your micro-site.



## OCA NEWS & EVENTS

# Welcome new members

*The OCA is pleased to welcome our newest members:*

Dr. Sean Abdulla	Dr. Jennifer Durocher	Dr. Heather Majury	Dr. Sean Scott
Dr. Andrew Adamski	Dr. Amanda Everaert	Dr. Mehvish Mamoon	Dr. Jarod Selby
Dr. Brianna Albright	Dr. Jonas Eyford	Dr. Eilnilaa Manoharan	Dr. Andre Senechal
Dr. Mahfam Amini-Nouri	Dr. Andrew Fagan	Dr. Ashley Maskell	Dr. Krista Sestokas
Dr. Sabine Anani	Dr. Brad Ferguson	Dr. Michael McGarr	Dr. Uravi Shah
Dr. Justin Arseneau	Dr. Gino Fiorucci	Dr. Katelyn McGhie	Dr. Habib Shams
Dr. Demetrios Assimakopoulos	Dr. Valerie Fletcher	Dr. Matthew McKeagan	Dr. Syed Mohammad Shams
Dr. Erin Auclair	Dr. Nicole Fournier	Dr. Michael Merner	Dr. Larisa Shevchuk
Dr. Heather Bailey	Dr. Lauren Freeburn	Dr. Danielle Miller	Dr. Leann Shrum
Dr. Lesley Belanger	Dr. Maria Gatti	Dr. Darren Miller	Dr. Maninderjit Singh
Dr. Natalie Bernicky	Dr. Diana Gazalka	Dr. Harmony Miraliakbari	Dr. Meredith Smith
Dr. Gillian Birsá	Dr. Rajvinder Gidda	Dr. Andrew Moore	Dr. Dmitri Sokolov
Dr. Matthew Booth	Dr. Anthony Gillespie	Dr. Jonathan Morrow	Dr. Arynah Somani
Dr. Matthew Bradbury	Dr. Eitan Glazas	Dr. Rob Murray	Dr. Chelsey Spano
Dr. Crystal Briand	Dr. Thurkka Gnanalingam	Dr. Bradley Murray	Dr. Derek Spence
Dr. Julia Callaghan	Dr. Vijay Gopalakrishnan	Dr. Kelly Nagribianko	Dr. Oi Man Tam
Dr. Jason Camilleri	Dr. Christopher Greenwood	Dr. Luigi Nalli	Dr. Gregory Tollefson
Dr. SherryAnn Carlton	Dr. Cole Higgs	Dr. Rashaad Nauth-Ali	Dr. Navdeep Toor
Dr. Elizabeth Carpenter	Dr. Kristen Hoekstra	Dr. Nam Nguyen	Dr. Jeremie Tremblay
Dr. Rachel Carson	Dr. Alan Hong	Dr. Samara Nicholson	Dr. Kathy Trenholm
Dr. David Chambers	Dr. Sarah Hopkins	Dr. Janice Oldham	Dr. Athanasios Tommy Tsoussis
Dr. Anthony Chan	Dr. Albert Huang	Dr. Elizabeth Osterer	Dr. Michelle Verrilli
Dr. Clarise Chan	Dr. Lauren Jackson	Dr. Kara-Jean Otuomagie	Dr. Julia Viscomi
Dr. Laura Chang	Dr. Lindsay Johnston	Dr. Michael Palmer	Dr. Hayley Walkden
Dr. Preeya Chauban	Dr. Lauren Karatanevski	Dr. Ryan Parr	Dr. Sherilee Walker
Dr. Laura Cheshier	Dr. Daniel Kay	Dr. Michael Petermann	Dr. Nancy Wan
Dr. Kevin Cheung	Dr. Debra Kay	Dr. Danny Phan	Dr. Judith Wells
Dr. Matthew Chiavaroli	Dr. Amrita Kharkar	Dr. Kirsten Plume	Dr. Jeffery Werden
Dr. James Chiew	Dr. Naomi Kupferstein	Dr. Matthew Pocrnic	Dr. Scott White
Dr. Daniel Chirico	Dr. Wai Ying Alice Kwong	Dr. Christina Princiotta	Dr. Brad Wild
Dr. Isabel Chochorek	Dr. Ayaz Ladak	Dr. Colin Rafferty	Dr. Amanda Willson
Dr. Anita Chopra	Dr. Lucas Laframboise	Dr. Alima Rahman	Dr. Erin Woitzik
Dr. Scott Christie	Dr. Daniela LaFratta	Dr. Arturas Ramanauskas	Dr. Jeffrey Wong
Dr. Karen Chrobak	Dr. Kevin Lee	Dr. Lindsey Rebeira	Dr. Alwyn Wong
Dr. Amanda Church	Dr. Joyce Lee	Dr. Paulina Reiban	Dr. Daniel Yaron
Dr. Heather Ciasnocha	Dr. Mathew Lee	Dr. Denisa Reiz	Dr. Amy Yee
Dr. Corey Cipolla	Dr. Paul Lee	Dr. Krista Revenberg	Dr. Linda Zach
Dr. Jeff Collison	Dr. Joel Leger	Dr. Sarah Rood	Dr. Mohammad Zarrabian
Dr. Jonathan Diplock	Dr. Fabio Levi	Dr. Adrian Rossi	Dr. Zaid Zousif
Dr. Joel Dixon	Dr. Jordana Levine	Dr. Craig Rowat	
Dr. Kylie Draper	Dr. W. Scott MacKenzie	Dr. Michele Rumeo	
Dr. Candice Duff	Dr. Gita Madadi	Dr. Salar Sardari	

