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ALSO IN THIS MAILING

- PMP Post

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200 - 20 Victoria St.
Toronto ON M5C 2N8

416-860-0070
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Fax: 416-860-0857

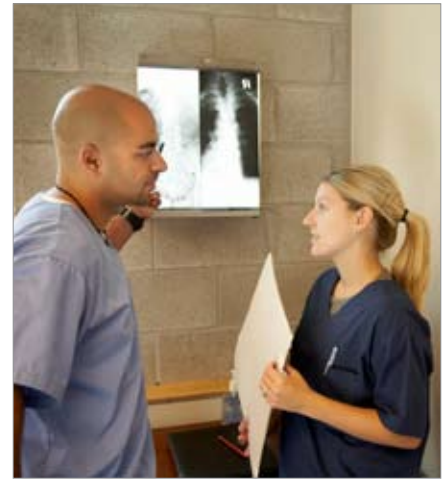
www.chiropractic.on.ca
email: oca@chiropractic.on.ca

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.

Patient Consultation Note Important Step in Successful Collaboration

Establishing interprofessional communication is an important step in supporting successful collaboration among health care professionals. Evidence indicates that when providers work together sharing their knowledge and skills, the quality of patient care improves.

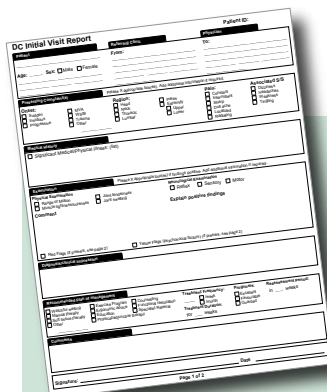
Chiropractors have valuable contributions to make to shared patient care, however they often face challenges related to collaborative practice and communication with other members of the patient's health care team. For instance, chiropractors often work at a different location and do not have easy proximity to other members, making consultation with these health care providers, particularly the family physician, difficult. Chiropractors work with different teams for each patient, and each team may have several different health care providers.



Effective communication between professional groups is the linchpin of successful collaboration. Traditionally within primary care, this communication has relied on written formats - referral forms, feedback forms, case notes, care plans, letters, faxes and message books. Unfortunately, most physicians continue to cite that they rarely receive any communication following shared patient care from chiropractors

As indicated in the OCA's last e-Newsletter (March 2012), the OCA recently updated its DC Initial Visit Form and it is now available for members to access. Developed in consultation with family physicians, the new template form aims to increase communication effectiveness amongst chiropractors and family physicians.

This form supports the recognition of chiropractors as valuable members of the patient team and helps to minimize complexities, increase shared care, ensure better balance of care and promotes respect for each other. Some of the potential challenges of sharing patient information originate with how the information is captured in patient charts and clinical/consultation notes. The form creates common terminology and highlights information that



The new form is available in the Patient Management Program (PMP) and can be found on the OCA website at www.chiropractic.on.ca by clicking on MD / DC Resources from the home page.

Continued on page 8

PRESIDENT'S MESSAGE

Driving Chiropractic Utilization

The OCA's New Strategic Plan Sets the Course

Dear Colleagues: Ontario is in a health care funding quandary as health spending accounts for forty-seven cents of every provincial government dollar spent.

In March 2012, the provincial budget reduced the annual increase in health care spending from 7% to 2.3%. Both the Drummond Report and the Ministry of Health and Long-Term Care's Action Plan on Health have reiterated the need to deliver cost effective, patient centred, evidence informed new models of care that address not only our economic and demographic realities but the quality of care in Ontario. The recent OMA negotiations are evidence of the seriousness with which the government is addressing the health care agenda.

In 2011, the OCA member survey indicated 89% of members supported *"positioning chiropractors as an important part of an integrated health care system because of their expertise in neck pain, back pain and other neuro-musculoskeletal disorders."* This figure demonstrates strong member support for better integration of our profession into the health system and articulates a clear direction for the Association's goals and activities.

Ontario's physicians treat more than 400,000 patients every day, a number that will increase significantly over the next 10 years. Many of these patients would benefit from collaborative care with a chiropractor. In 2011, a McMaster University Survey of Can-

adian Family Physicians noted that 85.9% of physicians agreed that chiropractors provide effective therapy for some musculoskeletal complaints*. This is good news for the profession and demonstrates receptivity towards chiropractic amongst Canadian physicians.

The Hon. Deb Matthews, Minister of Health and Long-Term Care, has recently stated that *"We can't keep spending our health dollars the way we used to. If we don't change, we simply won't be able to guarantee sustainable universal public health care for ourselves, our children and our grandchildren."*

As the OCA Board entered its 2012 Strategic Planning retreat and reviewed existing and OCA commissioned market data, including input from our membership, it became clear that chiropractors are well positioned to enhance our contribution within primary care. We have a significant opportunity to provide interdisciplinary care to a large percentage of Ontario patients with musculoskeletal disorders due to:

- A health system focused on inter-professional collaborative care.
- Our profession being well positioned to provide guideline driven, evidence-informed care.
- Numerous examples across the Province where collaborative physician/chiropractor integration models are already in place.



Dr. Natalia Lishchyna, President

In 2003, chiropractic utilization in Ontario was at 11.8% and it has not measurably changed in eight years. The leadership of the OCA believes that introducing innovative, fully integrated, delivery systems for primary MSK care that are patient centric, evidence-informed and guideline driven, will be the most effective way to impact chiropractic utilization in Ontario.

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, fax to 416-860-0857, or mail to Ontario Chiropractic Association, 200 - 20 Victoria St., Toronto ON M5C 2N8.

* Busse JW, Canga A, Riva JJ, Viggiani D, Dilauro M, Kapend PI, Harvey M-P, Pagé I, Moore A, Gauthier CA, Price DJ. Attitudes towards Chiropractic: A Survey of Canadian Family Physicians. Accepted for an oral presentation at the 2011 Family Medicine Forum. Montreal, Canada. November 3-5, 2011.

MEMBERSHIP RESOURCES

GoodLife Fitness – OCA Program

Up to 55% off Regular Rates for all Clinic Staff and Families

Back by popular demand, the OCA is pleased to offer members, their office staff and family GoodLife Fitness memberships at up to 55% off the regular annual rates. All new memberships will be entered into monthly draws for \$50 Sport Chek gift cards.



- Group fitness classes (i.e. BodyPump, BodyFlow, BodyStep, RPM)
- Personal training (special discounts available for new members)
- Professionally trained, friendly staff
- Women's Only facilities
- Child minding (additional fees apply)
- Squash (where available)
- Pools and aqua classes (where available)
- Whirlpools and/or saunas
- Club for beginners and experts
- Towel service (not included in regular Fitness Plus Memberships)



Join Today and Win!

New memberships are entered into a draw for \$50 Sport Chek gift cards (4 draws per month). Enrol now to increase your chances to win.

Congratulations to Dr. Karim Riskallah of Toronto who won the \$200 Sport Chek gift card in our April 27 draw!

The OCA GoodLife program offers Fitness Membership that includes:

- Access to over 150 locations in Ontario and approx. 290 in Canada*
- Strength training equipment
- Variety of cardio vascular equipment

** Excludes Platinum club in London, Ontario*

Get a membership today and win. Find out how to register at www.chiropractic.on.ca. ●

OCA membership now includes a complimentary subscription to RRS



The OCA is pleased to announce a new partnership with Research Review Service (RRS). The program now provides OCA members with complete complimentary access to over 400 reviews that summarize, analyze and contextualize recent peer-reviewed articles in the areas of chiropractic and other manual therapies.

That's a FREE annual subscription to RRS now included in your OCA membership.

