



MANITOBA CHIROPRACTORS ASSOCIATION

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# ANNUAL REPORT

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2023



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, Anishininewuk, 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.

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## MISSION STATEMENT

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

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## VISION STATEMENT

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

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### 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 287 practicing 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, 2023

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### **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, 2023

### **EXECUTIVE DIRECTOR**

Terry Shaw

### **REGISTRAR**

Dr. Arnold Cohn, D.C.

### **OFFICE MANAGER**

Sherri Smith

### **REGULATORY COORDINATOR**

Aqdas Cheema



## PRESIDENT'S MESSAGE

DR. GERALD CHARTIER, D.C.

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As we close another year, I am filled with a profound sense of pride and accomplishment reflecting on our journey through 2023. Our strategic plan, thoughtfully crafted with contributions from our diverse membership and intended to guide us until 2026, has continued to direct our efforts.

This past year, we have made significant strides in expanding our reach and influence. Through enhanced online advertising and robust social media engagement, we have successfully raised public awareness and utilization of chiropractic services. Our latest public research survey reflected a Net Promoter Score of 78 from regular patients, showcasing high satisfaction and strong advocacy for our services. Additionally, the integration of the "Request an Appointment" feature on our website has facilitated over a thousand new patient engagements, furthering our goal of increasing annual utilization.

Our financial position has been strengthened through the strategic negotiation of the contract with the Workers Compensation Board (WCB), which includes retroactive payments and significant annual increases. This agreement will bolster revenue streams for our members over the next four years, highlighting our commitment to enhancing member value.

The unity and collaboration within our community have been prominently on display this year. Our seven major gatherings, including the MCA Golf Tournament and the Annual Awards, have not only fostered camaraderie but also reinforced our collaborative spirit. On the national level, our ties with provincial counterparts and national organizations like the Canadian Chiropractic Association (CCA), the Canadian Chiropractic Protective Association (CCPA), and the Federation of Canadian Chiropractic (FCC) have been strengthened.

As we anticipate the transition of chiropractic regulation under the Regulated Health Professions Act (RHPA), our ongoing dialogue with government partners ensures that the MCA remains proactive and prepared for any changes. This work underscores our primary role as a regulatory body, dedicated to ensuring public safety and upholding the highest standards of our profession. We manage this essential duty with a steadfast dedication to transparency, reasonableness, and efficiency. It is our commitment to these principles that ensures our regulatory actions not only uphold but also advance the standards of our profession, fostering trust and confidence among the public we serve. As we move forward, we will continue to embrace these responsibilities with the utmost seriousness, ensuring that our practices reflect the high standards expected of us.

I am immensely grateful to the various individuals who have been instrumental in our achievements this year. To our team at the MCA, whose dedication forms the bedrock of our operations, thank you. To our Board of Directors, whose wise and committed leadership steers us forward, your efforts are deeply appreciated. And to our members serving on various committees, your engagement and expertise are vital to our success.

Looking ahead, we are exceptionally well-placed to build on our accomplishments and continue moving forward positively. The foundation laid this past year promises an exciting future for our members and profession.

Respectfully yours,

**Dr. Gerald Chartier, D.C.**  
**President**

## 2021 – 2026 STRATEGIC PLAN SUMMARY

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

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

# COMMITTEE MEMBERS AS AT DECEMBER 31, 2023

## REGULATORY COMMITTEES

### Complaints

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

### Investigations

Dr. Daniel Therrien, D.C., Chair

### Licensing

Dr. Ernie Miron, D.C., Chair  
Dr. Nicole Cook, D.C.  
Dr. Tamra Daye, D.C.  
Dr. Colina Wong, D.C.

### Standards – Office

#### Inspections & Clinic

Dr. Trevor Winzoski, D.C., Chair  
Dr. John Alevizos, D.C.  
Dr. Brett Carter, D.C.  
Dr. Jeffrey Holliday, D.C.  
Dr. Michael Minenna, D.C.  
Dr. Tracy Vieira, D.C.  
Dr. Richard Zink, D.C.

## ASSOCIATION COMMITTEES

### Negotiations and Liaison

Dr. Amerjit Dhillon, Chair  
Dr. Gerald Chartier, D.C.  
Dr. Timothy Hiebert, D.C.  
Dr. Tricia Kucheravy, D.C.  
Dr. Jordan Myers, D.C.

### Advertising

Dr. Nitan Arora, D.C., Chair  
Dr. Gerald Chartier, D.C.  
Dr. Michael Kucheravy, D.C.  
Dr. Stephanie Munn, D.C.  
Dr. Rupinder Singh, D.C.  
Dr. Manpreet Saini Samra, D.C.  
Dr. Sheena Vij, D.C.

