

#### Phase One Project Plan





Strategic Priorities





### **WELCOME TO THE**

# FUTURE OF CHIROPRACTIC STRATEGIC VISIONING AND PLANNING PROJECT

Ranking Strategic Priorities

Key Differentiators

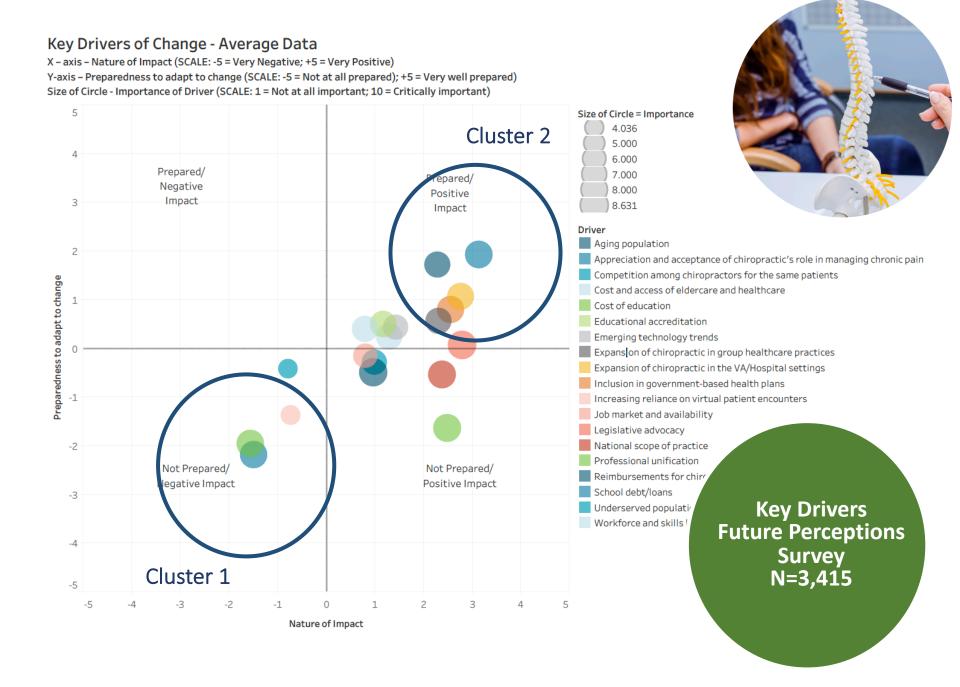
Core Values

Barrier to Success

Purpose of Chiropractic Profession

Perfect Future for Profession





Chiropractic scope of care is validated and supported through published research and anecdotal evidence. This triggers consistency, increased professional opportunities and appropriate level of enrollments.

Transformation of Professional Pipeline

The chiropractic profession is isolated and marginal to the mainstream healthcare sector.

Other healthcare disciplines compete for chiropractic patients by expanding services into the chiropractic realm.

CHIROPRACTIC -**INDISPENSABLE** NEXT **HEALTH ALLIES BLOCKBUSTER Pipeline Industry Acceptance and Utilization** Professional **GROUNDHOG** THE DAY **CRUX** 

Traditional Professional Development

Colleges and universities continue existing support of chiropractic coursework. The cost of education remains a key impediment to recruiting new professionals.

Utilization of chiropractic services grows, and penetration and integration into the healthcare system expands. Increased compensation creates economic parity for the chiropractic profession.

