

Editorial

*“Now is the time **not** to miss out!”*



Plus:

- QAP scheme launch
- Groundbreaking symposium planned on Goal 9
- A view on “quality” in the private healthcare marketplace
- Physio First prepares to launch online booking
- Timeline for our next annual Practice Profiling survey
- Meeting with AXA PPP
- Painless Practice delegates reflect on their seminar experience

The newsletter of Physio First November 2016

www.physiofirst.org.uk

Update



CHAMPIONING PRIVATE PHYSIOTHERAPY



■ “Now is the time not to miss out!”

As members of anything, we are bombarded with claims on our time. “Read this email” or “take part in this”, until we can’t take any more and we stop. Who has got the time? Frankly, none of us.

So why should you spend any time on what is going on in Physio First? Well, because what we as Physio First have worked on for years is now happening and because you can trust us.

By the time you read this *Update*, our Physio First Quality Assured Practitioner scheme will have launched and you will be awash with details about it. If you have not followed its development, our article on pages 3 to 5 brings it all together and will help you understand if this unique opportunity in the healthcare marketplace is for you and your colleagues or not.

Then there is our Goal 9: our idea of exploring whether it is possible to establish a private practitioner self-owned business entity that members can choose to join. It’s an initiative that has the ability to enable self-employed private practitioners to have an impact on a marketplace that has been developing in a way that has made so many of us feel like our clinical autonomy and ability to compete are being diminished.

In response to this, we are taking a big step and will hold our first ever symposium about Goal 9 at our Education Day at the East Midlands Conference Centre, Nottingham on 31 March 2017. We will explore a potential business entity in its entirety and give those attending a really good insight as to whether being involved is something to factor into their individual business strategy. It will be a member-only event with the only exception being practice managers (i.e. someone who is not a Physio First member but who an attending member can nominate as a person with a bona fide role within the business strategy of their practice).

There is also, as announced in our July *Update*, the development of our ability to use our Find-a-Physio directory as a place where patients can book an appointment directly with our members. There are details on page 7 as to how we, with our transformational partners Blue Zinc, expect to make it work with our expected launch date.

So here we are, another organisation making more demands on your time... but we are different. We are Physio First. We are your organisation representing self-employed chartered physios, run by self-employed chartered physios. We are organised, focused, positive and working very hard to champion evidence-based, cost-effective private physiotherapy. We need to do so with you, and now is the time not to miss out.

As you will read on page 7, in all of our communications with physio purchasers, all agree that the next development in private healthcare is measurable quality. The reason being that, in a competitive marketplace with all businesses having to adapt to internet technology, quality is the only way to distinguish one service from another. One private health insurer from another, one commercial intermediary from another and, of course, one physio practice and practitioner from another. The fact that a form of quality now appears in just about every other sector means that it is overdue in ours.

The easiest illustration is how we use the internet when buying just about anything now – a holiday (TripAdvisor), or a mobile phone (Which). Just about every product or service has a blog or website detailing the technical quality, quality of service and value for money.

As consumers, we expect this and very quickly learn which assessors of quality can be trusted – and only the trusted survive. In a nutshell, this is what we, as Physio First, will provide for you.

So don’t miss out. Read the articles in this issue and get stuck in. Now is the time when you, as part of Physio First, can allow yourself to feel a little like Leicester City did last season – like a member of a team who play as a team and who, together, will get the most amazing results!

My best wishes for the Christmas season.

Kindest regards,

PAM SIMPSON | CHAIRMAN | Physio First



Very very exciting news... we have launched our historic Physio First QAP scheme

Do you want to be a Quality Assured Practitioner?

Our May Update gave a lot of information about this scheme and some of that information will be repeated here to remind us and save us looking it up via our website www.physiofirst.org.uk

So where are we now, in November 2016?

We are delighted to announce that we have launched our Physio First Quality Assured Practitioner (QAP) scheme. This is open to all Physio First full and affiliate members. We are very proud of this member benefit and would like to thank all our members for your loyal support, all our volunteer physio (and non-physio) post holders, our office team and our University of Brighton (UoB) team for all of their work in enabling us to achieve this watershed moment.

The marketplace stakeholders that we have spoken to are amazed, delighted and worried in equal proportion about what Physio First has achieved through our QAP scheme, so now is very much the time, in strategic terms, to get involved in our Data for Impact project with a view to becoming Physio First QAPs and getting your colleagues on board.

What exactly is a Physio First QAP?

A Physio First QAP is a Physio First member who has input sufficient data using our Physio First Data for Impact (Dfi) tool and whose data meets the criteria used to determine QAP status as defined by Physio First in collaboration with the University of Brighton. They also need to commit to completing a validated PROM (Patient Recorded Outcome Measure) which will contribute to the overall validation of our data in the future and use a PREM (Patient Recorded Experience Measure) as individuals in their practices.

Why do we need this scheme?

Society and the healthcare marketplace in 2016 demand authenticity. Validated data can be turned into evidence of authenticity in so many ways.

In everyday life, we give and share data everywhere we go – from interactive fitness apps to retail reward cards and hotel loyalty discounts. In the healthcare marketplace, authenticity means being able to prove our cost effectiveness – our value for money. In our world as self-employed private practitioners, this is demonstrated by measurable quality treatment with outcomes. Please see our article, page 7, on quality and how it is becoming critical in the private healthcare marketplace.

How do I become a Physio First Quality Assured Practitioner?

All applicants must firstly be members and be inputting data into our continuous web-based Data for Impact (Dfi) project. To receive an individualised report and be assessed against our agreed baseline criteria, we must have submitted 50 discharged patient data sets for analysis by the University of Brighton (UoB).

This Physio First data bank is analysed independently from Physio First by the University of Brighton and it is from this data that a baseline for defining robust and defensible “quality” has been set. Any participating practitioner can be termed a Physio First Quality Assured Practitioner if they demonstrate outcomes in their individual data that are above this. In the future this will be independently verified by their patients completing a validated PROM, and possibly an additional PREM. At this time, we are not specifying which PROM or PREM, but these will be developed next year.

