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## ALSO IN THIS MAILING

- PMP Post

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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.

## Pathways to Practice 2011

### Record attendance highlights successful event

The OCA's Pathways to Practice 2011, held on October 1, celebrated record numbers of attendees, with standing room only sessions and a full house annual general meeting. With over 220 attendees, the one-day professional development event welcomed OCA members and staff from across the province who participated in a variety of seminars and workshops focusing on providing the latest information and best practices for the profession.

A key highlight of the day was a presentation by Dr. Joshua Tepper, a leading health policy and health system expert in Ontario who shared insights on the changing health care system in the province. The packed room heard of the challenges that lie ahead for health care in Ontario and the important role that interprofessional collaboration will play in providing solutions.

Dr. Tepper suggested that focus has to be given to new innovation models for collaboration, and this approach must include education, leadership and integration. This evolving health care reality is reflected in OCA initiatives such as our primary care demonstration research project, Family Health Team (FHT) integration strategies and MD-DC communication workshops.

The theme of collaborative models of care was also discussed in a two part session called, Primary Health Care Models 101: Chiropractic Opportunities. Part 1 included a panel of health policy professionals who provided information on the current landscape of primary health care settings across Ontario and opportunities for chiropractic collaboration. Part 2 featured a panel of chiropractors that are currently practicing in collaborative models in primary health care with physicians. Their models included Family Health Teams (FHTs) and sports medicine practices.



**Dr. Joshua Tepper, Vice President, Education, Sunnybrook Health Sciences Centre and former First Assistant Deputy Minister at MOHLTC, Health Human Resources Strategy Division.**

*"This was the first OCA event I've attended in many years, I'll definitely be back next year – it was well organized and very informative."*

~ OCA Member

Peter Brown, Senior Policy Analyst at the Ontario Medical Association (OMA), who was part of the health policy panel, provided insight into the spectrum of primary health care models including the integration of other health professionals.

As part of the technology and professional knowledge track of sessions, participants heard from Ed Lee, Director of Social Media at Radar DDB, about social media 101, best practices and regulatory considerations.

## PRESIDENT'S MESSAGE

# The future is in our hands

It is an honour to deliver my first President's Message, and I would like to extend my sincere thanks to our members for their support in allowing me to serve as your President. I am humbled to be in the company of the many leaders who have served in this capacity over our Association's proud 82 year history. In particular, I would like to acknowledge Dr. Roberta Koch who was until now the only serving female President of our Association and has been an inspiration to me.

As I begin my term as President, I want to assure you that the OCA Board is fully committed to continuing to build and expand our profession's professional profile and credibility, create opportunities for integration, provide valuable member benefits and engage our members to build a strong sustainable community of chiropractors across our province. This last priority is of particular importance to me, as member involvement and support is critical in carrying out the work of our Association. While I recognize we all have busy personal and professional lives, becoming involved does not have to be onerous. It can be as simple as participating in an event, providing community based public education or responding to a survey.

There are many ways and opportunities to participate, including in our strategic planning process, which will begin this month. It is one of the most important tasks your Board performs. This is a significant planning milestone

in which we assess previous strategic priorities and set future direction and longer term goals for our Association and profession.

The process includes a comprehensive evaluation of our external and internal environments and is informed by both an environmental scan and consolidated member, board, staff and external stakeholder input.

All of the OCA's policies, programs and activities flow from the strategic plan. This planning is vital to ensure we evolve the work of our Association to ensure program impact and member value. As an example, the benefits we are currently receiving from OCA funded chiropractic research are a result of a ten year old vision of what was needed to sustain and advance the profession.

In November, you will be asked to complete a member survey to inform our Association's planning process. This will enable the Board to be well informed regarding your goals and priorities for the future of our profession. While the survey is relatively comprehensive, we have tried to ensure it does not ask for information we are able to gather from other sources and surveys (such as the CCA and CCRD member surveys).

I want to personally ask you to please take the time to complete this survey. Your voice matters and this is an excellent opportunity for you to provide feedback to the OCA Board.



Dr. Natalia Lishchyna, President

I, like you, became a chiropractor to help improve people's quality of life through achieving better health. Our profession has much to offer and when we work together we can accomplish so much more. Let's continue the journey together, for the future is in our hands.

Dr. Natalia Lishchyna, President

### To provide your feedback

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

## CONTACT US

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



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

CHIROPRACTIC IN THE NEWS

# Chiropractic leads at Consumer Reports Magazine

The September 2011 issue of *Consumer Reports Magazine* surveyed 45,601 of their subscribers online, and found that three out of four were using some form of adjunct therapy for their general health. More than 38 million adults make in excess of 300 million visits to acupuncturists, chiropractors, massage therapists, and other health care practitioners each year in the United States.

A total of 30,332 survey respondents gave their perceptions of the helpfulness of treatments for their most bothersome conditions over the past two years. Chiropractic ranked first for back and neck cases. The survey also found a significant level of collaboration and awareness between health care professionals. *Consumer Reports Magazine's* readers said their medical doctors were generally aware of their use of additional health care therapies for their medical conditions. For instance 81 percent of those who sought chiropractic care, usually for back or neck pain, said their medical doctors knew about it.

You can access the report online on the homepage of the OCA website at [www.chiropractic.on.ca](http://www.chiropractic.on.ca) under In the News. ●

Back-pain treatments	% who used	% helped a lot
Chiropractic	36%	65%
Prescription medication	38	53
Deep-tissue massage	24	51
Yoga	9	49
Pilates	3	49
Acupressure	3	45
Swedish massage	6	41
Acupuncture	8	41
Shiatsu massage	3	36
Progressive relaxation	3	32
Meditation	5	29
Over-the-counter medication	58	28
Deep-breathing exercises	6	23
Magnesium supplements	4	15
Glucosamine/chondroitin	14	12
Vitamin D	8	10
Calcium supplements	10	9
Fish-oil supplements	10	7
Vitamin C	4	6
Multivitamins	11	5

Differences of less than 5 percentage points are not meaningful.

# Zoomer zooms in on back pain

The September print issue of *Zoomer* contains an article examining back pain as one of the leading causes of disability for those over 45. Incoming OCA president Dr. Natalia Lishchyna is quoted on the relationship between back pain and Zoomers: “This group is prone to having pain from previous trauma, like an accident or fall, repetitive work tasks and osteoarthritis which worsens with immobility.”

The article goes on to share some pain prevention strategies and seasonal safety tips pulled from the OCA's public education modules, alongside a brief description of chiropractic treatment. ●

# Back Health partnership with Chatelaine and Chatelaine.com

*Chatelaine's* November Issue is now on stands, and page 120 features our 1/3 page print advertisement designed to drive traffic to the *Back Health – Advice from Canada's Chiropractors* section of the *Chatelaine* website.

November's content focuses on workplace tips, with advice on choosing a proper office chair and exercise ball usage. Our *Chatelaine* online presence will have an entirely new redesign in 2012, paired with new print content including a number of exciting contests. ●

# Consider using Chatelaine content with your social media program

Looking for content for your clinics social media program? Any *Back Health – Advice from Canada's Chiropractors* content can be linked by OCA members through Facebook, Twitter, or other social media channels as compelling educational tips for patients. It's a great way to extend the reach of the popular program and share some valuable resources with your online community. Link to this month's content or to any of the 27 archived additional articles.

Since 2010 the OCA, in conjunction with the Canadian Chiropractic Association, and other provincial associations have partnered with *Chatelaine* magazine to provide Canadians with a new source of back health information. The program offers back health advice in a monthly print and online column. ●



## Pathways to Practice 2011 – Record attendance highlights successful event in 2011

Continued from Page 1 ▶

Mr. Lee spoke about the fast-paced nature of social media and about the blurred line between your personal social media presence and your business or practice social media presence. He added that most people do not distinguish between the two, making it important to ensure a professional image on anything you do.



Ed Lee of Radar DDB spoke about ways to optimize your clinic's online presence with social media.

Additional sessions included, a Practical Review of MRI, CT and Ultrasound Imaging, updates on HCAI software and Understanding the Accessibility Standards for Customers Service Act, which requires business in Ontario who provide goods or service to the public to comply with training by January 12, 2011. (See article on new OCA member benefit for AODA training on Page 16).

Attendees also turned out in large numbers for our annual tradeshow of professional exhibitors that showcased a variety of products and services and our new Tech Talk, internet café.

“This was the first OCA event I’ve attended in many years, I’ll definitely be back next year – it was well organized and very informative.” OCA Member.



The OCA's Pathways to Practice 2011, held on October 1, celebrated a record numbers of attendees.

OCA PRESENTS

# Pathways to Practice 2011

**Ontario's Premier Event**  
for Chiropractors and Office Staff

October 1<sup>st</sup>, 2011



The Internet Café for participants was a popular new addition in 2011.

