



MANITOBA CHIROPRACTORS ASSOCIATION

ANNUAL REPORT

2018



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. In fact, our national President is Dr. Gerald Olin, D.C., of Winnipeg.

In addition, 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.

And, with 301 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, 2018

PRESIDENT

Dr. Darrell Minuk, D.C.

VICE-PRESIDENT

Dr. Amerjit Dhillon, D.C.

DIRECTORS

Ms. Baillie Chisick

Dr. Paul Kowall, D.C.

Mr. Michael Kowalson

Dr. Brian McWhirter, D.C.

Dr. Gord Partridge, D.C.

STAFF

EXECUTIVE DIRECTOR

Ms. Lisa Goss

REGISTRAR

Dr. Ryan Dumont, D.C.

DIRECTOR OF OPERATIONS & REGULATORY SERVICES

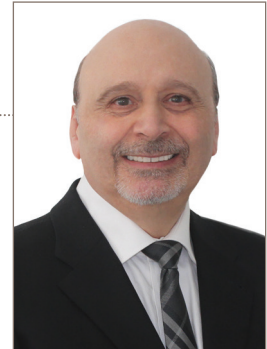
Ms. Staci Bailey

MANAGER OF MEMBER SERVICES

Mr. Corey Francis

PRESIDENT'S MESSAGE

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



2018 was a very busy year on the legislative front as we continued to prepare to transition away from The Chiropractic Act to the new Regulated Health Professions Act (RHPA). While we have not yet been given a specific timeline by our Minister, we expect we are only two or three years away from moving into the drafting stages with legislative counsel.

For these reasons and many others, we developed and implemented a robust government relations plan that focused on broadening relationships with Ministers and officials across departments, agencies and crown corporations.

"Manitoba continues to be the only province in Canada to receive government funding for chiropractic care."

One positive outcome is that, despite another tough budget, Manitoba continues to be the only province in Canada to receive government funding for chiropractic care — a point that is much appreciated by the more than 175,000 Manitobans who turn to us for care each year.

On another front, after often asking government to level the playing field among health care professions, our right to incorporate became law in November, 2018, following changes to our Act.

Moving this initiative through to completion was the result of the collective efforts of endless members and others. My thanks to all!

While our Act was open, government also took the opportunity to modernize it by inserting a false advertising clause to ensure consistency with the current RHPA legislation.

As members, you no doubt noted our enhanced vigilance in enforcing in-scope compliance when advertising or communicating in any manner with the public. This is now legislatively mandated.

Media relations also continued to be a priority with news stories on chiropractic being generated coast to coast. Thankfully, we have a top-notch team guiding us as part of national and provincial efforts.

On the fiscal management front, I invite you to review Lisa's comprehensive listing of accomplishments in her report. The main takeaway is that there was a significant reduction in spending in 2018 which means we will be able to reduce dues in 2019 — a first as far as I can remember. For her management expertise, we owe Lisa and her team a debt of gratitude.

As we turn to 2019, we expect to close on the purchase of a new office building which will allow us to significantly reduce our overall monthly expenditures while building equity for the future — signs of good things to come.

In closing, I extend special thanks to the dedicated members of our Board of Directors and to the dozens of members of our committees, including our negotiating group, for concluding an agreement with MPI after endless months. Your individual and group dedication to the MCA and the profession of chiropractic is much appreciated.

Sincerely,

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

COMMITTEE MEMBERS

AS AT DECEMBER 31, 2018

REGULATORY COMMITTEES

Complaints

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

Licensing

Dr. Mark Perrett, D.C., Chair
Dr. Kerri Brooker, D.C.
Dr. Lori Petrilli, D.C.
Dr. Colina Wong, D.C.

Standards – Office Inspections & Clinic

Dr. Audrey Toth, D.C., Chair
Dr. Rupinder Diocee, D.C.
Dr. Harold Nachtigall, D.C.
Dr. Brent Van Den Bussche, 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. 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.
Mr. Michael Kowalson
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
Dr. Carolyn Weiss, D.C.
Dr. Trevor Winzoski, D.C.

