



How We're **Serving You**

2013 Annual Report



natural health practitioners of canada
practiciens de la santé naturelle du canada



Table of Contents

3.....	About the NHPC
4.....	President's Report
5.....	Executive Director's Report
6.....	Registrar and Complaints
7.....	Leadership Committee
8.....	Membership
9.....	Member Advocacy
10.....	Member Education
11.....	Member Communications



About the NHPC

The Natural Health Practitioners of Canada (NHPC) is a national not-for-profit organization that represents the interests of natural health professionals across Canada.

Originally established in 1988, the NHPC provides natural health professionals with medical malpractice and commercial general liability insurance, as well as education and networking opportunities. The NHPC's Code of Ethics and continuing education requirements ensure the highest level of competency and ethical practice.

The NHPC is the voice of its members to governments at all levels and to the insurance industry. The NHPC represents professionals in 65 different practices and advocates for fair recognition of competencies, as the natural health and health care landscapes change. It is committed to raising public awareness and to integrating natural health into the traditional health care system.





President's Report

In 2013, the Board of Directors and all volunteers continued to advance the value of natural health within the health industry and Canadian society. The Board of Directors oversaw a planning process to create a new strategic plan, hired a new Executive Director, and continued to attend functions to hear directly from the membership.

The Board of Directors authorized a survey of NHPC members and was pleased to receive a 30 per cent response rate, far above what the evaluation industry deems to be a credible result. In particular, the results of the survey demonstrated that our membership wants more information about regulation.

In addition to reviewing survey results, members of the Board of Directors also traveled to NHPC Connections Cafes across the country to hear from members face-to-face. These sessions were invaluable for staying informed of circumstances specific to each jurisdiction. The information our members provided gave us insight for our government relations and insurance relations advocacy work.

In keeping with the Board's efforts to ensure the NHPC is guided by its members' needs, the Board undertook a strategic planning process that included gathering input from members to chart the future direction of the organization. Three strategic priorities for the years 2014 to 2020 were identified: membership expansion, public engagement, and strategic relationships.

As the Board developed the plan, members were invited to contribute their ideas and suggestions. Their input, combined with contributions from the NHPC staff and leadership, led to the creation of our new strategic plan — Vision 2020. It was

a rich and interactive process, and the Board appreciates everyone's involvement.

The NHPC committee volunteers worked on the NHPC credentialing processes, privacy issues, and practice management questions, ensuring that our policies and procedures continued to be higher than industry standards.

The Leadership Committee of the Board of Directors continued its work on refining the Board recruitment processes and developing a plan for innovative recruitment methods. This included outlining the benefits of participating on the Board of Directors.

Finally, the Board of Directors undertook an executive search process for a new Executive Director. Our search led us to Kelly Sloan, who started with the NHPC in December 2013. For over 25 years, Kelly has worked in leadership roles with other not-for-profits such as the YWCA, the Mennonite Centre for Newcomers and the Northern Alberta Chapter of the Canadian Parks and Wilderness Society. She holds a Bachelor of Education and a Masters of Education from the University of Saskatchewan. Kelly brings with her a collaborative leadership style, which she credits to her Saskatchewan roots. This is already garnering positive results in moving the NHPC forward.

Overall, 2013 was a year of change and celebration as we marked our 25th anniversary. In 2014, the Board of Directors and the NHPC staff will continue to provide professional service, support, and learning opportunities for our members, in addition to a continued voice with governments and industry.





Executive Director's Report

Throughout 2013, there was a concerted effort by the NHPC staff and the Board of Directors to provide quality services and to be a voice for our membership, in government and insurance industry discussions, throughout several provinces.

These discussions included provincial regulation and municipal licensing in different cities. The NHPC also represented the membership in each province where regulation was being discussed. We provided information to our members about the potential benefits of regulation, as well as potential challenges that could be addressed, should regulation happen, and if a regulatory College is formed.

There were insurance industry changes in 2013 that required the NHPC staff to advocate, based on competencies, for NHPC members. Our focus was to ensure that NHPC members' credentials were recognized by insurance companies for third-party claims.

In addition to advocacy work, the NHPC staff provided a number of other services for members. The NHPC Education and Events staff organized six webinars and 15 workshops. The Annual National Conference was a great success, with exhibitors and workshop presenters offering new information and learning opportunities for NHPC members.