The OCA would like to thank our all of our attendees, event sponsors and tradeshow vendors for their participation in 2011.



Missed the tradeshow? Visit our online virtual tradeshow on the OCA website at [www.chiropractic.on.ca](http://www.chiropractic.on.ca). You can also view additional pictures from the event. ●

# Annual General Meeting 2011

The OCA's 2011 Annual General Meeting was held on Oct 1, in conjunction with Pathways to Practice, the association's professional development day at the Intercontinental Hotel in Toronto.

The meeting, attended by approximately 230 OCA members, began with brief remarks and updates from our chiropractic fraternal organizations, CCO, CCA, CMCC and CPPA.

The formal portion of the meeting then began with reports from the OCA Secretary-Treasurer, Dr. Kristina Peterson and the Chair of the Nominations Committee, Dr. Tom Gadsby.

This year there were five Board positions open, with the expiry of terms for four Directors and the resignation of one, creating an additional one-year vacancy. The committee received eight nominations and an election was conducted by secret ballot. The following candidates were successful and will serve on the OCA Board for the next three years; Dr. Natalia Lishchyna, Dr. Jerry Grod, Dr. David Orchard and Dr. Kristina Peterson. Dr. Adam Wade also joins the Board and will fill the one-year vacancy position.

Leaving the Board this year is Dr. Heather Norman and Dr. Tom Gadsby. The OCA would like to thank both Dr. Norman and Dr. Gadsby for their years of service on the Board and their ongoing commitment to the chiropractic profession.

Upon re-election, Dr. Natalia Lishchyna was confirmed as the new OCA President and Dr. David Brunarski, assumes the role of Past President.

Following the announcement of the board election, the Secretary-Treasurer, Dr. Peterson reviewed the OCA's audited financial statements which have been distributed to members with the Annual Report. Upon approval of the report, a motion was carried that the accounting firm of SBLR be appointed as auditors for the 2011-2012 fiscal year.

In addition to the formal business portion of the meeting, attendees heard from out-going

President Dr. David Brunarski who delivered the President's Report. The following is the complete report from the President:

## President's Report, Oct 1, 2011, Toronto — Dr. David Brunarski

It is now my privilege to present my report as OCA president.

This past year for the OCA has been about creating "Connections" which is reflected in the theme of this year's annual report.

Our work has connected chiropractors with other health care providers, with government through our riding designate program, with media and with the general public. Operationally, the association has explored new ways to connect with our members to better understand and meet their needs.

Since 2009, one of our key strategic priorities has been to execute a comprehensive plan, which identifies and creates new opportunities for chiropractors in Ontario's primary care settings.

Just two years later, health care policy makers, physicians and other key influencers are supporting the connection of chiropractors to other health care providers, patients and communities in new and exciting ways. Our members are working within health care teams in clinics at a number of Ontario hospitals including St. Michael's, Toronto Western, Mount Sinai and Trillium Health Centre and increasingly have both structured and unstructured relationships with family health teams and other multidisciplinary health organizations.

To support the government's focus on enhancing low back pain management, accounting for an estimated 8-11% of family physician patient visits and to reduce unnecessary diagnostics, the Ministry of Health and Long-Term Care has provided the OCA funding for a consulting chiropractor demonstration project.

The pilot will provide decision support for primary care physicians treating low back pain and is aimed at strengthening patient care



**Out-going President Dr. David Brunarski delivers the President's Report at the OCA AGM on Oct. 1 at the InterContinental in Toronto.**

and reducing referrals to spine surgeons and costs associated with avoidable MRIs and other testing.

Four sites have been chosen and the project will measure the value and acceptability of this care model from the perspectives of the patient, the participating physicians and the chiropractor consultants.

OCA is working to build on this momentum, by nurturing positive relationships, educating decision-makers, fostering a new culture of communication and collaboration and championing researchers such as Dr. Paul Bishop, (Research and Clinical Professor of Orthopaedics in the Department of Orthopaedics at the University of British Columbia); Dr. Carlo Ammendolia (at Mount Sinai Hospital in Toronto, developing a research program on degenerative lumbar spinal stenosis and related conditions), Dr. Mark Erwin, (CCRF Scientist in Disc Biology at the University of Toronto); Dr. John Srbely, (CCRF Professor of Spine Mechanics and Neurophysiology at the University of Guelph); and Dr. Silvano Mior, who has been leading a multi-phase physician collaboration project to develop and implement a model of collaboration between chiropractors and

**Continued on Page 10** ▶

## INFORMATION & LEGISLATION

### Call for participants:

#### A survey on the management of neck pain

The International Collaboration on Neck (ICON) a multidisciplinary, academic-based research group are currently synthesizing evidence about management of neck pain. We are collecting information about practice patterns and opinions from various health disciplines and from different countries.

OCA members are invited to participate in the survey study on health care practitioners' practice patterns in neck pain management.

The survey is divided into 5 sections covering specific clinical subtasks with respect to neck pain:

1. Assessment/Diagnosis
2. Outcome Evaluation
3. Adverse Events & Prognosis
4. Treatment - Pharmacological & Psychological Interventions
5. Treatment - Physical Medicine & Complementary and Alternative Medicine

Each section will take approximately 15 minutes to complete. The first survey is available online at:

<http://painplussurveys.mcmaster.ca/index.php?sid=26812&lang=en>

You will receive the other surveys approximately every 2 weeks.

**For more information, please contact: Margaret Lomotan at [lomotam@mcmaster.ca](mailto:lomotam@mcmaster.ca) or Phone: 1-905-525-9140 ext. 27328.** ●

### Partnering for injury prevention in the North

While exploring the potential for improving chiropractic services in the North, the CCA was approached by ThinkFirst Canada to join in its efforts to promote injury prevention in Nunavut.



ThinkFirst is a national non-profit organization dedicated to the prevention of brain and spinal cord injuries. Since then, the CCA and ThinkFirst have partnered to introduce the Brain Day Program to schools in Iqaluit and Pangnirtung. The program will be introduced to two pilot schools this fall, and will be adapted for wider implementation to other schools in the area.

The risks of injury in the North are heightened due to rough terrain and active, outdoor lifestyles. A number of fatalities occur annually due to accidents on motorized vehicles, most of which could have been prevented by wearing a helmet. Injury prevention is an important part of helping Canadians to live healthier lives.

“Through the CCA's participation in Brain Day, children will have the opportunity to learn about the human brain and nervous system and how injuries affect the body, then apply that knowledge to protect themselves. We commend you for your efforts and contributions,” said Dr. David Butler-Jones, Canada's first Chief Public Health Officer.

**To learn more about the Brain Day Program or to introduce it to your community, contact ThinkFirst Canada at 1-800-335-6076 or visit [www.thinkfirst.ca](http://www.thinkfirst.ca).** ●

## 2011 Provincial Election Strategy Campaign

In July, the OCA launched its “Provincial Election Strategy Campaign”, asking Riding Designates and members to participate in a grassroots campaign to raise the profile of chiropractic in the lead-up, and during the upcoming provincial election. As part of the campaign, the OCA along with our team from Counsel Public Affairs, the OCA's government relations firm held two member webinars, to discuss our advocacy work, general government relations and introduce resources and tools for members. In addition, an “Election Central” section was created on our website with additional resources. OCA Riding Designates rose to the challenge and connected with over 50 candidates representing all parties through meetings, letter campaigns and local events.



The OCA would like to thank all riding designates and members who helped support the campaign by giving up their time to participate. Your efforts directly support the OCA's overall advocacy efforts and work to continue building solid relationships with the profession and Queen's Park at the local level. ●

## INFORMATION & LEGISLATION

### HCAI Update - Release 3.5

This November HCAI will be releasing a new version (Release 3.5) that includes a number of changes. As a result, the OCA has developed a PMP update for its users. This update will be compatible with the new HCAI release and will be available for download in the next few weeks. This PMP update will be required in order to continue to submit claim forms once the HCAI version has been implemented. Additional information on the PMP update and how to access it will follow.

**For more information on HCAI changes visit [www.hcainfo.ca](http://www.hcainfo.ca) and for info on the upcoming PMP update, contact PMP at [support@chiropractic.on.ca](mailto:support@chiropractic.on.ca), or at 416-860-7199, toll-free 1-800-561-7361. ●**

### Revised Minor Injury Guideline (MIG)

**Effective November 1, 2011 the MIG has been revised to provide further direction on when a patient changes health practitioners and further direction on the integration of health care benefits:**

FSCO has received inquiries asking for direction on payments to more than one health practitioner when a claimant changes practitioners within the MIG. The first practitioner often bills for the entire block amount for treatments leaving the claimant with no funds for additional treatment under that block with their new practitioner. To address this issue, the MIG has been amended to provide that when a claimant changes health practitioners, the first health practitioner may only bill 25% of the amount otherwise payable for a block for each week or part week in which that health practitioner provided treatment under the block.

