



MANITOBA CHIROPRACTORS ASSOCIATION

ANNUAL REPORT

2022



Manitoba
Chiropractors
Association

MCA LAND ACKNOWLEDGEMENT

It is important to acknowledge that the MCA Office is on Treaty 1 Territory and that our members practice across Manitoba on the treaty territories and ancestral lands of the Anishinaabeg, Anishinewuk, Dakota Oyate, Denesuline and Nehethowuk Nations. We acknowledge that this land is the birthplace and National Homeland of the Red River Metis. We also acknowledge northern Manitoba includes lands that were and are the ancestral lands of the Inuit.

We respect the Treaties made on these territories and dedicate ourselves to moving forward in a spirit of reconciliation, collaboration and inclusion.

MISSION STATEMENT

Improving the quality of life in our communities through education and providing expert care as leaders in spinal health.

VISION STATEMENT

Chiropractic care is the first choice for spinal health, and Manitoba is the best choice for chiropractors.

ABOUT THE MCA

The MCA is both a self-regulating professional body and a member association that governs doctors of chiropractic in Manitoba, under the legislative and regulatory authority of The Chiropractic Act. Pursuant to this legislation, the regulatory role of the MCA is to protect the public and patients by:

- Licensing properly qualified professionals;
- Establishing a Code of Ethics, Standards of Practice and Bylaws;
- Monitoring and evaluating professional Standards of Practice;
- Investigating complaints and initiating disciplinary proceedings, when necessary;
- Establishing a continuing professional competency program for all members.

The MCA networks with many other professional associations, regulatory organizations and government which helps position chiropractors as valuable contributors in Manitoba's integrated health care system.

Self-regulation is a privilege granted in the public interest and for the public good. The MCA is committed to governing in a manner that respects this privilege.

ABOUT CHIROPRACTIC CARE

Manitoba chiropractors are experts specifically trained to diagnose the underlying cause and recommend treatment options relating to the spine, musculoskeletal and nervous systems.

Chiropractors are trained to relieve pain, restore mobility, increase function, and prevent re-occurrence so Manitobans can get back to leading healthy, active lives.

Chiropractors are also trained to provide advice to patients on activities of daily living, work, healthy lifestyle choices, injury prevention and nutrition.

With 305 members province-wide, the MCA is committed to ensuring that Manitobans have access to, and the opportunity to experience, the positive outcomes of chiropractic care.

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GOVERNANCE

The Board of the Manitoba Chiropractors Association is composed of five Directors elected from the membership and two lay persons – one appointed by the Board and one appointed by the Province of Manitoba.

BOARD OF DIRECTORS AS AT DECEMBER 31, 2022

PRESIDENT

Dr. Gerald Chartier, D.C.

VICE-PRESIDENT

Dr. Daniel Therrien, D.C.

TREASURER

Mr. Adam Buss, lay person

DIRECTORS

Dr. Tricia Kucheravy, D.C.

Dr. Stephanie Munn, D.C.

Dr. Pascal Breton, D.C.

Mr. Greg Dunn, government appointed lay person

STAFF

AS AT DECEMBER 31, 2022

EXECUTIVE DIRECTOR

Terry Shaw

REGISTRAR

Dr. Audrey Toth, D.C., CAFCI

OFFICE MANAGER

Sherri Smith



PRESIDENT'S MESSAGE

DR. GERALD CHARTIER, D.C.

In reflecting on this past year, I am extremely proud of the work the MCA Board and management has been able to accomplish. We remain committed to our current strategic plan which was created to guide the work of the MCA Board and management team through 2026. It was developed through a collaborative process that included consultation with a cross section of MCA members, representing the various demographics of our membership. The plan has three major goals which are listed below along with some highlights from the last year showcasing the work done in support of these elements and therefore our membership:

Increase annual utilization to 20%

The MCA's advertising and promotion campaign is a cornerstone activity under this tenet. Over the last year we've updated our website, relaunched our social media presence, completed a public research survey, expanded our advertising activities as well as our communications to members and laid the groundwork for patient testimonials and a chiropractic informational video series. Through a collaborative process the MCA and MPI were able to negotiate a contract that will secure the benefit of Chiropractic care for Manitobans injured in an MVA. We are actively doing the same with WCB.

