



Welcome.....

To the “Oregon Chiropractic Association” an organization
“for doctors by doctors”.

The Oregon Chiropractic Association was formed at the end of 2008, combining 2 previous state associations for chiropractic into a single unified voice. The first meeting of the new Executive Board was held November 20, 2008. The association was launched January 1, 2009 with approximately 250 members.

Now In 2017, the association is now over 500 members strong.

We welcome you and thank you for joining us. The Oregon Chiropractic Association is here for you. We will continue to strive to work together toward common goals for the betterment of Chiropractic in Oregon and for our member’s right to practice chiropractic in Oregon.

The Oregon Chiropractic Association Executive Board, Office Staff, and Consultants:

President:	William Henderson, DC - Portland, OR
Vice President:	Joyce McClure, DC - SW Portland, OR
Secretary:	Chris Zander, DC - Portland, OR
Executive Director:	Jan Ferrante
Board Members:	Donald Fuegy, DC - Portland, OR Colin D. Grice, DC - Albany, OR Eric Hubbs, DC - Beaverton, OR William Schneider, DC - N Portland Benjamin L. Voth, DC - Coos Bay, OR John Paul (JP) Whitmire, DC - Salem, OR Allen Knecht, DC - SW Portland, OR
Administrative Assistant / Web-Site / Social Media:	Leanne Burke
Government Relations / Lobbyist:	Vern Saboe, DC - Albany, OR
Legislative Committee:	William Henderson, DC - N Portland, OR
Insurance Relations:	William Henderson, DC - N Portland, OR
Public Health Committee Chairman:	William Schneider, DC - N Portland, OR
Convention Committee Chairman:	Jan Ferrante, ED
Membership Committee:	Allen Knecht, DC - SW Portland, OR
Nominating Committee Chairman:	Steve Deshaw, DC - Woodburn, OR
Social Media Chairman:	Chris Zander, DC - Portland, OR



OCA “MissionStatement”, Code of Ethics” and Policy Statement(s)

MISSION STATEMENT

The Association is an organization **“for doctors by doctors”**. We are dedicated to the service of our members, our profession, and the enhancement to the quality of life for our patients. We are committed to the education of our members, our patients, other healthcare professionals, and the public at large.

PURPOSE

We honor the diversity and heritage that is chiropractic, and will strive to promote unity without uniformity within our profession. The Association will support each member and protect their practice rights as well as our profession’s regional autonomy.

PHILOSOPHY

We embrace chiropractic as a unique healthcare discipline that leads the field of health and wellness, one that focuses on the restoration of health by promoting the innate recuperative and restorative powers of the human body, without the use of unnecessary drugs or surgery. We believe that chiropractic should maintain its unique identity while working cooperatively with other health care disciplines.

VISION

Free from discrimination or interference, we support the basic human right for a patient to select the type of care and the healthcare provider of their choice. We believe that all persons should have direct access to chiropractic care. We ultimately see chiropractic as the **“logical first resource for health”**.

CODE OF ETHICS: (Adopted June 20, 2013—by vote of the OCA membership)

The OCA Code of Ethics is a part of a practice paradigm that sets a member of the Association apart from non-members. It is the benchmark against which the actions of the Association and individual members can be measured. It expresses the willingness of the doctor members of the Association to be judged by their peers, lay public, and policy makers through the quality of service they provide. It is an indicator of professional maturity and social accountability. The OCA Code of Ethics and Policy Statements set out the values of the Association and what society can expect from its doctor members.

The Oregon Chiropractic Association acknowledges that health care is an imprecise and often subjective clinical science with uncertain boundaries. Recognizing this, the OCA Code of Ethics and Policy Statements seek to define those fundamental principles by which Association member doctors should conduct themselves in everyday professional practice. It is a living document and one which should accommodate changes in laws, community attitudes, scope of practice and personal professional competence.



POLICY STATEMENTS

1.0 Responsibility to the Public

1.1 **Advertising** association members should exercise the utmost care that their advertizing is relevant to health awareness, is accurate, truthful, not misleading or false nor deceptive. Doctors should always be scrupulously truthful in representing their professional status and area of special competence. Communication to the public should not appeal to an individual's fear and/or anxiety or create unjustified expectations of clinical results.

1.1.1 It is considered both unprofessional and unethical conduct for an Association member to obtain auto crash reports for the purpose of directly soliciting consumers by US mail, telephone or any other electronic media, who have been involved in a recent auto accident.

