

# Vision 2020

Summary of main outcomes

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## Introduction

In 2010, Oystein Ogre, President of the ECU, launched a project to focus the attention of member nations on the future for chiropractic in Europe. He asked the ECU's constituent member national association to be bold, look ahead and imagine where they wanted chiropractic in their nations to be positioned by 2020.

Titled Vision 2020, the task for each Union member was to formulate strategies and establish clear goals which would benefit the chiropractic profession in their respective nations.

At the outset of the process, there was a need to identify the current situation. It was the intention that this process was not to be owned by a few individuals but was a collective effort for the benefit of the profession. The process was also designed to be a working document that would evolve as the profession evolved.

There were a number of key questions that the Vision 2020 process sought to answer when it was initiated in 2010 in Barcelona:

1. Ten years from now, what should be the status of chiropractic in Europe?
2. Ten years from now, what rights should chiropractors have in Europe?
3. In order to attain its goals for 2020, what are the major areas upon which the profession should focus?

With these goals in mind, the ECU General Council worked to agree timelines to achieve tangible results.

The process involved a self-analysis exercise so each Union member might gain a better understanding of where its strengths, weaknesses, opportunities and threats lay. It was felt that this would engender a better sense of purpose and provide a snapshot of where chiropractic was positioned and in which direction it should be headed.

In determining goals, each ECU member nation was asked to bear in mind that the process should be aspirational and not simply be a statement of the current state of the profession. It asked that the

leaders representing their national associations looked forwards, saw a better future and established a clear strategy for implementing positive developments for the profession.

Over the past three years, the ECU has hosted a number of workshops to help guide national associations in their progress towards their Vision 2020 statement.

This document represents the position now in 2013. The results have been mixed. Many associations have used the process as an opportunity to make a clear statement of their intent and have built a strategic framework around their clearly identified goals. Others have found the process more challenging. Clearly national resources, expertise, political connections and historical attitudes towards chiropractic play a part in the rate of progress.

What is clear is that all participants appear to have found the process helpful. By articulating their goals, by measuring their progress and by identifying pathways to achieve success, participants in the ECU Vision 2020 process have shared their hopes and assisted one another in the journey towards positively developing the chiropractic profession in Europe.

## Belgium

Belgium identified a goal of attaining chiropractic legislation. They are well advanced in this goal and are currently preparing a factsheet on chiropractic for use in lobbying members of Parliament. They have set a target date of mid 2014 for this project to be completed.

They also identified the need to increase public awareness of the profession and in furthering this goal they have set PR goals, designed a questionnaire and have organised a Back Pain Day in May 2013. They plan to analyse the outcomes of this PR initiative in determining a future PR strategy. This will include a new website and further media contacts.

Depending upon a decision of the Ministry of Health, the BCU will consider the potential for establishing a dedicated chiropractic educational programme in Belgium.

## Cyprus

Cyprus identified as a goal the completion of the regulatory component of the chiropractic law. This was completed in 2012 and necessitates the establishment of a regulatory board.

## Finland

Finland set its goal as legislation and regulation as experts for neuromusculoskeletal disorders. They identified the need for a clear identity as spinal healthcare experts. Finland has embarked on a marketing campaign to increase awareness of the profession.

## France

France set out as its main goal to increase public awareness by working with an integrated communications agency. The aspiration is that by the end of 2015, public awareness of chiropractic in France will have risen from 15% to 25%.

The AFC is committed to increasing the relationship with other healthcare professions. The AFC plans to publish information on chiropractic that will identify the scope of practice and report on the latest research. The aim is to complete this initiative by the end of 2013.

## Germany

The German Chiropractic Association has identified the need to increase public awareness of the profession. They are re-launching their website, using social media to promote the profession and contributing to media publications. They are also increasing awareness of the profession amongst private health insurance companies.

Germany is keen to increase the numbers of chiropractic students attending accredited chiropractic institutions. They will do this by creating a website with information about programmes on offer and targeted towards young people and future students. The GCA has also committed to attending at least two job fairs per year.

