

## ASSIGNMENT 1: OVERVIEW OF INDUSTRY

The objective of this Assignment is to understand the scope and direction of the industry your business will operate in and research any regulations/licenses/permits required for proper operations.

Based on resources introduced during Market Research, identify your industry NAICS Code and describe main characteristics of your industry. This worksheet will help you collect information needed for:

VALIDATION PROCESS – COMPETITOR ANALYSIS (to be completed in Assignment 2)

BUSINESS PLAN – BUSINESS DESCRIPTION & CUSTOMER SEGMENTS section

1. Identify the NAICS Code of your Industry (North American Industry Classification System – used to classify business establishments and give lead you to data and statistics and information relevant on your industry in economic terms)

62131- Officers of chiropractors

2. What industry are you in? What are the trade association (s) for your industry? Do they have a website? Identify at least one periodical or magazine specific to your industry? What trade shows are there in your industry?

I am in the industry of Officers of chiropractic. The trades associated with the industry are diagnostic and therapeutic treatment of neuro-musculoskeletal and related disorders through the manipulation and adjustment of the spinal column and extremities. An example of a magazine specific to my industry is Canadian Chiropractor. The website for Canadian Chiropractors: <https://www.chiropractic.ca/> and <https://www.chiropractic.on.ca/> for Ontario chiropractors. There are many trade shows for the chiropractic industry. The trade show most relevant to students at CMCC is the Practice Opportunity held at CMCC each year in February.

3. What is the size of your industry (in \$, number of companies, workforce, etc.) and geographic scope (i.e. Toronto, GTA, Ontario, etc.). What are the industry's growth pattern? Depending where you set up your business you will want to first look at the industry in the country you will operate and then the local area with respect to statistics and data you can find that support your business operation. **Be specific about the geographic area being researched and reported on for this entire question.**

I would like to explore the idea of practicing in Alberta Canada; therefore this industry research will be focused to that geographic area. In Alberta, chiropractors fall into the Health Care and Social Assistance Industry.

In the 2017 report, this industry had an employment number of 269,400, when considering the 2,263,800 residences in Alberta. Unemployment rates were 1.3% for this industry, compared to 8.1% for the rest of the population. Further more, The Health Care and Social Assistance industry accounted for 11.9% of total employment in Alberta in 2016.

According to Job Bank Canada, approximately 750 people worked as chiropractors in May 2011.

The industry's growth pattern is expected to grow at an average rate of 2.3% from 2016-2019.

Average hourly wages for the industry in Alberta is \$30.99, compared to the average hourly wage rate for total employees in all industries, which is \$29.61

I have attached the document for my future reference.

In an article titled "The Use of Alternative Health Care" by Jungwee Park posted on the Statistics Canada website, chiropractic falls under the umbrella of alternative health care. The statistics are supported by the data collected in 2003 from Cycle 2.1 of the Canadian Community Health Survey (CCHS). The data found that 20% of Canadians (12 years and older) reported using alternative health care.

Consultations were mostly with chiropractors (accounting for 11%), women were more likely than men to seek alternative health care, and age groups most likely to use this care ranged from 25 to 64 years.

This report also stated the use of alternative care was higher in prevalence in the western provinces: BC, Alberta, etc, compared to national level.

In this review, that found that income and education also were significant factors that determined if individuals seek out alternative care. As the cost of our care may only partly be covered by provincial programs or benefits, individuals with higher incomes were more likely to visit alternative care providers: "26% of individuals in the highest household income group ...and only 13% of those in the lowest income group" had used alternative care.

It follows that "26% of postsecondary graduates used some kind of alternative care in 2003, compared with 16% of people with less than secondary graduation".

Sources:

<http://www.health.alberta.ca/>

[https://www.jobbank.gc.ca/LMI\\_report\\_bynoc.do?&noc=3122&reportOption=outlook](https://www.jobbank.gc.ca/LMI_report_bynoc.do?&noc=3122&reportOption=outlook)

<http://www.statcan.gc.ca/pub/82-003-x/2004002/article/7789-eng.pdf>

4. What are the current trends (both societal and market) in your industry? (3 main qualitative and/or quantitative trends). Are there any niche markets etc?

NOTE: If you need to use industry sources, e.g. industry publications, newsletters, or other to determine the trends, please reference the sources as well.

From the Canadian Chiropractor – February 4<sup>th</sup>, 2015

<https://www.canadianchiropractor.ca/management/top-trends-in-chiropractic-practice-to-watch-for-4078>

In the latest data collection from Statistics Canada's National Economic Accounts, the Health Care and Social Assistance industry accounted for about 4.9% of Alberta's Gross Domestic Product in 2015, which is a 4.4% improvement since 2005.