How has the baseline been set?

Our Physio First research and development sub committee, together with our University of Brighton team, have agreed realistic outcome levels based upon an “equation” of outcomes that directly relate to questions in our Dfi tool. It is these outcomes that together form our QAP baseline.

We have already established that we have enough geographical coverage of current participants to demonstrate that our national data bank is representative of our whole membership – which is both fabulous and unique.


Which parts of our analysed data make up the Physio First QAP baseline?

The following areas of our Dfi tool form the agreed Physio First QAP baseline “equation”:

- Goal achievement
- Outcome of referral
- Number of treatments
- FPS (functional, physical and subjective) score changes between initial and discharge appointments
- Time between referral and commencement of treatment.

In addition to these, a validated PROM will need to be used by each Physio First QAP, as these provide the independent patient perspective. The next step in the development of our Dfi project will be to enable it to automatically collect PROMs directly from the patient and match them to the data collected by the individual clinician. This gives a further but necessary layer of independent validation.

Will outcomes continue to be monitored after first achieving Physio First QAP status?

Yes. We are aiming for an elegantly simple process of ensuring that 



Physio First QAPs constantly meet the baseline. Without this sort of ongoing monitoring, the credibility of our whole scheme would be undermined. We will publish the finer details on our website and by e-alert to every member who signs up to our Dfl project.

Do I collect data on every patient?

We started slowly, asking members (with advice from our UoB team) to be random in their selection of patients for data input. However, to be really robust and defensible and in consultation with our University of Brighton team, we have concluded that we have to ask members to collect data on every new patient, as this removes bias. Don't forget, the more patient data we enter, the nearer to being QAP we become as we will collect the necessary amount of data more quickly. The more data we collect, the more robust the analysis and the evidence of just how cost-effective private physiotherapy practice is. If we collect data on every new patient, we cannot be criticised for any form of bias regarding data entry.

Is it acceptable to collect data during a patient's treatment?

We are also aware of the HCPC Physiotherapy Standards of proficiency - Standard 12, which can be found at this link: http://www.hpc-uk.org/assets/documents/10000dbcstandards_of_proficiency_physiotherapists.pdf

This standard requires registrant physiotherapists, among eight other points, to be able to assure the quality of their practice and recognise the need to monitor and evaluate the quality of practice and the value of contributing to the generation of data for quality assurance and improvement programmes.

So for the collection of data to become a recognised part of patient care, there needs to be a change in culture that we feel confident can be led by Physio First members who join our Dfl project and who also become QAPs. It really boils down to communication between the

clinician and the patient, so that our patients can learn the value of data collection to patient care.

So in direct answer to the question, we think that the collection of data during a patient's treatment session is not only acceptable but an inevitable development in healthcare that is supported by the HCPC regulations referred to above, published in August 2013. It will, however, take time for this practice to become something that we all feel comfortable doing.

Why is this data different from that collected by private medical insurers (PMIs) or commercial intermediaries?

Our data is about true outcomes. It's about a combination of factors that reflect the severity and complexity of a condition, the goals of a patient and the ability/competence of the therapist to manage that condition effectively. This is a unique equation that we believe, and other marketplace stakeholders echo, has no equal in the physio healthcare world at the moment either nationally or internationally.

Other really important factors are:

- As Physio First, only **we** own all our data – no one else – which leaves us free to make collective decisions about how we share this, with whom and with what aim. We will always work with our members to champion this data.
- The baseline has been set through the collaboration of Physio First and the independent University of Brighton using **our** data.
- Our QAP quality kite-mark is **ours** to use and sanction as Physio First – again, no one else's.

I already collect all my own clinic data, is that not enough?

Of course we should all already collect our own data and many do this through a practice management software system. The difference with our Physio First Dfl collection project is that the data collected is through a validated standardised data collection system that is then analysed by a third party

(the UoB) against the average in our growing data bank. This results in the UoB team being able to measure “apples with apples” independently of any individual bias. The data we collect within our own practices is not standardised nor analysed by a third party and so is not defensible in the same way.

I would like my whole clinic to be a QAP clinic. How do I do that?

Our research and development sub committee, together with the UoB, will be working on this next year. Our Data for Impact project has been a member benefit since it began (albeit under a different name) 12 years ago with the huge support from PPEF, Physio First and our UoB team.

It therefore makes sense that, to achieve our Physio First QAP kite-mark, every participating clinician must be a Physio First member. It would be foolish and unfair to spend our members' subscriptions and the enormous investment of our volunteer and employed post holder time and energy, to now give this away to non-members.

We are considering if, when all MSK clinicians in a practice are members and QAPs, it will be possible to award a “clinic” QAP status. There will be much more about this next year, as we can see the obvious advantages of this, but each step takes time and unavoidably requires careful consideration and planning to make it work. In the meantime, if you wish to work towards this clinic status, we would suggest you encourage your non-member colleagues to join and start collecting their own data and become Physio First QAPs.

So isn't this all about recruitment for Physio First?

Although this question could be regarded as cynical, it is a fair question. The answer, however, is “absolutely not!”



Our Physio First QAP scheme is all about the future of self-employed private practitioners and their employees. Having sufficient numbers of QAPs and an impressively large data bank will enable us to champion just how evidence-based and cost-effective we are. Our volunteer post holders do not give up such significant time and energy just to attempt to swell membership numbers – they do it because they believe our QAP scheme to be a uniquely powerful tool in our fight to protect our autonomy and in our ability to compete in an increasingly competitive marketplace.

That said, we do want as many self-employed private practitioners (and their employees as affiliate members) as possible to join us!

I want to be a member of Physio First and am happy to collect data but don't feel I want to become a QAP.

Will this matter?

No, of course not. There will be some of us who choose not to become a Physio First QAP because this sort of scheme does not match our own business model, type of practice, future plans or time of life. Physio First will continue to benefit all members.

What will happen if my individualised report falls short of the baseline?

