

Nova Scotia  
Physiotherapy  
Association



# ***2010 ANNUAL REPORT***

January 1 – December 31, 2010

# Table of Contents

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## NSPA 2010 Annual Report

Report from the President and Executive Director	1
Awards Committee Report	7
Professional Development Committee Report	8
Public Relations Committee Report	9
District Reports	
<b>Annapolis Valley District</b>	10
<b>North Central District</b>	11
Section Reports	
<b>Nova Scotia Section of the Orthopaedic Division</b>	12
<b>Nova Scotia Section of the Private Practice Division</b>	13
<b>Nova Scotia Section of Sport Physiotherapy Canada</b>	15
Treasurer's Report: 2010 Financial Statement	16
Board & Committee Volunteers	21



Nova Scotia  
Physiotherapy  
Association

# Report from the President and Executive Director

2010 represented the first year of operations under the Nova Scotia Physiotherapy Association's **Strategic Plan 2010 – 2013**, which was approved by members at the March 27, 2010 Annual General Meeting.

It has been a busy and productive year, and we are pleased to provide a report card to members on the following pages, outlining accomplishments met within the first year of our new Plan. The report card also highlights challenges that will be areas for focus in 2011 and beyond.

While the strategic plan includes objectives falling under eight different strategic goals, certain priorities emerged over the course of the year which demanded particular emphasis:

- Public awareness of the profession continues to be a primary association activity. With advertising and promotion consuming a significant part of our annual budget, the Board will be undertaking a professional communications audit in 2011, to ensure that the dollars spent on promotion are effective and have measurable outcomes.
- A Student Engagement Strategy, developed in 2010 for implementation in 2011, will form a foundation for membership recruitment and retention in the years to come.
- The number of Association-sponsored professional development opportunities for members has grown significantly over the past year.
- Strategic management of emerging issues, such as a review of Nova Scotia's Automobile Insurance System, demanded enhanced collaboration between Association components, and with colleagues in other health professions. Nurturing these relationships pays dividends in our advocacy and policy initiatives.
- A focus on improving our internal governance resulted in defined policies, standards for communication between association components, and development of resources that support volunteers in their activities.

In addition to a report card on year one of the 2010-13 strategic plan, this report also includes highlights from NSPA's Committees, Sections and Districts. The activities outlined in these reports reflect the work of dozens of volunteers who spend significant personal time dedicated to advancing Association goals on behalf of all members and the profession at large. We thank them warmly for their commitment.

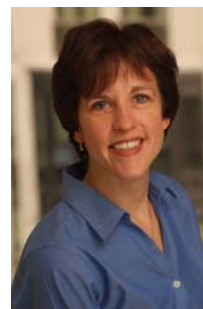
Respectfully submitted,



Kate Grosweiner, PT  
President



Christine James, MA, CAE  
Executive Director



Christine James,  
Executive Director



Kate Grosweiner,  
President

## **MISSION**

*The mission of the NSPA is to advance the profession of physiotherapy in order to improve the health and wellness of Nova Scotians.*

## **VISION**

*Physiotherapists are essential and accessible health care professionals who lead in the promotion, improvement and maintenance of the mobility, health and well being of Canadians.*




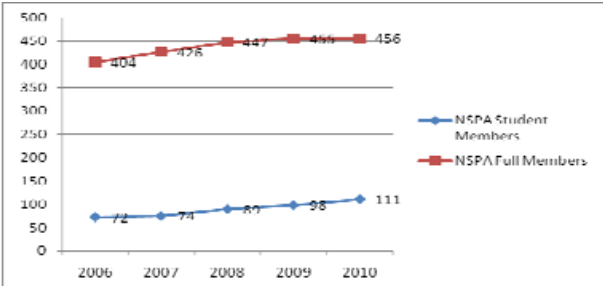

## **VALUES**

*Consistent with the values of the Canadian Physiotherapy Association, the NSPA will act with integrity and loyalty to members at all times.*






*The NSPA values:*

- *The integration of evidence, clinical reasoning and therapeutic skills in practice*
- *Accountability to members, our stakeholders and the public*
- *Unity of the profession within Nova Scotia and across Canada*
- *Fair and democratic governance*
- *Meaningful, cooperative partnerships*
- *Proactive behaviour and innovation*
- *The richness of Nova Scotian and Canadian diversity*
- *Clear and concise communication*








**NSPA Strategic Plan 2010 – 2013: Year One Report Card**

<b>Goal A-1 Increase Engagement &amp; Membership Market Share.</b> Engage young physiotherapists and retain members.																				
Strategies:	2010 Progress																			
<ul style="list-style-type: none"> <li>Explore the role that NSPA can play in provision of member services to Support Personnel in Nova Scotia. Based on assessment, develop an appropriate recruitment and member service plan (2011-13)</li> </ul>		<ul style="list-style-type: none"> <li>NSPA has made connections with both NSCC and Eastern College OTA/PTA programs to indicate our interest in engagement. These have been well received and we anticipate ongoing contact.</li> <li>At December 31, NSPA had four PTA members – our highest number to date.</li> </ul>																		
<ul style="list-style-type: none"> <li>Identify at least three opportunities annually to directly engage students (2010 onward)</li> </ul>		<ul style="list-style-type: none"> <li>NSPA developed and approved a Student Engagement Program for implementation in 2011, including cost-sharing with New Brunswick and Prince Edward Island. Jointly funded with NBPA and the PEI Branch, the SEP will provide at least four opportunities to engage with students each year.</li> <li>Student engagement also takes place through student appointments to the NSPA board and committees, and through professional development.</li> </ul>																		
<ul style="list-style-type: none"> <li>Increase in membership market share of at least 1% per year (2010-2013)</li> </ul>		<ul style="list-style-type: none"> <li>NSPA’s PR Committee made direct calls to all non-renewed members in December 2010. Despite increased efforts and increased overall membership numbers, NSPA’s market share (i.e., the percentage of College registrants who are CPA members) dropped by 1.67%. However, membership overall has increased, and student membership was particularly strong, with 100% of Dalhousie students joining the association for 2010/11.</li> </ul> <div style="text-align: right; margin-top: 10px;">  <table border="1" style="margin-left: auto; margin-right: 0;"> <caption>Membership Data (2006-2010)</caption> <thead> <tr> <th>Year</th> <th>NSPA Full Members</th> <th>NSPA Student Members</th> </tr> </thead> <tbody> <tr> <td>2006</td> <td>404</td> <td>72</td> </tr> <tr> <td>2007</td> <td>478</td> <td>74</td> </tr> <tr> <td>2008</td> <td>447</td> <td>87</td> </tr> <tr> <td>2009</td> <td>446</td> <td>98</td> </tr> <tr> <td>2010</td> <td>456</td> <td>111</td> </tr> </tbody> </table> </div>	Year	NSPA Full Members	NSPA Student Members	2006	404	72	2007	478	74	2008	447	87	2009	446	98	2010	456	111
Year	NSPA Full Members	NSPA Student Members																		
2006	404	72																		
2007	478	74																		
2008	447	87																		
2009	446	98																		
2010	456	111																		
<b>Goal A-2: Ensure Good Governance.</b> Ensure the unity of the profession. Enable members to guide their association and encourage local innovation. Ensure succession planning for leadership roles. Govern the association in a cost-effective manner																				
Strategies:	2010 Progress																			
<ul style="list-style-type: none"> <li>Annual increase in non-dues revenue as percent of total revenues, ultimately targeting 30%</li> </ul>		<ul style="list-style-type: none"> <li>Thanks to a successful AGM exhibit and a well-subscribed cardiorespiratory course in October 2010 total non-dues revenue was \$34,853, or 31.6% of total revenue in 2010.</li> </ul>																		





