

Strategy 2030

Chiropractors as first-contact providers, the way forward



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Strategic directions for 2030

Overarching strategic goal:

The goal is to position chiropractors as first-contact providers of musculoskeletal healthcare who deliver patient-centered and evidence-based care with focus on manual treatment. Strengthening the recognition of chiropractic as a medical discipline enhances the profession's standing in healthcare, politics, and society, and reinforces the value of chiropractic within the broader healthcare system.

Subgoal 1: Strengthen the professional identity

Define and promote the role of chiropractors as first-contact provider for musculoskeletal health, while fostering a unified professional identity. Elevate public, political, and healthcare visibility to reinforce the expert image of chiropractors and their role as first-contact providers. This will lay the foundation for advancing recognition and influence within healthcare systems.

Subgoal 2: Secure systemic integration in the healthcare system

Secure the profession's position within healthcare structures by ensuring recognition in care pathways and integrating the profession into insurance frameworks. Target formal structures such as reimbursement systems, referral pathways and digital health platforms. Once embedded in systemic healthcare, visibility and recognition become structural rather than just reputational. Encourage interprofessional collaboration.

Subgoal 3: Expand and assert political influence

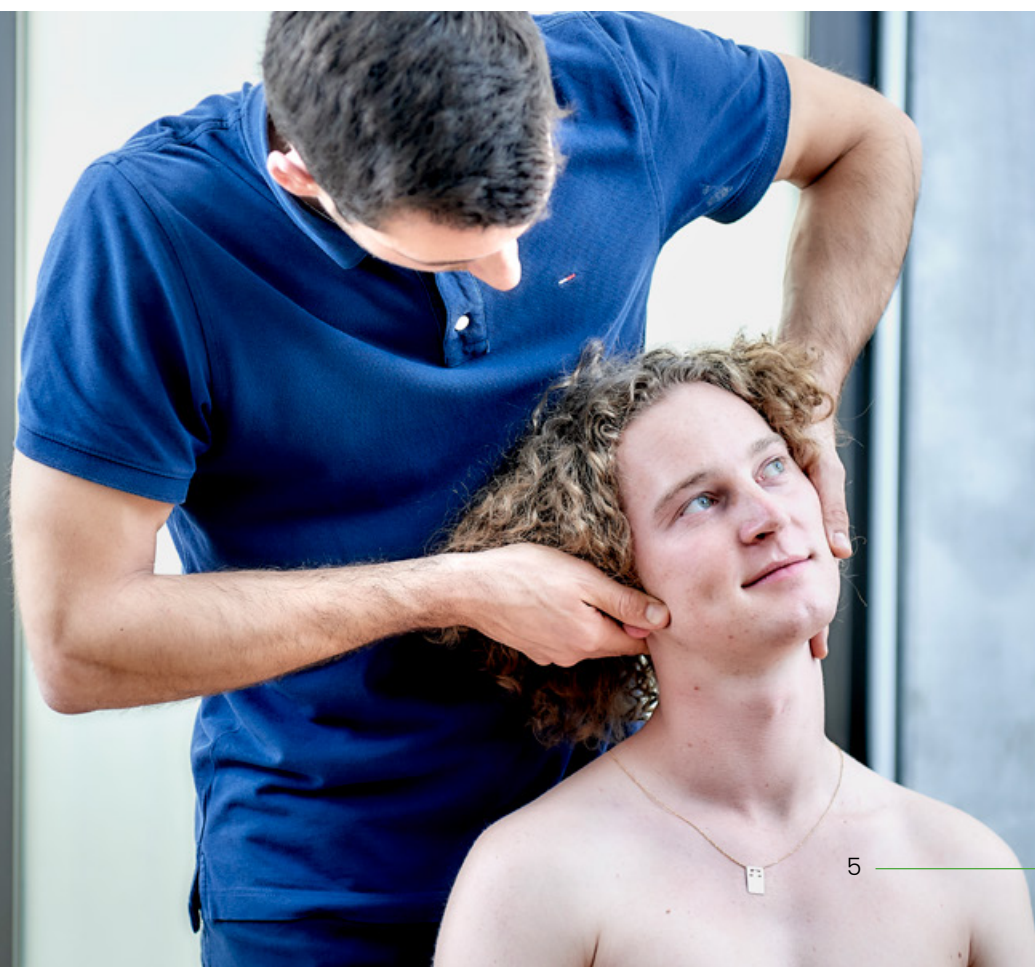
Build capacity and alliances to represent chiropractic interests more effectively in health and political arenas. Use digital campaigning and data-driven lobbying to strengthen ChiroSuisse's voice in health politics. Prioritize political lobbying.

