

Moving Chiropractic Forward



2014 ANNUAL REPORT



MISSION

ACA is a professional organization representing doctors of chiropractic. Its mission is to preserve, protect, improve and promote the chiropractic profession and the services of Doctors of Chiropractic for the benefit of patients they serve. The purpose of ACA is to provide leadership in health care and a positive vision for the chiropractic profession and its natural approach to health and wellness. On behalf of the chiropractic profession, we accomplish our mission and purpose by affecting public policy and legislation, by promoting high standards in professional ethics and quality of treatment and by carrying out a dynamic strategic plan to help ensure the professional growth and success of doctors of chiropractic.

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President's Message

By Anthony W. Hamm, DC, FACO



As I look back on 2014, I am confident that the American Chiropractic Association has continued to make positive strides on behalf of our profession. Of course, these accomplishments have been a true team effort from our executive leadership, Board of Governors, delegates and alternate delegates, specialty council officers, student leaders, corporate partners and most important, our dedicated staff.

The right-sizing efforts of the organization have continued to take shape, resulting in greater financial viability. These efforts also resulted in a down-sizing of our physical plant, offering a more ergonomic and aesthetically pleasing work environment.

During 2014, ACA has continued to carry out its mission to “preserve, protect, improve and promote the chiropractic profession and the services of doctors of chiropractic for the benefit of the patients we serve.” In fact, we continue to make it abundantly clear that chiropractic is not a single service but a profession with the training and competencies to perform as first-contact physician-level providers.

While it may not be our purview to define our profession per se, it is our charge to create a positive role for doctors of chiropractic in the delivery of health care. There have been many changes in the past few years in respect to how health care is delivered and paid for. And without a doubt, as Congress changes, more changes will be forthcoming. Our job is to make sure that chiropractic remains a vital part of any and all payment systems, both on the federal and state level. Section 2706 of the Affordable Care Act

prohibits discrimination of classes of providers. ACA will continue to advocate for maintenance of, and adherence to, this language.

ACA supports the notion that the services we deliver to the population have a positive impact on public health. And that as a profession, we have proven adept at delivering the “Triple Aim” of health care: improved patient experience (satisfaction), improved population health (outcomes) and reduced costs (cost-effectiveness). We should endeavor to drive that message home to payers, regulators and political decision makers. To that end, in 2014 we continued discussions with the Department of Health and Human Services, CMS, Medicare Administrative Contractors and private payers to promote our unique but not isolated model of patient care.

ACA remains the only truly democratic policymaking body representing the chiropractic profession. As volunteer leaders, we take our duties and responsibilities seriously. Without the support of our members, colleges and universities and corporate partners, our work would be impossible. Thank you all for your past and continued support. **ACA**



Chairman's Message

By Richard Bruns, DC, Chairman of the ACA Board of Governors

The past year as your chairman of the board of the American Chiropractic Association has been very interesting and filled with dynamic change.

The ACA Board of Governors (BOG) and ACA Executive Committee (EC) have continued to make changes that allow our great association to be more responsive and effective for its members.


We have maintained a focus on constant quality upgrading of the finances and function of the organization. The directives of the House of Delegates are beginning to bear fruit, and we all look forward to the new ideas and teamwork that will come out of our annual meeting in Washington. It has been a pleasure and a privilege to work with the BOG and the EC over the past year. I am particularly pleased with the way that we have become a team of colleagues and friends.

Transitioning our business model over the past year has required a great deal of time and effort in the fine-tuning. We have also adjusted to spending no more than we take in, consistent with our zero-based budgeting resolution. As is the case with all change, there have been positives and negatives in the process, but without a doubt ACA will continue to strengthen as a result of these efforts. Our new office space is now fully functional and from all accounts is a step into the modern era. We will continue to upgrade our IT platform, which should also provide many benefits of modernization to staff as well as members.

The ongoing process of reevaluating our effectiveness when it comes to advocating for our patients and this profession has led ACA to the conclusion that statutory change in Medicare is a primary goal. We have determined that a

change in strategy is a healthy pursuit and, to that end, we have reinvigorated efforts in the Legislative Committee, Medicare Committee, Policy Payment Committee and other relevant ACA committees and staff departments to coordinate our efforts. Your board liaisons are fully engaged with committee chairpersons in attaining these goals. While this process is just beginning, it is an extension of past efforts and a reflection of what we've learned. While maximizing these new efforts, no doors will be closed in our ongoing efforts to garner the best outcomes for our patients in the legislative, payment policy and regulatory arenas.

