

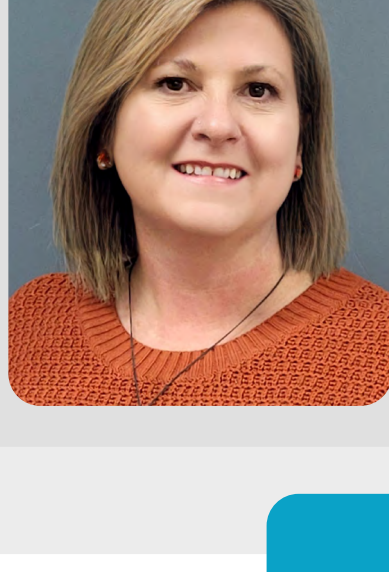


COLLEGE OF
ACUPUNCTURISTS
OF ALBERTA

What's happening at the College of
Acupuncturists of Alberta

Update for Members

June 2023

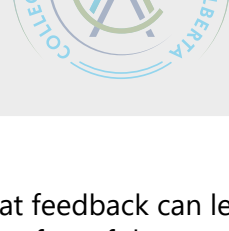


This update is focused on a crucial element of strong partnerships: communication. How we communicate with you, how you communicate with us, the ways in which we have listened to our members, and upcoming communication initiatives.

I know that the more dynamic and productive our communication together is, the better positioned we are to work together to not only protect Albertans, but also to improve their quality of life through acupuncture.

As always, please feel free to reach out with any questions or comments to info@acupuncturealberta.ca.

Erin Stroud
Executive Director & Registrar

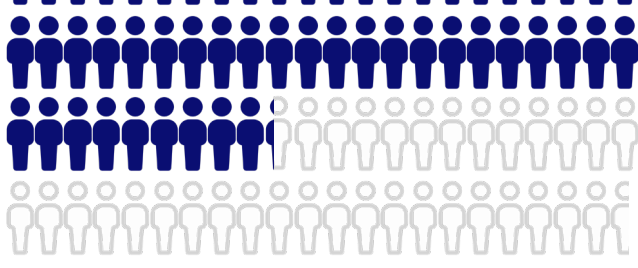


WE'RE LISTENING

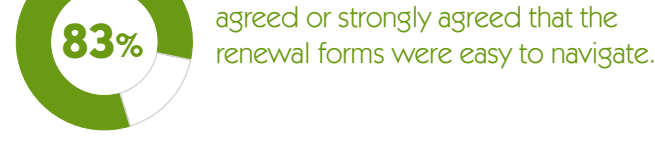
When regulated members provide us with feedback, we're willing to listen. If that feedback can lead us to make improvements in our organization, we try to incorporate it. Here are a few of the ways we have listened to our members:

Survey Results

I would like to thank all our regulated members who took the time to complete our CCP and registration renewal survey. I promised to communicate the results back to you, and a portion of those results are included below:



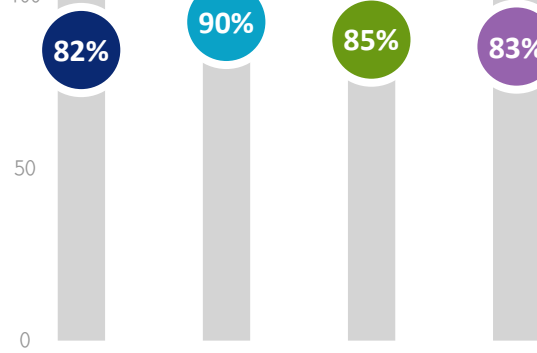
531 out of **877** regulated members responded to the survey.



83% agreed or strongly agreed that the renewal forms were easy to navigate.



89% of individuals who reached out felt that staff were effective in dealing with their inquiry.



agreed or strongly agreed that the CCP:

82% supports the College's mandate to protect the public.

90% strengthens the acupuncture profession.

85% helped to maintain and enhance their competence.

83% had value to them and their practice.

88% agreed or strongly agreed that 15 CCP credits is reasonable.

83% of respondents completed their CCP forms in >90 minutes.