By ensuring that graduates are aware of the job opportunities on offer, the GCA hopes to attract to Germany at least ten new chiropractors per year.

To represent chiropractic's interests nationally, the GCA wish to identify, by 2016, political contacts in Berlin with a view to lobbying. A dedicated GCA member will be assigned to this role. It will identify key strategic meetings and attend them as necessary.

## Great Britain

The BCA identified the need for a dedicated chiropractic research organisation. It has established the Chiropractic Research Council, which has been registered as a charity in the UK.

In line with the objectives of the BCA's Vision, Values and Identity, the need to review and enhance professional standards guidelines has been identified and a dedicated Professional Standards Committee is undertaking this work.

The BCA wishes to increase the utilisation of chiropractic services amongst the UK population and is undertaking work to involve itself in interdisciplinary projects and services.

## Greece

The HCA wishes to increase public awareness of chiropractic by updating and upgrading its website, participating in sports events and publications and newsflashes.

As a small membership organisation the HCA has also identified the need to ensure member participation and engagement in these initiatives. This will be assisted by ensuring that members meet up on a regular basis to interact socially.

By participating in school careers fairs, the HCA hopes to recruit students to chiropractic educational programmes.

The HCA have also committed to securing sponsorship and business agreements in order to benefit members and cover annual dues.

By continuing lobbying and putting pressure on government officials, it is hoped that legislation can be achieved.

## Hungary

The main objective for the HCA was to finalise its documentation. This includes WHO documentation, the ECU Code of Good Practice, a letter of intent and mission statement, a membership form and a letterhead. The target date for completion of this exercise is March 2013. The HCA website will be complete by the end of April 2013.

As a small organisation, it is important for the HCA to increase its numbers. It aims to do this through careers fairs.

The HCA has also committed itself to complete the 10-point action for the development of legislation. By contacting government officials it will set out the need for legislation. This will be undertaken by April/May 2013.

In order to increase the profile of the profession and increase the number of healthcare professionals, the HCA plans to investigate the viability of a conversion programme for those with related qualifications. Any standard for accreditation will be consistent with ECCE standards.

The HCA wishes for the chiropractic profession in Hungary to be recognised as an autonomous primary healthcare provider, not a medical manual therapy.

## Iceland

Iceland's aim is to obtain an improved form of legislation for chiropractors. This will include referral rights for imaging. To do this, the ICA will lobby the Ministry of Welfare and the Surgeon General.

In relation to graduate development, the ICA wishes to ensure that any graduate education programme is mandatory for licensure (at present there is no structure or regulation). This will consist of a one year internship.

The ICA wishes to finalise its revised code of ethics.

As a small organisation, the ICA sees it as important that it recruits students via student fairs and involve them in the association's activities.

## Ireland

The main goal for the CAI is to obtain statutory regulation for the chiropractic profession. This must include protection of title, full radiological practitioner and referral rights.

The CAI has identified a need to revise all documents, including its memorandum and articles. It also wishes to establish and promote a patient organisation.

The CAI wishes to develop an undergraduate chiropractic college in Ireland. To further this aim, it has liaised with HETAC and has explored implications of private funding. In relation to postgraduate education the CAI hope to achieve some affiliation with UK colleges. By increasing attendances of CAI chiropractors to conferences, there is a hope to develop the profession professionally and academically.

The CAI has focused on a mentoring programme for new graduates as part of its professional development programme. To gain further knowledge, the CAI has attended the GEP seminars in Germany

## Italy

Italy's main aim is to obtain regulatory recognition for chiropractic. It will do this through becoming an autonomous primary healthcare profession. It will adopt the ECCE standard as the university

standard for chiropractic education in Italy and aspires to establish a university chiropractic programme in Italy.

The AIC also has committed itself toward PR and promotion of the chiropractic profession in Italy, by encouraging the utilisation of chiropractic services. Measurement of success will be through monitoring of media coverage.

