

# Chiropractic best for back-related conditions

The BCCC has undertaken studies of public knowledge and health needs repeatedly, to guide in preparing messages. The findings of the most recent focus groups and public survey – conducted by Ipsos-Reid and involving healthcare consumers throughout the province – indicated a widespread lack of knowledge regarding information and options available for treating back-related conditions.

This information gap includes – understanding of outcomes, treatment expectations, questions about cost and medicare coverage and making the right healthcare choices.

With six in 10 British Columbian's having experienced the benefits of Chiropractic, this knowledge gap is shrinking. It is the responsibility of the BCCC to ensure that all healthcare consumers in the province fully understand why the standard of care for back-related conditions is

treatment by a Doctor of Chiropractic.

"See a Chiropractor first for the most effective relief."

73% of those who have not visited a chiropractor are unsure about what results to expect from treatment. In this recent study, "Eight in 10 chiropractic patients say treatment was effective, with most saying it was very effective". Chiropractic is firmly grounded in science and endorsed by research, and numerous studies confirm that it is one of the safest and most effective methods of healthcare available.

## What should you expect from treatment?

Most non-patients are confused about what to expect during a chiropractic treatment and how many times they would have to visit to experience relief. Treatment is relatively pain-free and the number of treat-

ments necessary varies with each patient. After patients get the relief they want, many choose to continue with some type of periodic care.

## How to make the right choice

The majority of British Columbian's don't know which health practitioner to see for which conditions – including low back problems. With an average of seven to eight years of specialized education and hands-on training, a chiropractor is the most qualified to treat neuromusculoskeletal conditions through spinal manipulation. Studies confirm treatment by a chiropractic doctor as the most appropriate standard of care for back-related problems.

## How much does it cost?

While payment is not the primary issue

of the BCCC, health costs have been publicly discussed by health authorities as a potential barrier to health and safety. As a result it is not inappropriate to include a brief comment.

Although most people are aware of reductions in Medicare, 36% of British Columbian's are still not sure. Most see the value in receiving the right treatment first and are surprised to learn that the average cost of a single visit to a chiropractor is \$35. - much less than expected.

Ongoing public studies help determine which messages are vital to ensure that British Columbian's have the tools they need to make the right choice for treatment and prevention of back-related conditions.

For more information regarding the back and chiropractic, please visit [www.bcchiro.com](http://www.bcchiro.com).

## BCCC educates consumers

This week, the BC College of Chiropractors launched a Public Awareness and Education campaign. Through this campaign and through other public education programs, the BCCC contributes to public protection and public interest in healthcare information.

"The BC College of Chiropractors (BCCC) is the health authority which determines the requirements for registration as a Doctor of Chiropractic."

BC established this authority for the public in 1934. The responsibilities of the College include recognition of accreditation for education, exam, licensure, continuing education, and professional conduct for registered chiropractors. Further details regarding the responsibilities of the College Board can be found on the BC web site [www.bcchiro.com](http://www.bcchiro.com).

This process forms the cornerstone of BC and each province's medicare services, regardless of public or private health insurers. The BCCC has been very actively involved in health reform over the past seven years - with submissions to government and other health authorities which demonstrate and document issues of public safety and standards of care.

'Public safety and interest' includes the process of communicating to the public information vital to empowering each person to make informed health care choices. This includes treatment information and options, as well as issues regarding

'informed consent.'

Published documents, including provincial commissions, medicare studies and public utilization demonstrate the most appropriate standard of care for back-related problems. Public education and information processes are a necessary step for the BCCC to undertake, to stress the importance of safety and the outcomes possible with the correct standard of care. Failure to inform the public and patient alike of this is sub-standard care and puts the patient at risk.

The BCCC recognizes that almost one third of medicare utilization is for "back"-related conditions. While this includes the spine - from the skull to the hips - the most common conditions recognized by the public and providers alike are those involving the lower back. Other common conditions which can arise from the neck, upper back and the associated nerves, muscles, and discs are often ignored due to more dramatic and common events affecting a person's quality of life, work ability and serious health effects. These are known by many terms, including sciatica, pulled muscles and the common phrases - strain, sprain, and soft tissue. Regardless of name, the anatomy involves the "back".

The BCCC has chosen this and other message vehicles as one process to bring to the public's attention critical issues of outcome and safety as they relate to personal health planning.

Public information is necessary in order for each person to determine his and her needs for necessary health services. For government and health authorities planning and implementing necessary services, patient safety is maximized by awareness of and implementation of those treatments having the most consistently demonstrated beneficial outcomes. Prioritizing this criteria ensures the appropriate standards of care.

Each person's life is touched by daily health care choices involving treatment, information or advice for prevention. While hospitals and their related services are of utmost importance, the majority of daily health care is provided in the private practices of health professionals including BC's approximately 925 chiropractic doctors.

Most people do not attend a hospital for many years, but each year most British Columbians need to choose a health practitioner as a consequence of situations that include – recreation, work, and motor vehicle related events. Again with almost one third of medicare utilization comprising back related events, public safety includes ensuring that British Columbians have the access to information which can speed their recovery and improve their overall quality of life through prevention and appropriate treatment.

Documentation is available on the BC web site [www.bcchiro.com](http://www.bcchiro.com).



# I'm Back!

Name: Ryan Thompson  
– aka "The Mighty Mangler"

Hobby: Wrestling 6 year old son – "Mosquito Boy"

Problem: Pinched Nerve

Solution: A BC Chiropractor

Result: He's back on the mat!



The Chiropractors of BC.  
The back specialists.

If you have a back problem – visit a Chiropractor first for the most effective relief.