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

# OCA's PMP & ChiroWrite

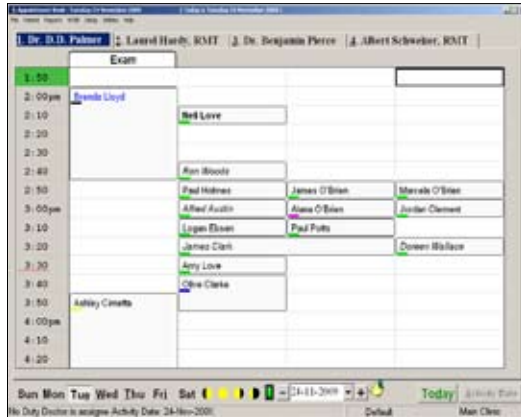
MEETING ALL YOUR CLINICAL SOFTWARE NEEDS

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](mailto:lpriham@chiropractic.on.ca). You can also visit our website at [www.chiropractic.on.ca](http://www.chiropractic.on.ca).

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



**CHIROWRITE**



## ChiroWrite making a difference in clinic operations

The OCA added the ChiroWrite Clinical Notes Software to its suite of software solutions in 2009. Members have been experiencing the value of this software firsthand ever since. This powerful tool for electronic documentation is making note-taking faster and more accurate in the clinics where it is used. ChiroWrite also empowers chiropractors to generate reports for patients, colleagues and insurance companies quickly and easily. It also enhances clinic notes and makes it easier to communicate with patients. But do not just take our word for it. Read what Dr. Jonathan Saunders has experienced since adopting the software over three years ago.

**Q. Why did you choose to incorporate a clinical note software into your practice?**

**A.** I had been looking at paperless systems for over a year mainly for the efficiency and thoroughness that it would provide for my note taking. My written notes were less comprehensive than I wanted and in some cases illegible, so I knew I needed some help.

**Q. Why did you choose ChiroWrite specifically?**

**A.** After reviewing many of the paperless systems available, I couldn't find a more thorough program for the money. I also really liked how customizable the program was right from the exam and re-exam tabs to the daily visit notes. I have been able to only add the things I want and remove a lot of the stuff I don't use in my practice. Also, the support I have had from PMP had always been impeccable so I knew it would be the same for ChiroWrite.

**Q. What was the start-up process like with ChiroWrite?**

**A.** For me, it was pretty easy. I had a few support calls to learn the basics and then just went about customizing it on my own. It took me one Saturday to get the program to where it worked for my office. To