Your subscription includes, weekly & bonus reviews, MP3 audio access and a free subscriber directory listing for your clinic. (*\$149 value per year*)

New Research Added Each Week! Each week RRS posts new reviews summarizing the latest research to keep you up to date on the newest information for the profession which can assist you in providing the best care for your patients. Check out some of the most recent additions:

- Conservative Management of Osteoporotic Vertebral Compression Fractures
- Health Effects of Dietary Supplements
- Intraoral Therapy for Chronic Myogenous Temporomandibular Disorder
- Effectiveness of Sub-Group Specific Manual Therapy for LBP - Systematic Review
- Back & Hip Muscle Activation & Loads During Kettlebell Exercises

Visit the OCA website at www.chiropractic.on.ca to find out how to access this valuable member resource. ●

Member Sees Great Value in Supporting the Next Generation of Chiropractors

The OCA recently caught up with Dr. Joel Weisberg a mentor in the OCA's *Lending A Hand Program*. Speaking from his clinic, Downview Chiropractic in Toronto, Dr. Weisberg shared his thoughts on why he got involved in the program and how it can benefit future generations of chiropractors.

Q How long have you been mentoring and involved in OCA's mentorship program?

A I've been mentoring in one form or another since the late 90's, when I was a senior student in Chiropractic College. Many younger students had questions and needed support when it came to the profession. The clinic I later practiced in often hosted visiting doctors and students. So when the OCA introduced its mentorship program in 2007, I was approached and invited to get involved as a mentor. It seemed like a perfect fit, given my previous involvement.

Q Why did you get involved in the mentorship program?

A I am very passionate about chiropractic and believe there are many great people entering the profession. I think it is important for established chiropractors to take the time to share what they know with the younger generations. Everybody has their own definition of what success looks like and it's important to respect that, but if somebody has experiences that may help another practitioner it's incumbent of them to share. Ultimately, it's about improving the doctor-patient dynamic.

Q Can you share some positive outcomes from your experience as a mentor?

A I recall the first individual who I was paired up with in the program had the opportunity to change his work environment and had several ideas about what he wanted to implement, based on what he learned from his own experience. He also had several questions and was concerned about the effects of the changes. Through the mentoring process we were able to identify what was important to him and determine what wasn't. From this we developed steps on how to approach implementing his ideas and what they might look like in his new environment. He eventually came to his own decision and determined that the environment was in fact where he wanted to be and over time was able to implement many of his ideas successfully.

Q Would you encourage others to get involved in mentoring? Why?

A I encourage everybody to get involved in mentoring, whether you are a new graduate, have years of experience, have a thriving practice or have a practice that has room for growth. Unless you are ready to rest on your laurels then I would encourage everyone to pursue mentoring.

There is always room for learning, whether it's keeping up with the realities of running a clinic or getting to know your evolving patient demographic, getting insight and guidance through working with your peers can



Dr. Joel Weisberg

help. Mentorship offers this, by encouraging collaborative relationships and working with others, skills that are very beneficial to all practitioners.

The OCA's annual mentorship program *Lending A Hand*, is designed to encourage and assist young practitioners in the development and growth of the careers. At the same time it provides more experienced members with an opportunity to network with their peers and give back to the profession.

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. ●

Cochrane Seminars – Available until June 1, 2012



Looking for continuing education opportunities to complete your 40 CE hours before June 30? Then why not join the over 200 OCA members who have already registered for The Cochrane Seminars. This **FREE** four-part online learning series showcases what the Cochrane Collaboration is and demonstrates how to use it to find high-quality health care evidence. The series qualifies for five hours of structured CE, as outlined by the College of Chiropractors of Ontario (CCO). Register for this series on the OCA website at www.chiropractic.on.ca. ●

MEMBERSHIP RESOURCES

A Closer Look at Ontario's Integrated Accessibility Standards

By Melissa Magder, ProLearning

Ontario's Integrated Accessibility Standards (IAS) is a series of incremental changes requiring Employers to make their businesses accessible to persons with disabilities in the areas of Information and Communications, Employment and Transportation. The Integrated Standards applies to all public, private and non-profit organizations that provide goods, services or facilities to the public or other third parties. The IAS classifies an organization as "large" when it has 50 or more employees in Ontario, and "small" when it has less than 50 employees in Ontario. This is a change from the Customer Service Standard which classified organizations as "small" if they had less than 20 employees. Specific requirements and compliance deadlines vary depending on whether an organization is large or small, and whether it is public, private or not-for-profit. Small private and not-for-profit organizations are exempt from many of the IAS requirements. **Attend our upcoming IAS Information webinar to find out more.**




Visible Disability

Can include visual, hearing and mobility disabilities. Hearing disabilities, may or may not be visible.

The first deadline under the IAS has already passed and pertains to Emergency Information. Persons with disabilities can face additional dangers when experiencing an emergency situation. This is particularly the case for people who use assistive devices such as wheelchairs or scooters and those who depend on elevators to exit a multi-level building. As such, organizations of any size that prepare emergency procedures, plans or public safety information and makes that information available to the public, must now provide that information in accessible formats, upon request. The deadline for this requirement was **January 1, 2012.**

The second requirement in this area that applies to organizations of all sizes is that Employers must provide individualized workplace emer-




Invisible Disabilities

Can include: intellectual or developmental disabilities, brain injuries, learning disabilities, mental health disorders, and chronic physical problems such as arthritis, diabetes and migraines.

gency response information to employees who have a disability. This is predicated on the Employer's awareness of the employee's disability and need for accommodation. A best practice would be for Employers of all sizes to have a general emergency response plan. If the general emergency response plan does not meet an employee's needs, it is up to the employee to inform the Employer. Employees are not required to disclose a disability, however organizations must ask staff to inform them if the current measures in place do not meet their needs. The deadline for this requirement was **January 1, 2012.**

Attend our upcoming IAS Information webinar to learn more about the Integrated Accessibility Standards and what requirements may apply to your clinic or practice.

The free webinar will be held on May 31 from noon to 1:00 p.m. Visit www.chiropractic.on.ca for more information and to register. ●



Temporary Disabilities

Broken leg or arm, injuries.

OCA members can take advantage of special rates on CMCC continuing education programs

Are you ready for the first CCO deadline on June 30, 2012 to complete 40 CE hours? If not, the Division of Continuing Education at Canadian Memorial Chiropractic College offers a range of live and distance education programs at special rates for OCA members. Developed by CMCC with the financial assistance of the Ministry of Health and Long-Term Care and the OCA, the following distance education programs are available to OCA members at a special discounted rate.

Visit www.cmcc.ca/OCA or contact the Division of Continuing Education at ce@cmcc.ca or 416-482-2340 ext. 191 to register or for more information. ●

Program	Regular Price	OCA Price	CE Hours
<i>Foot, Gait & Orthotics</i>	\$74	\$49	2
<i>The Benefits of Spinal Manipulation</i>	\$25	Free	3
<i>Low-Tech Lumbar Spinal Stabilization Training</i>	\$74	\$49	2
<i>Assessment of Cervical Radicular Syndromes/ Assessment of Patients with Cervical Myelopathy</i>	\$99	\$75	3
<i>Use of Outcome Measures in Practice: Paper Tools and Instruments</i>	\$99	\$75	3
<i>Trust Us – It Works</i>	\$165	\$125	5
<i>Understanding and Using Clinical Practice Guidelines</i>	\$74	\$49	2
<i>Diagnostic Imaging – Congenital Anomalies</i>	Available May 2012		
<i>Demystifying Shoulder Problems – Determining the Source of Pain</i>	Available May 2012		
<i>Demystifying Shoulder Problems – Implementing a Treatment Plan</i>	Available May 2012		

Canada's Wonderland offers discounted rate for OCA members



Park opens on May 6th. OCA members have access to Canada's Wonderland special group discount for tickets. Canada's Wonderland is the perfect place for family fun. With exciting new rides and attractions and a top-rated waterpark, the park offers something for everyone.