EXECUTIVE DIRECTOR'S MESSAGE

LISA GOSS

Having now completed my first full annual cycle as Executive Director, I am happy to report on our many accomplishments during 2018 which will further strengthen and modernize our organization in an effort to provide a more stable and sustainable future.

One of our biggest improvements was on the financial front where prudent management resulted in the MCA's cash flow position moving from a negative of \$285,460 in 2017 to a positive this year of \$189,120. This represents a huge turnaround of nearly a half million dollars or \$474,580.

There were a number of factors that helped us achieve this turnaround which began with a careful examination of our financial position. To mention just a few highlights, we identified ways to decrease expenses, modernize our business and financial systems, improve finance policies to meet audit standards and expense policies to track and monitor spending on honoraria.

"One of our biggest improvements...was a huge turnaround of nearly a half million dollars in our cash flow position."

We also began to identify ways to lower our overhead and build equity, over the long-term, by exploring opportunities to purchase our own MCA office building. Finally, we examined the burden of member dues and devised a plan to lower fees for 2019.

In terms of adding further value for members, we stabilized and strengthened aspects of our regulatory system, as detailed in the Registrar's Report, to ensure full protection of the public and our patients, based on our legislation and mandate as a self-regulated health care profession.

On the governance front, we were pleased to support our board and new and very active committees in advancing the profession of chiropractic.

With combined efforts, we broadened our relationships with government and built the case for chiropractic, at every turn, in an effort to promote the concept of an integrated health care neighbourhood where chiropractors play an equal role as primary health care providers.

As I look at the year past and plan for the future, I believe the success of the MCA rests on two cornerstones. The first is the strong leadership of our Board and committees. Your hard work and dedication, as volunteers, is to be commended.

The MCA staff, who lead our day-to-day operations, represent the second cornerstone. Though a small team, they are highly skilled and dedicated and I thank them for their above and beyond the call of duty service to our organization.

It is my honour and privilege to lead the staff and to serve the MCA. Though we faced many challenges in 2018, we achieved much success and I am confident that, if all continue to work together, 2019 will be our best year yet.

Meegwetch,

Lisa Goss

Executive Director



PACK IT LIGHT. WEAR IT RIGHT.

The MCA was proud to partner with the Salvation Army (SA) in the *Pack it Light, Wear it Right* Backpack Program for the fifth year in a row! The program is designed to address the health issues of wearing an overloaded backpack on a developing spine.

With the kind assistance of all those involved as collection sites and the generous donations from their family, friends, staff and patients, the SA was able to provide backpacks full of school supplies to over 400 students.



BREAKFAST2GO

The MCA was proud to partner with Winnipeg Harvest on their most recent program, Breakfast2Go, which delivers nutritious breakfasts to Manitoba children in need.

CHIRO IN THE COMMUNITY



Thanks to CTV Winnipeg for interviewing Suzanne Stitt (right) and the MCA's Corey Francis (left).

2018 PJ DRIVE

Just before Christmas each year, the MCA coordinates a Pajama Drive in partnership with Suzanne Stitt and the United Way Winnipeg. The goal of the drive is to help bring a little coziness to children during the holiday season. In 2018, 2,400 pairs of pajamas were collected at 38 chiropractic offices across the province. They were then donated to dozens of United Way agency partners who are dedicated to helping children.

HABITAT FOR HUMANITY



The MCA and its members were pleased to participate in the Habitat for Humanity Build Day. It was a great opportunity for our association to make a real difference in the lives of hard-working families and the communities in which they live.

A big thank you to Dr. Paul Kowall, Dr. Gord Partridge, Dr. Gerard Scott-Herridge, MCA staff, co-workers, friends and family members for joining the MCA team that helped make the Habitat Build Day a huge success in 2018.