We've also taken time and effort to reach out to our teaching institutions, students and other chiropractic organizations integral to moving this great profession forward. These efforts will grow over the next year and hopefully yield the kind of teamwork and coordination of strategy that we are striving for from all stakeholders. I also look forward to working with the student members of ACA (SACA). Their energy seems boundless and they have some great ideas. ACA will continue to represent their hope for the future of the profession.

As we get ready to begin a new year, I am filled with hope and optimism. I see nothing that is impossible. 



American Chiropractic Association Board of Governors, 2014-2015

FROM LEFT, TOP ROW: **Dr. Joseph Morelli**, District 7; **Dr. Karen Konarski-Hart** (President, Council of Delegates); **Dr. Michael Simone**, District 6; **Dr. Anthony Hamm** (ACA President), **Dr. Richard Bruns**, District 4 (Board Chairman); **Dr. James Rehberger**, District 2;

BOTTOM ROW: **Dr. Keith Overland** (Immediate Past President); **Dr. Craig Newman**, District 5; **Dr. Kelli Pearson**, District 1; **Dr. David Herd** (ACA Vice President); **Dr. Ray Tuck**, District 3

NOT PICTURED: **Dr. Leo Bronston** (Vice President, Council of Delegates)

To contact members of ACA leadership directly, visit www.acatoday.org/leadership.



2014 Signals New Organizational Direction for ACA

By James Potter, Chief Executive Officer

It takes a dedicated team to make positive change with increased discipline and commitment. ACA's fiscal health and a robust infrastructure are paramount for the association in helping lead and reposition the chiropractic profession.



ACA leadership cut the ribbon in February 2014 to a newly renovated office suite at ACA headquarters. Pictured, from left: Dr. Anthony Hamm, James Potter, Dr. Keith Overland, Dr. Michael Simone, Dr. Richard Bruns, Dr. David Herd

After over 30 years of dutiful service, the ACA national office was completely gutted and refurbished to help meet today's challenges. The completed building project was delivered on budget with an improved and integrated office design—a \$20,000 grant to implement a telework-oriented environment was also secured from the Commonwealth of Virginia. A three-year technology strategy ensures that your management team has the tools to advance the interests of ACA members and the chiropractic profession. We are also very thankful to the contributions of current and past ACA leaders and our corporate members who helped make this possible.

The following is a brief summary of some of the more notable fiscal accomplishments over this past year.

- ACA membership showed a positive swing of 6%, reversing the 4% membership decline ACA experienced over the past two years with a 2% growth in 2014.
- ACA increased multi-year sponsorships and endorsement revenues by \$170,000.
- ACA finished fiscal year 2014 with its operational budget in the black for the first time in 10 years.
- ACA maintained a comfortable cash flow balance and reserves which increased in FY2014 to \$3.5 million or approximately 70% of its annual budget (well within association best practices).
- ACA received a clean external audit with no auditor recommendations for the first time in 5 years.



ACA Systems Re-Alignment

Progress on re-aligning the ACA's support systems infrastructure is moving forward with the upgrading of our grassroots advocacy systems that now includes a state advocacy component. The association's financial management systems have also been upgraded. And the selection of our association (database) and content management (website and automated interfaces) systems (AMS/CMS) are in the final phases to enhance the efficiency and effectiveness of the member experience.



Increasingly Engaged and Responsive ACA Governance

Through ACA President Dr. Anthony Hamm's leadership, ACA committees became more focused and outcomes driven. One of the most immediate results is a four-fold increase in policies advanced for consideration to the Board of Directors and House of Delegates (HOD). Reinstating the ACA HOD as the premier policymaking body for the profession is paramount for DCs' success. An ACA leadership outreach and engagement initiative was also launched in 2014, expanding ACA leadership participation in state, specialty and national meetings, as well as more timely and effective communications from delegates to their constituents.



Telling DCs’ Story and Value in a Concise, Repeatable Way

Over this past year, ACA revised its boilerplate message and worked with other chiropractic organizations to develop consensus-based key facts about the chiropractic profession along with a series of infographics for external audiences – patients, policymakers, media and others in health care. In 2015, we will continue the development of infographics to help more easily convey the profession’s value.

2017 Joint Conference in Washington, DC

Finally, the association has embarked on strategically re-aligning its annual conference and professional development activities to better serve the profession. To this end, ACA won a competitive bid to host the 14th World Federation of Chiropractic (WFC) Biennial Congress in Washington, DC (March 15-18, 2017); and collaboratively negotiated a joint agreement and hotel contract to combine the 2017 National Chiropractic Leadership Conference, the Association of Chiropractic College — Research Agenda Conference (ACC-RAC) and the WFC conferences for a historic convergence of the chiropractic profession.

