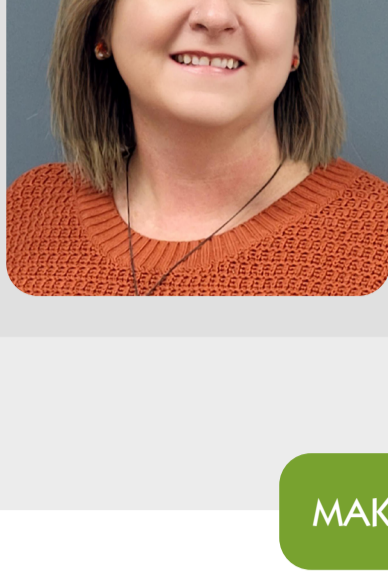




Update for Members

April 2023



I am always appreciative of the opportunity to communicate directly with our members in these updates, but I am especially excited for this one!

That is because I am able to report that we have announced our new vision, mission, and values and have published our 2023-27 Strategic Plan and our 2023-25 Business Plan.

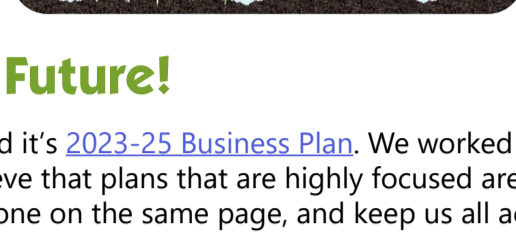
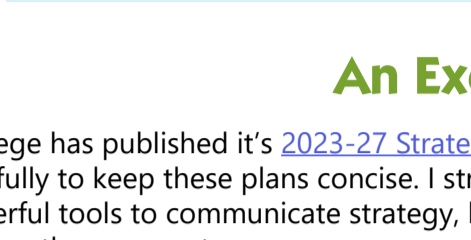
These statements and documents are the culmination of many months of work at the College, and I know that the initiatives we have identified in our business plan will lead to concrete positive change for the public and our members. I hope you can share in my enthusiasm for the exciting future ahead.

Please reach out with any questions or comments to info@acupuncturealberta.ca.

Erin Stroud
Erin Stroud
Executive Director & Registrar



MAKING THE COLLEGE STRONGER



An Exciting Future!

The College has published its [2023-27 Strategic Plan](#) and its [2023-25 Business Plan](#). We worked purposefully to keep these plans concise. I strongly believe that plans that are highly focused are simple yet powerful tools to communicate strategy, keep everyone on the same page, and keep us all actively focused on the same outcomes.

Mission, Vision, and Values

The first step in creating the College's Strategic Plan was to re-examine our vision, mission, and values. These provide us with strong roots: they are the foundation of our strategic direction, guide us in setting priorities and allocating resources, and ensure that we are all working towards common goals and objectives. I am excited to share these with you:

Vision: Acupuncturists are primary care practitioners providing safe collaborative care for the health and wellness of Albertans.

Mission: To protect Albertans by establishing and upholding professional standards for acupuncturists through regulatory excellence

Values:

Integrity: Prioritize being honest and authentic above all else

Leadership: Be motivated by making others stronger.

Innovation: Believe that if we are not getting better, we are not moving forward.

Drive: Be the catalyst that creates change.

Collaboration: Know that we can raise the bar higher together than any one person can alone.

Strategic Plan

Our next step was using the statements above to create a strategic plan. After an extensive strategic planning process, we established three over-arching strategic goals for the College:

1. Guide the profession as integral members of the primary care team.
2. Protect the public by establishing and upholding professional standards.
3. Build and sustain effective operations and governance.

For further information on these goals, and the associated tactics we developed to achieve them, you can see the entire plan on the [College's website](#).

Business Plan

The business plan is where the rubber hits the road, so to speak. If you are interested in the concrete goals and steps we will be taking in the next three years to achieve our strategic plan, I encourage you to take a look at our 2023-25 Business plan available on the [College's website](#).

COUNCIL APPOINTMENT ANNOUNCEMENTS

As you are aware, we began a recruitment process last fall to fill seats on our Council and Regulatory Committees. I am pleased by the amount of applications we received and am grateful for the amount of interest our members have in serving the public and the acupuncture profession. I would like to take this opportunity to thank everyone who applied and congratulate our new Council and Committee members on their seat appointments.

Jonna McQuade Our Newest Council Member

I am pleased to announce that the Council has appointed a new member, Jonna McQuade.

Jonna grew up in Airdrie, Alberta, and is now a co-owner and operator of an acupuncture clinic there.

When asked about her appointment, Jonna stated: "We have recently seen incredible change with the College, and this is thrilling to me. I think the best thing we can do as a Council is continue to put ourselves forward, demanding the highest level of training for our students and the highest level of professionalism from our members. We have seen our health care system become stretched to its maximum capacity and we have an opportunity to step forward and bridge the gaps and I'm very honoured to now be a part of the process."

Please join me in welcoming Jonna to the Council of the College. The Council and I are excited to have Jonna join the College's governing body and the Council is confident that her extensive knowledge and passion for the acupuncture profession will be of great value to their membership.

You can see Jonna's, as well as all Council members, professional biography on the [Meet the Council page](#) on our website.

New Regulatory Committee Members

I am also happy to recognize our Regulatory Committee Members, as well as to announce our new Members that were appointed in March 2023.

