

American Chiropractic Association (ACA)
Arlington, VA

Position Specifications Chief Executive Officer

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www.acatoday.org

THE OPPORTUNITY

Overview:

The American Chiropractic Association (ACA), based in Arlington, VA, is the largest professional association in the world representing doctors of chiropractic. ACA was founded in 1963 with the idea of uniting the chiropractic profession with one strong voice to advocate on behalf of doctors of chiropractic and their patients on the national level. ACA provides lobbying, public relations, professional and educational opportunities for doctors of chiropractic, funds research regarding chiropractic and health issues, and offers leadership for the advancement of the profession. ACA also promotes the highest standards of ethics and patient care, contributing to the health and well-being of millions of chiropractic patients.

For 50 years, ACA has been opening doors for chiropractic patients in Medicare, the Veterans health care system, the military and other federal programs. ACA has worked with private insurance companies as well, to inform them about chiropractic practice and to advocate for fair and just claims and reimbursement policies. With its media relations program, ACA has educated thousands of journalists over the years, helping to raise public awareness of chiropractic and to dispel misinformation. All of this work continues today—with the support of over 14,000 members nationwide.

ACA's Vision: High Standards • Freedom of Choice • Optimal Health

ACA members are committed to adhere to the highest clinical and ethical standards, freedom of choice of healthcare providers and the pursuit of optimal health for the healthcare consumer. By 2023, through ACAs perseverance and devotion to the public it serves, the chiropractic profession will have achieved:

- Collaboration with other health care disciplines and integration into all health care delivery models that enhance individual health, public health, wellness and safety.
- Change in public policy, legislative, and regulatory arenas, resulting in a more effective U.S. health care system.
- Improved health care access and freedom of choice of health care providers for the American people, without discriminatory obstacles.
- Increased value of health care for patients, policymakers, and the public through the high professional and educational standards of the chiropractic profession.
- Healthier and more productive lives for the American people

[Read about ACA's Mission and Strategic Plan.](#)

Location: Arlington, Virginia

The Position:

Reporting to the Chairman of the Board of Governors, the Chief Executive Officer serves as the American Chiropractic Association's strategic and operational leader. The CEO works closely and communicates regularly with the Board Chairperson, ACA President, Board of Governors, Executive Committee, committee leaders, and ACA administrative office personnel to achieve the strategic objectives of the Association. The CEO is responsible for the overall health of the association. The CEO has oversight of government and insurance relations as well as management of internal operations including membership, finance, human resources, marketing, systems, compliance, external relations, and communications.

Specific areas of responsibility include:

- **Strategic Planning.** Participates in the development of the ACA's strategic plan and objectives in concert with the Board of Governors and drives the implementation of the chosen strategies. The CEO provides regular reporting to the Board and to the House of Delegates regarding financial and progress updates.
- **Financial Planning.** Responsible for the fiscal health of the association. Active oversight of monthly reporting with reference to budget conformance and strategic priorities. Attention to cash flow, investment, audit reviews, banking relations, and operating budget.
- **Advocacy.** Integrate the legislative and insurance agendas to create an integrated advocacy program that makes the most cost effective use of limited resources.
- **Member Satisfaction.** Ensure that ACA satisfies the needs of its current members. Educate ACA members on issues most relevant to them including legislation/government relations, insurance reimbursement, health care reform, etc.
- **Income Generation.** Drive all sources of ACA's income (membership and non-dues income sources). Continually strive to increase membership and revenues.
- **Marketing.** Oversee development of concepts for campaigns to promote ACA products and services. Participate in market research efforts. Continually strengthen the image of ACA within the chiropractic professional as well as with external entities.
- **External Relations.** Collaborates on behalf of ACA with other chiropractic organizations and entities. In collaboration with the President, represent ACA and its interests to organizations in the government arena and greater healthcare arena/healthcare reform.
- **Human Resources.** Oversee efforts to improve organizational design and effectiveness. Seek to foster a work environment that encourages engagement, ownership, and employee commitment and satisfaction. Ensure that staffing, succession planning, compensation and performance management are well-designed and administered.
- **Governance.** Participates in setting agendas for Board and House of Delegates meetings. Performs official functions during House of Delegates meetings, coordinate elections, ensure documentation is maintained/secure, and provide reporting on the state of the association.
- **Compliance.** Ensure that ACA complies with relevant laws and regulations; actively seek to reduce legal liabilities. Work closely with legal counsel and other external consultants in this regard.
- **Other.** The CEO serves on several committees. The CEO will stay abreast of all committee work.

