

NBCA AGM REPORT

24 May 2019

**Unlocking the
doors of
opportunity**

Association des
chiropraticiens du
Nouveau-Brunswick



New Brunswick
Chiropractors
Association



Message from the President

I believe that there is no better time to be a chiropractor. The chiropractic profession in New Brunswick has already made great strides and is expected to continue to make gains as we pursue greater opportunities for integration and help to improve access to chiropractic for all New Brunswickers. **Ultimately, if we focus on what is best for the patient this will also serve the profession well.**

While striving to advance the profession, we must also remember that our mutual success is contingent on our collective pursuit towards clinical excellence and respecting our regulation including the scope of practice. As professionals, we are expected to demonstrate superior conduct and qualities that reflect the level of training acquired and responsibilities granted to us. **We are all accountable to our patients, the public and external stakeholders - as well as to each other.**



Neuromusculoskeletal conditions including back pain, neck pain and headaches are among the biggest contributors of disability worldwide. The burden of neuromusculoskeletal conditions is also tremendous here in New Brunswick. This is a unique opportunity for chiropractors to be part of the solution and to help relieve the burden by playing a greater role to help support the healthcare system. What is clear is that we are **stronger together**. As chiropractors, we share a unique expertise in the management of neuromusculoskeletal conditions using primarily hands-on approaches to help improve pain, function and overall quality of life.

However, managing neuromusculoskeletal conditions can also be complex. To appropriately manage these conditions or dysfunctions, practitioners must consider best available evidence, clinical expertise and patient preferences and values to help inform decision-making and recommended course of care. Accordingly, the appropriate care for an individual may include a variety of providers including chiropractors, family physicians, surgeons, physiotherapists, massage therapists and others. As a primary healthcare profession, we have more work to do to break down the silos and ensure that we are all willing to work together to provide a fully optimized patient centred experience. Do that, and we will thrive as a profession.

The future of chiropractic in New Brunswick is bright! I very much look forward to working with you in the next year. **It's time for us New Brunswick chiropractors to step into the spotlight and move forward as a profession - for our patients.**

Dr. Ryan Coster, DC MChir BSBA Bsc
President



OCTOBER 2018 TO MAY 2019 IN REVIEW Highlights of the NBCA at Work

Governance and Operations

Governance Review

As part of its new strategic plan, the NBCA is continuing its governance review which includes a review of bylaws, policies and procedures, as well as Standards of Practice. Notably, starting in January 2019, the NBCA approved the restructuring of Committees. Committees are derived from the Board of Directors and responsibilities are delegated accordingly. The new Committees include an External Affairs Committee, Internal Affairs Committee and Quality Assurance Committee which complement existing Complaints Committee and Discipline Committee.

As part of the activities of the Committees, a review of existing quality assurance programs including continuing education and peer review processes have been conducted. In addition, the QA Committee has discussed the development and implementation of proactive measures in lieu of required “pre-approval” for advertising materials as well as recognition of continuing education credits. Details regarding the Committee work will be discussed further below.

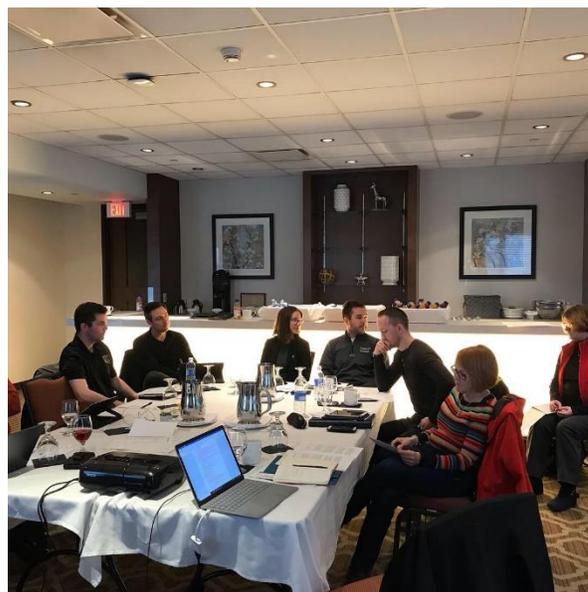
Proposed changes will be discussed at the AGM and are expected to be further explored in the following months to improve our effectiveness and efficiency. This includes processes for the NBCA to proactively identify, monitor and manage new or existing risks. The review is expected to continue until the enactment of new bylaws projected for 2020. Furthermore, in late 2019, the NBCA will be administering a member survey to help inform the strategic planning process that will commence in 2020.