TICKET PRICING (May 6 to Oct 28):

Regular One Day (3 day advance) \$34.99 + tax = \$39.54
 Regular Pay Once Visit Twice \$46.99 + tax = \$53.10
 Junior/Senior One Day \$29.99 + tax = \$33.89

Dinosaurs Alive! \$5 + tax = \$5.65

*Ticket Pricing - Excludes Halloween Haunts.
 Processing fee applies for online orders.*

To find out how to purchase tickets at member discounted prices visit the OCA website at: www.chiropractic.on.ca.

OCA members are welcome to extend the savings to family and friends. Take advantage of an exciting experience today. ●

OCA Membership Benefits and Services

Goodlife Fitness

OCA members, office staff and their family can now take advantage of GoodLife Fitness memberships at up to 55% off regular annual rates. Get a one-year membership at an annual rate of \$399 (+HST).

For more information and registration details visit the OCA website at www.chiropractic.on.ca.



Research Review Service

OCA membership now includes a complimentary subscription to RRS. The program provides OCA members with complete complimentary access to over 400 reviews that summarize, analyze and contextualize recent peer-reviewed articles in the areas of chiropractic and other manual therapies.

Visit the OCA website at www.chiropractic.on.ca to find out how to access your registration information.



AODA Training Program

OCA has partnered with *proLearning innovations* to bring members a customized online training program. This program not only meets the compliance requirements for training, it provides you with policy templates, samples, best practices and situational examples specific to the chiropractic profession. Cost: \$25 per person.

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



Golf Fore All

As a special offer for OCA members, "Golf Fore All" 2012 offers tremendous green fee discounts at many of Toronto and South Central Ontario's finest public, semi-private & resort courses. Visit www.golfforall.ca for a complete listing of courses & offers. New low price for OCA members – \$49 (includes HST and shipping).

For more information and an order form visit the OCA website at www.chiropractic.on.ca.



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. Request a free, no-obligation online quote.

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



OCA Micro-sites

OCA members can create their own personal page (micro-site) on the OCA's enhanced online chiropractic directory to profile their practice to potential patients. 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 members' side of the OCA website at www.chiropractic.on.ca and set up your micro-site today.



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. 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.

For more information visit the OCA website at www.chiropractic.on.ca.



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.

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



For more information on all OCA benefits and services visit the website at www.chiropractic.on.ca.

Patient Consultation Note Important Step in Successful Collaboration

Continued from page 1 ▶

is most relevant to the physician. The OCA encourages members to use this form to send clinical/consultation notes back to the physician, at a minimum, following the first initial patient visit. This communication tool can help to enhance and/or create continuity of care, coordination of care, management of care, smoother transfer of information and elimination of duplication in services such as imaging.

The new form can be found on the OCA website at www.chiropractic.on.ca by clicking on **MD / DC Resources** from the home page. It has also been incorporated into the OCA's Patient Management Program (PMP), al-

lowing users to access and complete this form electronically through the system, making the sharing of patient information much faster and more efficient.

For further information related to interprofessional collaboration contact Andrea Endicott, Senior Policy Analyst at aendicott@chiropractic.on.ca. ●

CHIROPRACTIC IN THE NEWS

An Early Spring for Golf and Gardening Media Outreach

By Miguel Pacheco

For many, the Masters Tournament signals the start of golf season, and now that it's over, golfers across Ontario are dusting off their clubs and teeing up to hit the fairway in the weeks to come. But over the winter, the muscles involved in that perfect swing may not have been used, and golfers need to know that twisted postures, the torque of the swing and ignoring warm-ups can lead to unnecessary injuries.

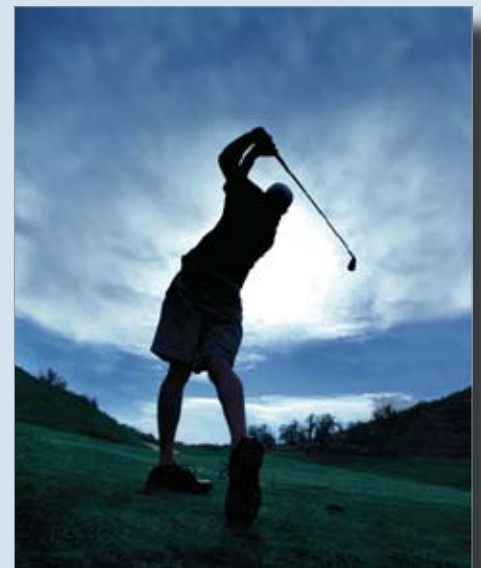
The OCA's *Get in the Game Without the Pain* educational campaign highlights a number of tips to help golfers prevent injuries when they hit their first swing of the spring season. Print, radio, online and broadcast journalists across the province are being contacted with story ideas about how to keep the sting out of your swing.

Get in the Game Without the Pain is followed by the OCA's ever-popular gardening public education program, *Plant and Rake Without the Ache*, which will be launched in early May. Active media relations for both programs are

supported with pre-written golf and gardening articles (called matte stories) being distributed to media.

The OCA has already secured coverage with Rogers Daytime Mississauga, Rogers Daytime Toronto and healthandwellness.com, with much more to come!

Finally, the OCA will soon be engaging in a province wide media relations campaign aiming to showcase the patient and health care system benefits of chiropractic integration in collaborative primary health care models. Although specific timing is not yet in place, various components of the media campaign are currently being developed.



For more information on the OCA's media relations, contact Miguel Pacheco, Manager, External Communications at mpacheco@chiropractic.on.ca or by phone at 416-860-7183, toll-free 1-877-327-2273 ext. 7183. ●

CMCC and UOIT Create New Professional Pathway for Qualified Students

TORONTO, Feb. 1, 2012 — A new articulation agreement between the Canadian Memorial Chiropractic College (CMCC) and the University of Ontario Institute of Technology (UOIT) will enable qualified students to complete a Bachelor of Health Sciences (Honours) in Kinesiology degree and a Doctor of Chiropractic degree in seven years, instead of eight. For individuals who identify their career path early, this agreement seamlessly bridges a foundational degree into a professional degree in chiropractic.



“We are delighted to partner with UOIT on this initiative, which expands opportunities for students in Ontario,” says CMCC President Dr. Jean Moss. “This articulation agreement will benefit our students who will be able to meet the requirements for both degrees, while fast tracking their education towards becoming a doctor of chiropractic. It will also allow the two institutions to collaborate and benefit from each others’ strengths.”

“UOIT and CMCC share a commitment to innovation in education,” said UOIT President Tim McTiernan, PhD. “This accelerated pathway will enable our students to further their education in less time so they can take an active role in helping others. In addition, cross appointments between our two institutions will enable the sharing of expertise and knowledge resources, allowing us to fully leverage the academic excellence resident at both institutions.”

As part of the agreement, members of the CMCC faculty will begin teaching in two new UOIT anatomy courses during the third year of the Kinesiology program, providing opportunity for UOIT students to familiarize themselves with CMCC’s campus and to gain experience in its modern anatomy laboratory.

“I’m very glad CMCC and UOIT have come together to provide such an opportunity,” says Jide Busari, a Year I student at CMCC who earned his Bachelor of Health Sciences at UOIT. “I’ve always wanted to become a health professional. This agreement will help make that dream more accessible for students like me.”

Acceptance into the CMCC-UOIT Bridging Program will begin in September 2012. ●

Consulting Chiropractor Role in Primary Care Demonstration Project - Update

In the September 2011 issue of the OCA newsletter we introduced the Consulting Chiropractor Role in Primary Care Demonstration Project, funded by the Ministry of Health and Long-Term Care (MOHLTC) that began that same month. This project was developed as part of the Ministry’s Excellent Care for All Strategy. As part of this strategy, provincial initiatives were sought out to enhance patient care, improve wait times and reduce inappropriate diagnostic utilization.