### Awards and Events

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

### Family Services Committee

Dr. Jordan Myers, D.C.  
Dr. Kory Wahl, D.C.

## WELCOME TO OUR NEW OR RETURNING MEMBERS:

Dr. Julian Albertin, D.C.  
Dr. Melissa Atkinson-Graham, D.C.  
Dr. Zachary Brown, D.C.  
Dr. Timo Bunk, D.C.  
Dr. Jessica Campbell, D.C.  
Dr. Danika Dawson, D.C.  
Dr. Zachary Odwak, D.C.  
Dr. Murray Russell, D.C.  
Dr. Haley Studler, D.C.  
Dr. Aleisha Wadwa, D.C.  
Dr. Danella Whittaker, D.C.

## FAREWELL TO OUR RETIRED MEMBERS:

Dr. P. Daniel Abarientos, D.C.  
Dr. Asim Ashique, D.C.  
Dr. Marie-Josée Bernier, D.C.  
Dr. Denys Duprat, D.C.  
Dr. Zsolt Egey-Samu, D.C.  
Dr. Chelsea Lillibeck, D.C.  
Dr. Allan Martin, D.C.  
Dr. Terence Michalyshyn, D.C.  
Dr. Lloyd Moorhead, D.C.  
Dr. David Newsham, D.C.  
Dr. Michael Plueschow, D.C.  
Dr. Josiah Suderman, D.C.

## MEMBER CATEGORY BREAKDOWN

Regular Member: 219

Senior Member: 39

Semi-Retired Member: 13

Retired Member: 27

Life Member: 12

Maternity Leave: 3

Special Practicing: 1

Total: 314

# EXECUTIVE DIRECTOR'S MESSAGE

TERRY SHAW



The past year has been a successful one for the Manitoba Chiropractors Association and I am proud to have been a part of it. The MCA's strategic plan continues to serve as a guide for all organizational activities when it comes to member services, outreach to government and crown corporations, and activities that support more Manitobans benefitting from the services of chiropractors. In terms of expanding outreach and influence, an important part of that strategy was continued engagement with our partner associations provincially and nationally. Much has been achieved for members.

However, as I pen my last report as your Executive Director, I would like to use this opportunity to remind all MCA members of how lucky they are to be part of the chiropractic community in Manitoba, and therefore how lucky they are to be a member of the MCA.

As someone with extensive non-profit experience I remain impressed with the MCA Board of Directors. Their thoughtful commitment to strategy, good governance, organizational success, public safety and member service has been a pleasure to work with. The opportunity to serve the MCA membership through the MCA Board has been very rewarding and one I am thankful for.

Of course our MCA Board doesn't operate alone. There are a number of members I've had the satisfaction of getting to know through their volunteerism and their commitment to the profession. From past Registrars and committee leads for the Events, Liaison, Standards, Complaints, Licensing and Advertising committees I have benefitted from their diverse perspectives and years of experience. More importantly, so have you their fellow MCA member.

While members are obviously key contributors to the MCA's success, the cornerstone of the association is your amazing MCA staff. I am extremely grateful for their support and hard work. Office Manager Sherri Smith has spent the last half a decade professionally and diligently managing all facets of the MCA's operations and finances. Regulatory Coordinator Aqdas Cheema and her commitment to detail and member service when supporting the board, committees and the Registrar continues to impress. Dr. Arnold Cohn has been an active supporter of the MCA and the profession for years, and in accepting the role of Registrar his commitment continues. I cannot strongly enough encourage all MCA members to take a moment as you're able to recognize these amazing staff members for all they do to support your association.

I thank you for the opportunity. I remain a proud supporter of chiropractic and the MCA.

**Terry Shaw**  
**Executive Director**



# YEAR IN REVIEW

## NEW WCB CONTRACT

The MCA successfully negotiated a new 4-year contract with the Workers Compensation Board of Manitoba. Highlights include a minimum fee increase of 10.4% plus significant initial fee increases for several major categories.



## MCA FALL AWARDS GALA

The October Gala was successful once again. Drs. Jensen and Schaeffer were honoured for 40 years of service. Dr. Cohn was awarded Chiropractor of the Year, and Dr. Winzowski received the Distinguished Service Award.

## ANNUAL GOLF CLASSIC

Over 60 members, sponsors, and staff participated in the MCA Golf Tournament held in August at the Kingswood Golf & Country Club. Thanks to all golfers and sponsors. We look forward to growing the tournament in 2024.