Members also continued to take the NHPC's Competency Equivalency Exam (CEE) in 2013. The NHPC's Practice Management Advisor provided oversight to ensure the quality and integrity of the CEE process. In 2013, Practice Management supported the NHPC members with advice on technical practice matters, ethics, and business management. In addition, it educated the insurance industry on the NHPC standards, Code of Ethics, and best practices.

In 2013, the NHPC staff carried out random audits to ensure members were maintaining their required continued competency credits. They also continued to apply a stringent credentialing process to review school programs and natural health modalities.

As always, in 2013, the NHPC continued to communicate with our membership through a variety of ways, including eNews, Centre for Learning news, direct email, social media, and the member section of the website.

We travelled to meet the membership in ten different locations across the country to hear their questions and concerns about the insurance industry and government activities in their provinces, educational needs, and passion for their work. We look forward to meeting with members throughout Canada again in 2014.

I joined the NHPC in December 2013 and have been working closely with the staff and Board on implementing the new Vision 2020 Strategic Plan. The passion and commitment of the NHPC staff and Board to serving the membership and advancing natural health practices is noteworthy and inspiring.

On behalf of the NHPC team, I extend a sincere thank you to our members for their active participation in the organization, particularly in keeping us informed about their needs as practitioners and about insurance and regulatory discussions in each province.

I encourage all our members to continue contacting us and working with us to collectively advance the value of natural health to governments, the insurance industry, and to the Canadian public in our communities.

Registrar and Complaints

Mid-way through 2013, the position of Registrar was created, independent from the Executive Director. The Registrar conducts a review of criminal record checks and monitors compliance of members through the Continued Competency Program (CCP) Audit, as well as being involved in the credentialing process.

Part of the Registrar's role is to review an applicant's Criminal Record Check as part of eligibility for membership. This process assesses the risk in relation to an applicant's suitability to be in the profession and to be a member of the NHPC.

Once membership is established, the Registrar monitors compliance of the Continuing Competency Program (CCP) through the CCP audit. Two audits were conducted in 2013. As a result, the NHPC is working with two members to ensure that they are compliant.

The Complaints Resolution Process is available on the NHPC website and serves as a resource for members and the public. This process is an important part of the NHPC's role and continues to offer a respectful way for the NHPC to deal with concerns regarding a natural health practitioner's practice and conduct of an unprofessional nature.

Practice Management

The NHPC introduced the Practice Management Advisor role in 2013. This position fulfills the growing need to help members deal with their everyday practice matters and to discuss ethical issues. The Practice Management Advisor also informs industry of the NHPC standards, ethics, and best practices.

Complaints Process Review Task Force (CPRTF)

This task force was mandated in 2011 to review Article X (Complaints Resolution) of the NHPC Bylaws to ensure operational flow and to explore other areas of relevance. The work continued through 2013 with the final version approved by the Board of Directors at their fourth-quarter meeting. The target to present the NHPC membership with amendments to the Bylaws for the 2014 Annual General Meeting has been met.

The NHPC is sincerely grateful for the substantial commitment from the volunteer members of the CPRTF. Dedication to the review throughout 2011 to 2013 were:

- Cathy Sveen (Chair of the CPRTF)
- Pam Hyde
- Nadine Feldman
- Allyson Billey

Continued Competency Task Force (CCTF)

The 2013 review of the Continued Competency Program (CCP) demonstrated that members are completing their continued competency requirements but, in some cases, may not necessarily fully understand how their learning events may be allotted credit. The CCTF will continue to operate in 2014 to address the areas identified. Members include:

- Candace Pichonsky (Chair)
- Roberta Brosseau
- Judy Wallace
- Laura Finley

Leadership Committee

The Leadership Committee continues to build and strengthen leadership development, nominations, and the succession planning for the NHPC Board of Directors.

In the past year, it launched a “Be a Champion” campaign through the Connections Cafes, the Connections magazines, the NHPC website, and social media. The campaign encouraged and engaged members to become leaders of the NHPC through the direction of the new strategic plan.

The Leadership Committee was successful in interviewing candidates and, with the Board of Directors approval, it appointed a new Director to the Board. At the end of 2013, the Committee conducted interviews with potential Board members as part of the succession planning process. The Leadership Committee will present the new board slate at the 2014 Annual General Meeting.

Leadership Committee Members:

Jeff Lazo	Committee Chairperson/ Board Representative
Carla Pentz	Co-Chair/ Member at Large
Don Himmelman	Member at Large
Paula Schmidt	Member at Large
Michele Huszar	Board President



Membership

The Membership and Credentials department's 2013 goals focused on the reorganization of membership structure, recruitment, and retention.

