



MANITOBA CHIROPRACTORS ASSOCIATION

ANNUAL REPORT

2019



Manitoba
Chiropractors
Association

MISSION STATEMENT

To foster and ensure the highest standard of chiropractic healthcare for all Manitobans.

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 participates in the Canadian Chiropractic Association which promotes and advocates for chiropractic excellence across the country. At present, the Chair of the CCA Board of Directors is Dr. Gerald Olin, D.C., of Winnipeg.

In addition, the MCA networks with many other professional associations, regulatory organizations and government which help 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.

And, with 294 chiropractors practicing 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 members – one appointed by the Board and one appointed by the Province of Manitoba.

BOARD OF DIRECTORS AS AT DECEMBER 31, 2019

PRESIDENT

Dr. Darrell Minuk, B.Sc., D.C.

VICE-PRESIDENT

Dr. Paul Kowall, D.C.

TREASURER

Dr. Greg Stewart, D.C.

DIRECTORS

Ms. Baillie Chisick

Dr. Steven Gall, D.C.

Dr. Brian McWhirter, D.C.

STAFF AS AT DECEMBER 31, 2019

EXECUTIVE DIRECTOR

Vacant

REGISTRAR

Dr. Audrey Toth, D.C., CAFCI

OFFICE MANAGER

Sherri Smith

ADMINISTRATIVE ASSISTANT

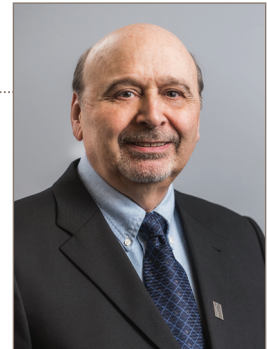
Brittney Wuzinski

REGULATORY SERVICES COORDINATOR

Kathy Lambert

PRESIDENT'S MESSAGE

DR. DARRELL MINUK, B.Sc., D.C.



The focus of 2019 was on securing our long-term sustainability as we continue to prepare for the transition to the *Regulated Health Professions Act*.

Toward this objective, your MCA Board undertook significant due diligence and searched for the most beneficial real estate investment in order to convert from ever-increasing office rental and parking costs to a permanent office building with revenue opportunities.

For those who have not yet visited, we took possession of our new 5,000 sq ft Portage Ave. building in April. It contains two units on the main floor (987 and 989 Portage - 3,600 sq ft), a second floor (Yoga Studio - 1,400 sq ft) and a full basement (3,600 sq ft). The purchase included a second property on Sherburn Street consisting of 10 paved parking spaces which adds to the 5 parking spaces behind the building.

"Our focus in 2019 is to secure long-term sustainability... while building equity for the future."

Of the many benefits, our new building offers:

- Significantly lower monthly expenditures while building equity for the future;
- Leasing and revenue opportunities;
- Sufficient space for MCA needs with ample parking and easy access for members;
- High profile visibility along Portage Avenue.

On other fronts, we continued our Government Relations activities and maintained existing and grew

new relationships with Ministers both post-election and after the cabinet shuffle. We are appreciative of always finding open doors and ears that are willing to listen.

On the Committee front, we dedicated time to reviewing and revising the Advertising Practice Directives, under the leadership of our new Registrar, Dr. Audrey Toth, D.C. and a newly formed working group. As a result of their efforts, the Board approved the modified directives in September.

In closing, please note a number of staffing changes during 2019 including the search for and hiring of a new Executive Director, Karen Woloschuk, whose depth of experience began to instantly pay dividends for our entire association. We thank her and her staff team for their every effort.

Finally, special thanks to our Board of Directors for tackling many challenges this year and to our many committee members. Also, thanks to Deb Manz who assisted the MCA with the Executive Director search and various operational affairs.

Together, we can all be proud of the strong, stable future we are creating for the MCA and the profession of chiropractic. It has been my privilege to have served as your President.

Sincerely,

Dr. Darrell Minuk, B.Sc., D.C.

President

COMMITTEE MEMBERS

AS AT DECEMBER 31, 2019

REGULATORY COMMITTEES

Complaints

Dr. Paul Kowall, D.C., Chair
Ms. Joan Dawkins
Dr. Doug Starodub, D.C.

Investigations

Dr. Brian McWhirter, D.C., Chair

Licensing

Dr. Lori Petrilli, D.C., Chair
Dr. Richard Ledda, D.C.
Dr. Colina Wong, D.C.

Standards – Office Inspections & Clinic

Dr. Brent Van Den Bussche, D.C., Chair
Dr. Rupinder Diocee, D.C.
Dr. Harold Nachtigall, D.C.
Dr. Tim Pethrick, D.C.
Dr. Livia Zaharia, D.C.
Dr. Richard Zink, D.C.