## Strategic Plan Report Card





<ul style="list-style-type: none"> <li>Volunteer participation is stable or increases, year-over-year</li> </ul>		<ul style="list-style-type: none"> <li>While board and committee volunteer participation remained stable, the Cape Breton District has not been able to recruit new chairs and is currently not active.</li> <li>The Board and District Chairs approved a document in November which defines the relationship between the Branch and Districts, and provides guidance on communications and roles.</li> </ul>
<ul style="list-style-type: none"> <li>Develop long-term Volunteer Engagement and Recognition Strategy (2011-2012)</li> </ul>		<ul style="list-style-type: none"> <li>While this has been identified as a goal for later years in the Strategic Plan, a preliminary table of contents for a Volunteer Handbook, and an outline for volunteer recognition, has been developed and is currently in review by the Awards Committee.</li> <li>Introduced a new bursary in 2010 (to be awarded for the first time in 2011) providing funding to a volunteer, to attend Congress</li> </ul>
<p><b>Goal B-3 Expand &amp; Guide Knowledge Access.</b> Ensure members' access to clinically relevant information in a timely manner and with appropriate guidance to ensure application of evidence.</p>		
<p><b>Strategies:</b> <span style="float: right;"><b>2010 Progress</b></span></p>		
<ul style="list-style-type: none"> <li>80% of NSPA members support the statement "CPA provides me with essential information for my practice" (as indicated in CPA member surveys)</li> </ul>	<p>No Data for 2010</p>	<ul style="list-style-type: none"> <li>CPA Member Survey is planned for Spring 2011 thus no data available.</li> </ul>
<ul style="list-style-type: none"> <li>Task PD Committee with identification of practice resources for inclusion in monthly member e-Newsletters</li> </ul>		<ul style="list-style-type: none"> <li>A Practice Corner feature appears in each issue of the NSPA e-newsletter, providing information on practice, government/advocacy, new resources, and/or research.</li> <li>NSPA launched an enhanced Practice Corner in the monthly e-Newsletter, providing information on research being conducted by Nova Scotia Physiotherapists. While we received several excellent submissions, efforts to encourage submissions were not successful enough to sustain the initiative. Submissions would still be welcomed.</li> </ul>
<ul style="list-style-type: none"> <li>Utilize and/or promote the use of technology to facilitate member interactions, problem solving, and professional development</li> </ul>		<ul style="list-style-type: none"> <li>Web site continues to receive 1,000+ visits per month. Careers, events and courses receive the most visits.</li> <li>Subscribers to NSPA's Members-only Facebook page rose to almost 50</li> <li>Several new resources were added to the Member Resources section of the website over the course of the year, usually following inclusion in the e-Newsletter Practice Corner</li> <li>A webinar topic has been identified and is planned for launch in 2011.</li> </ul>
<p><b>Goal B-4 Ensure the Availability of Relevant Continuing Education Opportunities for Members.</b> Work with physiotherapy partners to provide members with the tools to assess their academic, research and clinical education needs, and customize education delivery.</p>		
<p><b>Strategies:</b> <span style="float: right;"><b>2010 Progress</b></span></p>		
<ul style="list-style-type: none"> <li>Continuing education value rating increases annually amongst NSPA members (as indicated in CPA member surveys) (2011-13)</li> </ul>		<ul style="list-style-type: none"> <li>The PD Committee conducted a survey in early 2010 to assess member professional development priorities. This will provide a benchmark for future value evaluations. CPA member survey is scheduled for Spring 2011.</li> </ul>