The industries total employment increased from 9.5% in 2006, to 11.9% in 2016.

"Over the past 10 years, employment increased by 89,900 from 2006, a 48.4% increase"

<https://work.alberta.ca/documents/industry-profile-health-care-and-social-assistance.pdf>

Other trends include:

- The important to use marketing to develop a business brand that is appealing to the public
- Social media is a great tool to engage with patients, market, and communicate
- Chiropractors need to "jump on the wellness wagon" and accommodate the every changing needs of the population.

Social trends

- 62% of patients search for doctors using online reviews
- Websites are becoming a necessary tool helping patients find chiropractors, and to learn more about them, as the use of yellow pages and other advertising methods have decrease 15% each year.
- Median age of retirement is 62.6

It would be in my best interest to develop social media marketing skills to target potential patients, as well as a solid webpage with information about the type of business I ran, and the products I offer. It would be smart to target individuals interested in wellness, and take a more holistic approach to their health care.

5. Is your industry in growth or decline? Please elaborate.

The industry is growth, contributing to Alberta's total employment increase from 9.5% (2006) to 11.9% in 2016. Employment for chiropractors has increased to meet the needs of Alberta's growing population, yet interprovincial migration has decreased due to the current economic downturn, and this does pose some limitations on the growth of the profession.

Source: <https://work.alberta.ca/documents/industry-profile-health-care-and-social-assistance.pdf>

6. How has the industry developed? Do small or large clinics dominate the industry? How well do small businesses prosper in the industry? How does your business fit into the industry? (you may have a niche or an offering different from your competition)

The industry has developed by identifying public need for chiropractic services, and becoming more integrated in health care in Alberta. As a whole, when we look at the total Health Care and Social Assistance Industry in Alberta, establishment size is predominately between 22-99 employees (32.4%), followed by 28.3% of the establishments having less than 20 employees.

Even from previous knowledge and experience of shadowing chiropractic clinics in Alberta (specifically Banff and Canmore area), small businesses seem to thrive. My business fits into the industry, as the population will continue to grow, but specifically the areas of Banff and Canmore are saturated with individuals who would benefit chiropractic care, and who value the effects on their health.

My target niche would be active individuals who value the importance of functional movement such as the service/hospitality industry, outdoor enthusiasts, and anyone with back pain.

7. What are the regulations in your industry? Do you require any special licenses or permits? Specify if required (indicate if you have it; if not, detail cost and timelines) How do government regulations, current political, social economic, environmental and technological trends affect your business?

The industry is regulated under the Health Professions Act (HPA), and specifically regulation in Alberta falls under the Alberta College and Association of Chiropractors.

The chiropractic legislation in Alberta includes the following:

Standards of practice: <http://albertachiro.com/wp-content/uploads/ACAC-Standards-of-Practice-Jul-1.pdf>

Code of Ethics: <http://albertachiro.com/wp-content/uploads/docs/2011/10/ACAC-Code-of-Ethics.pdf>

Chiropractic bylaws: <http://albertachiro.com/wp-content/uploads/ACAC-Bylaws-Jul-1.pdf>

The Health Professions Act: <http://www.qp.alberta.ca/documents/Acts/h07.pdf>

And ultimately, the chiropractic regulations in Alberta:

[http://www.qp.alberta.ca/1266.cfm?page=2006\\_277.cfm&leg\\_type=Regs&isbncln=0779752031](http://www.qp.alberta.ca/1266.cfm?page=2006_277.cfm&leg_type=Regs&isbncln=0779752031)

In order to practice in Alberta, registration must be completed and approved. Requirements include a degree of Doctor of Chiropractic from a chiropractic program approved by the council, and successful completion and passing grade on the Canadian board exams, Furthermore, to become a regulated member and obtain a provincial license, there must be evidence of good character, liability insurance, and citizenship. All these help attain a practice permit.

Currently, I do not have any of these credentials however the time line looks something like this:

Board Exams: \$3,150.00

DC degree and title: May 2019 - \$100,00 later....

Canadian Chiropractic association registration: May 2019 -\$245 for the first year

Canadian Chiropractic Protective Association (CCPA): May 2019 - \$774.00 for the first year of membership.

Alberta College and Association of chiropractors: May 2019 - \$300 application fee.

Please see the attached document: Alberta Chiropractic Profession Regulation 2006.

Current government regulations, political, social economic, environmental and technological trends affect chiropractic greatly. With chiropractic no longer being covered for the population healthcare system, and individual social economic status, there are many people who do not seek chiropractic treatment because they must pay out of pocket. However, with the new advances in technologies and research, we have evidence that chiropractic treatment is beneficial for many conditions previously managed by pharmacological, and MVA. This is a very exciting time for us.