The demonstration project, which has recently finished, included the development and evaluation of a consulting chiropractor role in primary care. Specifically, the introduction of assessment clinics for low back pain (LBP) in primary care physician offices. From September 2011 – March 2012, a consulting chiropractor performed an assessment of approximately 30 minutes in length with a patient who had been previously identified as having acute, recurrent or chronic LBP (this is not a treatment model). The outcome of the assessment was to provide advice and decision support to the physician, and the inherent knowledge transfer that takes place between providers. The objective of the pilot project was to test the feasibility, acceptability and value of this model of care in the Ontario context. Four consulting chiropractors were partnered with four group primary care practices for a six-month pilot phase. In the coming weeks, the results of the project will be reviewed and reported on. Stay tuned to www.chiropractic.on.ca for the results.

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. ●

OCA Board Nominations

In advance of the OCA’s 2012 Annual General Meeting in October, members will soon have an opportunity to nominate their peers for a position on the association’s Board of Directors.

Watch your mail in July for the nomination package, which includes an OCA director job description, a nomination form and a questionnaire. Nominations information and forms will also be available on the Members’ side of the OCA website, at www.chiropractic.on.ca in the coming months. ●

RESEARCH

Latest CCRF Grants and Awards

By Dr. David Leprich

What a difference a year makes! Our made in Canada chiropractic research program is quickly expanding. The CCRF is being approached by universities seeking chiropractors to serve as research chairs. Our current researchers are receiving grants and awards that seemed unattainable just a short time ago. These awards allow our chiropractic research chairs to continue working on behalf of the profession. Their efforts are creating a much higher profile for chiropractic and will ultimately increase the utilization of your clinical services.

Here are just a few of our recent accomplishments:

Dr. Jill Hayden has been awarded a Nova Scotia Health Research Foundation Grant to assist in building research capacity. This new project will investigate characteristics of exercise interventions to identify patients and/or subgroups of patients who would most benefit from specific exercise therapies.

A prestigious Manitoba Medical Service Foundation Research Grant has been awarded to **Dr. Steve Passmore**, who holds the “CCRF Professorship in Spine Biomechanics and Human Neurophysiology” and is an Assistant Professor in the School of Medical Rehabilitation in the Faculty of Medicine at the University of Manitoba. While he is the principal investigator, the team includes a Physiotherapist PhD and a Spine Surgeon. Dr. Passmore stated “One of the most fortunate aspects of our CCRF positions is that we are in an environment where we can all work together for the greater good.”

Dr. Bernadette Murphy, in conjunction with Dr. Passmore, has received a significant research grant from the Workers Compensation Board of Manitoba. The knowledge resulting from this study will be translated into practical training applications for the prevention of work-related injuries among firefighters in Manitoba. Dr. Murphy is a tenured full professor in the Faculty of Health

Sciences at the University of Ontario Institute of Technology where she is Head of the Kinesiology Specialization program.

The University of Toronto has awarded the “Canadian Chiropractic Research Foundation Professorship in Spine” to **Dr. Carlo Ammendolia**. This Research Professorship is funded through a partnership agreement between the CCRF and U of T. Dr. Ammendolia is a clinical epidemiologist and Assistant Professor in the Institute of Health Policy, Management and Evaluation at U of T.

Dr. Jason Busse DC, PhD has just been awarded two significant CIHR Operating Grants. He holds the CCRF/CIHR Chiropractic Research Chair and is also a Scientist at the Institute for Work & Health and an Assistant Professor in the Department of Clinical Epidemiology and Biostatistics at McMaster University. The first award will fund a systematic review into the use of spine related imaging studies in Canada. The first award will fund a systematic review into the use of imaging studies in Canada. The results of this study may identify important targets for improvement in terms of education, cost-savings, and optimization of patient care. The second award will look at the effect of opioids on chronic non-cancer pain. His review will evaluate both the effectiveness and the adverse events associated with opioid use for CNCP.

Congratulations to all the grant and award recipients.

Your CCRF membership will help keep this machine moving forward. Visit www.canadianchiropracticresearchfoundation.com. There, you will find more detail about all of the work being done and the dedicated people doing the research. You will also find a link to www.canadahelps.org, where you can make your tax deductible membership contribution. ●



Dr. Jill Hayden



Dr. Steve Passmore



Dr. Bernadette Murphy



Dr. Carlo Ammendolia



Dr. Jason Busse

INFORMATION & LEGISLATION

Auto Insurance Update

By Dr. Moez Rajwani

As members are aware, on September 1, 2010 there was a change in auto insurance regulations and since that time, multiple subsequent updates have been provided to the membership. As a result there have been many questions and concerns from members regarding these auto insurance changes. The following is an update for members around some critical issues facing the membership.

Coalition Survey

In September 2011, the Coalition of Auto Insurance Reform representatives, which includes the Regulated Health Professionals Association including chiropractors, massage therapists, registered nurses, social workers, psychologists, physiotherapists, dentists, speech language pathologists and occupational therapists who are involved in both the assessments and treatments within the auto sector, requested a survey be completed by all of its member organizations.

Key findings of the survey included the following:

Definition of Minor Injury

- 65% of members identified in the survey indicated that they utilize the Minor Injury Guideline on a consistent basis as initially designed.
- Health care providers who treat minor injury patients indicated 70% of the patients needed more treatment than was currently under the Minor Injury Guideline and of those who requested approval Treatment Plans to access the additional \$1,300.00, 39% were declined access to further care by the insurer.
- The SABS, in their most recent changes, while removing the requirement for Insurer Examinations, have added a provision that insurers would need to provide a medical reason for denial. Results indicated that in a significant number of cases the denied treatment plan did not include a medical reason for denial.
- For those who completed the \$3,500.00 worth of medical benefits available for their patients with minor injuries, 53% indicated that further intervention was required, but due to the cap, were not able to provide treatment for their patients.

Application for Treatment Using OCF-18s

Pre-reform statistics identified that 17% of OCF-18s were denied completely. Following the reform, 48% of the OCF-18s requesting treatment was now denied. Fifty-three percent of these would refer to an Insurer's Examination.

Billing Related Issues

The survey found billing issues had become a growing challenge in the industry since the reform took place. The survey highlights that where the insurer has approved the OCF-18 and invoices are submitted, 36% of invoices are 60 days overdue.

In response to the survey, the Coalition, of which the OCA is a member, has made the following recommendations to the government:

1. Minor injury-related disputes - When an insurer denies a request for the claimant to be excluded from the minor injury cap due to not meeting the definition of a minor injury, the insurer should provide appropriate medical reasons for denial. Where there are no medical reasons for the insurer provided with a third party peer evaluation, the request and the claimant's condition, should occur.
2. Approval for the additional funds (\$1,300) within the minor injury cap should be a routine matter unless there is a very clear indication that goods and services are not reasonable and necessary.
3. Implement and enforce penalties to insurers who do not pay health care providers on those files that have been approved or deemed approved. Penalties should include, at the minimum, the reinstatement of the 2% late penalty by insurers and a mechanism to ensure compliance with the penalty.

Chiropractic-Related Issues

The most common issues that have been highlighted during recent conversations with chiropractors and communication providers of the OCA are as follows:

1. Patients that do not meet the definition of minor injury are not given an opportunity to exit the minor injury definition and no specific medical reason is being provided.
2. Insurer's requesting chiropractic service be billed by time instead of by unit.
3. Invoices are not paid on time.
4. When Insurer's Examinations are being completed, the majority of them are not being completed by peers, specifically, chiropractors. Delayed invoices that are not being paid and continuous issues with insurance companies with respect to responding to correspondence and phone calls.

Continued on page 12 ▶

INFORMATION & LEGISLATION

Auto Insurance Update

Continued from page 11 ▶

To assist members the following should be considered in dealing with these issues:

Medical Reasons Not Provide in Denials

When you receive a denial from an OCF-18 Treatment Plan that does not provide a medical reason, the claims adjuster should be immediately contacted and you should request that a medical reason be provided. There are two sections of the SABS that can be used in your conversation.