## Strategic Plan Report Card

<ul style="list-style-type: none"> <li>• NSPA initiates at least two in-house PD events annually (2010 – 2013)</li> </ul>		<ul style="list-style-type: none"> <li>• Four NSPA-initiated courses were offered in 2010. See PD Committee report for details</li> </ul>
<ul style="list-style-type: none"> <li>• Visits to NSPA's Course web pages increase annually by 10%, starting in 2010</li> </ul>		<ul style="list-style-type: none"> <li>• Total course page views for 2009: 408 2010: 478 (17% increase)</li> </ul>
<ul style="list-style-type: none"> <li>• NSPA's PD Committee evaluates at least five relevant on-line PD resources for members per year, and recommends as appropriate. (2010-2013)</li> </ul>		<ul style="list-style-type: none"> <li>• While five resources were not evaluated, the PD Committee made progress in identifying certain resources (e.g., APTA) and will focus on recommendations in 2011.</li> <li>• While not specifically evaluated for recommendation to members, a total of 35 course postings were added to the NSPA website in 2010, a 46% increase compared to 2009.</li> </ul>
<p><b>Goal B-5 Support the Research Cycle.</b> Support a cycle of research, education, clinical application, outcome measures and further research.</p> <p><b>Strategies:</b> <b>2010 Progress</b></p>		
<ul style="list-style-type: none"> <li>• NSPA actively promotes PFC research funding opportunities and fundraising campaigns through promotional means</li> </ul>		<ul style="list-style-type: none"> <li>• NSPA has been approached by the Foundation to identify local volunteers who would be able to help tell the PFC "story" in Nova Scotia. This will lead directly to NSPA engagement with members regarding funding and fund raising, but had not yet reached this stage as of the end of the reporting year.</li> </ul>
<ul style="list-style-type: none"> <li>• NSPA's Research Bursary is awarded annually to a clinician conducting research; summary report is conveyed to members annually</li> </ul>		<ul style="list-style-type: none"> <li>• Research bursary was awarded in 2010. Summary report had been requested but not received at time of reporting. Once received it will be shared with members.</li> </ul>
<ul style="list-style-type: none"> <li>• Explore opportunities to partner with the Dalhousie School of Physiotherapy to develop / offer professional development / academic credit, and distance learning opportunities</li> </ul>		<ul style="list-style-type: none"> <li>• Terms of Reference for the PD Committee were revised to include a permanent Dalhousie Liaison. This is a first step in looking at ways we can enhance our relationship with the school to enhance member learning opportunities.</li> </ul>
<p><b>Goal C-6 Enhance Our Ability to Influence Public Policy, Direct Access, and Physiotherapy Human Resources.</b> Improve our ability to engage government in meaningful dialogue and influence healthcare policy. Develop and utilize existing resources for employers, government, insurers and others to foster an understanding of the economic value of appropriate physiotherapy deployment within the health system.</p> <p><b>Strategies:</b> <b>2010 Progress</b></p>		
<ul style="list-style-type: none"> <li>• Execute the Employer Advocacy Strategy jointly with NSPPD, speaking to employers regarding the economic benefits of effective physiotherapy coverage in group benefit programs</li> </ul>		<ul style="list-style-type: none"> <li>• This initiative was intentionally placed on hold pending research being conducted by the Canadian Physiotherapy Association on the economic impact of physiotherapy. Without concise data it was felt that we could not approach employers effectively. This item has remained on the agendas of both the NSPA Board and the NSPPD Executive and will be re-activated once CPA's research is available. This will likely be 2012.</li> </ul>

## Strategic Plan Report Card

Engage relevant unions regarding the role, compensation and economic value of physiotherapists		<ul style="list-style-type: none"> <li>• Provided correspondence to CDHA Union related to NSGEU salary negotiations. Letter was shared with members and generated interest from physiotherapy union representatives in other jurisdictions.</li> </ul>
Maintain routine correspondence with the Department of Health & Wellness, at least twice annually (2010 onward)		<ul style="list-style-type: none"> <li>• Provided 2009 Annual Report and corresponded re: attendance at 2009 and 2010 AGMs</li> <li>• Provided the Minister with a copy of our submission to Dr. John Ross re: PT in Emergency Departments</li> <li>• Corresponded with the department regarding the definition of Medical Practitioner under the Insurance Act.</li> <li>• 2011 will include contact with department on Auto Insurance Review, Direct Access as well as routine correspondence (e.g., Annual Report).</li> </ul>
Advocate for inclusion of physiotherapy representation on government policy committee / working group.		<ul style="list-style-type: none"> <li>• While this was not accomplished in 2010, we continue to stay in touch with the Department of Health and ensure that the profession's voice is heard through a variety of venues</li> </ul>
Assess implications of new Caseload Guideline initiative for Nova Scotia and, if applicable, develop communication / dissemination strategy (2011)	N/A	<ul style="list-style-type: none"> <li>• This is a goal for future years. The pilot of the Caseload Guidelines tool is now complete, and will be released at Congress in July 2011</li> </ul>
<p><b>Goal C-7 Increase Public Awareness and Appreciation.</b> Enhance our public relations so that Canadians understand the benefits and are motivated to self-select physiotherapy care. Work with partners to ensure the integrity of the term 'physiotherapy'</p> <p><b>Strategies:</b> <b>2010 Progress</b></p>		
Annual increase in use of physiotherapy by Nova Scotians (based on CIHI data)	No Data	<ul style="list-style-type: none"> <li>• When this goal was set it was not realized that the CIHI report tracks <u>supply</u> of physiotherapists, but not <u>usage</u>. At present it is not known if there is a way to measure this.</li> </ul>
10% annual increase in the number of Nova Scotians exposed to CPA and NSPA advertising, beginning in 2010	No Data	<ul style="list-style-type: none"> <li>• The original intent had been to utilize CPA media monitoring, which provides the total audience for news items mentioning physiotherapy, to measure this indicator. However, CPA stopped measuring mentions of physiotherapy in provincial / community media in January 2011. It is cost prohibitive for NSPA to take on this cost, so the Association will need to utilize other measures (such as visits to the Find-a-Physiotherapist database) in an effort to track progress. As well, NSPA is engaging a marketing company to conduct a communications audit in 2011, with a particular focus on evaluation and measurement.</li> </ul>
10% annual increase in visits to NSPA's "Find-a-Physiotherapist" database, beginning in 2010		<p>Baseline trending has commenced.</p> <ul style="list-style-type: none"> <li>• In 2009, 696 FAP pages were viewed 1869 times.</li> <li>• In 2010, 1247 FAP pages were viewed 2234 times (a 19.5% increase in page views).</li> </ul>