## Liechtenstein

The VLC aspires to raise public awareness of the profession in Liechtenstein. It is considering a survey of chiropractic patients aimed at measuring the extent of patient satisfaction.

Work to improve the law governing chiropractic in Liechtenstein has resulted in positive developments such that the Swiss law on chiropractic has now been mirrored in Liechtenstein.

By working closely with other healthcare providers, the VLC hoped for its members to become practitioners engaged in interdisciplinary practice. A document has been produced to further these aims and has been released to local media.

## Luxembourg

The main aims of Luxembourg is to obtain recognition from the Ministry of Health, to obtain coverage by health insurance companies for chiropractic treatments, the right of referral for prescriptions and x-rays, laboratory analysis and sick leave.

## Netherlands

The Netherlands has identified three key goals as part of the Vision 2020: (a) to develop and improve scope of practice and code of ethics; (b) government recognition and regulation; and (c) to establish an undergraduate chiropractic education in the Netherlands.



In order to develop the scope of practice and code of ethics, the NCA seeks to use the CEN Standard, which will be evaluated by its quality committee. On acceptance, it will need to be documented as the NCA standard and communicated to the members of the NCA. The aim is to have this process completed by September 2013.

In terms of government recognition and regulation, the NCA proposes to utilise three main approaches: political lobbying, dialogue with insurance companies and the use of social media. The NCA has recognised a need to find a way into the political system in the Netherlands, so that it can have an active lobby for chiropractic to be regulated.

In delegating the duties of NCA members to achieve the goals, Board members have been given responsibility for the actual lobby, with the help of a Public affairs office in The Hague, The Board of the SCN has also been helpful with regard to liaison with insurance companies.

The NCA has contracted a social media company in order to assist with gaining positive media attention. In order to better determine demographics for chiropractic in the Netherlands, the NCA is working with a team of research specialists.

Despite it being a goal of the NCA to establish a chiropractic educational programme, the NCA is aware of several major hurdles it will need to overcome. Its initial goal was to start chiropractic education in the Netherlands, yet the challenge is that without legislation, this will be near-impossible. It has therefore been determined that any actions taken towards starting a chiropractic education are dependent on reaching the goal of governmental recognition and regulation first. Despite this, the NCA's Taskforce on Education is still actively seeking opportunities for setting up chiropractic education within the Netherlands, or as a joint effort between the Netherlands and Belgium.

## Norway

The main objective of the NCA is to secure a Masters level university education in chiropractic in Norway. This will comply with CCEI and ECCE standards. Building on the achievements of the past

decade, the NCA now seeks integration into hospital services. This has already been partly achieved and there is now some chiropractic representation in Norwegian hospitals.

By increasing local and regional activity for members, the NCA aims to raise standards of patient care through enhanced continuing education, local political representation and PR.

## Poland

The PCA has identified great opportunities for chiropractic in Poland. However, it is felt that growth is dependent upon recognition and hopefully an educational base (at university level).

It has been identified that there is a need for services provided by chiropractors, yet public awareness is very poor and cooperation with other medical professions is basically non-existent. The PCA has determined that the key to future development is to increase the numbers of chiropractors and start chiropractic education, if possible in association with a medical faculty or by means of a conversion programme for suitably qualified health professionals

## Spain

By 2020, the main object of Spain is to obtain legislation as a primary health profession. To do this it is now reconsidering its strategy and a Legislative Committee will be reconstituted.

In order to raise standards of care in Spain, the AEQ has adopted the CEN document. Further to this, the Spanish branch of CEN will be encouraging AEQ members to become certified in accordance with the CEN document. This will assist when dealing with the Spanish health authorities.

To demonstrate the clear advantages of chiropractic, the AEQ is working on a cost-efficiency review to present as a document in Spanish to the relevant authorities.

