



A Look Back As We Move Forward

2016-2017 saw the introduction of our new [strategic plan](#), showcasing our vision of **Thriving Chiropractors, Healthy Ontarians**. This summary of activities reflects the strategic objectives we are aiming to achieve: **servicing and supporting our members, promoting our profession to the public, advocating to our stakeholders and developing & sustaining our association.**



Marketing and Communications

- Last May the OCA launched the Simple Things advertising campaign; a province-wide awareness commercial about how simple movements that cause pain – like walking upstairs, getting into a car or lifting a child – aren't normal, while positioning chiropractic treatment as a top of mind option to live a pain free life. Simple Things has been incredibly successful, resulting in a 1,200% increase in visits to the OCA website's chiropractic locator.
- Chiropractic news stories were included in high profile publications such as The Globe and Mail, CBC News, CTV News and 680 News. Focusing on popular topics such as text neck, gardening, pregnancy health and fitness tips to avoid back pain.
- The OCA reached an online audience by connecting with popular bloggers. Blogs about exercises and stretches to relieve back pain and chiropractic tips on how to avoid back strain with shoulder bags and gardening have been shared online. Our social media efforts reached over 535,000 people, and more importantly, sparked positive conversation about chiropractic in digital communities.



Member Programs

- The OCA had a record number of members fulfill their CCO CE requirements with OCA workshops and online education – just under a 1,000 members.
- The OCA delivered 39 CE webinars from fall 2016 to spring 2017; plus brought back previously recorded content alongside new webinars, increasing opportunities to gain structured CE credits. The OCA also launched its first summer school with curriculum ideal for new grads.
- Our webinar attendance reached over 4,000 clicks, as members participated in webinars on marketing strategies, practice building, patient care and business management. Attendance nearly doubled from the previous year.
- Our Member Experience Centre (MEC) delivers exceptional member support to over 3,500+ members; MEC manages around 1,750 inquiries per month. MEC recently experienced an increase in member participation by 66% from 2016 to 2017 on the reporting of satisfaction levels.



Outreach

- Our Community Engagement & Leadership Program (CELP) had an approximate 20% increase in participation. The program helps to advance understanding and use of chiropractic care across the province through volunteering and building relationships with other health care providers and community partners.
- The OCA got out to tradeshows to talk to health care professionals about specific issues like the chiropractic role in opioid reduction and the importance of interprofessional care.



Government Relations and Advocacy

- Last November, the OCA hosted Advocacy Day at Queen's Park and had a record-breaking 20+ meetings with MPPs. We advocated for the development of comprehensive interprofessional primary care MSK programs and services that make the best use of chiropractors, including a provincial rollout of the Primary Care Low Back Pain Pilots. We also advocated with the Ministry of Health and Long-Term Care and each Local Health Integration Network (LHIN) for chiropractors to be an integral part of the rollout of the Rapid Access Clinics (which build on ISAECs and hip and knee CIACs).
- Following our advocacy efforts, the association received a letter last September from the Minister of Health and Long-Term Care at the time, indicating Ministry support with granting chiropractors authority to order laboratory tests and diagnostic ultrasound. We are working closely with the Ministry to grant DCs the authority to order X-rays in locations where there are no Independent Health Facilities.
- The OCA successfully advocated for chiropractors to be listed in the 2017 Canadian Guideline for Opioid Therapy and Chronic Non-Cancer Pain among the health care professions that physicians can refer to as an alternative to opioids. Additionally, Health Quality Ontario's new Opioid Quality Standards recommend spinal manipulation for both chronic and acute pain management in conjunction with an active physical therapy or exercise program. Chiropractors have been actively involved in the development of HQO's quality standards including the standards on chronic pain, low back pain and osteoarthritis and the OCA has provided feedback on HQO's draft quality standards to ensure the inclusion of chiropractic modalities where applicable.