<b>C-8 Increase and Promote Interprofessional Practice.</b> Promote the effectiveness of physiotherapy to other health professionals with a goal to establish true interprofessional healthcare teams.		
Strategies:	2010 Progress	
Participate in CPA Physician Awareness survey; assess results and identify annual targets (2010)		<ul style="list-style-type: none"> <li>NSPA has provided details to CPA regarding our efforts to engage physicians provincially in 2010 via advertising, and participation at the Doctors Nova Scotia AGM.</li> <li>CPA will be conducting an assessment of best practices for physician engagement in 2011.</li> </ul>
Assess success of advertising in physician publications (2011)		<ul style="list-style-type: none"> <li>An assessment was conducted in 2010, and the Board concluded that the cost of advertising was not justified based on the return received. Efforts will be focused instead on value-added activities such as providing editorial content in partnership with NSPPD. The first article submitted under this plan was in fact published in the March 2011 Doctors Nova Scotia magazine.</li> </ul>
Maximize the Association’s participation with the Alliance for Healthy Eating and Physical Activity and other interprofessional projects/groups where appropriate		<ul style="list-style-type: none"> <li>NSPA Board Member Sarah Manley and Executive Director Christine James are active participants on the Alliance Coordinating Committee. Our participation has led directly to such things as media coverage on issues related to health promotion / physical activity.</li> </ul>
Identify opportunities to participate at events hosted by other professions, as relevant, as a tool to increase awareness of the role of physiotherapy		<ul style="list-style-type: none"> <li>NSPA participated with NSPPD at the Doctors Nova Scotia AGM in June 2010 as an exhibitor and sponsor.</li> <li>Efforts to engage with the Occupational Therapy profession were initiated. While a meeting did not take place in 2010, we are co-hosting a course with NSSOT in 2011, and believe that this will provide opportunity for closer interaction.</li> </ul>

# Awards Committee Report

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## Purpose:

The Awards Committee is responsible for developing, co-ordinating and promoting the Awards Program of the NSPA, which includes soliciting nominations and selecting recipients for NSPA and CPA awards, for administering NSPA's *Clinical Research Bursary*, and for promoting other awards and activities that recognize exceptional contribution and/or excellence amongst Association members. The committee also acts as a resource to the NSPA Board of Directors for all matters related to member and volunteer recognition.

## Members:

Aaron Lake, Chair  
Amy Hallett (to Aug/10)  
Carolyn King  
Andrea Marcantonio

Andrea McAllister  
Brendan Smith (from Sept/10)  
Nancy Walker  
Christine James, ED, *ex officio*

## Activities:

As the new **NSPA Awards Committee** chair, I was fortunate to be present at the 2010 National Congress in Newfoundland when two NSPA members were awarded with **National Life Memberships**. It was a great honor to see Sandy Rennie and George Turnbull receive these prestigious awards.

The **Awards Committee** was pleased to announce that a **new bursary** has been created this year to recognize the dedication of all NSPA volunteers. Through a selection process, up to \$2000 will be given to a deserving volunteer to attend National Congress. The winner will be announced annually at the AGM. If you know a deserving member, please see the website for further details.

In an attempt to change the culture of nominations for provincial awards, the committee felt the application process should be simplified. The committee made strident efforts to accomplish this over the past year. In addition, the committee opted to modify the name of the Silver award, so as to clarify the award criteria. The **Silver Award** will now be known as the **NSPA Award of Excellence**. Ms. Stella Roy was awarded the **2010 Silver Award** at the last annual general meeting. Her mentorship and willingness to address difficult subjects was clearly outlined through her nomination.

Dr. Sandra Curwin was the **2010 Research Bursary** recipient - this award provided funding for presentation of her research at the *International World Symposium on Low Back and Pelvic Pain* in November 2010.

Prior to the completion of 2010, the committee met to brainstorm potential candidates for national awards. One nominee was submitted by the general membership, but it was felt the nomination may be more appropriate for the **NSPA Award of Excellence**. Two further names have been submitted for consideration of national awards.

As the new committee chair, it has been great privilege to work on this dynamic and enthusiastic group; individuals who are respectful to one another and very receptive to change. Should you wish to become involved with the **Awards Committee**, please do not hesitate to contact Christine or myself.

Respectfully submitted,  
Aaron Lake, Chair  
NSPA Awards Committee

# Professional Development Committee Report

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## **Purpose:**

The Professional Development Committee is responsible for identifying, developing, co-ordinating and promoting relevant educational opportunities for members of the Nova Scotia Physiotherapy Association (NSPA). This includes liaising with the Canadian Physiotherapy Association Business & Professional Development Department on matters related to professional development.

## **Committee Members:**

- Alison M McDonald, Chair
- Barbara Adams
- Gail Creaser (representative from Dalhousie University)
- Christine Drinkwater
- Carolyn Judd
- Scott McCulloch
- Kristin Taylor
- Randy Tresidder
- Kathy Anne Woodford
- Christine James, ED, *ex officio*

## **PD Committee Activities:**

NSPA conducted a member survey in September to gauge interest in a variety of Professional Development topics and formats ranging from three-day courses to one-hour webinars. We received 96 responses (17% of members, including students). The PD Committee is using this information for long-range planning for courses over the next 2 years. The goal is to provide members with the clinical skills required to embrace full scope of practice and provide balanced coverage for a range of scope of practice areas.

NSPA organized / hosted four courses in 2010: two workshops at the AGM in March 2010, a vestibular rehabilitation course presented by CPA in May 2010, and on Oct. 1-3 2010, NSPA hosted 43 delegates at Dr. Mary Massery's "If you Can't Breathe, You Can't Function". The course was extremely well received and made a surplus of approximately \$5000 which contributed to general revenues for the Association.

In late 2010, the PD Committee expanded to include several new members, including a representative from Dalhousie University School of Physiotherapy and section and district representatives. The goal of this expansion was to enable us to work closely with the School in providing evidence-based approach through our continuing professional development, and to plan the timing of Association-hosted courses such that they are not competing for registrants.

NSPA is endeavouring to provide educational opportunities relating to all clinical practice areas. Looking ahead to 2011 courses, on June 11<sup>th</sup>, we are co-hosting a course on multiple sclerosis with the NS Society of Occupational Therapists. This course "Changing Lives: New Treatments and Rehabilitation Intervention Research in MS" is presented by two instructors from the Consortium of MS Centers in USA. As well, Dr. Shirley Sahrman's Level 1 course has been confirmed for Sept. 10-11, 2011. In keeping with our goal to provide educational opportunities outside of Halifax, we are offering this in conjunction with North Central District, and the course will be at the Best Western in Truro, NS.