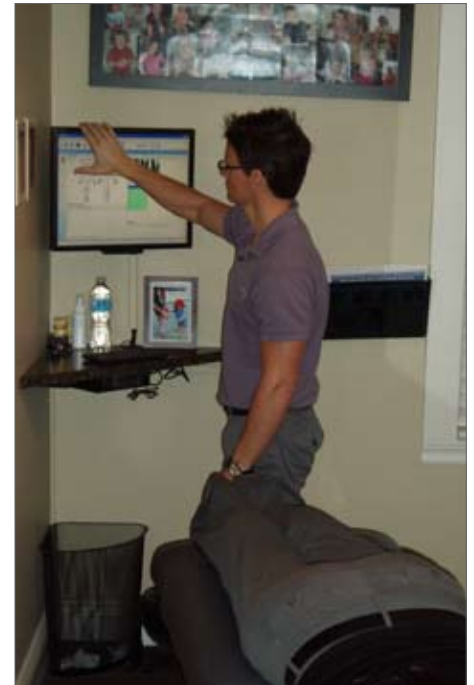
date, I still customize the program as I need to - it is very simple to do.

**Q. How has using ChiroWrite impacted your practice?**

**A.** It has literally changed the way we are able to process patients. Within about 5 touches of the touch screen, I can generate a half a page of paragraph style notes on a daily patient visit or exam if need be; it takes me about 3 minutes to generate a fully dictated x-ray report, and with a click of the print button, I can print out a detailed exam in seconds. I can spend more time doing what I love - adjusting patients - and less time about worrying about my notes and whether they are complete.

**Q. Would you recommend ChiroWrite to your peers? Is there a specific type of practice or chiropractor that would benefit most from using this software?**

**A.** I have already recommended the software to dozens of colleagues; I would recommend the software to anyone who is thinking about a paperless system; it does not matter what type of practice a chiropractor has, as it is fully customizable. For the price point and support you get, it is a great choice!



***The OCA is offering ChiroWrite at a prorated price of \$310. This will take you right through to the end of the membership year on July 31, 2013. Contact Software Support by phone at 1-800-561-7361. ●***

## IN MEMORIAM

**Thank you to our members for making us aware of the passing of these colleagues. Please let the OCA know if you become aware of the passing of a colleague by emailing us at [oca@chiropractic.on.ca](mailto:oca@chiropractic.on.ca).**

### Dr. Jeff Beleutz

Dr. Beleutz was a well-respected chiropractor in the Bronte area for 11 years. "Dr. Jeff" was a wholehearted supporter of the Oakville Community and a respected member of TOWARF Marine Rescue of Oakville. Dr. Jeff was a devoted and beloved husband to Vinnie Russo and father to Samantha and Vinnie's children Gabriel and the late Christian. He will be remembered by his large family and his many patients.

### Dr. William H. Currier, Sr.

Dr. Currier was a OCA member for well over fifty years in the Wallaceburg area. William was also a Navy veteran of WWII. The beloved husband of the late Rosemary Currier, William will be remembered by his five children, 13 grandchildren and 10 great grandchildren. Dr. Currier found great joy in volunteering his time with the Wallaceburg Rotary Club and the Wallaceburg Figure Skating Club.

### Dr. Andrea Fefferman

Dr. Fefferman served the Kanata community for 25 years as a chiropractor following her graduation from CMCC in 1987. Dr. Fefferman will be lovingly remembered by her husband Dr. Keith Mahoney and their three children Ben, Aiden and Quinn. A large extended family will also remember Andrea fondly. Dr. Fefferman was passionate about life, her family and coffee by the lake.

### Dr. Ron Gitelman

As a Governor, faculty member and administrator Ron helped to build CMCC into the thriving academic institution it has become. His work to establish the CMCC Archives will benefit students, chiropractors and chiropractic patients for years to come. Dr. Gitelman is lovingly remembered by his wife Joan, children Fred and Sheri, Mike and Natasha, and Risa and David Morris, granddaughter Jennie Morris, and his many nieces and nephews. He touched the lives of thousands with his healing hands and warm heart.

### Dr. Herb Lee

Dr. Herb Lee on Tuesday, October 2, 2012 at the age of 101. Dr. Lee devoted much of his over 100 years to the chiropractic profession in Canada. He spent nearly 60 years teaching chiropractic students beginning with the college's inaugural lecture in 1945. Predeceased by his wife, Margaret, loving father of Wendy (Bob) Shephard and Lynda Barnett. Cherished Poppa of Allyson (Curtis), Michael (Tara) and Jesse. Loving Great-Poppa of Jackson, Kathryn, Jake and Matthew, he will always be remembered as an avid photographer, a lover of music, an occasional artist, a seasoned cottager, a sports fan and a gentleman. He was a lifetime member of Canada Lodge and a parishioner of St. Cuthbert's Anglican Church since 1944.