There will be some of us whose data might not quite meet the baseline. The UoB will contact those members to let them know which outcome measures showed a variance below the baseline. This will then enable individuals to target these for improvement through our continued professional development (CPD). Physio First as an organisation will never know which members do not meet the baseline and these members will never be identified by the UoB in any circumstance.

In addition, our education programme will be targeted towards broad areas, identified by the unstacking of our data, where member outcomes would benefit the most from CPD. Our annual conference speakers, education

programme tutors and *In Touch* authors will all be asked to shape their presentations, courses and articles to help all members improve on outcomes.

This means that anyone wishing to become, and remain, a Physio First QAP, as well as those of us who have chosen not to, will have access to our Physio First education programme based upon helping all members improve their patient outcomes where the evidence shows that the need is greatest.

I am a sole practitioner – all my patients are returners or recommended by other patients and are mostly self-paying. Why would I join the scheme?

We are sure that, as private practitioners, we all want to feel confident enough to shout about our quality and ability to prove our worth through our outcomes. The public understand the words “quality assured” and to be able to market ourselves as such through our Physio First QAP kite-mark will not just feel good, but will future-proof our practices.

We have a plan to market our QAP scheme vigorously to all marketplace stakeholders including directly to the public. The more QAPs we have, the more effectively we can do this.

What if my practice is non-MSK focused? Can I become a QAP?

Not yet. Our 2016 Practice Profiling survey demonstrated that more than 90% of Physio First members have MSK as their main specialty. However, in the next phase of our journey, Physio First will investigate how our QAP scheme can be expanded to include other physiotherapy specialisms in private practice.

That said, our other Big 4 unique member benefits apply to all members whatever their expertise, so Physio First remains the “go to” organisation for all self-employed private physios.

I only work part time, I would love to be a QAP as I think I can achieve this, but it will take me a very long time to collect sufficient data sets. Is there anything I can do?

We will consider this within our research and development sub committee in the coming months. We may need to reflect working hours with the number of data sets required, but we are just working out how we can do this and still be able to say confidently that “we have enough data to prove quality”. We will communicate our progress as soon as we have a potential solution. In the meantime, the best advice is to join our Dfl project and start collecting now while we work this out.

What might an organised network of Physio First QAPs be able to achieve?

We have had a plan in place since 2013 to work towards our Goal 9: the creation of a business entity or business entities that are private practitioner owned and that can compete in the marketplace with private medical insurers, commercial intermediaries and even expand self-employed private practice beyond its current boundaries. For more details on this, please see the article on page 6 about our Goal 9 symposium.

If I become a Physio First QAP, do I have to be part of this separate Goal 9 entity?

Absolutely not. As with everything, this will be an individual business decision. You may wish to market your Physio First QAP status directly to your patient group. Alternatively, you may wish to join with others where you share the risk of entering the marketplace as a profit-sharing supplier of physiotherapy and then of course share the rewards of success once trading.

So there you have it! There is a lot to think about, but really the message is: now is the time not to miss out. Now is the time to get involved. For full details go to our website on www.physiofirst.org.uk and watch out for our e-alerts.



Groundbreaking symposium planned on Goal 9

This is an introduction to what will prove to be an amazing event in the history of Physio First. Details will be published as we progress towards it.

We have planned a day that will bring together individuals who have been thinking about Physio First's Goal 9 for a long time but who, in the last few months, have been motivated to think more deeply because this thing that we call our Goal 9 looks like it can actually happen.

By way of explanation, our Goal 9, as produced in June 2013, requires us to **“investigate so that we are able to understand, explain and judge the:**

- **potential impact of co-operatives (i.e. physio owned/controlled business entities)**
- **elements of real branding (that incorporate measured quality and competence)”**

Whether we could ever deliver on this Goal, or even properly contemplate it, depended entirely upon Physio First getting through Goals 1 to 8, which we are now doing.

You will also have read on the previous pages about how our QAP scheme, another product of our strategic journey, has now launched. All of this means that, as Physio First, we now have both the opportunity and the focus to address our final goal and we will find the time and energy for it.

The day itself will be groundbreaking and so exciting!

We will bring together Rich Katz, who has run a network of more than 1,200 private practitioners in north-west USA for more than 20 years; James Butler of Painless Practice who has been coaching self-employed private practitioners in business skills for more than 15 years; Kyle Lunn of Blue Zinc (manufacturers of TM2/TM3 and Pronto software) who has been interacting

with both purchasers and providers in our marketplace for more than 15 years and our own General Secretary Paul Donnelly, who has been in that role for nearly 16 years.

These speakers will be joined by a panel of other contributors who will make the day unique, groundbreaking, thought provoking and entertaining.

We are calling it a symposium rather than a workshop or a course because the definition of symposium is “a conference or meeting to discuss a particular subject”, which most accurately describes what this day is for.

We intend to make it one of “discussion”, i.e. interaction with attending delegates, greatly facilitated through the audience participation tool “Sli-do” (<https://www.sli.do/>) that was so successfully trialled at our conference this year.

We expect keen interest from members and our Chairman has specifically written to those members whose engagement with Physio First can be measured through their participation in 2 of our 5 Big unique member benefits. These are members who have both signed up to our private trusted LinkedIn forum and who have been generous enough to contribute to our annual Practice Profiling survey. Our Chairman's letter acknowledges their engagement and suggests that they think seriously about attending this day to be as informed as possible about our research and recommendations around our Goal 9, but also to avoid missing out on a place.

We will hold our symposium in the main lecture hall at the East Midlands Conference Centre, which will give us maximum seating capacity, but with such a unique opportunity, there is the possibility that we could sell out... and fast!

The five learning outcomes for the day (which will be refined as we near the event) will be to enable members attending to be able to explain:

- What a self-owned private physiotherapy business entity is
- Why Physio First thinks that this is something that Physio First members should contemplate now
- What the first one might look like
- When the first one is likely to be established
- Whether, as a delegate, you should plan to become involved or not.

