

Efficacy Policy Update - November 16, 2018

The College of Chiropractors of British Columbia (CCBC) is providing registrants and the public with an update on the Efficacy Claims Policy, announced on October 3, 2018 and enforced starting on November 1, 2018. Since enforcement began on November 1, 2018, approximately 250 instances of possible violations of the policy have been identified through an electronic scanning program that searches for key words as outlined in the Efficacy Claims Policy. The responsible registrants were notified and directed to take down any materials that violated the policy. As of November 15, 50 registrants have yet to comply. As a result, they have been referred to the Inquiry Committee for investigation and, if necessary, appropriate disciplinary action.

The college currently has over 1200 registrants, and within two weeks of enforcement beginning compliance has reached 97%. The college greatly appreciates the efforts of the vast majority of registrants who have willingly and proactively complied with the Efficacy Claims Policy. CCBC has prioritized the enforcement of this policy and is committed to reaching 100% compliance. To work towards this goal, the college will continue to electronically monitor registrants' marketing materials, fully investigate any complaints and enforce any necessary disciplinary action that is required by the Inquiry Committee.

We treat any contravention of policy very seriously. Our Inquiry Committee will proceed with investigating any non-complying registrants. We also encourage the public to inform the college directly if they see any materials that contravene the policy, as our monitoring, while thorough, may on occasion miss items. Members of the public should be reassured that the college investigates all complaints thoroughly.

Please find the Efficacy Claims Policy [here](#) and a cover letter detailing the policy's enforcement [here](#).

The College of Chiropractors of British Columbia is the regulatory body established by the provincial government for the registration and regulation for chiropractic doctors in BC. Every Doctor of Chiropractic practicing in BC must be a registered member of the college. The College of Chiropractors of BC is part of BC's Health Regulators.