Standards – Rules of Application for Practice

Dr. Russ Baron, D.C., Chair
Dr. Stephan Cooper, D.C.
Dr. Jeff Holliday, D.C.
Dr. Richard Thiessen, D.C.
Dr. Trevor Winzoski, D.C.

ASSOCIATION COMMITTEES

Negotiations

Dr. Lawrence Schledewitz, D.C., Chair
Dr. Amerjit Dhillon, D.C.
Dr. Darrell Minuk, B.Sc., D.C.
Dr. Robert Palaschuk, D.C.
Dr. Greg Stewart, D.C.
Dr. John Toth, D.C.

Legislation

Dr. Greg Stewart, D.C., Chair
Dr. Derek Page, D.C.
Dr. Steven Passmore, D.C.
Dr. Tim Pethrick, D.C.
Dr. Gord Rust, D.C.
Mr. Don Solar
Dr. Richard Thiessen, D.C.
Dr. Carolyn Weiss, D.C.
Dr. John Wiens, D.C.

Insurance

Dr. Lawrence Schledewitz, D.C., Chair
Dr. Gerald Chartier, D.C.
Dr. Amerjit Dhillon, D.C.
Dr. Harold Nachtigall, D.C.
Dr. Gord Partridge, D.C.

Research, Education & Ethics

Dr. Stephan Cooper, D.C., Chair
Dr. Geoff Gelley, D.C.
Dr. Kimberly Keats, D.C.
Dr. Christian Manansala, D.C.
Dr. Steven Passmore, D.C.

Stakeholder Relations

Dr. Greg Stewart, D.C., Chair

CCA Representative

Dr. Russ Baron, D.C.

MEET OUR NEW EXECUTIVE DIRECTOR

It is an exciting time to be joining the MCA team as the association's new executive director. Though my tenure began in January of 2020, I thank you for the opportunity to outline my aspirations for the MCA as I believe a balanced annual report should reflect both accomplishments from the past as well as a look ahead at hopes and dreams for the future.

As I look forward, I believe our greatest opportunities lie in promoting our profession and in undertaking community outreach that is meaningful and relevant to our members and the populations they serve.

Drawing on the credibility and experience of our membership, we have made tremendous inroads in building relationships with key stakeholders like government and our insurers. However, I believe we must also deepen and broaden our impact into the primary health care community and the general public. Here, our expertise in providing drug-free care is not only timely but is a key component of what makes chiropractic care relevant in today's health care sector.

"I believe our greatest opportunities lie in promoting our profession and in undertaking community outreach that is meaningful and relevant."

Over 167,000 Manitobans count on chiropractors for their care and well-being each year. It's a strong testament to the health services we provide but, in an era where baby boomers are retiring in droves and millennials are an active cohort willing to listen to modern, new approaches, the time is now for us to focus and expand our outreach efforts.

By way of my background, I appreciated the Board's attention to exploring the qualifications they felt best suited the MCA's need to continue growing in a positive direction.

Having spent many years in the humanities, I come to the table with direct experience in managing a health care foundation and other organizations that required establishing and overseeing structure, priorities, and procedures to allow growth to occur in a professional and collaborative manner.

This experience, coupled with my dedication to serving as a volunteer in the community, will help me in working with the Board of Directors and our large contingent of volunteers who serve our needs across so many different professional committees.

I am thankful for each and every volunteer and I look forward to working alongside the experienced staff team to accomplish many great things for the MCA in the years ahead.

Sincere best wishes,

Karen Woloschuk
Executive Director



PACK IT LIGHT WEAR IT RIGHT



The MCA was proud to partner with the Salvation Army in the Pack it Light, Wear it Right backpack program again this year. The program is designed to address the health issues of wearing overloaded backpacks on developing spines.

With the kind assistance of all those involved at collection sites and the generous donations from their family, friends, staff and patients, the Salvation Army provided backpacks full of school supplies to 300 students.