REGISTRAR'S REPORT

It has been an honour to serve our profession as Registrar this past year and to have played a lead role in further strengthening our regulatory framework as a self-governing health care profession.

While the path to continuous improvement is often not easy, the process is imperative in fulfilling our primary regulatory role as protectors of both our patients and the general public.

"Clear and consistent enforcement will continue as a necessary element of retaining our authority to self regulate."

In a rapidly evolving environment, this may require that members adapt quickly and often to change outside of their control or the control of the association. This is particularly clear in matters spelled out in our legislation and provincial regulation.

Specifically in 2018, we clarified, strengthened or established policies in a number of key areas relating to: scope of practice, all forms of communications, liability coverage monitoring and public screening inspections.

Based on previous directives, we continue to diligently monitor websites to ensure in scope

content compliance but have also expanded to include reviews of all forms of communications across all platforms including advertising, social media, promotions, marketing, digital and public relations etc. Clear and consistent enforcement will continue as a necessary element of retaining our authority to self-regulate.

Continuous scrutiny regarding scope of practice was also at the forefront this year as set out in The Chiropractic Act. Though we have committees to determine the veracity of claims based on current research, it is important to stress that scope is not open to redefinition based on best evidence. What is required is not just an accepted change in evidence, but a resultant change in legislation before we might have the right to change our practices.

I believe that this has been an important year full of necessary changes for the better and am convinced that they will ultimately strengthen the profession in Manitoba.

Sincerely,

Dr. Ryan Dumont, D.C.
Registrar



2018 COMPLAINTS

16

7

- Filed on behalf of the Registrar
- Filed by the public

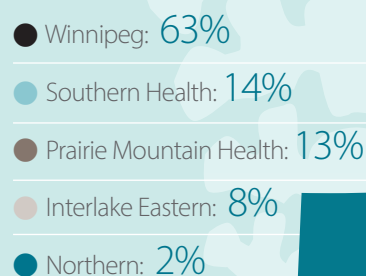
WELCOME TO OUR NEW OR RETURNING MEMBERS:

Dr. Samantha Anderson, D.C.
Dr. Lyndsay Church, D.C.
Dr. Ken Duerksen, D.C.
Dr. Kody Fawcett, D.C.
Dr. Jo-Anne Gentry, D.C.
Dr. Ashley Hansen, D.C.
Dr. Justin Kutasiewicz, D.C.
Dr. Natalie Leonard, D.C.
Dr. Jessica Nieckarz, D.C.
Dr. John Kemper Stanton III, D.C.
Dr. Jennifer Thomson, D.C.
Dr. Adam Zachman, D.C.

FAREWELL TO OUR RETIRED MEMBERS:

Dr. Dale Jenkinson, D.C.
Dr. Joseph MacAlpine, D.C.
Dr. Kevin Walterson, D.C.

PRACTICING MEMBERS BY LOCATION



YEAR IN REVIEW

INCORPORATION

November 8, 2018 was a landmark day for Manitoba Chiropractors following the passage of legislation allowing for professional incorporation.

Modernization of The Chiropractic Act comes after years of hard work by many members, and finally corrects the imbalance that existed between chiropractors and other regulated health care professionals in Manitoba.

Special thanks to Dr. Greg Stewart, Dr. Gord Partridge, Dr. Darrell Minuk and Dr. Doug Starodub for their diligence in pursuing these legislative amendments and to the Province for their willingness to level the playing field for Manitoba Chiropractors.

FEE UPDATES

Manitoba Health

As per the agreement struck with Manitoba Health in 2017, fees for each patient visit increased from \$8.29 to \$10.00, effective April 1, 2018.