Section 37(4) of the SABS states:

“The insurer shall advise the insured person of its determination and the medical and any other reasons for its determination.”

Section 38(8) of the SABS states:

“...the medical and any other reasons why the insurer considers any goods, services, assessments and examinations, or the proposed costs of them, not to be reasonable and necessary.”

Hourly Versus Per Service Rates

Traditionally, chiropractors have always provided services on a procedure basis. Many members of the profession utilize chiropractic adjustments as a per service fee and do not go onto an hourly basis.

Members are reminded there is a Professional Services Guideline issued yearly by the Financial Services Commission. The guideline applies to expenses related to services rendered by all health care professionals. The maximum rates and maximum fees for the forms listed in the guideline apply to services rendered on or after July 11, 2011.

The purpose of this guideline is to establish the maximum expenses payable by automobile insurers under the SABS related to the services of any health care professional or health care provider listed in the guideline. In this guideline, it explicitly provides services within an hourly rate. For chiropractors, that hourly rate is \$108.65 for non-catastrophic impairments and \$130.37 for catastrophic impairments. Therefore, the insurer does have the right to ask for your fee structure to be isolated into an hourly rate perspective. For many members, this is a new way of billing. However, it is mandated by the Superintendent's Guideline.

A case example of a chiropractic adjustment is shown:

Assuming your chiropractic adjustment includes a re-evaluation, treatment and education. In your office, you can allocate this service by time units. If you were to assign a 20 min. unit for the above service the billing would be \$36.22.

Late Invoices

This is to remind members that invoices have to be paid within 30 days of receipt on Treatment Plans that have been approved. Members are also reminded that you can no longer submit OCF-21 forms for those treatments that have been denied.

For those Treatment Plans that have been approved and have not been paid, members are reminded that a 1% interest per month can be charged to the insurance company.

Peer to Peer Assessment

One of the areas that has seen a significant change since September 2010 is the utilization of chiropractic evaluators to conduct independent assessments. In the past, the Auto Insurance Regulation had an unfair, deceptive act, which indicated that assessors should have the necessary training, education and experience to conduct these evaluations. The government, as of September 1, 2010, has made Insurer's Examinations discretionary and the regulations no longer have any criteria on how to select an IE provider.

This issue has been highlighted to the government and directly to insurance companies by different health care professional associations and industry organizations such as the Alliance of Community Providers and the Canadian Society of Chiropractic Evaluators. We will continue to monitor the situation and if any progress is made in this area, we will advise members.

Conclusions

In most cases, a phone call to the adjustor will likely resolve the situation and it is important that members try to communicate with adjustors on a regular basis. The biggest feedback received from the insurance industry is the lack of communication between health care providers and their patient's insurance companies.

If you have any further questions with regards to any issues with respect to auto insurance, feel free to contact Dr. Moez Rajwani, Health Policy Office for Ontario Chiropractic Association at mrajwani@chiropractic.on.ca. ●

OCA NEWS & EVENTS

Welcome New Members

The OCA is pleased to welcome our newest members:

- | | |
|---------------------------------|-------------------------|
| Dr. Maria Lorenza Aldea | Dr. Carrie Lehman |
| Dr. Andrew Bell | Dr. Kevin Marryshow |
| Dr. Jacqueline Bond | Dr. Jennifer Mason |
| Dr. Jason Bradford | Dr. Sarah Mattice |
| Dr. Paul Brezzi | Dr. Kathryn Monaghan |
| Dr. J. Jonathan Clow | Dr. Melissa Morocco |
| Dr. Allyson Cousineau | Dr. Vanessa Nobrega |
| Dr. Mireille Duranleau | Dr. Joseph Pelino |
| Dr. Stefan Eberspaecher | Dr. Tyler Phillips |
| Dr. Barbara Fekete | Dr. Richard Radford |
| Dr. Jackie Gonzalez | Dr. Amanda Robblee |
| Dr. Magdalena Heaton | Dr. Elisabeth Rok |
| Dr. Tracy Ho | Dr. Shalini Shahani |
| Dr. Leslie Horowitz-Nightingale | Dr. Shruti Sharma |
| Dr. Deborah Hutchison | Dr. Vincent Tester |
| Dr. Sandeep Kalirah | Dr. Cheryl van der Mark |
| Dr. Varsha Kumar | Dr. Silvia Villani |

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

OCA Welcomes New Staff

Tibor Papp
Business Analyst



Tibor Papp, Business Analyst

Tibor Papp joined the OCA in April, filling the newly created position of Business Analyst in the Member Service department. In this role, Tibor will support and develop the association's member database and e-commerce systems to improve efficiencies and enhance the member experience and value. Prior to joining the OCA, Tibor worked as a Business Analyst/Project Manager at Freestart Internet Solutions and Consulting Inc. and for Tesco Stores Plc. (UK) as IT Project Manager and Business Analyst.

With extensive experience in IT project management and in business analyst roles, the OCA is pleased to have Tibor join the OCA team. ●

Practice Resources and Information

2012 OCA Fee Schedule

The 2012 OCA Recommended Service Codes and Fee Schedule is now available. The Schedule provides valuable information on billing for chiropractic services. Members can access the Schedule on the OCA website at www.chiropractic.on.ca under [Resources](#). ●

Updated WSIB Fee Schedule – March 2012

The WSIB Fee Schedule can be found on the OCA website in the Members' Only section under [Resources](#), then [WSIB Information](#). ●

First Aid Preparedness Requirements for your Clinic



The OCA has recently received several inquiries from members regarding marketing calls from companies selling first aid supplies, insisting that there is a legal requirement under WSIB for them to maintain first aid resources in their clinics. OCA can confirm that there is in fact, no legal requirement for this from WSIB. We do remind members that the principals of emergency preparedness should be observed, including a well-stocked first aid kit and training either for themselves or staff. ●

OCA NEWS & EVENTS

Canadian Chiropractic Association



Dr. Ken Brough

Earlier this year, Dr. Ken Brough, OCA Board Director was re-appointed to a second term as CCA Board Governor. In addition to sitting on the CCA Board of Governors, Dr. Brough is Chair of the CCA's Government Relations Committee.

“My roles with the CCA provide me with the opportunity to ensure that initiatives brought forth in

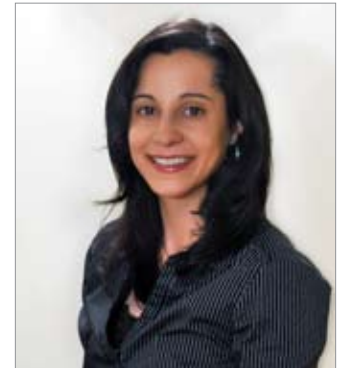
Ontario can help inform the national agenda. I am also able to bring the Canadian view of the profession back to the OCA Board as these roles are complementary and allow me to share insights with both levels”, says Dr. Brough.

The OCA would like to congratulate Dr. Brough on his re-appointment and his continued work for the profession, both at the provincial and national levels. ●

Chiropractor Wins CIHR Frederick Banting and Charles Best Award

Congratulations go to Dr. Carol Cancelliere DC, MPH for winning the highly coveted CIHR Frederick Banting and Charles Best Canada Graduate Scholarships - Doctoral Award 2011-2012.

This prestigious three year competitive award provides Dr. Cancelliere with funding to undertake her PhD program at the University of Toronto beginning this July in the Institute of Health Policy, Management and Evaluation. The title of her project is: *“Incidence and prognosis of post-traumatic headache (PTH)”*.



