



It's a pivotal time for the association, the OCA's strategic plan is now five years old and we are committed to serve our membership in the most efficient and effective way. The association continues to focus on delivering against its three strategic priorities: **to provide an outstanding member experience, build the reputation and credibility of the profession, and to create opportunities for increased participation in the healthcare system.**



## Marketing and Communications

- The OCA partnered with Rogers Media for an advertising campaign that positioned chiropractors as MSK experts who can help patients live their lives safely and pain-free. The campaign featured online banner ads on Rogers network websites, several in-studio guest spots on *Breakfast Television* and advertorials in *Chatelaine*, *Today's Parent* and *the Medical Post*. *The Medical Post* advertorials were tailored to physicians and described how chiropractors work with complex patients, neck injuries, low back pain and can help manage pain and reduce opioid usage.
- The OCA continues to support earned media relations as an effective way to position the profession to Ontarians. Popular media campaigns on topics such as snow shoveling, gardening, the importance of proper footwear and purses garnered over **40,000,000 impressions** and dozens of stories in high profile publications such as *Windsor Star*, *The Toronto Star*, *Global Television* and *The Hamilton Spectator*.
- The OCA engaged in partnerships with bloggers including giveaways, sponsored posts and video content
- We invested in the creation of a video that played in over 600 medical room waiting screens in Ontario for over a month, from hospitals to physician private practices, encouraging patients to see a chiropractor for their MSK needs.



## Member Programs

- The 2015-2016 fiscal continues our efforts in creating a leading continuing education program for our members with a wide variety of resources, webinars and workshops provided.
- Our CE curriculum offered 23 webinars from Fall 2015 to Spring 2016 on topics related to marketing, practice building, patient care and business management with over 2,700 participants.
- Our help desk program has evolved to deliver prompt accurate information to our membership on a wide variety of topics – from software support to legislative and practice building information. Our goal is to be seen as a coach and mentor that members can call for any issue. The OCA receives upwards of 1500 calls every month, the vast majority of which are answered quickly and efficiently with an incredibly high degree of satisfaction.
- The OCA is constantly exploring developing new partnerships that provide value and meet members personal and professional needs. SiteWyze Solutions is a recent example of a successful partnership with a vendor that provides website templates offered to OCA members free of charge alongside professional online presence and marketing to potential patients.



## Outreach

- The 80 + active volunteers registered with the Community Engagement and Leadership Program (CELP) continue to spread chiropractic awareness and the OCA's key messaging to health professionals, government officials, key stakeholders and the general public through participation in tradeshow, presentations and advocacy work.

- CELP volunteers represented OCA at major healthcare conferences, where they shared information on how chiropractors can collaborate with other health professionals to provide MSK care, the range of services chiropractors provide, and Notable events include:
  - Nurse Practitioners' Association of Ontario conference: OCA members Dr. Bruce Flynn and Dr. Dean Tapak presented a talk on their experiences in the Primary Care Low Back Pain pilots
  - Ontario College of Family Physicians' Annual Scientific Assembly: OCA staff and volunteers spoke to many family physicians who requested more information about how to find local chiropractors so they could refer their patients for MSK issues
  - Ontario Long Term Care Association's This is Long Term Care conference: OCA's presence at this conference generated several requests from retirement homes for chiropractors to deliver presentations on posture and stretching to residents
- CELP volunteers lent their clinical perspectives and expertise to delivering over 40 patient-oriented presentations on a variety of topics, including: seated stretches for seniors, falls prevention, office ergonomics, maintaining proper posture, avoiding seasonal injuries (e.g. injuring the back while golfing or shoveling snow), developing core strength, avoiding repetitive stress injuries, and more.



## Government Relations and Advocacy

- As the Ministry of Health and Long-Term Care's Low Back Pain Strategy has progressed, the OCA has been active in this process on a number of fronts. We are engaged with the chiropractors who are participating in six out of the seven Primary Care Low Back Pain pilots, which, thanks to OCA advocacy have been extended for an additional year with enhanced evaluation components.
- The Ministry of Health and Long-Term Care introduced the Patients First Act, and we have been active in consultations about it throughout the year. Along with several letters to Minister Eric Hoskins and meetings with his staff, we presented to the Standing Committee of Legislative Assembly on the value of including chiropractors in the list of service providers in the Local Health Integration Act, 2006 and the Homecare and Community Services Act, 1994.
- We have continued to advocate for the profession to access advanced imaging, including complex negotiations for MRI, CT scans and Diagnostic Ultrasounds. Currently, the Healing Arts Radiation Protection (HARP) Act is being reviewed, and we have provided feedback advocating for chiropractors to be authorized to order MRI, diagnostic ultrasound and CTs, and to perform diagnostic ultrasound. We have also advocated for the reinstatement of chiropractic authority to order funded X-ray services in public hospitals.
- The OCA has also prepared responses to the government on a number of important healthcare and policy developments for the province, including the Sexual Abuse Taskforce, draft regulations for the College of Naturopaths of Ontario and the Clinic Regulation Working Group.
- On November 3rd, the OCA hosted a reception at Queen's Park sponsored by MPP John Fraser, Parliamentary Assistant to the MoHLTC, with MPPs and political staff from 36 offices and 18 chiropractor advocates from across Ontario. We met privately with nine MPPs, including both co-deputy leaders of the Official Opposition. We advocated for patient and family-centred MSK care that includes chiropractors, and support for interprofessional pain reduction strategies that include alternatives to opioids and other drugs..
- The OCA has also prepared responses to the government on a number of important healthcare and policy developments for the province, including the Sexual Abuse Taskforce, FSCO submissions and draft regulations for the College of Naturopaths of Ontario and the College of Chiropractors of Ontario.