YEARS OF SERVICE



● Less than 5 years: 43

● 5 – 30 years: 201

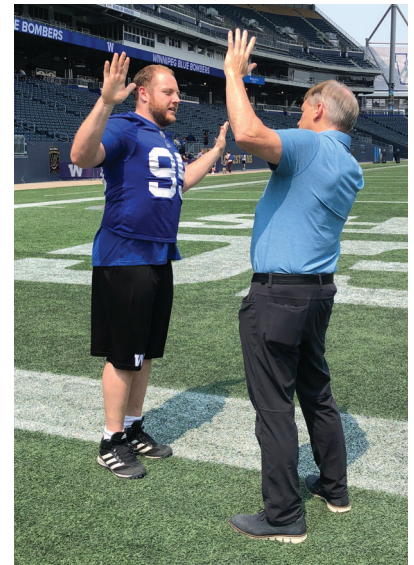
● Over 30 years: 50

CHIRO IN THE COMMUNITY

WINNING BLUE BOMBER PARTNERSHIP

2019 marked the second of a three-year contract with the Winnipeg Blue Bombers and quite a partnership it was as the Bombers marched toward a Grey Cup victory in Calgary, ending the 29 year drought!

To huge home town crowds, our Stretch Cam profiled the MCA and engaged fans in the importance of stretching for a healthy back. Our thanks to Dr. Greg Stewart, D.C. for his willingness to take Bomber player, Jake Thomas, through his paces in advance of recording the premium, in-game video segment.



Dr. Greg Stewart, D.C. demonstrates stretching technique to Bomber player, Jake Thomas.

Adding to our profile were radio spots on Bob Irving's legendary play by play broadcast on CJOB, messaging on every monitor in the stadium and sponsorship of Ed Tait's highly popular post game blog. It's a partnership that is a win-win for both organizations as we continue to expand our community outreach to fans who represent a huge part of chiropractic patients. GO BOMBERS!

WINNIPEG HARVEST – LEE NEWTON MEMORIAL GOLF TOURNAMENT

In the first of a three-year partnership with Winnipeg Harvest, the MCA is already making a difference in the way Manitobans view their health.

The MCA generously donated its time to Harvest, providing a session about back health and proper lifting techniques, cross-promoting Harvest events and raising 946 lbs. of food with our 2019 food drive.

The MCA was also a presenting sponsor for the 2019 Lee Newton Memorial Golf Tournament. The June 11th event at the St. Boniface Golf Club raised over \$38,000. Make sure to SAVE THE DATE – July 9, 2020!



A strong showing from the MCA included (from left): Dr. Greg Stewart, Dr. Doug Starodub, Dr. Paul Kowall and Dr. Steven Passmore.

REGISTRAR'S REPORT

Thank you to the Board of Directors and membership for your support in inviting me to assume the responsibilities as the MCA's new Registrar. As the official facilitator for the regulatory processes, I will endeavour to bring a fair and balanced approach for the benefit and protection of the public and the chiropractic profession in Manitoba.

From our new offices, my first order of business was to reorganize, secure and catalogue historical archives. The level of effort and commitment from our new regulatory team has been impressive and I thank them for their efforts. With this in hand, I self-audited the landscape related to open complaint files to ensure the processes matched the protocols identified in our governance legislation.

"I will endeavour to bring a fair and balanced approach for the benefit and protection of the public and the chiropractic profession in Manitoba."

Communication and consistency in procedure and purpose while helping individuals better understand how regulatory framework operates is my goal. Whether it is to assist someone in the public or a member of our profession, openness, honesty and transparency regarding the process is of primary importance.

Whether it's the assurance of liability coverage, a follow up on an office inspection, or the publication of materials which appear to offend current policies and Practice Directives, I am here to help.

Many issues can and have been remedied through simple communication while also allowing an opportunity for the MCA to receive comments and perspectives from the members directly. Thank you in advance to the members who attend to my phone calls as a priority and understand the courtesy by which it has been offered.

Matters that escalated to the level of complaint are summarized in this Annual Report. This serves as an opportunity for members to consider the impetus of complaints and reflect on their own practices to consider proper risk-management.

As we look to the year ahead, please feel free to reach out to me directly with questions or concerns by emailing registrar@mbchiro.org. Presently, I have established in-office MCA hours on Mondays and Fridays and welcome your calls through the (204) 942-3000 phone line.

Sincerely and respectfully,

Dr. Audrey Toth, D.C., CAFCI
Registrar



WELCOME TO OUR NEW OR RETURNING MEMBERS:

Dr. Tyler Cole, D.C.
Dr. Kristine Kaczmarek, D.C.
Dr. Nicholas Paryniuk, D.C.
Dr. Leah Vibar, D.C.
Dr. Renee Yip, D.C.

FAREWELL TO OUR RETIRED MEMBERS:

Dr. Ken Duerksen, D.C.
Dr. Wray Johnson, D.C.
Dr. Charlie Naccarato, D.C.
Dr. Jason Whittaker, D.C.

