



JULY 2011

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ALSO IN THIS MAILING

- PMP Post

OCA contact info:

200 - 20 Victoria St.
Toronto ON M5C 2N8

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

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

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

Chiropractor's research may help ease pain during pregnancy



Dr. Carol Ann Weis (left) and her patient, Tanya Weedon.

Tanya Weedon knew having her first child would mean big changes for her life. Still, she wasn't prepared for the pain the pregnancy would bring.

"People talk about pregnancy all the time, but I had no idea what it would be like," she says. "The lower back pain is consistent all the way across. It hurts the most at night when I'm sleeping, because I have to sleep on my side."

Weedon, an assistant dean at Victoria University (part of the University of Toronto) who is expecting her first baby in June, is just one of countless women for whom back pain is an inescapable reality of pregnancy. Studies suggest that at least a quarter of all pregnant women and as many as 90 per cent will experience low back and/or pelvic pain related to their pregnancy. The pain also contributes to other problems, such as sleep disturbances, use of pain medication and a disruption of activities of daily living — sometimes just standing for half an hour can prove too painful to manage.

Still, Weedon says her pain and her ability to participate in regular activities has improved considerably, thanks to conservative treatment and a targeted therapeutic exercise regimen prescribed by Toronto chiropractor and researcher Dr. Carol Ann Weis.

Dr. Weis's current research at Toronto's Canadian Memorial Chiropractic College (CMCC) is aimed at identifying whether the thickness of a woman's abdominal muscles is a factor in predicting pregnancy-related back pain. If her hypothesis proves correct, Dr. Weis believes that one day moms-to-be may have the power to reduce or prevent the pain altogether — even before they get pregnant — by using simple exercises to strengthen these core muscles.

Dr. Weis conceived the idea for the research in 2008, when she was in her final year of study at CMCC.

"My background is in fitness and when I did my Masters degree in Kinesiology, I looked at carbohydrate metabolism in pregnant women. Basically, that started my interest in working with pregnant women and exercise," she says.

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PRESIDENT'S MESSAGE

Support OCA's local political efforts

With the next provincial election only four months away, the OCA is ramping up its outreach efforts to ensure our voice is heard at Queen's Park and across Ontario.

In the lead up to the election, it is important that we take every opportunity to raise awareness about our profession with decision makers, politicians and candidates of all stripes. For that we need you to get involved.

Across the province, dedicated OCA Riding Designate volunteers and members at large like you are being asked to participate in organizing a grassroots campaign to get out to local political events and meet candidates. Our goal is to be as visible as we can as a profession, and remind our elected and potential representatives about the role of chiropractic in Ontario's health care system. This includes the contributions of the profession to the changing health care system through a variety of innovative chiropractic collaborative initiatives, such as our work with FHTs and hospital-based triage pilots.

To support the work you will be doing in the local ridings, OCA leadership will also be meeting with campaign teams and MPPs with health portfolios to ensure that they are kept abreast of our initiatives and our progress on our proposed regulation changes as outlined in our May newsletter.

Why you should get involved

"Demonstrating to all the candidates that chiropractic has a strong constituency and a presence in every riding is absolutely vital to achieving greater integration into primary care and greater access to diagnostic tools to improve patient care," says Charles Beer, a principal on the OCA's consulting team from the firm Counsel Public Affairs.

And Charles should know. Throughout his 23 years in the Ontario government, he was an

MPP for many years, a Cabinet Minister, and most recently Chief of Staff to a former Health and Long-Term Care Minister.

Our greatest strength is you! Your personal understanding of our profession and our initiatives, and the impact on your local community will make the difference in this campaign. That is why we are counting on you to get involved and be visible to your local candidate.

As you go out to these events you must remember that most local political events are social functions and not the best time to talk about the profession's issues. They are simply an excellent opportunity for relationship building with your future MPP and a time to share information on some of the collaborative initiatives that we are doing.

As a kick off to our campaign, the OCA, along with Charles and his team at Counsel PA will be holding a free interactive webinar for members this summer that will discuss in detail OCA's activities to date, our collaborative initiatives and how to get involved. Additional details about this webinar will be sent to members shortly.

As well, our team is currently developing an "Election Central" section on the OCA website for members. The page will include tools and information including:

- Links on how to find out who is running in your area
- Links to political maps
- Tips and ideas to help members get involved in the political process
- OCA documents (such as a backgrounder about the association, fact sheets about chiropractic care and chiropractors' training and education, and OCA's briefing note to government)
- OCA FAQs and protocol for dealing with government



Dr. David Brunarski, President

Finally, to provide members with additional support in the final weeks of the election campaign, OCA and Counsel PA will deliver another free member webinar.

As the summer flies by and the election gets closer, I urge you to get to know the OCA Riding Designate in your area and support his or her activities. If you're unsure who your Riding Designate is, contact the OCA and ask.

This is the most important time to get involved and help us make the health care of Ontarians a local concern to the candidates in your riding. Make what time you can to meet with your local MPP and candidates and attend local political events and candidate barbecues. Your support can make all the difference in building a strong future for chiropractors and their patients in Ontario. ●

To provide your feedback

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

CHIROPRACTIC IN THE NEWS

Chatelaine and Chatelaine.com

Following a redesign of the online ads (to create a topical focus, rather than the more general back health positioning) and the online wrap-page (to provide archived content and improve site navigation for users), visitors to the site in June will find content about back pain and pregnancy.

Visitors to the site can also access article archives to read about a range of topics, including whiplash injuries and how to speed recovery following a minor musculoskeletal injury.

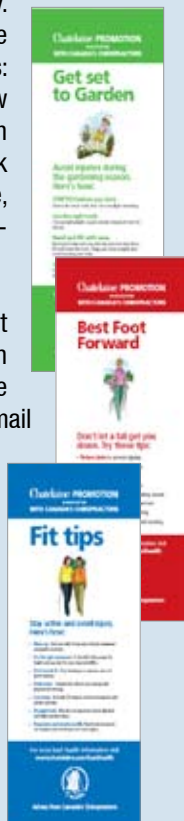
Traffic to the site continues to perform at or above industry standards for click-through rates. The *Chatelaine* print ads and wrap-page are a joint initiative of the OCA, the Canadian Chiropractic Association (CCA) and our fellow provincial associations across the country.

You can help make this program a success

To help you share this public education program with your patients, you can now order Back Health rack cards to display in your clinic or for networking in the community. From the campaign's first year, there are nine topics in the Back Health rack card series: Gardening, Sleeping Well, Handbags, Snow Shovelling, Falls Prevention, Luggage, High Heels, Fit Tips and Backpacks. All of the rack cards can be previewed on the CCA website, www.chiropracticcanada.ca, in the Public Education section.

These colourful rack cards can be purchased at \$6.50 per package of 25 through the Canadian Memorial Chiropractic College Supply Centre and Bookstore. To order your rack cards, email bookstore@cmcc.ca. Please note each package contains only one topic.

If you haven't visited the online public education program yet, go to www.chatelaine.com/backhealth to take a look at Canadian women's newest source of back health information from Canada's chiropractors. Remember to post a link to Back Health on your clinic website and keep the current issue of *Chatelaine* in your clinic waiting room. ●



OCA ad airs during 2011 Stanley Cup Final

If you were watching Game 7 of the Stanley Cup Final this year you would have noticed the OCA ad running in the coveted time slot. As part of the campaign's ad buy, our team was able to secure a spot for the ad to run during one of the biggest events in Canadian television. This year's Game 7 final set numerous viewership milestones and records, making it the most viewed Stanley Cup Final game since TV metered measurement began.



Since May 2, the television ad has been running on several Canadian television networks and feedback from members and stakeholders has been extremely positive.

The ad is slated to continue to air throughout June and July on conventional television stations and specialty television networks. Among the programs included in the buy are *Connect*, *Power and Politics* and *The National* on CBC News Network; *Real Housewives* and *Rich Bride Poor Bride on Slice*; *Cracking Antique* and *Disaster DIY* on HGTV; *House* and *Survivor* on Global television; *Breakfast Television* on CP24; and *American Idol* on CTV.

