



# THE FUTURE OF CHIROPRACTIC STRATEGIC PLAN

Transparency • Inclusion • Collaboration

# INTRODUCTION

In November of 2019, a visionary idea was born: Build a strategic plan, which will lead the entire chiropractic profession into an essential and thriving future.

- Implement an inclusive, transparent, grassroots, and data-driven process through which to create the plan.
- Invite the entire profession to participate in identifying commonly desired goals and establishing unifying priorities.
- Utilize volunteer teams representing the full scope of the profession to create an action-oriented, measurable plan.

In August of 2020, that visionary idea became The Future of Chiropractic Visioning and Strategic Planning project. Massive quantitative and qualitative data gathering, from all corners of the profession, successfully identified common goals and priorities. Intensely spirited and collaborative workgroup sessions, representing the breadth of the profession, accomplished the heavy-lift of creating an actionable, measurable plan. Eighteen months after the idea was born, an historic 2021 – 2026 strategic plan has been developed.

The following reflects the voices of nearly four thousand (4,000) chiropractic professionals. Each goal, as well as the language included, has been debated, discussed, and ultimately agreed upon by professionals representing the diverse philosophies, practice styles, and careers, which make up the chiropractic profession. The implementation and follow-through of this plan will be led by a coalition of volunteers, who will continue to represent the full spectrum of chiropractic and are committed to advancing the profession as a whole.

## CHIROPRACTIC VALUES

- Compassionate, patient-centered care.
- Trustworthy, ethical behavior.
- Honest, transparent communication.
- Whole body wellness.
- Hands-on, non-invasive treatment.

## VISIONARY GOALS

- The Chiropractic profession is unified without the need for uniformity.
- Chiropractic is the first choice for health and wellness.
- Compensation for chiropractic services is at parity with other medical professions.
- The Chiropractic profession is validated and enhanced by a coordinated, accessible, evidence-based research environment.

# PROFESSIONAL IDENTITY STATEMENT

The following statement was penned by diverse workgroup members, who collaborated through different philosophical backgrounds, practice styles, and professional interests, to craft a statement that does not exclude any chiropractic professional, rather offers inclusion to all.

“Doctors of Chiropractic are essential health care providers who assist the body's natural ability to heal. They are experts in evaluating, diagnosing, and managing many neurologic, muscular, skeletal, and other conditions. Chiropractors provide safe and effective care, focused on improving function and optimizing the quality of life. Chiropractors are trusted members of health care teams that work with patients to achieve their goals, through every stage of life.”

## FIVE YEAR OBJECTIVE #1

There is one chiropractic profession, with recognized and respected specialties, which are understood and accepted internally and externally. We are “one voice, unified without the need for uniformity.”

### 2022 GOALS:

---

- Craft, distribute, pass, and publish a Resolution of Support for the strategic plan.
- Establish a ChiroTech Consortium Committee to determine and track utilization metrics and empower the profession with reliable data, which supports decisions and messaging moving forward.
- Identify budgetary needs: (Ex.: Project Manager, information management platforms.)
- Develop a formal, structured, internal communications plan, which will sustain grassroots efforts, transparent communication, and inclusive outreach for volunteer recruitment.
- Develop the 1.0 version of an evergreen toolkit for graduating and new chiropractors (Ex.: Defined alternative career paths, “how-to” templates).
- Establish a third-party payor troubleshooting task force, with resources and experts by state.
- Work with college administrators to gain support for “unity without uniformity” messaging, through the chiropractic education.

### 2024 GOALS:

---

- Professional unity and respect internally are becoming the norm.
- The pipeline of incoming chiropractic students matches an increased demand for services.
- Intra-profession referral networks are in place, and rates have increased.
- Colleges are supporting and promoting a unified profession, with options and specialty avenues.

## FIVE YEAR OBJECTIVE #2

There is an expanded demand for chiropractic, supported by consistent, congruent, targeted, and effective public-facing messaging campaigns.

### 2022 GOALS:

---

- Vet and secure public relations/branding/marketing firm(s) and begin initiatives.
- Gain support for, and promotion of, professional messaging by key internal and outside influencers.

### 2024 GOALS:

---

- Utilization rates are measurably on the rise nationwide.
- There is increased value per patient nationwide.
- “Chiro first” is becoming recognized as the first choice for health and wellness.
- Positive media coverage is taking place nationwide.

## FIVE YEAR OBJECTIVE #3

There is strong legislative support for chiropractic priorities and initiatives. State associations and the profession have the political capacity and funds to support the passage of legislation.

### 2022 GOALS:

---

#### State Association Capacity Building

- Develop a plan to increase the capacity of state associations.
- Develop a plan to raise funds needed to execute the above plan and have a fundraiser engaged to assist.
- Assess current association toolboxes and develop a plan to address gaps, based on state association needs, to include a training plan for year two. (Ex.: ChiroCongress)
- Develop an accessible plan, with speaking points and timelines, to assist state associations in engaging federal legislators..

#### Medicare Modernization

- Create a process for establishing one national policy objective, with mutual respect for other objectives.

- Establish hybrid/super PAC for the profession, with a fundraising strategy explicitly developed for Medicare modernization.

#### **Marketing/Communications**

- Develop separate state and national level communication strategies, with benchmarks and talking points, for engaging the public in legislative initiatives.
- Establish a national marketing plan to educate the public on critical issues such as the opioid crisis and fair trade.

#### **2024 GOALS:**

---

- A process is in place to help each state association build capacity and resources.
- Brand communication tools are provided for ongoing proactive engagement.
- Leadership training is provided to state associations.
- Policy language is available and accessible.
- Expert speaker's bureau is operating, with training for local and national volunteers.
- Doctors of Chiropractic (DCs) are recruited and supported in their pursuit of being elected to public office positions. Political fellowships and internships are in place.
- Medicare reimbursement expansion has passed.
- The process is in place nationally for all major groups to set one legislative agenda, with mutual respect for other plans.
- A strategy is in place and actively raising capital, to engage in the political process.
- Grassroots training on legislative advocacy is available to DC's.

## **FIVE YEAR OBJECTIVE #4**

**A robust research environment is well funded, with a clear career pipeline for researchers to advance the body of work.**

#### **2022 GOALS:**

---

- Identify or create a unified body to take on the leadership role and establish a fundraising strategy.
- Hire a science writer(s) to communicate research topics.
- Identify and create a distribution platform and process for the translated work.
- Establish a funded research scholarship.
- Hire a team to create a practice-based research study plan, with resources needed to execute.

#### **2024 GOALS:**

---

- There are sponsored Ph.D. and fellowships positions.
- There is a unified body with an active funding strategy.
- The profession is actively engaged in research.
- The profession better understands what researchers do and their role in the profession.
- Translational research is actively funded and occurring, to meet other priority needs.
- Schools are encouraging dual degree tracks in research.
- There is an established Chiropractic Science Network.

## **FIVE YEAR OBJECTIVE #5**

**There are adequate resources available to fully execute the profession-wide strategic plan.**

#### **2022 GOALS:**

---

- Develop an active fundraising committee.
- Create a fundraising plan that can be executed to support the plan.
- Raise funds needed for year one implementation.