



## The BCA – helping you achieve the good times – supporting you through the bad

The British Chiropractic Association has been representing member's interests for 85 years. It has built up a huge knowledge of the profession, the healthcare environment in the UK and how to best promote members interests. The BCA is your voice in Europe and here at home.

The BCA exists to help you achieve your professional goals and aspirations by providing unrivalled support and advice. The skilled staff at head office, led by Sue Wakefield, receive thousands of calls, e-mails and letters from members every year. The only time you might appreciate the level of assistance available to you is the very time when you need it most. Here is what one of your colleagues says:-

"When I had concerns with my employment the BCA legal team were a phone call away and were so supportive and reassuring. They were invaluable to a scared freshly graduated chiropractor who was unsure of their position and had no knowledge of where to turn."

Amanda Goring DC

Of course, it is not just the catastrophes that the BCA is here for. Running a practice can be full of hard work and stress over even the smallest details and anything that we can do to ease that is helpful. Here is what a Practice Manager says:-

"Having the special discount for the Streamline with the BCA made a huge difference when setting up our clinic and the equipment was installed fast and with support if needed."

Sylvia Aston, Practice Manager

The BCA is here to provide you with the tools to promote your practice in your communities:-

"BCA has been very helpful with their Straighten Up UK leaflet and CD for both children and adults. We have done many talks to Schools who have found them very helpful for inspiring children to think of their posture."

Tone Tellefsen Hughes DC

Of course there are other, cheaper associations available to you and we appreciate that we have to work hard to make it worthwhile for you to belong to the BCA. We believe that the BCA offers the best range of services, the most comprehensive assistance, the optimum professional indemnity insurance package and the brightest vision for the future of chiropractic in the UK.

In 2009, the BCA produced the *Vision, Values and Identity Statement*, which was unanimously endorsed at the Annual General Meeting. It laid out the ethical practice values and vision for the future that will ensure that chiropractic grows to take its place within mainstream healthcare. The BCA believes in the importance of an unfettered scope of practice informed by the evidence base. We believe in the value of robust, ongoing research which will help shape our practice over the coming decades.

If you want to know how the BCA can help you? Turn this page over .....

## For Patients

- Online videos
- Leaflets and posters
- Clinic stationery
- Extensive website
- Sickness certification
- Practice-Based Complaints Procedure

## Support

- Comprehensive insurance package
- Subsidised fee structures
- Free tax, employment and health and safety legal helpline (including online access)
- Five skilled HQ staff
- Resolex mediation service
- Members' website
- Regular newsletter and magazine

## Promotion

- New patient referrals via phone and website queries
- Wide ranging and well funded annual public relations plan
- Lobbying opinion formers and the media
- International representation
- Individual advice and assistance
- BCA website top of Google search

## Ethics

- Clear vision for the future
- Upholding your values
- Promoting evidence-based care
- Ethical practice management seminars

## For Business

- Preferential Streamline card rates
- Largest UK association classifieds—print and online
- Corporate Yellow Pages and Thomson boxes
- Marketing Packs and advice
- X-Ray compliance guidance

## For the Future

- Working with the NHS
- Leading the debate on prescription rights
- Assist in the defence of members at the GCC
- Establishing research funding
- Supporting UK colleges