So, if you have not received a letter from our Chairman, please do think about signing up for our private trusted LinkedIn forum and avoid missing what generous members are helping each other with and please do take part in our annual Practice Profiling survey. Please note that our 2016 survey closed on 14 October 2016 with our 2017 one opening in the first week of December 2016 (more information to come) – but there is a little more detail on page 8.

As per our Chairman's editorial, “now is the time not to miss out”, so if you are interested then do book your place. The rates are exactly the same as with any Physio First Education Day event (up to £165, with a £10 discount if you book online). Please remember that it is the day before our annual conference, so do also consider staying for that too and perhaps use the whole weekend to talk about our Goal 9 to colleagues and to hone your own thoughts on what might become an important part of your future.

To book your place now, please go to www.physiofirst.org.uk or contact the office on **01604 684968**.



A view on “quality” in the private healthcare marketplace

Our Chairman mentioned in her editorial above “... ***in all of our communications with physio purchasers, all agree that the next development in private healthcare is measurable quality. The reason being that, in a competitive marketplace with all businesses having to adapt to internet technology, quality is the only way to distinguish one service from another. One private health insurer from another; one commercial intermediary from another and of course one physio practice and practitioner from another and the fact that a form of quality now appears in just about every other sector means that it is overdue in ours.***”

In all of our communications with these marketplace stakeholders, to include

the CSP and academics, there is a huge debate over some very simple but key questions such as “what is quality?”, “how do you define quality” and “how do you measure quality?”

For reasons explained in our article on our Physio First QAP scheme, we believe that we have answered all of these questions, not as perfectly as we would like, but in sufficient clarity to enable us to roll out our scheme. Part of the challenge for every stakeholder within the private healthcare marketplace and indeed within the NHS, where squillions are being invested in answering these questions, is that there is so much to think about.

So much in fact that many, and arguably all other quality initiatives that

we have heard about, have found it difficult to get off the starting blocks. This is why our Physio First QAP scheme is so brave, so unique and so opportune in terms of giving Physio First members at least the opportunity to gain a head start in the private healthcare marketplace.

The simple fact is that, like every new invention, competitors will copy the idea very quickly. If, like Apple, we do not sit on our laurels and assume we have made it, and as soon as we launch our QAP scheme we continuously seek to make it more marketplace ready, then it will remain a marketplace asset created by Physio First members, that will help us make that impact on our marketplace that we have searched for, for so long.

Physio First prepares to launch online booking

By now, you will have had a chance to explore our new website and our revamped Find a Physio directory site. Thanks to our transformational relationship with Blue Zinc, patients will soon be able to book an appointment directly with registered members via a new online booking feature.

Due to be launched in early 2017, online booking will make receiving referrals and appointments much easier for Physio First members.

What are the advantages of signing up to online booking next year?

Key benefits include:

- Convenient, quick and easy to set up
- Automatic appointments in your diary – notified by text and email
- Upload your availability easily
- Reduce admin time
- Safe and secure – using the industry’s leading referral technology, Pronto Network.

What is Pronto?

Physio First’s online booking tool will be delivered by leading technology software Pronto from our transformational partners, Blue Zinc. The Pronto Portal is a standalone online diary that allows you to share your availability with Physio First’s Find a Physio service. When bookings are made using Find a Physio’s online booking, you’ll be notified instantly by email and text. This may give you a convenient way of gaining new patient referrals and booking, with the least amount of administrative effort. It can be used whether you have existing practice management system software (TM2/TM3/PPS) or not (using Pronto Portal).

How much will online booking cost?

This service is included as a membership benefit for Physio First members. However, Pronto will charge you a nominal processing fee per appointment that is booked online.

The cost varies depending on whether you are an existing TM2, TM3 or PPS user.

Existing TM2, TM3, PPS users:

Setup – £0

Find a Physio referrals – £1.20 including VAT

Pronto Portal

(i.e. not a TM2, TM3, PPS user):

Setup – £5 (one-off fee)

Find a Physio referrals – £1.80 including VAT

How do I sign up?

We are currently testing the system to make sure it works effectively and we will be sending you an e-alert to enable you to register your interest for online booking in December. This is in readiness for launch in early 2017 and to enable the Pronto team to contact you to become activated on our directory. ➡



Don't worry if you miss our e-alert, as you will be able to register at a later date.

Will Physio First members continue to receive 10% off TM3?

Yes, members will continue to receive 10% off TM3 as part of our transformational relationship.

Can other members of my clinic receive appointments?

As long as they are a member of Physio First they will be eligible to receive appointments via online booking.

Can I expect this service to drive business to my clinic?

There can be no guarantees, but this is something that, together with Blue Zinc and possibly other marketplace partners, we will experiment with.

How important is an online booking facility to my existing customers?

We intend to monitor this as we deploy the service, but we strongly suspect that many patients who have come to private practitioner clinics before and who want to either return or refer, will not only appreciate the opportunity to

book an appointment 24/7 but, in future, will come to expect it.

How much will this cost me to use regularly?

This will depend upon how you manage your patients. For example, existing patients with a new episode of care may be encouraged to just book an appointment online for their first new appointment. After that, they will most likely agree an appointment with you at the end of each treatment session – so the cost could be as little as £1.20 or £1.80 per episode of care.

■ Timeline for our next annual Practice Profiling survey

Again, this is about not missing out.

If you have not completed our 2016 survey then don't worry as by the time you read this article, our 2017 annual Practice Profiling survey questions will have been finalised with a view to it going live in the first week in December. Our timetable for publication of this report is February 2017.

We estimate that it takes approximately five minutes to complete this survey, which is about the same as for our 2016 survey. The point is that it is such a small investment of time and energy for such valuable unique marketplace information that it would be difficult to justify not participating. What's more, the higher the numbers who participate the more robust and reliable the report becomes.

Here are some comments posted on our private trusted LinkedIn forum from members who took part in our 2016 survey:

"Fascinating read and eye-opening! Some very interesting figures showing how far we have come but also so worrying figures highlighting how we are seriously lagging behind others in terms of our business footprint on the grand economic scale of things"

"Agree, some aspects were a little worrying, most of all that some responded income was equal to profit"

"I thought the unstacked results were very insightful"

"Indeed v interesting. The low reliance on PMI and intermediaries made me

wonder why we seem keen to jump through so many hoops!"

