

Professional Membership has its Benefits

The BCNA website provides many benefits for members
www.bcna.ca



Online member resources.

Continuing Education Webinars: BCNA members have access to Category F pharma webinars.

BCNA Loaded Cost Model: The loaded cost model calculator is a financial template that calculates a loaded cost for each service you provide. The loaded cost is simply the minimum cost you should be charging to your patients in order to cover overhead (i.e., direct materials and direct labour) and your overhead/operating costs at a 0% margin. This baseline cost is the starting point from which you can adjust fees to increase as appropriate. BCNA is the only association in Canada with an LCM.

Member Resources Archive. The archive has a wealth of information regarding all aspects of practice. Some examples include:

- Infographics (visual tools for clinic promotion as well as professional development).
- BCNA recommended fee schedule.
- A video archive of elder videos, each about 20 minutes, with a theme of biography and clinical pearls.
- Tools to promote the annual event Naturopathic Medicine Week.
- Articles on setting up, running and even retiring from practice.



A unique profile page, which each member controls.

The BCNA site receives up to 800 hits per day with over 15% unique page views.

Your personal page includes:

- Contact information,
- Headshot,
- Biography,
- Descriptions on your clinical interests and therapies offered,
- Check boxes for certifications,
- Video uploads (link to promo videos embedded in your listing),
- Your listing shows up in searches by name, city and keyword. Google maps is linked to your listing to show clinic locations.



Clinic Promotion Materials.

Members can purchase from BCNA, at cost:

ABO Kits, Q & A Pamphlets (English, French, or Chinese). Q & A pamphlets are also online for download.

Members can borrow from BCNA at no cost, telescope signage for marketing use at events and lectures.

Members receive the quarterly print newsletter, the BCNA Bulletin.

**"The BCNA advances naturopathic medicine in British Columbia.
We conduct business which results in success for our members."**



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Outreach, links, clinic support and more.



BCNA Hosted Continuing Education.

BCNA hosts Category A (general meetings), Category B (Advancing Naturopathic Medicine Conferences), Category F (pharmacotherapy) and Category G events (ethics, professionalism and cultural safety). Substantial discounts are available to members for all events. There is no fee for AGMs. Webinars of pharma are available online on the members-only portal.



Staff Support.

BCNA staff are in the office to help assist and direct members with clinic and practice queries and offer other professional support. Some examples: Fees for non-patient issues, custody of records, guardianship, patient concerns, clarification on regulations, etc.

BCNA member support has helped BC naturopathic doctors achieve the broadest scope of practice of any jurisdiction in Canada.



Advertising.

Social media hosting and advertising on Google, YouTube and Facebook, among other advertising options.



New Graduate Benefits.

New graduate doctors in their first year of practice have the opportunity to attend Colour Accounting, a one day seminar which simplifies accounting and enhances your business skills.

New graduates are offered the opportunity to record a two-minute professionally recorded high-definition promotional video.

New graduates are welcomed at BCNA Board of Directors' receptions.



CAND Membership is linked to BCNA.

A wide range of benefits also comes with CAND including access to a comprehensive malpractice insurance plan which covers the full scope of practice for BCNA at extremely competitive rates.



Government Relations

BCNA works on behalf of the membership as an agent and trustee to advance scope of practice and ensure the integrity of the profession in BC.

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