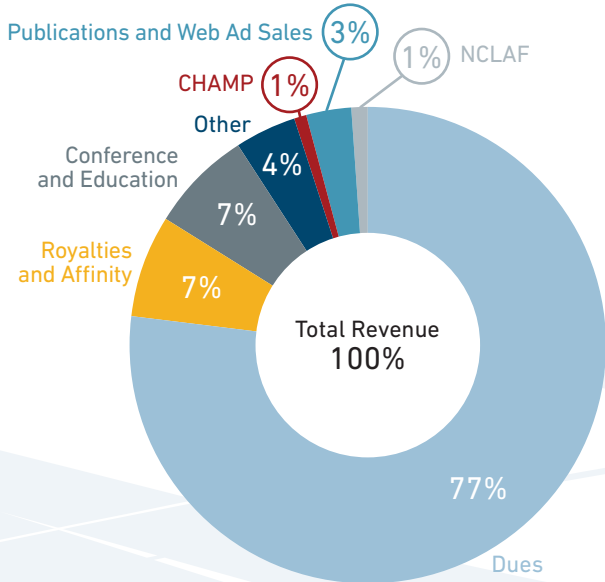


This new direction, enhancing the health of ACA as an organization, has not been easy or without its challenges. But the systems, governance and infrastructure investments undertaken have set ACA on a solid foundation for the future and are the hallmarks of forward-looking, more nimble and effective national associations. **ACA**

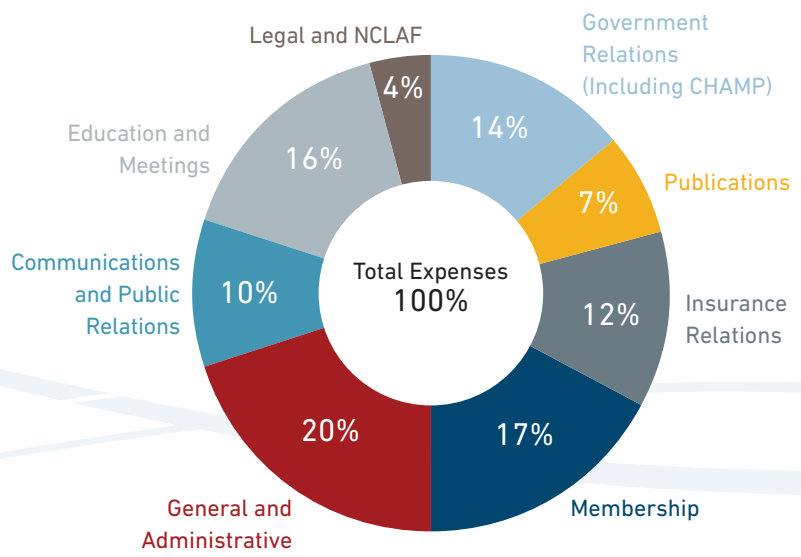
2014 Expenditures and Income

The graphs below outline the major areas of expenditure distribution in the ACA budget, as well as the major sources of income for the association over the past year.

REVENUE



EXPENSES



Educating DCs to Properly Document in the Federal Medicare Program



ACA Medicare Committee representatives Dr. Michael Jacklitch (left) and Dr. Steven Conway discuss the importance of proper documentation at the New York training session.


Accurate clinical documentation is central to quality patient care and a necessity for proper reimbursement for providers. ACA's ongoing efforts to improve documentation skills in the chiropractic profession were punctuated in December 2014 when the association partnered with the New York State Chiropractic Association (NYSCA) and National Government Services Inc. (NGS), the Jurisdiction K Medicare Administrative Contractor (MAC), to present a special Medicare documentation seminar in Queens, N.Y. The event provided in-depth instruction on how to properly bill and document chiropractic services under the Medicare program.

Government reports show a need for the chiropractic profession to improve its documentation skills. A bill introduced in late 2014 in the U.S. House of Representatives calls for HHS to develop a training program for doctors of chiropractic (DCs) whose claim error rates are higher than the profession's national average. DCs who avail themselves to ACA-sponsored programs would avoid pre-authorization requirements that non-compliant providers could eventually face.

Of particular focus during the New York training was how DCs should document ongoing treatments and maintenance therapy.

Government reports show that a high percentage of chiropractic Medicare documentation does not meet regulatory requirements.

