

# ONTARIO CHIROPRACTIC ASSOCIATION

2005 – 2006 Annual Report: Putting Patients First



## ONTARIO CHIROPRACTIC ASSOCIATION MISSION STATEMENT:

To serve our members and the public by advancing chiropractic health care.



Every year more than 1.2 million patients in Ontario rely on chiropractic care to allow them to function by providing the diagnosis, treatment and prevention of problems such as acute low-back pain, neck pain and headaches. The Ontario Chiropractic Association is proud to support its members as they help Ontarians get back in action.



## MESSAGE FROM THE PRESIDENT



In practices across Ontario, chiropractors see the importance of chiropractic treatment first-hand. Every day, they witness patients regain mobility and enjoy increased physical activity and improved quality of life.

Amid the emergency room backlogs, rising drug costs and ever-lengthening wait times for diagnostic tests and surgeries that have become the new reality in Ontario's health care system, it is becoming increasingly important that our stakeholders, too, understand that chiropractic can help.

In the past year, the OCA has made great strides in increasing the utilization of chiropractic services and enhancing the profession's profile in the eyes of our stakeholders. Our "*Sideways*" billboard campaign extended throughout the province, and our Public Awareness Modules, including "*Pack it Light, Wear it Right*"; "*Plant and Rake Without the Ache*"; and "*Lift Light, Shovel Right*", continued to generate a significant response from educators, the media and the public.

Our advocacy efforts with unions have also yielded marked success, with the addition of chiropractic coverage for the 25,500 registered nurses and allied health professionals represented by the Ontario Nurse's Association. Further, 8,748 faculty and librarians with the Colleges of Applied Arts and Technology, represented by the Ontario Public Service Employees Union, have gained greater coverage for chiropractic and other paramedical services, achieving a yearly maximum of \$1,500.

As well, there is increasing chiropractic involvement in interdisciplinary practices in Ontario. St. Michael's Hospital (in partnership with the Canadian Memorial Chiropractic College) and the Trillium Health Centre are each now offering chiropractic services in integrated health clinics, and an increasing number of chiropractors are establishing professional relationships with Family Health Teams.

It is through these public education, professional collaboration and advocacy efforts that we can demonstrate the value of chiropractic, both for high quality patient care and for the improvement of the health care system in Ontario.

With this goal in mind, the year ahead will bring many new initiatives, including:

- An integrated print ad campaign;
- New educational materials for extended health care providers and patients;
- An enhanced focus on community outreach activities to encourage grass-roots initiatives by our members;
- Continued support of research, interdisciplinary projects and outreach activities; and
- Practice enhancement modules to support our members in their efforts to provide the best possible patient care.

It is member support that has made our successes possible and, by delivering high quality patient care in practices across the province every day, each of you helps us to demonstrate the value of chiropractic in Ontario.

Dr. Bryan Wolfe  
President

## MESSAGE FROM THE EXECUTIVE DIRECTOR



The past year has been an eventful one for the OCA. We have seen many changes, including an internal restructuring initiative that created a new Director of Operations position to maximize operational efficiency, as well as a new Director of External Relations position to expand the OCA's communications reach to our external stakeholders.

And we have achieved many victories, including the success of our lobbying efforts to allocate funding from the Ministry of Health and Long-Term Care to support the development of distance continuing education online through the CMCC.

The year ahead holds still more changes for the OCA, with our renewed emphasis on membership services and communications to help our members build strong, thriving practices that can best serve the needs of their patients.

To help us tailor our services, a new membership survey is now in development and will be distributed across the province in 2006 – 2007.

Next, because the environment in which the OCA communicates with members has changed, OCA communications are being adapted to keep pace. That's why we are now in the beginning stages of enhancing the OCA website, which will serve as an interactive tool for members and the public alike. It will also serve as a repository for member communications and information of value to Ontario practitioners.

The OCA's mentorship program, titled *Lending a Hand*, is now being piloted in the Kitchener-Waterloo area and aims to facilitate networking among DCs, as well as assist our newest members to gain practice insights and practical know-how from their more experienced peers. Upon the successful completion of the pilot, we look forward to making this program widely available in the coming year.

As well, new practice enhancement modules, featuring business management, patient management, CHA training and personal and professional development, are in the works and will soon be available to OCA members.

Meanwhile, the Patient Management Program will continue to evolve, with direct online WSIB billing soon to be included in the software.

As always, the OCA will continue its support of significant research initiatives, believing that the work of chiropractic researchers does so much to support and strengthen the profession of chiropractic.

The OCA is committed to advocating for and serving the needs of its membership throughout the Province of Ontario, and we look forward to continued strength in 2006-2007, and in the many years to come.

Dr. Bob Haig  
Executive Director

# OCA SCORECARD: THE YEAR IN REVIEW

## ACHIEVEMENTS IN 2005 – 2006

### Internal restructuring to better serve our members

Following the November 2005 Annual General Meeting, Dr. Bryan Wolfe took the reins as OCA President. Dr. Bob Haig officially assumed the role of Executive Director. In February 2006, Valerie Carter came on as Director of External Relations and Marny Hamilton joined the team as Director of Operations.

### Distance continuing education

The OCA secured funding approval from the Ontario Government to allow the CMCC to establish an information technology infrastructure at the college. As a result, the foundations are being laid for online continuing education modules, and soon DCs across Canada will have greater access to such learning opportunities.

