



MANITOBA CHIROPRACTORS ASSOCIATION

# ANNUAL REPORT

2024



Manitoba  
Chiropractors  
Association

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## 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 recurrence 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 283 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.

## 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, 2024

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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. Pascal Breton, D.C.

Mr. Greg Dunn, government appointed lay person

Dr. Bill Mulhall, D.C.

Dr. Stephanie Munn, D.C.

## STAFF

### AS AT DECEMBER 31, 2024

### **EXECUTIVE DIRECTOR**

Dana Forster

### **REGISTRAR**

Dr. Arnold Cohn, D.C.

### **OFFICE MANAGER**

Sherri Smith

### **REGULATORY COORDINATOR**

Sami Fitur

### **MARKETING AND ADVERTISING**

Yvonne Akpan

## PRESIDENT'S MESSAGE

### DR. GERALD CHARTIER, D.C.

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As I reflect on the past year, I am struck by the remarkable progress we have made together as a profession. From a time when our voices were disparate and our direction uncertain, we have emerged unified, focused, and energized—driven by a shared vision and grounded in a strong foundation built over the past several years.

Our current position is not happenstance; it is the result of tireless work, strategic foresight, and the unwavering commitment of many. The Strategic Plan, which continues to guide our priorities through 2026, has provided clarity and consistency in our decision-making. Every initiative we undertook this year aligned with our goals of protecting the public, supporting our members, and elevating the profession.

This year also marked an exciting leadership transition with the addition of Mrs. Dana Forster as our new Executive Director. Dana brought fresh energy and a collaborative spirit to the role, making an immediate impact by fostering new opportunities for connection and engagement.

Highlights included our first-ever family event at the Corn Maze, an unforgettable Annual Awards Gala surrounded by polar bears, and our always-popular Annual Golf Classic—each event a celebration of our shared values and growing sense of unity.

Our relationships with national partners such as the CCA, CCPA, and FCC were deepened through regular collaboration and co-hosted learning opportunities. These efforts reinforced Manitoba's leadership role on the national stage and ensured our members remain connected to evolving best practices and advocacy efforts across Canada. On the research front, Manitoba stood out once again. The Cross Lake Project and the Health Sciences Centre Research Project—both firsts of their kind in Canada—are driving innovation and demonstrating the vital role chiropractors play in integrated, evidence-based care models.

Our ongoing partnership with the team at Mount Carmel Clinic continues to showcase how chiropractic care can thrive within interdisciplinary settings.

One of the most significant developments this year was the MCA Board of Directors' exhaustive review of the Preceptorship Program and its limitations. This process was conducted with the utmost diligence and care, grounded in our responsibility to ensure public safety while fostering professional excellence. The resulting changes were designed not only to maximize experiential learning for students, but also to highlight the exceptional opportunities Manitoba offers to emerging chiropractors. With these enhancements, we are now better positioned to welcome future generations of chiropractors, encouraging them to build their practices and their lives in our province. This change will help open the doors for students across Canada to see Manitoba as a place of innovation, mentorship, and community.

Regulation remains at the core of our responsibilities, and this year we embraced a transformative approach rooted in right-touch regulation. This philosophy ensures that our regulatory actions remain proportionate, educational, and grounded in mentorship—always with the public interest as our top priority.

We also made great strides in managing our financial responsibilities wisely. Prudent decisions and operational efficiencies led to significant cost savings for members, reflecting our commitment to delivering value without compromising service or integrity.

Of course, none of these milestones would be possible without the many individuals working behind the scenes. I extend sincere gratitude to the MCA committee members, whose time and expertise help drive every success.

## PRESIDENT'S MESSAGE CONTD

### DR. GERALD CHARTIER, D.C.

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To our dedicated team—Mrs. Dana Forster, Dr. Arnold Cohn, D.C., Sherri Smith, Yvonne Eribake, and Sami Fitur—thank you. Your tireless efforts and commitment to excellence are deeply appreciated by our entire membership.