POLICY STATEMENT(s): (Adopted November 20, 2013—by vote of the OCA membership)

2.0 Massage Therapy

2.1 **Units per injury site:** Association members have agreed by consensus that it would be reasonable and necessary to have 2 units (30 minutes) of therapeutic massage for the **first** anatomical region of injury and that no more than one additional unit (15 minutes) of therapeutic massage per other anatomical region of injury and **with a maximum of 4 units (60 minutes) for the majority of injury cases.** We further recognize that there may be occasional justified clinical exceptions to this rule.

2.1 -- **POLICY STATEMENT: (Revised by vote of the OCA membership at ANNUAL MEETING on Feb. 8, 2014)**

2.2 **Cash vs. Insurance Pricing:** Associations members have further agreed by consensus that there should not be a price difference presented for therapeutic massage that differs for cash versus insurance patients. This does not include a reasonable (TOS) time of service discount, which would be considered appropriate, as long it is within acceptable State or Federal standards.

3.0 Determining Clinical Necessity of Curative Care

3.1 The OCA recognizes as the primary rationales for determining the clinical necessity of curative chiropractic treatment: the "Oregon Practices and Utilization Guidelines," "Manual for Evidence-based Chiropractic," and implementation of "evidence-based outcomes management" as required by Oregon Administrative Rule (OAR) 811-015-0010 "Clinical Justification." These documents have all previously been adopted by the Oregon Board of Chiropractic Examiners. Furthermore, we recognize as an excellent source for case management of motor vehicle injuries the "Croft Whiplash Treatment Guidelines", when properly utilized in conjunction with the above mentioned documents.

Passive and Active Treatment Interventions

3.2 Based on clinical evidence and consensus, the OCA has adopted the rationale that an adjustment/manipulation, mobilization and any necessary complimentary adjunctive physiotherapy modalities should be used during ALL three phases of soft tissue healing: these include; inflammatory, repair, and remodeling phases. The therapeutic goal of these interventions is to limit fixations/aberrant joint motion, reduce edema/inflammation and adhesion/scar tissue formation, control pain and muscle hypertonicity/spasms, minimize degenerative sequelae, and help to optimize neurological integrity. These therapies also should be combined with proper rehabilitative protocol interventions during the appropriate phases of healing.



MEMBERSHIP MEANS YOU BELONG TO A SPECIAL GROUP OF CHIROPRACTORS...

It means that you can be part of this historic unity of your profession.

It means that you can step up and support Chiropractic in Oregon.

It means that you want to take an active role in your chosen profession.

It means that together we can be stronger than ever and move forward into the next decade!!!

MEMBERSHIP MEANS you have many benefits including:

- Representation on a legislative level with focus on Healthcare Reform, Workers Compensation, and Personal Injury Law
- A Vote in the Elections of your Board of Directors
- Technical Assistance from your Association Staff on issues including:
 - * Billing / Coding * Systems *Forms *Marketing *Practice Management
 - * Daily Office Procedures * Office Policies *By-laws *and much more
- Annual Updates on Workers Compensation Fee Schedule (Affects WC and Auto Injury claims)
- Annual Updates on Medicare Fee Schedule
- Discounts on Continuing Education Material and Lectures
 - Including FREE Shipping
- Discounts on Your Annual State Convention
 - with featured speakers such as James Chestnut, DC; John Demartini, DC; Fredrick Carrick, DC PhD; Dan Murphy, DC; Reggie Gold, DC; and many more
- Member Only Bi-Monthly Newsletters, bringing you up-to-date on Chiropractic in Oregon, Current Events, & the Oregon Chiropractic Association office
- FREE Member-Only Library with Practice Building & Marketing Material
- Listing on our Association Web Site "Find a Chiro" map



- Patient Referral Opportunities (does not include inactive members) directing incoming calls from patients looking for a Chiropractor in their area, from our Statewide Phone Book and YellowPages listings
- Disability Insurance Discounts with Standard Insurance
- Discounts on Classified Ads on the OCA website
- Opportunities to participate in special events including District Receptions, special seminar opportunities and “Chiropractic Day at the Capital”
- Opportunity to serve on Councils that will help to direct those areas, in the profession of importance to you and your Practice.
- Benefits from the Congress of Chiropractic State Associations (COCSA) for affiliated State Association Members
- Access to the member only section of the website that grants you access to documents and programs without having to call in for the information that is needed.

Platinum Member Benefits:

- A link to your own web site, Facebook, other social media and multiple clinic locations.
- Invitation to the “Hospitality Suite” on Convention weekend
 - VIP’s, Platinum Members, and Speakers are invited for food & drinks
- Listing On Our 2017 Platinum Member Sheet, Sent out to ALL New Members & Affiliates
- No Charge for Classified Ads on the OCA website