### Mentorship pilot project lends new DCs a hand

In fall 2006, the OCA launched a pilot of our *Lending a Hand* Mentorship Program, with the support of the Waterloo Regional Chiropractic Society. The program was designed to give new graduates guidance on professional and practice issues and to facilitate networking and information sharing among DCs in the community. Upon the successful completion of this pilot, the OCA looks forward to expanding the program and making it available across the province.

### Patient Management Program: putting experience into practice

PMP software remains the industry leader and a trusted resource for members; *WSIB and Auto Insurance E-Billing* are two features currently in development that aim to help our members meet their patients' needs with confidence and efficiency.

### Public awareness modules enjoy continued success

Once again, OCA's "*Plant and Rake without an Ache*"; "*Pack it Light, Wear it Right*"; and "*Lift Light, Shovel Right*" educational programs gave members many opportunities for outreach activities in their communities, and yielded much positive media coverage. New modules are also now available.

### Billboard campaign gave a new perspective on chiropractic

The OCA ran its award winning "*Sideways*" billboard campaign in about 60 communities across Ontario. An OCA patient recognition survey has shown the campaign was noticed and has raised awareness of chiropractic care.

### Inter-provincial relations solidified

The presidents of Canada's provincial and national chiropractic associations met in April 2006 and reached agreement on topics concerning marketing and professional development, including agreements on advertising and continuing education.

## GOALS FOR 2006 – 2007

### Continue to build awareness about chiropractic

In 2006 – 2007 the OCA will launch a new integrated print, online and direct mail campaign for patients and key influencers. Ads will emphasize the chiropractor's role in restoring mobility, productivity and quality of life for patients, as well as the cost-effectiveness of chiropractic care for businesses.

### Articulate the case for chiropractic

With new and enhanced communications materials, including an Extended Health Care information pamphlet and poster, the OCA will educate stakeholders as to the benefits of chiropractic — such as patient outcomes and worker productivity.

### Support integration of chiropractic into the health care system

The OCA will continue to build on and promote the integration of chiropractors into multi-disciplinary health teams.

### Work to improve patient access to chiropractic

The OCA will work to improve insurance coverage for chiropractic services through enhanced communications and advocacy with stakeholders. Initiatives include new and revised information and educational materials, and proactive media relations activities targeting industry-specific publications. As always, we will offer support to OCA members related to legislative and regulatory changes.

### Enhance practice viability through practice management modules

The OCA will support chiropractors in their practices by providing marketing, business and practice management tools, including the practice enhancement modules, currently in development, and communications templates to facilitate patient communication by DCs, and inter-professional correspondence.

### Seek partnership opportunities with other health professionals

The OCA will have an increased presence at conferences and take part in joint initiatives with other health care providers, as a means of engaging them in dialogue about chiropractic's place within the health care system.

### Improve Member Outreach

Develop and support grassroots initiatives — such as public education activities, society-sponsored events, and riding-level political activism — to facilitate member involvement at the local level. Enhance membership feedback mechanisms and engagement through website redesign and an upcoming membership survey.

### Enhance OCA communications

The OCA will revamp collateral material, advertising initiatives and electronic presence along a unified visual identity.

### Continue to facilitate and support chiropractic research

This includes support for Dr. Mark Erwin in his role as Chiropractic Research Chair, University of Toronto; service delivery and health system integration research, led by Dr. Silvano Mior, Dr. Deborah Kopansky-Giles and Dr. Dirk Keenan; and support for Dr. Greg Kawchuck in his capacity as Canada Research Chair in Spinal Function.

### Continue to support ongoing research projects by OCA members

Please see page 9 for details of these studies, which are funded by the Ministry of Health and Long-Term Care through the Special Chiropractic Research Fund.

## WHAT IS CHIROPRACTIC?



Chiropractic is one of the largest primary-contact health care professions in Ontario, with more than 3,100 practicing chiropractors. Approximately 1.2 million Ontarians use the services of a chiropractor each year.

**“As a high-performance athlete, I learned first-hand the important role that chiropractic care can play in helping the human body to work properly.”**

Three-time Canadian Olympic cycling medalist Curt Harnett, Thunder Bay Chronicle Journal, June 2004

### A hands-on health profession with recognized benefits

Chiropractic is a non-invasive, hands-on health care discipline that focuses on the neuromusculoskeletal system. Chiropractors practice a manual approach, providing diagnosis, treatment and preventative care for disorders related to the spine, pelvis, nervous system and joints.

Chiropractic is a regulated health profession, recognized by statute in all Canadian provinces and American states. Chiropractic is one of five health care professions in Ontario that are able to use the title Doctor, with its accompanying rights and obligations.

The benefits of chiropractic care are well recognized by other health care practitioners. A 1995 survey of Ontario and Alberta physicians indicated that 44 per cent refer patients for chiropractic treatment.

Canada’s chiropractors are able to provide primary care as part of an inter-disciplinary health team.

Chiropractic is the treatment of choice for countless amateur and professional athletes. Swinging a racket, hitting a golf ball or just raking the leaves can again be pain free.