And finally, a heartfelt thank you to our Board of Directors. Your steady leadership, courage to innovate, and thoughtful stewardship have made this transformative year possible. It is through your dedication that the MCA continues to thrive.

As we close out 2024, we do so not only with pride in what we've accomplished but with excitement for what lies ahead. Our profession in Manitoba is strong, united, and full of potential—and together, we are shaping a future that is both inspiring and enduring.

Yours in Health,

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

**President**

**Manitoba Chiropractic Association**

## 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
<b>1. Increase annual utilization to 20%</b> <i>Primary goal and focus of the strategic plan</i>  <b>2. Unify membership</b> <i>The common ground to move forward</i>  <b>3. Successful RHPA transition</b> <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 future with the College separated
	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, 2024

## REGULATORY COMMITTEES

### Complaints

Dr. Pascal Breton, D.C., Chair  
Dr. Trevor Clark, D.C.  
Ms. Crystal Sukich

### Investigations

Dr. Daniel Therrien, D.C., Chair

### Licensing

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

### Standards – Office

### Inspections & Clinic

Dr. Trevor Winzoski, D.C., Chair  
Dr. John Alevizos, D.C.  
Dr. Brett Carter, 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. Jordan Myers, D.C.

### Golf Committee

Dr. Tim Hiebert, D.C., Chair  
Dr. Nitán Arora, D.C.  
Dr. Gerald Chartier, D.C.  
Dr. Amerjit Dhillon, D.C.

### Advertising

Dr. Stephanie Munn, D.C.  
Dr. Michael Kucheravy, D.C.  
Ms. Dana Forster - ED  
Ms. Yvonne Akpan

### Family Services Committee

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

### Community Engagement Committee

Dr. Stephanie Munn, D.C., Chair

## WELCOME TO OUR NEW OR RETURNING MEMBERS:

Dr. Tori Dykun, D.C.  
Dr. Taylor Hardy, D.C.  
Dr. Jared Maharaj - Poliah, D.C.  
Dr. Neil McRitchie, D.C.  
Dr. Alex Normandeau, D.C.  
Dr. Deidre Valaquenta, D.C.

## FAREWELL TO OUR RETIRED MEMBERS:

Dr. Arnold Cohn, D.C.  
Dr. Kerri Brooker, D.C.  
Dr. Clark Podaima, D.C.  
Dr. Melissa Atkinson-Graham, D.C.  
Dr. Joel Kanovsky, D.C.  
Dr. Peter Rutherford, D.C.

## MEMBER CATEGORY BREAKDOWN

Regular Member: 201

Senior Member: 61

Semi-Retired Member: 6

Retired Member: 11

New Graduates: 7

Maternity Leave: 3

Special Practicing: 3

Total: 294



# EXECUTIVE DIRECTOR'S MESSAGE

DANA FORSTER



The past year has been an exciting and rewarding time for the Manitoba Chiropractors Association. As the new Executive Director, I've had the privilege of learning about the unique needs of chiropractors across Manitoba, laying the foundation for key initiatives to better serve our members. I look forward to continuing this journey of learning in the year ahead. Reflecting on my first seven months, I'm inspired by the dedication and passion of our members, staff, and Board of Directors, which have made several noteworthy accomplishments possible.

Building on the MCA Strategic Plan, I am pleased to have developed the five-year member engagement strategy. This plan, shaped by member input and collaboration, provides a clear roadmap for building a stronger chiropractic community. It's already bearing fruit, as demonstrated by the success of three key events:

- Member Mixer, which created a valuable opportunity for professional networking and connection.
- Chiropractic Families Connect, a family-focused day that brought our members and their loved ones together for fun and community-building.
- Annual Awards Gala, an unforgettable evening celebrating the achievements and contributions of our profession, set against the stunning backdrop of the Winnipeg Zoo's Polar Bear Exhibit.