## SUMMER SOCIAL MIXERS

MCA members organized two well-attended social events over the summer. Dr. Cohn hosted a fun get-together for existing members and new grads. Meanwhile, the Manitoba Women's Chiropractors Group enjoyed a brunch hosted by Dr. T Kucheravy.

## MARKETING MOMENTUM

With Advertising Committee guidance, marketing efforts expanded with the completion of the new MCA website, 63 million ad views, 200k ad clicks, and 1,485 clinic location searches contributing to a 4% increase in utilization.



## JANUARY PROFESSIONAL DEVELOPMENT EVENT



Our first event of 2023 was a big success. Mr. Greg Dunn discussed risk management, Drs. Pascal Breton and Russ Baron shared a technical presentation, MPI led a Q&A, and our agency partner gave a marketing update.



## ADVOCACY WORK CARRIED ON



MCA Staff and members met with various stakeholder groups, politicians, government, and Crown Corporations to promote the profession. The MCA also attended a wide range of community events.

# REGISTRAR'S REPORT

DR. ARNOLD COHN, D.C.



As the newly appointed Chiropractic Registrar for Manitoba, I am dedicated to upholding the regulatory framework that ensures the highest standards of care and safety for the public while supporting the professional development of our members. It has been a steep learning curve over the past six months, becoming aware of all the nuances this position entails. I have been fortunate to have members of our board and past Registrars guide and coach my actions as I continue to learn. Their expertise has been invaluable and I thank them for their input and dedication.

I will endeavor to assess our current practices and identified areas for improvement to better serve both the public and our chiropractic community.

Our primary mission is to protect the public by ensuring that chiropractors adhere to ethical standards and provide safe and effective care. At the same time, it's essential to support our members in continually enhancing their skills and knowledge to better serve their patients. By creating a balance between regulatory oversight and educational initiatives, we can foster a culture of excellence within the profession.

Manitoba welcomed 10 new and returning chiropractors to our province in 2023 while bidding farewell to 12 retiring practitioners. This influx of new members presents an opportunity to educate and reinforce adherence to regulatory standards from the outset of their careers. Similarly, the retirement of experienced chiropractors underscores the importance of succession planning and knowledge transfer to maintain continuity of care for patients.

It is important to note that in 2023 the MCA did not receive any member on member complaints. This highlights the importance of open communication and the ability to work in an inclusive and accepting professional environment.

I am encouraged by the proactive engagement with our National regulatory representatives, fostering an environment where questions and constructive feedback are welcomed. By leveraging the expertise of our regulatory body, we can identify emerging trends, address potential challenges, and implement proactive measures to enhance the regulation of our profession.

As Chiropractic Registrar, I am dedicated to upholding the integrity of our profession while fostering a culture of excellence and continuous improvement. By embracing the principles of our regulatory framework, we can protect the public, support our members, and ensure the delivery of high-quality chiropractic care in Manitoba.

My email and telephone line are always open and welcoming of any questions you may have when it comes to the rules and regulation of our profession, please don't hesitate to contact me anytime. Your participation and feedback are invaluable in shaping the future of the Manitoba Chiropractors Association.

Thank you for the opportunity to serve in this capacity, and I look forward to working collaboratively with all stakeholders to advance our shared goals.

Sincerely,

**Dr. Arnold Cohn**  
**Registrar**

# REGULATORY AFFAIRS

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## 2022

Complaints Carried over to 2023	3
Complaints Resolved	16

## 2023

New Complaints	12
Complaints Resolved	5
Complaints Carried Over to 2024	7
Complaints Disallowed*	0

\*Lack of minimum threshold of identifying information

## SOURCES OF COMPLAINTS IN 2023

Registrar	1
Public	10
Member	0
Referral from Standards or Investigation Committees	1

## STATUS OF COMPLAINTS REVIEWED IN 2023

Referred to Investigation Chair	8
Processing through Complaints Committee	4
Withdrawn	0

## RESOLUTION OF 9 CASES CLOSED IN 2023

Agreement/Undertaking and/or Cost Recovery	1
Withdrawn/No Merit	3
No Fault Found	6



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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, 2023, 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, 2023 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 April 10, 2024.

