



CHAMPIONING PRIVATE PHYSIOTHERAPY

POST-CONFERENCE 2016 SURVEY OF OUR TRADE EXHIBITION THE RESULTS

CHAMPIONING EVIDENCE-BASED COST-EFFECTIVE PRIVATE PHYSIOTHERAPY
WITH PHYSIO FIRST MEMBERS IN A CHANGING HEALTHCARE MARKETPLACE

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Welcome to our full report on the post-conference 2016 survey results of our trade exhibition

This year our education sub committee sent out a request for our 2016 members who attended conference, to respond to our survey about our trade exhibition enabling us to review details of how we as members, view our trade exhibition. We wanted to see, hear and feel your experience and use this to manage your expectations for the years to come.

We had a great response with 32% of our members that attended conference responding which is above average! Having analysed the data we can now release the full report which you will find in the following pages.

Using this data, we will be able to:

1. Enhance our member's experiences at our annual trade exhibition
2. Assist our exhibitors in the lead up to, during, and after our conference so that they can help meet the needs of us as private physios in the changing healthcare marketplace.

This project aligns with our 5-year goals, specifically goal 7 which is to:

"Champion private practice to each external stakeholder group (i.e. the public, CSP and Professional Networks, PPEF, Govt. Depts., Commercial Purchasers, Sporting Bodies, Healthcare Institutions and private physio suppliers)

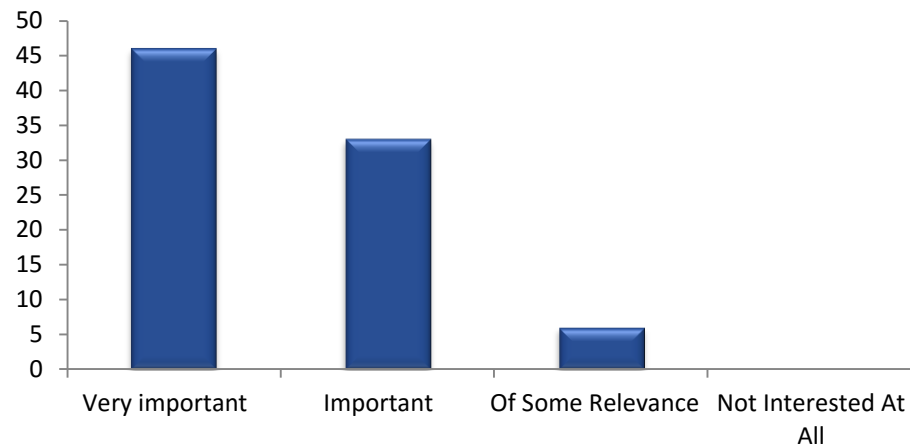
Our conference exhibitors and sponsors are private physio suppliers and goal 7 is the perfect time to ensure that we manage member expectations around our annual conference, as well as championing private practice to internal and external stakeholders.

Overall it is brilliant to have received so much feedback from our members and we appreciate the help that you have all provided. On behalf of our education sub committee, we thank you for your support.

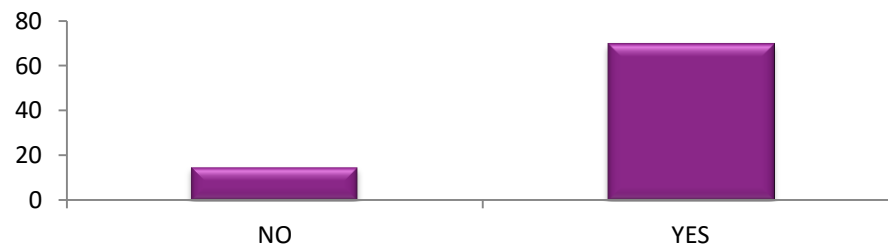
Yours sincerely,

Amanda Marsh, Louise McCormac, Sarah Beldon, Phoebe Machin, Belinda Holloway, Byron Clithero and Claire Oldroyd

