

Appendix 3. Survey Questionnaire: CCGI Nationwide Opinion Leader Survey for Clinicians



CCGI Opinion Leader Survey

Research Aim

As you may know, 18 chiropractic Opinion Leaders were identified in 2014 after we surveyed leaders of professional associations and regulatory boards, as well as some colleagues from the chiropractic specialty colleges. A 10-member committee then met on three occasions to nominate OLs from the list of 81 names we received. These Opinion Leaders have kindly agreed to facilitate the implementation of clinical practice guidelines and best practices. Their role may include participating in events such as webinars, speaking at continuing education meetings and reaching out to colleagues.

Your Participation

Your participation in this survey will help grow our network of OLs in Canada. We believe that your familiarity with your community of colleagues will add value to our efforts. We would appreciate your help in understanding if the OLs we have identified are different from those you would consider to be OLs in the field of chiropractic. We will also ask you to identify other individuals whom you consider qualified to be chiropractic OLs. Thank you for taking the time to complete this short survey.

All participants who complete the questionnaire will be entered into a raffle to win one of two \$100 Indigo gift cards.

Instructions

In the pages that follow, we provide you with a brief questionnaire consisting of four sections.* The first three sections focus on how you give and receive information from colleagues. The final section asks for information on you and your practice. The questionnaire should take approximately **10 minutes** to complete.

Section I

Please read each item below and circle the number that best represents your response.

1. In general, do you talk to other chiropractors about clinical or professional issues in chiropractic practice?

1	2	3	4	5
Never				Very Often

2. In the past six months, how many times have you given information to colleagues about clinical issues in chiropractic practice (e.g., ways to treat)?

1	2	3	4	5
Never				Very Often

3. In the past six months, how many times have you received information from colleagues about clinical issues in chiropractic practice (e.g., ways to treat)?

1	2	3	4	5
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Never

Very Often

4. Compared with your colleagues, how likely are you to be asked about clinical issues in chiropractic practice?

1

2

3

4

5

Not at all likely
to be asked

Very likely to
be asked

5. In a discussion of clinical issues in chiropractic practice, which of the following happens most often?

1

2

3

4

5

Your colleagues
share their
professional
opinion

You share your
professional
opinion with other
colleagues

6. Overall, in your discussions with colleagues about clinical issues in chiropractic practice, are you:

1	2	3	4	5
Not often used as a source of advice			Often used as a source of advice	

7. How satisfied are you with the support you receive from your own professional network?

1	2	3	4	5
Not at all satisfied			Very satisfied	

8. How do you usually prefer to receive information from colleagues?

Rank in order of preference:

1. In person
2. Social media
3. Telephone or teleconference
4. On Google
5. On professional or academic websites
6. Tools such as webinars

- 7. Academic journals
- 8. Conferences

Section II

Please provide the names of up to three chiropractors within your province who best fit each description below. You may include the same chiropractor in more than one item below and you may include your own name in any area that you feel is appropriate. You may also choose to leave the space(s) blank.

1. Chiropractors as Educators

These chiropractors convey information in ways that lead to learning. They express themselves clearly and to the point. They provide practical information first and then an explanation or rationale if time allows. They take the time to answer you completely and do not leave you feeling that they were too busy to answer your inquiry. They are willing to share any knowledge that they have.

1: _____ 2: _____ 3: _____

2. Chiropractors as Knowledgeable Practitioners

These are chiropractors who are always up-to-date, and demonstrate a command of recent clinical knowledge as well as a high level of clinical expertise.

1: _____ 2: _____ 3: _____

3. Chiropractors as Caring Professionals

These are chiropractors whom we might call real humanists. They treat people as equals; they listen, communicate well and never talk down to others even when helping them.

1: _____ 2: _____ 3: _____

Section III

Please read the following items and provide the names of two chiropractors within your own province. You may include the same chiropractor in response to more than one question.

1. To whom do you most often turn for advice and information?

Name: _____

Name: _____

2. With whom do you most often discuss challenging cases (e.g., diagnosis, management/treatment strategy, and prognosis)?

Name: _____

Name: _____

3. To whom do you most often turn for advice and information on appropriate referrals and community-based resources for your patients?

Name: _____

Name: _____

4. Who are the chiropractors, among your colleagues, whom you see most often socially?

Name: _____

Name: _____

5. If you have additional names to propose within your province or within other provinces please write them below.

Name: _____

Name: _____

Section IV

In this section, we would like to learn more about you and your practice.

1. What is your gender?

- Male
- Female

2. Please tell us what age group you are in:

- Under 25
- 25-35
- 36-45
- 46-55
- 56-65
- Over 65

3. Please indicate your practice location (city/province)? _____

4. What is the main type of practice that you work in (e.g. General chiropractic practice, Family, Paediatrics, Sports, etc.)?

(please specify) _____

5. How many chiropractors work at this practice in total (including yourself)?

.....

6. Do you work:

Part time (less than 12 hours per week) or Full time

7. How long have you been working as a chiropractor?

If more than 1 year, how many years? _____

If less than 1 year, how many months? _____

8. Institution graduated from: _____

9. Do you have any postgraduate qualifications?

No Yes

If yes, please specify: _____

10. Are you a member of any of the following organizations?

Canadian Chiropractic Association

International Chiropractors Association

THANK YOU FOR COMPLETING THIS SURVEY

** Adapted with permission from the SCOPE project lead by Dr. Jenna M. Evans, PhD*