In terms of education, there are now two recognised chiropractic providers in Spain. RCU has achieved ECCE accreditation and BCC has ECCE candidate status. In partnership, RCU and the AEQ will work on developing a “Libro Blanco”, framework that can be used by the government to

determine the content of chiropractic studies. Both schools will work with the AEQ to approach a public university (UCM for RCU, UPF for BCC) and ANECA (Spanish's ENQA) and demand that a "Public degree" will be delivered by either for chiropractors. In the meantime, the AEQ will contact the Minister of Education to create a shortcut. These educational goals should be reached by 2016.

The AEQ is committed to raising public awareness of the profession. To achieve this it will contact a PR and Media professional who has previously worked with chiropractors. RCU and AEQ have already contacted journalists that will help create a Pro-Chiropractic Campaign in the media.

The AEQ is committed to achieving a fivefold increase in the number of chiropractors in Spain by 2020. It currently has 200 members and over 200 students. Each year more than 50 students will graduate from Spanish educational institutions and are likely to start practicing in Spain. As a projection this gives us the chance of increasing the AEQ membership to 600. To achieve its objective the work must be directed towards RCU and BCC enrolment, representation at education fairs, in high schools and in chiropractic offices. The final objective will be to graduate 100 students every year

## Sweden

The primary goal of the SCA is to achieve a five year, university based chiropractic education by 2018. It has begun to do this by regular contact with the Dean of a medical faculty at a public university interested in establishing a chiropractic degree programme. It has also committed to continuing dialogue with politicians in departments and committees of education and health regarding benefits of degree at right level.

To further its aims, the SCA has embarked on lobbying organisations of which we are members of to establish closer relationship with relevant politicians.

The SCA has also committed to becoming primary healthcare providers for spine related disorders with public funding and referral rights to publically funded imaging and specialist care in all of the 20 regions. So far the goal is partially achieved in 9 of the Swedish regions. To further the initiative, the SCA Board will support members in all regions to lobby by providing good examples of rights in other regions; by providing arguments for increased integration of chiropractic services; establishing contact with politicians; and by participating in initial meetings with decision makers.

Sweden has a good track record when it comes to supporting research and now has three chiropractic PhDs. It sees further support as one of the keys to development of the profession. To support this continuation it will encourage members to contribute financially to research. Through a Researcher's Blog it will raise interest in researching amongst members of the SCA. Furthermore, the SCA will support external funding of a research institute, through membership of a research-oriented lobby organisation and by the administration of applications to research stipends.

## Switzerland

Chirosuisse see chiropractors as the primary health care providers for musculoskeletal problems. It also is committed to involvement in the integrated medical network system. To further and continue these aims, new concepts for integrated medical network systems are being discussed on federal level.

In the evolution of the regulatory framework for chiropractors in Switzerland, ChiroSuisse aims to be influential in consultation procedures and through parliamentarians. Through this engagement, Chirosuisse is committed to ensuring that Federal laws and ordinances are fully adapted such that the chiropractor can fulfil his/her duties towards patients (e.g. limited prescription rights, etc.).

## Turkey

For its Vision 2020 goals, Turkey has focused on legislation and the acquisition of a university-affiliated undergraduate educational programme.

The government is currently working on a legislative framework for chiropractors. It has sought help from the TCA and also from its Health Sciences Commission. In order to achieve legislation, the Turkish State will need to make new amendments to their current constitution. They are obliged to recognise and regulate chiropractic in Turkey because it is regulated in parts of Europe and the US. It is also defined by the WHO.

The Turkish State is also currently working on a legislation to regulate CAM practices in Turkey. It is constantly calling upon us to aid with information.

The TCA is committed to developing chiropractic education. It is anticipated that the commencement of chiropractic educational programmes will accompany the package of legalization. It should be borne in mind that by law, a profession must be taught in Turkey in order for it to be defined, legalized, practiced and taxed as an income source.

The educational programme and the definition, legalization and the legislation of the profession will therefore be interdependent. The aim is to achieve legislation in Turkey by 2014.