Subgoal 4: Protect, connect and unify the profession

This includes a digitalized and powerful member platform for sharing good practices, forums, newsletters and a resource hub, to build unity and make professional expertise more accessible. Support members in their practice management. Establish robust professional association management structures to foster trust, continuity, and the visibility of internal expertise across the profession.

**Subgoal 5:
Invest in education and cultivate future
expertise**

Promote academic and other pathways that shape the chiropractor's role, reputation, and reach within health systems and society. Revise and modernize postgraduate and continuing professional development curricula. Invest in research and the systematic collection of evidence. Raise awareness of chiropractic education and career opportunities, especially among young people, to ensure sufficient future workforce.



Long-term targets & Actionplan 2026

Overarching Strategic Goal

Position chiropractors as first-contact providers of musculoskeletal healthcare, recognized for delivering patient-centered, evidence-based, manual treatment.

Strengthen chiropractic's identity as a medical discipline, increasing influence in healthcare, politics, and society.

Subgoal 1: Strengthen the Professional Identity

Strategic Aim: Establish a clear, unified professional identity and increase visibility among the public, politics, and healthcare stakeholders.

Long-Term Target

Chiropractors' competencies and roles as first-contact providers are widely known among the public, political actors, and healthcare system stakeholders.

Targets for 2026 & Actions

a) Shared Professional Identity Among Members

- Present the unified role definition through Regional Groups and Quality Circles.
- Provide members with communication materials for interactions with authorities and administrative bodies.

b) Increased Public Awareness

- Develop storylines and a public communication action plan.
- Evaluate the effectiveness of Spine Days and refine the concept.

- Implement measures outlined in the overarching communication strategy.

c) Political Visibility

- Produce a comprehensive political file (one-pager, fact sheet, presentation).
- Support regional groups in engaging with cantonal authorities, offering training where necessary.
- Implement the political influence action plan.

d) Healthcare System Visibility

- Update the stakeholder landscape in healthcare and prioritize key partnerships.
- Review and increase participation in relevant healthcare associations or networks.

Subgoal 2: Secure Systemic Integration

Strategic Aim: Embed chiropractic care structurally within the healthcare system by strengthening recognition in reimbursement pathways, referral structures, and digital systems.

Long-Term Target

Chiropractors are formally positioned as first-contact providers within the existing reimbursement system.

Targets for 2026 & Actions

a) Insurer Collaboration

- By Dec 2026, draft a pilot project with a health network.

Subgoal 3: Expand and Assert Political Influence

Strategic Aim: Build sustainable political relationships and targeted lobbying capacity using data-driven and digital advocacy methods.

Long-Term Target

A sustainable political network supports chiropractic interests at national and cantonal levels.

Targets for 2026 & Actions

a) Political Networking

- Develop an action plan to maintain consistent contact with relevant authorities and politicians.
- Implement the action plan, integrating political monitoring, contact management, and follow-up processes.
- Support development of a study offer in the Romandie

Subgoal 4: Protect, Connect, and Unify the Profession

Strategic Aim: Strengthen the internal cohesion of the profession with digital tools, quality structures, and effective governance. Promote trust, shared standards, and practice support.

Long-Term Target

Members share common knowledge and actively contribute their specialized expertise.

Targets for 2026 & Actions

a) Information Platform

- Build the ChiroSuisse resource hub (intranet) and continuously update content.
- Promote the platform and provide regular update notifications to members.

b) Quality Development

- Establish a quality development concept and prepare the quality contract for insurers.
- Evaluate platforms for Continuing Education Credits, quality development credits, and principal credits.
- Present the quality concept at the May GA and prepare documentation for the Federal Council.
- Inform and support members in fulfilling quality requirements.
- Develop a template of a practice management system for practices.

c) Governance

- Refine internal processes and define a functional diagram for ChiroSuisse and associated foundations.

- Revise internal articles and rules where necessary.
- Be as transparent as possible with the members, build trust, move forward together.

d) Digitization of the Profession

- Be aware of the developing environment and keep members informed

**Subgoal 5:
Invest in Education
and Cultivate Future Expertise**

Strategic Aim: Modernize education, strengthen evidence, and develop the future workforce through academic promotion and professional visibility.