Forming a partnership with Special Olympics Manitoba was another highlight of the year. This three-year commitment reflects our dedication to making a meaningful impact in the community. Supporting these incredible athletes aligns with our core values of care and inclusion, providing an opportunity to give back in a way that supports our mission.

Looking ahead, we are excited to host the 2025 Annual Golf Tournament at Quarry Oaks on June 27, 2025, where all proceeds will be in support of Special Olympics, furthering our commitment to community involvement and strengthening connections within the profession.

Internally, we've focused on strengthening our operations and capacity. A key area of growth has been our organic social media presence, which now allows us to better engage with our members and the public. Sharing updates, celebrating successes, and showcasing the profession in a meaningful way has enhanced how we connect and communicate.

I am particularly proud of the work being done to build and support our team at the MCA. Their dedication and hard work ensure that the Association continues to grow and thrive.

Looking ahead, I am optimistic about the opportunities before us. With preparations underway for negotiations with Manitoba Public Insurance (MPI) and ongoing conversations with the Manitoba Government, we remain steadfast in advocating for our members and ensuring that Manitobans have access to high-quality chiropractic care.

Thank you to the Board of Directors, our staff team, and all of our members for your ongoing support and trust. It is a privilege to serve as your Executive Director, and I look forward to what we can accomplish together in the year ahead.

With appreciation,

**Dana Forster**  
Executive Director

# YEAR IN REVIEW

## ANNUAL GOLF TOURNAMENT

Over 70 members, sponsors, and staff participated in the Annual MCA Golf Tournament held on Thursday, June 20, 2024 at Larters at St. Andrews Golf & Country Club. Thanks to all golfers and sponsors. We look forward to growing the tournament in 2025



## MCA AWARDS GALA

At this year's gala, we celebrated our colleagues' achievements. Dr. Brian Gainor was honored for 50 years of service, and Dr. Nitán Arora was named Chiropractor of the Year. Dr. Ernie Miron received the Distinguished Service Award, Dr. Jennifer Ward was recognized with the Chiropractic Researcher Award for her groundbreaking research, and Dr. Christian Manansala received the Emerging Chiropractic Researcher Award.



## FALL FAMILY CONNECT

The MCA had nine families join the Fall Families Connect outing at the corn maze, enjoying activities such as maze exploration, hayrides, crafts and a hot dog BBQ. Thank you to all the families that participated, and we look forward to more family-oriented events this year.

## SUMMER SOCIAL MIXER

The MCA hosted an exclusive mixer featuring Dr. Deborah Kopansky-Giles at Kilter Brewing, about integrated primary care initiatives spurred engaging discussions. The event was very well attended and provided great opportunities for professional growth, networking, and building community connections.

## BETTER TOGETHER: MCA, CCA AND CCPA



The MCA participated in the "Better Together" professional development event, which drew a huge turnout. Drs. Gerald Chartier, Russ Baron, and Dean Wright shared clinical insights, and reinforced our professional partnerships.

## CCA/CCPA ROADSHOW



MCA members attended a CCA/CCPA Manitoba Roadshow, featuring hands-on workshops. This was led by the CCA, CCPA, and Dr. Shawn Thistle, we discussed integrating research, and patient-care techniques.

## KOATS FOR KIDS

Six chiropractic practices participated in the MCA's "Koats for Kids" drive, helping collect winter gear for Manitobans in need. Together, they demonstrated their commitment to community well-being by ensuring everyone is prepared for the winter.

# 2024 ADVERTISING REPORT

## COUPLAND & CO

### INTRODUCTION

This report summarizes the impact of MCA's 2024 marketing program, highlighting outcomes and benefits for our members.