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Think-Tank Scenario Matrix







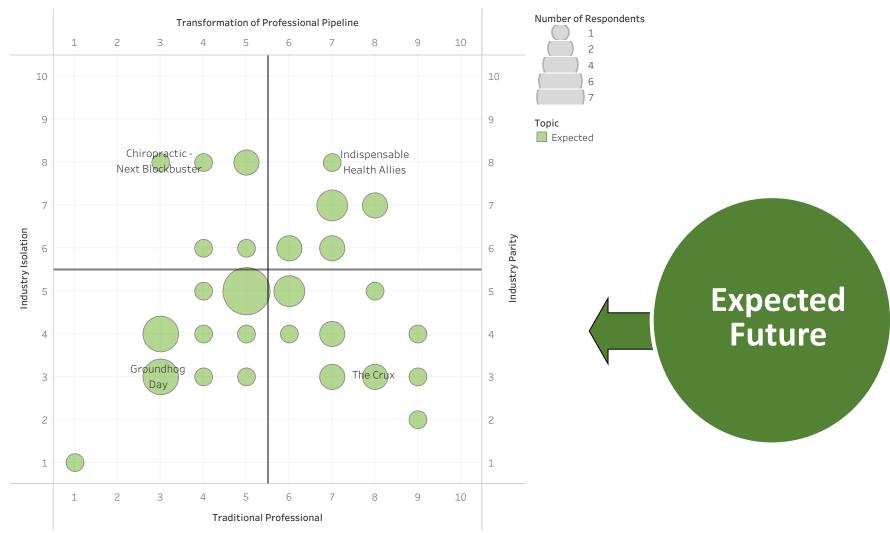


## Chiropractic Industry - Expected and Preferred Future Scenarios - All Data

X Axis is Industry Acceptance and Utilization

Y Axis is Professional Pipeline

Size is Number of Respondents



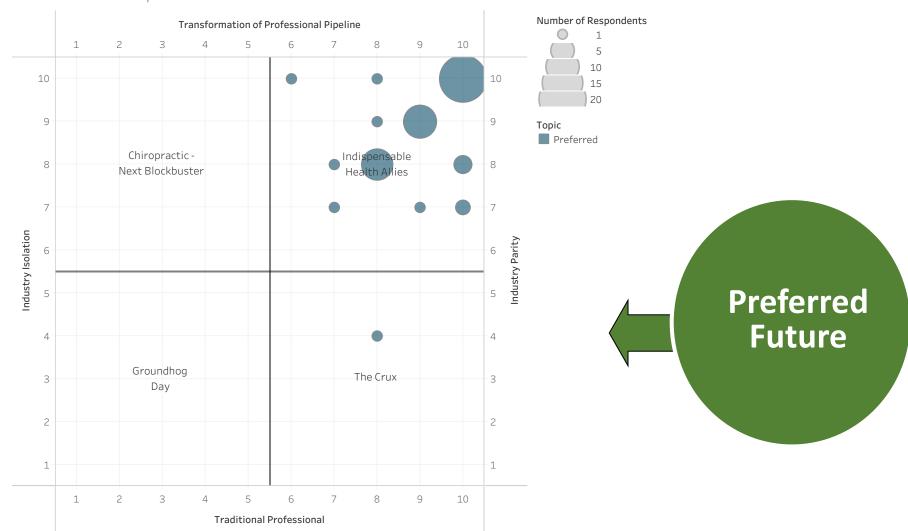


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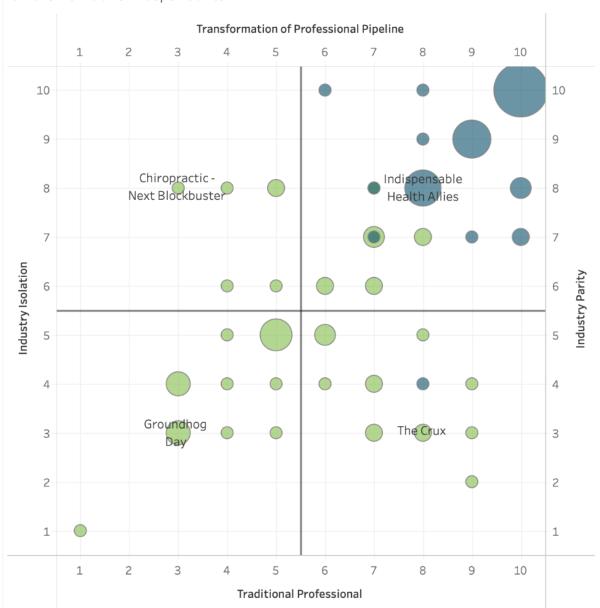
Size is Number of Respondents



