

My name is Dr. Michelle Campbell, and I am running for District 6 CCO Council, and I am asking for your vote. I have met many of you through the peer assessment program over the past six years. I have witnessed many similarities in how we are invested in patient outcomes. I have had a front-row seat to how we are all invested in patient outcomes using diversity in our techniques, communication styles, and personalities. By partnering with our patients, we work toward results that help those who walk through our doors to improve their function, decrease pain, and improve their quality of life.

If elected, I will come to the council and work on committees as I approach my patients as a prepared, open-minded Chiropractor for high-quality patient care using our scope of practice and standards for their full benefit. We have common interests as Chiropractors and want to provide ethical, patient-centred, and evidence-informed Chiropractic care to Ontarians. My strong interest in regulating the profession in the public interest has stemmed from my involvement in the peer assessment program and further developed over the past three years by serving on the CCO patient relations committee. My recent executive MBA education has cemented my desire to be on the council at CCO, especially in diversity and inclusion and corporate and responsible governance.

I have lived the life of a working student, spouse, and parent to build a successful practice from zero. I know the weight of student debt and the hard work and disciplined focus it takes to survive and thrive. I have worked across the province through many short and long-term Locums to gain as much understanding of how important having diverse chiropractic techniques, care, and support is for an ever-changing society. I know the importance and responsibility of working with and leading a clinic of multiple disciplines and the importance of a common and clear direction. I see the fear and excitement of putting it all on the line and purchasing a building to ensure control over the practice's future. As a small business owner who cares deeply about my patients, staff, and family, I know the stomach-turning feeling of walking into and through a pandemic. I have built my chiropractic practice with two hands and am grateful for the incredibly personal, professional, and spiritual rewards the journey has given me. And it is my turn to give back.

I look forward to contributing, considering, reflecting and discussing the items at hand at the council. I possess the skills and experience from 15 years as a practicing Chiropractor, owning a multi-practitioner clinic in London, Ontario, being a peer assessor and peer mentor, a non-elected committee member of the patient relations committee, a founding volunteer member of the Salvation Army Centre of Hope Chiropractic Clinic, a past London Chiropractic Society President, a real estate investor and entrepreneur. I enjoyed leading our London Chiropractors by bringing a diverse spectrum of speakers to our society and communicating Chiropractic in the media as a CTV spokesperson. I am well aware that in the position on the council, I do not represent nor am I to advocate for an association or any particular group. I share my experience for you to know my merits.

Ontarians benefit from the properly applied Chiropractic adjustment and protection that regulated activity is in the public interest. I am a Chiropractor who is intensely interested in our profession to ensure we deliver ethical, patient-centred, evidence-informed, and competent care. I am asking for your vote for the District 6 CCO council. Please feel free to contact me at 519 642 2273 or email me at [michelle@campbellcc.com](mailto:michelle@campbellcc.com).