The educational component of the annual general meeting is composed of two courses: one is presented by Dr. Sandy Rennie on identifying the most appropriate dosage and application parameters for ultrasound and laser; the other course is focusing on primary health care (PHC) and the role of physiotherapy in PHC. The latter course is comprised of a panel presentation on the role of physiotherapy in primary health care (with panelists Dr. John Ross, and physiotherapists Sarah Manley and Dan Purcell) and motivational interviewing techniques presented by physiotherapists Sarah Manley and Kathy Anne Woodford and Dietitian Jacklynn Humphrey.

There is a lot of excellent clinical work and research being done in Nova Scotia, and it would be great if you could share that with other physiotherapists through our Clinical Corner in our e-blasts. You may just have the answer to a clinical question that someone is wondering about! We would love to hear from you!

Respectfully submitted,  
Alison M McDonald, Chair, PD Committee

# Public Relations Committee Report

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## **Purpose:**

The Public Relations Committee is responsible for identifying, developing, co-ordinating and promoting opportunities that will foster public awareness and understanding of the physiotherapy profession in Nova Scotia, and for liaising with the Canadian Physiotherapy Association Communications Department on matters related to public relations, including membership on the National Communications Committee.

## **Members:**

- Keltie Cheney, Chair
- Krista Adams
- Meagan Beaton (from Sept/10)
- Ashley Loder (to Aug/10)
- Daphne London
- Rob MacDonald
- Shelly Malcolm-Beazley
- Caroline Mombourquette
- Ainsley Mullen
- Sarah Wight (to Aug/10)
- Michael Wight (from Sept/10)
- Christine James, ED, *ex officio*

## **Activities:**

2010 activities organized by the Public Relations committee were generally widespread:

- Television Closed captioning ads on CTV
- Radio ads on stations in Halifax, Kentville, and Sydney
- Sponsorship of local awareness and activity groups such as the Heartland Tour and Run Nova Scotia
- Advertisements in Senior's guide and Doctors Nova Scotia magazine / website
- Attendance at the 50+ Expo
- Student promotion at Dalhousie University including membership campaign, year book sponsorship, and "Lunch and Learn" events
- Constant upgrading and updating the physiotherapyns.ca website by Christine James so that members have the most current information about courses, registering, upcoming events, and the public has excellent information on how to contact physiotherapists as well as what is physiotherapy
- A Facebook page for members, with regular update announcing new course, event and career opportunities
- Special funds were allocated to each Nova Scotia District during NPM, to be used in any way they felt would be beneficial in their local area
- A member sits on the National Communications Committee to discuss national campaign ideas and issues

Because of the difficulty in gauging how effective our current activities are at accomplishing the NSPA goal of raising public awareness of physiotherapy, we have decided to take some funds allocated for public awareness in 2011 and conduct a communications audit. The audit will provide direction for ensuring maximum value for our advertising budget.

Respectfully submitted,

Keltie Cheney  
Chair, Public Relations Committee

# District Reports

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Nova Scotia  
Physiotherapy  
Association  
Annapolis Valley District

## **Current executive:**

President	Agnes Madsen
Treasurer	Natalie Connell
Secretary	Nicola Williamson
Education Committee	Renee Downey
National Physiotherapy Month and PR Committee	– Renee Downey, Shelley Fleckenstein, Kim Kerr, Agnes Madsen, Nicola Williamson

The Annapolis Valley District held three general business meetings in 2010. Meetings were held in Berwick, Middleton and Kentville.

In March the coordinator and nurse practitioner from the new Stroke Unit at Valley Regional Hospital provided a telehealth information session on how the unit functions. We provided a small donation to the stroke unit in appreciation of this presentation. A well attended Neuro-Proprioceptive Taping course was hosted at Valley Regional Hospital in April.

The ACL Injury Prevention program we had hoped to take into the schools during National Physiotherapy Month ran into implementation problems. As May moved into June we decided to cancel plans and revisit the idea in 2011. A “Leaping Lady” physiotherapy promotional banner was purchased and has been on display at several sites. Thank you to the NSPA PR Committee for funding a three week radio ad campaign in the Annapolis Valley during NPM.

In June we welcomed a new secretary, Nicola Williamson, to the executive. The position of treasurer was not filled and Natalie Connell agreed to stay on for another year. A \$500 donation was made to the PFC fund.

The Heartland Tour cycled through the Valley in July stopping in Port Williams. A colourful six panel display targeting heart health in youth was put together for the children. Strategy sessions attended by physiotherapists, a dietician and nurses resulted in a fun display that was interactive and educational.

Two \$250 education prizes were awarded in October. Any AVD member who took a course in the past year was eligible for the draw.

Committee meetings in late 2010 focused on planning activities for 2011. An education session on rehabilitation following rotator cuff repair surgery has been confirmed, date and time to be announced. The heart health display will be set up at local schools in the spring and at the Hearts on Ice fundraiser for the Valley Cardiac Rehab Program. The Annapolis Valley District will provide a workshop on preventing knee injury modeled after the program developed by the Santa Monica Sports Medicine Foundation. Annapolis Valley soccer coaches and youth playing sports will be invited to the May 1 workshop. A two day Bahram Jam thoracic spine course will be hosted at Valley Regional Hospital on May 28 and 29.

I would like to thank the executive and all members who volunteered their time and enthusiasm during the past year. 2010 was a success.

Respectfully submitted,  
Agnes Madsen

# District Reports

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Nova Scotia  
Physiotherapy  
Association  
North Central District

## **Current Executive:**

President:	Tracy Matthews
Past President:	Kathy Anne Woodford
Vice President:	vacant
Treasurer:	Beth Greatorex
Secretary:	Jessica VonKummant
Education Committee:	Ainsley Mullin, Amy Topshee, Terry MacIntyre, Crystal Cameron, and Rosanna Kelly

The North Central District of the NSPA continues to meet 3-4 times per year via the Nova Scotia Telehealth Network to maximize attendance given our large geographical area. The addition of an educational component to our meetings allows us to gain access to this system. Unfortunately, on 2 occasions during the past year, technical difficulties have prevented the delivery of the education component. The North Central District of the NSPA is hoping to engage more members from the Amherst area as well as the private practice sector in the coming year.