Unify the membership

With the relaxing of restrictions, the MCA was able to bring its members together for the first time since the onset of the pandemic. We convened members to provide opportunities for expanding and strengthening relationships at events such as our Charity Golf Tournament, a professional development seminar on the Thompson Technique and capping off 2022 as sponsors of the Manitoba Chamber of Commerce's Holiday Reception. We got right back at it in January 2023 with the MCA hosting a professional development day in collaboration with MPI.

Successfully transition under the RHPA

We also recognize that the MCA will be a different organization in the future. We are moving in that direction as we're able and in alignment with the government's timelines. We communicate regularly with government on the RHPA and other opportunities as they arise.

In addition to the above there was a focus on enriching our relationships on the National level. The MCA attended the leadership summit hosted by the CCA in addition to the Annual meeting of the Federation of Chiropractic Colleges.

While the above highlights the advocacy work of the MCA, our role as a regulatory body remained our primary focus. Ensuring the safety of the public is our most important responsibility and remained at the forefront of our activities. Managing this responsibility to the profession and public is one we continue to undertake with a commitment to transparency, reasonableness and efficiency.

Respectfully yours,

Dr. Gerald Chartier, D.C.
President

2021 – 2026 STRATEGIC PLAN SUMMARY

MISSION:	<i>Improving the quality of life in our communities through education and providing expert care as leaders in spinal health.</i>
VISION:	<i>Chiropractic care is the first choice for spinal health, and Manitoba is the best choice for Chiropractors.</i>
VALUES:	<i>Member focused – Embrace our distinctiveness – Inclusive – Proactive – Patient safety – Transparent</i>

5-YEAR GOALS	AREAS OF FOCUS	KEY STRATEGIES
1. Increase annual utilization to 20% <i>Primary goal and focus of the strategic plan</i> 2. Unify membership <i>The common ground to move forward</i> 3. Successful RHPA transition <i>Prepare MCA for separation of the College</i>	1. Advocacy	1.1 Manitobans 1.1a Benchmark perceptions and satisfaction, track progress 1.1b Target key personas through sustained marketing programming 1.1c Brand positioning: drive awareness and preference for chiropractic care 1.1d Bolster CSR and community citizenship activity 1.2 Third party payors 1.2a Proactive advocacy (ongoing beyond contract negotiations) 1.2b Foster ongoing relationships, include employee benefits providers 1.3 Influencers 1.3a Ongoing advocacy among MB Health, media, policy makers, allied health professionals 1.3b Sustained government and public relations efforts
	2. Innovation & quality care	2.1 Secure / enhance access to patient records and diagnostic imaging 2.2 Foster continuing education for Members 2.3 Align research with Member preferences
	3. RHPA Transition	3.1 Plan for MCA's advocacy focused future with the College separated 3.2 Advocate to ensure RHPA optimally supports chiropractors and chiropractic care 3.3 Maintain and enhance the highest professional standards
	4. Membership	4.1 Re-establish Membership Committee with renewed mandate 4.2 Track Member engagement and satisfaction 4.3 Improve and sustain two-way Member communications 4.4 Review and plan enhancements to Member benefits 4.5 Provide business resources to Members (marketing, financial management, admin, mentorship, etc.)

COMMITTEE MEMBERS AS AT DECEMBER 31, 2022

REGULATORY COMMITTEES

Complaints

Dr. Tricia Kucheravy, D.C., Chair
Ms. Crystal Sukich
Dr. Trevor Winzowski, D.C.