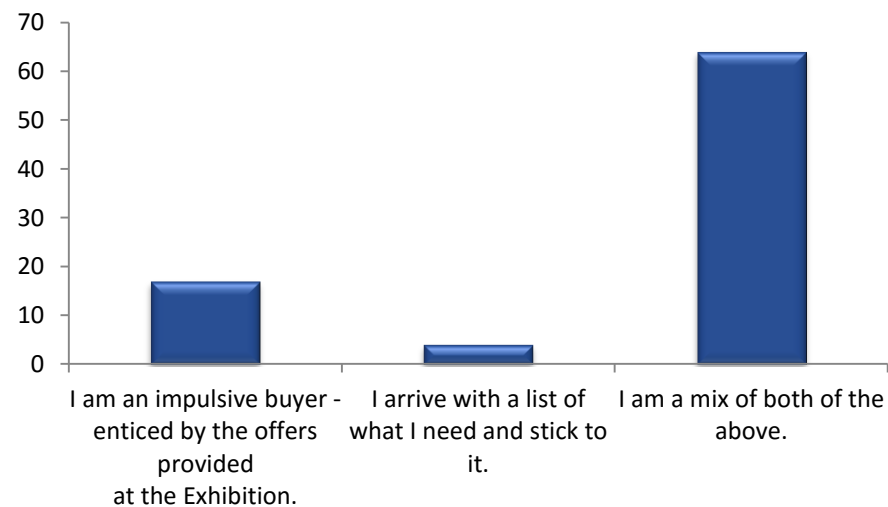
How important is our trade exhibition at conference to you?	% of responses
Very important	54%
Important	39%
Of some relevance	7%
Not interested at all	0%



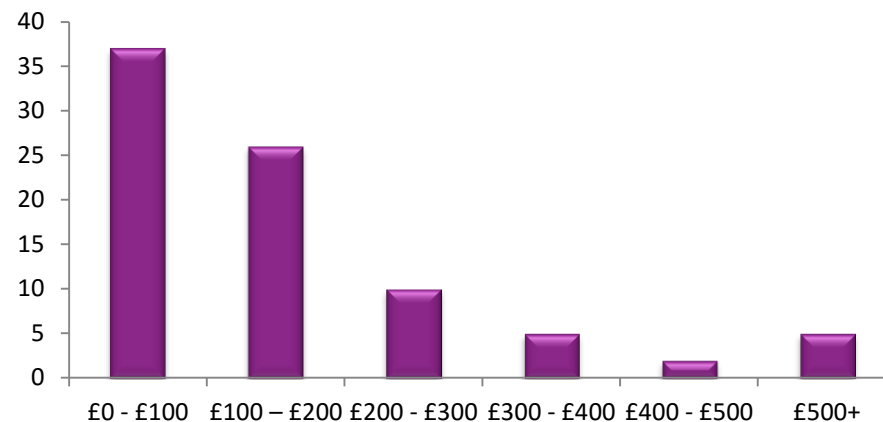
Do you always spend money at our trade exhibition at our conference?	% of responses
No	18%
Yes	82%



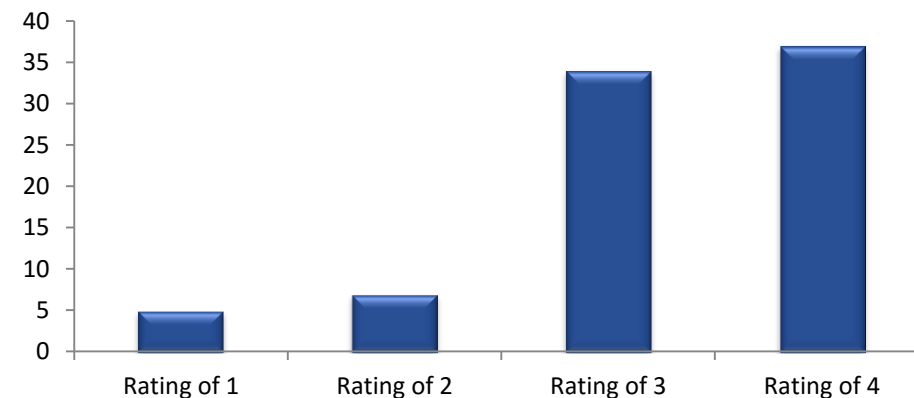
Please select the following answer that best describes your purchasing at conference:	% of responses
I am an impulsive buyer – enticed by the offers provided at the exhibition.	20%
I arrive with a list of what I need and stick to it.	5%
I am a mix of both of the above.	75%



