

# Key Doctor Program Overview



CALIFORNIA  
CHIROPRACTIC  
ASSOCIATION

The Key Doctor Program is a central component of the Governmental Affairs Department. This grassroots program is designed to educate the legislature about the profession and scope of doctors of chiropractic; establish and maintain positive relationships with legislators; and provide information to the Governmental Affairs Department and CCA District presidents regarding legislative concerns.

The Key Doctor will act as a contact liaison between his or her assigned legislator/s, the CCA Governmental Affairs Department and his or her local CCA district president. CCA Governmental Affairs Department will provide all Key Doctors a grassroots-training manual that will assist Key Doctors in effective grassroots lobbying techniques.

The Key Doctor Program Committee Chairperson in conjunction with the Governmental Affairs Committee Chairperson appoints Key Doctors. The goal of the Key Doctor Program is to have at least one doctor of chiropractic assigned to each legislator.

## The responsibilities of the Key Doctor are as follows:

- Establish and maintain a positive relationship with their assigned legislator/s. The Key Doctor is expected to meet regularly with their assigned legislator/s.
- Provide pertinent legislative information to their assigned legislator/s. The CCA Governmental Affairs department will handle the dissemination of legislative updates and alerts to the Key Doctors.
- Inform their local CCA district president regarding any legislative updates and coordinate with other key doctors in their district to provide legislative information to district members at local district meetings.
- Inform CCA Governmental Affairs department of any legislative issues and developments regarding their assigned legislator/s and local politics if pertinent.
- Keep informed and be able to articulate current literature, rationales within the chiropractic profession. CCA Governmental Affairs department will provide key doctors with pertinent research and will routinely provide any new studies as necessary.
- Assist their local CCA district in endorsing candidates. In coordination with the CCA Governmental Affairs department, the Key Doctor will interview candidates for the state assembly or senate for possible district endorsement, thus giving the district and the profession an effective voice in supporting chiropractic-friendly candidates and a local connection should the candidate win.
- Actively support candidates favorable to the chiropractic profession and endorsed by the district. When appropriate, the Key Doctor will be responsible for organizing a district-sponsored fund-raiser for a state office candidate, which will provide an opportunity to forge close ties with a possible officeholder.
- **Attend the annual CCA Legislative Conference in Sacramento** and any additional legislative training provided by CCA.

## The qualities of a Key Doctor must include the following:

- **Be Articulate** – Above all, key doctors must be able to communicate clearly and easily with their assigned legislator/s and the media. Key doctors possess the ability to convey complex legislative or regulatory issues in an informed, engaged and highly professional manner. To do this well, key doctors must review and practice any talking points provided by the CCA well in advance to meeting with their legislator/s or the media.
- **Be Responsive** – Key doctors will be contacted via fax and email on a regular basis to provide a variety of grassroots support – from meeting with their assigned legislator/s and making key phone calls to providing local media with timely opinion editorials and attending local fundraising events. To make CCA’s grassroots program effective, it is imperative that the key doctor tasks are completed within the required timeframe and all results are reported directly to the CCA Governmental Affairs department.
- **Be Focused** – Key doctors refrain from discussing non-chiropractic politics such as immigration, gun control, abortion, or other hot topics of the day. A key doctor possesses the temperament and discipline to stay on point, and if lead off point by the legislator or staff, will have the presence of mind, tact and diplomacy to gently refocus and stay focused on the point and the message. The key doctor does not mention his/her feelings on the non-chiropractic issues because of the stronger duty to work for and protect the profession. The key doctor is willing to put personal politics aside for the greater good of the profession.
- **Be Committed** – Key doctors are committed to both the short and long term goals of CCA’s legislative plan. They understand their efforts increase the profession of chiropractic’s success. Key doctors are willing to devote 10-20 hours during the legislative season towards their grassroots efforts.
- **Be Reasonable** – Key doctors understand that grassroots lobbying can be a long and sometimes frustrating process. However, key doctors do not take it personally when a key vote is lost or a legislator was less than friendly. Key doctors will use these opportunities to refine their lobbying efforts.
- **Be Informed** – Key doctors are aware of and can articulate CCA’s Health Policy Statements as well as recent research regarding chiropractic. CCA Governmental Affairs department will aide the key doctor by providing CCA’s Health Policy Statements and overviews of the latest in chiropractic efficacy and cost-effectiveness research.
- **Be Mindful** – Key doctors understand that they put a “face” on the profession of chiropractic and represent the concerns of their esteemed colleagues and the legislative intent of the CCA.

If you are interested in becoming a Key Doctor or know of a doctor in your district that would be like to become a Key Doctor, contact Michelle Bancroft at CCA (916) 648-2727, x18 or [mbancroft@calchiro.org](mailto:mbancroft@calchiro.org).