

March 2025

Name

Position

Company Address

Dear _____,

The BC Association of Kinesiologists (BCAK) and its more than 2000 Practicing Members consistently contribute to achieving a balance between sustainable health cost management and proactive health management. Practicing members of the BCAK work to a prescribed scope of practice and are required to achieve a level of education, work-integrated learning experience, and continuing education, in the practice of their profession.

With health care spending representing a substantial, and increasing, amount of the annual Provincial Budget - and with the additional costs of the opioid crisis, the cost of mental health and addiction treatment, workplace injuries, an aging population, and other acute and chronic health issues - the need for cost effective health and wellness solutions is a priority. Employers who provide Health Benefits Plans for employees are seeing their costs rise and we believe that our Kinesiologists can be part of the solution for managing these increasing costs.

Our Practicing Kinesiologists distinguish themselves from other exercise-based practitioners and personal trainers by voluntarily following standards that closely parallel those of the regulated health professions in BC with respect to professional practice standards, abiding by a code of ethics set by the BCAK, maintaining continuing education, and carrying malpractice insurance. Our members strive to integrate with other client health care team members (such as doctors, chiropractors, physical therapists, psychologists and occupational therapists) in developing and delivering the best treatment programs based on each client's individual needs and within defined cost parameters.

The value to Health Benefits Plan Providers, such as your organization, in adding or increasing the promotion of Kinesiology services within a benefits package can be both cost effective and care effective for the plan provider in the prevention and treatment of acute or chronic health concerns. Kinesiologists apply the sciences of anatomy, physiology, biomechanics and psychomotor behavior in the development of specially tailored exercise therapy for the treatment of today's health and lifestyle challenges. This approach provides both active and individualized treatment that focuses on overall health and functional mobility.

We ask that you recognize the value of Kinesiology-based treatment and include BCAK Practicing Kinesiologists as part of your approved plan services for both extended benefits and short/long term disability plan clients.

BCAK Professional members have the training, the skills and the experience to contribute health and wellness solutions to a variety of challenges. To become a BCAK Practicing or Non-Practicing Member, applicants must meet the BCAK's degree, core and elective courses, good moral character, and work experience requirements, in addition to successfully completing the BCAK's Professional Competency Examination (PCE). Kinesiologists in BC are recognized by the BC Ministry of Health as Allied Health Professionals and recognized by other stakeholders, such as ICBC and some health benefits providers, to provide care to clinical populations. This recognition sets the standards for BCAK Professional membership, and members who hold the title of BCAK Practicing, or Non-Practicing, Kinesiologist must demonstrate the knowledge and skills required to work in a clinical environment.

Kinesiologists are effective interdisciplinary health team members in many care programs today – this level of involvement can be increased and can positively impact health care costs and results. Our members are focused on effective teamwork with various health professionals and on promoting health, exercise and general mobility. We have the essentials skills that provide services in rural communities that are less accessible to specialists and other health professionals (and therefore more expensive for health benefits providers as clients need to access out-of-market care).

Practicing members of the BCAK are university-educated and are committed to continually developing and improving their professional skills, knowledge and critical reasoning. We provide client-centered services informed by best practices; we act in the best interests of our clients; and we are public advocates on issues related to the health and well-being of the public.

If you would like more information about the BCAK and our practicing members, please visit our website at <https://bcak.bc.ca> or contact the BCAK office at office@bcak.bc.ca.

If your clients would like more information on Kinesiologists practicing in their area, they can go to our website at <https://bcak.bc.ca> and click on the link for **Find a Kin** (<https://bcak.bc.ca/find-a-kinesiologist/>).

Yours truly,

Background:

What is Kinesiology?

Kinesiology is the scientific study of human movement, performance and function, and applies the sciences of anatomy, physiology, biomechanics, and motor learning (neuroscience). Kinesiology utilizes scientific-based approaches, research and assessment to aid in the enhancement of human performance and to assist in the prevention or rehabilitation of injury and other physiological conditions. ¹

Who are Kinesiologists?

Kinesiologists are human movement specialists who provide services to the public through the application of health sciences that include anatomy, physiology, biomechanics, psychomotor behaviour and nutrition. Kinesiologists work closely with clients to improve physical performance; prevent and treat illness or injury; manage the delivery of individual health care plans; provide workplace design services; and provide support in rehabilitation and wellness management. In recognition of the important role that they play in health management, Kinesiologists are (since 2013) regulated health care professionals in the Province of Ontario.

What do Kinesiologists do?

Kinesiologists enhance individual and community health through therapeutic exercise prescription; workplace health management; ergonomic education and design; nutritional counseling; and research initiatives in public health and wellness. As members of the community health care team, Kinesiologists focus on the prevention and management of acute and chronic disorders, including obesity, cardiovascular disease, osteoarthritis, motor vehicle and workplace injuries, mental health and addiction, chronic pain, and traumatic brain injury (TBI).

Kinesiologists are strong advocates for improving the health practices of BC's citizens by promoting the preventative and restorative aspects of individual health and well-being.

For More Information Contact:

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¹ BCAK 2018 Scope of Practice Document