

CEO Partnership Roundtable Update



What is the CEO Partnership Roundtable?

The CEO partnership roundtable brings together the CEOs and Executive Directors of the Canadian Chiropractic Association (CCA), the Canadian Chiropractic Protective Association (CCPA), and the Provincial Chiropractic Associations. Read on to learn more about how these partners work together to provide you, our members, with the added benefit of shared expertise and resources.

You Benefit from the CEO Partnership Roundtable

The CCA, CCPA and the Provincial Associations come together remotely every two months to discuss and collaborate on issues and opportunities that are pan-Canadian, ultimately impacting all members. Topics discussed include, but are not limited to, enhancing member benefits, scope of practice, national procurement, service efficiencies. CEO partners also meet to share best practices regarding leadership, education, national meetings, and communications. This update is being sent to you as part of our commitment to ensuring you are aware of how your leadership works together on mutual interests to impact all our members positively. Thanks for taking the time to review this!

Aligning Purpose and Value Creates Focus

In 2022, the CEOs from all provincial associations, the CCPA and CCA met to define the partnership more formally and agree on areas to work on that will ultimately add value to all members nationally. Following these 'chartering' sessions, the newly renamed 'CEO Partnership Roundtable' has continued to hold 1.5 hour bi-monthly meetings along with bi-annual two-day National and Pan-Canadian meetings, which Board Governors also attend.

What is the partnership's overall purpose?

Our partnership provides our members with outstanding collaborative leadership so we can elevate opportunities for their success.

How does the partnership drive value for our members?

Our members thrive because of our service, support, and advocacy, which enhances their practices, profitability, stability, and security – all while cultivating a positive patient experience.

Why Collaborate? Because Together We're Stronger. Together, We Can Achieve More

Working together collaboratively means improved member outcomes through:

- Leveraging and learning from diverse experiences/talent to enhance our collaborative and individual member services
- Aligning our common purpose to ensure we are collaborating on the most interesting and impactful member services topics and leveraging our stakeholder relationships for more significant member benefit.



Chiropractic Association of Alberta



British Columbia Chiropractic Association

Association chiropratique canadienne



Canadian Chiropractic Association



CANADIAN CHIROPRACTIC PROTECTIVE ASSOCIATION



Manitoba Chiropractors Association



New Brunswick Chiropractors Association



Newfoundland and Labrador Chiropractic Association



CNSCC COUNCIL OF THE NOVA SCOTIA COLLEGE OF CHIROPRACTORS



Ontario Chiropractic Association



Association des chiropraticiens du Québec



Chiropractors' Association of Saskatchewan



So, What Has the Partnership Collectively Achieved to Date?

- Identification and sharing of **Insurance Audit Tools and Supports** created by CCPA and the Ontario Chiropractic Association (OCA).
- [A CCPA article on managing insurance audits.](#)
- OCA's [Understanding Audits: The chiropractor's guide to administrative compliance.](#)
- Collaborative work led by the CAA on the project "Patient Safety in Chiropractic Care: a Vision for the Future."
- Shared advocacy, research, and policy documents in support of scope of practice expansions.
- A shared calendar of provincial and national events to ensure that CCPA, CCA and all partners share best practices and can provide more in-person engagement with members.
- Research, discussion, and determination of viability on additional member offerings and benefits such as affinity programs and health benefit programs.
- Agreement and completion of a Membership Renewal Template incorporating all Partner renewal information to help Partner organizations make better decisions around renewal and improve the member experience.
- Greater familiarity and trust between the Partners in support of improved outcomes for members.

The partnership is committed to working collaboratively and with a clear focus on how we can continue improving our members' practice experience.

Moving forward, expect to see more communications from the partnership with updates on wins and actions in which we are engaging on your behalf.

Thanks for taking the time to review this update!

The CEO Partnership Roundtable