Investigations

Dr. Daniel Therrien, D.C., Chair

Licensing

Dr. Ernie Miron, D.C., Chair
Dr. Doug Starodub, D.C.
Dr. Colina Wong, D.C.

Standards – Office

Inspections & Clinic

Dr. Brent Van Den Bussche, D.C., Chair
Dr. John Alevizos, D.C.
Dr. Brett Cater, D.C.
Dr. Tamra Daye, D.C.
Dr. Rupinder Diocee, D.C.
Dr. Harold Nachtigall, D.C.
Dr. Richard Zink, D.C.

ASSOCIATION COMMITTEES

Negotiations and Liaison

Dr. John Toth, D.C., Chair
Dr. Gerald Chartier, D.C.
Dr. Amerjit Dhillon, D.C.
Dr. Tricia Kucheravy, D.C.
Dr. Harold Nachtigall, D.C.

Advertising

Dr. Arnold Cohn, D.C., Chair
Dr. Nitán Arora, D.C.
Dr. Sheena Vij, D.C.
Dr. Rupinder Singh, D.C.
Dr. Gerald Chartier, D.C.
Dr. Stephanie Munn, D.C.

Awards and Events

Dr. Riley Klassen, D.C., Chair
Dr. Chris Kramp, D.C.
Dr. Aaron Armstrong, D.C.
Dr. Karen Boden, D.C.
Dr. Gary Joura, D.C.

Acupuncture

Dr. Greg Kos, D.C.

WELCOME TO OUR NEW OR RETURNING MEMBERS:

Dr. Monica Cole, D.C.
Dr. Mathieu Desmarais, D.C.
Dr. Joel Kanovsky, D.C.
Dr. Anne Stacey, D.C.

FAREWELL TO OUR RETIRED MEMBERS:

Dr. Donald Allen, D.C.
Dr. Edison Arauz, D.C.
Dr. Amanda Choong, D.C.
Dr. Robyn Egey-Samu, D.C.
Dr. Scott Kowal, D.C.
Dr. Brian Lecker, D.C.
Dr. Gregory Palaschuk, D.C.
Dr. Angele Seguin, D.C.

MEMBER CATEGORY BREAKDOWN

Regular Member: 232

Senior Member: 28

Semi-Retired Member: 13

Retired Member: 16

Life Member: 12

Maternity Leave: 1

Special Practicing: 3

Total: 305

EXECUTIVE DIRECTOR'S MESSAGE

TERRY SHAW



The past year has been an active one for the Manitoba Chiropractors Association. Using the strategic plan as a roadmap, activities around increased utilization focused on the key strategy of expanding outreach and influence. The first step in this was to understand and benchmark public perceptions of the profession which not only informed our advertising activities, but our government, stakeholder and community relations as well.

"A review of technology and processes allowed the MCA to reduce our investment in external contractors while also right sizing our internal staffing allocations. This move alone generated annual savings of over \$100,000."

Growing awareness and the profile of the profession meant reminding, or in some cases educating, Manitobans that chiropractors are not only healthcare professionals, many are also entrepreneurs and small business owners. With this approach the MCA had conversations across government departments and into the broader business community. Some notable events included Mayor Brian Bowman's office lighting the Winnipeg Sign at The Forks in support of World Spine Day 2022. Minister of Health, Audrey Gordon also proclaimed October 16, 2022 as World Spine Day in Manitoba. MCA staff and members engaged members of all provincial political parties in conversation and outreach events culminated with the MCA engaging industry and government leaders as a sponsor at this year's Manitoba Chamber of Commerce Holiday Reception.

While we worked externally in service to members, we also invested significant time and energy in operational improvements at the MCA. We increased communications to members with the creation of our Talking Back Newsletter. A review of technology and processes allowed the MCA to reduce our investment in external contractors while also right sizing our internal staffing allocations. This move alone generated annual savings of over \$100,000. This year also had staff looking at further modernizing member tools with the imminent launch of a refreshed member portal. Work in 2022 was also undertaken with the intention to modernize our member interactions through the implementation of online renewals and other efficiency measures.