"I have just read my copy of the Practice Profiling survey. Very enlightening as I fit the profile of the average colleague exactly! Can I encourage all practices to get involved in data collection as only with us networking in this way can we get this important information to assist us with our battle in a very competitive marketplace"

So please do diarise completing our 2017 survey, which will open in the first week of December, in order to have your data included in the report and to receive a copy of the report itself. It is one of Physio First's Big 5 unique member benefits, that like all the others, you only get if you engage.

■ Meeting with AXA PPP

Our Chairman and General Secretary met with Julia Suckling, Head of Specialist Relationships and Samuel Pointer, Team Manager in Specialist Recognition, both from AXA PPP, on 7 September. The meeting was in response to our correspondence to AXA

PPP and to "see if we can move the relationship on".

What we learned from our meeting was that AXA PPP:

- are really interested in the work Physio First are doing around our Physio First

Quality Assured Practitioner scheme

- are happy that they have great provider coverage

- wrote to a cohort of private physios earlier this year because of an historic anomaly, i.e. that they had no formal written contract with them and



- therefore no agreed treatment fee rates
- should have given Physio First the heads-up and do agree that the letter sent to providers was unnecessarily negative
 - don't always know how one individual is connected to another, which is why some AXA PPP providers in a practice will have received a letter and others in the practice will not have
 - regard the reference to "acupuncturist" in their published fees

- as an historical legacy as they have very few, if any, acupuncturists anymore
- are taking the view that if any provider has decided to cut ties with AXA PPP that they will still be open to negotiating with them in the future
 - do most of their own triage in house:
 - ▶ they do use Nuffield to triage if their own service is overwhelmed
 - ▶ the criteria that AXA PPP triage use with regard to where to send patients is that if the patient has a

provider in mind then they are referred to them, but in the absence of that, the triage priority is to send them to Nuffield for treatment.

The conclusion that we have drawn is that Physio First as an organisation cannot work with AXA PPP as there is insufficient strategic or cultural synergy. That said, we have agreed to meet from time to time and our next meeting should be in 2017.

Painless Practice delegates reflect on their seminar experience

Although it seems ages since Physio First and Painless Practice formed our strategic relationship, it was only announced in our March 2016 *Update*. Since then, Painless Practice has very nearly completed its first six business seminars, which were designed to support members alongside Physio First's own strategic journey.

Here are eight reflections from Painless Practice delegates about their experience attending their seminars this year. Very interestingly, they mirror exactly what Physio First has learned over the last few years.

1) Commit your plan to paper

When asking delegates if they have a business plan, we get varied responses, the most common of which is "yes, it is in my head". A few do have fairly intricate, written plans in place but have not referred to them in years. Articulating your thoughts and dreams for your practice and committing it to paper just seems to create a different dynamic and greater enthusiasm and momentum for practice owners. Having regular opportunities to review progress and monitor the overall direction of the plan is then another significant step.

2) Take proactive action

One of the most common challenges we hear from delegates is that there is simply not enough time. We all have the same 24 hours in a day. It is extremely easy to get into the mode of "drift" and slip from one hour to the next and before you know it another day, week and month has passed with little to show for it. In order to make your plans happen, a degree of discipline and focus is required. Imagine filling a glass jar with sand, pebbles and rocks. The rocks represent the important tasks which will move your practice forward, the pebbles the necessary day-to-day management and the sand the daily trivia. If you put the sand into the jar before the pebbles, you'll probably find it difficult to fit the rocks in last. Be proactive with how you use your time.

3) Get your message right


Marketing is a word that does not sit well with almost all delegates attending our courses. Helping them to deeply connect with why physiotherapists do what they do has made a massive positive impact on their view of "selling themselves". We refer to the incredibly powerful TED talk by Simon Sinek – The golden circles. People don't buy what you do, but rather why you do it.

Once you can really understand the benefits you provide to your patients and connect with your desire to do that for many more patients, marketing becomes exciting and not such a frightening mountain to climb.

4) Be social online

Social media has taken the world by storm and it's at one's peril not to get involved. Delegates who have taken time to step back and create a social media strategy rather than just diving in and haphazardly posting things, are reaping the benefits with more engagement and a higher flow of new and returning patients.

5) Have the right people in the right seats on your bus

Another massive challenge facing physiotherapy practices today is getting the right team on board and then having the leadership skills to inspire, motivate, retain and reward the team. Practices now need to have a really innovative, proactive recruitment strategy to attract the best candidates to the practice. Two key learnings our delegates have taken from the "Managing People" seminar are the very simple messages of "hire slow and fire fast" and "hire for attitude, train for skill". 



6) Keep on top of the numbers

We all know the old saying “you can’t manage what you can’t measure”. A key take-away by the delegates was all the things you should be measuring in order to manage your practice better. In a lot of cases it’s not that you can’t measure but rather that you don’t measure. Numbers are not something to be left until year-end when you send all the info to your accountant and wait a few months to find out how the year was. We encourage you to think about what information you need on a

weekly, monthly and yearly basis to make sure you are able to make proactive decisions to improve the patient experience and efficiency of the practice.

7) Persevere

If running one’s own business were easy, everyone would be doing it. It takes complete commitment, focus and perseverance. Well begun is half done – you need to see your plans through and persevere through the obstacles that you may come up against.

The marketplace for self-employed private practitioners and for trade associations like Physio First is more challenging than ever before and so learning from these reflections is a must. For help to meet the challenges, do consider the Painless Practice seminars, as we all need help.

You can call them on **01491 659073**, or alternatively, if you would like to send an email please do so at support@painlesspractice.com



Tips from our team

2017-2018 subscription and direct debits **Why not save yourself £10 and set up a direct debit today**

Great news for full and affiliate members: by completing and submitting a direct debit instruction, you will save **£10!**

Our new membership year begins on 01 April 2017 and any current direct debits will be taken on or after this date.

