

Your Voice Is Important

1. Chiropractic is not just good for you, it is good for your employer.

Health and benefit programs represent a significant investment to Canadian organizations and workers. It is increasingly important that your benefits plan meets your health needs.

Each year, Ontario businesses, unions and workers make difficult decisions about the kind of health care coverage they can afford. Each organization is, of course, unique and must determine its own priorities and needs.

2. Make your feelings about chiropractic known to your employer.

When it comes to prioritizing what is and isn't covered under their extended health plans, all organizations have one thing in common: What matters most is meeting the needs of plan members.

That's why it's important for you to talk to your employer and/or union about chiropractic care and your insurance coverage.

3. Ensure everyone has the facts.

Your chiropractor is always pleased to answer any questions you may have. Information about chiropractic, including copies of studies demonstrating the benefits of chiropractic care to organizations, is available on the OCA website, at www.chiropractic.on.ca.

The Ontario Chiropractic Association is committed to working with all extended health care plan stakeholders to support the provision of chiropractic coverage as an integral and valued member benefit under extended health care plans offered to Ontarians.

Want To Know More?

The OCA's website, at www.chiropractic.on.ca, has lots of information to help you learn more about the benefits of chiropractic care. Also, you can check out our online Extended Health Care section, at www.chiropractic.on.ca/extend.htm, where you'll find informative content about chiropractic and EHC plans, written specifically for plan sponsors, patients, health insurers and other stakeholders.

For more information, please contact the OCA directly at 905-629-8211 or 1-877-327-2273, or by e-mail at oca@chiropractic.on.ca

Links Of Interest

Questions & Answers: For Employers, Unions & Health Plan Sponsors www.chiropractic.on.ca/downloads/extend_coverage_q_and_a.pdf

"Delisting Chiropractic Doesn't Make Business Sense" www.chiropractic.on.ca/downloads/BPMArticleApr05.pdf

WSIB Program of Care for Acute Lower Back Injuries: One-Year Evaluation Report (June 2004) www.chiropractic.on.ca/downloads/ALBIReport.pdf

Institute for Work and Health fact sheet: low-back pain (June, 2005) <http://www.iwh.on.ca/media/images/LBP.pdf>

The Manga Report <http://www.chiropractic.on.ca/ExecSummary.html>



Treatment That Stands Up

When Chiropractic Is Covered, Everyone Benefits.



Ontario Chiropractic Association



You're Covered, Right?

If you and your family have extended health care coverage through an employee benefits plan, it's very likely that plan covers chiropractic care.

That's not surprising when you consider the facts:

- **Low back pain affects 85 per cent of the working population.** Health Canada estimated that musculoskeletal disorders, including back pain, cost society \$16.4 billion in combined direct (treatment and rehabilitation) and indirect (lost productivity) costs.
- **Three recent reports have concluded that increased utilization of chiropractic care can reduce benefit costs and contribute to improved productivity.** As well, patients treated by a chiropractor for back pain returned to work sooner and had reduced rates of chronic problems and hospitalization.
- **Chiropractors are the practitioners of choice when it comes to back pain,** and have a high rate of patient satisfaction. About 4 million Canadians consult a chiropractor each year.

Despite the evidence, most benefits plans provide only limited coverage for services performed by a chiropractor. As a patient and plan member, you can help change that. You will benefit, and so will your employer.

The Case For Chiropractic

Back pain is a leading cause of prescription (and non-prescription) drug use, medical visits, hospitalizations and restricted physical activity. In Ontario alone, back pain accounts for one-third of lost-work claims, according to the Institute of Work and Health.

Chiropractic's approach to treating the spine represents proven, non-invasive care that goes beyond treating back pain and injuries. Chiropractors provide care that helps their patients stay healthy and enjoy active lives.

Reports* demonstrate that chiropractic is more effective – and cost-effective – care for occupational and non-occupational back injuries and related conditions than other common forms of treatment. And chiropractic can play an even greater role in improving organizational health and productivity, and reducing absenteeism and disability.

That's not just good for chiropractic patients and Ontario's health care system, it's good for Ontario's productivity, and for every organization's bottom line.

* By the Ontario WSIB, the Manitoba WCB and a study published in the *Archives of Internal Medicine*, to name a few.



We've Got Your Back

As one of the millions of Canadian workers who visit a chiropractor each year, you've experienced the value of chiropractic care.

The Ontario Chiropractic Association (OCA) represents about 2,700 chiropractors across the province. Our goal is to educate Ontario's employers about how chiropractic care contributes to the well-being of their workforces.

Ontario's employers and unions face many challenges when it comes to managing benefit costs. Not only does chiropractic care play a vital role in the integration and delivery of primary health care but, with enhanced coverage for employees, it can play an even greater role in improving organizational health and productivity and reducing absenteeism and disability.

Make sure your employer and/or your union knows how you feel about your chiropractic care and your insurance coverage. Please feel free to share this pamphlet with your human resources department, manager or union representative.

