

Presidents' Lecture



**British
Chiropractic
Association**

Association
chiropratique
canadienne



Canadian
Chiropractic
Association

Alison Dantas, CEO Canadian Chiropractic Association

October 13th, 2018



**Building a New
Chiropractic Movement:
Are you up for it?**







**TIME FOR
CHANGE**



Leadership
Hope
Engagement
Excitement!

Curiosity
A culture of Trust,
Honesty and Integrity
Decision Making



- **Who could we BE for our members and the public?**
- **WHY was this important?**
- **How would we measure success?**
- **What could we reach for that we never dared to before?**
- **Who would lead and who would follow?**
- **How could we bring everyone we represent with us?**

Leadership is contributing at your highest level.






Leaders close the gap
between the present
and the possible.

*Chiropractors will be an integral part of
every Canadian's healthcare team by 2023*



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- It was about every individual consumer of health care.
 - It was about teams working together.

- It was about who chiropractors could BE in the system.
- It was beyond what anyone thought possible.
- It brought all our members together for a common goal.
- It was about improving utilization.

AND IT WAS BIG.



**BUILDING ON
WORKING
EACH OTHER'S
TOGETHER
STRENGTHS**



A woman with dark hair pulled back, wearing a light blue V-neck shirt, is smiling warmly at a healthcare professional. The professional, seen from the back, has long dark hair and is wearing a white lab coat. The professional's hand is gently resting on the woman's right shoulder. The background is a bright, clinical setting with white walls and some medical equipment visible in the distance.

THE PATIENT

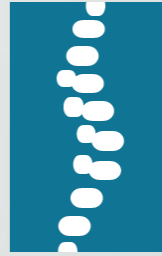


MOVING PAST WHAT DIVIDES US

A photograph of two men in a workshop or office setting, both smiling and clapping their hands. The man on the left is younger, with a beard and glasses, wearing a light blue polo shirt. The man on the right is older, with grey hair, wearing a dark blue polo shirt. They are both looking towards the right side of the frame. The background is slightly blurred, showing what appears to be a workshop with various items on a table. The entire image is overlaid with a semi-transparent blue filter.

***FOCUSING ON
WHAT UNITES US***

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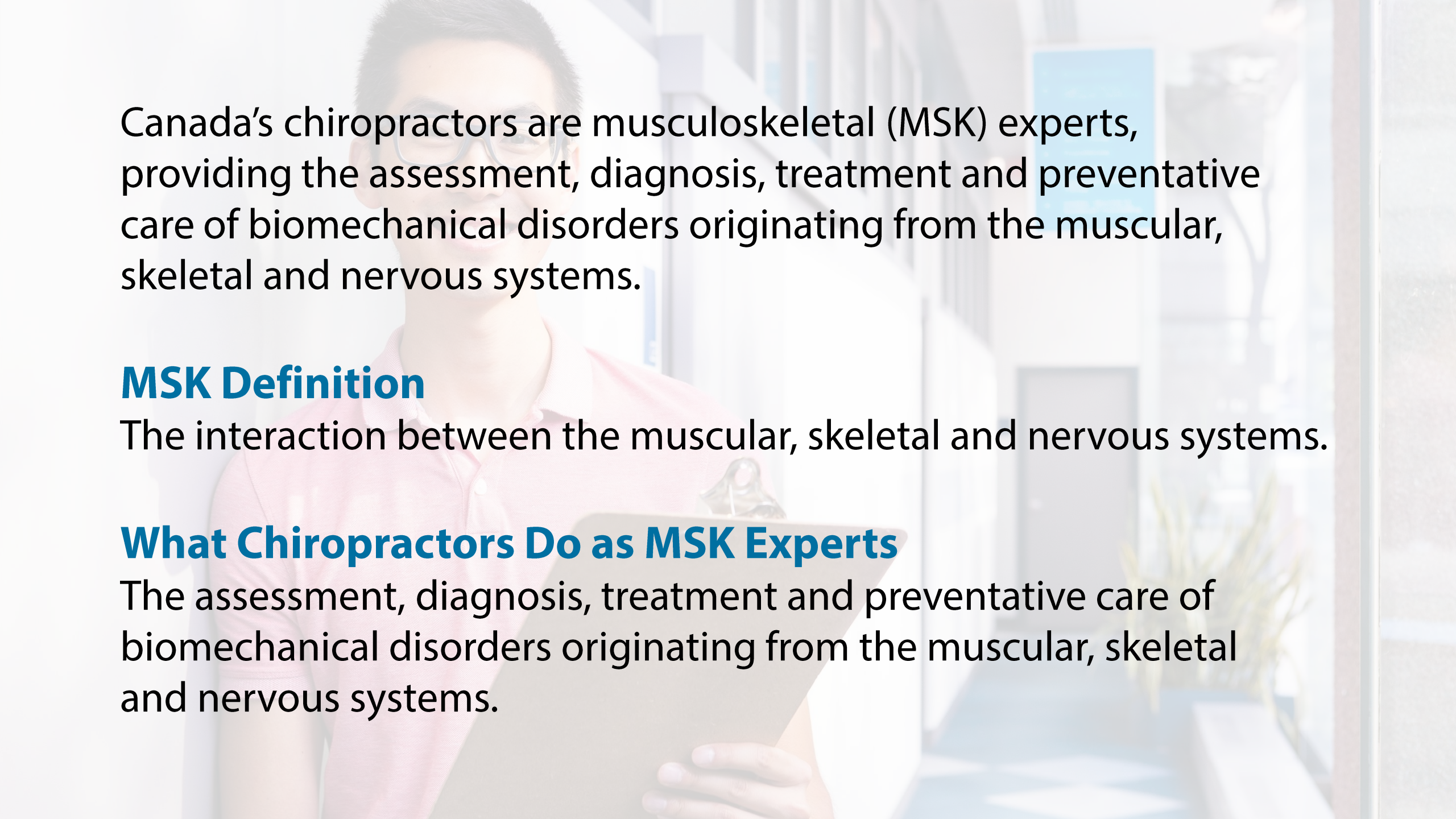
Collaboration
Excellence
Innovation
Integrity
Leadership
Trust