In 2010, the district was able to purchase five roller banners (one for each of the areas within the district) which were designed with the provincial website in mind. The banners were purchased and distributed in time for display during National Physiotherapy Month in May 2010. These banners are available to both the public and private employers within the North Central District. The banners were well received by members in the district.

The delivery of educational opportunities for members is a priority for the North Central District. The Education Committee have been successful in organizing and delivering the Evidence-based Diagnosis and Management of Musculoskeletal Pain Mechanisms course in Truro (Nov. 2010). Also, a Jill Robertson delivered course focusing on the shoulder has been filled for April 2011. In addition, the North Central District of the NSPA is pleased to be hosting a Shirley Sahrman Level 1 course in Truro in September 2011.

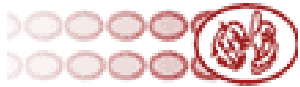
While education will continue to be a major priority for the North Central District in 2011, we will also be focused on creating awareness and promoting our profession during National Physiotherapy Month and throughout the year with organizational and financial support to our district areas.

The executive of the North Central District of the NSPA has had a change in the Treasurer's Role with the departure of Jennifer Merlin. We wish her all the best in her relocation to the West Coast!

Respectfully Submitted,  
Tracy Matthews  
President, North Central District

## Section Reports

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### Nova Scotia Section of the Orthopaedic Division

#### Current Executive:

Andrea McAllister (chair)

Liz van Zutphen (treasurer)

Jennifer Cantwell and Alison Beaton (education co-representatives),

Tanya Nichol (secretary)

The Nova Scotia section of the Orthopaedic Division has been busy in the last little while, both with the usual mandate of curriculum courses, and our ongoing motivation of making ourselves more visible and useful to non-members and less-active-members.

Our main drive this year has been the development and promotion of the website:

[www.northosection.com](http://www.northosection.com). This went live in winter 2010. We are no longer doing mass mail-outs, a decision made with consideration given to finances, environment and efficiency of effort. Our members have been slow to catch on, but given the long-standing reliance on paper, we are hopeful for future success. We have been doing e-blasts to attempt to drive members to the site, so if you or someone you know is an Ortho Division member and not receiving emails, ask them to get in touch with one of the executive. Our email addresses are on the website.

We have run several courses within the curriculum, but also provided some weekend special interest courses. We brought Jack Miller east again to teach a Mulligan Lower Quadrant course for orthopaedic therapists interested in developing or enhancing a new skill sets and looking for the shorter courses. In May, there was a course on Temporomandibular Dysfunction and in November, Karen Decker ran a running assessment and treatment course. As promised, we ran the Level 1 manual therapy course at a reduced rate again, and were happy with the turn out. Courses planned for 2011 include Level 1, Level 2 Lower, Level 3 Lower, Level 5, Temporomandibular Dysfunction, and Mulligan Upper Quadrant. This year, the Mulligan course will be in the spring, to accommodate and support the NSPA's efforts to bring Shirley Sahrman to the East Coast. As it is not in the usual 'Mulligan time slot' of the course calendar, we are hoping that the word will spread so that this course is as successful as usual.

We were pleased to be able, though the National Orthopaedic Division, to directly provide support for the CPA's TV campaign of 2010, as well as contribute to more specific orthopaedic division initiatives. We were sad to see the demise of the NS college's PGEF and will look for other ways to provide educational support for Physiotherapists.

We are planning our AGM for May 3 2011; details will be on the website. We welcome nominations for the executive or other roles.

Respectfully submitted,  
Andrea McAllister, PT  
Chair, NS Ortho Section

# Section Reports

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## Nova Scotia Section of the Private Practice Division

### Current Executive:

Dan Purcell, Chair  
Robert Cameron, Secretary  
Liz van Zutphen, Treasurer  
Carolyn Judd  
Rob MacDonald  
Joy Moore

Colette Smith  
Brian Tomie  
Janice Webber  
Julie Woodroffe  
Liaison between NSPPD and NSPA: Shaun Sangster

### Recent Activities

#### **Update on areas of strategic priority:**

### Membership

- The NSPPD, represented by Dan Purcell and Joy Moore, participates at the Nova Scotia Physiotherapy Advisory Group table. This group meets approximately quarterly to discuss activities of broad importance to the profession.
- Our membership numbers are down this year following CPA membership renewal. 17 Section members opted not to renew. Of these 17, 8 paid a levy in 2010 (several of the 17 were non-owners). We have 11 new members, six of whom are owners and may assist in replacing the income lost through non-renewals.
- E-mail summaries of actions and decisions are now being sent to the membership following each Executive Meeting, in an effort to increase engagement.
- We continue to seek a Chair-Elect to take on the Chair role in 2011 or '12.
- Chair Dan Purcell also sits on the executive of the Private Practice Division nationally. This group is focused on development of member resources and professional development opportunities.

### Marketing

- NSPPD Executive Member Rob MacDonald continues to sit on the NSPA Public Relations Committee, ensuring that our public awareness resources are used in a manner that maximizes reach and prevents duplication.
- Google ads continue to be a priority marketing budget expenditure for the Section. We have also recently experimented with Facebook ads.
- The NSPPD marketing committee (lead author Janice Webber) submitted a brief article on physician/physiotherapist collaborative management of osteoarthritis patients for the Doctors Nova Scotia November newsletter. The article was published in the March 2011 issue.

### Political Action

- The Department of Finance announced a review of the Automobile Insurance System in late November. Indications are that a treatment schedule model, similar to the one in place in Alberta, is being considered. Representatives from the NSPPD joined forces with NSPA Board and other members with expertise in this area to initiate a response to the review. This will be a key activity for the NSPPD in 2011.
- Efforts to engage large employers and “sell” them on the long-term returns on investing in physiotherapy in their employee benefits programs have been put on hold while CPA works to develop a backgrounder on the economic value of physiotherapy. The Section has found that without concise resources

documenting the value, there is little point in investing in the significant effort required to set up meetings with employers.