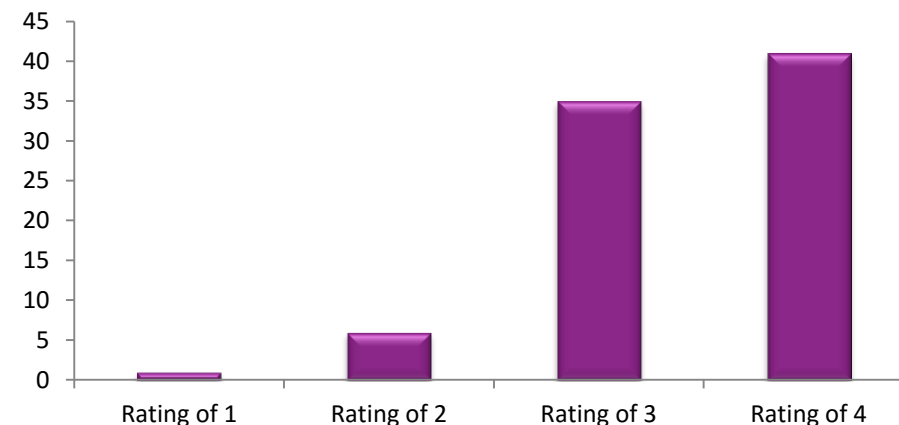
Approximately how much did you spend at our trade exhibition for conference 2016?	% of responses
Up to £100	44%
£100 – £200	31%
£200 - £300	12%
£300 - £400	6%
£400 - £500	2%
£500+	5%



What is the most important part of our trade exhibition for you? 4 – Most important to 1 – least important for the next 4 questions.	
Offers they exclusively give at our conference?	% of responses
Rating of 1	6%
Rating of 2	8%
Rating of 3	41%
Rating of 4	45%

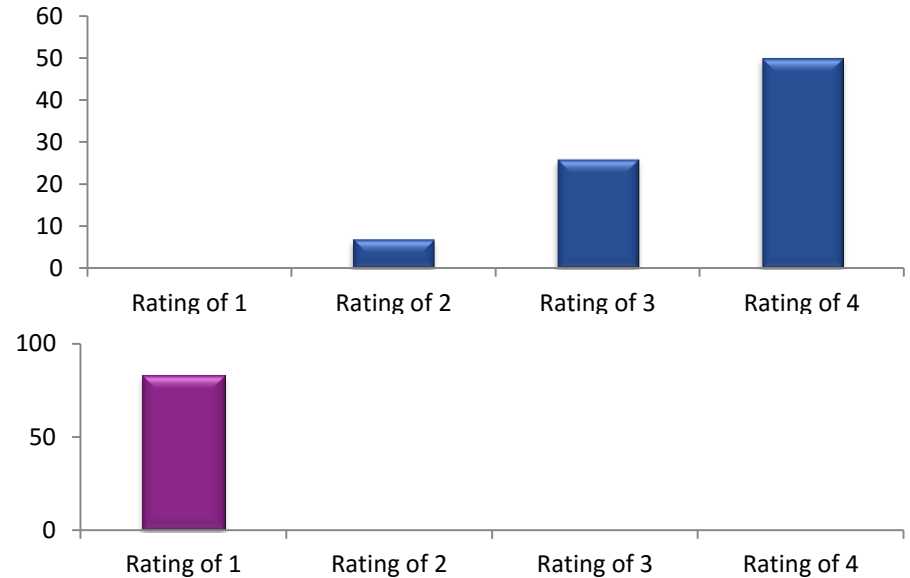


Speaking to the company directly?	% of responses
Rating of 1	1%
Rating of 2	7%
Rating of 3	42%
Rating of 4	50%



