



## PRESS RELEASE - Quality Mark for Chiropractors: Meeting Patient Expectations

The College of Chiropractors, a professional membership body, launches a new quality award today. The 'Patient Partnership Quality Mark (PPQM)', conceived and developed by the College's Lay Partnership Panel, will be awarded to chiropractic practices to recognise and signal excellence in meeting patient expectations. Awards will be made for a period of three years after which a further application will be needed if the quality mark is to be retained.

President of the College of Chiropractors, Tim Jay, said:

**"The College of Chiropractors believes that chiropractic services should be centred on the users of those services. The College supports the delivery of services that are flexible and responsive to the needs of patients, acknowledging them as partners in their own care."**

Margaret Hallendorff MBE, Chair of the College's Lay Partnership Panel said:

**"We know that chiropractors provide safe and effective treatment and that chiropractic patients express high levels of satisfaction about their care. The Patient Partnership Quality Mark will serve to further encourage excellence among chiropractic clinics in meeting the expectations that chiropractic patients have defined."**

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### NOTES TO EDITORS

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#### About The College of Chiropractors

The College of Chiropractors is an academic, professional membership body with over 1300 members and the following objectives:

- to promote the art, science and practice of chiropractic;
- to improve and maintain standards in the practice of chiropractic for the benefit of the public;
- to promote awareness and understanding of chiropractic amongst medical practitioners and other healthcare professionals and the public;
- to educate and train practitioners in the art, science and practice of chiropractic;
- to advance the study of and research in chiropractic.

Members and Fellows of the College have always embraced postgraduate training and Continuing Professional Development (CPD) in the public interest, pre-empting any statutory requirement. Since its incorporation in 1999, the College has worked with an eminent Advisory Board which supports the College in its aim to achieve a Royal Charter to signal the importance of chiropractic in complementing the mainstream healthcare professions, and to provide impetus to build an integrated chiropractic service around patients.

The College actively fosters patient and public involvement through its Lay Partnership Panel, a committee comprising patients, members of the public and chiropractors.

For more information, visit [www.colchiro.org.uk](http://www.colchiro.org.uk)

#### Chiropractic regulation

Chiropractic is regulated by Act of Parliament in the United Kingdom. The Chiropractors Act 1994 gives regulatory powers to the General Chiropractic Council (GCC). The GCC's register of chiropractors opened in June 1999 and approximately 2200 chiropractors are currently registered. It is illegal for anyone in the UK who is not registered with the GCC to describe themselves as a chiropractor. For more information about the GCC, visit [www.gcc-uk.org.uk](http://www.gcc-uk.org.uk)

#### Chiropractic care

Chiropractors are competent to diagnose and treat disorders of the musculoskeletal system and the effects of these disorders on the function of the nervous system and general health (General Chiropractic Council, [www.gcc-uk.org](http://www.gcc-uk.org))

#### Evidence for chiropractic

There is a range of evidence to indicate that manipulation is safe and effective. This includes:

United Kingdom back pain exercise and manipulation ([UK BEAM](#)) randomised trial:

Effectiveness of physical treatments for back pain in primary care.

[European Guidelines](#) for the management of acute non-specific low back pain in primary care.