- A Members' Meeting and strategic discussion on payor relationships was held on December 4/10. As an outcome of the discussion at that meeting, three goal areas were identified for attention in 2011:

Objective #1: Proactively ensure that 3<sup>rd</sup> party payors (i.e., anyone other than the client who directly or indirectly pays for physiotherapy services, such as Blue Cross or other insurers, WCB, employers, Auto Insurance) understand why physiotherapy is the profession of choice for musculoskeletal and soft tissue assessment, testing, treatment and management, and for progressive injury and condition specific exercise prescription.

Objective #2: Ensure that government understands physiotherapy contributions to the health system across a continuum of public and private care through active engagement of government on issues such as auto insurance reform, emergency care, and community health teams.

Objective #3: Identify ways to reach medical students to educate them regarding the specific nature and role of private physiotherapy.

Volunteer working groups have been identified to address each objective over the course of 2011.

Respectfully Submitted,  
Dan Purcell, Chair  
NSPPD

# Section Reports

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**Sport Physiotherapy Canada**  
**Physiothérapie sportive du Canada**

**Nova Scotia Section of Sport  
Physiotherapy Canada**

<b>Chairperson</b>	Laura Lundquist
<b>Treasurer</b>	Jodie Terrio
<b>Secretary</b>	Martha Purdy
<b>Education Co-Chairs</b>	Amie Malcolm, Genvieve Renaud
<b>Student Representatives</b>	Justin Grundy, Ashley Hancock

## **Recent Activities:**

### ***Elections***

Elections 2010 were held in September and resulted in the re-election of all parties for their second two-year terms in each executive position. Justin Grundy returned as a student representative and recruited first-year Dal PT student, Ashley Hancock, to join us as well.

### ***Mentorship program***

SPC-NS ran the first mentorship program this year with Hockey NS. Two mentors were available for three trainers; two of whom will be doing their Sport Certificate Exams this year. The program was a huge success for everyone involved and received a lot of praise from players and parents. In 2011 the program will run with three mentors and five trainers (selections already complete).

### ***First Responder Courses***

There were two courses held in 2010 (May, October); both were run through the national office and had Agnes Makowski (past SPC-national Chairperson) fly in from Toronto to teach them. They were 3-day sport-specific courses (2-day recerts) recognized by the Canadian Red Cross. SPC-NS plans to offer this course each spring and fall as long as there is sufficient demand; the next course is running June 11-13<sup>th</sup>, 2011 in Dartmouth NS (see course listings at [www.sportphysio.ca](http://www.sportphysio.ca)).

### ***Taping Courses***

A 2-day Advanced Taping Course ran in April 2010 and was well-attended. A Basic Taping Course is being offered in April 2011.

### ***Sport Medicine Workshop***

SPC-NS hosted this one-day workshop with 53 registered participants (physio/massage/chiro/ medicine) and five presenters on January 29<sup>th</sup>, 2011 in advance of the Canada Winter Games. It was well-received and we are hopeful to work with other disciplines locally to make this an annual event.

### ***Interaction with Students***

SPC-NS is continuing to foster relationships with the Dalhousie PT students. The annual pizza lunch was held during Sports Week 2010 at Dalhousie to answer questions etc re: sport physiotherapy and SPC; SPC-NS plans to continue this annual event in 2011.

### ***Contact Information***

SPC-NS chairperson can be reached for any questions/concerns/suggestions at the central email for SPC-NS at: [spcnovascotia@gmail.com](mailto:spcnovascotia@gmail.com).

# Treasurer's Report: 2010 Financial Statement

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## Treasurer's Report to the NSPA Membership Financial Period ending Dec. 31, 2010 - REVIEWED

*In keeping with CPA's financial requirements for components, the NSPA's 2010 financial statements were reviewed by BDO Canada in February 2011. While not an audit, the review included an examination of bank statements, invoices, receipts, financial instruments, and reasonability testing of the statements of income and expenditures. The reviewed financial statement appears on the following pages.*

### Explanatory Notes

<b>Income</b>	The majority of NSPA's revenue consists of membership dues, though sponsorship and professional development courses also contribute significantly to the bottom line (it should be noted that both of these income lines are off-set by expenditure lines). The NSPPD Contribution is paid by the Private Practice Section in return for staffing and office services, and joint public relations initiatives.
<b>Expenses</b>	Expenses are captured under five broad categories. <b>Banking, Insurance and Legal</b> includes the Association's Directors & Officers liability coverage, as well as fees for the annual financial review and bank fees. There were no legal expenses in 2010. <b>Meetings &amp; Stakeholder Relations</b> includes teleconference and other meeting expenses, NSPA's share of the Branch Presidents' Forum cost-sharing, expenses related to Congress and other CPA meeting attendance, AGM expenses, and payments made to the Association's three Districts. <b>Member Recruitment &amp; Retention</b> includes support for student engagement activities, NSPA's awards program, administration fees paid to CPA for membership processing, and expenditures incurred for hosting member education and events other than the AGM. <b>Office &amp; Staffing</b> includes the Executive Director's contract, and office administration / supplies expenses. <b>Public Relations and Marketing</b> includes advertising and promotional expenses, including a contribution to the CPA national television advertising campaign.
<b>Net Surplus/Loss</b>	NSPA had a net loss of \$10,883 for 2010. This compares to a budgeted deficit of \$20,500. The goal is to spend down the surplus in a controlled manner, while gradually increasing member dues to ensure that our levels of expenditure remain sustainable for the long term.
<b>Investments</b>	NSPA maintains an ING Business Chequing account as well as a short-term GIC. Interest rates are reviewed regularly to ensure that we are maximizing interest and flexibility while minimizing risk.
<b>Balance Sheet</b>	NSPA had assets of just under \$112,000.00 at the end of 2010. Of this, \$20,000 has been identified as a special fund for strategic initiatives, \$40,000 is deferred membership revenue receivable in 2011, \$25,000 is set aside as a sinking fund, and just over \$23,600 is unrestricted surplus.
<b>Special Funds</b>	NSPA set aside \$20,000 of its surplus funds in 2010 for Strategic Initiatives. Just over \$1800 of this was spent, primarily on student and physician engagement activities. This fund was topped back up to \$20,000 at the end of 2010.