### Providing primary and complementary health care

Chiropractors use a combination of treatments, all of which are predicated on the specific needs of the individual patient. After taking a complete history and diagnosing a patient, a chiropractor can develop and carry out a comprehensive treatment/management plan, recommend therapeutic exercise and other non-invasive therapies, and provide nutritional, dietary and lifestyle counselling.

For many conditions, such as lower back pain, chiropractic care is frequently the primary method of treatment.

Where other conditions exist, chiropractic care may complement or support medical treatment by relieving the neuromusculoskeletal aspects associated with the condition.

Chiropractic care may also be used to provide symptomatic relief for patients with chronic conditions. According to patient surveys, by treating the neuromusculoskeletal elements of such disorders, chiropractic treatment has been shown to improve the general well-being of the patient.

Ontario’s chiropractors are spread out across the province, serving patients in urban centres and remote communities and delivering quality care.



## WHO ARE CHIROPRACTORS?

A doctor of chiropractic has spent four years at an accredited chiropractic institution, received more than 4200 hours of specialized clinical training, and has the legislated right and obligation to provide a diagnosis and to use the title “Doctor.”

Chiropractors encourage their patients to lead healthy, active lives by providing advice on back health, appropriate exercise, nutrition, wellness and injury prevention. For their expertise, chiropractors are relied on by Ontarians from every walk of life, and are frequently consulted for treatment and care by high-level athletes and professional sports teams.

### Qualified doctors with specialized multidisciplinary training

The chiropractic curriculum at the Canadian Memorial Chiropractic College, in Toronto, encompasses a diverse range of subjects, including anatomy, pathology, biomechanics, chiropractic principles, diagnosis and adjustment techniques. The curriculum synthesizes this diverse knowledge to specific anatomical regions and systems, thereby making the material meaningful for the purposes of a primary-contact health care practitioner.

The final year of the program concentrates on clinical education and a clinical practicum that extends across a full calendar year, beginning at the end of Year 3. An in-depth synthesis of the previous studies is mastered through clinical activities focused on preparing students for professional chiropractic practice.

### Regulated by provincial statute

Chiropractic is regulated by provincial statute. Each province has a regulatory college, established by legislation in the same manner and with the same structure and similar regulations as the regulatory bodies for other health care professions.

Regulatory colleges are responsible for protecting the public, setting standards of practice, assuring quality of care is maintained, evaluating and promoting competency and handling disciplinary issues.

#### Did you know?

In the Workplace Safety and Insurance Board (WSIB) evaluation of the Acute Low-Back Injuries Program of Care, patients returned to work three days sooner than expected when they used chiropractic treatment.

## WHO IS THE OCA?

The Ontario Chiropractic Association's code of ethics states: "The ethical foundation of the practice of chiropractic consists of those established moral obligations which place the best interest of the patient first and foremost, ensuring the dignity and integrity of the profession."

### A voluntary professional association

The Ontario Chiropractic Association (OCA) is a voluntary professional association, established in 1929, that today represents 2,665 (81%) of Ontario's more than 3,100 actively practicing chiropractors.

The mission of the OCA is to serve our members and the public by advancing chiropractic health care. We work for the profession and for the health of the citizens of Ontario, and we are an active player in Ontario's health care system.

To serve our members and ensure that Ontarians receive the best health care possible, we are involved in many activities, including communications, policy development and advocacy, often in conjunction with other health care associations.

"As a Doctor, my first concern is the health and well-being of my patients. It's important to have a unified voice when addressing health care issues. The OCA helps me keep my focus on my practice."

John Meechan, DC, Beamsville

### Helping chiropractors in their practices

OCA volunteers, staff and consultants provide our members across Ontario with many professional development services, including:

**Awareness** — Raising the profile of chiropractic to all audiences and stakeholders, through marketing and public relations activities.

**Access** — Monitoring and consulting with the Government of Ontario to advocate for the maintenance and enhancement of patient access to quality chiropractic care.

**Insurance** — Providing members with information and support in Workplace Safety and Insurance Board (WSIB) and insurance matters, and working with third-party payers in the insurance industry to facilitate patient access to chiropractic coverage.

**Fees** — Acting as the official voice of members to assure continued improvements in legislation and fee negotiations with the WSIB, the Financial Services Commission of Ontario (for Auto Insurance), and other government agencies.

**Practice Environment** — Representing the chiropractic profession to government and other bodies to enhance the legislative and regulatory environment for chiropractic practice.

**Business tools** — Offering members access to the Patient Management Program (PMP), the most popular computer software system in Ontario for managing a chiropractic office.

The Ontario Chiropractic Association (OCA) is a voluntary professional association with a long history of advancing the chiropractic profession and the health of the citizens of Ontario.

## ADVANCING THE CASE FOR CHIROPRACTIC

A 2004 study by Deloitte & Touch and a 1993 study funded by the Government of Ontario each examined the effectiveness of chiropractic management of low-back pain. Both concluded that there is an overwhelming body of evidence to show there would be significant cost savings to the health care system if chiropractic were better utilized to treat low-back pain.