Leadership Development

In early 2018, the NBCA launched a new leadership development process which would allow for early identification of future Board and Committee members and volunteers. The new process, in part, allows interested members to be mentored and/or participate to meetings as observers. The program continues with the development of onboarding and orientation for new Board members. The Board of Directors continues to welcome observers at their meetings.

Staffing Additions

In 2019, the NBCA welcomed a few new team members to help meet the goals of the organization and help advance the chiropractic profession in NB. Notably, as part of her residency as a student of the Master’s in Applied Health Services Research at UNB, Dr. Kelsey Nissen has been working as a part-time Knowledge Broker to help in the development and implementation of a provincial interprofessional





knowledge transfer strategy. In addition, Mrs. Nicole Baldwin joined the Association in early April as the new Project and Stakeholder Coordinator.

The NBCA was also successful in accessing provincial and federal funding to hire part-time and full-time summer students to help with special projects. In May we welcomed Meghan Smith (Moncton), Jean-Sébastien Chevarie (Shédiac), Miranda Steeves (Salisbury) and Cody Davenport (Fredericton).

Government Relations and Policy

In late 2018, NB welcomed a new minority provincial conservative government led by Premier Blaine Higgs at the helm. The new government has been looking to implement new solutions to long-standing problems including reducing wait times for hip and knee surgery, as well as improve access to primary care services for all New Brunswickers.

The NBCA truly believes that chiropractors can be part of the solution and can play a larger role in the health and well-being of New Brunswickers. Chronic pain and arthritis are the costliest and most prevalent chronic conditions impacting New Brunswickers. In addition, access to non-pharmacological pain options remain difficult, and more so for the unemployed and under-employed. Accordingly, to do so, the NBCA has been advocating for regulated healthcare professionals to be able to practice within full scope.

The NBCA has been pursuing the following strategic asks:

1. Enhanced access to provincial electronic health records including laboratory testing and surgical reports
2. Direct referral to target specialists
3. Greater integration of chiropractors within public healthcare

Meeting with the Government of New Brunswick

Following pre- and post-election activities, the NBCA initiated correspondence with all political parties. Over the past months, the NBCA has met with several politicians and senior bureaucrats as follows:





| | | |
|--------------------------------|--|------------------|
| Honourable Dominic Cardy | Minister of Education and Early Childhood Development | 5 November 2018 |
| Katie Davey | Liberal Policy Advisor | 10 December 2018 |
| JC D'Amours | Liberal Health Critic | 10 January 2019 |
| Heidi Liston | Executive Director of the Primary Health Care Branch | 10 January 2019 |
| Noortje Kunnen | Director of Primary Health Care Branch | |
| Nicole Boudreau | Chronic Disease Consultant of Primary Health Care Branch | |
| Honourable Hugh (Ted) Flemming | Minister of Health | 29 January 2019 |
| Grant Brenan | Special Assistant to the Office of the Minister | |
| Honourable Ernie Steeves | Minister of Finance | 25 February 2019 |
| Nicole Boudreau | Chronic Disease Consultant of Primary Health Care Branch | |
| Dr. Jennifer Russell | Chief Medical Officer | 27 May 2019 |

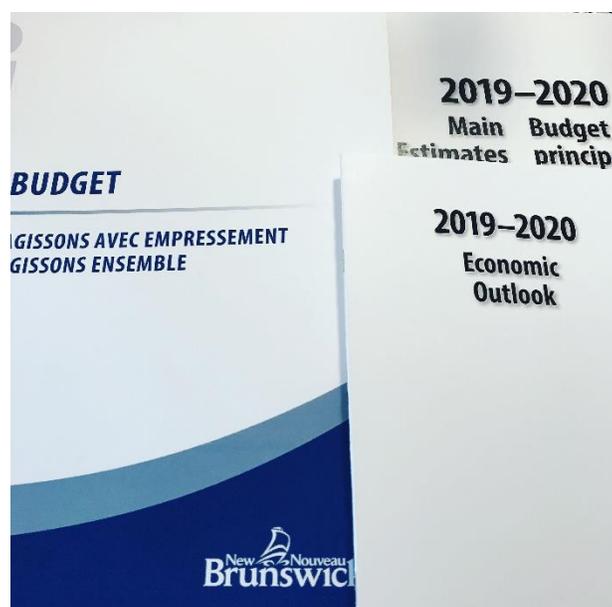
The NBCA also made the following submissions to the Government:

[NBCA Pre-Budget Consultation Submission](#)

[Need for Appropriate Triage and Referral for the Management of NMSK Conditions](#)

[Enhanced Access to Private Sector Electronic Health Records](#)

Subsequent to our engagement, the NBCA was invited to participate in budgetary consultations with other stakeholders on 19 March 2019 in Fredericton.





