



Hong Kong poised for rapid healthcare change

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Introduction

Hong Kong is one of the three countries in Asia where chiropractic profession is legally legislated and fully regulated in chiropractic practices. (1) The *Chiropractic Doctors' Association of Hong Kong* (CDAHK) is the largest chiropractic association in Hong Kong. Founded in 2000, the CDAHK has been actively leading the profession in Hong Kong and China, and most of the members are full-time practicing doctors. (2) Prompted by the COVID-19 pandemic and the vaccination rollout, Hong Kong is primed for rapid healthcare change and the CDAHK has actively drove all kinds of chiropractic activities and public healthcare.

Government vaccination campaign altered industrial behaviours

Vaccination campaigns of the magnitude needed are unprecedented, government actions to garner trust will be critical to their success, and to the emergence of more resilient societies after the crisis. (3) It opens an opportunity for Hong Kong chiropractors to enable the society to reimagine healthcare delivery in a new system.

Trust in the vaccines is critical, and industrial leaders have supported the policy by giving away prizes to encourage the vaccination rate. Hong Kong's property developers are hosting an unprecedented lottery to encourage a cautious public to get vaccinated. (4) In healthcare, CDAHK chiropractors have led the programs in providing comprehensive pre-vaccination screening for the COVID-19 vaccine.

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How chiropractic profession takes the healthcare change

Chiropractors and medical professionals have conducted detailed examinations to ascertain physical condition, medical history and allergies, and have further performed relevant examinations, including blood pressure measurement and blood test. The most side effects with the covid-19 vaccines are fatigue, headache, dizziness, and muscle aches, (5) and chiropractic care is the effective care in reducing stress, increasing mobility and strength, and achieving overall function and well-being. (6) The free pre-vaccine service involved partnering with insurance companies in offering over 20,000 tests, and aimed to enhance knowledge and assurance for the hesitant public before taking different vaccines. The program enhanced public's knowledge of Covid vaccines, update of current and potential health circumstances, and the adverse reactions of vaccines. Chiropractors stood at the forefront of the fight against the pandemic, implicit social responsibility and increased the community vaccination rate to push Hong Kong towards ZERO infection.

As it transforms, Hong Kong is focused on ageing populations, supply of doctors, raised consumer expectations, growing financial burden, and digital healthcare ecosystem. Patient-centric digital ecosystems are emerging across Asia in response to these fundamental forces disrupting healthcare.

With chiropractors acutely aware of the needs of different patient populations, it is perfectly placed to deliver the right care at the right time, and reduce the economic burden on insurers. The consumer-oriented nature of chiropractic will also increase the number of healthcare touch-points, with the target of modifying patients' health behaviours and choices and improving outcomes. The insurance companies have indicated a willingness to invest in insurance branded clinics with chiropractors to reduce claim rate.

Conclusion

By 2025, Asia will be home to 456 million seniors age 65 or older, representing 10 percent of its population. Patients are demanding access to convenient healthcare and better safety. According to World Economic Forum 2021, 43.5 percent of Chinese consumers are spending more on their health in the past 12 months. In response to these trends, chiropractic has scaled up quickly to replace traditional drug and surgical treatments in a patient-driven healthcare ecosystem. Today, chiropractic leaders exert a powerful drive to deliver healthcare in increasingly scalable, sustainable, and personalized ways inter-professionally

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Cite: Chu ECP. Hong Kong poised for rapid healthcare change [Report]. Asia-Pac Chiropr J. 2021;2.2. URL <https://www.apcj.net/papers-issue-2-2/#ChuHongKong>

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