

Efficacy Policy Update - January 15, 2019

Implementation of the Efficacy Claims Policy

Re: Update on Compliance with the CCBC Efficacy Claims Policy

The College of Chiropractors of BC notified all registrants of the [Efficacy Claims Policy](#) on October 2, 2018 with the deadline for compliance set as November 1, 2018. Some 50 registrants had not complied fully by the deadline and as a result, investigations through the Inquiry Committee under s. 33(4) of the [Health Professions Act](#) were initiated.

As of January 15, 2019 all but one registrant have fully complied with the Policy. In that one outstanding matter, the registrant is currently out of the country and the College expects to have that matter resolved shortly.

In addition, the College continues to monitor the 750+ websites and 650+ social media pages of the 1250 CCBC registrants on a regular basis. That is being done using an electronic marketing review tool specifically developed by the College for monitoring purposes. Ongoing review has uncovered an additional 13 concerns since November 2018, all of which have been moved to the Inquiry Committee. The Committee will be meeting this month to review these matters and reach a disposition in accord with the Health Professional Act s.33(6) and the registrants will be notified of the disposition soon after.

The College takes these matters seriously, as do the majority of BC Chiropractors who have readily complied with the Policy. The College has also prepared a note to registrants that provides further information regarding its efforts to ensure compliance. We look forward to continuing to work with registrants to reach 100% compliance and welcome any members of the public who have concerns about registrants not following the Policy to make a complaint through the complaints process outlined on the website.

[Information Note - Backgrounder - January 2019](#)