

MCA In Touch – February 2018

Your monthly update of news and events from MCA

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Letter From the President

During my presidency the board of directors have been working on updating and re-defining some of the organization's underling principles. The goal of this is to become more relevant and effective in our mission and vision. We created a "Why statement" to explain why our organization exists to move our profession to greater heights. I wanted to share a few books that many of our leaders have read and subsequently used to create our new mission, vision and why statements.

This past summer the MCA adopted new mission, vision and why statements. Along with these statements a set of core values were established as well. It is important to review these again.

MISSION

Through unity, strength and advocacy, the Minnesota Chiropractic Association creates a community for Doctors of Chiropractic in the state of Minnesota.

VISION

The Minnesota Chiropractic Association envisions a future of strong unity and community among Doctors of Chiropractic so that they may practice to the full extent of their education and training, are treated fairly in Minnesota's healthcare system and their value fully known.

WHY

To create a meaningful difference in the lives of each Doctor of Chiropractic in the state of Minnesota.

Core Values

1. The MCA advocates to protect and advance the art, science and philosophy of chiropractic.
2. The MCA inspires doctors to support one another to become a strong, united front. We make the most impact when we work together respectfully; joining resources, talents and time.
3. The MCA believes in open dialogue and cooperation with other healthcare professionals in the interest of better serving our patients.
4. The MCA encourages and empowers the next generation of doctors to lead, and develop, a strong and effective association.
5. The MCA believes in the power of the chiropractic adjustment, and the value of all our clinical services, and that all Minnesotans deserve access to chiropractic care.

"Start with Why" by Simon Sinek is the book that lead us to the creation of these new statements. This book has taken organizations to a new level around the world. It reinforces the idea that once an organizations purpose is defined, or redefined, and mastered full potential can be unleashed. As a business owner I highly recommend spending time reviewing the concepts in this book. It has completely changed the way I think about my business and personal life.

A second book that I have found instrumental in my life and one that I have referred back to as the MCA president is "Who Moved My Cheese" by Spencer Johnson. This is a short read that may take an hour or so, but could have a profound impact in your personal and professional life. "Who Moved My Cheese" is a parable about the importance of recognizing and adapting to change. Recognizing the need to change and adapting to those circumstances is how people and organizations continue grow and be successful in their trade. Change is difficult but embracing change in our lives is expected and healthy.

Today's society is fast and complicated and at times just difficult for us to keep up. Sometimes we make shortcuts in our relationships with people. We are in the people business right? We need to go back to the fundamentals to how to handle and interact with people. A third book I'd recommend is "How to Win Friends and Influence People" by Dale Carnegie. This book is a classic best-seller, originally written back 1936. Here are some highlights:

1. Don't criticize, condemn or complain
2. Give honest and sincere appreciation
3. Become genuinely interested in other people
4. Smile
5. Be a good listener
6. Make other people feel important

7. Never say "Your Wrong"
8. Try to see the other person's point of view
9. Admit you own mistakes
10. Praise improvement

Now read the article again and fully understand the importance that the MCA has in the big picture. The above statements are absolutely critical to our existence as a profession. And it all starts with YOU! Being a member is more important than you will ever realize. To those of you who are members, I thank you! To those of you who are not, please join us in building a better tomorrow for chiropractic in Minnesota. There is a definite strength in numbers.

The MCA is working on ways to create more value to our members. Over the next several months we will be rolling out our new initiatives. Please stay tuned!

Lastly, our **2018 Convention** and **Day at the Capital** are coming up fast! Please join us. In order for CHANGE to occur we need YOU!

Dr. Craig Couillard
MCA President

It's Important to Show Up!

Charles Sawyer, DC
MCA Professional Officer for Legislative Affairs

Healthcare is a perennial public policy topic in the Minnesota Legislature for reasons that most of us know all too well. We have not yet achieved universal patient access to affordable care, and rising insurance premiums and high deductibles are increasingly straining family budgets. And, many providers are adversely affected by low reimbursement rates and narrow networks; including chiropractic doctors.

