



Strategic Plan

Protecting, Promoting and Advancing Chiropractic in Ohio





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OUR MISSION

Protecting, Promoting and Advancing Chiropractic in Ohio

OUR VISION

Ohio Chiropractic Physicians are the preferred choice for healthcare, by educating the public, policy makers and payors.

STRATEGIC PLAN STRUCTURE

The Strategic Plan is worked and updated on a quarterly basis. Biennially, the document is revised by the Board of Directors through an immersive Strategic Planning Retreat.

TOP 3 OBJECTIVES IDENTIFIED:

ADVOCACY

MEMBERSHIP

COMMUNICATION



LONG TERM GOAL

Improved access to chiropractic care and increased reimbursement for our services

ONE-YEAR GOALS

Reduced barriers to access chiropractic care with one major carrier in Ohio

Draft, introduce and move legislation

Increase the number of Ohio's congressional co-sponsors of Medicare bill

IME accountability

STRATEGIES

Engage members in legislative efforts (Advocacy Day, Key DC, Medicare Outreach, etc)

Collaborative focus on current and future bills that target identified legislative priorities

Identify payors whose policies are outdated or create excessive barriers

ADVOCACY

Reduce barriers with one payor for access to chiropractic care.

Q3

- 1) Identify a major payor, Anthem and identify barriers that are affecting membership.
 - (1) Evaluate contractual obligations.
 - (2) Obtain contracts for a major payor with excellent chiropractic coverage.

ii) Target decision makers with Payor.

(1) Establish a listed hierarchy of payor administrative team.

2) Create a list of employers to target with cost effective messaging

Draft, introduce and move legislation.

Q2

- i) Continue progress with current legislation in process.
 - (1) Continue conversations with interested stakeholders.
 - (2) UHC per diem contract rate of \$55 vs other payor reimbursements

ii) Language challenges, i.e. non-spinal codes

(1) Identify current language.

(2) Identify what changes need to be made.

Q3

i) Determine how language can be changed or if it can be changed.

ii) Determine s legislator that supports additional code of 98943.

Q4

i) Modification of current strategies if applicable

Develop a specific action plan and strategy to increase the number of Ohio's congressional co-sponsors of Medicare bill.

Q2

- i) Identify a specific number of legislators for committee members to speak directly with re: legislation.
- ii) Speak with other states who have full congressional commitment to discuss state specific strategy.

Q3

i) Implement new strategy if applicable.

Q4

i) Update strategies as applicable based on progress.

COMPLETED ITEMS / NOTES:

Continued Legislative Progress and Relationships with legislators.

Q3

- i) Identify current chiropractic friendly legislators in a list format.
- ii) Roll out KeyDC survey and poll member interest.

Q4

- i) Make a contact with listed legislators.
- ii) Create and cultivate new relationships.
- iii) Pair legislators with KeyDC via communication from Leg and Reg - TBD

Q1 2025

i) Update strategies as applicable.

LONG TERM GOAL

50.1% of Ohio DCs are members of the OSCA

ONE-YEAR GOALS

Member growth 8%
Mentorship Program Implementation

STRATEGIES

Utilization of Social Media Advertising

Campaigns to Increase Members
Increase Engagement of Prospective Student Members

Potential Utilization of SMS Text with New System

Continue Membership Outreach Calls from Membership Committee

Outreach Calls from DD's for New DC's, Non-Active and Non-Members

Create Mentors that Cultivate Relationships with Non-Members

Get the Most Updated Lists with Increased Demographics

MEMBERSHIP

ACCOUNTABILITY:

In one year from today, what would you love to be sharing about what was accomplished?

Be able to say that we increased membership by more than our goal. Be able to say that the Association is in its best position in years. Be able to clearly demonstrate and define the benefits of membership in an "elevator pitch".

One Year Growth Goal 8%

Q3

16 additional members

Create budget and structure for social media campaigns for non-members

EO sends monthly membership list

Create System Updating Contact Information Annually

Communication regarding new system updates – New credit card ask

Hold Tax Refund Membership Drive

Q4

16 additional members

Increase frequency of communication regarding new system

Get assistance from DD's in updated information on new system

Award to highest referral

Q1 2025

16 additional members

Hold Membership Drive End of Year

Potentially review membership options/structure for 2025

Q2 2025

16 additional members

Q4

DD's contact all docs less than 2 years licensed (2-5)

Communicate inside

Q2 2025

Roll out limited pilot program (available to only 10/15) Market to all –

Membership Committee Strategic Planning Weekend

Mentorship Implementation Program

Q3

Develop structure of mentorship program

Starting a tool kit for mentors

Q4

Identify and vetting senior/semi-ret docs willing to volunteer

COMPLETED ITEMS / NOTES

LONG TERM GOAL

Ohio DCs are informed, empowered and engaged.