The year's primary marketing objectives were:

- Utilization growth across the province
- Make it easier for Manitobans to connect with a chiropractor
- Test brand-building messaging
- Integrate MCA's new Marketing & Event Coordinator

### MARKETING ACTIVITIES OVERVIEW

There were two closely related paid advertising campaigns in 2024: Primary – Ongoing utilization campaign consisting of the following creative messages: conditions-focused, available coverage, maintain/get-back-to activities, and pain-free moments

Secondary – Public Service Announcement (PSA) style Chin Up ad series incorporating video intended to associate chiropractors/chiropractic with good posture and healthy spine while using mobile devices in a positive, non-judgemental way

In addition, during World Spine Day in October, creative assets provided by the CCA were incorporated into organic (unpaid) social media.

### ADVERTISING CHANNELS

Paid media channels for 2024 included:

- Google Display (ad placements in 3rd-party websites & apps)
- Google Search text ads
- Meta (Facebook & Instagram) – newsfeed & video reel ads
- X (Twitter) video ads
- Premium news, sports, and weather apps incl. CBC, Weather Network, Global, CTV Winnipeg)

### TANGIBLE RESULTS

Throughout the 2024 campaign, many metrics were tracked and reported monthly to the Advertising Committee. The 3 primary campaign performance indicators were:

- Appointment requests made through the MCA website
- Clinic location searches (map searches) through the website
- Website engagement – individual website sessions over 30-seconds

The MCA continued to evolve the Find a Chiropractor function on the website in 2024, most notably by adding an appointment request feature, making it easier for new patients to engage with a chiropractor. This function also enhances campaign performance tracking and ROI calculation.

### 2023/2024 ADS ARTWORK





# 2024 ADVERTISING REPORT

## COUPLAND & CO

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### RESULTS

631 appointment requests

- New feature added in Feb 2024

3,683 clinic location searches

- 148% increase over the previous year

49,631 website visits lasting longer than 30 sec.

- 216% increase over the previous year
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### UTILIZATION OF CHIROPRACTIC SERVICES

Historically, MCA has used provincially reported data from Manitoba Health as the primary determinant of provincial utilization of chiropractic services. At the time of publishing, the 2024 data was not available. In 2023, Manitoba reported a 4 percent increase in chiropractic utilization.

#### Community Awareness and Impact

Although advertising's main focus in 2024 was increasing utilization, the metrics below show sufficient reach and coverage to raise awareness and enhance perceptions of chiropractic and chiropractors. To measure perceptions, MCA conducted a benchmark study in 2022. A follow-up tracking study is being considered for 2025 or 2026.

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### AWARENESS METRICS

#### 30.2 million ad impressions

- Enough for the average adult to have seen ads ~25 times

#### 146,000 ads clicks

- Number of times a viewer clicked on an ad

#### 0.48% click-through rate

- Percentage of viewers who click an ad
- 50% increase over the previous year and 6x above industry benchmark

#### 118,800 website visitors

- \*11% decrease from the previous year
- 81% of visitors were a direct result of advertising

\*Decreased website visitors resulted from 1) media budget reduction from 2023, 2) Inclusion of Chin Up audience-building campaign (performs differently than utilization focus). The result, however, was a notable increase in both ad engagement and key conversion metrics on the website, as indicated above.

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### SUCCESS STORIES

Overall, the advertising program for 2024 was successful and improved on positive outcomes from 2023. Highlights include:

The new **appointment request tool** on the MCA website has been very effective and should be maintained and enhanced over time

- 631 appointment requests in 11 months
- Enables direct ROI tracking
- Good distribution across the province (urban/rural)

The introduction of the **Chin Up campaign** was successful, and extensively incorporated video for the first time in MCA advertising

- Ad engagement was excellent (Video views) and well above benchmarks
- Chin Up ads contributed substantially to appointment requests - there was some concern that PSA-style creative could reduce conversions. Fortunately, the conversion contribution was substantial for Chin Up

We launched the **Google Search Console** on the MCA website in 2024, which tracks organic (unpaid) search traffic

- The intent is to supplement the ad campaign with website content of the highest interest to potential patients
- The Search Console allows us to do this in a data-driven manner (i.e., what type of content is of most interest)

Our new **Marketing & Event Coordinator** is off to an excellent start, having taken several functions in-house and integrating into all aspects of MCA marketing

- Member and community engagement activity has scaled up
- The frequency of social media posting and website updates has significantly increased

# 2024 ADVERTISING REPORT

## COUPLAND & CO

### FINANCIAL IMPACT

The new appointment request function on the MCA website has significantly improved our ability to measure financial impact and ROI. Following is a summary of marketing expenditures and return on investment for 2024.

