

RECOMMENDATIONS

After final review and advice from our consultants, the Task Force respectfully makes the following recommendations:

1. The public identity of the chiropractic profession, if it is to be effective and successful, should be similar in all countries.
2. This identity should be established and maintained through the use of the following three linked concepts:
 - a) A leading statement on identity, which must be clear, concise and immediately relevant to both the public and the profession – the ‘pole’ (brand platform).
 - b) Several important qualifying statements, which provide the necessary context and foundation for the pole – the ‘ground’ (brand pillars).
 - c) A description of the qualities or essential personality of chiropractors – the ‘personality’ (tone).
3. **The pole** should be:

The spinal health care experts in the health care system.
4. **The ground** should be:
 - a) **Ability to improve function in the neuromusculoskeletal system, and overall health, wellbeing and quality of life**
 - b) **Specialized approach to examination, diagnosis and treatment, based on best available research and clinical evidence with particular emphasis on the relationship between the spine and the nervous system**
 - c) **Tradition of effectiveness and patient satisfaction**
 - d) **Without use of drugs and surgery, enabling patients to avoid these where possible**
 - e) **Expertly qualified providers of spinal adjustment, manipulation and other manual treatments, exercise instruction and patient education.***
 - f) **Collaboration with other health professionals**
 - g) **A patient-centered and biopsychosocial approach, emphasizing the mind/body relationship in health, the self-healing powers of the individual, and individual responsibility for health and encouraging patient independence.**

5. **The personality** should be a combination of:
 - **Expert, professional, ethical, knowledgeable***
 - **Accessible, caring, human, positive***