Dr. Carol Cancelliere

Dr. Cancelliere is being supervised by Dr. David Cassidy DC, PhD, Dr.Med.Sc who holds the Globalization Professorship at the University of Southern Denmark and is a Professor at the Institute of Health Policy, Management and Evaluation in the Faculty of Medicine at the University of Toronto. ●

In Memoriam

Dr. Peter Begg

Graduating from CMCC in 1968, Dr. Peter Begg settled in Uxbridge and set up practice at Begg Chiropractic & Wellness Centre. He was deeply passionate about children, fishing, baseball and chiropractic education. Dr. Begg passed away in March and will be greatly missed by his family, friends and patients.

Dr. James Crews

Having grown up in Hamilton, Dr. Crews grew up in Hamilton and after graduating CMCC in 1958, opened a practice in his hometown where he practiced for over 50 years. He was also a long time member of the Canadian Orpheus Male Choir and spent years travelling around the world with the choir. Dr. Crews passed away in March and will be greatly missed by his many friends, relatives and patients.

Dr. Earl Tetrault

An OCA member for over 50 years, Dr. Earl Tetrault passed away in April. He was known as a respected chiropractor in his community of North Bay and will be remembered for his love of horses and golf which he enjoyed to the fullest with friends. He will be greatly missed by his family and colleagues.

Dr. Stephen West

Dr. Stephen West graduated from CMCC and began his career that lasted over half a century as a skilled and respected chiropractor in Sault Ste. Marie. As a doctor of chiropractic he sat on the CCO Board of Directors for 18 years and served as its chairman from 1974 – 1984; and was an OCA member for an astounding 60 years. Dr. West passed away in April 2012. ●

OCA NEWS & EVENTS

Pathways to Practice 2012

Mark your Calendar!

Pathways to Practice 2012 will be taking place on Saturday, Oct. 27 at the Hilton Toronto.

This year the OCA is pleased to feature special guest Dr. Richard Brown, a chiropractor and lawyer practicing in the United Kingdom. Since 2009, Dr. Brown has been the President of the British Chiropractic Association (BCA) and was instrumental in leading the Association during one of the profession's most challenging times in Britain.



Dr. Richard Brown

Dr. Brown recently wrote about his experience at BCA in the November issue of *The Chiropractic Report*.

The article discusses the BCA and their lawsuit with a young scientist named Simon Singh, the media fallout and ensuing events which led to "one in three UK chiropractors facing formal disciplinary proceedings from its regulator, the General Chiropractic Council," as noted in a recent report on the events.

Newly Added Speaker:

Dr. Shawn Thistle, Founder and President of the Research Review Service (RRS).

Additional Speakers to be announced soon.

Continuing Education

OCA's professional development day qualifies for up to six hours of structured credits for continuing education (CE), as outlined by the College of Chiropractors of Ontario (CCO).

Event Attractions

Tradeshow

Back by popular demand the tradeshow will feature more than 30 professional exhibitors showcasing a variety of products and services designed to help you in your practice. Whether you are just taking the time to renew acquaintances or making new connections, the tradeshow is a valuable part of our delegate event experience.

Save the date

Tech Talk | Relaxation Station

Delegates can check out Tech Talk, our internet café that offers attendees the chance to experience the latest software products or to simply connect on the web. Delegates can test drive PMP and ChiroWrite, and access other OCA resources from several computer workstations. Or just simply take time to rejuvenate and relax at the Relaxation Station on our high performance massage chairs.

Prize Draws – Attend and Win!

Delegates will have a chance to win one of many exciting event prizes. Draws winner are announced at the closing reception.

Closing Reception and Tradeshow

As part of professional development day registration, delegates are invited to join us for our closing reception. The reception features a selection of cocktails and hors d'oeuvres and provides attendees with time to network with peers and explore the tradeshow. Event draw prize winners will also be announced at the reception.

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The full 2012 program of events will be coming soon. Stay tuned to www.chiropractic.on.ca for all the details. ●

OCA NEWS & EVENTS

OCA Membership Renewals 2012

Important Information

OCA members will receive their annual renewal notices electronically or by email in early July and are encouraged to renew online – it's fast, safe and secure. Renewal notices will provide you with information and instructions on retrieving your invoice online, on our website in our members' only section. Once logged in be sure to update your profile information.

NEW FOR 2012 – OCA & CCA Dues Combined — Membership dues for OCA 2012-13 and CCA 2013 fiscal year will be combined into one annual invoice.

EFT Payments — If you currently pay your membership dues by monthly debit payment (EFT) they will remain the same and your payment will automatically rollover. Note: you will now only incur one transaction for both memberships rather than two separately.

One-Time Payments — If you currently pay your membership dues in full by credit card or cheque, your CCA 2013 membership will be processed at the same time as your OCA renewal in July. If you wish to change your payment method over to monthly debit payment, please contact Rosemary Clutton at rclutton@chiropractic.on.ca before June 30, 2012.

Help the OCA GO GREEN by 2013



The OCA is going green by 2013. In an effort to reduce our paper consumption and provide more efficient information to members, the OCA is moving towards more online and electronic based information sharing including member renewal packages, invoices and PMP updates.

To ensure that your membership and/or PMP software is not interrupted we encourage members to renew online. Not only is this method the quickest, but it also allows you to update your profile, reduces paper consumption and minimizes mailing costs. Help us reduce our carbon footprint.

Stay tuned to www.chiropractic.on.ca for additional membership renewal updates. ●

Introducing the OCA Member Facebook Page!



Visit us to find the latest information on:

- news and information about chiropractic in Ontario
- community outreach and public education resources
- member benefits and programs (discounts on home & auto insurance, gym memberships, research review services)
- upcoming member events and CE opportunities
- PMP and ChiroWrite Updates
- HCAI and HPRAC Updates
- advocacy work and government relations initiatives
- tips on social media for your practice
- and much much more!



Go to www.facebook.com/ontariochiropracticassociation.

OCA NEWS & EVENTS

Workshop Helps Foster Interprofessional Communication and Collaboration

The OCA’s popular MD/DC Communication Workshop was recently held May 10 in Hamilton, Ontario. Presented in partnership with the Canadian Memorial Chiropractic College (CMCC), the workshop aims to assist members in developing and sustaining effective communication and collaborative relationship with MDs. On hand for the event were Dr. Bob Haig, OCA CEO who led the discussion, along with two facilitator teams; Dr. Sil Mior, DC and Dr. Adrian Hornich, MD, and Dr. John Riva, DC and Dr. Clarissa Burke, MD, who took attendees through a series of exercises and discussions including an interactive role-playing session.

The workshop is part of several OCA initiatives that help members foster a greater understanding of how best to cultivate relationships with allied health professionals in order to enhance quality patient care and pursue interprofessional collaboration. ●



Member Album



From left to right: Dr. Jim Fogarty, Dr. John Schwab, Dr. Steve Schwab and Betty Molitor.

The OCA would like to congratulate Betty Molitor for her 60 years as a chiropractic assistant.

Betty began as a receptionist for Dr. John Schwab of Sarnia in 1952 and has remained in her role, eventually working with the family’s next generation, and now for Dr. John Fogerty who recently took over the Schwab family practice. ●

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.

COMMUNITY OUTREACH



In Profile

WHO: Dr. Chandan Brar

PRACTICE: Glebe Chiropractic Clinic, Ottawa

PRACTICING: Two years

The idea of becoming a chiropractor was considered to be unconventional for Dr. Chandan Brar, who comes from a family with three medical doctors.

“In my mind I knew what I wanted in a career. To be active, healthy and engaged and chiropractic was a profession that allowed me to check all of those boxes.”

After completing his undergraduate at York University and his chiropractic education at the New Zealand College of Chiropractic, Dr. Brar settled in Ottawa where he began his career. Dr. Brar has become very active in community involvement and is most proud of his work with the Aids Committee of Ottawa (ACO), where he helps on average 15-20 HIV patients per week. As a result of his dedication and the increased demand for his care, the ACO has invested in a chiropractic table to better support those in need.