In addition to the television spots, there is also a social media component to the campaign, which includes ads on Facebook. To date, click-throughs generated from the Facebook and online ads have reached half a million impressions.

Complete details on the campaign and more information on the air times and dates can be found on our website, at www.chiropractic.on.ca. ●

Public education campaigns

Pre-written golf and gardening articles with print-ready art were distributed to media outlets in April and May, in conjunction with the annual roll-out of OCA's seasonal *Get in the Game without the Pain* and *Plant and Rake without the Ache* programs, and stories were pitched directly to appropriate reporters, editors and producers by OCA's public relations firm Fleishman-Hillard.

Print and online coverage to date has netted a reach of 1,468,689, with hits in such publications as the Orangeville Banner, Durhamregion.com, the Essex Free Press and the Ottawa Sun. Broadcast pick-up has so far included a live radio interview with Dr. Bryan Wolfe in North Bay, ON, Rogers Daytime Toronto with chiropractor Dr. Natalia Lishchyna and Rogers Daytime Ottawa and A Morning with Dr. Sasha Hamid. ●

INFORMATION & LEGISLATION

Continuing Education and Professional Development

In accordance with the Standards established by the College of Chiropractors of Ontario (CCO), every chiropractor licensed to practice in Ontario is required to maintain a professional portfolio and to complete the Continuing Education and Professional Development Log as part of his or her registration renewal. In this document, members must demonstrate that they have completed their 40 hours of CE over a two-year cycle.

The CCO has allowed an extended first cycle of two-and-a-half years to help members become accustomed to this process, and each subsequent cycle will be two years. Members will be required to complete their self assessment and CE requirements (i.e., 40 hours) once in each of the following cycles:

- 1st Cycle: July 1, 2010 – June 30, 2012
- 2nd Cycle: July 1, 2012 – June 30, 2014
- 3rd Cycle: July 1, 2014 – June 30, 2016

Following completion of each cycle, members will be required to complete the Continuing Education and Professional Development Log as part of their registration renewal. The first log, which will reflect CE activities between 2010 and 2012, will be due Jan. 1, 2013, with your CCO registration renewal.

CCO Standard S-003 Professional Portfolio sets out that a registrant's CE activities must relate directly to chiropractic clinical practice and/or professional activities, with the goal of enhancing a member's professional knowledge and skill. These activities may include, but are not limited to, subjects such as communication, assessment, diagnosis/clinical impression, diagnostic imaging, patient care and specialty training. As well, **the required 40 hours of CE must comprise a minimum of 20 hours of structured CE activities and a maximum of 20 hours of unstructured activities.**

CE activities should reflect the results of a member's self assessment, and peer and practice assessment, in addition to any CE activities related to professional interests, adding to a member's strength or changing a member's practice. Members are not permitted to bank hours over the two-year period (i.e., transfer hours from one cycle to the next). The required 40 hours of CE is considered the minimum standard for the two-year cycle. CCO encourages all members to participate in additional CE on a regular basis.

Structured CE activities (20 hours minimum):

Structured activities are active/interactive learning programs. These activities generally have structured agendas, specified learning objectives

and interaction with other members of the profession or other professions. Structured activities include:

- attending courses, seminars, workshops, presentations, conferences
- participating in interactive Internet courses, seminars, workshops, conferences, webinars
- participating in correspondence courses
- participating in clinical rounds
- participating in computer-assisted learning

Unstructured Activities (20 hours maximum):

Unstructured activities are self-directed, independent learning activities. Unstructured activities include:

- reading professional books, journals, articles, research papers
- viewing/reading/listening to professional audio/video, Internet material
- reviewing CCO regulations, standards of practice, policies, guidelines, other material
- preparing/presenting professional presentations
- researching/writing/editing professional publications

Members can download the expanded Professional Portfolio form and the Continuing Education and Professional Development Log from the CCO website, at www.cco.on.ca. As well, CCO has developed the Professional Portfolio Handbook to assist members with the task of recording 40 hours of CE.

Got a question about whether an activity, seminar or event qualifies as structured or unstructured CE? Contact CCO at 416-922-6355, toll-free at 1-877-577-4772, or by email at cco.info@cco.on.ca. ●

Did you know?

OCA and PMP webinars and events often qualify as structured CE, such as the recent Cochrane Evidence for Practice webinar series, PMP training sessions, OCA's Annual General Meeting and scheduled seminars at OCA's Pathways to Practice professional development day. ●

INFORMATION & LEGISLATION

Email advertising

Email advertising may be an inexpensive method of reaching potential patients, but sending “spam,” disruptive messages, especially commercial messages, posted on a computer network or sent as email, degrades the profession.



Recently, the OCA has received a number of complaints, both from chiropractors and from members of the public, about mass email solicitations with the subject line “**83% off Chiropractic Package,**” or something similar.

Members are reminded that Section 8 (b) of the College of Chiropractors of Ontario’s (CCO) Advertising Standard of Practice (http://www.cco.on.ca/site_documents/S-016%20Advertising.pdf) states: “**A member must not... contact or communicate with or allow any person to contact or communicate with potential patients via telemarketing or electronic methods.**”

Communicating with potential patients is not the same as sending your newsletter to your existing patients electronically or communicating with your existing patients electronically, both of which are permitted.

All of CCO’s standards, including the Advertising standard, can be found on CCO’s website, at www.cco.on.ca. All complaints or inquiries about CCO standards should be directed to CCO, which has the statutory responsibility to enforce standards of practice. ●

MOHLTC low back pain consultation sessions

As part of the Government of Ontario’s ongoing efforts to maintain or improve the quality of care without increasing costs, the Ministry of Health and Long-Term Care (MOHLTC) is currently engaged in a consultation process aimed at improving the diagnosis and treatment of low back pain, while reducing unnecessary use of costly imaging tests.

As the initial phase in the consultation process, on Apr. 21 the Ministry convened a meeting of approximately 20 clinicians from different disciplines. The clinicians represented a variety of professional and organizational perspectives including the Institute for Work and Health (IWH), WSIB, Cancer Care Ontario, community and academic primary care, hospitals and private practice clinics. Among those assembled were chiropractors Dr. Peter Aker and Dr. Paul Nolet.

At the session, which was the first of three, key elements and approaches to consider in the management of low back pain were discussed. The consensus was that collaboration and shared decision making among the professions would positively impact the continuum of back pain.

A key deliverable that grew out of this session was the need for a comprehensive jurisdictional scan to identify what other organizations and individuals are doing to manage low back pain.

The two remaining consultation sessions will take place in the coming months. One will include the various associations and colleges; OCA CEO Dr. Bob Haig will be attending this session. The final consultation session will engage knowledge-transfer experts to see if a program can be designed to meet the needs of clinicians, make an impact and offer opportunities for other conditions. ●

Revised WSIB Form 8

The Workplace Safety and Insurance Board (WSIB) has revised the Health Professional’s Report (Form 8) and related fees.

The new Health Professional’s Report (Form 8) is available for chiropractors to complete for initial assessments of workers, and can be downloaded from the WSIB website, at (www.wsib.on.ca/files/Content/FormsNewForm8/0008A_March2011.pdf).

As of July 1, 2011, only the new Form 8 will be accepted. You will no longer be able to use the old form.

The July update from PMP will include the revised Form 8.

Page 3 of the new form includes functional abilities information. A copy of Page 3 (only), once completed, should be given to the worker to give to his or her employer. Page 3 of the form provides return-to-work information. This information will eliminate the use of the FAE form on the first visit. FAE forms submitted on the same date as the new Form 8 will not be paid.

Chiropractors are advised to ensure that the worker signs Page 3 under section F. The worker’s signature authorizes the release of information to the employer.

For further information on these changes, visit the WSIB website, at www.wsib.on.ca, or call the Health Professional Access Line at 416-344-4526 or 1-800-569-7919. ●

RESEARCH

Good vibrations

Chiropractic researcher develops technology to improve spinal assessment

By Dr. David Leprich

In the 1996 hit movie *Jerry Maguire*, Rod Tidwell (played by Cuba Gooding Jr.) screams to Jerry, “Show me the money!” This reminds me of what many chiropractors have said when it comes to research.