Competency Equivalency Exam

The Competency Equivalency Exam (CEE) evaluates competency for massage therapists against a standard of knowledge and performance developed by the Consortium of Massage Therapy Regulators: The Inter-jurisdictional Practice Competencies and Performance Indicators for Massage Therapists at Entry-to-Practice (IJ Document). The CEE is a two-part examination, including a written and a practical component, and allows the NHPC massage therapist members the opportunity to demonstrate a higher standard of competence.

The NHPC developed a robust and credible examination and has engaged top industry professionals to provide insight and direction throughout the entire process. The NHPC worked closely with a leading psychometrician, professional educators, insurance representatives, and influential industry contacts to ensure the examination meets the needs of a variety of stakeholders.

In 2013, many applicants had success with the CEE, with 159 members having completed both the written and practical components of the CEE program. The program pass rate was 88 per cent. Guidance on improvement was offered through Practice Management to those that were unsuccessful.

An addition, support was offered through Test Run Online (TRO), a valuable online tool for pre-exam learning and education. Access to TRO is open to all NHPC members as part of its commitment to inclusivity and ongoing education. Members can obtain CCP credits by using TRO.

Continued Competency Program

The Continued Competency Program (CCP) is a continuing education initiative. Regular NHPC members are required to take courses, read books, watch relevant DVDs, and take part in workshops or other eligible activities to earn NHPC credits. Each regular member must earn 20 credits within a two-year cycle. These credits are comprised of 10 credits in their modality domain, five credits for Ethics, First Aid, and CPR combined, and five additional credits.

To ensure that members maintained their credits and that they submitted their required documentation for their NHPC records, a random audit process was launched in 2013.

The NHPC undertook measures throughout each of the two audits to ensure that members were supported. We guided members toward resources and educated them on the entirety of the CCP and on how domains and modalities relate to the CCP. As well, we provided the Test Run Online tool and information on the benefits of the CCP and compliancy.



Member Advocacy

In 2013, regulation of massage therapy continued to dominate the NHPC Government Relations agenda. Activity in 2014 continues to build with renewed government interest in contemplating regulation in Nova Scotia, Manitoba, and Alberta.

In 2013, the Government of Nova Scotia began the preliminary process of considering the implications of regulation, while Manitoba was a bit farther ahead. The Manitoba Health Professions Advisory Council began studying the need for regulation and will make a recommendation when they have completed their consultation process.

The Alberta government has been reassessing whether to proceed with the regulation process. In 2014, the Government of Alberta will be conducting a survey of Alberta massage therapists, regardless of association membership, in order to determine if there is significant support for regulation.

Determined to gather current and useful information from massage therapy members across the country, the NHPC undertook the 2013 Industry Survey – Massage Therapy, in order to better understand member interests, needs, and priorities.

The results of the survey indicated that there was a need for honest and balanced education regarding the challenges and benefits of regulation.

As the only inter-jurisdictional organization representing massage professionals in Canada, the NHPC has members in both regulated

and non-regulated environments. This unique perspective gives the NHPC the ability to objectively assess the impact of regulation on members moving from non-regulated to regulated provinces. In the interest of NHPC members, the responsibility for providing balanced and fact-based information has led to an NHPC plan that outlines the benefits and challenges of regulation.

Advocating on behalf of members to governments is a multi-level task. The NHPC Government Relation's work spans 13 provincial and territorial jurisdictions and hundreds of cities. We continually gather and communicate jurisdictional information to NHPC members and non-member stakeholders.

In 2013, the NHPC Government Relations Manager attended most of the Connections Cafes events, tracking government-related issues and concerns, and responding to members' questions.

The NHPC attended meetings, conferences, and events with influential government representatives. We delivered presentations to municipal and provincial politicians in support of natural health professionals, keeping complementary and alternative medicine on the agendas of decision-makers across Canada.

Members are encouraged to contact the NHPC office if they are aware of government initiatives that may impact natural health professionals in their area.

Member Education

The NHPC supports the professional growth and development of members through continuing education opportunities. As members continue to learn and grow in their professions, the NHPC is able to build confidence with governments, the insurance and health care industries, and members of the public.

Based on member input, the Education and Events department provided new programming, allowing for greater access and choice.

Seventy members were engaged in two online Connections Cafes and 332 members attended in-person Connections Cafes in various Canadian cities.