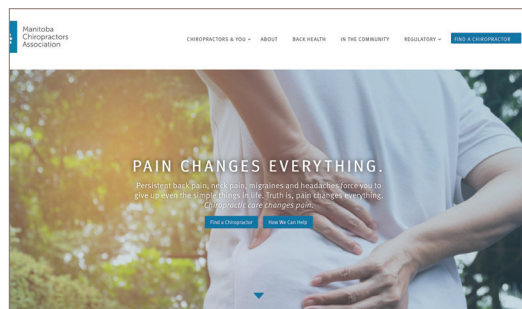
WCB

In April, the Manitoba Medical Association released a new manual of their negotiated rates with Manitoba Health. WCB adopted these same increases payable rates for all x-rays invoiced to the WCB, which means an increased rate chiropractors can invoice for x-rays.

WEBSITE REBUILD

In October, we officially launched our newly rebuilt website – manitobachiropractors.ca. This new site combines the content from our old regulatory website with the content from our existing public site in an effort to have all information available in one spot.

Our new website offers a refreshed look to match the new MCA logo and has a much more user-friendly layout. Plus, improvements were made to make the "Find a Chiro" page more functional for visitors.





Dr. Greg Stewart was on-hand to teach Blue Bomber, Ian Wild, some valuable stretches to ease back pain.

BLUE BOMBER PARTNERSHIP

In 2018, the MCA partnered with the Winnipeg Blue Bombers to present the Manitoba Chiropractors Stretch Cam. This premium, in-game video, led by a Bomber player, was shown on the big screen during each home game. The goal of the stretch cam is to engage fans in the importance of stretching for a healthy back.

PUBLISHED RESEARCH

Dr. Greg Stewart, Dr. Steven Passmore and others co-authored a research article that was published in the May 2018 edition of the *Journal of Manipulative and Physiological Therapeutics*.

The objective of this study, entitled *Spinal Manipulative Therapy And Other Conservative Treatments For Low Back Pain: A Guideline From The Canadian Chiropractic Guideline Initiative*, was to develop a clinical practice guideline on the management of acute and chronic low back pain (LBP) in adults.

"The doctor of the future will give no medicine but will interest his patients in the case of the human frame, in diet and in the cause and prevention of disease."

- Thomas Edison

AWARDS

Dr. Gord Partridge was the recipient of the CCA Public Service Award. The award honours a chiropractor who has demonstrated excellence in advancing the profession and the MSK health of Canadians through contributions or leadership for advocacy efforts.



NEW LOGO

The Board of Directors voted in favour of adopting a new MCA logo, provided courtesy of the CCA. The design was developed following an extensive research and branding exercise involving current and potential clients, Canada-wide.

Almost all the other associations/colleges across Canada have adopted this same logo and all at no cost to the individual provinces.

Independent Auditors' Report on the Summary Financial Statements

To the Members of
Manitoba Chiropractors Association

Opinion

The summary financial statements, which comprise the summary statement of financial position as at December 31, 2018, and the summary statements of operations and cash flows for the year then ended are derived from the audited financial statements of Manitoba Chiropractors Association.

In our opinion, the accompanying summary financial statements are a fair summary of the audited financial statements in accordance with Accounting Standards for Not-for-Profit Organizations.

Summary Financial Statements

The summary financial statements do not contain all the disclosures required by Accounting Standards for Not-for-Profit Organizations. Reading the summary financial statements and the auditors' report thereon therefore, is not a substitute for reading the audited financial statements and the auditors' report thereon. The summary financial statements and the audited financial statements do not reflect the effects of events that occurred subsequent to the date of our report on the audited financial statements.

The Audited Financial Statements and Our Report Thereon

We expressed an unmodified audit opinion on the audited financial statements in our report dated March 28, 2019.

Management's Responsibility for the Summary Financial Statements

Management is responsible for the preparation of the summary financial statements in accordance with Accounting Standards for Not-for-Profit Organizations.

Auditor's Responsibility

Our responsibility is to express an opinion on whether the summary 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.