Q. What types of outreach do you do?

A: When I'm not volunteering with the ACO, I spend my time helping out the local Arthritis Society chapter in Ottawa. I volunteer at their booth or attend events where I share information with arthritis patients on how to live safely and with pride. I also do talks at a local library, Sunnyside and have had a great response from the community with an invitation to return each month. In addition, I am a member of an executive group of local toastmasters, which is quite fun and something that I do on a weekly basis. In the coming month, I will receive additional training to join the Red Cross First Aid Services Team (FAST), which will provide me with the opportunity to provide first aid to athletes during weekend events or tournaments.

Q. What do you see as benefits to your outreach?

A: I think outreach is a huge benefit for the chiropractic profession because it shows people the value of what we do and how we can help them improve their quality of life. If all chiropractors started to get involved in their community, just one hour a week it would create a lot of positive momentum. Having health professionals such as ourselves engaged in the community and sharing their time can be inspiring for the public and would be fantastic for us all in the long run.

Q. How do you identify your outreach opportunities?

A: Most of the opportunities I've come across are from me keeping my eyes and ears open to what's going on in the community. I check and read my local paper every week to see if anything of interest stands out and also look for things on the internet. I came across the ACO opportunity on an Ottawa volunteer site and decided to contact them. I went for a coordinator interview and training session and saw how passionate the people involved there were, and that really made me want to get involved and support the organization any way I could. With the Red Cross, I attended an open house and talked with them about their needs to get an idea of how I might be able to help, which led me to joining F.A.S.T. When I read or learn about a possible opportunity I usually approach whomever it is by suggesting where I may be able to help and then ask them what they think. By taking this approach, I find organizations tend to be more open and are willing to brainstorm ways where I can potentially participate.

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

A: Go out and try a variety of different events or organizations where you think you might enjoy volunteering. This will help you to figure out what you like to do. I know for myself, I did a lot of one-offs until I settled down with the organizations that I enjoyed working with and wanted to be a part of. It's also important to keep your intentions in check. Remember, you're not there to serve yourself you're there to serve the community. If that's not the case, people will be able to pick up on it and then what you are doing is no longer genuine and people will put their guards up. I have Dr. Deborah Kopansky-Giles to thank for this clarification. Lastly, have fun and enjoy what you do, don't force yourself because you think it's the right thing, nobody benefits from that type of attitude.

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 volunteering in outreach activities, including providing care, attending tradeshow, employer talks and a variety of other public events, to help out in their community and raise the profile of the profession. In Profile showcases members who are actively and successfully engaged in reaching out in their communities.


Planning an outreach event and need materials, 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

Members Reach Out Through Public Education and Volunteering

This summer will mark the three year anniversary of the OCA's Community Outreach Program. Within this short period of time the program has grown in leaps and bounds participating in hundreds of events across the province and successfully engaging OCA members in activities to raising the profile of the profession. With the help of our many OCA volunteers, our program continues to build relationships with numerous companies, associations and other health care partners.




Get in the Game Without the Pain
HR Administrator, AECON Engineering

"The volunteer really engaged the audience and had lots of audience participation and involvement. We felt the lunch and learn was a great success and we hope to host another one!"

This Spring members continue to be busy attending events and engaging in activities in Ottawa, Niagara Falls, Belleville, London, Richmond Hill and Windsor to name a few. The OCA will also be attending some larger events, such as Primary Care Today, the Association of Ontario Health Centres Conference and several other extended health community events, promoting our collaboration message.

"I thought the day went very well!! Dr. Rankin seemed to be enjoying himself and the students were very engaged with his presentation!!"

Pack it Light for Kids
Teacher, Mississauga Public School




"The audience loved the core strengthening exercise sheet you sent me to hand out...I really enjoyed doing the talk and got a lot of positive feedback. The power points that the OCA has set up really helped and I think people really liked them. I hope to do more of these types of things in the future."

Core Strength
Dr. Erika Zippel, Waterloo



NEW OUTREACH RESOURCES FOR MEMBERS

In addition to the many outreach activities, the OCA has been busy talking to members about what types of new resources they would like to see for public education. As a result several new items have been added, including our interactive activities sheets featuring topics like Falls Prevention and Core Strength.



"Thank you for the resources to help me prepare for this, I think having brochures available for community outreach gives a consistent feeling to the public about chiropractic."

Fit-in 15
Dr. Beth Hodgins, Sarnia

The program will continue to engage members and the public in the coming months thanks to the support from OCA member volunteers. It is because of this continued support that we have been able to successfully promote the profession at the local level. To view all the OCA public education materials visit our website at www.chiropractic.on.ca and search under Resources.

Planning an outreach event and need materials, 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.

PMP BITS & BYTES

PMP Update 6040: New Features Offer Enhanced Patient Management Tools

Over the next few weeks PMP 6040 update will be released, offering several new system features to enhance and simplify patient management while potentially reducing costs to your office.

Communicating with Patients

The 6040 upgrade offers new functionality allowing communication with patients through several email options.

- **Appointment Reminders** – Automated feature that sends email reminders to patients regarding upcoming appointments.
- **Appointment Calendar & Statements** – Ability to email patient receipts, statements and appointments in PDF format.
- **Merge Letters** – Create customized individual patient letters through this easy to use merge function.

Scheduling Enhancements

Appointment Types & Colours - Allows each practitioner the ability to create appointment types and colours relating to their specific treatment options. This feature gives you the ability to see only the appointment types offered by the chosen practitioner and to have each appointment reflect the units, colour, and vertical / horizontal option associated with that practitioner.

Updated Patient Consultation Note Template added to PMP system

The DC Initial Visit Report template has recently been updated and is now included in PMP. Users can now access this customizable template through the system, making the sharing of patient information much faster and more efficient. The new template pre-populates with patient and practitioner information and is similar to the OCF and WSIB forms in PMP. ●

OCA Statistical Report

The OCA would like to thank all of our members who took the time to complete the OCA's 2012 Statistical Report. The report information, collected through PMP, provides demographic data and practice profiles that will be used to monitor trends within the profession. The results inform and support many of the OCA's programs and services, including our government and public relations efforts, marketing strategies and planning the association's strategic direction.

Everyone who completed the survey was entered into a weekly draw. ***Congratulations to all of our contest winners.***

- Dr. Jerry Tchoryk
- Dr. Donna Meyers
- Dr. Leila Coulter
- Dr. Alisa Blumberg
- Dr. Callum Peever
- Dr. Robin Whale
- Dr. Raymond D'Archi
- Dr. Ron Jones
- Dr. Steven Perry
- Dr. Natalie McDonald
- Dr. Margaret Santo
- Dr. James Cousineau
- Dr. Elio lafrate
- Dr. Albert Scales
- Dr. Donald Russell
- Dr. Leslie Crook
- Dr. Roland VanDerBeek
- Dr. Norman Roder

- Dr. Gregory McConnell
- Dr. Marty V. Richter
- Pat Welsh
- Kelly Nicholls
- Dr. Peter Biamonte
- Dr. Angela V. Clark
- Dr. Kelly Anne Cullen
- Dr. Kym deGruchy
- Dr. Michele Hebert
- Dr. Kathryn Fraser
- Dr. Dave Piche
- Dr. Sherrie Guillet
- Dr. Michael Staffen
- Sheri DeMarco
- Dr. James Fung
- Susanne Maloney ●



PMP BITS & BYTES

PMP Benefits and Resources

The OCA's Patient Management Program (PMP) has functionality that can increase your office efficiency and decrease the workload for doctors and staff alike. Even some of our current users aren't taking advantage of all available options.



- PMP includes all the OCF forms you need to submit through HCAI and allows electronic submission direct from your PMP program. Even if you fax OCF forms to the DEC you can save time by creating them in PMP.
- WSIB forms are available in the patient file and they are easier to complete in PMP than by hand.
- Sometimes you want to use your patient data in applications outside PMP. Exporting data from PMP to other software programs can be accomplished in two easy steps.
- Customizing your PMP letterhead allows you to give one statement for all activity with all practitioners and helps multi-disciplinary referrals within your clinic.