Research and Knowledge Transfer

Practice-Based Research Network

The NBCA continues to collaborate with Dr. Peter Stillwell (NS) on the project “Use of online patient-reported outcome and experience measures: a qualitative study of chiropractors in Atlantic Canada”. The project was submitted to the Dalhousie University Research Ethics Board. The project will help to develop and support a NB Practice-Based Research Network.

Tobique First Nations Project

Dr. Keli Spencer has been providing care, free-of-charge, to residents of the Tobique First Nationals for over four years. The project was well received, and patients continue to benefit from the care provided. During discussions with Dr. Spencer and the leadership of the Health Center, it became apparent that the residents would likely benefit from greater access to self-management tools and resources.

Accordingly, the NBCA partnered with the Canadian Chiropractic Guideline Initiative (CCGI) to apply for funding to adapt self-management resources for the Tobique First Nations. The group successfully obtained funding through the Canadian Memorial Chiropractic College. The project team developed a robust research proposal in collaboration with the Tobique leadership. The project was approved by both the UOIT and CMCC Research Ethics Board and interviews will commence shortly.

Provincial Knowledge Transfer (KT) Strategy

The NBCA is working with Dr. Kelsey Nissen to help develop and implement a provincial inter-professional knowledge transfer strategy. Dr. Nissen has completed a review of the literature and the identification of best practices. Cody Davenport, summer student, will also help to coordinate interviews with members to inform the development of the strategy.

Community Outreach

As pillars of their communities, NBCA members have continued to serve the greater NB community in several ways. NBCA members continue to contribute in important ways as highlighted below:

World Pond Hockey Tournament

Over a decade ago, Dr. Sue DeWolfe (ON) created a mobile clinic to help provide complimentary chiropractic care for athletes and volunteers at the World Pond Hockey Tournament in Plaster Rock, NB. In February, once again, Dr. DeWolfe and NBCA members





including Drs. John Neal and Matt Cochran travelled to Plaster Rock to provide chiropractic services to athletes and volunteer over the 4-day period. The World Pond Hockey volunteers and experience were featured in the articles in the Fédération internationale de chiropratique du sport.

Tobique First Nations

Dr. Keli Spencer, NBCA member, continues to provide every 2 weeks care free-of-charge to any Tobique First Nations community members and staff of the Neqotkuk Health Center. The project has been a great success thus far, providing greater access to conservative care to those in need. The NBCA in partnership with Dr. Spencer, the Center and the CCGI are looking to develop new tools and resources to help enhance self-care and self-management of common non-cancer pain conditions, including low back pain. The NBCA in conjunction with CCGI were successful in obtaining a grant to help adapt the CCGI low back pain materials for this unique population.



CMCC Practice Opportunity

The NBCA has experienced significant growth in the past few years and sought to identify and engage with prospective students earlier. This year, the NBCA participated in the CMCC Practice Opportunity. The NBCA's participation was a great success as we were able to identify future members, answer questions and start building professional relationships. Students also welcomed the NBCA's participation and greater access to provincial associations to help them transition from student to practice.

The Arthritis Society

One in five Canadians are affected by arthritis – and the majority of these from osteoarthritis. Accordingly, chiropractors are often first-line to see people suffering from some form of arthritis and often part of the patient's healthcare team. The Atlantic Office of the Arthritis Society is open and eager to build partnerships with health professions to help facilitate the dissemination of information and help improve care for people suffering from arthritis. The NBCA had early discussion about potential programming/collaboration. I will reach-out to our Atlantic counterparts to gauge any interest in building a regional collaboration. More details to come.

Accordingly, the NBCA has partnered with the Arthritis Society as provincial sponsor of the Walk for Arthritis in June in Moncton, Quispamsis and Hartland as well as developing social media content to be shared on their channels profiling the expertise of chiropractors and enhancing knowledge.



Marketing and Advertising

Find a Chiro Page

The NBCA has worked with Revolution Strategy to develop a new “Find a Chiro” page that will integrate a locator and allow for more information to be made available for potential patients. The NBCA will launch the new page shortly.