### Dr. John Hart "Jack" Neale

Dr. Neale, WWII Navy Veteran, practiced for over 42 years at the J.H. Neale Chiropractic Office and was a member of the OCA for 60 years, prior to his passing in June 2012 at the age of 82. Jack will be missed by Jean, his wife of 61 years, and his entire family including his many nieces and nephews.

### Dr. Matthew Rosenberg

Dr. Rosenberg died tragically on July 2, 2012 in his 34th year. He will be remembered by his parents, Dr. Leo Rosenberg and Marsha Rosenberg and Valerie Thomas and Steve Leadbeater. Siblings Rhonda, Paul and Marichu, Kim and Scott and Kelly and Pierre will remember Matthew with love. He will also be greatly missed by Sheri Horton and her children and by his patients.

### Dr. Donald Swick

Dr. Swick was 79 when he passed away last month. The beloved husband of the late Gladys Swick, he will be remembered by his five children and 14 grandchildren. Dr. Swick treated generations of families in his Rose City clinic for over 50 years. He was an active member of the Ontario Chiropractic Association and served on the Board of Directors from 1974 to 1979, the Canadian Memorial Chiropractic College, Niagara District Chiropractic Association and a variety of community organizations. ●

## CONTACT US

If you have a new address, or email address you can log on to membership services on the members' side of the website and update your information. By keeping your email address up to date you help us to keep you better informed on important issues facing the profession. If you are currently receiving OCA information by regular mail, updating your profile with an email address will ensure timely updates of the information you need.

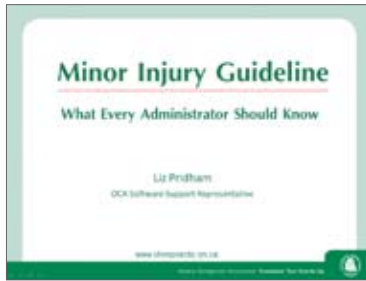


**Call us at 416-860-0070 or 1-877-327-2273, or email [oca@chiropractic.on.ca](mailto:oca@chiropractic.on.ca).** ●

INFORMATION & LEGISLATION

## Members benefit from MIG webinar

The Minor Injury Guideline (MIG) is set out by the Financial Services Commission of Ontario to govern the treatment of minor injuries sustained during motor vehicle accidents. We hear from members regularly that resources to help manage the MIG and its related forms and activities is a challenge. To address this concern, OCA staff recently conducted a webinar designed to answer some of the most common questions relating to the MIG.



Specifically, the webinar covered the following:

- When does the MIG apply?
- How do I complete MIG forms?
- How does MIG relate to extended health care plans?
- What are the best strategies for securing the full \$3,500 in MIG funding for a patient?
- What do I do when MIG funding is exhausted?
- What are the best ways to communicate with adjusters?

The webinar used the example of PMP to demonstrate how practice management software can help with completing and submitting MIG related forms.



**Members are welcome to view a recording of the MIG Webinar by visiting our website at [www.chiropractic.on.ca](http://www.chiropractic.on.ca).** ●

## OCA, members respond to changes in Great West Life EHC policy

Late last year the OCA reported that The Great-West Life Assurance Company had chosen to limit its approved list of Orthotics prescribers to physicians, chiropodists, podiatrists and orthopedic surgeons for all of its extended health care plans. GWL has also increased the amount of supporting documentation required to approve Orthotics claims.

As many members have noted, this action does reflect recent trends in the insurance marketplace as recently reported by the Canadian Life and Health Insurance Association. The policy does not impact the ability of chiropractors to dispense orthotics. It only increases the amount of documentation required.

The OCA has undertaken several steps to both aid our members in managing the requirements of this decision and to work to discourage any similar actions by other insurance companies.

On your behalf the OCA is taking the following actions:

1. Preparing and distributing a toolkit early in the New Year that will make it as easy as possible to prepare the documentation that insurance companies are increasingly requiring. This documentation often includes descriptions of manufacturing processes, biomechanical examinations and casting techniques.
2. Engaging stakeholders within government and the insurance industry to reinforce our previous education that chiropractors are highly qualified to prescribe and dispense Orthotics based on both research and clinical evidence.
3. Equipping members with tools to help them educate their patients on how to advocate for chiropractic EHC coverage with their employers.

