



2014-2015: OCA Highlights

Over the past year, the OCA has been energized by the momentum gathering behind many of our long-term initiatives. Far more than in previous years, the public and our stakeholders are increasingly receptive to the story of chiropractic and the role it can play to help Ontarians achieve and maintain their best health.

As a member-based organization, we are also thrilled to see our members more engaged than ever and ready to take advantage of the value we strive to deliver. OCA members are pursuing continuing education, using patient tools and practice tools and expanding their reach with new sources of patients and referrals.



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*, generating over **672,000 impressions**. *The Medical Post* advertorials were tailored to physicians and described how chiropractors work with complex patients, shoulder injuries, neck injuries and low back pain. The OCA also reached out to Ontarians through *Breakfast Television*, *Chatelaine* and *Today's Parent*, showing how parents can care for their toddlers without hurting themselves and how road trips, desk work and gardening can cause pain and strains.
- 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, exercising and the importance of activity in your later years garnered over **52,000,000 impressions** and dozens of stories in high profile publications such as *CTV News*, *The Weather Network*, *The Toronto Star*, *Global Television* and *The Hamilton Spectator*.
- The OCA's social media presence continues to grow with over 1,700 followers on our official Twitter feed and over 12,000 fans of our Your Back Health Facebook page.
- The OCA continues to enhance its member communication offerings. The association distributed 78 Weekly News bulletins to all members and 169 targeted emails to specific groups of members, distributing valuable information in a targeted, deliberate manner.



Member Programs

- The 2014-2015 fiscal year was a banner year in terms of the quality and quantity of resources, webinars and workshops provided to members.
- Our CE curriculum offered 24 webinars from Fall 2014 to Spring 2015 on topics related to marketing, practice building, patient care and business management with over 2,500 participants.



- We also offered 5 workshops, including four First Responder workshops in preparation for the Pan Am/Parapan Am Games and a very popular Cognitive Behavioural Therapy workshop which had a waiting list of 18 members.
- The organization embarked on a thorough member consultation process in seven different communities across the province. These consultations are informing the development of communication tools and resources for members that address common questions on the treatment of non-MSK conditions and variations in patient experience.



Outreach

- The association's volunteer program was revamped with the implementation of a new Community Engagement and Leadership Program (CELP). This successful program engaged over 70 registered volunteers who offer the OCA a wealth of talent, experience and connections.
- Tradeshows keep the OCA current with industry trends, insights and key stakeholders. They also offer us a chance to introduce other health care professionals to the benefits of collaborating with chiropractors. The OCA and its volunteers hosted outreach booths at a wide range of health care conferences—including those directed at physicians, nurse practitioners, older adult and long-term care centres, interprofessional teams among others—to provide information on the crucial role chiropractors can and do play in patient care.
- By offering presentations and stretching sessions at major health care conferences, we are able to present chiropractic to key stakeholders and increase traffic to the OCA booth. The OCA participated in nine speaking engagements in 2014-2015, including an Aches and Pains presentation featured at the BabyTime consumer conference which led to a live segment on CP24.



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, and we continue to advocate that the profession has a significant voice as Quality Based Procedures are developed for back and neck pain care.
- While it has been important to capitalize on the opportunities for chiropractors presented by the province's LBP strategy, chiropractic contributes to the well-being of Ontarians for much more than low back pain. This is why we have been working with leaders in the diabetes and arthritis communities to educate them on how chiropractic can play a role in the management of those conditions.
- We have continued to advocate for the profession to access advanced imaging, including complex negotiations for MRI, CT scans and Diagnostic Ultrasounds.
- 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 Chiropodists of Ontario.