Trying out their new products / equipment?	% of responses
Rating of 1	0%
Rating of 2	8%
Rating of 3	31%
Rating of 4	60%

Looking at what they have to sell us?	% of responses
Rating of 1	100%
Rating of 2	0
Rating of 3	0
Rating of 4	0



If there was another area of importance that has not been provided, please explain below.

Able to put names to the people we deal with

Building a relationship with the companies rather than just voices on the end of the phone.

I like to keep up to date with the newest equipment that is on the Physio market and hope that the companies will bring their goods and chairs, couches equipment etc. to show us at conference.

Books x4

It's also about being kept up to date with the latest innovations and use of electrotherapy and materials.

Chance to see new things on the market

No book stall. I prefer to see the book rather than buying online

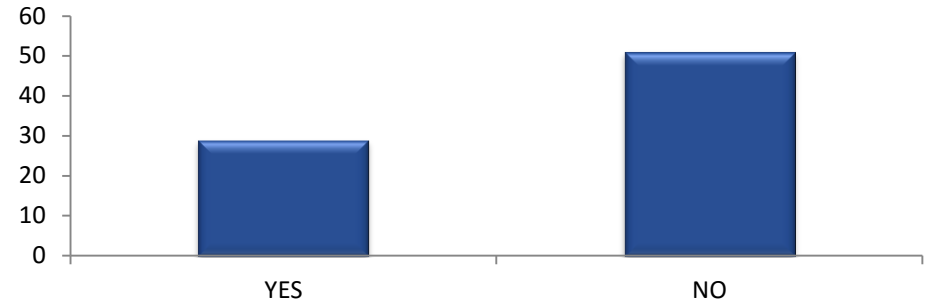
What happened to the books?

I'd ordered a piece of equipment from EMS who arranged for me to collect it from them at the conference - very helpful as it saved me being in for delivery as well as delivery charge!

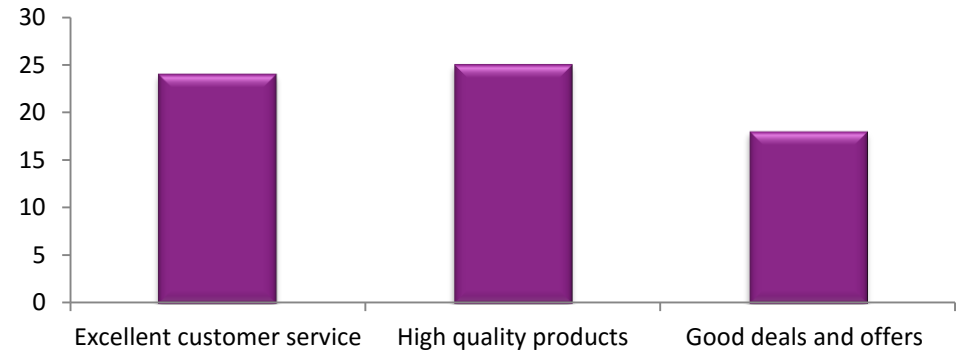
Being able to talk to companies and compare in one day - big time saver!

Seeing cutting edge developments first hand and having these at a special conference price is always appealing.