FSCO has also received inquiries regarding extended health care benefits (EHCB) payments under the MIG. The SABS rules regarding EHCB carriers as first payers have not changed, therefore benefits covered by EHCB must first be exhausted. However, amounts covered by other sources do not reduce the overall \$3,500 cap for medical and rehabilitation benefits.

**For more information visit the members' section of the OCA website under auto insurance or contact Dr. Moez Rajwani, Health Policy Officer at [mrajwani@chiropractic.on.ca](mailto:mrajwani@chiropractic.on.ca). ●**

### New member benefit for AODA training

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.



The OCA and proLearning innovations have partnered together to bring members need-to-know information through a customized training program specific to the chiropractic profession. This program not only meets the compliance requirements for training, it also provides you with policy templates, samples, best practices and situational examples specific to the chiropractic profession.

This will save you time and money, making implementation of the Customer Service Standard in your practice easy and hassle free!

#### Additional Information about the Act:

##### *How does the Act affect my clinic or practice?*

Clinics with **fewer than 20 employees**, two steps must be taken:

- Create an Accessibility Policy and implement a customer service plan
- Conduct training for staff/peers on accessible customer service (mandatory)

For clinics with **20 employees or more**, there are four steps that need to be undertaken:

- Create an Accessibility Policy and implement a customer service plan
- Mandatory training for staff/peers on accessible customer service
- Document the above in accessible formats that are available to the public upon request
- Submit online Accessibility report to the Ministry of Community and Social Services

For additional information on Reg. 429/07 visit Ontario's Ministry of Community and Social Services website at [www.mcass.gov.on.ca](http://www.mcass.gov.on.ca).

***This training program in an online e-learning program only. Find out how to take advantage of this valuable member benefit by visiting the OCA website at [www.chiropractic.on.ca](http://www.chiropractic.on.ca). ●***

## RESEARCH

## Getting closer

By Dr. David Leprich

As our research team continues to grow, so does our capacity to advance chiropractic through high quality research. We now have 10 PhD chiropractors who hold a Chair/Professorship position at universities across Canada. Their work is raising the profile of the profession in ways we could not have foreseen a decade ago.

One of our more active chiropractic researchers, Dr. Jill Hayden, has recently been awarded a Professorship. On Oct. 4, Dalhousie University in Halifax hosted a reception to formally announce that Dr. Hayden had been awarded the “CCRF Professorship in Epidemiology.” Dr. Hayden’s expertise includes prognostic research, systematic review methods and musculoskeletal health, specifically low back pain. Another of our leading researchers, Dr. Mark Erwin, is working at the cutting edge of regenerative medicine research concerning the intervertebral disc and spinal cord. His research concerns notochordal and stem cells and their restorative capabilities. In addition to his position at Toronto Western Hospital and the University of Toronto, he collaborates with other surgeons and scientists both in Toronto and the United States. The research now being conducted by chiropractors is creating a lot of interest outside the profession.

The CCRF recently hosted a research symposium at the University of Toronto. This two day event gave 60 members of our research community an opportunity to share ideas, learn what their colleagues are working on and develop new collaborations. What was most exciting about this event was the reception from the non-chiropractic attendees. There was a great deal of praise for the scope of the work we are doing.

Dr. Phillip Gardiner, Interim CIHR Scientific Director of IMHA, and Canada Research Chair in Physical Activity and Health Studies at the University of Manitoba, found the cohesiveness and maturity of our program and our researchers to be remarkable. He suggested that the results of our work have potential for a significant impact on the health care system, and for our expertise to be called upon by health policy decision-makers. As an example, the unacceptable wait times in most Canadian hospital emergency departments could be drastically reduced if those presenting with back and neck problems were triaged to chiropractors. This is happening in some centres now.

Further research, combined with increasing public pressure will help push this door wide open. One of the questions posed to researchers at this symposium was “why should we be doing research?” The an-



Dr. David Leprich

swer to that question depends on your perspective. Researchers want to continue conducting work in their areas of expertise. Practitioners want to see objective support of what we do in practice every day. The common ground is that success for both groups come from a healthy, vital research program which opens new doors for chiropractic within the health care system.

While it is beyond the profession to fully fund such a chiropractic research program, your support is vital to continued management of our resources. I urge you to visit [www.Canadahelps.org](http://www.Canadahelps.org) and make your tax deductible membership contribution now. ●

*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

## RRS adds numerous reviews over the summer

### OCA members save 50%

OCA members can save 50% on a 1-year subscription to Research Review Service, the most consistent source of practical reviews of current scientific literature that can affect your practice! RRS covers a variety of pertinent research topics that can enhance your patient care and keep you current.

Over the summer, many important reviews were posted. Here are some highlights:

1. **Occupational Sitting:** What does the research tell us? How should we advise our patients? This review contains updates from 3 recent studies on this important topic that most of us discuss with our patients every day.
2. **Manual Therapy for Migraine & Tension-Type Headaches:** 2 separate reviews bring us up to date on the state of the literature on how we can assist migraine and TTH sufferers.
3. **Standardizing Low Back Pain Care:** By integrating numerous lines of research, the clinicians at the Jordan Hospital show us that integrated, standardized, evidence-informed care of LBP can be very beneficial for patients... see how you can apply this approach in your practice!
4. **Lumbar Spinal Stenosis:** This review discusses a contemporary approach to diagnosing and managing this difficult and potentially debilitating condition based on current evidence.
5. **Placebo Response in Manual Medicine:** An intriguing discussion on a recent review of the literature regarding the placebo effect, a psychological and physiological aspect of clinical encounters that none of us should discount in day to day practice.
6. **Spinal Manipulation Updates:** 2 reviews were posted looking at the neurological importance of thoracic cavitation and the relationship between joint gapping and cavitation in the lumbar spine.

Also covered, core stabilization for lumbar radiculopathy, assessing lateral hip and pelvic stability, lower extremity kinematics in runners with patellofemoral pain syndrome, piriformis syndrome.

**The RRS database now contains over 400 reviews!** ●

## Valuable member benefit

OCA members 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](http://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](mailto:support@researchreviewservice.com) for prompt assistance.**

**If you have questions about RRS, please email Dr. Shawn Thistle, at [shawn@researchreviewservice.com](mailto:shawn@researchreviewservice.com).** ●

## **President's Report, Oct 1, 2011, Toronto - Dr. David Brunarski**

### **Continued from Page 5**

physicians in community primary care settings.

Their work is instrumental in demonstrating the value of chiropractic care and has informed the creation of both the clinical and business case for chiropractic inclusion in collaborative care models.

We have also developed in conjunction with our fraternal organizations a joint submission that identifies the benefits of access to relevant diagnostic tools allowing chiropractors to practice to the full extent of their skills, training and education. The diagnostic tools in question are laboratory diagnosis, MRI, CT, and diagnostic ultrasound. This is occurring in the context of similar government initiatives involving other professions, and will be ongoing regardless of who wins next week's election.

We are all aware that CMCC has an ongoing academic relationship with St. Michael's hospital. This year, the OCA worked closely with policy makers to secure funding for an expansion of the family health team partnership CMCC has formed with St Michael's. Now, chiropractors and fourth-year chiropractic students will work alongside physicians, nurses, a social worker, a dietician, pharmacists and clinical psychologists to treat patients collaboratively and share knowledge about new and innovative practices.

At the grassroots level, chiropractors in practice require tools to help them build strong, sustainable practices and deliver high quality patient care. This year, OCA launched a series of free MD/DC communications workshops which were held in Toronto, Thunder Bay, Kitchener and Ottawa. The workshops were aimed at assisting members to develop and sustain positive relationships with physicians in their community. The sessions were very well attended and received.

In the spring of 2011, the association partnered with the Canadian Chiropractic Research Foundation (CCRF) and the Canadian

Cochrane Centre to offer a suite of online learning sessions and an in-person workshop to help familiarize members with the Cochrane library as a resource to inform patient care. We also developed a partnership with Dr. Shawn Thistle, a well respected research review service (RRS).

Our team has been continuing to develop enhancements to our PMP and ChiroWrite software, supporting members to adapt to changing industry requirements such as the adoption of health claims for the auto insurance system. This year ChiroWrite introduced its patient kiosk allowing patients to input their information directly into the application using a touch screen.

This year the OCA developed a comprehensive election campaign strategy that included an election page on the OCA website and an interactive webinar to engage our members in the process.