Inspiration
Confidence
Excellence
Courage
Determination
Focus





For people with persistent back or neck pain, headaches or migraines that prevent them from enjoying their everyday lives, Chiropractors are spine, muscle and nervous system experts specifically trained to diagnose the underlying cause and recommend treatment options to relieve pain, restore mobility and prevent reoccurrence so that people can lead healthy active lives.



Canada's chiropractors are musculoskeletal (MSK) experts, providing the assessment, diagnosis, treatment and preventative care of biomechanical disorders originating from the muscular, skeletal and nervous systems.

MSK Definition

The interaction between the muscular, skeletal and nervous systems.

What Chiropractors Do as MSK Experts

The assessment, diagnosis, treatment and preventative care of biomechanical disorders originating from the muscular, skeletal and nervous systems.

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NATIONAL PUBLIC OPINION POLL

KEY ASSUMPTIONS ON POLLING

3,017 Canadians were surveyed on their perceptions of Chiropractors and other healthcare professionals, experience with Chiropractors. We also tested messages about Chiropractors as musculoskeletal experts.

British Columbia = 399

Alberta = 400

Manitoba/Saskatchewan = 393

Ontario = 823

Quebec = 600

Atlantic = 402

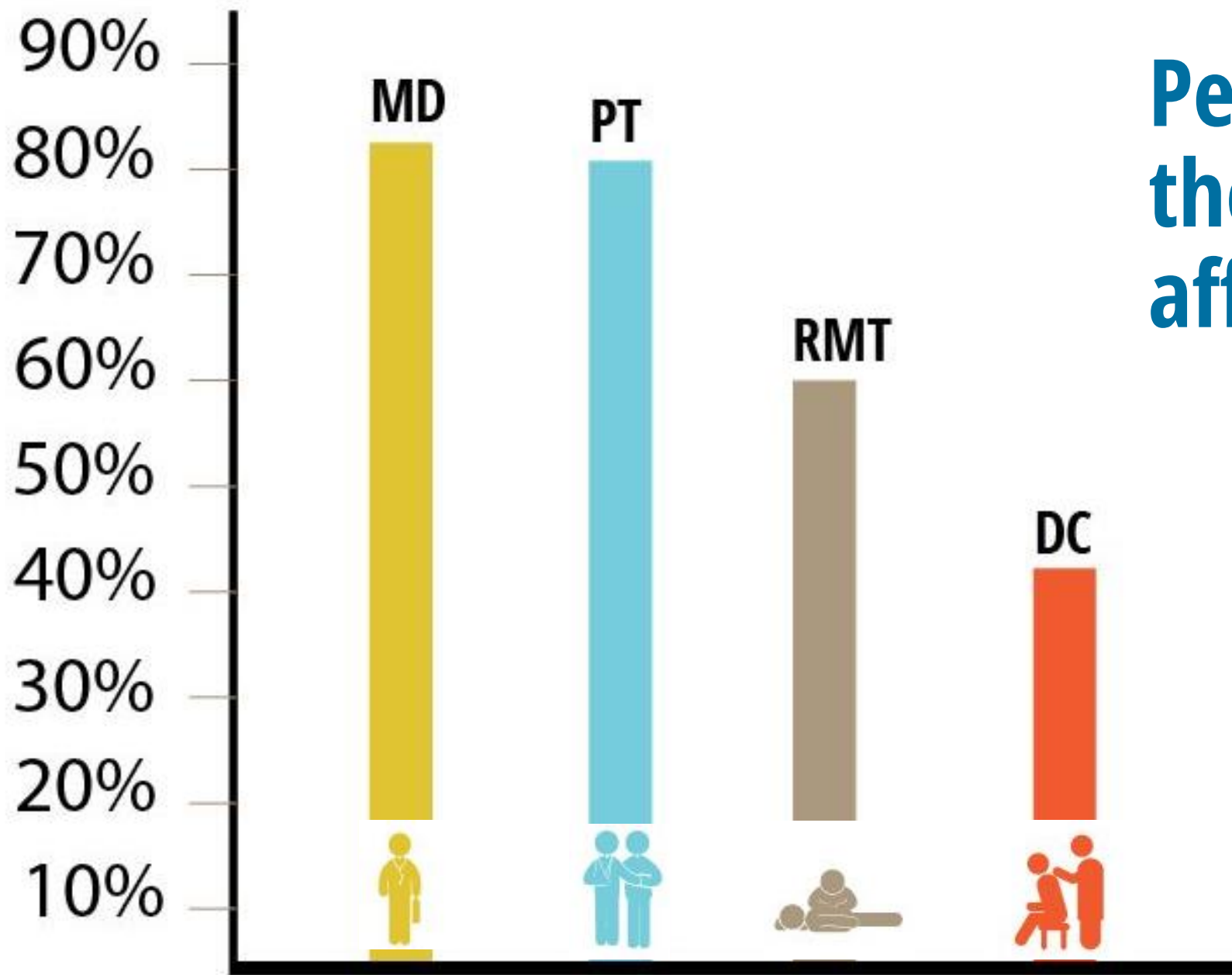


**overall sample was weighted to the Canadian population on age, gender and region.*

KEY LEARNINGS FROM THE POLL

- Develop the brand of chiropractors as MSK Experts
- Improve the quality of the Patient Experience
- Be sensitive to the expectations that patients do not want your business decisions to dictate their care
- Improve efficacy (of how we treat)
- Build trust and credibility as the gateway to satisfaction





**Perceptions of
the profession
affect utilization**

-TRUST-

**How do we move
the needle on
public perception?**



DIVERSITY OF TREATMENT



CONFUSION
≠
TRUST



ROAD MAP TO CARE



**Data tells us that almost
2/3 of Patients leave
Chiropractic care before
their treatment plan is
complete**



ROAD MAP TO CARE





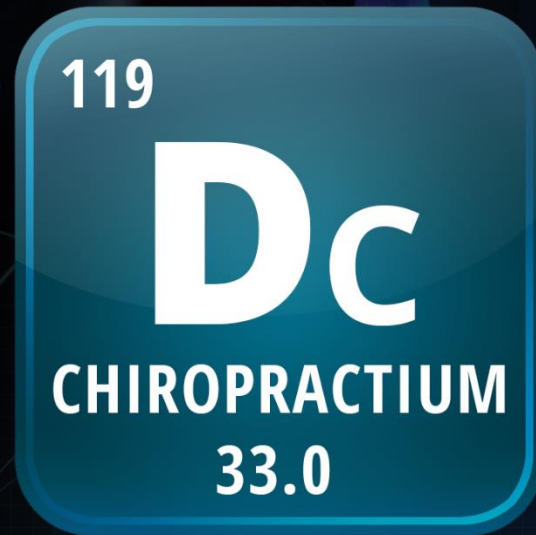
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NCT'15