The NHPC hosted six webinars with 86 attendees and over 250 members attended 15 workshops on a variety of subjects including ethics, business, CEE preparation, assessment, client/patient health records, stretching, shamanism, and orthopedic massage.

Preparing for the Competency Equivalency Exam

The NHPC engaged the expertise of Fiona Rattray to assist members preparing for the practical portion of the Competency Equivalency Exam.

Client/Patient Health Records

The NHPC welcomed Diana Thompson to share her expertise of SOAP (Subjective, Objective, Assessment, Plan) Notes through a Client/Patient Health Records workshop. Workshops were held in Saskatoon, Calgary, and Edmonton, in conjunction with some in-person Connections Cafes.

Education Advisory Group

The NHPC welcomed three new members to the group, whose first task was to help research, qualify and choose presenters for the 25th Annual National Conference. Their dedication and enthusiasm has been inspiring.

The Education Advisory Group members are:

- Jana Niven (NHPC Staff Liaison)
- Chloe Larmand
- Pessy Benjaminy
- Paul Buffel

Knowledge Centre

The NHPC continues to welcome visitors to its Knowledge Centre for workshops and other natural health events. To maximize usage of this space, the NHPC is seeking partnership opportunities and a potential sub-leaser for the space.

2013 Annual National Conference

The NHPC extends its gratitude to all delegates and volunteers who participated in the 2013 Annual National Conference. The conference was held in Calgary and attracted 235 delegates and another 98 participants, including the Board, staff, volunteers and exhibitors.

The energy at the event was exceptional, with participants taking in a variety of workshops and special conference features. The environment, designed and executed specially for the natural health practitioner, delivered enhanced learning opportunities.



Member Communications

Website

The Communications team is committed to ongoing growth and enhancement of the NHPC website, to ensure members receive the information they require in a timely manner. The website continued to be the first point of contact for many NHPC members. It featured regularly updated course listings, available employment, special interest blog articles, general information on the NHPC and industry activities, and membership requirements. The website is a key tool for the NHPC members and the general public to broaden their understanding of the natural health industry.

The website had over 13,500 visitors a month, with each visit lasting just over four minutes. Each visitor, on average, clicked through to four different pages on the website. The annual number of visits on the website rounded out to about 163,000.

Areas of the website that saw the most attention included updates on insurance industry activities, the NHPC's Annual National Conference, and information on the membership renewals process.

NHPC News

Throughout 2013, monthly email newsletters (eNews and the Centre for Learning News) featured important deadlines, upcoming courses and events, and current NHPC and industry activities. The 13 eNews notifications were sent to about 5,300 subscribing members and The Centre for Learning news had a total of over 5,200 subscribers.

The NHPC also continued the eNotifications, its regular third-party advertising emails (job postings and course listings), to both member and non-member subscribers.

The NHPC has also continued the practice of regular, targeted emails to inform specific membership groups of important information that could impact their practices. The highest open rate

was for such an update was Sun Life's application for exemption deadline of December 2013.

Social Media

The NHPC became more engaged than ever through social media in 2013. With the addition of the Public Engagement Coordinator position and a social media plan, the NHPC was able to utilize social media to its fullest potential in both the public engagement sphere and in creating more interaction between members of the NHPC staff and the NHPC membership.

The NHPC's Facebook page peaked in 2013 at nearly 3,400 "Likes". The Twitter page grew as well, earning over 725 followers. The NHPC tweeted just under 1,400 times by the end of the year.

The NHPC's most exciting social media activity in 2013 was the development and launch of the NHPC Speak Easy. The NHPC Speak Easy is a member-only private Facebook group that allows NHPC members to interact with each other and speak openly about issues faced by natural health professionals. By the end of 2013, over 150 NHPC members had signed up for and began regularly using the NHPC Speak Easy.

Public Engagement

In 2013, the Natural Health Centre and the NHPC staff attended a number of public events to raise the awareness about the benefits of natural health. The year began with the Subway Healthy Living Expo, which attracted over 1,200 businesses and members.

During the inaugural tour of Alberta, the NHPC partnered with Simon Maxwell and the Natural Health Centre to visit 10 locations around Alberta.

The 2013 Wellness Symposium in Lake Louise was highly successful and gave the NHPC access to government, and health and wellness leaders.



www.nhpcanada.org



6th Floor, 10339 124 St, Edmonton, AB T5N 3W1



natural health practitioners of canada
praticiens de la santé naturelle du canada