Our third annual Queen's Park Day in April was very well attended by MPPs and staffers from all three parties, including the Hon. Deb Matthews, Minister of Health and Long-Term Care, who took the time to provide brief supportive remarks.

The OCA's participation in the Chatelaine Back Health partnership (in conjunction with the CCA and provincial associations across the country) reached almost 4 million readers and online viewers. A refined version of the program is in place for 2012.

The association's two year old community outreach initiative has engaged hundreds of OCA members who have attended over 170 public education and outreach events.

This year, proactive media relations activities have generated a total reach of more than 43 million positive media impressions.



**OCA AGM 2011, held on Oct. 1 at the InterContinental Toronto Centre was attended by approximately 230 members.**

Finally, the OCA launched its new television advertising campaign in May 2011. With its message that chiropractic is an evidence-based and effective treatment for many musculoskeletal conditions, the ad aims to create a connection between chiropractic care and its end benefit — that it gets you back to doing the things you love.

The ad is currently on air for the fall and the qualitative research we commissioned confirms the ad is working well to deliver our intended messages.

There has been a significant amount of hard work and there is more ahead, but I am truly inspired by the progress we have made in better connecting and integrating chiropractors within primary care. In the long run this will not only serve the profession but will enhance patient care and outcomes.

I wanted to thank the membership of the OCA for giving me the opportunity to serve the profession as president of the OCA, to thank our volunteers for their hard work and commitment, to thank my fellow board members for their vision and perseverance in moving the OCA's agenda forward, and finally to thank Dr. Bob Haig and his staff for all their hard work.

It has been an exciting few years and I am confident we are moving in the right direction. ●

## OCA NEWS & EVENTS

### OCA welcomes new President and Directors

The OCA is pleased to announce the appointment of Dr. Natalia Lishchyna as OCA President. Dr. Lishchyna has served on the OCA Board for three terms, most recently as Vice President. As a practicing chiropractor in Oakville and part of the clinical faculty at CMCC, Dr. Lishchyna becomes only the second female president of the OCA, following in the footsteps of Dr. Roberta Koch who was president from 1989-91. ●



### New OCA Board Directors



#### Dr. Jerry Grod

Dr. Grod is a CMCC graduate and has practiced for many years in both Saskatchewan and Ontario. He is a member of numerous provincial health committees and has been published in peer-reviewed journals and several book chapters. Dr. Grod has also served as both faculty and professor at a number of institutions including the Southern California University of Health

Sciences (LACC) and most notably as the Director of Continuing Education at CMCC until 2009.

#### Dr. Adam Wade

Dr. Wade graduated from CMCC in 2008 and since then has worked in a multi-disciplinary clinic in Newmarket, Ontario, as well as other clinics in the Greater Toronto Area. He practices diversified chiropractic and has a specific interest in treating elite endurance athletes. He is currently the team doctor for the 3Rox Racing professional mountain bike team, based out of Whitby and was a teacher at CMCC during the 2010-11 school year, facilitating a problem-based learning class of 3rd year students. ●



### NEW! Falls Prevention interactive program

The OCA is pleased to launch a new tool to help you with your outreach. The Falls Prevention interactive module provides ideas and techniques on engaging the public through easy to follow activities and complements the CCA's Best Foot Forward, Don't let a fall get you down public education campaign. The program also features handout brochures and a presentation.



#### This new interactive module includes:

- Balance Quiz
- Interactive Balance Tests
- Balance Exercise Handout
- CCA Information Pamphlet
- Power Point Presentation

This latest module is the newest addition to our expanding interactive series. The OCA's interactive series was created as a result of members expressing a desire for interactive activities that would engage the public and increase interest in community outreach. Specifically resources that would work to eliminate things like public patient screenings that are often done but can generate a negative impression for the profession. The series assists our members in identifying, coordinating and executing successful interactive events.

#### Additional modules 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 Only section of our website at [www.chiropractic.on.ca](http://www.chiropractic.on.ca) and click on Public Education under the Resources tab located on the top of the homepage. ●**

# OCA NEWS & EVENTS

## OCA welcomes new staff member

The OCA is pleased to announce the newest addition to the OCA team.

**Miguel Pacheco** joined the OCA late September as the new **Manager of External Communications**. Miguel recently worked as a Consultant at Hill and Knowlton managing large scale public relations campaigns for blue chip companies. His extensive experience includes working with brands such as ParticipACTION, Motorola, Intel, Coca-Cola Olympic Program, Hudson's Bay Company, Michelin and Thomas Cook. Prior to working at Hill and Knowlton he was at a small boutique public relations firm and prior to that at the Hudson's Bay Company in their media relations department.



**Miguel Pacheco, Manager, External Communications**

The OCA is excited to welcome Miguel as the newest member to the team. His knowledge and know-how of the communications field will be a valuable asset to the association. ●

## New OCA e-Newsletter lands in your inbox

You may have noticed in September that the OCA launched the first issue of our new e-Newsletter. This new publication complements our existing print newsletter and will provide members with timely information on member benefits, programs, events and much more.

If you did not receive this new publication in September, it is possible that our records indicate that you prefer to receive communications from us by mail rather than email. If this has changed and you would like to receive communications from us such as our new e-Newsletter, please be sure to let us know.

**Contact the OCA at [oca@chiropractic.on.ca](mailto:oca@chiropractic.on.ca) or by phone at 416-860-0070, or toll-free at 1-877-327-2273.** ●



## In Memoriam

### Dr. Wayne Paul Foster

A CMCC graduate, class of 1978, Dr. Wayne Foster passed away in September. Dr. Foster received his Doctor of Chiropractic license in 1979 and was also a teacher with the Toronto Catholic School Board since 1989. He will be missed by his many colleagues and patients.

### Dr. Harry (Bud) Keenan

Dr. Harry Keenan attended CMCC and earned his chiropractic degree in 1952 and later sat on CCO Council. He practiced in Gananoque, Alexandria Bay and Renfrew, Ontario, while his main practice was located in Ottawa, where he worked well into his 70s. Dr. Keenan passed away in July.

### Dr. Roger H. Mayall

Dr. Mayall graduated from CMCC in 1975. He practiced in Oakville for a short period of time and later move to Hamilton, where he spent most of his years. Dr. Mayall was a strong advocate for principled chiropractic and a generous donor to CMCC. He passed away in June.

### Dr. Rudy J. Nagoda

A resident of Stoney Creek, Dr. Rudy Nagoda passed away in October. He was a graduate of Palmer College of Chiropractic – Davenport Campus in the class of 2001. Dr. Rudy had many loyal patients and friends in the Hamilton area and will be greatly missed by all.

### Dr. Mark V. Reiss

Dr. Reiss graduated from CMCC in 1993 and began practicing that same year. He will be remembered by the many patients he has cared for at his clinic in Essex, Ontario. Dr. Reiss passed away in March. ●

## OCA NEWS & EVENTS

# Welcome new members

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

Dr. Melanie Abbott  
 Dr. Aliyyah Alidina  
 Dr. Jessica Allison  
 Dr. Mohammadali Amoukarami  
 Dr. Nicholas Antony  
 Dr. N. Joy Arciaga  
 Dr. Chandini Bakshi  
 Dr. Bradley Baldwin  
 Dr. Mohammad Bayegan  
 Dr. Jacques Bedard  
 Dr. Taravat Behroozfard  
 Dr. Peter Beliveau  
 Dr. Erika Bell  
 Dr. Jonathan Birka  
 Dr. Sarah Birkett  
 Dr. Benjamin Bluestein  
 Dr. Jeff Bolton  
 Dr. Jason Bonar  
 Dr. Tracy Bougie  
 Dr. Stefano Bozzo  
 Dr. Michael Brennan  
 Dr. Elysia Caprara  
 Dr. Lisa Caputo  
 Dr. Marie-Josée Cardinal  
 Dr. Adam Carney  
 Dr. Michelle Carruthers  
 Dr. Jason Chapieski  
 Dr. Jesse Chappus  
 Dr. Fadi Chayeb  
 Dr. Livia Chiarelli  
 Dr. Carley Cook  
 Dr. Michele Corriveau  
 Dr. Sabrina Crossley  
 Dr. Maria Davidovic  
 Dr. Paul Davison  
 Dr. Kenneth de Haas  
 Dr. Kimberly deGruchy  
 Dr. Sean Delanghe  
 Dr. Mandeep Deol  
 Dr. Laura Dobrinsky  
 Dr. Spenser Dougley  
 Dr. Ashley Duesling  
 Dr. John Durdan  
 Dr. Andrea Eansor  
 Dr. Brock Easter  
 Dr. Landika Fajdiga  
 Dr. Sarah Farwell  
 Dr. Alanna Fenton  
 Dr. Lindsie Ferland  
 Dr. Tyler Fletcher  
 Dr. James Forbes  
 Dr. Lisa Fortunato

