



HONG KONG PHYSIOTHERAPY ASSOCIATION LIMITED

香港物理治療學會有限公司

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5 Oct 2021

Re: Update on what HKPA has done in response to the comments made by a chiropractor on TV Programme and future directions

Dear Colleagues,

You may be aware that a chiropractor made comments on the physiotherapy profession in a recent TV Programme that are considered by many as misleading and have caused significant concern within the physiotherapy community.

I would like to give you an update on what the HKPA has done so far in response and future directions.

WHAT HAS HKPA DONE SO FAR?

Date	Action	Remarks
17 Sept 2021	First statement issued by HKPA	Statement has been sent to the Chiropractic Doctors' Association of Hong Kong and TVB, and posted on our various social media.
18 Sept 2021	Statement issued by the Manipulative Therapy Specialty Group , HKPA	Statement has been sent to the Chiropractic Doctors' Association of Hong Kong and TVB, and posted on our various social media.
19 Sept 2021	Joint statement between HKPA and Five Physiotherapy Education Programme Leaders (from four physiotherapy schools) issued	Statement has been sent to the Chiropractic Doctors' Association of Hong Kong, TVB, Supplementary Medical Professions Council, Chiropractors Council, and posted on our various social media.
24 Sept 2021	Updated statement sent to 13 local media (TV, radio, newspaper)	This is done to attract more media attention and it is hoped that it may lead to further interview opportunities or coverage in different media. Subsequent coverage in Hong Kong Economic Times .
24 Sept 2021	Special Task Force formed to formulate long-term strategies for public education and physiotherapist image building	Members of Task Force: <ul style="list-style-type: none">• Prof. Marco Pang (President of HKPA)• Ms. Joey Cheng (Chairperson, Cardiopulmonary SG, HKPA)• Prof. Amy Fu (Associate Head, Department of Rehabilitation Sciences, PolyU; Chairperson, Rehabilitation Technology Specialty Group, HKPA)• Prof. Arran Leung (Professor of Practice, Caritas Institute of Higher Education)• Dr. Nicola Mok (Chairperson, Manipulative Therapy Specialty Group, HKPA)

		<ul style="list-style-type: none"> • Mr. Gorman Ngai (Private Practice; Executive Committee member, HKPA) • Dr. Ivan SU (Chairperson, Community-based Rehabilitation & Primary Healthcare WG, HKPA) • Dr, Sharon Tsang, (Associate Professor, MSc in Manipulative Physiotherapy Scheme Coordinator, PolyU).
25 Sept 2021	Advertisement published in Oriental Daily 東方日報	The advertisement is “PT-focused” and aims to clarify/rectify the key points about physiotherapy practice raised by the chiropractor featured in the TV programme, and to also educate the public on the important role of physiotherapists in mainstream healthcare system.
29 Sept 2021	Complaint letter sent to the Communications Authority	
30 Sept 2021	Complaint letter sent to the Chiropractors Board	

WHAT IS NEXT?

Monthly webinar series co-organized with the Hong Kong College of Orthopaedic Surgeons

HKPA has taken a **PROACTIVE** approach (rather than reactive) in promoting our profession and public education. In July 2021 (well before the incident with the chiropractor happened), HKPA had already formed a **Task Force with the Public Information Committee of the Hong Kong College of Orthopaedic Surgeons (HKCOS)**, with an aim to educate the public on musculoskeletal health and proper management of musculoskeletal conditions. A monthly webinar series has been planned for the next 12 months. The first webinar will be held in early October 2021 (Topic: Sciatica). Immediately after the TV programme in question was broadcasted, I had been in close communication with the HKCOS members of this task force. HKCOS released a Statement on 24 Sept 2021, in which the role of physiotherapists in the overall healthcare team is fully recognized.



坐骨神經痛 – 治療好多種

謝紹熙醫生 (骨科專科醫生)

曾麗盈女士 (註冊物理治療師)



Other initiatives

After the incident with the chiropractor occurred, we immediately contacted **Ming Pao**, which we have a long term collaboration with. We have secured an **additional full-page coverage** on physiotherapy assessment and management of back pain, which will be published in October 2021. We have also secured an interview opportunity with SingTao JobMarket to promote the physiotherapy profession. We have formed a **task force to formulate the long term strategies to work on physiotherapist image building and public education** (see table above).

Date	Event
Oct 5, 2021	Webinar on “Sciatica”. Co-organized by HKPA and HKCOS
Oct 2021	Ming Pao article on “Back Pain” by Manipulative Therapy Specialty Group, HKPA
Oct 2021	Sing Tao JobMarket Special Topic interview: The physiotherapy profession

MY VIEWS

To look at it at a different angle, the recent “crisis” has actually brought us many opportunities. **We are not faced with a single incident, but a long-term battle. We need a long-term strategic plan rather than just an advertisement in a newspaper.**

The best way to tackle the problem at hand is three-fold. We have to:

- (1) **EDUCATE** the public on what physiotherapists do and how our expertise can help them;
- (2) **DEMONSTRATE** to the public we are excellent in what we do;
- (3) **ADVOCATE** for (rather than merely defending) our profession and getting the recognition that we so deserve.

Thank you for your support to the physiotherapy profession and HKPA. **We need unity more than ever.** Let’s join hands in building a stronger physiotherapy community. I wish you great success in your endeavours and good health!

Prof. Marco Pang
President, Hong Kong Physiotherapy Association