If you already pay by direct debit but have had a change in bank details since April 2016, we would require you to complete another direct debit instruction.

You can find this form on our website www.physiofirst.org.uk

- Log in with your membership number and password
- Click on **My Physio First**
- Click on **Renewals**
- Scroll down to **Direct Debit Instruction**, where you can print off a form to complete and return to the Physio First Head Office.

All direct debit instruction forms must be signed and posted to:
Physio First, Minerva House, Tithe Barn Way, Swan Valley, Northampton, NN4 9BA before **Thursday 23 February 2017**. After this date, renewals will be taken manually and therefore will not benefit from the £10 discount.

Data for Impact

Data for Impact is our online data collection project which allows us to analyse your clinical data and use it as an evidence base to help improve the efficacy of private physiotherapy.

The University of Brighton analyses and collates the data into a national interim report every two months, which members can access on our Physio First website.

How can you use it?

Data for Impact can be used to collect, record and view anonymised patient data and assess the outcomes of treatments and patient trends.

Data reports can support continued professional development training needs and your own application to be one of our new Physio First Quality Assured Practitioners.

Standardised data can be analysed and used to measure your patient outcomes. It shows the public and your patients the quality and efficiency of private physiotherapy.

For more information about our Data for Impact study, please visit our website www.physiofirst.org.uk or call the University of Brighton on **01273 641802** and Physio First on **01604 684960**.



Physio First AGM 2017

East Midlands Conference Centre, Nottingham

Our Annual General Meeting, open to all members of Physio First, will take place in Nottingham on Saturday 1 April 2017 at 16:05hrs.

Physio First members are invited to submit motions for inclusion on the agenda of our AGM.

These must be proposed and seconded, and reach the Physio First office by Monday 16 January 2017.

Please address your submissions for the attention of Pam Simpson, Physio First Chairman, and send to:

**Physio First, Minerva House, Tithe Barn Way,
Swan Valley, Northampton,
Northamptonshire NN4 9BA**
or email minerva@physiofirst.org.uk

Regional news

EAST ANGLIA

Regional Officer: [Elizabeth Palmer](#)

Tel: 01603 881184

Email: east.anglia@physiofirst.org.uk

**Park Physiotherapy, Leys Farm,
Leys Lane, Hockering, Dereham,
Norfolk NR20 3JE**

It was really good to meet East Anglian members, and also non-East Anglian Physio First members, at the two courses this summer. These are great networking events as well as being CPD opportunities.

In July 2016, we welcomed Sid Ahamed to Bury Physio for his "Treatment of adolescent sports injuries (part 1)". This was a fascinating insight into an area that only a few of us have to deal with and only made us want to know more. Sid is a great teacher who really knows his subject well and has wonderful stories to help us remember the pathology.

In September 2016, Mike Antoniades came to Norfolk for his "Five phases of the knee rehabilitation". This was way more than exercises for the knee. He has a completely unique approach to rehabilitation which incorporates the

latest research into neuroplasticity in his exercise programme.

He was due to return in November with his "Five phases of the back rehabilitation". This is having to be postponed, but if you are interested in attending please let our events administrator know at Physio First.

We are hoping to have two courses in East Anglia next year:

Sid Ahamed with part 2 of "Treatment of adolescent sports injuries": "Reappraising entrapment neuropathies" tutored by Annina Schmid.

East Anglia is a large area and I would like to try different venues across the region to balance out the travelling distance for members. If you have a practice that we could use, then please contact me (east.anglia@physiofirst.org.uk) or events administrator (education@physiofirst.org.uk). A free place on the course is given to the practice holding the course!

Elizabeth Palmer

ESSEX

Regional Officer: [Claire Oldroyd](#)

Tel: 01371 810681


Email: essex@physiofirst.org.uk

**Great Bardfield Physiotherapy Practice,
Lyndale, Mill Road, Great Bardfield,
Essex CM7 4QG**

For those of you who were there, I am sure you will agree that we had a very successful course with Sid Ahamed in Chelmsford.

Next year, there will be a half-day course on the Microcurrent – watch out for that. And don't forget conference: Body, Brain and Business on Saturday 01 – Sunday 02 April 2017, with Education Day on Friday 31 March 2017, in Nottingham. I do hope to see many of you there.

When hosting courses, I am always surprised how few members are involved with LinkedIn and Data for Impact. These are for your benefit, your privilege and right as a member – please use them.

Details to be found on our great new website www.physiofirst.org.uk 



Have a good Christmas break!

Claire Oldroyd

KENT

Regional Officer: Anna Carley

Tel: 01622 691251

Email: kent@physiofirst.org.uk

**Maidstone Physiotherapy Clinic,
116 A London road, Allington,
Maidstone ME16 0FN**

Hello Kent members.

Firstly, I'd like to thank you so much for all your ongoing support by attending the regional courses. The Kent committee do a fantastic job running these CPD events for us and my immense thanks go to them also.

We were thrilled by the success of our recent "Ergonomics & workplace assessment" course.

Once again, I can't encourage you enough to join the Physio First LinkedIn forum (instructions on website under FAQs). Some of this week's topics have included secure emailing rules, charges for sub-letting rooms and recommended courses. In addition, remember to sign up for Data for Impact to start collecting that important patient information that will enable you to gain QAP status.

Dates for your diary

We're extremely lucky to have booked the internationally renowned pain specialist physiotherapist Mike Stewart to the region next spring to talk to us about managing patients' persistent pain conditions. Please visit his website (knowpain.co.uk) for more information on his work/history.

Date:

- 02 March 2017 19:00hrs – 21:00hrs
- Registration and refreshments from 18:30hrs
- The Swan, 35 Swan Street, West Malling, Kent ME19 6JU

Cost:

- (Inc. USB flashdrive with course content)
- Members £45 – Non-members £55

Please send cheques payable to "Physio First" by 10 February 2017 direct to Liz Worsley, Laverstock Physiotherapy, Atman Clinic, 8 Chilston Road, Tunbridge Wells, Kent TN4 9LT. Email: lizthephys09@gmail.com for more info.