#### Advertising expenses

Digital advertising media	\$105,000
Chin Up Campaign Development	\$34,000
Campaign Management & Reporting	\$27,000
Social Media	\$18,000
Account supervision	\$3,000
Miscellaneous	\$2,000
<b>Total</b>	<b>\$189,000</b>

The addition of the appointment request function on the MCA website provides our most direct advertising ROI measurement because the requests are validated (not spam) and tracked. As noted previously, 631 appointment requests were made during the 11 months the new function was available on the MCA website in 2024.

The Advertising Committee determined that \$800 (in fees) was a conservative estimate for the average lifetime patient value for each new appointment request.

Based on 631 appointment requests with an average value of \$800 each, the total revenue for MCA members is \$504,800 minus the advertising budget of \$189,000 for a demonstrable ROI of 167%. However, the total advertising ROI will be much higher because there isn't a tracking mechanism for chiropractic visits resulting from other marketing interactions (clinic location searches, website sessions, ad views, etc.).

### LESSONS LEARNED

Much of this report refers to lessons learned from the 2024 marketing program. The following covers additional takeaways.

- The Manitoba market appears receptive to PSA-style messaging (Chin Up) for chiropractic. This indicates an opportunity to expand brand messaging
- Video works. While not a surprise, we did learn the public is willing to consume advertising video content about chiropractic based on the Chin Up campaign's success
- Advertising the various coverage options available to Manitobans performs very well over time and hasn't eroded. The same is true for advertising conditions that chiropractic care can treat
- The digital media landscape continues to evolve. For example, the market is trending away from Google Display (ads in third-party apps and websites) towards social media platforms. This is not specific to MCA but rather signifies an overall media shift. The lesson is to stay current with consumer digital consumption trends
- Our shift away from seasonal-themed advertising has been effective and has reduced expenses through less frequent creative updates. A related takeaway is that MCA's advertising creative is proving to be durable over time with nominal performance degradation even over 6 months
- Website visitors have been quick to utilize new features that make it easier for them to find/connect with a chiropractor

# 2024 ADVERTISING REPORT

## COUPLAND & CO

### RECOMMENDATIONS FOR 2025

Based on campaign outcomes and lessons learned over the last year, the following recommendations have been put forward heading into 2025:

- Incorporate traditional media channels as a pilot program to cast a wider net for prospective patients. Platforms including radio and TV using weather, news and sports segment sponsorships
- Work to spread the distribution of appointment requests through the MCA website among MCA members. This is challenging without impacting patient choice or incorporating an arbitrator function. Our agency partner and the Advertising Committee are exploring options
- Continue to refine digital media channels for advertising to remain current with technical and consumption trends
- Increase awareness and brand messaging to expand the chiropractic patient base and, where possible, leverage the upcoming CCA national advertising campaign
- Continue adding new content to the MCA website informed by user-driven data acquired through new reporting tools

### CONCLUSION

As the MCA advertising program continues to mature and evolve, along with improved ROI tracking and reporting, we expect improved outcomes this year. 2025 is also the first full year with MCA's new Marketing & Event Coordinator in place. As of this report, there are strong tailwinds for MCA's advertising program.

### MARKETING ARTWORK AND GRAPHICS



# REGISTRAR'S REPORT

## DR. ARNOLD COHN, D.C.



I am pleased to present this year's Registrar's Report, highlighting our strategic progress, operational efficiencies, and commitment to ensuring the highest standards of chiropractic care in Manitoba.