Regulatory Committee members play a critical role at the College: they contribute their two most precious resources - time and expertise - to make a tangible and meaningful impact on the future of the College and the acupuncture profession in Alberta. They have a positive impact on ensuring public safety and in helping the quality of life for Albertans fortunate enough to utilize acupuncture.

I extend a gracious thank you to our Committee members below:

Acupuncture Education Program Review Committee

- Lindsay Babcock
- Heather Fulker*
- Jaeger Gustafson*
- Xinning (Cindy) Huang*
- Sarah Martins

Competence Committee

- Helen Anderson*
- Ming Wai Chan*
- Jia Mei Jin*
- Tammy Lalonde
- Veronica Lee
- Siying Wu

Complaints Review and Hearings Committee

- Skye Van Munster
- Shaomei Shen
- Jiulin Wang
- Lacey Wigness*

Registration and Exam Committee

- James Chung*
- Echo Dawn Houle
- Katherine Talbot
- Shengping Zhao

* Newly appointed in March 2023

SURVEYS

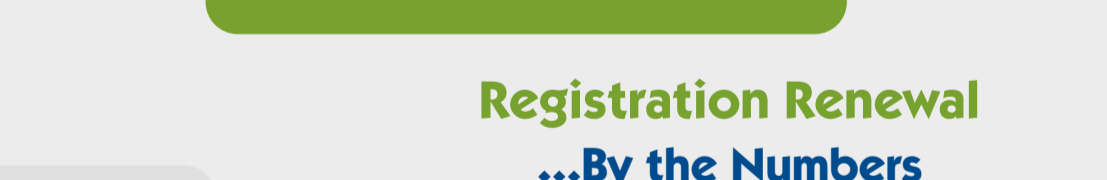
Your Voice is Vital

As outlined in our [2023-25 Business Plan](#), the College is conducting a few surveys in 2023. I ask that you take the time to complete these surveys. The more voices we hear from, the better equipped we will be to make improvements on these fundamental functions of the College.

CCP/Registration Renewal Survey: On April 3, the College sent out a survey to members to gather feedback regarding our Continuing Competence Program and this year's registration renewal. We will be sending out reminders to complete this survey throughout April, and it will close on April 28.

Exam Surveys: Starting with our 2023 spring exams, students who take exams will receive a survey to provide their feedback on the examination process. We plan to also use these results to make further improvements on this function of the College.

I am also committing to you that once the CCP/Registration Renewal Survey results have come in and my team and I have had a chance to review the results, you can expect to see a "What We Heard" update from us communicating the results of these surveys back to you.



A WORD FROM COLLEGE STAFF

Registration Renewal ...By the Numbers



Jenney White
Registration and Examination Coordinator

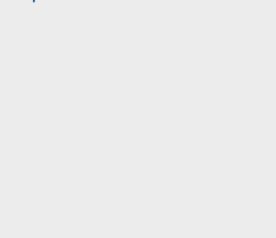
Registration renewal time is always a busy time at the College, and I'm happy to report that on March 31, we closed another renewal season. I would like to thank all of our members who completed registration renewal and (re)welcome you as members for the upcoming year.

I thought it may be of interest to our members to share some renewal facts with you:

- 888 - number of registrants who completed registration renewal between February 1 - March 31, 2023.
- 6% - Increase in registrants over the 2022-23 renewal cycle.
- 68 - Number of new registrants that passed their Alberta Acupuncture Registration Examinations (AARE) in the last year.
- 3 - Number of webinars held by the College this renewal cycle.
- 33% - Percentage of renewals that were completed in the final 10 days.

I would also like to thank our regulated members for their feedback, comments, and questions during the registration renewal process. They, along with the results of our follow-up survey, will help us improve the process for next year. Results of what we heard, as well as how we plan to improve, will be communicated out following the close of our CCP/Registration Renewal Survey.

Conduct Corner



Andrea Snow
Complaints Director

Hello again members. Conduct Corner is a place to highlight learnings for our members that arise out of the complaints department at the College. I would like to share information from a case where an acupuncturist rushed an appointment and did not take the necessary time to make sure the patient was safe.

Situation: An acupuncturist received a call from the clinic to attend an immediate appointment. When the acupuncturist arrived, the patient was already waiting. The acupuncturist felt the need to rush, and did not take the necessary time to ensure patient safety.

Consequence: This resulted in burn injuries to the patient as well as a failure of the identified gaps in this case:

- 1. Failure to recognize the risks of using flammable essential oils when performing fire cupping.
- 2. Failure to respond appropriately to the incident.
- 3. Failure to obtain written consent before treating the patient.
- 4. Failure to accurately document the incident on the patient record.

What acupuncturists can learn from the case:
Being rushed does not absolve acupuncturists from their duty of care.

Last minute appointments do not release you from your responsibility to ensure your patient receives safe and competent services.
Some strategies to consider if you find yourself in a similar situation:

- Try to reschedule the appointment so you have enough time to prepare properly.
- If you cannot reschedule, talk to the clinic and/or patient about your concerns and manage their expectations.
- If you do not have enough time to provide proper care, respectfully decline the appointment.

By following these steps, you can build trust with your patients and clinic, and protect yourself in case of complaints or legal action.
For more information on how to provide safe acupuncture treatments, refer to the [Code of Professional Conduct](#), [Patient Records Standards of Practice](#), and the [Standards of Competency and Practice](#).

Disciplinary Decisions are available on the College's [website](#).

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