Booke & Partners

Winnipeg, Canada
March 28, 2019

Chartered Professional Accountants

SUMMARY STATEMENT OF OPERATIONS

For the year ended December 31, 2018

	2018	2017
REVENUE		
Annual dues	\$ 596,287	\$ 591,615
Communication assessment	270,803	267,104
General and administrative	2,412	-
Patient management program	8,024	11,004
Registration and examination fees	4,700	3,775
Regulatory cost recapture	1,701	9,818
Research report fund	29,196	29,475
Sundry	6,532	4,590
	919,655	917,381
EXPENDITURES		
Administrative services	36,789	24,075
Amortization	3,286	3,271
Annual general meeting	19,418	18,023
Bank charges and interest	4,310	3,500
Communications	114,686	290,597
Continuing education	11,103	13,346
Donations and sponsorships	34,452	15,597
Federation memberships	-	9,448
Honoraria	123,613	150,587
Insurance	3,515	4,254
Legal fees	120,132	59,178
Meals and entertainment	3,544	6,598
Meetings	4,898	4,151
Office and general	20,421	16,973
Professional fees	48,059	89,365
Rent	64,592	61,761
Research	10,000	14,380
Sundry	710	2,040
Telephone and utilities	6,103	8,246
Travel	11,981	12,555
Wages and benefits	293,166	254,590
	934,778	1,062,535
Deficiency of revenue over expenditures before other expenses (income)	(15,123)	(145,154)
OTHER EXPENSES (INCOME)		
Realized gain on sale of marketable securities	(10,154)	(13,625)
Interest and dividends	(28,896)	(22,999)
Loss on disposal of equipment	6,550	-
Unrealized loss (gain) on marketable securities	82,334	(17,988)
	49,834	(54,612)
Deficiency of revenue over expenditures	\$ (64,957)	\$ (90,542)

MANITOBA CHIROPRACTORS ASSOCIATION

SUMMARY STATEMENT OF FINANCIAL POSITION

For the year ended December 31, 2018

	2018	2017
ASSETS		
Current		
Cash	\$ 306,883	\$ 117,763
Short term investments	275,949	301,494
Accounts receivable	16,565	3,421
Prepaid expenses	1,966	10,180
	601,363	432,858
Long term investments	502,048	665,920
Equipment	12,667	11,457
	\$ 1,116,078	\$ 1,110,235
LIABILITIES		
Current		
Payables and accruals	\$ 54,115	\$ 8,866
Government remittances payable	2,158	-
Unearned revenue	26,553	3,160
	82,826	12,026
Invested in Capital Assets	12,667	11,457
Internally Restricted Net Assets	78,895	78,895
Unrestricted Net Assets	941,690	1,007,857
	1,033,252	1,098,209
	\$ 1,116,078	\$ 1,110,235

MANITOBA CHIROPRACTORS ASSOCIATION

SUMMARY STATEMENT OF CASH FLOWS

For the year ended December 31, 2018

	2018	2017
Cash derived from (applied to):		
OPERATING		
Deficiency of revenue over expenditures	\$ (64,957)	\$ (90,542)
Adjustments for		
Amortization	3,286	3,271
Loss on disposal of equipment	6,550	-
Realized gain on sale of marketable securities	(10,154)	(13,625)
Unrealized loss (gain) on marketable securities	82,334	(17,988)
	17,059	(118,884)
Change in non-cash operating working capital items		
Accounts receivable	(13,144)	(1,211)
Prepaid expenses	8,214	(10,077)
Payables and accruals	45,249	5,366
Government remittances payable	2,158	-
Unearned revenue	23,393	3,160
	82,929	(121,646)
INVESTING		
Purchase of investments	(350,482)	(463,711)
Proceeds on sale of investments	467,719	302,862
Purchase of equipment	(11,046)	(2,965)
	106,191	(163,814)
NET INCREASE (DECREASE) IN CASH	189,120	(285,460)
CASH		
Beginning of year	117,763	403,223
End of year	\$ 306,883	\$ 117,763



Manitoba
Chiropractors
Association

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