Respectfully submitted,



Mark McFarland, Treasurer



Kate Grosweiner, President



**BDO Canada LLP**  
**Chartered Accountants**  
**And Advisors**

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**Notice to Reader**

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On the basis of information provided by management, we have compiled the balance sheet of the Nova Scotia Physiotherapy Association as at December 31, 2010 and the statement of operations and surplus for the year then ended.

We have not performed an audit or a review engagement in respect of these financial statements and, accordingly, we express no assurance thereon.

Readers are cautioned that these statements may not be appropriate for their purposes.

*BDO Canada LLP*

Chartered Accountants

Halifax, Nova Scotia  
March 2, 2011

Treasurer's Report: 2010 Financial Statement, continued

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**Nova Scotia Physiotherapy Association  
Balance Sheet**

December 31	2010	2009
<b>Assets:</b>		
Cash	\$ 86,853	\$ 87,955
Accounts Receivable	12,782	19,636
Short Term Investments	12,146	12,605
	<u>\$ 111,781</u>	<u>\$ 120,196</u>
<b>Liabilities:</b>		
Accounts Payable and Accruals	\$ 2,758	\$ 2,399
Deferred Membership Revenue	40,382	36,468
	<u>43,140</u>	<u>38,867</u>
<b>Members' Equity:</b>		
Special Purpose Fund - Website Development	-	5,734
Special Purpose Fund - Strategic Initiatives	20,000	20,000
Sinking Fund	25,000	25,000
Unrestricted Surplus	23,641	30,595
	<u>68,641</u>	<u>81,329</u>
	<u>\$ 111,781</u>	<u>\$ 120,196</u>

Treasurer's Report: 2010 Financial Statement, continued

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**Nova Scotia Physiotherapy Association  
Statement of Operations and Surplus**

December 31	2010	2009
<b>Revenue</b>		
Membership Dues	\$ 70,420	\$ 68,702
Professional Development	21,443	9,358
NSPPD Contribution	11,550	11,550
Sponsorship	9,205	8,450
Advertising	3,580	-
Interest Income	772	1,749
	<u>116,970</u>	<u>99,809</u>
<b>Expenses</b>		
Banking, Insurance & Legal	4,243	3,237
Meetings & Stakeholder Relations	25,865	19,277
Member Recruitment & Retention	20,046	3,657
Office & Staffing	41,132	40,128
Public Relations & Marketing	36,567	25,351
	<u>127,853</u>	<u>91,650</u>
(Shortfall)/Excess of Revenue over Expenses	(10,883)	8,159
Transfer from Special Fund - Website Development	5,743	-
Transfer to Special Fund - Strategic Initiatives	<u>(1,814)</u>	<u>(20,000)</u>
(Decrease) in Surplus	(6,954)	(11,841)
Unrestricted surplus, beginning of year	30,595	42,436
Unrestricted surplus, end of year	<u>\$ 23,641</u>	<u>\$ 30,595</u>

Treasurer's Report: 2010 Financial Statement, continued

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**Nova Scotia Physiotherapy Association  
Schedule of Special Purpose Fund - Website Development**

<b>December 31</b>	<b>2010</b>	<b>2009</b>
Balance, Beginning of Year	\$ 5,734	\$ 10,000
Transferred to Unrestricted Surplus	(5,734)	-
Disbursements	<u>-</u>	<u>(4,266)</u>
Balance, End of Year	<u>\$ -</u>	<u>\$ 5,734</u>

**Nova Scotia Physiotherapy Association  
Schedule of Special Purpose Fund - Strategic Initiatives**

<b>December 31</b>	<b>2010</b>	<b>2009</b>
Balance, Beginning of Year	\$ 20,000	\$ -
Transferred from Unrestricted Surplus	1,814	20,000
Disbursements	<u>(1,814)</u>	<u>-</u>
Balance, End of Year	<u>\$ 20,000</u>	<u>\$ 20,000</u>

# Board & Committee Volunteers

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## Sincere thanks to our 2010 Association Volunteers!

### Board of Directors

Kate Grosweiner, President  
Kristin Taylor, Past-President  
Mark McFarland, Treasurer  
Shaun Sangster, Secretary  
Keltie Cheney  
Anne Fenety

Justin Grundy  
Aaron Lake  
Sarah Manley  
Alison McDonald  
John Scaplen  
Kathy Anne Woodford

### Awards Committee

Aaron Lake, Chair  
Amy Hallett (to Aug/10)  
Carolyn King  
Andrea Marcantonio

Andrea McAllister  
Brendan Smith (from Sept/10)  
Nancy Walker

### Professional Development Committee

Alison McDonald, Chair  
Barbara Adams  
Gail Creaser  
Christine Drinkwater  
Carolyn Judd

Scott McCulloch  
Kristin Taylor  
Randy Tresidder  
Kathy Anne Woodford

### Public Relations Committee

Keltie Cheney, Chair  
Krista Adams  
Meagan Beaton (from Sept/10)  
Ashley Loder (to Aug/10)  
Daphne London  
Caroline Mombourquette


Ainsley Mullen  
Rob MacDonald  
Shelly Malcolm-Beazley  
Michael Wight (from Sept/10)  
Sarah Wight (to Aug/10)

**... and sincere thanks to the MANY other members who volunteered with Districts and Sections, conducted media interviews, provided feedback and ideas, sat on external committees, volunteered at exhibits, and more!**

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**NEWS RELEASE**  
For immediate release

**Nova Scotia Physiotherapists Welcome Emergency Department Report**

**HALIFAX (October 27, 2010)** – The Nova Scotia Physiotherapy Association (NSPA), along with our Nova Scotia Physiotherapy Advisory Group<sup>1</sup> colleagues, commends the innovative recommendations provided by Dr. John Ross in his highly anticipated report, *The Patient Journey Through Emergency Care in Nova Scotia: A Prescription for New Medicine*.



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