Having chiropractors working at very high levels and in university settings helps raise the profile of the profession, but you want news that is going to have an immediate impact on daily practice.

I am happy to tell you that our “made in Canada” research program is producing results that will positively affect the profession, and your practice in the near future:

Dr. Greg Kawchuk, Canada Research Chair for Spinal Function at the University of Alberta, in conjunction with his team of researchers, has developed a technology that will drastically improve our ability to assess spinal dysfunction. The Faculty of Rehabilitation Medicine at the University of Alberta reports that “VibeDx is a new technology for the evaluation of spinal abnormalities, injuries, and pathologies that holds promise to improve long-term outcomes and quality of life for millions of back pain sufferers.”

In describing this exciting new technology, Dr. Kawchuk reports: “The spine is a functional entity; its job is to live life with motion. The VibeDx measures spinal function. VibeDx is a revolutionary step. It measures what the spine does, it determines if the spine is behaving normally, it determines where the problem is and how severe it is.”

The teamwork required to develop the VibeDx was vital to its success.

“We have a good team. It’s been wonderful. You couldn’t ask for a better team to open up doors,” he says.

Dr. Martin Ferguson-Pell, Dean of the Faculty of Rehabilitation Medicine at the University of Alberta, reports, “VibeDx gives us the ability to monitor continuously changes, improvements, the effectiveness of a particular treatment.”



Dr. David Leprich

Currently, the VibeDx team is working with design engineers to develop a prototype of the technology that is market-ready. While VibeDX may not be something we will see in every chiropractic clinic, it is a vital diagnostic tool that will assess spinal mobility and motion far more accurately than current imaging techniques. And, unlike current diagnostic technologies such as MRI, it will be highly accessible at a far lower cost.

The most exciting aspect of this development is that it is a direct result of our chiropractic research program. Even better news, there is much more to come. All we need now is your help. The best way for you to ensure the success of our research efforts is to become a member of the CCRF. In the past few months, many OCA members have contributed as bronze (\$125) and silver (\$500) members. You can easily do this today by visiting www.canadahelps.org. ●

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

RESEARCH

Demystifying Research

As part of our ongoing efforts to support our members in their delivery of evidence-informed, high-quality care, the OCA is very pleased to announce its newest member benefit: a preferred member subscription rate to the Research Review Service. *Demystifying Research* is a series of articles written by RRS Founder and President Dr. Shawn Thistle. To read other articles in the series, go to the RRS website, at www.researchreviewservice.com.

Part III: Breaking down barriers to evidence-informed care

By Dr. Shawn Thistle

Excerpted and reprinted with permission from RRS

A positive, evidence-informed relationship with research should begin during our undergraduate or graduate education and continue throughout our practice careers. Unfortunately, this is simply not the case for many practitioners.

In the first parts of this series, I have discussed some common patterns of research consumption, as well as some of the reasons why many of us don't stay as current as we should. I hope my last article made you think critically about your reasons for consuming research the way you do (if you consume it at all).

Now my goal is to break down some of the perceived barriers between the growing body of published research and those who can benefit from it — you, me and our patients! The statements below are some of the common misconceptions about research that I have encountered since I started Research Review Service; they are generalizations and starting points for discussion. (Similar to the last article, these are presented in no particular order and this is not a comprehensive list.)



Dr. Shawn Thistle

OCA's newest member benefit

The OCA and RRS are pleased to announce that OCA members can now save 50% on a one-year Professional Subscription (applicable for new subscribers and as a renewal for existing subscribers).

To subscribe to the service for the OCA member price of \$74.50 plus HST, use the member coupon code OCACHIRO and follow these instructions:

For new subscribers:

1. Go to www.researchreviewservice.com and click on the **SUBSCRIBE NOW** link in the menu on the right side of your screen.
2. On the subscription plans page, choose the Professional 1-Year plan (**Note: your coupon code will not work if you select any other plan**).
3. Fill in your registration information (name, email, username and password).
4. Click **Send Registration**.
5. Go all the way through to the checkout page, and click **I agree to Terms**.
6. Enter the coupon code OCACHIRO (which is case sensitive) in the field below and click **Append**.
7. Click **Checkout**.
8. Your personal account will then be established. You will receive an email notification once registration is complete.

Existing Subscribers:

The coupon code above can also be entered to renew your existing account. Simply log in using your username/password, go to **My Subscription** (located in the Subscriber Menu in the right side column) and click **Extend/Renew**. Next, select the Professional 1-Year plan and enter the code when prompted.

If you experience difficulties during registration, email support@researchreviewservice.com for prompt assistance.

If you have questions about RRS, please email Dr. Shawn Thistle, at shawn@researchreviewservice.com. ●

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RESEARCH

Breaking down barriers to evidence-informed care

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Perception:

“If we only adhere to treatment approaches that have high-level evidence to support them, we wouldn’t be able to do much to our patients!”

Response:

This is true to some degree, but it is changing more rapidly than ever before. New research is emerging each month that can help us apply our unique skills and manage our patients more effectively and efficiently. However, relying on research alone is not a practical or prudent option. The theory and practice of evidence-informed medicine contains three equally important components: 1) Pertinent research; 2) experience of the treating clinician; and 3) patient preference.

Perception:

“Studies don’t reflect how I treat my patients.”

Response:

Generating high-level manual therapy research is challenging. Our research capacity is growing and we must keep in mind that research on manual medicine techniques is in its infancy. We face some unique obstacles that we need to consider when attempting to interpret our body of literature. For example, studying what we do to our patients isn’t as simple as administering drug “X” for disease “Y” and comparing it to a placebo pill.

We touch our patients, listen to them, and interact with them during each treatment. We develop supportive relationships with them. The effects of these sorts of things are difficult to quantify, but they can certainly have a positive effect on treatment outcome.

Further, manual therapy (hands-on) interventions are hard to standardize. Let’s use spinal manipulation as an example: We are all different sizes and have different skills — the size of our hands, our touch, speed, force development, set-up techniques, patient instructions etc. are widely variable among clinicians — not to mention the variability in our patients! Newer research models are attempting to account for these differences and progress is certainly being made on many fronts. It is important to remember that general concepts, clinical “pearls” of wisdom and techniques can all be gleaned from many types of research — when it is appraised critically and explained in a way that makes sense.

Perception:

“Researchers don’t understand what we do and they do not want to support our profession.”

Response:

Practising clinicians often express concern that those conducting our research are out of touch with the realities of clinical practice. I have the privilege of knowing many researchers personally and I can assure you that this is far from the truth. In general, most researchers were, or still are, involved in patient care. Many will say that their clinical experience spawned their interest in and pursuit of research. Researchers have many relevant questions related to daily practice and they want to generate answers that can benefit all of us.

Perception:

“Most research does not apply to chiropractic.”

Response:

Chiropractic is beginning to make its mark in the research arena. The simple fact is that this is an investment that takes time. Currently, there aren’t many journals dedicated to strictly chiropractic research, but there are many dedicated to manual therapy techniques (including chiropractic), biomechanics, spinal conditions, sports injuries, exercise and rehabilitation, pain, etc. The knowledge we integrate into everyday practice comes to us from many biomedical disciplines, so we need to look at the literature in a broader sense.

Catch the next instalment of Demystifying Research in the next issue of the OCA News. ●

Dalhousie announces new CCRF Professorship

Dalhousie University, one of Canada’s leading universities, has awarded the CCRF Dalhousie University Professorship in Epidemiology to Dr. Jill Hayden DC, PhD.

This Research Professorship is funded by a partnership between Dalhousie University and the Canadian Chiropractic Research Foundation (CCRF) and builds on CCRF’s research capacity program, which establishes Research Chairs and Professorships in universities across Canada. Dr. Hayden takes up this new CCRF Professorship in the Faculty of Medicine as of July 1, 2011.