Places are limited so book early to avoid disappointment!

Have a fabulous Christmas break and I look forward to seeing many of you in 2017. Remember to drop me a message about anything at all on kent@physiofirst.org.uk.

Thanks.

Anna Carley

MIDLANDS

Regional Officer: Susannah Solt

Tel: 01926 800101

Email: midlands@physiofirst.org.uk

Active Now Physiotherapy and Sport Injuries Clinic, Turkey Farm House, Brownley Green Lane, Hatton, Warwick CV35 7PE

Hi all.

It was lovely to see some of you on our "Connective tissue and fascia part 1" day course in September 2016. This course proved very popular and I had a waiting list for places, and after overwhelmingly positive feedback, I have asked Michelle Watson, our tutor, for another part 1 course in January 2017 and then a part 2 later in the year.

If you missed it the first time, keep an eye out on the website at www.physiofirst.org.uk for the next one!

If you are looking to expand your practice into local businesses and raise your profile with them, we have a one-day "Display screen equipment (DSE)" course running on 10 December 2016 in Birmingham with Stuart Nottingham. This is designed to give you the confidence to deliver a thorough, competent assessment. Of course, once businesses know you, you'll become the obvious place to provide physio too!

My plans for other courses are under way too, and we have an evening talk on "MRI scanning for the lumbar spine – sorting out the wheat from the chaff" with Radiologist Dr David Beale at Heath Lodge Clinic near Solihull scheduled for 19 January 2017 from 19:00hrs – 21:00hrs. This will be an interactive session looking specifically at when MRI scanning is relevant, given that so many changes on MRI are now considered within the realms of "normal".

I'm in discussion with the West Midlands Surgical Training Centre in Coventry about our next anatomy course there, using the amazing plastinate models guided by the Professor of Anatomy, which will hopefully be in February 2017, details to follow.

Information on all these regional courses can be found on our website.

I hope you're finding our private LinkedIn forum useful (details of how to join at physiofirst.org.uk). There have been a lot of interesting threads as always, and it's such a good source for tapping into other members' knowledge. As you will have seen in this issue, the Quality Assured Practitioner (QAP) scheme is being fully launched, using supporting data from the Data for



Impact project – if you’re not yet involved, sign up and get started – you’ll wonder why you didn’t do it before, it’s really straightforward and not time-intensive!

And finally, if you are based in Herefordshire or Shropshire, I would particularly like to touch base with you as it would be great to get to know some of you in that part of the region and I’m aware that courses tend to be quite a long way for you to get to – please email me at midlands@physiofirst.org.uk. – thanks!

Susannah Solt

NORTH EAST

Regional Officer: Tracy Millar
Tel: 07875 027178
Email: north.east@physiofirst.org.uk
32 Acton Place, High Heaton, Newcastle upon Tyne NE7 7RL

Hello North East members.

I hope you are all well and staying warm this autumn.

The launch of our Quality Assured Practitioner (QAP) is here! This is a huge opportunity for each private practitioner to be part of unparalleled data collection. If you haven’t started to enter your data sets, now is the time! The new website is easy to navigate and there is step-by-step instructions to get started with your Data for Impact (Dfi) to become a QAP.

You will also find details on our website about our fabulous 2017 conference, in addition to updates on LinkedIn. The line-up of speakers looks fantastic... again! “Body, Brain and Business: tools for success”. There is guaranteed something for every private practitioner, their associates and colleagues! Keep your eyes peeled for some unique and engaging CPD opportunities with this year’s Education Day. Don’t miss out on Early Bird 2 which finishes on 6 January 2017.

As you will have read in the core of this edition of *Update*, the full-throttle journey to Goal 9 and achieving our intent continues. Engagement from each member is vital, start today if you haven’t already.

Tracy Millar

NORTH WEST MET

Regional Officer: Paul Gibson
Tel: 01895 638841
Email: nw.met@physiofirst.org.uk
Ruislip Physiotherapy and Sports Injury Clinic, 15 West End Road, Ruislip, Middlesex HA4 6JE

Small fish/big sea! This is how I/our clinic feels sometimes.

This got me thinking about how Physio First has helped me with this. Since I have got more involved in Physio First, I have found two ways that have really helped me feel part of a bigger private physiotherapy community:

1. Private LinkedIn forum. I have a monthly diary note to remind myself to have a look at this forum, to keep myself up to date and to get involved in discussions if I can. It’s very reassuring to hear common discussions, and really helpful to see how others are dealing with these. If you’re not involved, please do engage in these topics; you might find it helpful. Thanks to all that are already involved, certain discussion topics have really helped me.
2. The Physio First regional officer/ executive committee meetings every six months. I personally have found these invigorating and informative and they give me a new excitement for when I return to work. I am fortunate that I get to attend these and wish all members could be a “fly on the wall” so you can gain the same feelings. With this in mind, I am organising a debrief network meeting for the North West Met region following the January 2017 Physio First meeting. The aim of this will be

to informally pass on the main points of the January meeting keeping us all in the loop, as well as have an opportunity to meet other local physios to help each other. Please keep an eye open for an email coming to the North West Met region members containing more information on this meeting. I look forward to seeing you there.

We are also hoping to hold two courses in our region early next year so please keep your eyes peeled.

Cheers,

Paul Gibson

NORTHERN IRELAND

Regional Officer: Patricia Finlay
Tel: 07753 805466
Email: northern.ireland@physiofirst.org.uk
Comber Physiotherapy Clinic, 7a Newtownards Road, Comber BT23 6PH

It was a real shame that we had to cancel the entrapment neuropathy course on 22 October 2016 due to low numbers, so I would like you to let me know what type of course you would like me to bring over from Physio First in the future. I am planning a CPR update hopefully in January/February 2017 and I am working with dates at the minute so by the time you will have received this copy of *Update*, the date will be organised. I am really looking forward to meeting as many of you as possible at the CPR course and catch up on all that is happening in Physio First and in our clinics.

Please check your emails in the next week for news of date and venue for the CPR update.