"ACA is on record supporting quality documentation tenets, ensuring a much lower error rate with Medicare claims," said ACA President Anthony Hamm, DC. "Proper documentation will ensure that our claims data is accurate and complete."

ACA plans to conduct additional seminars with National Government Services in the Northeast, and is open to working with other MACs that wish to hold similar programs in other jurisdictions throughout the coming year. 

MEMBER RESOURCES

Health Care Reform Tool Kit

www.acatoday.org/hcr

"The Case for Full Inclusion" is updated regularly; this tool kit contains issue briefs, talking points and important information to use when meeting with state and federal legislators and other policymakers.

Medicare Resources

www.acatoday.org/medicare

FAQs regarding everything related to Medicare; pertinent links and information for your practice.

Electronic Health Records

www.acatoday.org/ehr

News and information on all issues pertaining to electronic health records.

Physician Quality Reporting System (PQRS)

<http://www.acatoday.org/quality>

News, FAQs, and information on all issues pertaining to the federal quality reporting program.

Medicare Audit Resources

www.acatoday.org/auditdefense

Information to assist DCs going through the time-consuming and difficult Medicare records-request and subsequent appeals processes (Members-Only Benefit).

Legislative Action Center

www.acatoday.org/lac

Electronic advocacy enables DCs to contact Congress on important bills and issues.

ACA-PAC Contributions Strengthen Support in Congress

The American Chiropractic Association Political Action Committee (ACA-PAC) is the primary political action committee dedicated to electing pro-chiropractic candidates to the U.S. Senate and U.S. House of Representatives.

ACA-PAC enables ACA members to pool together financial resources to help elect pro-chiropractic candidates across the country. ACA-PAC is bi-partisan and contributes to pro-chiropractic Democrats and Republicans.

In the most recent election cycle, 88 percent of ACA-PAC-backed nominees won their respective races and ACA contributed more than \$300,000 to pro-chiropractic incumbents and candidates, increasing ACA's effectiveness and visibility on Capitol Hill. In the coming 2015-2016 election cycle, ACA is looking again to amplify its message via the PAC, with laser-focused campaigns to increase fundraising and, in turn, raise support of the association's top Washington allies. **ACA**



ACA honored longtime chiropractic champion Sen. Tom Harkin with a special award and gala celebration during NCLC 2014.

STAYING ON TOP OF HEALTHCARE REFORM

ACA was instrumental in getting several key chiropractic provisions into the 2010 health care reform law, the Patient Protection and Affordable Care Act (PPACA). The regulatory phase of reform—what ACA refers to as “The Road to Implementation”—continued throughout 2014. The association is engaged on several fronts to ensure the law is implemented fairly:

- As the primary mechanism to ensure doctors of chiropractic can provide services in the newly regulated environment created by PPACA, ACA seeks to ensure the full applicability of Section 2706 (provider non-discrimination) in insurance plans—including ERISA and state exchange plans.
- ACA continues to strongly make its position relative to the essential benefits and non-discrimination issues crystal clear at the highest levels of the U.S. Department of Health and Human Services via volunteers, staff, consultants and chiropractic's top allies in Congress. The association submitted comments in June 2014 to HHS, strongly defending provider non-discrimination language included in PPACA as essential to quality patient care and genuine reform.
- ACA continues to follow the advice of its principal Capitol Hill allies in these matters, and along with the Chiropractic Summit, is fully prepared to act in whatever capacity necessary to ensure the chiropractic profession's voice is heard.



ACA VP of Government Relations John Falardeau (2nd from left) and ACA President Dr. Anthony Hamm (far right) join panelists, including former Surgeon General Regina Benjamin (far left), at a health care reform panel discussion during the 2014 Parker Seminar in Las Vegas.

State and Member Feedback Fuel ACA's Insurance Advocacy Efforts



ACA worked diligently in 2014 to monitor insurers' policy changes and member concerns through its many communication channels. To further strengthen its ability to gather and analyze information about insurance challenges nationwide, ACA re-engaged its national network of volunteer DCs who regularly compare and exchange information, the National Chiropractic Advocacy Alliance (NCAA)—formerly known as the Local Liaison Program. As a result of information from NCAA, national sources and member calls, 2014 was a busy year for insurance advocacy. Highlights include:

ACA insurance initiatives in 2014 resulted in better policies for chiropractic patients and steps toward justice for members of the profession.

