



General
Chiropractic
Council

A newsletter for chiropractors

Welcome

I am delighted to have now joined the GCC, and at such an exciting time. I am very grateful to Tricia McGregor, who as Interim CEO has spent the last year listening to your feedback and setting us on a path for change.

The Council has now agreed a new five-year strategy, and a 2019 business plan that neatly prioritises the early work we must do. The path we are on is transformative and I am excited by it. I look forward to working with you and continuing the transformation of the GCC.

With colleagues, I will be attending:

- 9 March 2019 – United Chiropractic Association Spring conference, at the Park Inn, Heathrow
- 20/23 March 2019 – World Federation of Chiropractic Biennial Congress, Berlin

I hope to meet as many of you there as possible – and at other forthcoming events.

I am also keen to hear from you – please do get in touch.

Nick Jones, Chief Executive and Registrar

n.jones@gcc-uk.org

[Read our five-year strategy](#)

Working together - to develop the Profession

Earlier this month, the GCC hosted and facilitated a workshop with the professional associations. Representatives from the United Chiropractic Association, McTimoney Chiropractic Association, British Chiropractic Association, the Scottish Chiropractic Association and the Royal College of Chiropractors met with us to discuss working together.

Developing the profession is a key part of the GCC's new five-year strategy. The recent meeting is one in a series of workshops to develop ideas in this important area knowing that there is strong support among chiropractors for developing the profession.

The conversation was purposeful, some differences worked through positively and we all agreed that we all have much in common to enable a continuing good and collaborative dialogue. We will build on this in future meetings.

Our consultation on Continuing Professional Development (CPD)

The CPD scheme itself is written into our legislation, limiting our flexibility. That said, the rules allow for some flexibility and we can change what we ask on the summary, and what the audit should look like – to make it more proportionate and meaningful. But we need your help to do so.

We want to get the views of as many registrants as possible. We are attending Spring conferences (see elsewhere in the newsletter), so please do stop off and have a chat to us to let us know what you think. If you are not able to get to a conference you can still join in by completing our online consultation survey. We'll send this separately.

Our aim is to set up a new and simpler version of the CPD summary for you to fill in this Autumn. So you don't have to fill in two different versions, we have disabled the current online CPD summary.

We'll keep you up to date here and look forward to working with you to produce a more proportionate system. Contact: Jamie Button J.button@gcc-uk.org

How touch is communicated in the context of manual therapy: Workshop

In 2017, the General Chiropractic Council and General Osteopathic Council teamed up to commission a literature review of communication, in the context of touch and boundaries.

It showed that patients report a high level of satisfaction about their care, but they reported some concerns about their consent and the quality of communication from the practitioner.

Two joint General Chiropractic Council/General Osteopathic Council workshops to explore this further - the literature, implications and next steps - have been set up.

26 March 2019: 10am- 3.30pm - Huddersfield

27 March 2019: 10am - 3.30pm - London

We welcome patients, chiropractors, osteopaths and educators to attend. The aim of the workshop is:

- To share the findings of the literature review
- Seek feedback from participants about their response to the findings
- Promote discussion, to generate proposals to better balance the therapeutic benefit and concerns experienced by some patients.
- To agree next steps

If you are interested in attending contact education@gcc-uk.org by Monday 4 March 2019, indicating your preferred location. Numbers are limited!

Advertising complaints

Last year we received 306 complaints from a single complainant about advertising standards, and we established a dedicated project team to handle these. So far, 191 cases have been considered by the GCC Investigating Committee. The committee found no case to answer in 179 of the complaints; and 11 cases adjourned. We expect consideration to be completed in the next two months.

Our commitment is to carefully complete the consideration of these cases and then share our learning widely.

The number of Registrants

The number of registered chiropractors is growing – but slowly.

At year-end, 3,239 chiropractors were registered with the GCC, a small increase on the number of registrants at the end of 2017 (3,220).

The year-on-year rate of increase is slowing. Last year's is the lowest increase for 10 years. Demand for chiropractic outstrips supply – a challenge. There is a 50/50 gender split of Registrants.

The Newsletter

We looked at the metrics on readership of the new-look newsletter. Out of 3,206 Registrant recipients it was successfully delivered to all but 23 of you. We reviewed those 'bounce-backs' before issuing this newsletter.

Pleasingly it was opened by 62% of recipients – which is very good for this kind of communication. It was opened 3,364 times – meaning many people opened it more than once. The 'click rate' (of links) was 11.6% - there were 513 total link clicks and 369 unique link clicks (that is, 359 recipients clicked on one or more links).

You also provided some great suggestions to name the newsletter. In democratic tradition we have decided to put the most popular to a vote! Please click below to vote for your choice.

Take the survey



General Chiropractic Council
Park House, 186 Kennington Park Road
London, SE11 4BT

enquiries@gcc-uk.org

Copyright © 2019 General Chiropractic Council, All rights reserved.

Our mailing address is:

enquiries@gcc-uk.org

Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe from this list](#).