



BRITISH COLUMBIA CHIROPRACTIC ASSOCIATION

Your Spine - Your Health

Opening remarks by: Dr. Jay Robinson, president, British Columbia Chiropractic Association

On behalf of the BC Chiropractic Associations' over 900 members it is my pleasure to welcome and congratulate Parker Seminars and Parker College president Dr. Fabrizio Mancini as well as Dr. Gilles Lamarche for providing quality seminars and continuing education to chiropractic doctors from around the world. The profession in British Columbia is truly honored to help celebrate 60 years of service and is proud to help host Parker Seminars and delegates from around the world.

The BC Chiropractic Association has continued to represent the province's Chiropractors to the public and insurer's, as well as levels of government since 1934. On behalf of our members, the Association has implemented programs and developed meaningful relationships with key stakeholders to increase public awareness that include:

- The "Think Twice, Lift Once" campaign in partnership with Workers compensation (WorkSafeBC) and Acklands-Grainger, Canada's largest distributor of industrial and safety products. This prevention program, which encourages workers to stop and think about their spine, has seen growing recognition year after year;
- The "Pack it Light, Wear it Right" backpack safety program an awareness of prevention focused on youth with the provincial government has also seen a positive reception. In addition to ongoing public service announcements, free backpack safety materials are available to educators and parents to teach their children about the importance of spine care at all stages of life. Our Fall 2011 outreach included over 2,000 schools and more than 1,000 BC Chiropractors;
- The BCCA has been involved in a process leading to chiropractic education BC since 1990. This also included a period of consultation with Parker Chiropractic College we are pleased to note. We are optimistic that the BCCA will be able to report on substantive progress on this initiative in the first quarter of 2012.

We are always motivated by the belief that patients come first. When the health care of British Columbians' is number one, the benefits from awareness of the profession are guaranteed to follow.

Health care continually benefits from ongoing research, which is why the BC Chiropractic Association has been such a huge supporter of all levels of research across the country and around the world. This year we renewed our support of the Canadian Chiropractic Research Foundation associate professorship held by Dr. Jean-Sébastien Blouin at the University of



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British Columbia for another five years. We also created two new outstanding world class public service announcements featuring prominent chiropractic researchers Dr. Mark Erwin and Dr. Greg Kawchuk on behalf of the Canadian Chiropractic Research Foundation that will air across the province and national cable in 10 days.

The next two years pose some of the greatest challenges to the profession in Canada, however, we are up for the task.

2014 brings a renewal of the Canada Health Accord and we have a duty as chiropractic doctors to dialog with the public in their role as both patient and taxpayer. As the public discussions unfold, the BCCA will be a champion on diverse health matters, not only in the area of chiropractic, but also future health and thereby economic policy changes.

The Medicare crisis or reform regardless of country requires FIRST better utilization of proven outcomes. The sole diagnosis and treatment of the Medicare crisis with only more money will merely add to each country's fiscal crisis and little improvement for patients. Spine and spine related conditions account for at least 1/3 of all daily office visits in US, Canada, and most countries. The chiropractic profession has a profound contribution to make through improved outcomes and thereby economic savings. Economic savings are essential for government funding as Medicare reform and debate shift from sustaining to SAVING Medicare.

As you navigate your way through the seminar these next few days, I hope that your experiences help to reinforce what we all have in common as doctors and what is truly most important – our patients. Because of these individuals each of us has the privilege to treat and positively impact their lives and thereby our own. It is up to each and every one of us to ensure that the public's rights and access to appropriate health care is protected and promoted.

We invite you to come by the BCCA table throughout the next few days.

Thank you.

Dr. Jay Robinson