On Thursday, March 15th we will again visit with members of the Minnesota Legislature about issues that affect all chiropractic doctors and the patients we serve – *and it's important to show up because grass roots advocacy is important and effective.*

Our Day at the Capitol is an important opportunity to make a statement about the value of our care and the important role we play in Minnesota's healthcare workforce. While we have friends and supporters from both political parties, healthcare professionals from other organizations also meet with them – and lobby them – to achieve their legislative objectives. Members of the **Minnesota Medical Association** will be doing just that the day before as will the **Minnesota Physical Therapy Association** in late February.

We share some of the same legislative concerns with both the MMA (i.e., ensuring repeal of the 2% provider tax) and the MNPTA (reductions in insurance reimbursement) so we won't be the only provider group lobbying lawmakers over those issues on March 15th.

So, please join your colleagues and register today for **MCA Day at the Capitol**; and watch a short with Dr. Doug Broman and Mr. Kevin Goodno discussing the event and the MCA's legislative agenda.



MCA Day at the Capitol 2018

from MN Chiropractic Association

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Going to the Capitol Some Advice (and a few and a few Do's and Don'ts)

Charles Sawyer, DC

MCA Professional Officer for Legislative Affairs

When you visit with members of the Minnesota Legislature on Thursday, March 15, you will have an opportunity to inform them about the issues that both confront you and adversely affect patients in your practice. In addition, we will have some company since other healthcare providers will also come during the 2018 legislative session for the same reasons; to advocate on behalf of their professions and the patients they serve.

I am confident that any professional lobbyist will tell you that grass roots advocacy is often not only effective, but also essential. And, as is often the case with healthcare policy and related legislation, it's important for lawmakers to hear from doctors who can speak on behalf of patients.

While there are a few MCA members who have been doing this longer than I have, there is some advice I can pass along – and a few “do's and don'ts.”

First, it's not hard, or scary and you don't have to be a health policy expert to be effective. Members of the Minnesota legislature are your neighbors – and only three current members are doctors (Senator Jim Abeler, DC and two MDs also serving in the Senate). Therefore, the vast majority of them are not experts – but they do have to deal with complicated issues and the information you provide can influence their thinking.

So, when you visit with House and Senate members who represent you and your neighbors, remember:

- Know your legislator – at least his or her occupation, education and party affiliation (and we will tell you if they are authors of legislation the MCA is pursuing).
- Prepare for your meeting – it will typically be short so focus on just two or three key talking points taken from the MCA's Legislative Fact Sheets.
- Be professional and don't argue – but do ask for their support and, either way, thank them for the opportunity to visit.

- Be honest – especially if you don't know the answer to a question, but do tell them you will get the information.

During the breakfast briefing on Thursday, March 15, we will give you more information and advice in advance of your meetings. You can also contact with me by email (csawyer@nwhealth.edu) or phone at (952) 885-5470 if you want to visit about the event and the MCA's legislative agenda.

However, the most important thing to do now is **REGISTER!**

SAVE THE DATE: Minnesota Integrative Concussion Summit

Saturday, April 28, 2018

8:00 AM – 5:00 PM

These sessions will be presented in a case study format following an athlete with a suspected concussion from the initial examination to return to play. The integrative approach will address the injury from many points of views.

This summit is a must for any licensed health provider to attend.

Registration and details to come!

Upcoming Events

March 15

[2018 Day at the Capitol](#)

March 15-17

[2018 Annual Convention](#)

April 28

[Save the Date – Minnesota Integrative Concussion Summit](#)

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Publication Policy

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Have news you'd like to share, or an idea for an article? Contact communications@mnchiro.com or MCA executive director Katie Wallstein at katie@mnchiro.com.

Articles must meet the following guidelines to be considered for publication:

- Of interest to chiropractors in Minnesota, covering topics such new research and emerging trends in chiropractic, insurance processes, and clinic management.
- Not promotional in nature, or advertising specific products or services.
- Up to 1,000 words in length.

The author's name/organization name will be credited to the article.

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