Dr. Robert Garofalo  
 Dr. Jared Gerston  
 Dr. Pardeep Gill  
 Dr. Debra Glaser  
 Dr. Leah Glassman  
 Dr. Rachel Goddard  
 Dr. Shaila Goldsman  
 Dr. Jeffrey Goodyear  
 Dr. Michael Grabowski  
 Dr. Patrick Graham  
 Dr. Andrea Guidolin  
 Dr. Martin Gurvey  
 Dr. Minh Hao  
 Dr. Jonathan Head  
 Dr. Kate Henderson  
 Dr. Leah Howard  
 Dr. Tara Howard  
 Dr. Michael Hurley  
 Dr. Amandeep Jajwan  
 Dr. Crystal Jakym  
 Dr. Jennafer Jarosz  
 Dr. Elizabeth Juchniewicz  
 Dr. Ismat Kanga  
 Dr. Faiz Karim  
 Dr. Sina Kazemi  
 Dr. Diana Kijowska  
 Dr. Rebecca Laginski  
 Dr. Jennifer Lau  
 Dr. Jessica Lee  
 Dr. Shannon Lee  
 Dr. Phillip Lemire  
 Dr. Charmody Leppington  
 Dr. Thomas Lillie  
 Dr. Laura Liu  
 Dr. Matthew Longo  
 Dr. Benjamin MacPherson  
 Dr. Justin Malik  
 Dr. Andree-Anne Marchand  
 Dr. Adam Markew  
 Dr. Cameron Marshall  
 Dr. Derek Martyniuk  
 Dr. Nadeem Masood  
 Dr. Kevin McCrae  
 Dr. Carolyn McNeill  
 Dr. Jessica Meneses  
 Dr. Dina Meshki  
 Dr. Matthew Miller  
 Dr. Jodi Parkinson  
 Dr. John Peddie  
 Dr. Ashley Petrina  
 Dr. Wade Phillips  
 Dr. M. Jane Pilkey

Dr. Elysse Pilon  
 Dr. Steven Piper  
 Dr. Joseph Pratile  
 Dr. Amber Purins  
 Dr. Leo Quan  
 Dr. Adrian Raphael  
 Dr. Mary Rasmi-Wakiley  
 Dr. Jason Raymond  
 Dr. Salomeh Redjvani  
 Dr. Allison Reid  
 Dr. Joseph Reid  
 Dr. Mark Rocca  
 Dr. Meghann Sammy  
 Dr. Naeha Sareen  
 Dr. Tara Schell  
 Dr. Romana Schmidt  
 Dr. Diana Shaboo  
 Dr. Mansoor Sharif  
 Dr. Jayme-Lynn Shaughnessy  
 Dr. Yaadwinder Shergill  
 Dr. Victoria Sherriff-Scott  
 Dr. Sajag Sheth

Dr. Charanbir Singh  
 Dr. Amalraj Sivapathasuntharam  
 Dr. Casey Smith  
 Dr. Natasha Speedie  
 Dr. Nicholas Staneckyj  
 Dr. Demetrios Stavros  
 Dr. Jason Steevensz  
 Dr. Michael Szucs  
 Dr. Adam Taksa  
 Dr. Nathalie Taraban-Lagois  
 Dr. Anne Trinh  
 Dr. Diane Valerio  
 Dr. Trevor Vander Doelen  
 Dr. Phil Vanhorne  
 Dr. Sean Velenosi  
 Dr. Janet Walters  
 Dr. Lance Willaert  
 Dr. Peter Wilson  
 Dr. James Wimmer  
 Dr. Heather Wong  
 Dr. Mahmoud Zaerian  
 Dr. Erika Zippel

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

## Member Survey – Coming Soon!

In November, OCA members will be asked to complete a member survey to inform the Association's strategic planning process. Our strategic planning process is one of the most important tasks your Board performs. It is a significant planning milestone in which the Board assess previous strategic priorities and sets future direction and longer term goals for our Association and profession.

Your input matters and enables the Board to be well informed regarding your goals and priorities for the future of our profession. The survey will be sent to members in the next few weeks. ●

## OCA NEWS & EVENTS

# OCA 2010-2011 Annual Report — Connecting

This year's theme *Connecting* highlights our work with government, other health care practitioners, corporate stakeholders, our patients and OCA members - to help achieve our shared vision of a sustainable health care system that delivers excellent care for all.



The OCA annual report is a key instrument for highlighting the work we have done over the last year and details the OCA's activities, performance and financials for fiscal 2010-2011.

If you would like to receive a hard copy of the **2010-2011 OCA Annual Report** and/or the **2010-2011 OCA Audited Financial Statements**, please email your name and address to: [oca@chiropractic.on.ca](mailto:oca@chiropractic.on.ca) or call us at 416-860-0070, toll-free at 1-877-327-2273. ●

# Canadian Chiropractic Specialty Conference – Nov. 12, 2011, Toronto

The Canadian Federation of Chiropractic Regulatory and Educational Accrediting Boards invite chiropractors and chiropractic students to attend the first joint conference of the five specialty colleges; College of Chiropractic Sciences, College of Chiropractic Orthopedists, Chiropractic College of Radiologists, Chiropractic College of Rehabilitation Sciences and Royal College of Sports Sciences.

The conference will bring together leading chiropractors from across Canada for an intense day of learning and exchange.



Saturday, November 12, 2011  
Delta Chelsea Hotel  
Toronto, Ontario

**For more information or to register, call 416-646-1600 or email [chirofed@associationfirst.com](mailto:chirofed@associationfirst.com), or visit [www.chirofed.ca](http://www.chirofed.ca).** ●

## COMMUNITY OUTREACH

# Get involved – contact your local society representative

In the summer of 2009 the OCA launched its Community Outreach Program to support our members in local outreach and to assist in raising the profile of the profession across the province at the local level.

Over these past two years the program continues to be well received by members and has successfully identified and coordinated hundreds of community-based activities. Since the program began the OCA has visited over 30 communities and Societies in Ontario among the most recent being Barrie, Chatham-Kent and York-Peel.

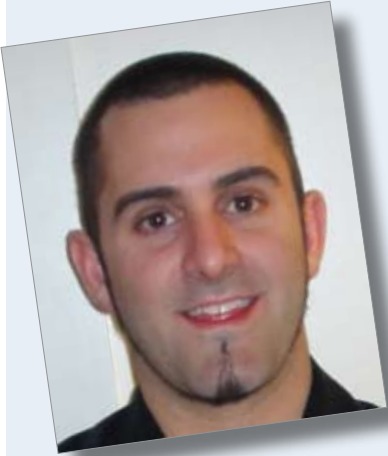
If you have missed a Society meeting or a community outreach event please contact Krystyn Firka, at 416-860-7182, toll-free at 1-877-327-2273 ext. 7182, or by email at [kfirka@chiropractic.on.ca](mailto:kfirka@chiropractic.on.ca).

Or consider contacting your local Society President to find out about any upcoming meetings and local activities.

***It is important to note, that many Society events may qualify for CE Credits so be sure to connect with your local OCA representative today.***

***To view the complete list of societies visit the OCA website at [www.chiropractic.on.ca](http://www.chiropractic.on.ca), go to About OCA and choose Regional Societies List under the Regional Societies link on the left.*** ●

## COMMUNITY OUTREACH



### In Profile

**WHO:** Dr. Dale Chabot

**PRACTICE:** Lockerby Chiropractic Clinic,  
Sudbury

**OCA Member:** Three years

Dr. Dale Chabot has always been interested in health care. Having being exposed to chiropractic at a young age, first seeing its benefits for his father who had a back problem to himself later on as a young active athlete he knew the profession was for him.

“I was always interested in what they were doing, especially after seeing how it was able to increase my dad’s mobility. It was pretty cool stuff – and for me personally it helped me perform at my best.”

From there his interest took off, and since then Dr. Chabot has become a practicing chiropractor in Sudbury and participates in a variety of outreach in his community.

**Q. What types of outreach do you do?**

**A:** I try to get involved anywhere I can in my community. I have done a variety of talks at schools, martial arts clubs, the chamber of commerce, and at Walmart – for their employee health and safety month. This year I also participated in the annual arthritis walk with my colleague Dr. Brosseau and together we set up a public education booth. We both had a great time and are looking forward to doing it again next year.

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

**A:** I usually use the OCA’s three-fold public education pamphlets. I find them easy to understand and full of useful information. I generally use *Chiropractic Care & You* and *Fit Tips*. I particularly like *Fit Tips* as I often do something with a sports focus. I like that they include feedback from well-known athletes that use chiropractic and they share how it has helped them to be successful.

