

Annual Summary Report 2019

Successes

Below are many new items and efforts we have spearheaded in 2019. I am proud of the accomplishments and so many additions while still maintaining our high level of customer service and our standard and established member programs and services (i.e. Coffee & Chiropractic, Member Memo, dues processing, education CEU reporting, vendor and sponsor relationships, etc.)

Instagram

- Creation of NCCA Instagram account at end of 2019. Too early to report on engagement but we currently have 71 followers.

Facebook

- We have an increased amount of Facebook followers & page likes by 10.5%. Current count is 841 likes and 1054 followers.
- Most of the people that visit our FB page come from Facebook, then Google, then ncChiro.org
- The most popular posts last year were Christmas/Santa-related posts, Baby Yoda, Opioid Statistics, and National Women Chiropractic Day. On average, just these posts reached over 2,000 people organically.
- Videos have performed very well this year. The highest performing video was the NCCA Awards ceremony. (Please note that all numbers are for organic views).
 - In total, 55.6 k minutes viewed which is 59.6% more compared to the previous year. Additionally, there were almost 170k 3-second video views in 2019.

Facebook Forum

- The number of total members of the Facebook Forum increased by 48% from January to December.
- Dr. Glenn Jaffe & Dr. Jennifer Hennesey are among the top contributors
- Some notable numbers: 57% increase in overall comments and reactions; 244 total posts.
- Facebook Forum has become one of the primary vehicles for delivering timely information to NCCA members.

Website Utilization

In the last quarter of 2019, the NCCA launched a brand new website design.

- Website usage demographic is 58% female, with 27% of all users being in the age group 25-34 years of age.
- 62% of all website visitors found us organically through browser search.
 - The source of all traffic came from the following mediums: Organic, Direct Browser, Promo Videos (PR Campaign), Facebook.
 - 85% of all social network traffic came through Facebook reacting to the following content: opioid campaigns, NC HealthConnex, and 2019 Fall Convention.
- Classifieds is the second most popular landing page for all traffic.

Great Wolf Lodge Pediatric Summit & Other Education Efforts

- Two successful conventions. Highest convention attendance at the 2019 Fall Convention in Wilmington since Spring 2015. The Fall Convention also DC nonmember attendance in at least five years with 15% attendance.
- Provided discounted education to 69 doctors at the Great Wolf Lodge event in November 2019. Out of those 69 doctors, 20 were nonmembers.
- Dry Needling certification through Dr. David Fishkin
- For five years in a row, the NCCA has sold out the exhibitor space at conventions within a month and half of registration being opened. 90% of vendors are returning to at least one convention a year.

Legislative & PAC Engagement

- Attended caucus events and sponsored the AENC Legislative Reception
- Two Legislative Days with the addition of ice cream at outdoor table. This definitely increased interaction with legislators and name recognition.
- Matching of doctors with legislators to distribute contribution checks. Start of grassroots legislative identification.

Membership Engagement & Governance Development

- One of our priorities is being a reliable source of information for our members and their staff. Unlike other organizations, we have a dedicated staff that is available for questions and help. While we try and implement new things every year to eliminate redundancy of calls and increase the usage of our website for questions, we still handle a high volume of calls and emails.
- Member Memo boosts an average open rate of 45%
- Coffee & Chiropractic boosts an open average rate of 45%
- Creation and approval by the NCCA board to present revised and modernized bylaws to the membership in 2020.

Public Relations Campaign

- Creation of two PSAs (pregnancy & sports) that were distributed across the state via internet, Facebook, and TV in addition to our previous two PSAs.
- Publication of six spotlight articles of WRAL
- Sponsorship of the Opioid Misuse & Prevention Summit where the NCCA had the opportunity to exhibit, was featured in publications and addressed the 800 attendees on the benefits of chiropractic.

Challenges

- NC HealthConnex participation
- Ongoing challenge of reaching and engaging members in an ever increasing static world.
- Identifying and establishing “bench” of potential volunteers and leader

Unmet Expectations

Lack of movement in the legislative arena regarding opioids.

Resources Needed

Increase budget for new texting communication portal. Increase budget for legal regarding bylaws and development of policies & procedures.

Plan for Upcoming Year

Governance

- Presentation to membership of bylaws revision
- Creation of Policies & Procedures document

Legislative Focus

- Creation of Grassroots Week. Continue identification of legislative contacts and member involvement.
- PAC Campaign centered around younger doctors.
- Onboarding education development for Legislative Committee as well as PAC Board.
- Two legislative days
- Review and potential implementation of features from legislative platform like FiscalNote through ChiroCongress.

CA Engagement

- Continuation of increase in value of CA Academy including webinars, how tos and free educational opportunities for CA Academy members.
- CA Toolkits addition to CE21. Discussion and plan for timeline.

Continuation of PR Campaign

- Addition of two new PSA campaigns centered around targeted messages to demographics such as chiropractic in healthy aging lifestyles and wellness & health in younger generations. Exploring options for relaunching the visuals for prenatal campaign.

Membership Engagement & Education

- Increase and development of video bank for utilization of membership (specifically targeted at newer doctors).
- Plan development for districts moving forward and district liaison position.
- Two annual conventions & standalone discounted education event.
- 2020 NCCA Fellowship Cruise

Technology Improvement

- Additional pages to website redesign such as “What is Chiropractic” public landing page as well as revamp of “Find a Doctor” page.
- Addition of texting platform to communicate with members