### *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.

Winnipeg, Canada  
April 10, 2024

Chartered Professional Accountants

## SUMMARIZED STATEMENT OF OPERATIONS

For the year ended December 31

	2023	2022
<b>REVENUE</b>		
Annual membership dues	\$ 800,519	\$ 817,532
Promotion and advertising assessment	70,687	175,388
Registration and examination fees	14,645	16,665
Sundry	14,466	7,852
Patient management program	10,082	8,595
Regulatory cost recapture	9,398	42,608
	<b>919,797</b>	<b>1,068,640</b>
<b>EXPENDITURES</b>		
Administrative services	24,039	36,025
Amortization	25,232	23,846
Annual general meeting	5,114	8,871
Bank charges and interest	3,852	4,043
Communications and stakeholders relations	34,339	53,624
Donations and sponsorships	-	2,000
Honoraria	77,950	101,749
Insurance	5,573	5,373
Legal fees	229,159	247,309
Meals and entertainment	928	2,578
Meetings - other	6,500	5,536
Office and general	35,965	55,488
Professional fees	11,104	9,535
Promotion and advertising	227,160	175,388
Regulatory expenses	6,175	4,292
Rent	52,803	59,364
Repairs and maintenance	-	1,552
Research	-	10,000
Telephone and utilities	5,768	10,376
Travel	8,207	17,282
Wages and benefits	307,035	361,184
	<b>1,066,903</b>	<b>1,195,415</b>
Deficiency of revenue over expenditures before other income (expenses)	<b>(147,106)</b>	<b>(126,775)</b>
<b>OTHER INCOME (EXPENSES)</b>		
Tournaments and events, net	<b>(18,790)</b>	285
Interest and dividends	13,996	11,564
Loss on disposal of property and equipment	(2,769)	(23,100)
Member refunds	(8,165)	(8,812)
Unrealized gain (loss) on marketable securities	41,028	(76,027)
	<b>25,300</b>	<b>(96,090)</b>
Deficiency of revenue over expenditures	<b>\$ (121,806)</b>	<b>\$ (222,865)</b>



**SUMMARIZED STATEMENT OF FINANCIAL POSITION**

December 31

	2023	2022
<b>ASSETS</b>		
Current		
Cash	\$ 30,648	\$ 77,606
Accounts receivable	425	2,010
Inquiry costs recoverable	3,512	27,070
Prepaid expenses	8,718	8,718
	<b>43,303</b>	115,404
Inquiry costs recoverable - long term portion	-	2,871
Long term investments	707,872	774,915
Property and equipment	104,332	127,047
	<b>\$ 855,507</b>	<b>\$ 1,020,237</b>
<b>LIABILITIES</b>		
Current		
Payables and accruals	\$ 110,995	\$ 79,008
Government remittances payable	3,553	4,012
Unearned membership dues	47,035	50,800
Deferred promotion and advertising revenue	-	70,687
	<b>161,583</b>	204,507
<b>NET ASSETS</b>		
Invested in Capital Assets	104,332	127,047
Internally Restricted Net Assets	78,895	78,895
Unrestricted Net Assets	510,697	609,788
	<b>693,924</b>	815,730
	<b>\$ 855,507</b>	<b>\$ 1,020,237</b>

Approved by the Board



Director



Director

## SUMMARIZED STATEMENT OF CASH FLOWS

For the year ended December 31

	2023	2022
Cash derived from (applied to):		
<b>OPERATING</b>		
Deficiency of revenue over expenditures	\$ (121,806)	\$ (222,865)
Adjustments for		
Amortization	25,232	23,846
Loss of disposal of property and equipment	2,769	23,100
Unrealized loss (gain) on marketable securities	(41,028)	76,027
Accrued interest	660	(660)
	<b>(134,173)</b>	<b>(100,552)</b>
Change in non-cash operating working capital items		
Accounts receivable	1,585	1,051
Inquiry costs recoverable	26,429	48,310
Prepaid expenses	-	2,000
Payables and accruals	31,987	(35,412)
Government remittances payable	(459)	(697)
Unearned membership dues	(3,765)	(9,500)
Deferred promotion and advertising revenue	(70,687)	70,687
	<b>(149,083)</b>	<b>(24,113)</b>
<b>INVESTING</b>		
Purchase of investments	(10,589)	(183,034)
Proceeds on sale of investments	118,000	-
Purchase of property and equipment	(5,286)	(63,327)
Proceeds on disposal of property and equipment	-	1,060
	<b>102,125</b>	<b>(245,301)</b>
<b>NET DECREASE IN CASH</b>	<b>(46,958)</b>	<b>(269,414)</b>
<b>CASH</b>		
Beginning of year	77,606	347,020
End of year	<b>\$ 30,648</b>	<b>\$ 77,606</b>



Manitoba  
Chiropractors  
Association

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