For a more complete picture of survey results, including areas you identified for improvement, I encourage you to check out the [survey results infographics](#) at acupuncturealberta.ca.

Updated Practice Permits



You spoke and we listened! Based on regulated member feedback, we have developed new practice permits that are now available on your [member portal](#).

These permits include a new layout and updated wording, including the authorized use of the protected title of "Doctor of Acupuncture".

Applications Available on Member Portal

We continue to listen to our members as we move towards more modernized systems at the College. Our most recent modernization effort has been to move registration applications from paper-based to online. As of the end of May, applications can be completed and submitted using your [member portal](#).



Updated Vision and Mission

We heard feedback that the initial wording of our vision and mission had the potential to cause confusion regarding the current role of acupuncture in Alberta's healthcare system. After careful consideration, we have decided to make a small update to these statements. The updated vision is: Acupuncturists are primary care practitioners providing safe, collaborative care for the health and wellness of Albertans. The updated mission is: To protect Albertans by establishing and upholding professional standards for acupuncturists through regulatory excellence.

ANNOUNCING UPCOMING TOWN HALL



This summer, the College will be hosting a town hall. It will cover topics regarding the College's goals for the future, the role your College plays in your profession, and how we communicate with members.

You will also have an opportunity to submit questions ahead of time.

This event will include regulatory education, so we will be offering CCP credits for attending.

More information, including an agenda and a link to register will be sent to members in the near future. I am excited for this opportunity to communicate more directly with you!

A WORD FROM COLLEGE STAFF

How We Communicate with Our Members



Danielle Tanios
Director of
Communications and
Administration

Over the past year, the way the College communicates with you has been evolving. We have been incorporating ideas from our staff as well as feedback from our members to make improvements. Some of the items we are working on to communicate better:

- Quarterly Executive Director updates.
- Regular posts to the College of Acupuncturists of Alberta's [Facebook](#) page.
- Sharing our posts on the Alberta Association of Acupuncturists and TCM Doctors (AATCMD) Facebook page, when appropriate.
- The creation of a [LinkedIn](#) account.
- A town hall, coming this summer, where regulated members will have an opportunity to ask us questions.
- Updates to acupuncturealberta.ca to make it more user-friendly and informative.
- Developing and posting [member portal support material](#) and [FAQs](#) to our website to make the registration renewal process easier. We have also made updates to the renewal forms themselves, which we hope provide an improved experience for members in our next renewal cycle.
- Surveys, the results of which are communicated back to members and are used to inform improvements at the College.
- Periodic emails to members to inform them about changes and information that may affect them.

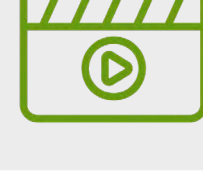
You may have noticed that we recently began implementing a new classification system for emails. This is so members can quickly identify the type of information contained in the email. We do this through our email subject lines, which include:

- **INFORMATION** - information about the College and its activities that applies to our regulated members.
- **REQUIRED READING** - information members are required to be familiar with in order to practice in accordance with legislation.
- **MEMBER PORTAL NOTIFICATION** - notifications regarding anything that you use your member portal for. This can include, but is not limited to, registration applications, registration renewal, and exams.
- **REVIEW REQUEST** - consultation items that members can review and provide feedback on.

Coming soon - Videos!

We know that a lot has changed in recent years! When so much change occurs, it can be difficult to keep track of the evolving landscape.

- How *has* the College's role changed?
- What role does the College play in the acupuncture profession *now*?
- What, exactly, does the College do?
- What does the College spend its money on?
- What does this mean for members?



The College is working on videos to answer these very questions, and we look forward to sharing them with you in the near future.

A Thank You

Lastly, I would like to extend a thank you for remaining patient as the College works to improve and for taking the time to answer surveys. This data provides feedback that directly leads to improved communication. I am inspired by our members. Your desire to keep up-to-date on your professional obligations, as well as the activities of your College, are evidence of your passion for your profession. I look forward to continuing to work together to protect Albertans.

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