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

**A:** The biggest benefit is meeting people who don’t know much about chiropractic and educating them about what we do and how we can help. It’s great being able to teach them about back health in general but also about things like preventative care and core strength. The dialogue opens up communication lines and people become more interested and involved.

**Q. How do you identify your outreach opportunities?**

**A:** There are two ways I usually come across outreach opportunities. First, are the ones I come across from being involved in recreational activities in the community, such as my martial arts class, people get to know me and become curious as to what I can

do to help them which leads to some of my outreach opportunities.

The other way is that I set aside time in my schedule and try to reach out to different organizations in my community. Usually people are receptive when I call, and even if nothing does come of it at first for whatever reason they often remember me for next time.

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

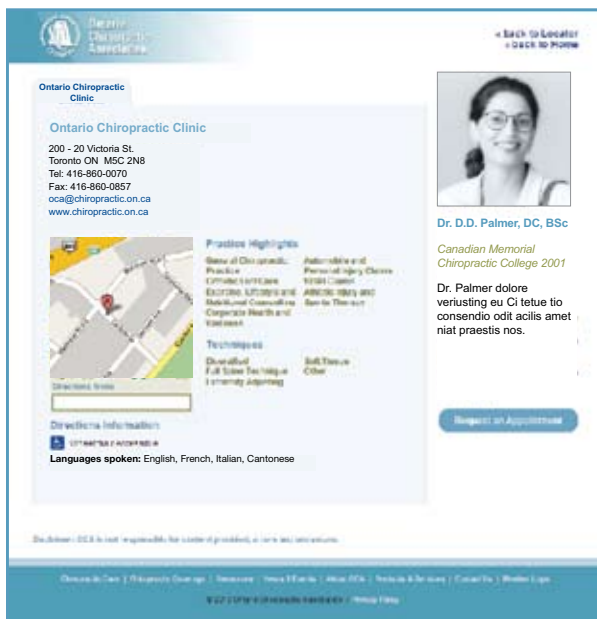
**A:** I would say that once you are ready to get involved, set some time aside and make some goals. It doesn’t have to be a huge commitment. Being involved in the community in a variety of activities, like sports clubs, really helps as you can tap into those relationships for possible opportunities. ●

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

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

# MEMBERSHIP RESOURCES

## OCA's enhanced online chiropractor directory — help patients find you!



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](http://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.

If you haven't already done so log in to the members' side of the OCA website at [www.chiropractic.on.ca](http://www.chiropractic.on.ca) and look for the "Micro-site" option at the bottom of the "OCA Services" page. Submit your information and once reviewed and 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.*** ●

## OCA Mentorship Program

### Lending a Hand - OCA Mentorship Program kicks off next month

The OCA will be launching our annual mentorship program in December. The program is designed to encourage and assist young practitioners as they develop and grow their practices, while providing more experienced members with an opportunity to network with their peers and give back to the profession.

This year's program will accept six mentors and six mentees to participate for a six-month period. Applicants will be matched according to practice style and location wherever possible.

Upon completion of the program, participating mentors and their mentees will be invited to attend our 2012 Season's Celebration, a special

event to honour long-time OCA members, award-winners, volunteers and friends of the profession.

Interested members can request an application by contacting the OCA. Stay tuned for more information on the mentorship program and how to get involved.

***For more information about the Lending a Hand program, please contact Nathalie Plourde, Manager of Member Services, 905-629-8211 or 1-877-327-2273, ext. 28, or email [nplourde@chiropractic.on.ca](mailto:nplourde@chiropractic.on.ca).*** ●



MEMBERSHIP RESOURCES

# LCD touch screen monitors and PC hardware products discount program



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

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

**For more information, please contact GenPOS at 1-877-964-3428. You may also visit GenPOS on its website, [www.genpos.com](http://www.genpos.com).**

Product/Description	OCA Member Price
<b>Option 1 – Stand-Alone MiniBOX system + Wallmount LCD Monitor or Desktop monitor</b>	
MiniBOX PC System <i>(Intel Atom D525 CPU, 1Gb RAM, 160Gb HD, Audio, LAN, VGA, PS2, Serial, USB, Printer port &amp; Windows XP Pro)</i>	\$499
TAP 19” LCD Touch Monitor (4:3)	\$499
Wallmount bracket kit	\$29
<b>Option 2 – Wall-mount Modular Option</b>	
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
<b>Available options</b>	
Wireless LAN	\$89
Microsoft Keyboard & Mouse	\$25
External DVD ± RW USB Portable Burner	\$79
<i>All pricing is subject to applicable taxes / Shipping cost not included</i>	

## 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](http://www.melochemonnex.com/oca) or call (toll-free) 1-866-258-3036.**

## 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?

**essential**  
DATA SERVICES



**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](mailto: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

## INTERPROFESSIONAL COLLABORATION

## Chiropractic collaboration across primary health care settings

According to an OCA membership wide survey commissioned in the spring of this year, approximately 25% of OCA members are co-located with physicians, either in the same clinic or in the same building. Many of these chiropractors are practicing in collaborative models across these primary health care settings. These increasing collaborations demonstrate the MSK pressures on the overall health system, particularly given the fact that 8-11% of physician visits are for MSK-related conditions that could be managed by a chiropractor.

Although not funded, these collaborative models include chiropractors who practice within the same clinic, utilize the electronic medical records (EMR), and participate in shared care and patient education. Both the physicians and the patients benefit from having chiropractors as part of collaborative team-based care. These chiropractors are effectively part of the team, but are not publicly funded. They bill patients as they would in other settings, pay rent or other overhead to the FHT, and they also offer some pro bono consultations and treatment to patients unable to pay.

Chiropractors working with physicians can take various forms. At the simplest level, each assesses and treats their patients and when appropriate, consult with each other.

In more collaborative situations, both professionals work more closely to:

- Identify (together and with the patients) what services are needed;
- determine who will provide them and possibly;
- what adjustments need to be made to the overall health management plan.

In all cases, the process of collaboration is really dynamic and responds to the changing needs of the patients, providers, evidence, experience and the resources that are available.

What about the buzz word – FHTs, Family Health Teams? The Government of Ontario has invested in FHTs to improve access to primary health care across the province. FHTs serve to expand primary care coverage by reducing the number of unattached patients, enhancing the nature of services delivered to communities, and offering different working models for physicians. FHTs are also integrating an interprofessional model of care intended in part, to extend the clinical impact that physicians can have on their communities. Although unfunded, chiropractors are working in roughly 5–10% of FHTs and this number continues to grow.

***If you would like additional information about these collaborative models, contact Andrea Endicott, OCA Health Policy Analyst at [aendicott@chiropractic.on.ca](mailto:aendicott@chiropractic.on.ca), or at 416-860-7188 or toll-free at 1-877-327-2273, ext. 7188.*** ●



The Canadian Pain Society (CPS) was formed in the late 1970's and became a Chapter of the International Association for the Study of Pain in 1982. Its broad reach of membership across Canada enables the Canadian Pain Society to engage members on various levels of interaction with the diverse makeup of professional designations.

The aim of the CPS is to foster and encourage research on pain mechanisms and pain syndromes and to help improve the management of patients with acute and chronic pain by bringing together the basic scientists and health professionals of various disciplines and backgrounds who have an interest in pain research and management.

Benefits of being a member of the Canadian Pain Society include:

- Free subscription to the Society's quarterly Pain Research & Management journal.

- Reduced registration fees for the Annual Conference – Scientific Program and Education Day, and the Education SIG Refresher Course.
- Listing in and access to the online membership directory.
- Access to the Society's extensive program of grants and awards.
- Membership notices and job postings via email.
- Option to join all Special Interest Groups at no extra cost.

Right now, CPS is offering members of the Ontario Chiropractic Association a new member incentive until December 1, 2011. OCA members that purchase a membership for the 2012 year will receive complementary membership for the balance of 2011.

Go to [www.canadianpainsociety.ca](http://www.canadianpainsociety.ca) and join today. Remember to indicate on the online form you are from the Ontario Chiropractic Association.

***For more information contact, Ellen Maracle-Benton, Office Manager, 905-404-9545; [office@canadianpainsociety.ca](mailto:office@canadianpainsociety.ca).*** ●

# OCA's PMP & ChiroWrite

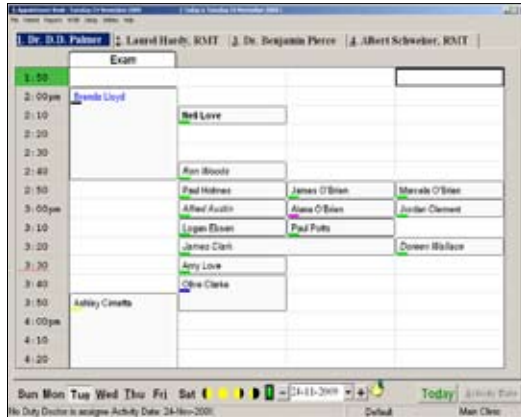
MEETING ALL YOUR CLINICAL SOFTWARE NEEDS

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

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



# PMP AND CHIROWRITE

## PMP update

At the OCA Pathways to Practice event (details Page 1) the PMP team showcased new functionality in PMP that is scheduled for release in the next few weeks. PMP users were treated to a demonstration of emailing patient appointment reminders, emailing a statement during the activity posting procedure and emailing an appointment list or calendar during the appointment booking procedure.