- Under the **Federal Employee Program (FEP)**, DCs are now defined equally with other types of physicians and will no longer have limitations such as one X-ray and one exam per year under the 2014 or 2015 Federal Employee Plan. ACA worked with FEP over several months in 2014 to obtain clarification of the benefit so an updated plan overview could be disseminated. This is significant because the federal plan serves as a model for many private health plans—and it is a major step forward in ACA's efforts to rectify coverage concerns for federal workers (www.acatoday.org/FEP).
- ACA continued working with **Aetna** to investigate wrongful denials of CMT and manual therapy (97140). Aetna is now working to retrain its staff and have put in place a policy clearly communicating that, when properly performed in a separate region with documentation submitted at time of billing, such services should be reimbursed. ACA also launched a webpage to inform and equip providers regarding Aetna's claims challenges (www.acatoday.org/Aetna).
- Multiple discussions were held with executive leadership of **Humana** regarding claims processing concerns, denials, and untimely payments. As a result, errors were corrected related to the Kentucky Personnel Cabinet claims. In addition, error corrections led to successful reimbursement of more than \$30,000 in unpaid claims for one self-insured plan. ACA continues to pursue rectification of remaining Humana/Healthways concerns. **ACA**

JUSTICE FOR CHIROPRACTIC: Legal Actions Continue

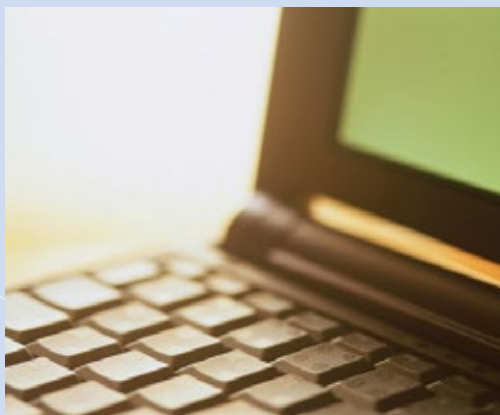
- **United Healthcare (UHC)/Optum** – In a victory for the chiropractic profession, a federal district court in 2014 issued a favorable decision granting class standing without restrictions. Plaintiffs who are not within United's network can now seek relief on a class-wide basis and the applicability of ERISA regulations to UHC/Optum's requests for repayment has been endorsed by the court. This development brings ACA closer to its goal to stop UHC's inappropriate repayment demands and Optum's punitive policies that reduce coverage for chiropractic services.
- **Cigna/American Specialty Health Networks (ASHN)** – Doctors of chiropractic continued to send ACA concerns related to Cigna and ASHN's practices in 2014. ACA's legal action requests the court to award injunctive, declaratory and other equitable relief to ensure ASHN and CIGNA comply with ERISA, as well as other state and federal laws and regulations.

Lawsuit updates can be found in ACA's Chiropractic Networks Action Center, www.acatoday.org/CNAC.

MEMBER RESOURCES

Changes that affect coverage and reimbursement always require rapid response. This past year brought sweeping changes as providers prepare for further implementation of healthcare reform and transition to ICD-10:

- **PPACA:** Due to the importance of Section 2706 of the Public Health Service Act, ACA developed a webpage with critical information for members (www.acatoday.org/2706). The page includes an overview, FAQs, government reports, ACA actions and a PowerPoint presentation. Additionally, various articles on the effects of the Patient Protection and Affordable Care Act (PPACA) were shared in ACA's e-newsletter, *In Touch*.
- **ICD-10:** While ACA had prepared for ICD-10 transition by October 2014, the announcement of the delay to October 2015 provided time to develop more resources and enhance those that were already available such as the ICD-10 Toolkit and Mapping Tool. The members-only ICD-10 webpage has been continually updated to feature these resources and remind members of important dates (www.acatoday.org/ICD-10).
- For the third year, ACA joined forces with **ChiroCode** to produce one comprehensive coding, compliance and practice resource manual for the profession, the *2015 DeskBook*.




ACA members have access to a number of important online resources that can help them navigate changes related to health care reform, ICD-10 and other important front-desk matters.

- ACA also collaborated with Chirocode to edit and endorse its ICD-10 manual, *ICD-10 Coding for the Chiropractic Clinic*.
- A new **Verification of Benefits** form and instruction document was released, explaining how benefits verifications must change as a result of healthcare reform.
- A webpage to help states pursue new or revised **copay laws** was launched (www.acatoday.org/copays).