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RESEARCH

Dalhousie announces new CCRF Professorship**Continued from page 8** ▶

Dr. Hayden is an Assistant Professor in the Department of Community Health & Epidemiology at Dalhousie University. She was previously Scientist at the Centre for Research Expertise in Improved Disability Outcomes (CREIDO), University Health Network (2006–2008) and Assistant Professor in the Department of Health Policy, Management & Evaluation at the University of Toronto. In 2007 she completed her PhD in Clinical Epidemiology at the University of Toronto, specifically on the methods of systematic review of prognosis studies. She was based at the Institute for Work & Health in Toronto between 1999 and 2006.

Dr. Hayden's research experience and expertise includes prognostic research, systematic review methods and musculoskeletal health, specifically low back pain. She has been involved with the Cochrane Collaboration for many years, as review author, advisory board member for the Back Review Group, and co-Convenor of the Prognosis Methods Group. Dr. Hayden is Principal Investigator of the Nova Scotia Cochrane Resource Centre, funded by the Nova Scotia Health Research Foundation to build regional capacity in systematic reviews and evidence-informed health care decision-making. She has been the recipient of several training and achievement awards and holds a CCRF/CIHR New Investigator Award (2007–2012).

Dr. Hayden has published 25 scientific papers to date and has been awarded research grants from both federal and provincial funding agencies, including a recent CIHR Knowledge Synthesis grant investigating psychological predictor of chronic pain in children and adolescents and a NSHRF grant focusing on building Cochrane Collaboration activities in Nova Scotia.

Dalhousie is Atlantic Canada's leading research university, attracting over \$132 million in research grants and awards each year. The school

currently holds 52 Canada Research Chairs. Located in Halifax, Nova Scotia, Dalhousie is a research-intensive university to 17,000 students, offering more than 180 degree programs in 11 diverse faculties.

The OCA extends its congratulations to Dr. Hayden and to the CCRF for its role in securing this important partnership with Dalhousie University. ●

Send us your CCRD questionnaire

Recently, all CCA members were mailed the 2011 Canadian Chiropractic Resources Databank (CCRD) questionnaire. Your confidential response is important in our efforts to understand market conditions and provide services to chiropractors across Canada.

The CCRD is the only source of consolidated practice information available for the profession in Canada. The results are made available to each province to assist them in strategic planning. Also, the data is of great assistance in the government relations and advocacy efforts of the profession and your responses allow us to track trends, and plan for the future.

Sincere thanks to those of you who have already completed the questionnaire. If you have not yet done so, it would be appreciated if you would complete the questionnaire as soon as possible.

We would appreciate your assistance in completing the questionnaire within the next several days.

You have two options for doing so:

1. Online (instructions and PIN provided in the mailing), or
2. Mailed (questionnaire booklet and pre-paid return envelope provided).

To access the online questionnaire visit <http://www.intellipulse.com/survey.htm> and enter the PIN number provided to you in the mailing.

Confidentiality

Your responses are confidential and you are not required to provide personal identification. The CCA will see only aggregate responses provided by you and other chiropractors across Canada.

Misplaced the package?

If you have misplaced the questionnaire or online instructions or have any questions, please contact: Maureen McCandless, Director Communications, 1-877-222-9303 or 416-585-7902 Ext. 242 or email mmccandless@chiropracticcanada.ca.

Your contribution to this project is greatly appreciated and will help us serve you better.

Chiropractor's research may help ease pain during pregnancy

Continued from page 1 ▶

"When I decided to go to chiropractic college, I knew that I would do something involving pregnancy, and so my fourth-year project looked at what happens to muscle fitness in pregnant women versus non-pregnant women.

Under the supervision of Dr. Jay Triano, CMCC's Dean of Graduate Education and Research Programs, the initial project involved using ultrasound technology to measure differences in abdominal muscle thickness in six pregnant women and 30 non-pregnant women.

"For a student project, it was easier to find non-pregnant women volunteers among the students at the college than pregnant ones, but we did find that there was a difference in abdominal thickness in women who had just given birth and those women who had never been pregnant. That was pretty exciting because no one had ever looked at this before," says Dr. Weis, noting that the early results prompted an invitation from the college to continue the work as a post-graduate researcher and part-time faculty member.

Continuing her study over the last few years, she examined the difference in abdominal thickness in women who had just given birth and experienced back pain during pregnancy and those who did not experience back pain during pregnancy. Those results also demonstrated a difference in abdominal thickness between the two groups. Now she works regularly with obstetricians/gynecologists who are helping to identify appropriate candidates for the study.

"If you take the two biggest complaints of pregnant women, one is sleep and one is back-ache," says Dr. Jon Barrett, an OB/GYN at Sunnybrook Health Sciences Centre who has been involved in Dr. Weis's study. "The problem with that is that there's not a lot we can do about it. We end up sending patients to massage therapists and chiropractors."

So, when a chiropractor approached him to participate in research that could identify a key factor in causing the pain, Dr. Barrett thought the work had the potential to help many of his patients.

"When you have strong core muscles, they protect your back," he says. "In looking into why these pregnant women have back ache, it was a logical extension to explore how these core muscles played a part."

Dr. Barrett had an interest in exercise for pregnant women because of its role in improving outcomes.

"If you look at the data on exercise and pregnancy," he explains, "it helps with everything from depression, to diabetes, hypertension, high blood pressure and length of labour. At the same time, I'm a high-risk obstetrician. I deal with a lot of patients who cannot exercise during pregnancy and need supervision," he says noting that he had one patient whose back pain was so severe, she was unable to walk, let alone exercise.



"That patient was helped a lot by the chiropractor, but her case shows that a lot of this work to strengthen the core muscles has to be done before pregnancy. People are now older and planning their pregnancies better. We have a way now with this ultrasound study to identify patients who may be at risk for severe back pain during their pregnancies. This could be used as a tool to help determine what kind of exercise program would be beneficial before the patient gets pregnant."

Dr. Weis agrees, noting that even while pregnant, exercises that strengthen core muscles can help a lot, but that it's a good idea to consult an expert about finding a regimen that's right for you, especially if your pregnancy is high-risk. Still, the findings of her research are confirming some general principles.

"Based on the preliminary results of our study strengthening the oblique muscles may help alleviate back pain," she says.

"When we looked at people who had back pain versus those with no back pain during pregnancy, we find that the internal obliques are thinner."

Another surprising finding was that women who experienced back pain during their pregnancy also had thicker lower rectus abdominus muscles. The transversus abdominis was also found to be thicker. Dr. Weis and her colleagues believe this could suggest that these muscles are compensating for other abdominal muscles to support the weight of the growing baby and say they intend to investigate further.

"When pregnant women feel pain, there's a reason for their pain and if we can make it better, then we will. The people I've worked with, they feel better, they have more energy," says Dr. Weis.

Continued on page 11 ▶

Chiropractor's research may help ease pain during pregnancy



That's certainly been true for Tanya Weedon, as her body continues to adapt in preparation for the birth of her first child.

"The muscles are changing, everything's changing a little bit and I'm becoming wider," she says with a laugh.

"Dr. Weis has recommended eight to 10 different exercises to help maintain the strength in my lower back. They're not tiring, they don't require me to be running on the spot or anything like that. Some involve weights with my arms. Some of them are for legs and some of them are specifically for my lower back. It's all connected."

Weedon, who is a shared patient of Dr. Weis and Dr. Barrett, says the treatment has made a big difference.

"Because the pain was so bad at night, when I would get up in the morning, my movement was really limited. Once Dr. Weis looked at me and gave me the exercises, and I took responsibility and started doing them, my mobility has been much better. I'd be in tremendous pain if I had not gone to see her."

Dr. Barrett has also been pleased with the results he's seen for his patients when he's referred them for chiropractic care.

"Chiropractic and medicine, we haven't always been on the same page or spoken the same language. But physicians aren't very good at fixing disorders of muscular balance and spinal issues. That's what chiropractors learn about and know about. I'm really excited about this opportunity we have to work together to help our patients." ●

COMMUNITY OUTREACH

New interactive outreach resources

OCA's Community Outreach Program was established to promote and support members in local outreach activities across the province. As part of our efforts to meet the needs of our volunteers, we've asked members to provide suggestions and ideas on additional resources they feel would help them make their outreach activities a success.