Long-Term Target

Members are educated according to a modern, E.P.I.C.-oriented curriculum; evidence remains current and accessible.

Targets for 2026 & Actions

a) Curricula

- Establish a project plan for revising postgraduate curriculum.
- Develop and implement a continuing education concept aligned with modern professional standards.

b) Evidence

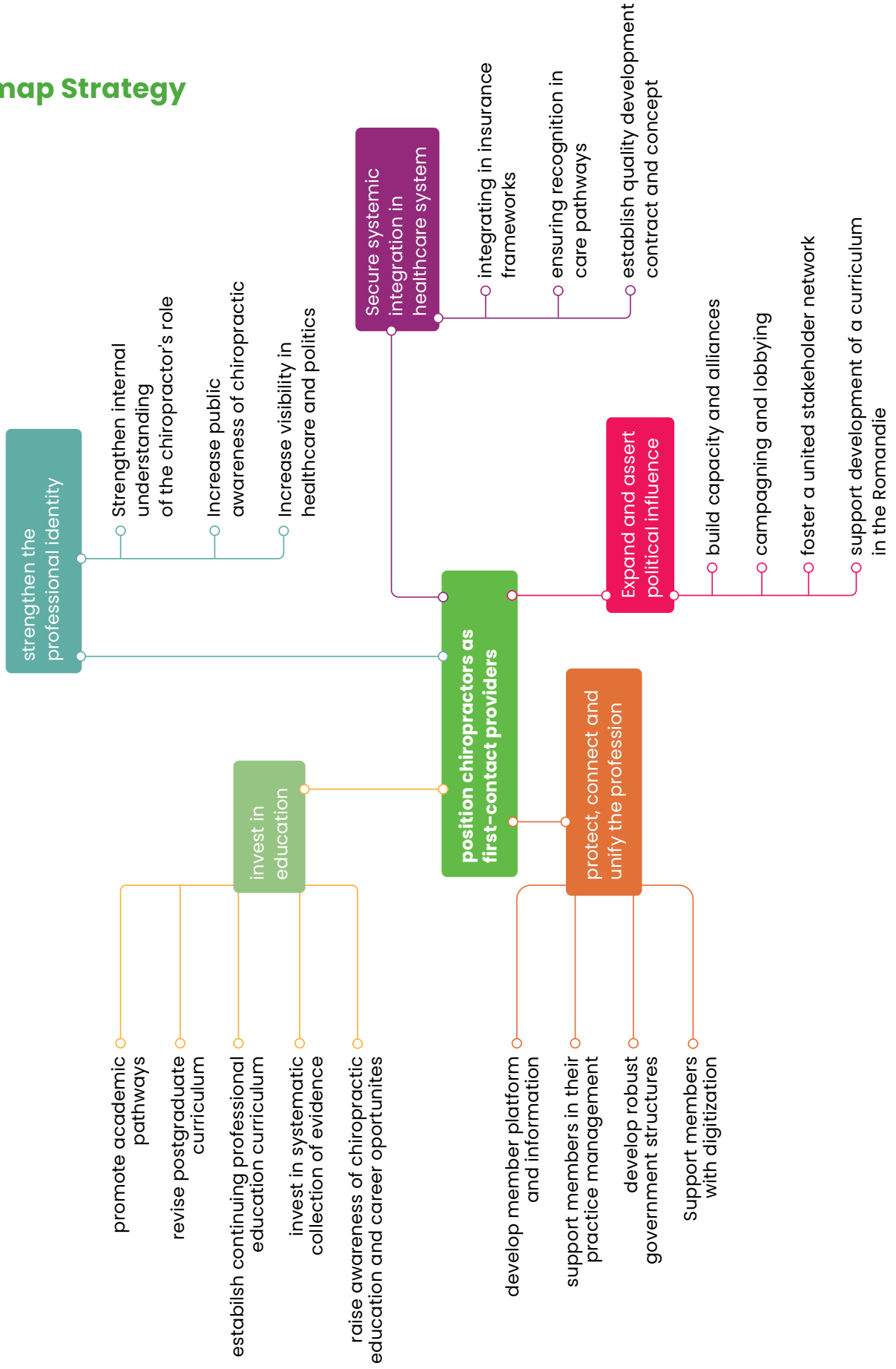
- Support and promote chiropractic research initiatives and evidence generation.

c) Recruitment of Young Talent

- Raise awareness about chiropractic career opportunities among students and prospective entrants.
- Evaluate and possibly further develop the ChiroRecruit project.