NATIONAL CONVENTION & TRADESHOW

*Advancing Excellence
in Patient Care*

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Introducing

CHIROPRACTIUM



119

D_C

CHIROPRACTUM

33.0

**Chiropractum's curated content is divided
into 4 key pillars of Chiropractic Practice**

P_e

**PATIENT
EXPERIENCE
24.0**

P_m

**PRACTICE
MANAGEMENT
5.0**

E_iP

**EVIDENCE INFORMED
PRACTICE
4.0**

M_e

**MEMBER
EXPERIENCE
20.23**



Pe
PATIENT
EXPERIENCE
24.0

Patient Experience



Pm

**PRACTICE
MANAGEMENT
5.0**

Practice Management

A background image showing a person's hands reaching for a book on a library shelf. The person is wearing a light blue button-down shirt. The shelves are filled with books, and the scene is softly lit.

EiP

**EVIDENCE INFORMED
PRACTICE**

4.0

Evidence Informed Practice

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Me

MEMBER
EXPERIENCE
20.23

Member Experience



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Chiropractors'
Association of
Saskatchewan



New Brunswick
Chiropractors
Association



Association des
chiropraticiens
du Québec



Prince Edward Island
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Association



Manitoba
Chiropractors
Association



Ontario
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Association



Council of the
Nova Scotia
College of
Chiropractors

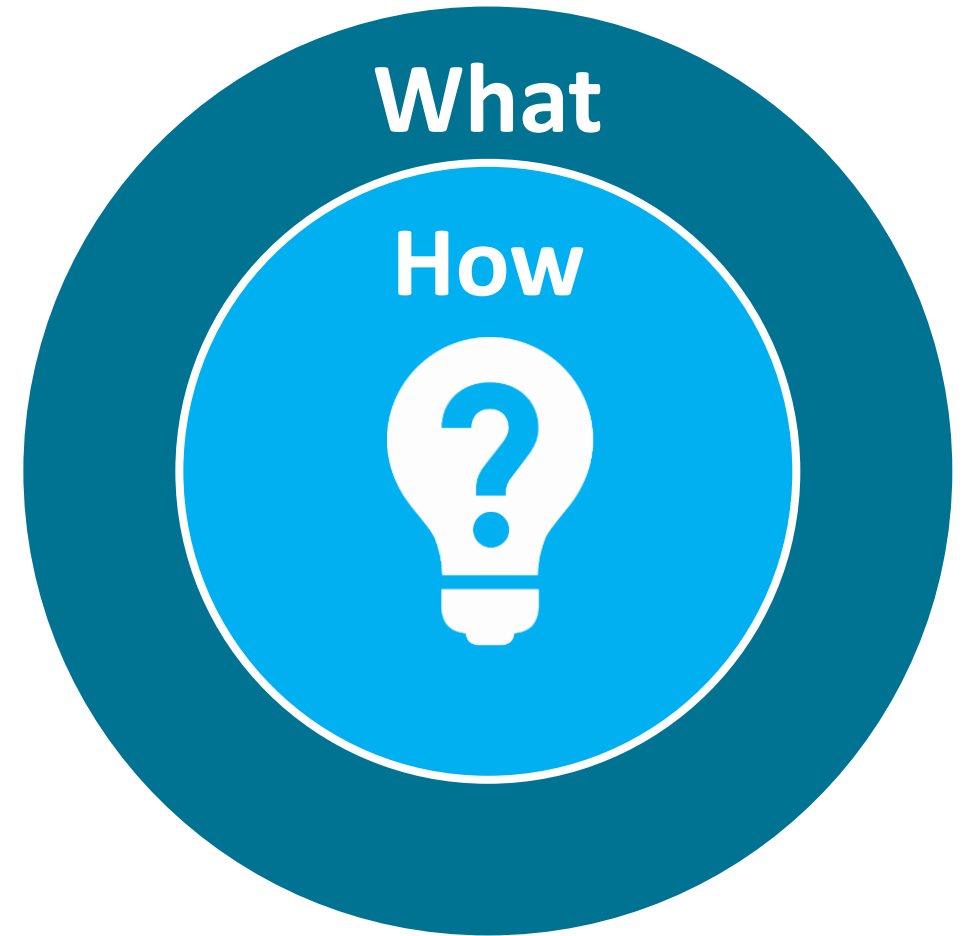


Alberta
College and
Association of
CHIROPRACTORS

What do we want to do?

**What opportunities can
we take?**

**How do we provide the
inspiration to make the
organization better?**





CREATE A MOVEMENT

Return to patients

Pain changes everything.
Chiropractic care changes **pain**.

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Get on Board.

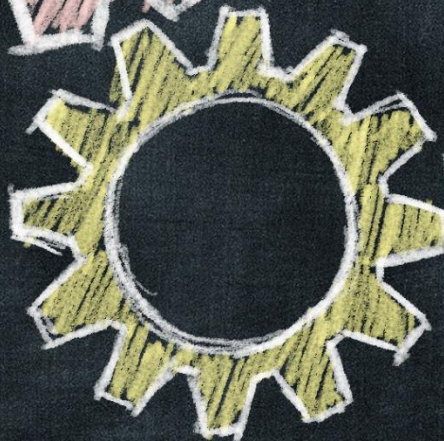
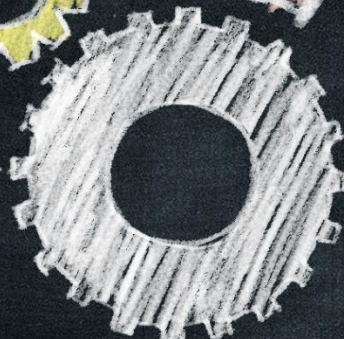
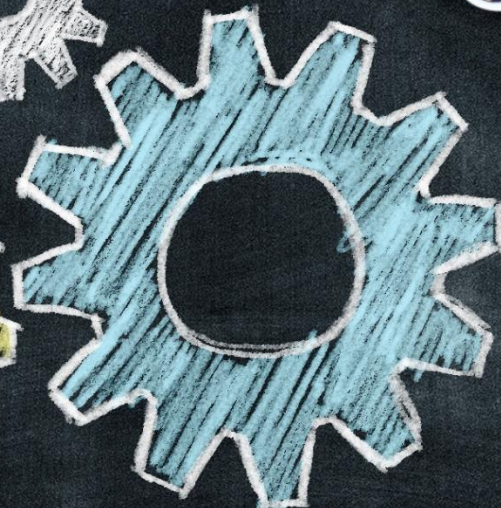
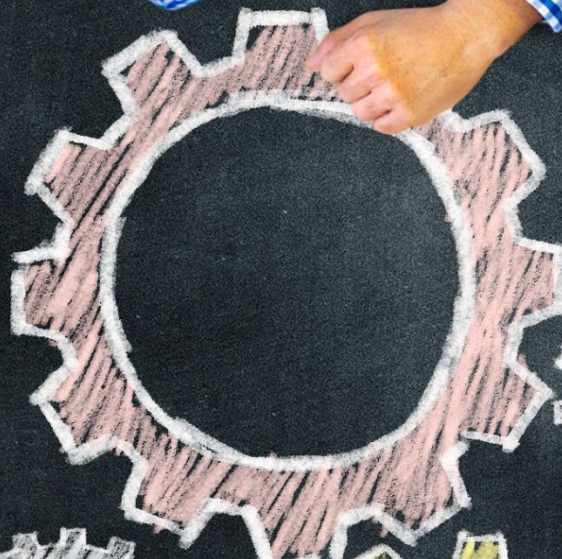
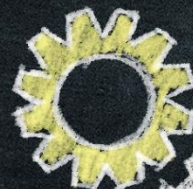


GOALS



TEAMWORK

SUCCESS



VISION



SKILLS





JOIN US



**Building a New
Chiropractic Movement:
Are you up for it?**

Thank You