## Chiropractic Industry - Expected and Preferred Future Scenarios - All Data

future>iQ

X Axis is Industry Acceptance and Utilization Y Axis is Professional Pipeline Size is Number of Respondents





## Chiropractic Industry - Expected and Preferred Future Scenarios - Age Cohort Data

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X Axis is Industry Acceptance and Utilization Y Axis is Professional Pipeline Size is Number of Respondents

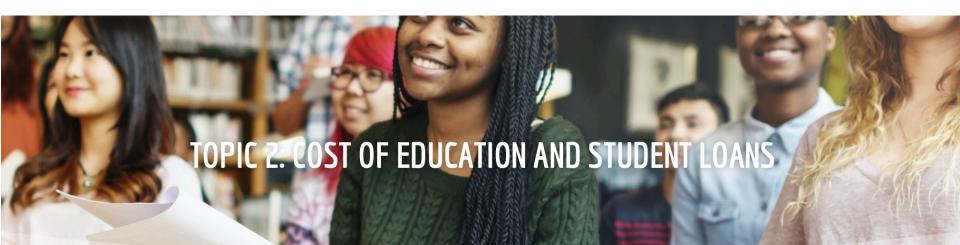




## **Important Themes:**

- . Role within Industry
- Professional Utilization Levels
- . Industry Research Focus
- Future Professional Recruitment
- Cohesion and Unification
- . Political and Regulatory Influence

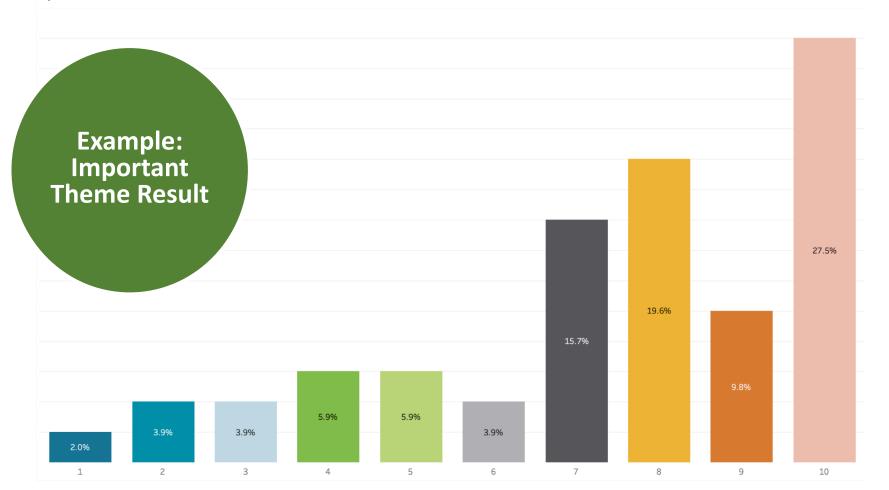




## FUTURE PLACE AND ROLE WITHIN THE HEALTHCARE INDUSTRY AND SYSTEM

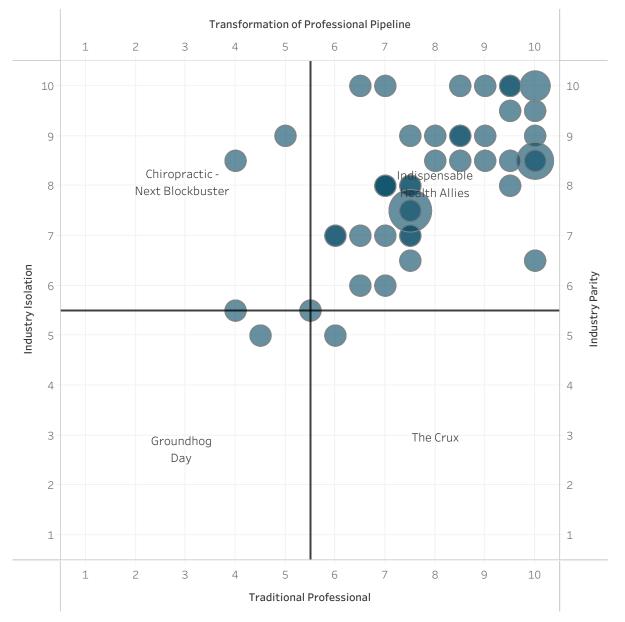
"There has been much discussion about the role of the Chiropractic profession and industry within the overall healthcare sector. What do you think would be the ideal future relationship of the profession within the healthcare sector, knowing that choices come with consequences?"

