

NCCA Executive Board Retreat Summary

February 13, 2020

Royal Caribbean's Independence of the Seas

Facilitated by Bharon Hoag

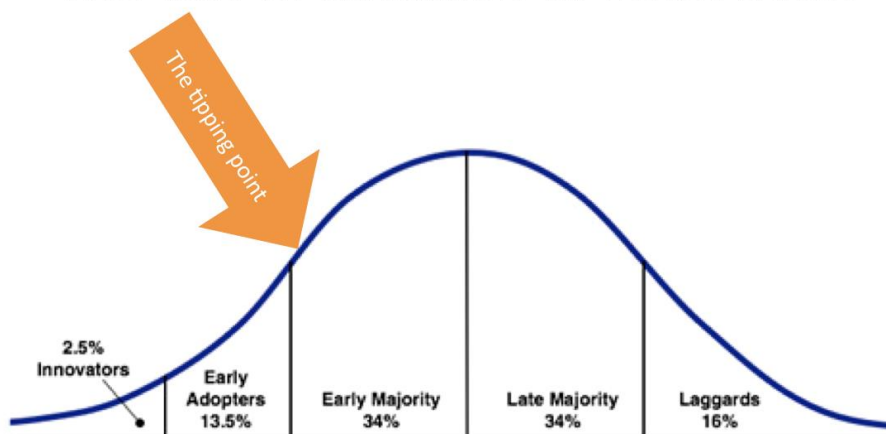
Members Present: Dr. Glenn Jaffe, President; Dr. Michael Poplak, Senior Vice President; Dr. Debra Bell, Vice President; Dr. Lance Gard, Treasurer; Dr. Jim Nieland, Director-at-Large; Dr. Jennifer Slechter, Immediate Past President; Dr. Tim Chevront, SC District President; Dr. Glenn Weckel, SE District President; Dr. Andy Van Hoewyk, Central District President; Dr. Chris Kiefer, Western District President; Dr. Donna Hedgepeth, Eastern District President; Heather Wrenn, Chief Executive Officer; Bharon Hoag

Summary

During the 2020 NCCA board retreat, the board worked on discussions examining our "why". The "why" as chiropractors and the "why" as the association. The group decided the "why" of our members is that they are loyal (prochiorpractic), want to increase revenue and want to be more successful. The purpose of the association is to preserve the profession, serve & protect (defend), create success through volume for members or more patients in offices. The association has to appeal to what matters to members, not what we think matters to them or what we think should matter to them. For action, especially with younger generations, there needs to be an emotional response. The association's goal is to for younger doctors and future doctors to become members because they believe in the NCCA.

One of the videos shown introduced the board to the concept of a universal business practice, Law of Diffusion of Innovation. This theory seeks to explain how, why and at what rate new ideas and technology spread.

The law of diffusion of innovation



Discussion with this theory resulted in the conclusion that widespread chiropractic access will not be the result of legislation or insurance companies but instead when at least 20% of the population is under chiropractic care. This is the tipping point.

Established NCCA beliefs and our “Why”:

We believe all North Carolinians should be healthier.

We believe chiropractic is the pathway and most appropriate form of healthcare.

We believe by informing and educating the public to be driven to seek chiropractic care.

We believe everyone should have a chiropractor.

Simon Sinek Video: <https://www.youtube.com/watch?v=qp0HIF3SfI4&t=16s>

Michael Jr Video: <https://www.youtube.com/watch?v=oVSTKpJBq-8&t=157s>

Action Steps

Chiropractors seeing 20% of the population in North Carolina is our goal. The NCCA needs to engage members and focus on “Why”. This is an emotional driving force and is not presented as a member benefit.

Develop a campaign in 2021 around “Why”. Chiropractic is the How but we need to communicate the Why. NCCA CEO and staff will develop a campaign to be presented to the board for approval by July board meeting. This campaign is a laser focus project of one sole item for 2 years. Budget will come from surplus from 2019.

-Social media aspect. Research development of platform, timeline and cost

-Website. Public Facing page with focus on “Why”

-Education aspect

- How to communicated better as a doctor
 - How do you talk to patients?
 - How do you meet decision makers?
 - How do you talk to the public and get new patients?
- Convention speaker selections priority