Our communication last year also provided members the option to submit a letter expressing their disappointment in the Great-West Life policy. We are very proud to report that well over 200 members submitted that letter. These documents will be valuable in our outreach and advocacy on behalf of the profession. ●

## PRACTICE OPPORTUNITIES

**MATERNITY LEAVE:** Looking for bilingual chiropractor to cover during maternity leave in multi-disciplinary practice in Hudson, Quebec (1.5h from Ottawa) from May 2013 to January 2014 (to be determined). Possibility of permanent position. Contact Dr. Martin at [info@chirohudson.ca](mailto:info@chirohudson.ca).

**ASSOCIATE WANTED** to join our busy multidisciplinary clinic located in the west end of Ottawa. If interested, please contact us at [drmoore@bellnet.ca](mailto:drmoore@bellnet.ca).

**ASSOCIATE POSITION AVAILABLE** in a subluxation based practice in Guelph, Ontario. Direct inquiries and résumé to: Dr. Terry Zavitz. Email: [drtaz@rogers.com](mailto:drtaz@rogers.com).

**ASSOCIATE/INDEPENDENT CONTRACTOR WANTED.** Established wellness focused office near downtown Oakville. Existing client files for growth-minded practitioner. Experienced staff. [info@drfleet.ca](mailto:info@drfleet.ca).

## PRACTICE FOR SALE/LEASE

**WELL-ESTABLISHED PRACTICE IN WINDSOR.** Multi-disciplinary office with multiple practitioners under one roof. Great central location and majority of patients are on a wellness plan. Chiropractor is eager to sell and is willing to help new owner with transition. Excellent opportunity for a reasonable price. Please email [chirowindsor2012@gmail.com](mailto:chirowindsor2012@gmail.com).

## SPACE AVAILABLE

**PORT PERRY** – Opportunity for full-service chiropractic clinic. Close proximity to medical centre and hospital. Current tenants include Tim Horton's, dentist, veterinary clinic, 24-hour fitness facility, restaurant. Easy access, high visibility up-scale commercial development. Extra parking provided, wheelchair assessable. Contact Roger Watson 905-410-0985, [tcbrwatson@yahoo.ca](mailto:tcbrwatson@yahoo.ca).

## LOCUMS

### EASTERN ONTARIO LOCUM SERVICE –

I provide a bilingual, caring and professional locum service to chiropractors in Eastern Ontario. 10 years of locum experience over a 26-year chiropractic career. Numerous techniques and references. Please visit my website: [www.easternontariolocumservice.com](http://www.easternontariolocumservice.com) Now booking for fall-winter 2012-13. Contact Dr. Evelyne Bruneau, D.C. 613-833-1222, [e-bruneau@hotmail.com](mailto:e-bruneau@hotmail.com).

### 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](mailto:mdss1@rogers.com) or at [www.mdss.ca](http://www.mdss.ca).

**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](mailto:pathmark@pathmarkinc.com). Check out our new DO IT YOURSELF website at [www.locums4you.com](http://www.locums4you.com)... this site will save you time and money!

### QUALITY LOCUMS - KEN DEHAAS '85-

plenty of: experience, references, availability, simplicity, 100% repeats - [www.chiropracticlocumsonario.com](http://www.chiropracticlocumsonario.com) - [kdehaas@live.com](mailto:kdehaas@live.com) - 613-833-1222.

## EQUIPMENT

**CLASS IV LASER FOR SALE.** Used 2.5 years. LiteCure LCT-1000 with wand and massage ball. Comes with 1 year warranty from manufacturer. Please call 905-354-0267 or email: [dremnie@winhealth.ca](mailto:dremnie@winhealth.ca). \$16,000 obo.

**3 ZENITH STATIONARY TABLES** Cervical and Pelvic Drops. 10 months old. Purchased for \$5,250. each. Asking \$2,450. each or \$6,900. for all 3. 519-857-8044.

## 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](mailto:info@chiroworks.ca) 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](http://www.chiropractic.on.ca). 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 at [lbaldasio@chiropractic.on.ca](mailto: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.***