Many members expressed a desire for interactive activities that would engage the public and increase interest. With that in mind, the OCA has developed a series of interactive modules. Current programs include:

- Getting Started – General Outreach
- Pack it Light – Wear it Right Activities
- Get in the Game, Without the Pain Activities
- Core Strength Activity

Find out more about our other public education materials by logging into the member's section of the OCA website at www.chiropractic.on.ca and search under Resources. ●



Give us your feedback

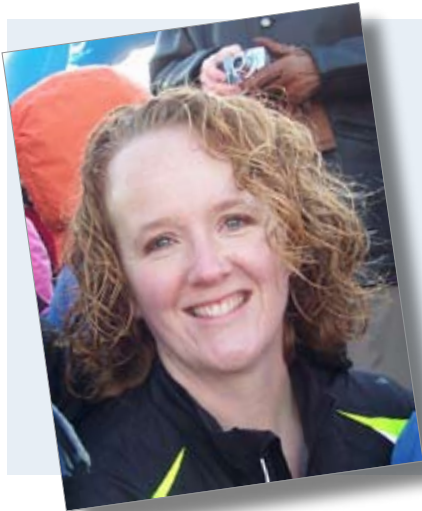
Gathering feedback from members and the public is an important step in continuing to develop impactful and successful outreach initiatives.

To help with this, the OCA has created a new feedback form for our members to provide to organizations after they have participating in an outreach activity. By filling in the form, employers, educators and event organizers can help us better understand their needs for future events and further develop our relationships with outreach partners.

Members participating in outreach are encouraged to use the form and assist the OCA in gathering this information. Forms are available in the resource section (under public education) on the members' side of the OCA website.

For further information please contact Krystyn Firka at kfirka@chiropractic.on.ca or by phone at 416-860-7182, toll-free at 1-877-327-2272 ext. 7182. ●

COMMUNITY OUTREACH



In Profile

WHO: Dr. Marnie Mabee D'Andrea

PRACTICE: MMD Chiropractic Health Centre

OCA Member: Eight years

Dr. Marnie Mabee D'Andrea had her first experience with chiropractic in her third year of undergraduate studies at the University of Western Ontario, when she began experiencing tension headaches.

“At that point I didn't know much about chiropractic, what it did or how it can help,” she says.

After her treatment she realized that chiropractic dovetailed nicely with her physiology studies. Since then she has graduated from New York Chiropractic College and has become an active member in her community.

Q. What types of outreach do you do?

A: I do a variety of outreach events, mainly fitness-related. I am the medical coordinator for the Hamilton Road to Hope marathon in the fall and will be taking part again this year, making it my fourth. I also volunteered for the world cycling championships back in 2003 as the chiropractic coordinator, which was a great experience since it was at the international level. Most recently I have been attending pain rounds at McMaster University, where I attend evening talks with other medical professionals and discuss pain-related issues. I have found that since I started attending, I have met more medical professionals who deal with the same patient issues we do.

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

A: I use a variety of the OCA resource materials, such as *Pack it Light Wear it Right* and *Fit Tips*. The one I particularly like is *Chiropractic is Everyone's Cup of Tea*. This piece is particularly informative and brief. I have it in my office and use it when I do outreach. People really understand it, especially those who don't know much about the chiropractic profession.

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

A: One of the main benefits I see is that you're able to educate people and share what you know, from backpack safety to fitness tips. Long term it's a great way to teach the public that we treat more than back pain, and the relationships that form along the way with people who remember me from other community events is also great. I particularly like events, like the marathons, as they support important causes and bring together members of the community.

Q. How do you identify your outreach opportunities?

A: I find that the best opportunities have just come naturally to me, whether it was through my neighbours or mutual friends. For example, with the Hamilton marathon, in the

first year I was involved as a volunteer at the medical tent. The following year, the previous coordinator wasn't available so the organizers asked me to fill the role, remembering my involvement from the year before. The relationship was already there and I wasn't trying to force the relationship, which is what I find works best.

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

A: Always come up with a plan and figure out what topic to go with. Be sure to know your audience and what they are interested in. Once you have an idea, base your outreach around it and be interactive. Don't just stand around. Use these tools to start up a conversation and teach your audience what they should know, because in the end that is your ultimate goal. ●

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

Planning an outreach event and need material/support, or looking for tips on how to get more engaged in your community? Contact Krystyn Firka, at 416-860-7182, toll-free at 1-877-327-2273 ext. 7182, or by email at kfirka@chiropractic.on.ca. ●

OCA NEWS & EVENTS

Nominations to the OCA Board

In advance of the OCA's 2011 Annual General Meeting, on Oct. 1, 2011, 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 will include 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. ●

Quebec Association hosts seminar series

The Quebec Chiropractic Association is hosting a series of seminars led by chiropractic wellness practice expert and author Dr. James L. Chestnut.

The Wellness Practice seminars, which will take place in Montreal, aim to provide chiropractors, students and CHAs with a better understanding of the evidence regarding the benefits of chiropractic care and wellness lifestyle choices. The Wellness Practice program certification will be provided in separate modules over the course of four non-consecutive weekends in 2011 and 2012:

- Oct. 15 and 16, 2011 — Scientific and philosophical validation of chiropractic wellness paradigm
- Dec. 3 and 4, 2011 — Wellness nutrition and natural health
- Feb. 11 and 12, 2012 — Wellness physical fitness and spinal hygiene
- Apr. 21 and 22, 2012 — Wellness state of mind, emotional health and secrets of eliciting patient lifestyle change

For more information, or to register, go to www.thewellnesspractice.com under "Wellness Certification," or phone 1-866-935-5362, ext. 1. ●

Forum on patient safety issues

On Monday, October 17, 2011 the second Interprofessional Forum on Patient Safety Issues for Rehabilitation Professionals will be held at the Delta Chelsea Downtown Toronto Hotel on Gerrard Street in Toronto.

Patient safety is a critical aspect of high quality health care (*Canadian Patient Safety Institute, 2009*). Regardless of practice setting, rehabilitation professionals continually work to provide safe care to their patients/clients. In 2009, the Canadian Patient Safety Institute (CPSI) released *The Safety Competencies*, a framework that identifies knowledge, skills and attitudes required by all health professions. Drawing on these competencies, the Second Interprofessional Forum on Patient Safety Issues for Rehabilitation Professionals provides an unique opportunity for physiotherapists, occupational therapists, chiropractors, audiologists and speech-language pathologists to join together to further their individual and collective understanding of patient safety. Areas of focus for this year's conference include effective communication and how interprofessional teamwork contributes to a culture of patient safety, as well as balancing risk versus autonomy, recognizing, responding and managing safety risks.

For more information and to register visit www.oha.com/conferences. ●

In Memoriam

Dr. Marc Desjardins

The OCA regrets to inform its members of the passing of Dr. Marc Desjardins.

Dr. Desjardins was a member of the National University of Health Sciences' Class of 1998, and will be missed by the many patients he cared for in his Ottawa clinic.

The OCA extends its deepest sympathies to the Desjardins family and to his many friends at this very difficult time. ●

OCA NEWS & EVENTS

PMP user wins Cruise of a Lifetime



Dr. Caroline Cornale-Smith is this year's winner of the PMP Cruise of a Lifetime contest.

OCA's PMP and Software Development Manager Lauren James spends a lot of time on the phone with PMP users. Often the time is spent answering questions about PMP or ChiroWrite, or how to e-file auto insurance claims.

Sometimes, though, Lauren gets to be the bearer of good news — like when she called the Burlington office of long-time PMP user Dr. Caroline Cornale-Smith in early June to let the doctor know she'd won PMP's Cruise of a Lifetime contest.

"When Lauren phoned to tell us, it was kind of comical because she wanted to speak with Dr. Cornale-Smith, and I thought, well if it's a PMP question, I'm the one you have to speak to," laughs Mary Harper, Office Manager at Dr. Cornale-Smith's HealthView Chiropractic Wellness Centre. "She said she had happy news."