### Strategic Goals and Core Competencies

The MCA remains committed to:

- Ensuring Standards & Competencies: Upholding rigorous qualifications to ensure safe, ethical, and effective chiropractic care.
- Promoting Excellence: Encouraging continuous learning and best practices in healthcare.
- Patient-Centered Practice: Prioritizing ethical, evidence-based care.
- Public Trust: Strengthening transparency and accountability.
- Collaboration: Engaging with healthcare stakeholders and members to reinforce chiropractic care's role in Manitoba.

### Optimizing Organizational Capacity

The strength of the MCA lies in the dedication and expertise of our staff, who have worked diligently to support the profession. This commitment has enabled us to improve processes, enhance member support, and deliver greater value to our registrants.

### MCA Membership Update

In 2024, five new grads and one returning member joined the MCA. Four chiropractors retired and 2 others chose to discontinue their membership. We warmly welcome our newest members to the MCA! We look forward to supporting you as you grow in your careers and make meaningful contributions to the association.

On behalf of the Manitoba Chiropractors Association, I would like to extend our deepest gratitude to our retiring members for their dedication, service and commitment to the chiropractic profession. We wish you all the best in this new chapter of life and hope you take pride in the legacy you leave behind.

### Financial Efficiency & Member Benefits

We are pleased to report a 70% reduction in legal costs for the year 2024. This financial efficiency reflects our member's ability to provide safe, honest and ethical service to the public allowing the MCA to enable prudent management of resources. This significant cost saving will allow us to allocate funds more effectively toward initiatives that benefit our members and the public.

### Enhanced Member Communication and Support

One of the most significant improvements this year has been the increase in direct, one-on-one communication between the Registrar and MCA members seeking guidance on regulatory matters. By providing personalized support and timely advice, we have fostered stronger relationships and improved the overall member experience. I want to thank those members that have reached out and encourage all other members to do the same.

### Looking Ahead

The MCA remains committed to advancing chiropractic excellence while adapting to the evolving healthcare landscape. Thank you for your continued dedication and professionalism. Together, we are ensuring a strong and thriving chiropractic profession in Manitoba.

Sincerely,

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

# REGULATORY AFFAIRS

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## 2023

Complaints Carried over to 2024 **7**

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Complaints Resolved **16**

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## 2024

New Complaints **12**

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Complaints Resolved **3**

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Complaints Carried Over to 2025 **9**

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Complaints Disallowed\* **1**

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\* Lack of minimum threshold of identifying information

## SOURCES OF COMPLAINTS IN 2024

Registrar **2**

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Public **7** Member **0**

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Referral from Standards or Investigation Committees **3**

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## STATUS OF COMPLAINTS REVIEWED IN 2024

Referred to Investigation Chair **9**

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Processing through Complaints Committee **3**

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Withdrawn **0**

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## RESOLUTION OF 9 CASES CLOSED IN 2024

Agreement/Undertaking and/or Cost Recovery **8**

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Withdrawn/No Merit **1**

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No Fault Found **0**

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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, 2024, 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, 2024 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 28, 2025.