The OCA and PMP websites put resources at your fingertips to make information retrieval easier. Did you know?

- PMP training including webinars and videos are available on the OCA website.
- The HCAI training webinar can be viewed on any computer with internet access.
- All auto insurance related information can be found on the OCA website.
- Chiropractors and/or staff do not need to login to review any PMP site resources (including auto insurance.)

To find out more about PMP, visit the OCA website at www.chiropractic.on.ca or contact PMP at support@chiropractic.on.ca or call 416-860-7199 or toll-free at 1-800-561-7361. ●

Chiropractic Health Assistants and Office Staff

Chiropractic health assistants and office staff can be added to the OCA communication list so that they can receive OCA bulletins. Find out about PMP training, OCA benefits and new information for chiropractors. Send an email to Cindy Arnold, at carnold@chiropractic.on.ca, indicating your OCA members' name (the chiropractor), your name, phone number and email address. Note that the members' email address and your email address must be different. ●



Upcoming Events

Be sure to save the date and visit PMP at the following events:

- **See us at Parker Seminars**
September 20-22, 2012, Double Tree Hotel, Toronto Airport
- **Pathways to Practice 2012**
October 27, 2012, Hilton Toronto ●

Dr. Adam Wysotski Software Consultant

Dr. Adam Wysotski joined the OCA team in March as a software consultant. Adam will work with the OCA's PMP/ChiroWrite group to develop software enhancements that will continue to provide a user-friendly experience and additional member value.



Dr. Adam Wysotski

Dr. Wysotski is a second generation chiropractor, practicing alongside his father Dr. Peter Wysotski in Oshawa, Ontario.

Adam graduated from New York Chiropractic College in 2003 and completed his undergraduate studies at York University, where he developed an affinity for computers. Dr. Wysotski's vast skills in computer software and hardware, and his extensive expertise with OCA software programs will be an asset to the OCA. ●

OCA's PMP & ChiroWrite

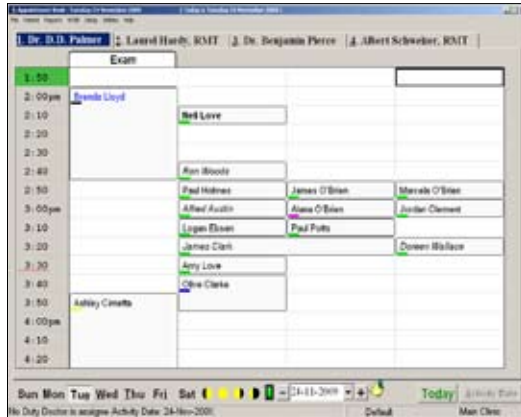
MEETING ALL YOUR CLINICAL SOFTWARE NEEDS

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 lpriidham@chiropractic.on.ca. You can also visit our website at www.chiropractic.on.ca.

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



PRACTICE OPPORTUNITIES

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

VITKO CHIROPRACTIC CLINIC IN YORKVILLE, TORONTO: Well-established (33 yrs!), multidisciplinary, wellness clinic is welcoming résumés for an Associate Chiropractor position. Bring your own patients or start fresh! Email/Call: health@vitkochiropractic.com; 416-960-9355.

PRACTICE OPPORTUNITY in Burlington, 25-year, subluxation-based family practice. Space available for new associate or relocate your existing practice. High-growth area. Contact lifechiropracticcentre@hotmail.com.

PART-TIME CHIROPRACTIC POSITION available immediately for Monday evenings from 3-8. Hourly wage and opportunity for increased hours. Serious inquiries only. Contact Pam at 647-221-5994 or pam@pamelafardy.com.

EVIDENCE-BASED, BARRIE PRACTICE, in excellent location, offering attractive hours to the right practitioner. We are interviewing associates, potential partners or possible purchase positions for our established, multidisciplinary clinic. Consistent MD referrals with existing Chiro at 75%. Terrific, long-term staff and practitioners, with a friendly clinic atmosphere. Exceptional community reputation. Phone: 705-791-2229 or email: drwolbeck@gmail.com.

A TWENTY-FIVE YEAR successful practice in Kitchener-Waterloo (in same location). Looking for an Associate/Purchase Practice candidate. Eclectic Practitioner; 400K plus income. Great opportunity for motivated Chiropractor. Direct all inquiries to: dronykclinic@rogers.com.

TRUE MULTIDISCIPLINARY CLINIC with state-of-the-art facility seeks dynamic associate chiropractor to join our team. Work side-by-side with DC, PT, RMT and ND. Well established in heart of North York. Future buy-in potential. Diversified, ART, Neuro, spinal decompression. Mandarin/Cantonese helpful, but not required. We will train you for success with excellent coaches. Serious inquiries only! Email résumé to activehelpdesk@yahoo.com.

PRACTICE FOR SALE/LEASE

35-YEAR-OLD PRACTICE north of Oshawa. Prime real estate. Prime location. Diversified. Must be willing to learn Proadjuster. marty.richter@hotmail.com.

FOR SALE IN DURHAM BY LAKE ONTARIO 16 year multi-disciplinary practice (Chiropractic - soft tissue therapy, SMT, and rehab, Athletic Therapy, Massage Therapy [RMT]). Clinic located in high visibility well established plaza on primary Highway 401 artery centered between commercial and residential neighbourhoods. Proximally located to hospital and gyms. Clinic well maintained with excellent signage. Owner [DC] open to full spectrum of transition options. Serious enquiries call Pieter Oly at Gibraltar Group 416-456-2413 or 416-875-3469.

PRACTICE FOR SALE: LEAMINGTON, ON. 30-year practice, original practitioner, same location 25 years. Please contact littletree@bellnet.ca or 519-736-9199 after 7:00 p.m.

SEEKING TO ASSOC/PURCHASE

EXPERIENCED DC WITH ACUPUNCTURE seeking to either associate in or purchase mature practice in Durham, Kawartha, or Northumberland Regions ONLY. Contact Dr. John Clark at johnkatieclark@gmail.com.

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. Now booking for fall-winter 2012-13. Contact Dr. Evelyne Bruneau, DC 613-833-1222, e-bruneau@hotmail.com.

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.

LOCUM COVERAGE available.
Email: shellnath@rogers.com.

EXPERIENCED LOCUM DOCTOR WITH ACUPUNCTURE AVAILABLE

(July/Aug/Sept). Contact Dr. John Clark at johnkatieclark@gmail.com.

QUALITY LOCUMS – Ken deHaas '85 – plenty of: experience, references, availability, simplicity, 100% repeats – www.chiropracticlocumsonario.com – kdehaas@live.com – 613-833-1222.

CARING LOCUM CHIRO with 15 years experience. 1994 CMCC grad. Adaptable, mindful, professional. Diversified, acupuncture, background in activator. Experience in high volume/open concept practices. Contact Dan Yaron: danielbyaron@gmail.com or 416-731-9133.

SPACE AVAILABLE

YONGE & ST. CLAIR Chiropractic Office Space (1,200 sq. ft.) for RENT. Chiropractor semi-retiring. Patients available. Very reasonable! Call 416-459-5307.

EQUIPMENT

PRO-ADJUSTER VISION (Pulstar) brand new, \$14,000 – Contact prodoc@bell.net.

FOR SALE: 1 Neuorprobe 500 laser/stim combo unit in case w/all accessories – rarely used. \$2,500 obo. 3 Tuffy carts: 3 shelves 34”H \$100 obo. 6 Small white bookshelves 30” \$25 obo. Contact 519-254-0777 or chirohit@bellnet.ca.

2 ADJUSTING TABLES. Bought for \$2,000 each. Best offer. 416-617-8177.

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 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.