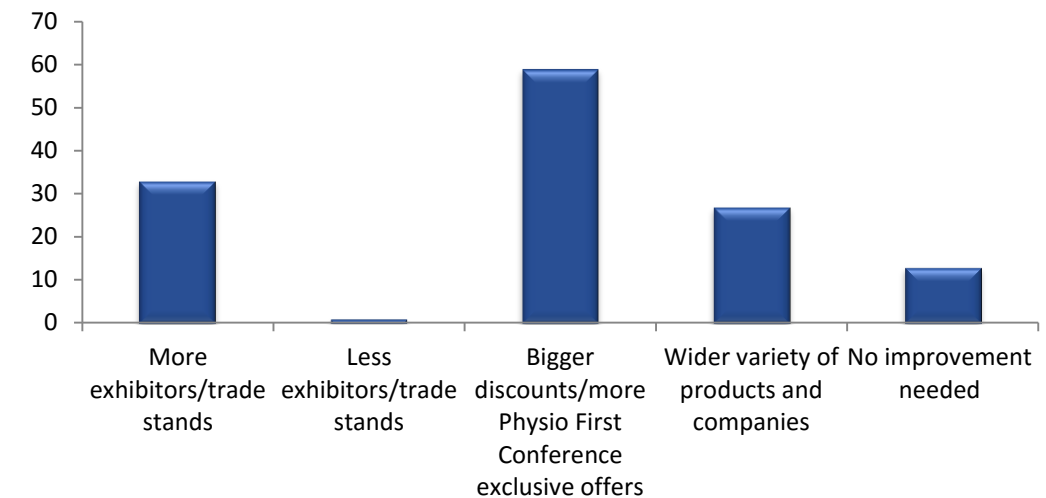
Was there an outstanding company either in service or products?	% of responses
Yes	36%
No	64%



Why did this company stand out to you?	% of responses
Excellent customer service	36%
High quality products	37%
Good deals and offers	27%



In your opinion are there any areas of our trade exhibition that you would like to see improved?	% of responses
More exhibitors / trade stands	39%
Less exhibitors / trade stands	1%
Bigger discounts / more Physio First conference exclusive offers	69%
Wider variety of products and companies	32%
No improvement needed	15%



*Please note that delegates were able to select multiple options for this answer.

If there was an outstanding exhibitor, please state which company this was, and explain why this company stood out to you.

They will bring pre-ordered goods to the conference for me.

Ossur UK - excellent customer service / high quality products.

Online Ergonomics - good deals and offers / excellent customer service / high quality products x2.

Opportunity to try out products.

Trimbio - good deals and offers.

EMS Physio - excellent customer service - they put me in touch with the person who researched LIPUS even though it wasn't their company.

The company emailed me prior to conference so they could have my order ready to collect to save carriage.

Trimbio - good deals and offers / excellent customer service / high quality products.

Patterson Medical - Good deals and offers / excellent customer service and high quality products.

Blue Zinc - as a long term customer I liked the opportunity for a product launch / update face to face.

I was particularly looking at an improved software package.

TM2 - excellent customer service, high quality products.

EMS - excellent customer service.

Sissel UK -good deals and offered, excellent customer service, high quality products x2.

66fit - good deals and offers, customer service, high quality products.

Phoenix Healthcare and Online Ergonomics - good deals, customer service, high quality products.

PhysioPod and Gravity - excellent customer service, high quality products.

Innovative product at a special price.

Do you have any suggestions, concerns or opinions in terms of how our exhibitors could improve your experience of our trade exhibition?

No x31.

No, it is already excellent x3.

Wine bottles held by stand holders like at the Scottish conference perhaps?

Find some exhibitors are not very attentive.

One exhibitor was very apathetic in their dealings with me and a friend of mine.

More products available to take away on the day! X2

Mainly more variety.

Trying, feeling, using the items.

It's just right x2.

More time allocated to look around stands (can't always get to conference before 8pm on the Friday due to the working day). It would be good if stands were available for longer either on the Friday night, after conference on the Sunday or longer between blocks of lectures

More time to view exhibitors

This year I felt trade exhibitors had more time to talk and less rushed

Some of the popular stands became inaccessible; maybe they should have a bigger area at the next conference.

Allocated demo time

Supply price lists online for ease of comparison before conference.

Busy stands e.g. GRAVITY would be good if they were manned constantly to avoid queues.

Please encourage the book stall to come back x2.