### The OCA supports ongoing research

We support the following research projects by OCA members, which are funded by the Ministry of Health and Long-Term Care through the Special Chiropractic Research Fund:

- Validation of a Decision Aid Tool for X-ray Use in Patients with Acute Low Back Pain (ALBP), led by Dr. Carlo Ammendolia
- A Randomized Controlled Trial to Study Efficacy of SMT on Non-Ulcer Dyspepsia, led by Dr. Robert Annis
- Impact of Chiropractic Care in a Chronic Pain Population in an Addiction Recovery Program, led by Dr. Matthew Barrigar
- The Epidemiology and Primary Care Utilization for Occupational Neck Pain in Ontario, led by Dr. Pierre Côté
- The Development, Refinement, and Validation of Clinical Predictive Rules for the Management of Acute Low Back Pain in Primary Care Practice, led by Dr. Jill Hayden
- Quantification of Mechanical Low Back Pain, led by Dr. Gregory Kawchuk
- Clinical Management of Mechanical Neck Pain: A Decision and Utilities Analysis, led by Dr. Gabrielle van der Velde

We also facilitate and support other chiropractic research including projects by:

- Dr. Mark Erwin in his role as Chiropractic Research Chair, University of Toronto;
- Service delivery and health system integration research led by Dr. Silvano Mior, Dr. Deborah Kopansky-Giles, and Dr. Dirk Keenan; and
- Support for Dr. Greg Kawchuk in his capacity as Canada Research Chair in Spinal Function.

### Did you know?

According to Health Canada, back pain is a major health problem and costs Canadians billions each year:

- Back pain has been identified as the most common cause of activity limitation in adults under age 45, and is second only to arthritis in those aged 45 to 65.
- Health Canada estimates that neuromusculoskeletal disorders, including back pain, cost society \$18 billion in treatment, rehabilitation and lost productivity costs.
- Seven per cent of the 22 million Canadians who experienced back pain lost a month or more off work. Sixteen per cent report pain that has never gone away.
- In 1999, consumers spent \$21.5 million on back pain products in Canada.
- In North America, occupational lower-back injury accounts for the single largest category of worker compensation claims, making up approximately 30%.

Recently, a major four-year study in the U.S. published in the American Medical Association journal, *The Archives of Internal Medicine*, concluded that benefit plan members with chiropractic coverage returned to work faster, had lower claim costs and experienced fewer interventions such as MRIs, compared to plan members without chiropractic benefits.



## OCA MEMBER BENEFITS

The OCA works to advance chiropractic for all practitioners in Ontario, building public awareness and ensuring that Ontarians have access to quality chiropractic services.

### Member Benefits:

**OCA Advocacy and Negotiation** — The OCA is continually working to educate and strengthen relationships with government, third-party payers, insurers, employer groups and unions, media, health care stakeholders and regulators to advocate on behalf of our members.

**Media Relations and Issue Management** — Anticipating the needs of our members, the OCA invests significant resources on an ongoing basis in addressing chiropractic and other health issues in the news, and educating the media and the general public.

**Public Awareness and Education** — The OCA's public education programs raise awareness and generate media and public attention. They enhance the credibility of chiropractic in the public domain, and position chiropractors as health care leaders.

**Patient-focused Practice Marketing** — The OCA has created a range of patient education materials that members can use in their practice. Province-wide campaigns leverage public awareness and the OCA's media relations activities. At the local level, the OCA subsidizes the marketing and advertising initiatives of Regional Societies across Ontario.

**Liability Insurance** — OCA members qualify to apply for the profession's own liability protection program for chiropractors. Established by the Canadian Chiropractic Association in 1986, Canadian Chiropractic Protective Association (CCPA) coverage is designed to protect both members and the public in the event of a professional liability claim.

**Practice Management Software** — OCA members can sign up for the Patient Management Program (PMP), Canada's most popular practice enhancement software, created by chiropractors for chiropractors.

### Did you know?

There are Chiropractic Acts in all 10 provinces and the Yukon Territory, legislation which recognizes chiropractic as a primary contact, self-regulating profession.

Membership in the Ontario Chiropractic Association includes access to a comprehensive range of products and services designed to enhance practice, professional and personal life. OCA members also qualify for membership benefits provided by the Canadian Chiropractic Association and the Canadian Chiropractic Protective Association.



The word "chiropractic" is taken from the Greek words "cheir" (hand), and "praxis" (action). It means "done by hand."

# PATIENT MANAGEMENT PROGRAM

A key service that the OCA provides to our members is exclusive access to the most reliable and relevant practice management program for chiropractors available on the market today.

In a recent survey of PMP users, 58% of respondents had been users for more than five years. The reasons given for this were: that the software was easy to use, convenient, efficient and the PMP staff provided friendly support.

## Canada's most popular practice enhancement software

Available only from the OCA, the Patient Management Program (PMP) was created by chiropractors for chiropractors. It is backed by OCA support-line staff, who have both technical expertise and real front-line experience in chiropractic offices.

PMP offers a range of features that can enhance practice efficiency and effectiveness, allowing doctors to focus on their patients. PMP manages all of your patient information, including patient visits, WSIB submissions, reporting, letter writing and more.

