



Informative Card 1 2021 SGM Proposals

1 Athletic therapists in Quebec reiterate that they trust the CTSQ to manage all files (insurance, marketing, third-party representation, etc.) that affect their professional practice in Quebec.

For over twenty years, the CTSQ has been working hard for its members and the profession. Over the years, we have always kept the best interest of our members in mind and continued to drive the profession of athletic therapy forward in Quebec. We have worked on such a diverse array of files, but always with the same goals in mind.

Over the last several years, we have shown openness to sharing our expertise and to working with CATA on various projects, including marketing initiatives. Unfortunately, this openness has never been reciprocated. For example, the CATA's most recent advertising campaign, which cost tens of thousands of dollars, did nothing to support practitioners in Quebec (it didn't target our province's market) and it went completely unnoticed.

For its part, the CTSQ has always been and continues to be active and proactive in Quebec's professional landscape. We are proud of all the work that we've accomplished over the years and we believe that our record speaks for itself.

INSURANCE

In 2014, our Board of Directors completed a significant file that involved having athletic therapy recognized by insurance companies in Quebec. After long hours of planning, discussions and exchanges, the administrators managed to get Quebec's insurance companies to recognize athletic therapy services provided by members of the CTSQ. In simpler terms, this meant that all companies offering health insurance recognized athletic therapy as a valid paramedical service that they could include in their policies upon request. The CTSQ regularly receives requests to verify the status of members when patients file benefit claims, which is proof that the CTSQ plays a primary role in the Quebec landscape.

In subsequent years, we also launched a campaign to raise awareness among major employers



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about the advantages of athletic therapy treatments, to encourage them to ensure that coverage was being included in their collective insurance programs.

MARKETING

We have also managed to bolster our public presence and visibility through various marketing initiatives. Our advertisement campaigns, interviews and social-media presence help athletic therapy to get regular visibility and air time thanks to the CTSQ and the collaboration of its members. Working with a public relations associate and social media consultant has helped and is still helping us maximize our visibility on various platforms and to promote the profession of athletic therapy.

REPRESENTATION

Over the years, the CTSQ has developed relationships with several stakeholders using various avenues to highlight our profession, like publishing referential documents. One of the best examples was publishing and regularly updating our guidelines on concussion management. Thanks to the concussion committee's hard work, this initiative was brought to life over six years ago and continues to set the standard for quality and professionalism among athletic therapists in Quebec. This helped us streamline standards for athletic therapists across the province and the document has been widely lauded and cited in government documents and other works on concussions. In addition, athletic therapists have been asked to sit on advisory committees to provide their expertise on this matter. Publishing and updating a pay scale for Quebec-based athletic therapists, along with our regular newsletters and our internal education campaign on professional orders in 2017 are other examples of our work.

Similarly, the CTSQ has worked directly with and alongside government bodies. For instance, the CTSQ has worked with the *Collège des médecins du Québec* (CMQ), the *Ministère de la Santé et des Services sociaux* (MSSS) and the *Office des professions du Québec* (OPQ). These decision-making organizations have developed a trusting relationship with the Corporation and several of its key members to complete several important operations, including:

- Adoption of an authorization regulation by the government (CMQ and OPQ)
- Requesting new reserved acts (ongoing; CMQ)
- Joining Quebec's professional system (ongoing; OPQ)



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- Getting athletic therapy recognized as an essential service during the pandemic (MSSS)
- Authorizing athletic therapists to administer vaccines (MSSS)

We prepared a list of some accomplishments over the years that highlight our commitment to our members and to remaining proactive.

- Implementing a group insurance plan that has been in effect since 2019
- Publishing a quarterly newsletter to keep in touch with members
- Reducing annual membership fees to mitigate the effects of the pandemic
- Granting a variety of awards to members
- Organizing banquets and training days
- Recognizing the exceptional work of our member through our Provincial Hall of Fame

In conclusion, we invite our members to partake in a similar exercise and to assess the services offered by CATA in recent years. Have they helped with your everyday practice in any tangible way? Which of the CATA's services have you used? What public presence or voice did they provide? We believe strongly in the quality of our work and we're confident that you will draw the same conclusions regarding the significance of the CTSQ's presence.

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