ONE-YEAR GOALS

Create consistency and improve utilization of OSCA communications - at the board level, to members and non-members

Use communication to highlight value of membership

STRATEGIES

Create a communication strategy that is in place and operating in one year

Create a pathway for communication between members

Utilize social media to reach members and non-members that don't use the communication methods currently being used.

COMMUNICATIONS

STRATEGY 1

Q2

Transition to new membership platform and website

Q3

SWAT Analysis for Communication

Make a list of what occurs in each category

Identify gaps in each category

Identify Key stakeholders – establish role, responsibilities, accountability, for each of the following:

EO to Membership

DDs to District members

EO to DDs

EC to DDs

Q4

Implementation – which category do we start with?

Pick one to focus on that needs the most work, domino effect for the others.

Explore the use of Text through CE 21

STRATEGY 3

Social Media to highlight value of membership by end of the year

Q3

Identify company to outsource. Identify/hire and budget for creator

Select targeted channel:

Twitter, Facebook, Instagram, TikTok, Linked-In

Q4

Content Calendar

2024 and being used by members

Q2

Vet with CE 21, other platforms

Identify who is moderating

COMPLETED ITEMS / NOTES

ACTION ITEMS **COMPLETED** 2023



Membership

Practice in Ohio Infographic

- What information to include.
- What format – flyer and rack card
- Create and proof draft
- Introduce final design to board and use at student events

Consistent monthly outreach to expired or dropped members

- Identifying opportunities for follow up and “mentorship” through monthly calls

Outreach to Chiropractic Schools – state clubs and opportunities to visit

Second year sponsored membership campaign in second half of 2023

Membership growth in 2023 just under 6%

Palmer Campus visit Spring 2023 – Student recruitment to Ohio

Non-member, mid and end of year communications

COMMUNICATION

Rebranded, more robust monthly e-newsletter, The Heartbeat

Consistent outreach from Executive office to board and membership

Social Media posts, link facebook and Instagram

Monthly outreach from Executive Office to New licensees

Executive Director and/or President attends monthly local district meetings around state.

Membership meeting – moved to more convenient time at Convention

CA Training Certification Program (44 Hours). Announced in 2023, 1st Cohort Launched in 2024

- Identify the structure, content and instructors
- Identify platform and style – live/on-demand
- Select Time line
- Announce to membership
- Rollout out 1st Cohort – Live Participation
- Build out On Demand Offering – Announce OnDemand availability to members

New Platform identified for association

- User friendly platform for members and staff, offers Text features
- Includes website, front end and membership management capabilities
- Can host events and OnDemand learning
- Staff training and Rollout to membership (mid-year 2024)

ACTION ITEMS COMPLETED 2023



ADVOCACY

Legislative Toolkit

- Determine which advocacy programs are included in the toolkit.
- Determine what items would be helpful to include in the toolkit.
- What do we already have?
- Who are we working with for the design?
- Create identified items and proof.
- Rollout to board for feedback and edits.
- Rollout to membership.
- Make available on the website.

Clinical Compass State Membership

- Inquire and bring to the board.
- OSCA member benefit offered 2023 and 2024.
- Local Legislative Events/Dinner/Fundraiser - Step by Step Execution Guide
- Designed, approved, included in Legislative Toolkit.

Medicare Advocacy

- Build out Medicare Advocacy Platform on website including links to House and Senate versions.
- Provide a DC-facing and Patient-facing option for communication to members of Congress.
- Create flyers for display in Member offices.
- Attend ACA Engage Advocacy Day 2023 and 2024.
- Create Call to Action videos for social media encouraging member participation.
- Created modified link graphic, business card size.

State Legislation

- Introduction and support of HB 141 in 2023.
- Supporting HB 130, Prior Authorization bill, introduced in 2023.
- Monitoring and/or commenting on of rules and legislation that may touch or adversely impact chiropractic in Ohio.
- Preparation for introduction of comprehensive bill to include recoupment and other identified items.
- Initial preparation for State Advocacy Day with Spring 2025 Date.
- Building and Maintaining relationships.
- Supporting candidates that support chiropractic through PAC contributions.

Insurance Infographic – Where you go first Matters – Chiropractic Cost Effectiveness

Participated in implementation and collaboration with ODM and HB 136's bill sponsor, Rep. Lipps, to ensure accurate inclusion of E/M coverage, effectively improving access to chiropractic for over 2 million Ohioans covered by Medicaid