



Directed to Stakeholders:

1. Why is every chiropractor so different from each other?

Chiropractors have various practice styles, clinical training and skills.

The key to finding a chiropractor that is a good fit for you is to ask questions about the types of therapies he/she provides. It can also be helpful when selecting a chiropractor to:

- ask your health care practitioner
- ask your friends or co-workers
- and utilize the chiropractor locator on the OCA's website.

2. What is chiropractic?

Canada's chiropractors are musculoskeletal (MSK) experts, providing the assessment, diagnosis, treatment and preventative care of biomechanical disorders originating from the muscular, skeletal and nervous systems.

Benefits of Chiropractic Care:

- Improved movement to the neck, shoulders, back and torso
- Better posture
- Relief from headaches, neck and back pain
- Prevention of work-related muscle and joint injuries
- Enhanced athletic performance
- Improved flexibility
- Relief of pregnancy-related backache
- Correction of gait and foot problems

3. Why did my doctor tell me not to go to a chiropractor?

- Eighty six per cent of Canadian physicians endorse chiropractic care for some musculoskeletal complaints.¹
- However, there are some doctors that do not support chiropractic for various reasons.
- It's important as a profession that we continue to educate the benefits of chiropractic and develop those relationships to help build trust and understanding of our profession. *(Stay tuned for resources specific to building referral relationships with doctors and other healthcare professionals provided by the OCA.)*

1. Busse JW, Canga A, Riva JJ, Viggiani D, Dilauro M, Kapend PI, Harvey M-P, Pagé I, Moore A, Gauthier CA, Price DJ. *Attitudes towards Chiropractic: A Survey of Canadian Family Physicians.*



4. What is the difference between a chiropractor and an osteopath?

Chiropractic and osteopathy are similar in that they are a hands-on form of treatment for a variety of complaints. However, there are differences:

- According to the Ontario Association of Osteopathic Manual Practitioners, the practice of (non-medical) manual osteopathy is not currently recognized as a regulated health profession under the *Ontario Regulated Health Professions Act, 1991*.
- Chiropractic – like other healthcare professions such as medicine, nursing and dentistry - is governed by provincially-legislated regulatory and licensing authorities, which means that chiropractors must undergo rigorous testing prior to obtaining their license to practice.
 - Chiropractors are also overseen by the College of Chiropractors of Ontario, which is a body that protects the public by upholding high standards of practice within Ontario

5. Why do some chiropractors sign up patients on a high frequency treatment such as 2x/week for 52 weeks and others offer 6-12 treatments over 6-12 weeks for the same problem?

Ongoing treatment of a patient should be based on clinical findings and consideration of objective and subjective improvement. Re-evaluation of the need for care at regular intervals is essential.

The provision of a treatment plan with clear markers for evaluation of patient progress and improvement is essential to patient-centred care.

If a patient believes he/she is receiving unnecessary treatment, he/she should contact the College of Chiropractors of Ontario.

6. I have heard people say that they would never visit a chiropractor because someone they know or are related to had a stroke after being adjusted. How do I respond?

- Strong evidence indicates that the association between chiropractic and stroke is no stronger than the relationship between standard medical care from a physician and stroke. [The Bone and Joint Decade 2000–2010 Task Force on Neck Pain and Its Associated Disorders](#) published their findings in several journals, including *Spine* and the *European Spine Journal*.
- The Canadian Chiropractic Association recently released its "[Clinical Practice Guideline for the Chiropractic Treatment of Adults with Neck Pain](#)" which provides guidance to chiropractors with respect to treating patients with neck pain. This guideline is based on a systemic review and evaluation of the most recent literature, and makes clear recommendations in terms of identifying risk factors for conditions like stroke, diagnosing and referring as appropriate.



Directed to Membership

1. Does OCA still rent out portable booths and is there a cost to members?

Pop-up banners are available for use by members at tradeshow events in their communities at no cost. We ask that members give us a minimum of two-week notice prior to an event in order to ensure that the materials are available and can be shipped in time for your event. We also ask that booth materials be used only for events that are aimed at educating the public about our profession rather than those where you might have a focus on promoting your practice. Please note that there are a limited number of pop-up banners available on a first-come, first-served basis. To reserve a banner, please call the OCA at 416-860-0070. In addition to pop-up banners, members can also order public education materials for free for his/her community event just by visiting the [OCA website and ordering online](#).

2. Are you promoting the profession or are you promoting yourself at these trade shows?

The goal of participating in tradeshows should always be to educate the public about chiropractic rather than about promoting your practice.

3. Can you distribute your business cards at these trade shows?

Your primary goal should be about promoting the profession. However, if you have a good conversation with someone and they ask for your card or for a way to follow up with you then it is appropriate to hand out a business card.

4. Do you need to acquire consent from the OCA or CCO to host a booth at a trade show?

You do not require permission from the OCA in order to have a booth at a tradeshow. However, the OCA asks that you let us know if you are participating in an event for a number of reasons.

- First of all, we can help support you by recommending and providing free public education materials, all which are available on the OCA website.
- Secondly, we can identify any common themes or requests for public education materials and make sure we not only have them in stock, but are providing what is in demand.
- Finally, we are always exploring new opportunities and events around the province and by sharing your outreach activities with us we can ensure that we are not doubling up efforts and possibly introduce collaboration among members.

If you are planning to participate in an event, you will need to ensure that you are meeting all of the requirements of the CCO. We highly encourage you to review the [P-016: Public Display Protocol](#) guidelines and/or contact the CCO for any questions.



Please note CCO requires notification, in writing, informing of a public display/health screening at least 10 business days prior to the event. The notification must include the names of participating member(s) and the event's date, time and location.

5. How do you deal with visitors to your booth who are angry about their failed experience and want to share it loudly with you?

First of all take a breath. Let the person know that you want to hear about his or her experience and then take him or her aside and listen to their story. Stay calm, when prompted paraphrase what was said and then if appropriate ask him or her how you can help. Stay away from commenting about the situation and the chiropractor involved. Only refer to your own skills and experience without comparing them with the chiropractor being allegedly accused.

In some cases, you may be unable to calm the visitor down and you may want to suggest that it's difficult to focus on his or her story in this busy environment. You could suggest grabbing a bottle of water so you can sit down for a moment and hear the story. This will take you away from your booth for a few minutes, but you can use that as an easy way out of the conversation if the individual continues to be difficult or is taking up too much time.

6. I was under the assumption that posture checks, providing general information is normal, but isn't thermal scanning the neck and upper back providing diagnosis without a full exam?

Before considering any kind of assessment at your booth be sure to check the CCO's website to review its [Guidelines](#) and [Public Display Policy](#) or contact them directly to make sure you are following requirements. If you come across a member not following these guidelines or policy be sure to contact the CCO.

7. What can be done about chiropractors involved in warrior type coaching programs who lock down tradeshow not allowing other chiropractors to participate?

[Section 2.10 in the CCO's Code of Ethics](#) encourages members to work collaboratively with other members and health professionals in terms of patient care (e.g., information sharing, care, consultation and education).

If you do come across a clinic not following the CCO's Code of Ethics, please contact the CCO.