I want to thank the Board of Directors and members for the opportunity to serve the MCA over the past year. I'd also like to acknowledge the efforts of all MCA staff for all of their efforts, especially as we've made changes in support of financial and operational enhancements.

Thank you,

Terry Shaw
Executive Director

YEAR IN REVIEW

WORLD SPINE DAY

October 16, 2022 was proclaimed World Spine Day in Manitoba by Minister of Health, Audrey Gordon. World Spine Day highlights the burden of spinal pain and disability around the world and the importance of spinal health and well-being.



MCA staff and members enjoyed a tour of Mount Carmel's chiropractic clinic with Minister Guillemard.

INVESTING IN OUR COMMUNITIES

The MCA was pleased to host its annual Charity Golf Tournament at Kingswood Golf and Country Club on July 22, 2022. The MCA was able to raise \$2,000.



The Manitoba Chambers of Commerce is committed to business excellence and service to community. We were pleased to partner with them as a sponsor of their Annual Holiday Reception held on November 29.



The MCA received very positive feedback following our Thompson Technique professional development seminar.

RESEARCH PROJECTS

Manitoba continued advancing important chiropractic research through 2022 with the following projects:

"Identifying spine care needs, and perceived barriers to accessing evidence-based spine care in northern Manitoba: A Global Spine Care Initiative implementation project"

by André Bussi res, Steven Passmore, Scott Haldeman, Margareta Nordin, Eric Hurwitz, Deborah Kopansky-Giles, Patricia Tavares, Linda Carroll, Anthony Woolf, Vincent Setlhare, Rajani Mullerpatan, Michael Johnson, Melinda Fowler, Jennifer Ward, and collaborators

"Reducing wait times, opioid prescriptions and imaging rates for acute and chronic spine pain patients: A university-hospital based chiropractic clinic implementation project" lead by Steven Passmore, DC, PhD, Andr  Bussi res DC, PhD, Scott Haldeman, DC, MD, PhD Michael Johnson, MD, FRCS, Gregory Stewart, DC

REGISTRAR'S REPORT

DR. AUDREY TOTH, D.C., CAFCI



The MCA's Regulatory Role is to promote the safe and ethical delivery of quality chiropractic care in Manitoba. This is achieved by following the framework set out in the Chiropractic Act of Manitoba, C.C.S.M. c. C100 and also through the processes and policies set by the MCA Board. Our responsibility to protect the public means every MCA member, regardless of membership category, shares the responsibility of self-governance and ensuring that appropriate standards of clinical practice and ethical conduct are followed.

MCA carries out the goal to protect the public through three core functions:

- **Registration (Licensing Committee)** ensures that everyone registered to practice chiropractic in Manitoba is competent to practice and meets all the established registration requirements.
- **Quality (Standards Committee)** supervises the competency of practice and proactively promotes safe care for Manitobans.
- **Complaints and Investigations** responds to concerns regarding members' conduct or care and investigates complaints about MCA members.

Leadership for Quality Care

As a member of the Federation of Canadian Chiropractic (FCC), the MCA is involved in chiropractic issues nationwide. As a member of the Manitoba Alliance of Health Regulatory Colleges (MAHRC), MCA plays an active role in provincial healthcare while participating in interdisciplinary initiatives around patient safety and quality care.

Through MAHRC, MCA co-funded a Health Equity Jurisprudence Module. This on-line resource is available to all MCA Members on the MCA Portal. This was done to engage members around *Truth and Reconciliation* in a meaningful way. As a profession, we need to take some time to respect the position of people who have been harmed.

Regulatory Review

The MCA provides leadership by proactively engaging members in quality improvement programs such as office inspections and clinical file audits. This year MCA observed a dramatic drop in member vs member complaints with the implementation of the "WebScraper" program, which monitors online marketing content of MCA members. MCA members identified by the "WebScraper" application and Board directed protocol are expected to give prompt attention to the issue and bring their on-line content within compliance.