Direct Member Assistance

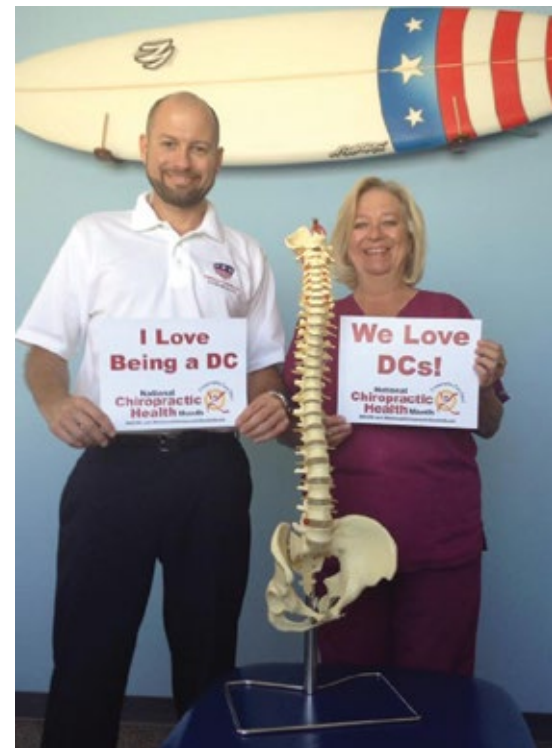
The number of members directly assisted by ACA with coding, billing and other insurance-related questions has grown substantially. This direct connection with members has been an invaluable resource, as well as an efficient means for ACA to obtain information for effective advocacy and resource development. The fact that many of the same members continue to use this resource illustrates not only that ACA is providing valuable information, but that it is a helpful member benefit.

An Eye Toward 2015 and Beyond

As of Jan. 1, 2015, ACA will change the name of its Insurance Relations Department to the Payment Policy Department to reflect its targeted vision for change and a renewed commitment to outreach. As a result of the changes in payment policy as the healthcare system shifts toward more patient-centered treatment models, ACA is committed more than ever to assuring that providers are fairly reimbursed without discrimination. 



Promoting the Wisdom and Benefits of a Conservative Approach to Health Care



During National Chiropractic Health Month in October, ACA members promoted the safe, effective conservative care of chiropractic services with a fun and uplifting social media campaign.

ACA: The Media's First Choice for Information


Each year, dozens of media outlets contact ACA for information about chiropractic and to set up interviews with DCs on ACA's media response team. Among the respected groups that contacted ACA in 2014 were: *The Washington Post*, *Redbook*, *Fox News*, *USA Today*, *Reader's Digest*, *Prevention*, *Money*, *Real Simple*, *Reuters*, *Health Day*, *Shape*, "The Today Show," and *Oprah.com*.

The American Chiropractic Association stepped up its efforts in 2014 to educate the public and media about the value of a conservative approach to health care in the wake of increased media coverage on the epidemic of prescription drug abuse and overuse in the United States. ACA believes that chiropractic services can be an important piece of the solution to this serious public health problem, helping patients to avoid riskier and more expensive treatments, such as prescription pain medications and surgery.

Promoting conservative care as a common-sense first step for treating pain was the focus of many of ACA's public and media relations efforts in 2014, finding its way in releases to the consumer press, *ACA News* and *Chiropractic Today* articles, interviews with reporters and letters to the editor of *Men's Health*, *Time Magazine* and *Modern Healthcare*. "Conservative Care First!" was also the theme of 2014's National Chiropractic Health Month (NCHM) observance and echoed by ACA members who used new electronic resources in the NCHM toolkit to share information with their patients and local communities.

Social media, which enables members of the profession and the public to easily share content, took on a greater role in ACA's efforts to disseminate health tips and messages about the value and cost-effectiveness of chiropractic services. In addition to ACA's Facebook and Twitter accounts, which collectively have more than 15,000 followers, in 2014 ACA launched a YouTube channel to post consumer videos and doctor/patient testimonials, a blog to post chiropractic and general health tips, and an Instagram account to share photographs and infographics.