**“The hands-on approach to PMP training was great. The OCA provided great teachers... Thank you for making all of our questions important. It was a pleasure being in the class.”**

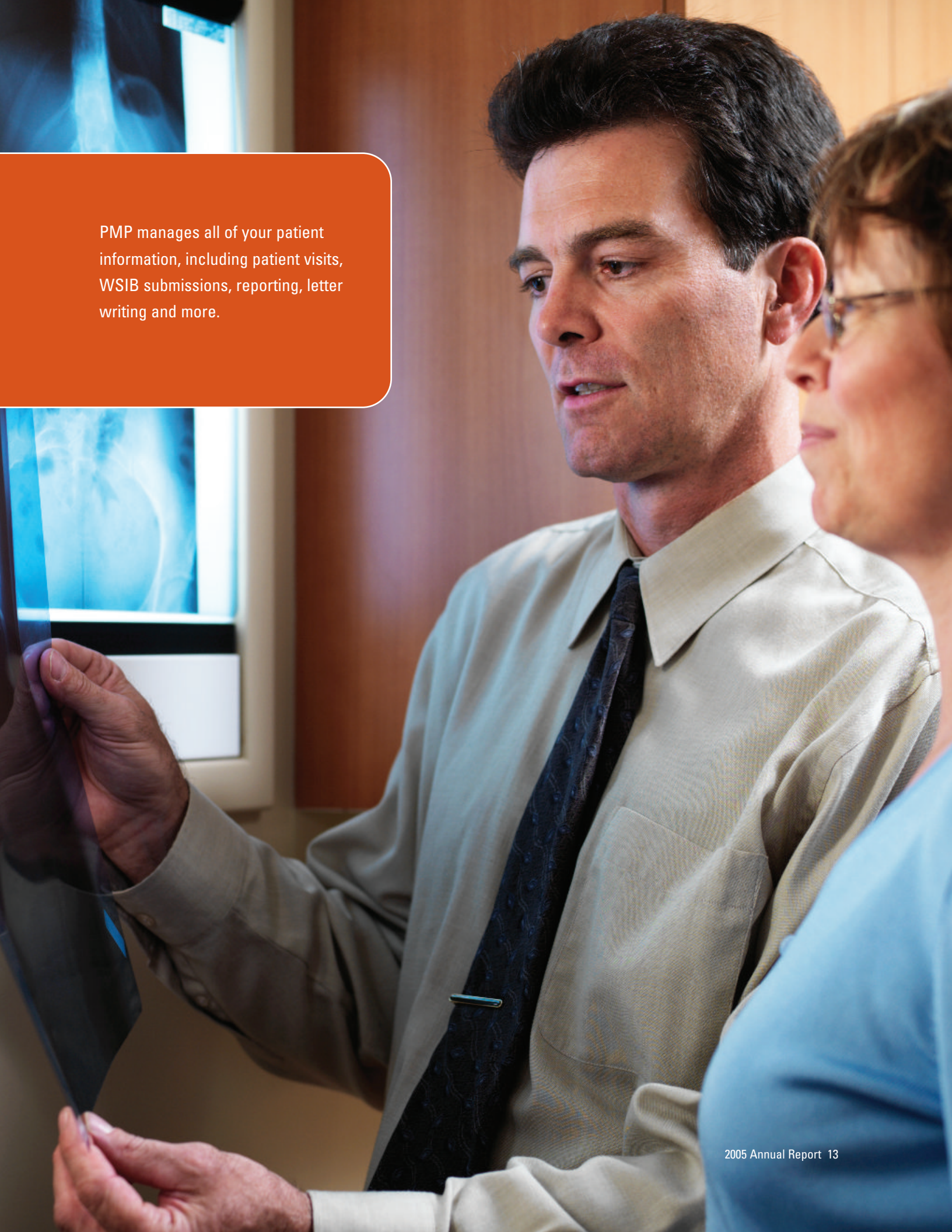
Charlene Beeson, CHA, Oakville

## PMP user benefits include:

- Front-line adaptability for evolving legislative changes
- Annual user-driven enhancements
- Free upgrades
- Province-wide training sessions
- A user-friendly handbook
- Regular newsletters
- Experienced helpline staff

The OCA is continually enhancing our PMP software to make it the most reliable and relevant practice management program for chiropractors on the market today.

*WSIB and Auto Insurance E-Billing* are two features currently in development that will help our members keep their focus where it belongs — on the patient.



PMP manages all of your patient information, including patient visits, WSIB submissions, reporting, letter writing and more.

## ADVOCATING FOR THE PROFESSION



The OCA has taken a leadership role in lobbying government and other key stakeholders around issues of key interest to chiropractors and their patients — including the Regulated Health Professions Act review, the regulation of acupuncture, WSIB Programs of Care and payment policies for locum tenens, and auto insurance fees and policies.

Among other achievements this past year, the OCA represented the interests of Ontario's chiropractors and successfully advocated for DCs practicing acupuncture to be exempt from joining the yet to be established College of Traditional Chinese Medicine.

### Legislation on acupuncture

In 2006 the Health Professions Regulatory Advisory Council held hearings to review, among other things, the legislative framework for acupuncture, psychotherapy and kinesiology.

The OCA was invited to participate in the consultation process, and successfully lobbied for the acceptance of a key recommendation:

Under the new legislation, chiropractors performing acupuncture will be regulated by the College of Chiropractors of Ontario (CCO), and will not be required to be members of the new College of Traditional Chinese Medicine (TCM).

### Auto Insurance Regulations

Throughout the long and complicated auto insurance regulation changes, which became effective March 1, 2006, the OCA ensured that auto accident victims would continue to have direct access to chiropractic treatment.