Supervision:

The CEO is responsible for all staff of the ACA, either through department heads reporting directly to the CEO or through others reporting through staff officers and directors to the CEO. The CEO is also responsible for general oversight of the ACA PAC.

Qualifications:

- Bachelor's degree required; advanced degree preferred.
- Proven experience in an administrative leadership role including management of strategy, priorities, people, processes, performance, and budgets.
- Strong understanding of business practices including fiscal management, operations, information systems, human resources, and marketing.
- Strong knowledge of contemporary issues facing chiropractic, the healthcare industry, and healthcare reform.
- Demonstrated skills in communicating and relationship building:
 - Ability to develop and communicate a compelling message to coalesce DC's.
 - Ability to anticipate and implement proactive communication with all stakeholder groups.
 - Effective oral and written skills with the ability to create documents, make presentations, and communicate with diverse groups.
- Visionary, with the ability to motivate, mentor, and inspire.
- Record of successfully working with legislative bodies and/or insurance providers preferred.
- Understanding governance matters and their application in an association or nonprofit organization.
- Willingness to travel as needed (15-20%).

PROCEDURE FOR CANDIDACY

Confidential review of applications will begin immediately and continue through July 5th, 2013. Click the following link to apply and submit your CV/resume:



Or copy and paste the following link into your browser:

<http://summitsearchsolutions.catsone.com/careers/index.php?m=portal&a=details&jobOrderID=2363025>

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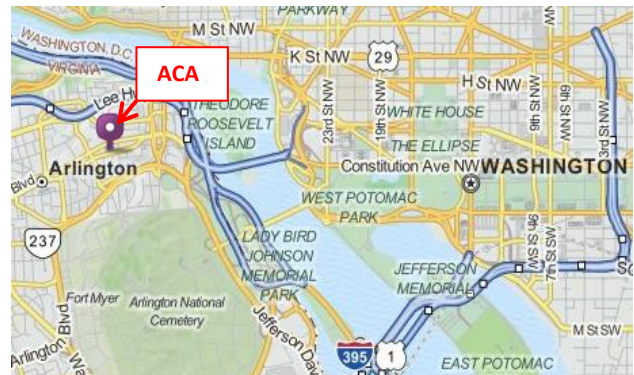
The American Chiropractic Association provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, national origin, age, disability, genetic information, marital status or status as a covered veteran in accordance with applicable state and local laws governing nondiscrimination in employment.



ARLINGTON, VIRGINIA

Arlington is an urban county of about 26 square miles located directly across the Potomac River from Washington DC. The name “Arlington” was chosen because General Robert E. Lee’s home of that name is located in the County, on the grounds of the Arlington National Cemetery. Arlington’s central location in the Washington DC metropolitan area, its ease of access by car and public transportation, and its highly skilled labor force have attracted an increasingly varied residential and commercial mix. Originally part of the area surveyed for the nation’s capital, the portion on the west bank of the Potomac River was returned to the Commonwealth of Virginia by the U.S. Congress in 1846. Although perhaps best known to visitors as the home of the Pentagon and Arlington National Cemetery, Arlington boasts high quality residential neighborhoods.

Arlington is also a gateway to Civil War history in the mid-Atlantic. Not only is it home to Arlington National Cemetery, Arlington House – The Robert E. Lee Memorial, Freedman’s Village, Fort C.F. Smith and Fort Ethan Allen... but there are also nearly 50 Civil War forts, battlefields, museums and other sites within a 150-mile radius. You can also spend your evenings enjoying Arlington's lively, walkable urban villages – dining, shopping, nightlife and theater plus incredible views of Washington, D.C..



Interesting facts about Arlington, VA:

- Estimated population (January 1, 2013): 212,900
- The Arlington County government exercises both city and county functions
- Arlington County has the highest percentage of people with bachelor's or graduate/professional degrees in the Washington DC area
- Arlington boasts 652 restaurants
- There are 150 public parks
- 86 miles of biking/jogging trails
- 13 community centers
- 7 live stage theaters
- 8 libraries in Arlington for residents and visitors to enjoy
- About 90% of all graduating high school seniors in Arlington County go on to attend college

For additional information on Arlington, Virginia, please click on the links to visit:

[Arlington, VA-Gov](#) • [Arlington Local News](#) • [Chamber of Commerce](#) • [City-data.com/Arlington](#)



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