It remains my honor to serve as MCA Registrar. If unable to provide immediate support on regulatory matters, the Registrar can direct matters for appropriate consideration. The MCA Registrar has regular office hours and can be reached at **registrar@mbchiro.org** with any regulatory concerns.

Dr. Audrey Toth, D.C., CAFCI

Registrar

REGULATORY AFFAIRS

2021

Complaints Carried over to 2022	9
Complaints Resolved	6

2022

New Complaints	21
Complaints Resolved	14
Complaints Carried Over to 2023	7
Complaints Disallowed*	3

* Lack of minimum threshold of identifying information

SOURCES OF COMPLAINTS IN 2022

Registrar	0
Public	14
Member	4*
Referral from Standards or Investigation Committees	3

* One was withdrawn

STATUS OF COMPLAINTS REVIEWED IN 2022

Referred to Investigation Chair	20
Processing through Complaints Committee	1
Withdrawn	1

RESOLUTION OF 14 CASES CLOSED IN 2022

Agreement/Undertaking and/or Cost Recovery	3
Withdrawn/No Merit	1
No Fault Found	10



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Independent Auditors' Report on the Summarized Financial Statements

To the Members of
Manitoba Chiropractors Association

Opinion

The summarized financial statements, which comprise the summarized statement of financial position as at December 31, 2022, and the summarized statements of operations and cash flows for the year then ended are derived from the audited financial statements of Manitoba Chiropractors Association (the "Organization").

In our opinion, the accompanying summarized financial statements are a fair summary of the audited financial statements of the Organization in accordance with the basis of presentation as described below.

Summarized Financial Statements

The summarized financial statements have been prepared from the audited financial statements for the year ended December 31, 2022 and do not contain all the disclosures required by Canadian Accounting Standards for Not-for-Profit Organizations.

Reading the summarized financial statements and the auditors' report thereon therefore, is not a substitute for reading the audited financial statements and the auditors' report thereon. The complete audited financial statements are available upon request by contacting the Organization's office.

The Audited Financial Statements and Our Report Thereon

We expressed an unmodified audit opinion on the audited financial statements in our report dated March 13, 2023.

Management's Responsibility for the Summarized Financial Statements

Management is responsible for the preparation of the summarized financial statements in accordance with the basis of presentation as described in the preceding paragraphs.

Auditor's Responsibility

Our responsibility is to express an opinion on whether the summarized financial statements are a fair summary of the audited financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, Engagements to Report on Summary Financial Statements.

A stylized, handwritten signature in blue ink that reads "Booke & Partners".

Winnipeg, Canada
March 13, 2023

Chartered Professional Accountants

SUMMARIZED STATEMENT OF OPERATIONS

For the year ended December 31

	2022	2021
REVENUE		
Annual membership dues	\$ 817,532	\$ 833,658
Promotion and advertising assessment	175,388	-
Regulatory cost recapture	42,608	99,328
Registration and examination fees	16,665	13,810
Patient management program	8,595	9,276
Sundry	7,852	1,575
	1,068,640	957,647
EXPENDITURES		
Administrative services	36,025	64,843
Amortization	23,846	18,161
Annual general meeting	8,871	9,923
Bank charges and interest	4,043	4,410
Communications and stakeholders relations	53,624	69,844
Donations and sponsorships	2,000	-
Honoraria	107,122	106,571
Legal fees	247,309	151,927
Meals and entertainment	2,578	4,962
Meetings - other	5,536	19,841
Office and general	55,488	59,179
Professional fees	9,535	11,064
Promotion and advertising	175,388	-
Regulatory expenses	4,292	2,691
Rent	59,364	70,150
Repairs and maintenance	1,552	7,627
Research	10,000	10,000
Telephone and utilities	10,376	7,116
Travel	17,282	1,265
Wages and benefits	361,184	355,970
	1,195,415	975,543
Deficiency of revenue over expenditures before other income (expenses)	(126,775)	(17,896)
OTHER INCOME (EXPENSES)		
Gain on sale of marketable securities	-	29,895
Golf tournament, net	285	-
Interest and dividends	11,564	17,799
Investment management fees	-	(7,584)
Loss of disposal of property and equipment	(23,100)	-
Member refunds	(8,812)	(213,050)
Share of equity income of subsidiary	-	83,392
Unrealized loss on marketable securities	(76,027)	(4,519)
Writedown of amount due from related company	-	(474)
	(96,090)	(94,541)
(Deficiency) excess of revenue over expenditures	\$ (222,865)	\$ (112,437)