### Auto Insurance Pre-Approved Frameworks

The government intends to develop further Pre-Approved Frameworks for the treatment of auto accident-related injuries. The OCA is an active participant, in conjunction with the Canadian Society of Chiropractic Examiners, in the two advisory bodies. Our goal is to ensure that patients have access to appropriate care, and that benefit decisions are based on the patient's specific clinical needs.

### WSIB Programs of Care

Following the successful implementation of the Acute Lower Back Injury and Upper Extremity Injury Programs of Care (POC), the Workplace Safety and Insurance Board (WSIB) has continued to develop POCs, including Lower Extremity Injuries, Persistent Lower Back Pain and Chronic Pain. OCA representatives are active on all of these POC development teams, and on the oversight committee. The results of this participation have been:

- The value of chiropractic has been well documented and integrated into the WSIB Programs of Care.
- The Programs of Care offer improved levels of compensation and reduced administration to DCs.
- The WSIB views chiropractors as an important provider of care to its clients.

### WSIB Regional Evaluation Centres

The WSIB is currently reviewing the Regional Evaluation Centre Program, in part because of concerns consistently expressed by the OCA using examples provided by members. The OCA has ensured that this review will include the multidisciplinary nature of the RECS. This is consistently identified as being important to our members, and we are committed to ensuring that the revised system is fair for chiropractic patients.



In 2007, the OCA will be ramping up its advocacy efforts by tailoring messages to target specific stakeholder groups. All activities will be coordinated within the context of the upcoming provincial election, and will focus on making chiropractic care universally accessible.

Many OCA members have found that getting involved in local politics has helped to raise chiropractic's profile in their communities. "My involvement with my local riding association left me with a positive experience and left my associates with a positive impression of chiropractors," says OCA board member, Dr. Natalia Lishchyna.

### Communicating with local MPPs

We encourage all chiropractors to engage in the political process in their respective ridings.

To support member involvement at the riding level, our government relations activities will incorporate a Riding Designates Program, in which each riding has one or more chiropractors dedicated to communicating with its MPP, regardless of the MPP's party affiliation.

### Promoting the needs of patients

Through the Regional Societies, the OCA will initiate grassroots marketing and extended health care strategies designed to promote the needs of the patient.

### Working with extended health care stakeholders

The OCA is focusing much attention on demonstrating the benefits of and the business case for chiropractic to Ontario's employers, employees and insurance companies.

We are confident that, through our enhanced education and communications initiatives, we can improve patient access to chiropractic care.

#### Did you know?

Chiropractic services are insured by all provincial Workers Compensation Boards, Veterans Affairs Canada, the RCMP and other federal programs.

## BUILDING INTER-PROFESSIONAL RELATIONSHIPS

Recent CMCC graduate Dr. Stephen Burnie works in a Toronto multidisciplinary clinic with two family physicians and a naturopath. Dr. Burnie says that most of his new patients are referrals from the family doctors. “This setting allows the health care providers in my office to share information about patients under joint care, providing each practitioner with insight into other disciplines.”

Dr. Stephen Burnie, DC

### Chiropractors take their place on integrated health team

Introducing an integrated team will allow for a more proactive and comprehensive approach to better meet patients’ needs.

Studies indicate that this approach can represent significant cost savings and lessen strain on the health care system. But the clear beneficiary of health care teams is the patient.

“We’re changing the way health care is delivered by making it more responsive to the needs of the community.”

George Smitherman, Ontario Minister of Health and Long-Term Care

Three Ontario demonstration projects are proving the practicality and wisdom of including chiropractic in multidisciplinary primary care teams. These are being led by OCA members: by Dr. Silvano Mior in a variety of community primary care sites in Ontario; by Dr. Deborah Kopansky-Giles at St. Michael’s Hospital in Toronto (a CMCC initiative); and by Dr. Dirk Keenan in two Ottawa-area Community Health Centres.

Family Health Teams are built “from the ground up” in individual communities, rather than created by the government.

The OCA continues to advocate to the government and others to promote chiropractic within the delivery of primary health care in Ontario.



The OCA applauds the Government of Ontario’s decision to form multi-disciplinary Family Health Teams as a way to improve health care delivery.

# MOBILIZING ONTARIO'S HEALTH CARE SYSTEM

“Since the inception of the CMCC-led St. Michael’s Hospital chiropractic program, we have seen a reduction in wait times for physiotherapy and reduced utilization of medical services for simple neuromusculoskeletal disorders.”

Jim O’Neill, Director, St. Michael’s Hospital Inner City Health Program

## Ontario’s health system is hurting

As the number of available family physicians continues to diminish and the population continues to age, Ontarians are looking to a more integrated system to fulfill their health care needs. A recent report from the College of Physicians and Surgeons outlines the increasing strain on family doctors and highlights the need for immediate action to address this growing crisis.

## Chiropractic can relieve the strain

According to Health Canada, back pain is the second most common reason for seeing a medical doctor, and it costs Canada’s health care system almost \$18 billion a year. In fact, it is estimated that more than nine million Canadians suffer from back pain at any one time.

With the expertise to effectively treat neuromusculoskeletal conditions, chiropractors can help ease the strain on family physicians, and the rest of the health care system across Ontario. According to studies, chiropractic treatment has consistently been shown to reduce hospitalizations.