An additional enhancement that is currently being programmed is a web based appointment book view of PMP from your smartphone or tablet. PMP users who integrate with ChiroWrite will also see improved functionality. See details below. ●



## ChiroWrite



Current and future ChiroWrite users were treated to unique demonstrations by Roger Gooden, ChiroWrite Software developer. Roger showcased new functionality and demonstrated using ChiroWrite on an iPad. SplashTop is a remote desktop application available for iPads. It can be installed onto both your tablet and your PC. This application allows you to run ChiroWrite from the iPad through a wireless network. Chiropractor, Dr. Adam Wysotski spoke to delegates about his almost two-year experience using ChiroWrite in his Ontario practice.

The new ChiroWrite Patient Kiosk has been released and was also demonstrated at Pathways to Practice. The kiosk offers ChiroWrite practitioners a separate module for their patients use. The Patient Kiosk allows patients to put information into the program related to history and health. Patients can log into the system with either their telephone number or a keytag (plastic card that patients attach to their key-ring). This module has a one time licence fee of \$400 in addition to the regular ChiroWrite fees.



## PMP Training Sessions

PMP training sessions have been scheduled for:

- Niagara-on-the-Lake** – Nov. 12 & 13
- Toronto** – Jan. 14 & 15
- Toronto** — March 24 & 25
- Sarnia** — April 14 & 15
- Ottawa** — May 5 & 6
- Toronto** — May 26 & 27

The next PMP Training Sessions are taking place at the beautiful White Oaks Conference Centre and Spa in Niagara-on-the-Lake on November 12 & 13.

The Saturday class is Key Fundamentals. This class is geared towards the new user and those who wish to upgrade their skills. Experienced PMP users will also find many new tips and shortcuts that will enhance their efficiency. This class offers ample opportunity for learning, sharing and testing your skills.

The Sunday class is Best Practices. This class was structured to focus upon current topics of interest and subjects that are of relevance in a chiropractic office. This may include enhancements within PMP, regulatory changes, auto insurance, and WSIB. A solid understanding of the functions in PMP and the concepts in chiropractic offices is a prerequisite.

Join PMP staff for a fun filled, educational weekend learning PMP and HCAI.

- Laptops will be provided for the first 12 registrants for in-class use. Participants registering after all OCA laptops have been reserved are requested to bring a laptop for use in class.
- Updated PMP manuals will be provided for all attendees.
- Structured CE Credits apply.

### **Work Flow Enhancements to the PMP – ChiroWrite integration:**

- a transfer of fee schedule items from ChiroWrite into the patient Activity screen in PMP. This allows for a simple electronic transfer from the practitioner to the front desk of the treatments and inventory items the patient received.
- patient comments will transfer to PMP that were created in ChiroWrite. These appear in the same manner as PMP pop-ups when the patient file is accessed.

## PRACTICE OPPORTUNITIES

**WELLNESS CENTRE IN LONDON, ONTARIO,** seeking energetic associate. Our office enjoys a great location and has a motivated team. Please email cover letter and résumé to [londonwellnesscentre@gmail.com](mailto:londonwellnesscentre@gmail.com).

**INDEPENDENT CONTRACTOR** position available in trendy Ottawa neighbourhood. Email [drnorman@backinbalancechiro.ca](mailto:drnorman@backinbalancechiro.ca).

**BURLINGTON OFFICE,** seeking an independent contractor to join our team. Those with an already established practice preferred. Sports minded individual would be best suited for our practice. Multi-specialty clinic in a great location with 2,500 square feet. Forward your résumé to [info@healthquarters.ca](mailto:info@healthquarters.ca).

**PRACTICE OPPORTUNITY IN DUNDAS —** A multidisciplinary clinic is searching for a chiropractor to join our team. Experienced chiropractor will mentor and support how to build practice within this established clinic in the heart of Dundas. Exclusivity for chiropractic within the medical building. Looking for someone who wants to build a long-term position within our clinic. Please send résumé to: [info@drbarryyoung.com](mailto:info@drbarryyoung.com).

**OPPORTUNITY IN BEAUTIFUL GREY COUNTY:** Busy Hanover clinic is seeking an associate to join our team. You will have full administrative support. Table, IFC and cold laser available for your use. Large treatment room to call your own. Current chiropractor is at full capacity and needs help meeting new patient demand. Contact us at [cconaway@hotmail.com](mailto:cconaway@hotmail.com) if interested.

**ESTABLISHED THRIVING MULTIDISCIPLINARY CLINIC** in Ottawa Valley, 20 minutes west of Kanata, seeking motivated associate with intention of future partnership/ownership. Acupuncture and/or ART definite asset. Various remuneration options available. Please send résumé to: [chirooffice.dc@gmail.com](mailto:chirooffice.dc@gmail.com).

**PRACTICE OPPORTUNITY DOWNTOWN TORONTO —** A multidisciplinary clinic is searching for a chiropractor to join our facility. Great location at Richmond/Jarvis. Full administrative support, two treatment rooms + office. We are looking for someone that can market and build a practice. Rent can be graduated allowing the opportunity to build a strong practice in a thriving area of Toronto. Must provide own equipment & tables. However, fully trained admin, program, phones, computers, and resources of Physiotherapist, R.M.T and C.A.T. available. Please contact: [tania@dsgmgt.com](mailto:tania@dsgmgt.com) if interested in this opportunity.

**SEEKING A CHIROPRACTOR** for medical center in Brampton. Looking for someone minimum 3 times a week. Wage is negotiable. Please call at 647-309-0415.

**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](mailto:woodroffice@hotmail.ca).

**A PART-TIME CHIROPRACTOR** needed for a clinic located in GTA. We are interested in a confident practitioner who is motivated, outgoing and willing to work flexible hours. Kindly contact at [valentin@fsevaluation.com](mailto:valentin@fsevaluation.com).

**GUELPH MED-REHAB CLINIC** is seeking an Associate with progression to future purchase of the practice. Practice is well established (10 years) in an expanding community. Associate must be well educated in Rehabilitation protocols and experienced in Diversified technique. ART and other MSK techniques are beneficial. The practice is a multi-disciplined Med-Rehab facility with 2 Massage Therapists, Kinesiologist and personal trainer. Serious inquiries only, email in confidence to: [guelphclinic@gmail.com](mailto:guelphclinic@gmail.com).

**JOIN AN AMAZING TEAM!** We are looking for a chiropractor with an established practice to join our wellness team in Burlington. Contact Dr. Maher Obeid - [drmaher@thehealingpath.ca](mailto:drmaher@thehealingpath.ca).

**INDEPENDENT CONTRACTOR IN WATERLOO** - Flexible arrangement for chiropractor to share space in established practice. Motivated individual can build a practice in a modern facility with solid office management experience. Senior chiropractor runs wellness-based practice using Thompson, CBP and Diversified techniques. Potential future opportunity to buy practice. 519-576-7930 or [drroger@execulink.com](mailto:drroger@execulink.com).

**BEAUTIFUL FAMILY CARE CLINIC IN PORT ELGIN ONTARIO LOOKING FOR AN ASSOCIATE.** Buy-in opportunity available. Learn how to run a fun, vibrant wellness clinic while living close to the lake and ski hills. This opportunity is ideal for individuals who are interested in learning firsthand how to run a clinic that focuses on individualized care and strives to empower patients to live full and healthy lives. Contact Dr. Claire Jeffery at 519-389-9355 or [portelginchiropractic@gmail.com](mailto:portelginchiropractic@gmail.com).

**BARRIE IS BOOMING, BACKS NEED FIXING.** Centrally located and well established Cedar Pointe Chiropractic in Barrie invites résumé's for an Associate Chiropractor position. Bring your own patients or be willing to beat the bushes. Opportunities are endless. Email us at [cedarpointe@bellnet.ca](mailto:cedarpointe@bellnet.ca).

## PRACTICE FOR SALE/LEASE

**PRACTICE FOR SALE** in Ottawa West End. Established part-time practice is an excellent turnkey opportunity for a new graduate to build on. Contact [drvic@advancechiro.on.ca](mailto:drvic@advancechiro.on.ca).