More 2014 highlights:

- ACA compiled “Key Facts about the Chiropractic Profession” to use across its communication channels and to share with other organizations within the profession so that information shared by all stakeholders is accurate and consistent.
- In May 2014, ACA released a video on the benefits of a conservative approach to health care (“Chiropractic: Why Choose Conservative Care?”) that by year’s end had already been viewed more than 9,000 times.
- ACA released a white board-style video (“What to Expect on Your First Visit to a Doctor of Chiropractic”) on its first Social Media Share Day, Oct. 15, held in concurrence with National Chiropractic Health Month.
- Making information visual is a key factor in attracting views on websites and through social media. In 2014, ACA began creating information graphics to communicate key information about chiropractic’s clinical and cost-effectiveness. These easy-to-share resources (available at www.acatoday.org/infographics) are available for free and have been widely reposted by members of the profession.
- To strengthen ties with state associations, ACA created a page on its website at www.acatoday.org/statePR featuring complementary links to infographics, key messages, stroke and informed consent information, and other PR-related resources.
- In response to member concerns following national headlines about the spread of Ebola in the United States, ACA created an Ebola Virus information page on its website, www.acatoday.org/ebola, featuring links to credible information on identifying and preventing the spread of this deadly disease. 

Setting the Record Straight: The Safety of Neck Manipulation


The year 2014 brought increased interest in the association between cervical artery dissection and cervical manipulative treatment (CMT) resulting from a scientific statement released in August by the American Heart Association (AHA)/American Stroke Association (ASA).

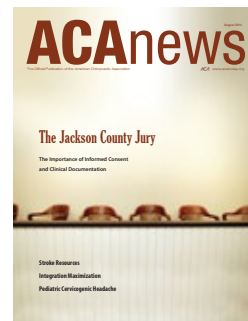
ACA spent two years preparing for the paper’s release and was well equipped to handle media inquiries. A *HealthDay* reporter contacted ACA in advance of the paper’s release, enabling Past President Keith Overland, DC, chief spokesperson on the issue, to provide commentary on the safety of neck manipulation that was widely republished.

While the AHA/ASA paper contained serious flaws, much of the resulting media coverage did make the important points that 1) causation has not been established and 2) the incidence of cervical artery dissection following CMT is very



ACA member Dr. Guy Karcher (left) discussed his personal experience with the stroke issue in the August 2014 issue of *ACA News*, underscoring the importance of proper clinical documentation to protect both patients and providers.

rare. As a result of ACA’s preparations, a great deal of information on the risks and benefits of neck pain treatment was assembled to educate doctors of chiropractic and patients at www.acatoday.org/resources. 



ACA News, the association’s flagship magazine, covered the stroke issue throughout 2014, educating doctors about this important clinical topic and how to speak to concerned patients.

New e-Newsletter to the Profession Added to ACA Titles

In the summer of 2014, ACA launched *Chiropractic Today*, a new e-newsletter available at no charge to all members of the chiropractic profession. In addition to reaching members and non-members with updates on ACA initiatives and member benefits, the publication features news from across the profession and general health care, practice management information and nutrition news in a convenient format that enables readers to skim short summaries or click links for greater detail. Anyone can sign up for free at www.smartbrief.com/chiro.



ACA members also continued to benefit from news, clinical information and research provided through *ACA News* and the *Journal of Manipulative and Physiological Therapeutics (JMPT)*, the official research journal of the ACA. Learn more at www.acatoday.org/publications.

Delivering Value to ACA Members

Delivering valuable benefits that help ACA members in their daily practice continues to be the focus of ACA's Marketing and Members Services team. In 2014, ACA's dedicated leadership took great strides in communicating ACA's work and the immense value of membership both to members and non-members across the nation. Their efforts helped ACA reverse a declining membership trend and assisted ACA staff in achieving renewed membership growth. ACA also created a new online member guide to make many key benefits accessible in one convenient place.



Re-energizing its focus under the direction of the Membership Executive Committee, ACA conducted a comprehensive member survey in June 2014 to identify the value proposition of membership types with the goal of creating messaging that promotes how specific benefits address needs throughout the lifecycle of membership. ACA's Marketing and Member Services team is committed to delivering exceptional service to the entire membership. Clearly understanding perceived value is a major leap forward in this direction.

unveiled a fresh, new look as an exhibitor in August at the FCA's National Convention & Expo in Orlando Florida and was awarded "Best in Show." ACA's volunteer leadership dedicated their efforts to communicating the important work of the association on behalf of the profession – a message that reflects ACA's mission to preserve, protect, improve and promote the chiropractic profession and the services of doctors of chiropractic for the benefit of the patients they serve.

Advancing Chiropractic: Outreach & Engagement



ACA redesigned its exhibit booth (pictured at right) in 2014 to enhance its outreach efforts at meetings nationwide.

ACA launched its Leadership Engagement Strategy in 2014 with the goal of realizing strategic and highly visible outreach at state conferences and industry meetings. ACA

Professional Development & Continuing Education

ACA held its largest professional development symposium in



late February at the 2014 National Chiropractic Leadership Conference (NCLC) in Washington, DC. As the cornerstone of the event, ACA offered 25 sessions in three content track areas—Principles and Methods, Patient Health and Clinical Practice—with the ability to earn continuing education units.

