



Ontario
Chiropractic
Association

FOR IMMEDIATE RELEASE

Leading practice management software Aspire announces new board chair and structure

TORONTO, ON (November 26, 2024): OCA Aspire Canada Inc. today announced its new Board of Directors, including newly elected board chair, Dr. Ken Brough, an Ottawa-based chiropractor, CEO of CURAVITA and former board chair of the Ontario Chiropractic Association (OCA). The board brings decades of leadership experience to the organization, along with significant track records of advancing chiropractic care and enhancing technological innovation.

Aspire, a subsidiary of the Ontario Chiropractic Association (OCA), is a practice management software designed by chiropractors for chiropractors and other health care professionals. It offers online booking, billing and electronic health records to reduce administrative work and improve patient care. Over the last year, more than one million patient visits were made to clinics using Aspire.

On this new Aspire board, Dr. Brough is joined by:

- Dr. Antonio Anziano, a Hamilton-based chiropractor and current OCA board member;
- Dr. Janet D'Arcy, a Toronto-based chiropractor and current OCA board member;
- Mr. Parm Gill, a serial entrepreneur who has successfully launched and scaled many technology businesses and acts as a startup advisor globally; and
- Mr. Benoît Long, a former senior official with the federal government and chief information officer with Trillium Health Partners.

"I'm excited to join this team and contribute to Aspire's culture of innovation aimed at improving the patient experience and advancing the chiropractic profession," said Dr. Brough. "As an Aspire user, I've seen the many benefits first-hand in my practice, including streamlining day-to-day operations and providing access to real-time data insights on patient outcomes that I can leverage to inform treatment plans. I look forward to raising the profile of Aspire so we can get this software into the hands of more chiropractors and health care professionals across Canada."

"Aspire offers chiropractors a unique opportunity to use a software that's designed for chiropractors by chiropractors," said OCA CEO Caroline Brereton. "Revenue from Aspire is re-invested into the profession in the form of advocacy, policy development and patient awareness. I look forward to working with our new board to continue building this brand and increasing Aspire's reach."

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For more information on Aspire or to book an interview, please contact:

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