## Working together to put patients first

Working with physicians, nurses, nurse practitioners and other health care providers will result in better patient access to appropriate care. Together, we can deliver the kind of responsive health care Ontarians deserve.

**Did you know?**

**Dr. Silvano Mior’s two-year (2004 – 2006) Inter-Disciplinary Collaboration Study showed the number of patients taking medication for neuromusculoskeletal conditions decreased by 23% when treated by a chiropractor.**

The provision of health care in Ontario is moving toward a more integrated approach in order to improve delivery efficiency and better serve patients.

# RAISING PUBLIC AWARENESS

## MEMBER STORIES

Ontario's chiropractors are known for their innovative spirit, and this was evident in the creative ways OCA members and societies involved themselves in community activities. Here are just a few examples.

### Educating the public about back safety

Chiropractors are concerned with the overall well-being of the people in their communities. Over the past year, the OCA has distributed its public awareness pamphlets, posters and instruction booklets to employers, schools, garden centres, gardening clubs, and society leaders.

These Public Awareness Modules reflect the profession's interest in promoting good posture, good habits, and good health for all Ontarians.

They are also very effective tools for promoting community outreach activities by our members.

### Plans for strengthening outreach activities to speak to all Ontarians

The popularity of the OCA's public education programs has not waned.

The August re-launch of the "*Pack it Light, Wear it Right*" campaign alone drew the attention of community newspapers, large urban dailies, as well as broadcasters on radio and television locally and nationally.

We look forward to another year of high demand.

To build on past successes, the OCA is working with Regional Societies to expand the scope and formalize the distribution of these materials.

### Member stories

Dr. Elaine Doyle of Waterloo partnered with a local gardening centre and volunteered to demonstrate proper gardening techniques designed to protect your back. Gardening is popular in Ontario and a large number of people took part in the community event. The media picked up on the story and interviewed Dr. Doyle. The result was a positive story about chiropractic that had many other local chiropractors asking how they, too, could get involved.

The Eastern Ontario Chiropractic Society engaged in "*Plant and Rake*" displays, sponsored public service announcements addressing safe snow shovelling techniques and use of backpacks, and took part in local radio shows. Through these initiatives, the OCA's public awareness modules reached a wide and diverse audience in Eastern Ontario.

The Lambton Chiropractic Society was tireless in its grassroots activity. From community service to public awareness campaigns, this society keeps the OCA on its toes with requests for educational material.

*Pack it Light, Wear it Right. Plant and Rake Without the Ache. Lift Light, Shovel Right.* Over the past year, the OCA distributed more than 150,000 pamphlets, posters and educational booklets.



Eighty-eight per cent of OCA members surveyed report that working in the garden or yard is the most common cause of back pain they treat during the warm-weather months.

# CHIROPRACTORS IN THE COMMUNITY

OCA members have a stellar record of volunteer work and charity fundraising. It is with great pride that we make note of the contributions made by these generous spirits.

At the 2005 Season's Celebration for OCA volunteers, held in Toronto on Nov. 19, the following chiropractors and Regional Societies were presented with awards in recognition of their contributions to and leadership in the community:

## Heart and Hands Award

When he passed away in 2004, Dr. Michael Brickman of North York left a remarkable legacy of caring. To honour his memory, the OCA established the Heart and Hands Award, which recognizes members who exemplify the same qualities.

The 2005 recipient of the Heart and Hands Award was **Dr. Elizabeth Anderson-Peacock** of Barrie. Described as passionate, dedicated, selfless and patient, she was nominated by her peers for her great passion and her generous giving to patients, the community and the profession.

## Giving back through volunteerism

When the OCA received a request for volunteers to provide chiropractic care for at-risk youth at **Toronto's Yonge Street Mission**, the response from our members was truly inspiring. We are pleased to say that the Mission was inundated with offers to help. In fact, the Mission's volunteer coordinator reported that, within days of the request, more than 35 OCA members called to offer their services. Still more calls were received by the Mission's health centre.

Thanks to all our members who responded to the call.

## Congratulations!

**Dr. Vince Sinclair** of Streetsville was honoured as OCA's 55th Chiropractor of the Year.

**Dr. John DeFinney** of Markham was presented with the Professional Service Award in the area of Public Relations for his tireless work in his community.

**Waterloo Region Chiropractic Society** received the Society of the Year Award based on volume of submitted material on their qualities and accomplishments.

**Lambton Chiropractic Society** received the Society of the Year and Society Leaders Awards for Public Relations and Political Action.

Chiropractic helps you get your life back. It's treatment that can make simple tasks possible again.



## LOOKING BACK AND LOOKING FORWARD

### 2005 – 2006 and beyond: Building a strong future for chiropractic, and for Ontarians

As **health care integration** becomes a reality, the OCA is working hard to ensure that chiropractic has a key role to play. Not only is there a clear business case for the provision of chiropractic in team health care models and in extended health care plans, but Ontarians deserve to have access to care they have come to rely on to maintain their quality of life and health.

Putting patients first is the OCA's chief priority. To this end, our **advocacy** initiatives with our key stakeholders will continue in force in the year to come, through **grassroots marketing** and **political activities**, as well as **large-scale communications, public awareness** and **media relations** programs.

With a new **integrated print advertising campaign** set to launch in the fall of 2006, a considered focus on targeting Ontario's decision-makers, and new **extended health care information and educational materials** for patients, unions and employers, the OCA will build upon our many successes moving into 2006 – 2007.