SCALE: 1 = The profession exists somewhat outside the mainstream healthcare sector; 10 = Chiropractic penetrates and integrates deeply into the healthcare system.



#### Scenario Validation Matrix - All Data X Axis is Industry Acceptance and Utilization Y Axis is Professional Pipeline

Size is Number of Respondents

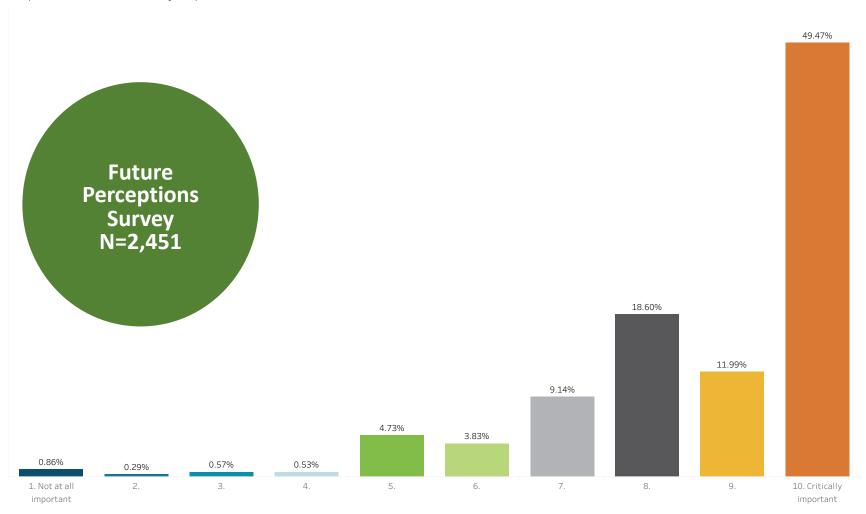


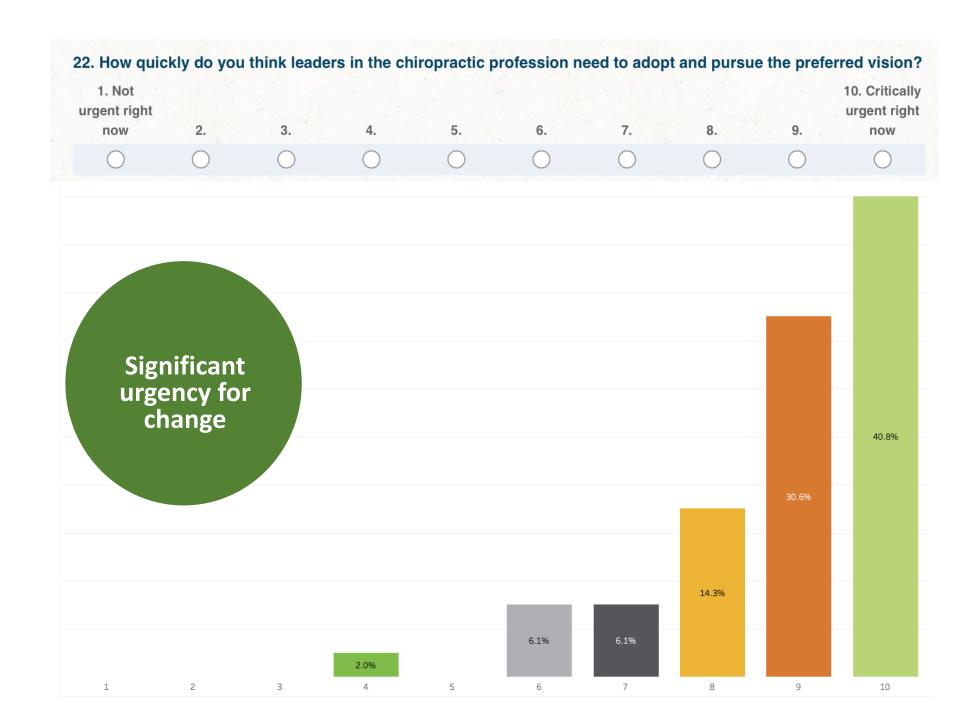




### **Importance Of Shared Vision**

How important do you think it is to have a shared vision for the future of the chiropractic profession? SCALE: 1 = Not at all important; 10 = Critically important





### **Core Elements Of Common Mission**



- Drug-free
- Non-invasive
- Whole body wellness

- Hands-on
- Compassionate
- Patient-centered care