It's a very good trade exhibition.

Not really, they do a great job!

Overall there is not a lot of variety; however, I'm not sure how this can be improved as our market is what it is!? More business development and support services.

Make it more obvious what the exclusive deals are.

Physio SIG info would be good

I should have looked at who was going to be there beforehand in order to target those I was particularly interested in.

Making some tannoy announcements regarding particular products and aligning some of their products with the lecture content.

I like browsing, don't enjoy the hard sell approach - there is a healthy mix of both approaches at conference I think.

Patterson have it right, being able to see touch and use the products, so much better than online shopping.

As mentioned, some really good deals. Most of the practitioners don't have huge space to hold stock. I found I could one but small rolls of tape on offer that weekend. I had wanted to but some good priced larger rolls.

Generally good.

Have a summary of competitions on a board at the entrance to hall.

They know most of us already so personally I am looking to be able to try and feel products and build networks and relationships.

Time at trade exhibition always seems so rushed.

It seemed to be very "samey" this year; Pearl Gravity was great as something different, even though it didn't suit me. I like to see something a bit different that I can't see in a journal, and not lots of the same e.g. tape suppliers, software programmes, etc.

Keep up the good work.

Not have the trade stand staff eating food during our lunch period which was the main time we had to look at the products on offer.

Is there anything else you would like to see offered at our conference trade exhibition? For example a particular company or type of product / service that you have not seen exhibit previously?

More variety x3.

No x37.

Nottingham Rehab.

Couches have not been there for some time now.

No, it is already excellent.

Books x7.

No, but I would like to see APOS there again as I did not have a chance to speak to them

As wide a range as possible

No, good mix.

No usually a good cross section each year

More insurance companies!

Uniform

Maybe representative from other professional bodies that we work with such as Podiatrists, Osteopaths , Chiropractors, Fitness Instructors etc.

Website design advice.

Rock tape demo area

No I think you cover everything very well.

Books/ liked the chronic pain person from last year

How about some companies who have not exhibited before, and I heard several people wanting the book stand back

Acupuncture sundries

Yes, Acupuncture products/needles

More business support services - such as the Painless Practice services, marketing

More products appropriate to pelvic issues e.g. PTNS, pelvic wands, models etc.

Elsevier books

Podiatry

Gym equipment

I would like to see a submitted folder of work submitted to HCPC for audit and hear from physios who have done it.

No but live demonstrations of equipment such as muscle stim, Pilate's equipment etc... would be great, plus variety and more ability to try products.

Perhaps a stand containing new/ top products from a selection from all exhibitors

Healthy Feet, I love Grace Wax (but she's an individual massage therapist so probably can't afford to come!)

AACP CSP Reps

More insurance/reception products

In your opinion are there any areas of our trade and exhibition that you would like to see improved?

What happened to the books? X2

Bigger discounts / more Physio First conference exclusive offers x32.

Pretty good event. Music helps the Friday evening.

I want to say more exhibitors but then I would not have enough time to go around them!

I noticed that one company would sell an item claiming it was 20% off and another would be selling at that price anyway.

Books! I really miss not having the bookstall where I was guaranteed to spend!

Love the idea of using 'prizes' to encourage visiting as many stands as possible.

More time to view. It always seems such a rush. Several areas I didn't get to look at

No improvement needed other than reference books.

More trade/exhibition stands x12.

Really missed the book stall x6.

Wondered where Barrier Healthcare were this year, missed them. Also think there should be at least one stand selling acupuncture products/needles.

Less exhibitors/trade stands

Wider variety of products and companies x5

Same people each time, would be good to see some variety and also include poster presentations from research as the whole point of the weekend is educational.

Would love to be able to compare insurance companies!

There seemed to be lots of the same stuff this year. A wide variety is useful, shame Healthy Feet weren't there this year as they were brilliant last year, and I now use them all the time. How about some alternative therapy stalls, or another bookseller?

I was not aware of many of the prizes on offer despite visiting all stands.