This year, 448 PMP users — up from last year's 411 — helped inform OCA's planning and fu-

ture activities by completing an anonymous statistical report, and all users who completed the report were entered into the PMP Cruise of a Lifetime Draw. Mary, who completes the stat report for the HealthView clinic each spring, says she wondered if Lauren's happy news was about the cruise draw.

"I've looked in the *OCA News* and I've seen other people who've won, and I think, 'That lucky doctor!'"

The report takes just a few minutes to complete and provides the association with essential demographic data that enables the OCA to monitor trends within the profession and plan to meet our members' evolving needs.

When Dr. Cornale-Smith turned out to be this year's "lucky doctor," the news couldn't have come at a better time.

"It's my husband and my 25th anniversary next year and we were hoping to do a European cruise," she says, noting that a Caribbean cruise in the fall is also a very tempting proposition. "Mary gave me the message that Lauren had called from PMP, and she said to me, 'Maybe you've won the cruise!' We were really excited."

The prize, she says, has also come at a time of another significant anniversary.

"Mary is our office manager, and she's been with me since I started my practice, which was in 1991 — 20 years ago this year!" says Dr. Cornale-Smith.

For that reason, and because it was Mary who actually completed the stat report, Dr. Cornale-Smith has decided to split the \$5,000 prize and award half of its value to her office manager.

"To me it would just be an automatic that we would split it, because Mary's been such a big

part of helping the clinic to grow and making it successful."

Asked where she hopes to go on her cruise vacation, "Everywhere!" Mary exclaims.

"I've never been on a cruise, so it's exciting. After I found out that we'd won, I wanted to go out and buy a lottery ticket together!" Mary says that, while she was surprised and honoured by Dr. Cornale-Smith's generosity in sharing the prize with her, the gesture is characteristic of the doctor she works for.

"She's a wonderful chiropractor and a very kind person.... That's why I've been here for 20 years."

PMP and the OCA extend thanks to all the PMP users who took the time to complete this year's stat report, and offer our congratulations to Dr. Caroline Cornale-Smith and Mary Harper on winning the Cruise of a Lifetime. **Bon voyage!** ●



Mary Harper, Office Manager at Dr. Cornale-Smith's HealthView Chiropractic Wellness Centre.

MEMBERSHIP RESOURCES

Insurance as simple as 1-2-3

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



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

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

Welcome new members

The OCA is pleased to welcome our newest members:

- | | |
|------------------------|----------------------|
| Dr. Daniela Arciero | Dr. Raquel Marques |
| Dr. H. Julie Doobay | Dr. Natalie Messmer |
| Dr. Marjorie Drolet | Dr. Domenico Pantano |
| Dr. Richard Fenn | Dr. Konrad Prokofiew |
| Dr. Kristy Fennema | Dr. Karandeep Riar |
| Dr. Christopher Harvey | Dr. Benjamin Roffey |
| Dr. Erik Lamprea | Dr. Craig Schisler |
| Dr. Ashleah Linden | Dr. Stephen Tan |

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

OCA's enhanced online chiropractic locator – don't miss out!

Right now the OCA is running an extensive television and online ad campaign to raise awareness about the profession. This campaign also works to drive traffic to the OCA website and our online chiropractic locator, by indicating to viewers to visit www.chiropractic.on.ca to find a chiropractor.



For that reason it is important that you take advantage, of this member benefit by creating your own personal page (micro-site) on the directory.

In doing so, you will not only ensure that your profile is viewed by those visiting our site, but you will also be extending the reach of marketing your practice or clinic. Each member page includes a google map search to your location and the opportunity to list a variety of items about your practice, such as your hours, specialties and website to name just a few.

As we head into the OCA's membership renewal season, now is the perfect time to set up your page. It is simple, when renewing your membership, log in to the members' side of the OCA site and look for the "Micro-site" option at the bottom of the "OCA Services" page. Submit your information and we will review to check spelling and image sizing, and once approved it will be posted to our site.

If you require assistance and would like additional information, please contact the OCA at 416-860-0070 or 1-877-327-2273. ●

MEMBERSHIP RESOURCES

Cochrane webinar series draws a crowd

The OCA recently partnered with the Canadian Chiropractic Research Foundation (CCRF) and Canadian Cochrane Centre (CCC) to offer a suite of spring online learning sessions and an in-person workshop. The sessions were available exclusively to OCA members and can be counted toward structured credits for continuing education (CE), as outlined by the College of Chiropractors of Ontario (CCO).*

For the series, the CCC delivered two three-part webinars. The first webinar series, which took place April 5, 12 and 19, was offered to OCA members for free.

Webinar participation for the series exceeded expectations, with more than 100 members taking advantage of this free professional development opportunity. The interactive series aimed to inform members about the structure and practical application of systematic reviews, and demonstrate how The Cochrane Library can be an important resource in making informed health care treatment decisions for their patients.

Webinar participants received a certificate for completing webinar series, and participant feedback indicated the webinars were easy to access and were valuable and educational experiences.

The CCC's second webinar series was followed by an in-person workshop in Toronto. The second training series was attended 20 participants and provided the basic skills for members to author their own Cochrane review. Webinar learnings included understanding systematic review protocols and defining the research question, searching for and selecting studies for their review, and extracting data and other information from included studies. Workshop instructors Dr. Jill Hayden, DC PhD; and George Thomlinson, PhD; provided insights into the risk of bias of individual studies, statistical analysis and interpretation, grading the quality of evidence, drawing conclusions, and a hands-on session with Cochrane's Review Manager Software.

"The Cochrane training series was a positive learning experience. This was a benefit for members who participated," says OCA member Dr. Santo Fera. "I gained valuable knowledge in using Cochrane tools to better analyse and understand the research [and help me make] well-informed decisions about health care."

OCA is working to develop other professional development opportunities with the CCC. Watch OCA e-bulletins and upcoming issues of the *OCA News* for details. ●

Canada's Wonderland discount offer for OCA members

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



To order tickets,

- visit www.canadaswonderland.com
- Choose **tickets / corporate partners**
- Type in company ID code: **ocamember**
- Purchase tickets online and print.

May 8 – August 28

Regular One Day — Online (3-day advance) \$33.99 + tax = \$38.41
 Regular One Day — Online (less than 3 day advance) \$36.99 + tax = \$41.80

May 8 – October 30

Regular Pay Once Visit Twice \$46.02 + tax = \$52
 Junior/Senior One Day \$28.32 + tax = \$32

OCA members are welcome to extend the savings to family and friends. ●

MEMBERSHIP RESOURCES

OCA Online Renewal Update

OCA members will receive their annual renewal packages in early July. Once received, members will be able to renew their OCA memberships and PMP licenses.

Again this year, renewal invoices will be available online, allowing members to update their profiles and make payment arrangements at their own convenience. OCA's secure Web-based services make it faster and easier for members to order products and services. Members can also enhance their clinic's visibility to potential patients with access to online marketing tools, including a free micro-site hosted on the OCA's public website, as well as a dynamic chiropractor locator.

Following a two-year freeze, there will be a 2% increase on membership dues for the 2011–2012 fiscal year.

OCA has implemented the following changes for this year's renewal:

Restructured Membership Categories

OCA will be simplifying its membership categories to better align with CCA categories. This will affect dues for members who are currently within the CMCC Faculty, Life and Affiliate categories:

- Faculty categories have been restructured into the Regular category.
- The Senior category has been restructured into the Life category.
- The Affiliate category has been restructured into the Associate category.

OCA Patient Management Program (PMP)

- Following a three-year freeze, there will be an increase of \$20 on the Associate license fee.
- Following a two-year freeze, there will be an increase of \$5 on the Non-DC license fee.
- Master license fees are not affected.
- Primary users (Master licensees) will now be able to renew/pay for their Associate DC(s), to simplify the renewal process.

PMP Renewal — Important Reminder

If you are the primary user (Master licensee) on your program, both your PMP and OCA membership must be renewed. Associate DC(s) using PMP must have renewed PMP in addition to renewing their OCA membership. Non-DCs are renewed during the Master DC renewal process. Offices will not receive an update CD until all practitioners listed on

the program have renewed. The OCA membership and PMP license renewal deadline is July 31, 2011.