MEMBER CATEGORY BREAKDOWN

as at December 31, 2019:



Total: 294

MCA membership database, 2019

YEAR IN REVIEW

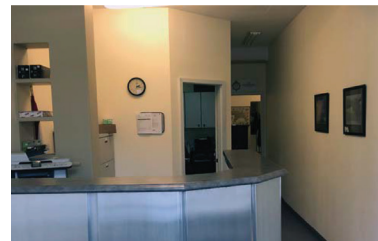
MCA'S NEW HOME

After many years of discussion, the MCA took possession, in April, of its new 5,000 sq ft office building with separate entrances located side by side at 987 and 989 Portage Avenue.

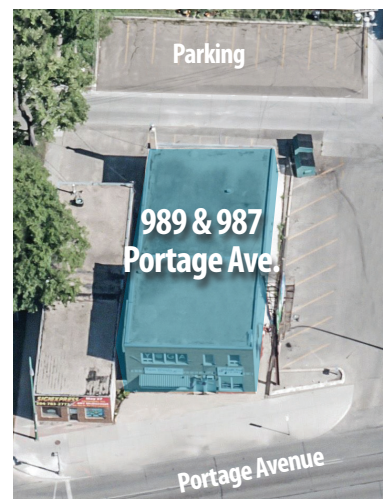
The building features a 2,280 sq ft permanent home for the MCA, ample rear parking and basement storage as well as two rentable units and a large, outdoor rentable sign.

This purchase will allow us to achieve significant monthly savings on rent and parking while generating ongoing revenue from three rental options and equity on our real estate investment.

For now, the MCA offices are temporarily located in the 987 Portage unit until renovations are completed on 989 Portage at some point in 2020.



Front reception welcomes members to our temporary space at 987 Portage Avenue.



An aerial of our new building, including ample rear parking.

PUBLISHED RESEARCH

Congratulations to Dr. Christian Manansala, Dr. Steven Passmore, Dr. Katie Pohlman, Dr. Gerald Olin and Dr. Audrey Toth (missing from photo) on their recent publication: "Changes in Young People's Musculoskeletal Pain Following Chiropractic Care at a Government Funded Healthcare Facility in Canada", *Complementary Therapies in Clinical Practice*, Volume 35, May 2019, Pages 301-307.

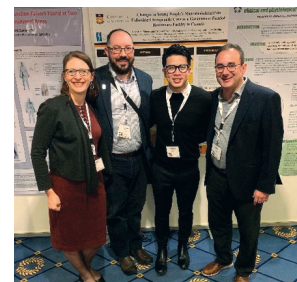


Photo of research team taken at their poster presentation on March 21, 2019 in Berlin, Germany.

INCORPORATION STATISTICS

On November 8, 2018 new legislation was passed allowing for professional incorporation. Since that date, the MCA has issued 29 Chiropractic Corporation permits.

2019 ROUND UP

PROFESSIONAL DEVELOPMENT

Three major seminars were held including:

- “Current Trends in Concussion Management and Assessment” led by Dr. Scott Howitt;
- Chiropractic Practice Incorporation webinar;
- “Chiropractic Care for Disc Patients” presented by Dr. Shawn M. Thistle, D.C., Medical Acupuncture, C.S.C.S.

GOVERNMENT RELATIONS

Discussions with Ministers and key government officials spanned a broad range of topics in 2019. Meetings included discussions with Ministers Cam Friesen, Cathy Cox and Colleen Mayer as well as officials at both Manitoba Public Insurance and Workers Compensation.



Health Minister Cam Friesen in one of his regular discussions with President, Dr. Darrell Minuk.

BUDGET CONSULTATIONS



Providing advice to the Manitoba government has become a regular event on our annual calendar. Special thanks to Finance Minister, Scott Fielding (R) and St. James MLA, Scott Johnston for hosting our presentation.

MEDIA RELATIONS

Thanks to a strong relationship with the CCA, we continued to benefit from coordinated efforts on the media relations front, working proactively to deliver positive messaging on behalf of the profession.

REGULATORY AFFAIRS

To uphold the mandate of public protection, the MCA has mandatory programs including Complaints and Investigations to promote chiropractic excellence and enhance public safety.

2018

Complaints carried over to 2019	22
Complaints resolved in 2019	20

2019

New complaints	19
Complaints resolved	17

Source of complaints in 2019

Registrar	8
Public	11

Status of complaints reviewed in 2019

Referred to Investigation Chair	10
Referred to Complaints Committee	7
Invalid complaint	2

Resolution of 17 cases closed in 2019

Agreement/Undertaking	6
No further action	6
Training & cost recovery	4
Cost recovery	3

* A closed case can be represented in more than one of the categories.



Manitoba
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Association

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