The list below contains differentiators between the chiropractic profession and other health care professions. Please rate the importance of each differentiator on a scale of 1-5. (1 = not important at all, 5 = extremely important)

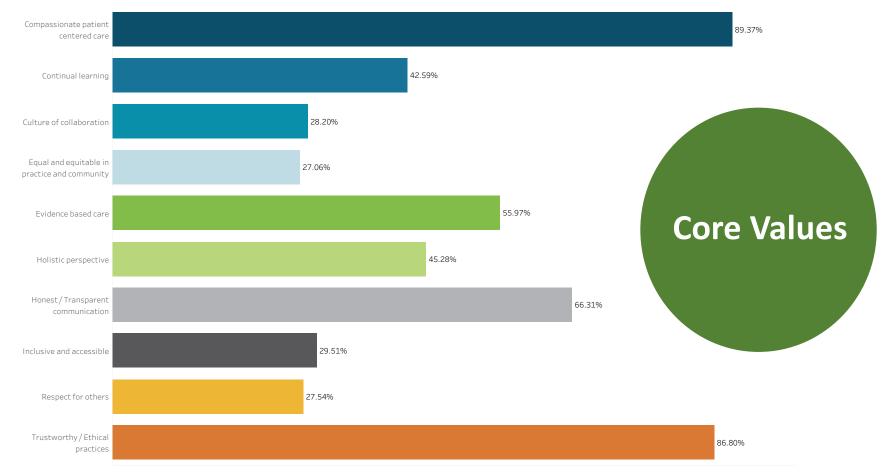


### **Core Values**



- Compassionate patient-centered care
- Trustworthy ethical behavior
- Honest, transparent communication

From the list below, please select the top 5 core values you believe should represent the greater chiropractic profession. (Core values being behavioral pillars in conducting your work.)



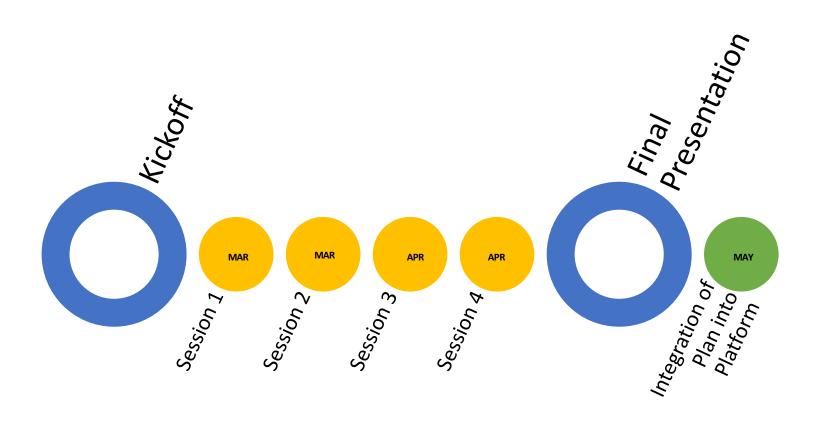


Strategic Priorities

- Professional Identify
- Legislation
- Utilization
- Research



## Phase Two





# Outcomes of Phase 2

- 1-5 Year Goals
- Benchmarks and Timelines
- Accountability
- Actionable Plan for Each
- Resources Need
- Fundraising Strategy