Online invoicing is a great way to reduce paper consumption and mailing costs. We have worked diligently to ensure OCA's online services are secure and easy to use and work to better serve our members. Member support of our online renewal process is greatly appreciated.

Members can request a paper invoice to be mailed, or for assistance with completing online renewal, please contact the OCA at 416-860-0070, or toll-free at 1-877-327-2273. ●



Accessibility Standards Compliance regulation — Are you prepared?

The Accessibility Standards for Customer Service (Ontario Regulation 429/07) came into force on January 1, 2008. By January 1, 2012, all organizations with one or more employees in Ontario that provide goods or services to the public will have to comply. The regulation requires all organizations in Ontario to make their customer services accessible and to train their staff on how to provide accessible service.

While the OCA will be implementing its own policies, staff and volunteer training program, we want to ensure that you our members are aware of the regulation and deadline, and its impact on your practice or clinic.

To help with this, the OCA will be offering members a chiropractic-focused training module (scheduled to be available in Sept.) for your own implementation and staff training, as well as holding an information session at Pathway's to Practice on Oct 1, 2011. Further details will be available over the coming months, so stay tuned to www.chiropractic.on.ca for more information.

For additional information on Reg. 429/07 visit Ontario's Ministry of Community and Social Services website at www.ontario.ca/community. ●

MEMBERSHIP RESOURCES

LCD touch screen monitors and PC hardware products discount program



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

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

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

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

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

Save the date — Pathways to Practice 2011

Pathways to Practice, the OCA’s professional development day, promises to provide the tools you need to help put you on the path to success.

The event will be held Oct. 1, 2011, with a program that will feature resources, information, products and services to help you enhance your practice and meet the needs of your patients.

Attendance at OCA educational courses, seminars, workshops and conferences may be counted towards the CCO’s Structured CE requirements. (For more information on CE requirements, see page 4, or visit www.cco.on.ca.)

More details will be coming soon. Remember to mark your calendars for this exciting event.

OCA PRESENTS

Pathways to Practice 2011

October 1st, 2011

Ontario's Premier Event
for Chiropractors and Office Staff

WHAT'S NEW AT CCO

CCO Council elections took place this spring for Districts 4, 5 and 6, with Dr. Peter Amlinger (District 5) and Dr. James Laws (District 4) being reelected by acclamation, while in District 6, Dr. Cliff Hardick defeated incumbent Dr. Doug Pooley.

Committee elections took place at the scheduled meeting of Council May 4. Dr. Marshall Deltoff was elected President of CCO, with Dr. Peter Amlinger as Vice-President. Also elected to the Executive Committee were:

- Mr. Martin Ward, Treasurer
- Dr. Robbie Berman
- Dr. Brian Gleberzon
- Ms. Judith McCutcheon
- Mme. Lise Marin

Other committees were decided as follows:

Inquiries, Complaints and Reports Committee

- Dr. Brian Gleberzon, Chair
- Mr. Shakil Akhter, alternate
- Dr. Gauri Shankar
- Dr. Lezlee Detzler, non-Council
- Mr. Martin Ward

Discipline Committee

*All members of Council are potentially members of the Discipline Committee.

- Dr. Bryan Wolfe, Chair
- Dr. Michaela Cadeau, non-Council
- Dr. Heather Jones, non-Council
- Dr. Cliff Hardick
- Mme Lise Marin

Fitness to Practise Committee

- Dr. Dennis Mizel, Chair
- Mr. Shakil Akhter
- Dr. Peter Amlinger

Patient Relations Committee

- Ms. Judith McCutcheon, Chair
- Mr. Shakil Akhter
- Dr. Lisa Cadotte, non-Council
- Dr. Dennis Mizel
- Dr. Calvin Neely, non-Council

Quality Assurance

- Dr. Peter Amlinger, Chair
- Mme. Lise Marin
- Mr. Robert MacKay
- Dr. James Laws
- Dr. Heather Jones, non-Council

*Chiropractic has the privilege of being a self-regulating health care profession in the Province of Ontario, and it falls to the College of Chiropractors of Ontario (CCO), as the governing body established by the provincial government, to regulate the province's chiropractors, to impose the Standards, Regulations and Quality Assurance mechanisms that uphold the profession's reputation for quality health care delivery. As with any regulatory body, member engagement and participation is a principal part of ensuring that the profession's, and the public's needs are met. To this end, the OCA is working to keep our members informed about activities and key issues being tabled at the CCO with **What's New at CCO**, a regular feature in the OCA News.*

What's New at CCO covers issues of discussion at CCO Council meetings. Meetings are open to members and the public. Meeting dates and times are posted on the CCO website, www.cco.on.ca. To attend a meeting, contact CCO at 416-922-6355..

Got a question or have a comment? Contact the OCA at 416-860-0070, or toll-free at 1-877-327-2273, or call CCO at 416-922-6355. Reach CCO by email at cco.info@cco.on.ca. You may also visit CCO on its website, www.cco.on.ca.

Registration

- Dr. Robbie Berman, Chair
- Dr. James Laws
- Ms Judith McCutcheon

Advertising

- Dr. Gauri Shankar, Chair
- Mr. Robert MacKay
- Dr. Lawrence McCarthy, non-Council member
- Dr. Cliff Hardick

The OCA extends its thanks to all the members of the CCO Council for their work on behalf of the profession, and offers congratulations to President Dr. Marshall Deltoff and Vice-President Dr. Peter Amlinger on their recent elections.

Other points of interest at the May 4 meeting of Council included the following:

- A new Advertising Standard of Practice is to be circulated for feedback. This proposed Standard is to include advertising on websites.
- Council approved a recommendation by the Executive to facilitate two full-day seminars at which committee chairs would be given an opportunity to provide an update on the work of his or her committee, and any matters out for circulation and feedback from stakeholders including members. ●

ESSENTIAL DATA SERVICES

Can your business withstand the loss of critical data?

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



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

Remote backup hosting

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

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

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

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

**30 day notice required.*

Key Benefits

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

Support

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

System Requirements

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

PMP BITS & BYTES

PMP Update

In response to user requests and as part of PMP's commitment to meeting the changing needs of our users, a number of enhancements are currently in development and are scheduled to be released within the next year. These include:

- An email subsystem that will offer email appointment reminders and statements to patients either individually or in groups.
- A Web-based appointment book view.
- Enhancements to the patient Activity field to allow for extended health tracking and invoicing.

We are confident these enhancements will meet your practice's needs and help you meet the needs of your patients. ●

PMP Cruise of a Lifetime

This year, 448 PMP users helped inform OCA's planning and future activities, simply by completing an anonymous statistical report. The report takes just a few minutes to complete and provides the association with essential demographic data that enables us to monitor trends within the profession.

All users who completed the report were entered into the PMP Cruise of a Lifetime draw.

This year's winner is Dr. Caroline Cornale-Smith of Burlington. See the full story on page 14. ●

PMP HCAI Webinar

A PMP HCAI webinar was offered to PMP users May 6. The webinar was recorded and is available for viewing on the OCA website.

Presented by Liz Pridham, PMP Support Representative, the focus of the webinar was to familiarize PMP users with the process of creating auto insurance forms in PMP and submitting them through the PMP HCAI interface. The session also covered setup, validation of required fields, different ways to locate ICD-10 and CCI/GAP codes and reading PMP reports.

In all, 112 members logged on to the webinar. Comments following the presentation indicated that the webinar was effective in increasing understanding of PMP for HCAI, and also in reducing the confusion surrounding auto insurance in general. To view the webinar, go to the homepage of the OCA website (see link under Products & Services). ●

OCA CHIROWRITE

ChiroWrite Webinar

A ChiroWrite webinar was offered in April to showcase ChiroWrite's functionality. The webinar was recorded and has been made available for viewing on the OCA website.

Practitioners attending the webinar had an opportunity to ask questions, and view a live demonstration of the software.