### 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  
April 28, 2025

Chartered Professional Accountants

**SUMMARIZED STATEMENT OF OPERATIONS**

For the year ended December 31

	2024	2023
<b>REVENUE</b>		
Annual membership dues	\$ 857,300	\$ 800,519
Promotion and advertising assessment	189,286	70,687
Regulatory cost recapture	27,689	9,398
Registration and examination fees	17,370	14,645
Sundry	3,179	14,466
Patient management program	-	10,082
	<u>1,094,824</u>	<u>919,797</u>
<b>EXPENDITURES</b>		
Administrative services	43,301	24,039
Amortization	26,733	25,232
Annual general meeting	4,508	5,114
Bank charges and interest	3,867	3,852
Communications and stakeholders relations	15,747	34,339
Honoraria	169,200	77,950
Insurance	5,790	5,573
Legal fees	60,820	229,159
Meals and entertainment	1,858	928
Meetings - other	7,727	6,500
Office and general	56,338	35,965
Professional fees	8,870	11,104
Promotion and advertising	189,286	227,160
Regulatory expenses	7,806	6,175
Rent	55,679	52,803
Telephone and utilities	5,830	5,768
Travel	14,138	8,207
Wages and benefits	259,502	307,035
	<u>937,000</u>	<u>1,066,903</u>
Excess (deficiency) of revenue over expenditures before other income (expenses)	<u>157,824</u>	<u>(147,106)</u>
<b>OTHER INCOME (EXPENSES)</b>		
Tournaments and events, net	(11,843)	(18,790)
Investment income	23,346	13,996
Loss on disposal of property and equipment	-	(2,769)
Member refunds	(9,578)	(8,165)
Unrealized gain on marketable securities	26,461	41,028
	<u>28,566</u>	<u>25,300</u>
Excess (deficiency) of revenue over expenditures	<u>\$ 186,390</u>	<u>\$ (121,806)</u>

**SUMMARIZED STATEMENT OF FINANCIAL POSITION**

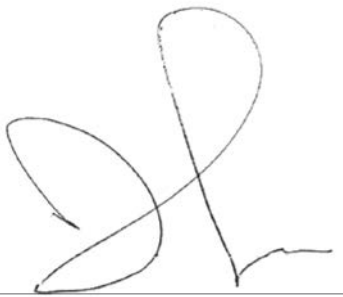
December 31

	2024	2023
<b>ASSETS</b>		
Current		
Cash	\$ 162,544	\$ 30,648
Accounts receivable	-	425
Inquiry costs recoverable	2,231	3,512
Prepaid expenses	8,718	8,718
	173,493	43,303
Long term investments	757,838	707,872
Property and equipment	89,094	104,332
	<u>\$ 1,020,425</u>	<u>\$ 855,507</u>
<b>LIABILITIES</b>		
Current		
Payables and accruals	\$ 27,082	\$ 110,995
Government remittances payable	608	3,553
Unearned membership dues	67,640	47,035
Deferred promotion and advertising revenue	44,781	-
	140,111	161,583
<b>NET ASSETS</b>		
Invested in Capital Assets	89,094	104,332
Internally Restricted Net Assets	78,895	78,895
Unrestricted Net Assets	712,325	510,697
	880,314	693,924
	<u>\$ 1,020,425</u>	<u>\$ 855,507</u>

Approved by the Board



Director



Director

**SUMMARIZED STATEMENT OF CASH FLOWS**

For the year ended December 31

	2024	2023
Cash derived from (applied to):		
<b>OPERATING</b>		
Excess (deficiency) of revenue over expenditures	\$ 186,390	\$ (121,806)
Adjustments for		
Amortization	26,733	25,232
Loss of disposal of property and equipment	-	2,769
Unrealized gain on marketable securities	(26,641)	(41,028)
Accrued interest	-	660
	186,482	(134,173)
Change in non-cash operating working capital items		
Accounts receivable	425	1,585
Inquiry costs recoverable	1,281	26,429
Payables and accruals	(83,913)	31,987
Government remittances payable	(2,945)	(459)
Unearned membership dues	20,605	(3,765)
Deferred promotion and advertising revenue	44,781	(70,687)
	166,716	(149,083)
<b>INVESTING</b>		
Purchase of investments	(23,325)	(10,589)
Proceeds on sale of investments	-	118,000
Purchase of property and equipment	(11,495)	(5,286)
	(34,820)	102,125
<b>NET DECREASE IN CASH</b>	131,896	(46,958)
<b>CASH</b>		
Beginning of year	30,648	77,606
End of year	\$ 162,544	\$ 30,648



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