ACA is building on this success, and for the first time ever, issued a membership-wide call for speakers to solicit presentation proposals for NCLC 2015 from qualified speakers. ACA

SPECIALTY COUNCILS CREATE OPPORTUNITIES

More than 1,500 practitioners and students have a membership in one of 11 specialty councils: Acupuncture, Diagnosis and Internal Disorders, Diagnostic Imaging, Forensic Sciences, Neurology, Nutrition, Occupational Health, Orthopedics, Pediatrics, Rehabilitation, Sports Injuries and Physical Fitness, and Integrative Practice.

Councils hold annual membership and education meetings across the country, providing substantive value to ACA members in the advancement of specialty knowledge, professional development, as well as networking for students, diplomates, diplomate candidates and general practitioners.

received more than 40 proposals and as a result, expanded its offering for the 2015 event to 33 sessions in four content track areas, adding the Integrative Practices track.

ACA introduced the first-of-its-kind professional development program, “Post-Surgical Spine Rehabilitation (PSSR) Training,” developed jointly with the ACA Rehab Council and executive corporate member, Laser Spine Institute. A two-day, 12-hour seminar, this program provides in-depth instruction to DCs in post-surgical spine rehabilitation of patients who have undergone minimally invasive spinal surgery, emphasizing a continuum of the quality of treatment and care for the patient. DCs learn how to manage complex surgical cases and engage in effective communication with the medical community to convey the role of chiropractic.


ACA added other professional development programs in 2014 to help doctors enhance their practice, including “Foundations of Evidence-Informed Practice Online Training.” Through a partnership with Northwestern Health Sciences University (NHSU) and University of Minnesota (U of M), this program offers DCs online continuing education that helps to bring evidence-informed practice into their daily practices. This program is part of the CAM Research Foundation Partnership Project funded by the National Center for Complementary and Integrative Health.

Best Practices Academy also became an ACA partner and offers a program to help DCs improve clinical expertise and enhance practice efficiency through professional collaboration and shared knowledge.

Working with the Professional Development Committee, ACA delivered a top-notch webinar program for the third year in a row, offering up to three free one-hour webinars per month. This special member benefit features important topics such as learning about rehabilitative strategies and overcoming MD objections to chiropractic care. And, as a PACE-approved provider, ACA offers DCs the opportunity to earn valuable continuing education units (CEUs) for a nominal fee to help them meet state licensing requirements.

Lastly, ACA reintroduced the Career Center with a new and improved portal to help DCs advance their careers and their practices. Whether someone is looking for a job or looking to hire an associate, the ACA Career Center is dedicated to offering opportunities specifically in chiropractic.

Member Advantage Program

Members can turn to ACA’s corporate members first when looking for products and services. ACA has developed important relationships with the corporate community to offer members special discounts. In 2014, ACA was thrilled to announce relationships with two new executive corporate members, ChiroTouch and Meyer Distributing Company (named the “official” distributor of the ACA). 

ACA AND SACA: FUTURE LEADERS START WITH OUR STUDENTS



Foot Levelers hosted the 2014 SACA Leadership Conference at its headquarters in Virginia.

In 2014, the Student American Chiropractic Association, known as SACA, made significant progress in achieving several of the goals and objectives established at the SACA Business Meeting and Annual Leadership Conference in 2013. Through the generous support of executive corporate

members Foot Levelers, Standard Process and NCMIC, and hosted in late September at Foot Levelers’ facility in Roanoke, Va., the 11th Annual SACA Leadership Conference brought together more than 100 student leaders from chiropractic colleges across the country.

High Standards, Freedom of Choice, Optimal Health

As ACA members, we commit ourselves to the highest clinical and ethical standards, freedom of choice of healthcare providers and the pursuit of optimal health for the healthcare consumer. By 2023, through our perseverance and devotion to the public we serve, our profession will have achieved:

- Collaboration with other health care disciplines and integration into all health care delivery models that enhance individual health, public health, wellness and safety.
- Change in public policy, legislative, and regulatory arenas, resulting in a more effective U.S. health care system.
- Improved health care access and freedom of choice of health care providers for the American people, without discriminatory obstacles.
- Increased value of health care for patients, policymakers, and the public through the high professional and educational standards of the chiropractic profession.
- Healthier and more productive lives for the American people.

Vision Statement of the American Chiropractic Association