**Rev. 7 7/15**

**Vision:** We will tirelessly promote the interests of our member doctors and the chiropractic patients they serve. Everyone will have a personal chiropractor.

**Mission:** The North Carolina Chiropractic Association is a professional service organization providing a unified voice for all its members. It is dedicated to promoting chiropractic through public awareness, quality post-graduation education, legislative efforts, and securing equality in the health care arena. These collective efforts assure continued growth of the profession, ultimately improving the overall well-being of North Carolina citizens through chiropractic.

**Focus:** We will find strength by focusing on what we have in common as doctors of chiropractic, thereby creating the unified voice described in our mission statement. As an organization, we will be "future-focused".

**Values Filter:** Is it honest, ethical, and in our members’ best interests?

**Three Mandates of the Mission (A.M.E.)**

|  |  |  |
| --- | --- | --- |
| **Advocacy**  “legislative efforts, and securing equality in the health care arena” | **Marketing**  “promoting chiropractic through public awareness” | **Education**  “quality post-graduation education” |

**Operationalizing the A.M.E. Mission Mandates**

|  |  |  |
| --- | --- | --- |
| **Advocacy**  “legislative efforts, and securing equality in the health care arena” | **Marketing**  “promoting chiropractic through public awareness” | **Education**  “quality post-graduation education” |
| Legislative / Lobbying | Public | Member DCs |
| Insurance and Third Party Payers | Employers | CAs |
| Employers | Non-Members | Public |
| Member Services |  | Non-Members |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Strategic Initiatives/Campaigns** | **2015** | **2016** | **2017** | **2018** |
|  |  |  |  |  |
| **Membership** | 690 (~41%) | 44%?? | 48%?? | 51%?? |
| Dr. Slechter |  |  |  |  |
| *Strength through Unity??* |  |  |  |  |
|  |  |  |  |  |
| **PAC** |  |  |  |  |
| Dr. Jaffe |  |  |  |  |
| *May the Force be With Us??* |  |  |  |  |
|  |  |  |  |  |
| **Public Awareness** | “Who’s Your Chiropractor?” and “Walk with the Doc” | Statewide Pt. Appreciation Day |  |  |
| Staff / Dr. Winyard |  |  |  |  |
| Multiple |  |  |  |  |