Communication Strategy

The NBCA worked with Marrow Marketing to develop a comprehensive communication strategy. The new communication strategy was informed by a member survey, public market research and patient interviews. The new brand positioning will serve to create a new campaign expected to launch within months and span 2 years. The focus is on the uniqueness of living in New Brunswick and chiropractors’ role in enhancing freedom, quality of life and movement.

Simple Things Campaign in NB

In 2019, we continued to promote materials inspired on the “Simple Things” campaign which remain a tremendously successful. The NBCA has adapted some of the materials for a New Brunswick audience which include new imagery and language. The online campaign will continue until the launch of the new campaign under development.

Social Media Activities

Over the last year, the NBCA has aimed to build online presence and highlight the work of NBCA members and raise awareness of work of chiropractors. The NBCA has maintained a high level of engagement on various digital platforms.



Interprofessional Relations

As a key strategic priority, the NBCA has invested time and resources to enhance interprofessional relations. To do so, the NBCA has started to promote the professional practice resources among the membership and discussed opportunities for collaboration with the NB Medical Society. The NBCA is also looking to facilitate the creation of a Coalition to help advance the need for a better approach to pain management in New Brunswick.

Special Reports

Third-Party Update

The new WSNB increase fees were shared with the NBCA membership in September 2019. This year the increase is 1.88% and came into effect on October 1st. Under the leadership of Chief Medical Officer, Dr. Paul Atkinson, WSNB continues to financially support the annual NBCA seminar and ongoing continuing education.

The new economic addendum was sent to members in September (as seen below):

| Service | Fee Oct. 1 2017 to Sep. 30 2018 | Fee Oct. 1 2018 to Sept 30 2019 |
|--|---------------------------------|---------------------------------|
| Initial Assessment consultation, examination and diagnosis | 42.36 | 43.15 |
| Office Call/treatment (includes report fee) | 50.82 | 51.78 |
| Form 8C report received within 5 working days of initial assessment; Accepted, no action and denied claims | 12.71 | 12.94 |
| 1 set of X-rays | 47.65 | 48.55 |
| 2 sets of X-rays | 79.42 | 80.92 |
| Orthotics -- prior authorization and evidence medical effectiveness -- up to | 317.72 | 323.69 |
| Narrative report requested by WorkSafeNB -- per page | 104.91 | 107.90 |

Continuing Education Update

All members are responsible to track and completed at least 24 hours of structured continuing education hours by the end of October 2019. In addition, all members are required to complete a record keeping course every five years. The next required record keeping course is 2020 and may be available

to complete online. All members should maintain valid CPR and First Aid certificate. All information can be automatically uploaded and tracked on the new NBCA member-only site.

Admissions and Examinations

Since the October 2018, the NBCA has welcomed four new licensed chiropractors (see below). The NBCA welcomes the significant influx of new members, strengthening the chiropractic profession in NB.

| | |
|-------------------------------|-------------|
| Dr. Chris Cheung | Bathurst |
| Dr. Shauna Dunbar | Riverview |
| Dr. Allison Bernardi | Salisbury |
| Dr. Vanessa McKnight-Whitford | St. Stephen |

Complaints and Discipline

Since October 2018, the NBCA has received three formal complaints as well as identified several issues with Marketing and Advertising materials. The nature of the complaints regarded professionalism and a breach in privacy. Two of the three complaints have been diligently investigated and reports have been completed. There is currently one active complaint.

Thank you to all NBCA members for your ongoing support and engagement!



2018-2019 Board & Affiliate Members

| | |
|-------------------------------|---|
| Dr. Ryan Coster | President |
| Dr. Wes Michaud | Vice President |
| Dr. Dave Dunnett | Treasurer |
| Dr. Jennie Hersey | Secretary |
| Dr. John Neal | Member-at-Large |
| Dr. Norm Skjonsberg | Past President |
| Ms. Ginette Morrison | Pubic Representative |
| Dr. Sarah Williams | CMCC Governor |
| Dr. Michel LeBlanc | CCA Director |
| Dr. Ryan Coster | External Affairs Committee Chair |
| Dr. John Neal | Internal Affairs Committee Chair |
| Dr. Michel LeBlanc | Quality Assurance Committee Chair |
| Dr. Wes Michaud | Complaint and Discipline Committee Chair |
| Dr. Peter Magee | WSNB Liaison |
| Dr. Carolyn Joy Levere | Registrar |