Mindmap Strategy



Measures with Milestones

Subgoal	Objective	SMART Formulation
1. Strengthen Professional Identity	Strengthen internal understanding of the chiropractor’s role	By Dec 2026, 90% of members are familiar with the unified definition of chiropractors as first-contact MSK providers, measured through member survey.
	Increase public awareness of chiropractic	By mid-2026, implement a public communication plan that increases reach/engagement by 20% (website, campaigns, Spine Days).
	Increase political visibility	By Q4 2026, ensure all regions use a standardized political file in their political contacts.
	Increase visibility in healthcare system	By Q3 2026, update and prioritize healthcare stakeholders and establish initiatives with at least 5 priority partners.
2. Secure Systemic Integration	Integrate chiropractors structurally into care pathways	By Dec 2026, draft a pilot project with a health network.
	Improve insurer & authority communication	By mid-2026, provide biannual updates to insurers, BAG, GDK on integration efforts.
3. Expand Political Influence	Build sustainable political networks	By Q3 2026, develop a political networking plan; by end of 2026, maintain active contacts with authorities in at least 12 cantons.

**Responsible
Department**

**Milestones
(by 2026 unless stated
otherwise)**

Professional Development, Regional Groups	Update presentation on role and definition of chiropractic (“Scope of practice”), presented in all Regional Groups & Quality Circles; communication materials distributed.
Communications	Storylines created; Spine Days evaluated; communication plan rolled out.
Political Affairs	One-pager, fact sheet & presentation completed; regional training sessions delivered.
Healthcare Relations	Stakeholder map updated; priority contact strategy completed.
Professional Development	Pilot developed
Health Policy, Communications	Stakeholder update schedule implemented; updates delivered.
Political Affairs	Action plan completed; political contact management system launched.



Measures with Milestones



Subgoal

Objective

Strengthen lobbying capacity

Support development of a study offer in the Romandie

Support establishment of a chiropractic chair at EBPI

4. Protect, Connect & Unify the Profession

Build a strong information platform (intranet)

Implement quality development structure

Support members in new quality requirements

Provide practice management system template

SMART Formulation	Responsible Department	Milestones (by 2026 unless stated otherwise)
By Dec 2026, establish recurring political meetings with national and cantonal stakeholders.	Political Affairs, Board	Contact list completed; regular meetings scheduled.
By Q2 2026 next political steps are clarified	Political Affairs	Next steps are defined
By Q4 2026 possible steps are clarified	Political Affairs	Next steps are defined
By mid-2026, launch expanded ChiroSuisse resource hub and achieve 70% member usage in first year.	Digital Services	Platform updated; launch campaign executed; usage monitored.
By May 2026, finalize quality concept and submit required documents to Federal Council.	Quality Department	GA presentation; CE/CQ credit platform evaluated; submission finalized.
By Dec 2026, provide training and materials so 100% of members can implement new quality standards.	Member Services, Quality Committee	Guidance package distributed; support workshops held.
By Q4 2026, release a standard practice management template for member practices.	Quality Department	Template completed and shared with members.

Measures with Milestones

Subgoal	Objective	SMART Formulation
	Improve governance structures	By Q3 2026, finalize updated processes, functional diagrams, and revised articles/rules.
	Strengthen digitisation of practices	By Q4, members are aware of the requirements of the health record
5. Invest in Education & Future Expertise	Revise postgraduate curriculum	By Q2 2026, develop project plan; initiate curriculum updates aligned with E.P.I.C. principles.
	Strengthen continuing education	By end of 2026, launch a modern CE framework.
	Support chiropractic research	By 2026, actively support at least two research initiatives and publish an annual evidence summary.
	Recruit young talent	By Dec 2026, conduct the outreach or recruitment activities for students.

Legal Notice

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Approved by: ChiroSuisse Board of Directors

**Responsible
Department****Milestones
(by 2026 unless stated
otherwise)**

Board, CEO

Governance processes approved;
articles updated.

Digitization

Information file is updated and
published.

Education & Training

Project plan completed.

Education & Training

CE concept completed and
implemented.

Research

Research support defined;
evidence briefing produced.

Communications

Activities completed; ChiroRecruit
project evaluated.

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