**PMP**, the **Lending a Hand Mentorship program**, currently being piloted, and the **practice enhancement toolkit**, now in development, are just a few of the membership services OCA members can access to help them build strong, thriving practices, and we are committed to working hard to serve you in the years to come.

Together, we can work to enhance patient access to chiropractic care, and to strengthen health care in Ontario.

### Join Ontario's growing chiropractic family

- To become an OCA member, contact Rosemary Clutton, Membership Services Coordinator, at 905-629-8211, ext. 22. Licensure by the CCO is required. To become a student member of the OCA, call 905-629-8211 to request an application.
- To volunteer with the OCA at the local, committee, or board level, see details on the OCA website, [www.chiropractic.on.ca](http://www.chiropractic.on.ca).
- To order PMP, contact Rosemary Clutton, Membership Services Coordinator, at 905-629-8211, ext. 22. You may also email the support team at [support@chiropractic.on.ca](mailto:support@chiropractic.on.ca), or visit our website, at [www.chiropractic.on.ca](http://www.chiropractic.on.ca), and download the PMP Order Form.



## OCA STRUCTURE

The OCA Board of Directors is grateful for the continuing support of its members and is looking with optimism toward the coming year.

### 2005 – 2006 OCA Board of Directors

|  |  |
|--|--|
| Dr. Bryan R. Wolfe, North Bay, President         | Dr. Dennis Mizel, St. Catharines, Director   |
| Dr. Thomas Gadsby, Beamsville, Vice-President    | Dr. Eleanor White, Newmarket, Director       |
| Dr. David Brunarski, Simcoe, Secretary-Treasurer | Dr. David Orchard, Waterloo, Director        |
| Dr. Dean J. Wright, Newmarket, Past President    | Dr. Kristina Peterson, Thunder Bay, Director |
| Dr. Mark deGruchy, Ottawa, Director              | Dr. Doug D. Pooley, St. Thomas, Director     |
| Dr. Natalia Lishchyna, Mississauga, Director     | Dr. Dennis J. Yurkiw, Owen Sound, Director   |

### Committee Volunteers

|  |   |
|--|---|
| Dr. Corey Adler, Richmond Hill           | Dr. Jan Kempe, Windsor                          |
| Dr. Robbie Berman, Ajax                  | Dr. Deborah Kopansky-Giles, Scarborough         |
| Dr. John Brooksbank, Woodbridge          | Dr. Silvano Mior, Markham                       |
| Dr. Steve Burnie, Toronto                | Dr. John Mrozek, Toronto                        |
| Dr. Bill Cameron, Midland                | Dr. John Riva, St. Catharines                   |
| Dr. Bill Charlton, Bracebridge           | Dr. Al Scales, St. Catharines                   |
| Dr. Mardi Charlton, Wasaga Beach         | Mr. Rick Scheibl (programmer), Newcastle        |
| Ms. Janna Doni (student member), Toronto | Ms. Rhonda Sexton, Ottawa                       |
| Dr. Christina Fioravanti, Stoney Creek   | Ms. Shima Shahidy (student member), Mississauga |
| Ms. Jane Gadsby, Beamsville              | Dr. Vince Sinclair, Mississauga                 |
| Dr. Susan Goddard, Barrie                | Dr. Mike Skiby, Mississauga                     |
| Dr. Stan Gorchynski, Toronto             | Dr. Janine Taylor, Whitby                       |
| Dr. Rebecca Henry, Toronto               | Dr. Keith Thomson, Peterborough                 |
| Dr. Morgan Hubbel, Cobourg               | Dr. Constantinos Tsolakidis, Toronto            |
| Dr. Kim Humphreys, Toronto               | Dr. Joel Weisberg, North York                   |
| Dr. Tom Isaacs, Pickering                | Dr. Kathy Wickens, Perth                        |
| Dr. Scott Kay, London                    |   |



Chiropractic improves organizational well-being. It is effective and cost-effective care that can help to reduce preventable work-related injuries, and resulting absences.

## THE OCA BOARD OF DIRECTORS BIDS FAREWELL

### In Memoriam

The OCA was saddened to announce the passing of its past President, Dr. Chuck Bathie of Port Perry. His wife, Dr. Helen Peel, and his daughter Dr. Reva Bathie are both OCA members and practice in Port Perry. Dr. Bathie and his wife graduated with the first CMCC graduating class, in 1949.

### Honorary Member Status

Dr. Stephen West, a member of the OCA for the past 53 years has been awarded honorary membership status. This is in appreciation of his long service to the chiropractic profession, as a member of the OCA and as Chair of the Board of Directors of Chiropractic, formerly the regulatory body for Chiropractors of Ontario.

### Board Member Changes Roles

On March 21, 2006, Dr. Dennis Mizel, himself a past president of the OCA, stepped down as a member of the OCA board. After more than 13 years serving on the board, Dr. Mizel has been elected to serve on the board of the College of Chiropractors of Ontario.

Anyone who had the great fortune to have served with Dr. Mizel will know how much he will be missed on the board, but we are confident that he will continue to serve the profession with the same energy and passion in his new role at the CCO.

On behalf of its members, the OCA bids Dr. Mizel best wishes and good luck in all his future endeavours.

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