**IN COTTAGE COUNTRY (BARRIE) —** to retire end of 2013 – 38 year old practice – gross \$300,000+ over last 3 years – over 8,000 patient files – pay rent on century home containing my office – serious inquiries only – must have skills in motion palpation and have a philosophy similar to that currently used in office [drdyck@gmail.com](mailto:drdyck@gmail.com).

**ASSOCIATE AND/OR BUY-OUT AVAILABLE** in beautiful London Ontario. Contact [dmb60@rogers.com](mailto:dmb60@rogers.com).

**NW CALGARY DREAM OPPORTUNITY**

— Best retail, highest traffic Calgary office, bar none. Fully staffed multi-disciplinary clinic, with room for 1 more chiropractor. Grossing over 800K/year and increasing monthly. Terrific, long-term lease in place with non-compete clauses and great rates. Seller will finance 1/2 over an agreed upon term. Will consider offers starting at 75% of 1 year's gross. Contact [nwcalgarypractice4sale@hotmail.ca](mailto:nwcalgarypractice4sale@hotmail.ca).

**WANT TO EXPAND, RELOCATE OR OWN**

**YOUR OWN REHAB CLINIC?** Excellent opportunity to move into a very successful 22 year chiro/physio/massage/foot care/rehab clinic space (3,500 sq. ft.) located in the heart of Maple. Lease terms flexible, partnership an option. Contact [mapleclinic4lease@rogers.com](mailto:mapleclinic4lease@rogers.com) for more info.

**GREAT OPPORTUNITY FOR NEW GRAD.**

Established practice in Dawson Creek, BC Peace Region. 2 Adjusting rooms etc with 1 Mercury and 1 Leander table. Available to purchase 2 Zenith Thompson tables, Bennett X-ray unit and Konica processor. Avg yearly gross income \$100,000 plus. Sale price for practice alone \$20K. Rent very reasonable. Contact: [agleadhill@telus.net](mailto:agleadhill@telus.net), 250-782 9192.

**FULLY-EQUIPPED CLINIC** with or without property for sale in booming Binbrook. Excellent live/work setup. Great opportunity to grow practice, [info@binbrookchiropractic.ca](mailto:info@binbrookchiropractic.ca).

**PRACTICE FOR SALE** in Essex county. Multidisciplinary/Rehabilitation practice with great referrals and patient base. Great salary with bonuses. Contact [swchiro@hotmail.ca](mailto:swchiro@hotmail.ca).

**MULTI-DISCIPLINARY PRACTICE FOR SALE TORONTO** (established 20 years) Kennedy & 401. Newly decorated ground floor office space ± 2,500 sq. ft. with direct exposure to busy street. Bus stop at door step. Ideal for new grads, solo or group practice. Average gross income \$300K per annum. Serious inquires only. Fax details to 905-239-7028.

**ESTABLISHED MULTIDISCIPLINARY**

rehabilitation practice. Fantastic location with busy athletic patient base. Serious Inquiries, email [mississaugasportsdoc@gmail.com](mailto:mississaugasportsdoc@gmail.com).

**NEWMARKET CLINIC MUST SELL.** Great Location. Secure lease. ProAdjuster + Soft Tissue. Will train. Chiropractor relocating. Serious inquiries. [nmchiroclinic@gmail.com](mailto:nmchiroclinic@gmail.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.

**EXCELLENT PRACTICE OPPORTUNITY WITHIN MEDICAL CLINIC** - Multidisciplinary rehab and wellness clinic for sale in Caledon, Ontario. Clinic is very close to Brampton and sees patients from both the Brampton and Caledon regions. Patients are EHC, private, MVA, WSIB. If interested please contact [rehabpracticesale@yahoo.com](mailto:rehabpracticesale@yahoo.com). Serious inquiries only.

**EXCELLENT PRACTICE OPPORTUNITY WITHIN MEDICAL CLINIC** - Multidisciplinary rehab and wellness clinic for sale in Brampton, Ontario. Clinic is situated within a Medical Walk in Clinic, alongside Family Doctors, Paediatricians, and Cardiologists. Patients are EHC, private, MVA, WSIB. If interested please contact [bramptonrehabclinic@gmail.com](mailto:bramptonrehabclinic@gmail.com). Serious inquiries only.

**12-YEAR-OLD DIVERSIFIED PRACTICE** for sale in Ingersoll, Ontario. Multidisciplinary clinic in a stand-alone building with 3 RMTs, a psychologist, and a laser therapist renting space. For details call 519-709-8299 or email [drbnadeau@gmail.com](mailto:drbnadeau@gmail.com).

**LOCUMS****LOCUM OPPORTUNITY IN CHATHAM/RIDGETOWN** from Jan. - March 2012.

Diversified and Activator adjusting, and soft tissue therapy required. Email [jlnewman.dc@gmail.com](mailto:jlnewman.dc@gmail.com), or call 519-360-9276.

**MATERNITY LEAVE FROM OCT-DEC 2011** in Windsor, ON. Diversified, Activator and comfortable with prenatal and pediatrics. Email [milicavizirakis@gmail.com](mailto:milicavizirakis@gmail.com).

**EASTERN ONTARIO LOCUM SERVICE** — Need to recharge your batteries?... I provide worry-free vacations for chiropractors! Experienced 1986 CMCC graduate; Fully bilingual; Long-short term locums (mat/disability leaves); Diversified Technique, Thompson Technique, Activator, Soft tissue therapy, modalities, Chiowrite. Excellent rapport with CA'S and patient retention. Numerous references available. Call and see what Experience can do for you and your practice! Dr. Evelyne Bruneau, DC at 613-833-1222 or [e-bruneau@hotmail.com](mailto:e-bruneau@hotmail.com).

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

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

**QUALITY LOCUMS:** Ken deHaas '85 – plenty of: experience, references, availability, simplicity – [www.chiropracticlocumsontario.com](http://www.chiropracticlocumsontario.com), [kdehaas@live.com](mailto:kdehaas@live.com), 613- 833-1222.

## SPACE AVAILABLE

**SPACE FOR RENT – OAKVILLE:** Kerr and Speers location, storefront in a busy plaza. 1,000 sq. ft. + basement. Anchor Tenants; Food Basics, Shoppers. Unlimited parking, easy access to QEW, 416-784-9021.

**SEEKING CHIROPRACTOR** to share furnished treatment room in multidisciplinary clinic at Summerhill/Yonge in Toronto. Rent T/R/Su & ½ Saturdays. Contact [dr.watson@watsonchiropractic.ca](mailto:dr.watson@watsonchiropractic.ca).

**SPACE AVAILABLE** - Build a successful practice in beautiful Waterloo. With a diverse economic base, two world-class universities and home to the Blackberry, Waterloo offers a great community to build a practice and a life. I have space to share at a reasonable rate in a great location. Practice times available any day of the week. Contact [drdoyle@nucca.ca](mailto:drdoyle@nucca.ca) for more information.

**MEDICAL CLINIC IN MILTON,** space for Chiro/RMT/Physio available. Call Dr. Morris 416-835-4184.

## EQUIPMENT

**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](mailto:Somervillechiroclinic@hotmail.com).

**THERALASE TLC-1000 UNIT** available for lease takeover (transfer fees paid) or purchase (best offer). New unit with minimal use. [doco@rogers.com](mailto:doco@rogers.com).

**WANTED: SPINAL ANALYSIS MACHINE (SAM UNIT).** Call 416-262-3659; [amitofoz@hotmail.com](mailto:amitofoz@hotmail.com).

**DECOMPRESSION TABLE,** Triton, Chattanooga, Decompression table. Take over lease, just 2 years left and barely used. Please contact Garry 204-470-6698 for details, buy out is also optional if preferred.

**MED X RJ PHYSIOLASER OLYMPIC 500.** 1-½ years old. Paid \$13,500 plus tax will sell for \$8,400. 50mw – 500mw attachment cluster probe 90w/904nm (superpulse) pre-programmed frequencies and therapy programs, [walshhealth@yahoo.ca](mailto:walshhealth@yahoo.ca).

**WANTED** – Ultrasound Machine – Contact [backdocs@rogers.com](mailto:backdocs@rogers.com).

**2 PROADJUSTERS** (lease takeover) NO CODES. Sigma-warranty. approx \$16K. Payment \$410/mo. 1 Philips manual traction table (new) B.O. 519-736-5353 or [dr.rob@familychiropractic.tv](mailto:dr.rob@familychiropractic.tv).

## CHAs

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

## OCA Classified ads

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

You also have the option of placing your ad online. Visit the OCA website at [www.chiropractic.on.ca](http://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](mailto:lbaldasio@chiropractic.on.ca). For more information contact 416-860-0070 or toll-free 1-877-327-2273.

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