



BY EMAIL

November 19, 2020
College of Chiropractors of Ontario
89 Hayden St, Suite 800
Toronto, ON, M4Y 0E7

Attn:

Dr. Dennis Mizel, CCO President and Chair, Executive Committee
Ms. Jo-Ann Willson, Registrar & General Counsel

Dear Dr. Mizel and Ms. Willson:

Re: Addendum to the Ontario Chiropractic Association (OCA) feedback to CCO on:

This addendum, which highlights the result of a recent OCA member survey, supplements OCA's online and email submissions (submitted to CCO on October 30, 2020) with additional context regarding our members' perspectives on Health Care Claims in Advertising, Websites and Social Media practices that harm the public interest and the profession's reputation.

An important theme that emerged from the survey, and was adopted as a key pillar of the OCA's 2017-2022 Strategic Plan, was members' strong desire for OCA to actively identify and address marketing and business practices that might diminish the profession's ability to serve the public and/or harm the profession's reputation.

Important findings from the survey (conducted in 2017) include:

- Almost 65% of respondents urged the OCA to adopt a strong stance against unethical treatment and marketing practices
- Almost 75% of respondents indicated the OCA should be raising these concerns with CCO
- 70% of respondents indicated that they would be personally willing to defend initiatives undertaken by OCA against marketing (and/or treatment) practices that might hurt the profession
- Nearly one in five respondents reported having viewed some advertising or communications they believed could harm the reputation of the profession

The survey results complements OCA's submission to CCO on October 30 and reflects the priority that OCA members place on the need for urgent action by CCO to ensure a robust, and transparent regulatory framework to govern the profession's Health Care Claims in Advertising, Websites and Social Media practices



OCA welcomes an opportunity to discuss with you and/or CCO Council its recommendations and engage in broader conversations and collaborations regarding how to support the profession's capacity to strengthen chiropractors' marketing and business practices.

Sincerely,

Dr. Ken Brough
Board, Chair

Caroline Brereton
Chief Executive Officer, RN, MBA