SUMMARIZED STATEMENT OF FINANCIAL POSITION

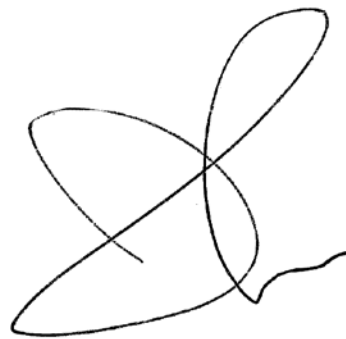
December 31

	2022	2021
ASSETS		
Current		
Cash	\$ 77,606	\$ 347,020
Accounts receivable	2,010	3,061
Inquiry costs recoverable	27,070	56,000
Prepaid expenses	8,718	10,718
	115,404	416,799
Inquiry costs recoverable - long term portion	2,871	22,250
Long term investments	774,915	667,249
Property and equipment	127,047	111,725
	<u>\$ 1,020,237</u>	<u>\$ 1,218,023</u>
LIABILITIES		
Current		
Payables and accruals	\$ 79,008	\$ 114,419
Government remittances payable	4,012	4,709
Unearned membership dues	50,800	60,300
Deferred promotion and advertising revenue	70,687	-
	204,507	179,428
NET ASSETS		
Invested in Capital Assets	127,047	111,725
Internally Restricted Net Assets	78,895	78,895
Unrestricted Net Assets	609,788	847,975
	815,730	1,038,595
	<u>\$ 1,020,237</u>	<u>\$ 1,218,023</u>

Approved by the Board



Director



Director

SUMMARIZED STATEMENT OF CASH FLOWS

For the year ended December 31

	2022	2021
Cash derived from (applied to):		
OPERATING		
(Deficiency) excess of revenue over expenditures	\$ (222,865)	\$ (112,437)
Adjustments for		
Amortization	23,846	18,161
Loss of disposal of property and equipment	23,100	-
Gain on sale of marketable securities	-	(29,895)
Share of equity incomes in subsidiary	-	(83,392)
Unrealized loss on marketable securities	76,027	4,519
Writedown of amount due from related company	-	474
Accrued interest	(660)	-
	(100,552)	(202,570)
Change in non-cash operating working capital items		
Accounts receivable	1,051	(221)
Inquiry costs recoverable	48,310	(78,250)
Prepaid expenses	2,000	(10,718)
Payables and accruals	(35,412)	52,764
Government remittances payable	(697)	700
Unearned membership dues	(9,500)	7,100
Deferred promotion and advertising revenue	70,687	-
	(24,113)	(231,195)
FINANCING		
Loan repayments	-	(329,899)
INVESTING		
Proceeds of investments	(183,034)	(712,317)
Proceeds on sale of investments	-	873,788
Advances to related company	-	688,564
Purchase of property and equipment	(63,327)	(78,160)
Proceeds on disposal of property and equipment	1,060	-
	(245,301)	771,875
NET INCREASE (DECREASE) IN CASH	(269,414)	210,781
CASH		
Beginning of year	347,020	136,239
End of year	\$ 77,606	\$ 347,020



Manitoba
Chiropractors
Association

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