To view the webinar, go to:
<http://www.chiropractic.on.ca/ProductsAndServices/ChiroWrite/ChiroWriteWebinars.aspx>. ●

New ChiroWrite Patient Kiosk

A ChiroWrite kiosk has been released that allows chiropractors utilizing the software to licence a separate module for their patients' use. The Patient Kiosk allows patients to put information into the program related to their history and health.

This module has a one-time licence fee of \$400 in addition to the regular ChiroWrite fees. ●

OCA's PMP & ChiroWrite

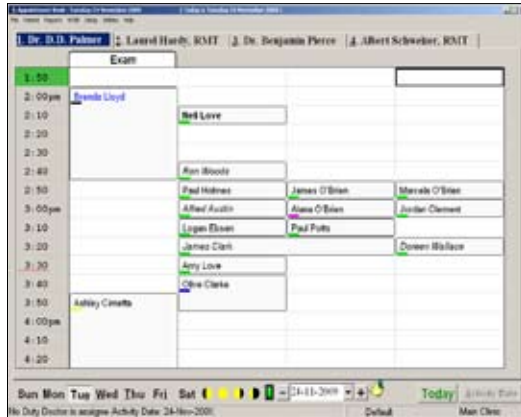
MEETING ALL YOUR CLINICAL SOFTWARE NEEDS

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

PMP

OCA'S PATIENT MANAGEMENT PROGRAM

PUTTING EXPERIENCE INTO PRACTICE



Developed by chiropractors for chiropractors

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

ChiroWrite

OCA'S CLINICAL NOTES SOFTWARE

DOCUMENTATION MADE FAST & EASY



Experience the difference for yourself

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

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

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



PRACTICE OPPORTUNITIES

THERE ARE IMMEDIATE PRACTICE

OPPORTUNITIES available in several GoodLife Fitness Clubs in Ontario: Ottawa, Kitchener, Toronto, Sudbury, and Grimsby. Select opportunities are available in Fredericton (NB) and we are polling interest in Calgary and Winnipeg. Please email mtakes@goodlifefitness.com for more info.

ASSOCIATE POSITION IN OTTAWA:

We have an excellent associate opportunity available in our busy, west end Ottawa practice. It is a well established, patient-centred practice where a motivated individual would help serve our growing patient base. There is outstanding remuneration with the possibility of a future partnership. Please send your cover letter and résumé to drkirkham.dc@gmail.com.

GREAT OPPORTUNITY for a motivated associate doctor to join an established clinic in Southwestern Ontario, between London and Sarnia. Thompson, Diversified, acupuncture and orthotic therapy an asset. Send cover letter and résumé to doctorkjs@gmail.com.

INDEPENDENT CONTRACTOR position available in trendy Ottawa neighbourhood. Email dmorman@backinbalancechiro.ca.

EXPERIENCED, CRITICAL THINKING

ASSOCIATE wanted for busy, well-established downtown Toronto clinic in medical centre. Functional approach using diversified technique and acupuncture required. Please email info@healingeffect.com.

CHIROPRACTOR: Independent contract position available in Almonte, ON. Please email: handsonhealing@on.aibn.com.

LOCUM/ASSOCIATE WANTED: Take over all doctor's patients and transition to associate. 905-477-6578.

ASSOCIATE POSITION: Waterloo ON — Established downtown clinic with active chiropractic patient base seeks motivated, evidence based chiropractor to join our integrative team of naturopaths, RMTs, and counsellor. Immediate income opportunity. Contact jennifer_charron@thenaturalwayclinic.com.

BURLINGTON CHIROPRACTORS! Are you currently practicing and looking for a change? Come join our health team at the Burlington Natural Health Centre. We have 4 half-days (plus Saturdays) available. Our brand new fully equipped building is located at 1066 Brant St. Independent contractor arrangement. Please call Dr. Tony Adams for details. 905-634-8598.

LOOKING FOR AN ASSOCIATE

CHIROPRACTOR to join busy multidisciplinary clinic North of Whitby. Knowledge of Graston Technique, Kinesio Taping and Acupuncture beneficial. Current patient base is wellness oriented family care, with a growing pregnant and athletic population for sports injury management. Please send résumé to drkeber@peakbrooklin.com or fax to 905-425-2449.

INDEPENDENT CONTRACTOR wanted for a busy multidisciplinary clinic in Burlington. Part-time or full-time opportunity for applicants is possible. Our clinic has a strong presence of sports injury patients. Send résumés to info@healthquarters.ca.

BUSY MULTI-SERVICE AJAX CLINIC requires P/T qualified chiropractor (some services offered include decompression, orthotics, acupuncture). Please email résumés to harwood_chirocentre@rogers.com.

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

PRACTICE FOR SALE/LEASE

THRIVING OTTAWA PRACTICE: Retiring after 38 years; asking 80% one year gross. Contact by email for particulars warrenchiroclinic@yahoo.ca.

PRACTICE FOR SALE: Valleyfield Quebec near Ontario border. Twenty plus years. Must sell rmccarthy@cgocable.ca.

PERFECT OPPORTUNITY in Brampton to earn instant income with extremely low overhead! Shared expenses, clinic available 3 full +2 half days/wk. Take over existing files and chattels. Email: dr_fratnik@yahoo.ca.

FOR SALE NORTH GTA — ground floor 1,500 sq.ft. next door to women's gym. Includes all leaseholds, X-ray, desks, phone, network etc. High traffic plaza, easy access to hwy's. with abundant parking, transferable lease & 12-year reputation as chiropractic clinic – great opportunity for DC ready to run own practice. Contact 416-457-7213.

THRIVING ACTIVATOR-BASED PRACTICE

for sale in Sudbury, Ontario, Canada. Doctor will mentor, and wishes to remain as an associate for 2-3 years. For full details, fax 705-897-6712, email at familywc@bellnet.ca, or phone 705-897-6711.

LOCUMS

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.

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!

ENERGETIC, BILINGUAL CHIROPRACTOR

with 8 years experience in locum work over a 25-year chiropractic career available to provide stress-free and reliable, short or long-term locums in Eastern Ontario. Trained in Diversified Technique, Certified in Thompson Terminal Point Technique and some Activator knowledge. Member of the EOCS, CCO, OCA and CCA and covered by CCPA. Numerous references available. Now booking for fall 2011/ winter 2012. Please contact Dr. Evelyne Bruneau at 613-833-1222 or e-bruneau@hotmail.com.

LOCUM/ASSOCIATE: P/T or F/T position available for maternity leave end Sept. to Dec., possibly beyond. Experience and ART are assets. Location: Georgetown. Email résumé: dr_fratnik@yahoo.ca.

MATERNITY LOCUM-PART-TIME-WINDSOR.

End November – end February. Active Release Certification required. Email résumé sarahjane84@hotmail.com.

MATERNITY LOCUM-PART-TIME-

CHATHAM. End November – end February. Email résumé sarahjane84@hotmail.com.

SPACE AVAILABLE

MAKE YOUR CAREER IN MILTON. We have 2 locations with leaseholds completed. One location beside a physician. Shared reception and common area costs. Reasonable rent, Store front with great visibility and signage. Contact dr.cmorris@yahoo.com. Almost \$0 cost start-up.

EQUIPMENT

WANTED: TRITON DTS TABLE.

Call 416-262-3659, amitofoz@hotmail.com.

MYOVISION 8000 SURFACE EMG FOR

SALE. In Excellent working order, great for outreach. Only \$900 includes laptop. 5 Backtalk system framed posters: Nerve Function, Subluxation Degeneration, Cause & Effect + two more posters. Only \$190. Great for a new clinic. 416-912-3238.

5 YEAR-OLD BIOFLEX PROFESSIONAL

SYSTEM FOR SALE: Includes: MCU, LS-1500, LS-R 750, LD-I 200, Computer system, Anthro Cart, Treatment Array Holder, Profan, Eye Shield, Weight Set, Isolation Transformer, Long Extension Strap, Portable Carry Bag. New system is \$27,310 before HST – ours \$15,000. Email: Somervillechiroclinic@hotmail.com.

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.