Kind regards,

Patricia Finlay



OXFORD

Regional Officer: [Lucinda Brock](#)

Tel: 07703 578184

Email: oxford@physiofirst.org.uk

**Chipping Norton Physio, Lectern Hall,
West Street, Chipping Norton,
Oxfordshire OX7 5LH**

By the time this *Update* is printed, we will have held our first “networking meeting” in the Oxford region. I hope to have met some of you there. Our aim at these meetings is to come together as private practitioners, pool our knowledge, see if we can help each other out and come up with knowledgeable answers to many questions about our industry. It is also a chance for members to feedback where Physio First can help them.

Hopefully you all had an invitation by email or saw it on the LinkedIn forum. So far, we have had a very good response. If you would like to attend a future meeting, please do get in touch with me.

The Oxford region is a large one covering many counties, so if members find this meeting useful we will then continue them in different parts of the region. I am very grateful to those of you that have offered help and if you would like to help run a meeting in your area, I would love to hear from you.

The best way to contact me is by email: oxford@physiofirst.org.uk

Let's get together and improve our practices!

Lucinda Brock

SCOTLAND

Regional Officer: [Sandy \(Alexander\) Robertson](#)

Tel: 01592 643600

Email: scotland@physiofirst.org.uk

**Kingfisher Physiotherapy,
West Bridge Mill, Bridge Street,
Kirkcaldy, Fife KY1 1TE**

By the time you read this, the 2016 Scottish Physio First conference will be

over, so thanks to all of you who attended and don't hesitate to get in touch with any suggestions for 2017.

Over the last two years, we have run Sid Ahamed “Musculoskeletal injuries in sporting children and adolescents part 1 and 2” and we are arranging a venue in Falkirk for part 3 in March 2017. If any Scottish members have course requests for 2017, please contact me at scotland@physiofirst.org.uk

Sandy Robertson

SURREY

Regional Officer: [Jehan Yehia](#)

Tel: 07967 812704

Email: surrey@physiofirst.org.uk

**34 Breamwater Gardens,
Richmond TW10 7SQ**

I am in the process of organising some events in Surrey for 2017 to start creating a great network of like-minded practitioners.

I am looking for a few Surrey practices that would like to be a Surrey HUB. The idea is that we have a number of venues in the area where we can hold Physio First events such as evening lectures / case study evenings / networking with local referrers. This could be a great opportunity to have your practice at the centre of local events.

Weybridge and Walton Physiotherapy will be the first to host our opening event, which is an informal lecture by Claire Robertson who has a specialist interest in patellofemoral pain. This will be held on 17 January 2017 at 18:30hrs – 21:00hrs.

This patient group is from 30 plus and is often a tricky group to manage. Claire will offer the latest research and useful tips for effective management. Claire is involved in research with patellofemoral pain as well as being well-published in this topic.

Other specialists who will be presenting will be Dr Cath Spencer Smith,

specialist in Hips and Dr Lorenzo Masci, expert in tendons and imaging.

I would love to hear from you if you are interested in hosting an event or to get some ideas about what would interest you. Please email me at surrey@physiofirst.org.uk

Look forward to hearing from you and hope to meet you on our events.

Jehan Yehia

SUSSEX

Regional Officer: [Tobias Bremer](#)

Tel: 07402 615097

Email: sussex@physiofirst.org.uk

Flat 4 Esprit Court, New Road, Shoreham-by-Sea BN43 6RB

Hi Sussex!

I hope that this year has been kind to you so far and you are ready for the autumn and winter period. We are continuing to champion private practice in Sussex and are on track with our goals. If you are unsure of what they are, have a read on our website. The very fact that you are reading this means you are an enthusiastic practitioner, who can bring about positive change! Apathy is our worst enemy, therefore get involved on LinkedIn, join the Data for Impact study, tell your friends about the great work Physio First are doing, come to the courses and make a difference.

We have a rare moment in time here, in which we are able to really contribute to our profession and shape the future.

Tobias Bremer

TRENT

Regional Officer: [Belinda Holloway](#)

Tel: 01530 411624

Email: trent@physiofirst.org.uk

Ashby Physiotherapy and Sports Injury Clinic, 6 The Vaults, Ashby de la Zouch, Leicestershire LE65 1BF



Hello Trent.

Hope you are keeping well and liking and using the new website in the region? The data already collected shows us that nationally, use is up by 51% from last year, which is brilliant! There is a wealth of really useful information, looks great and so easy to navigate now. If you haven't had time to browse please take a look.

Conference 2017 is high on the agenda at the moment with a great line-up again of national and international speakers who will be delivering their lectures in line with Physio First's ethos of evidence and quality within private physiotherapy.

If you are thinking of attending, don't miss the early bird offers that provide some great savings to both individuals and practice owners. As part of our conference and education sub committee, we are already well on the way to organising 2018!

Keep in your minds the Big 5 benefits of Physio First and join in with colleagues and gain invaluable information for your practice and work towards QAP. There is much more information on this subject to follow soon on where we are on that journey.

Finally, don't hesitate to get in touch if you are interested in getting more involved within your region, you will be welcomed and supported!

Belinda Holloway

WALES

Regional Officer: Diana Dear

Tel: 07940 878 671

Email: wales@physiofirst.org.uk

1 Llys Alarch, Rhyl, Denbighshire,

North Wales LL18 4QG

Hello Wales.

Well, summer is over for another year. I hope you were able to enjoy a good break. As I write, autumn with all its

wonderful colours and cold, crisp mornings is upon us.

The commercial intermediaries continue their business of reducing our fees and increasing our administration workload. I'm sure we are all trying to diversify and trying innovative means to make our businesses known in our local areas. We have found having a professional Facebook page helps to spread the word. Using "boosting", for a little extra cost, helps you target specific groups in your vicinity and seems currently to be successful.

Other important means of communication are advising the office if you have been on a course that you would recommend to other members of Physio First. Then, there is the LinkedIn forum, a safe place to express your views or ask for advice to resolve a particular issue other members may have encountered. Finally, use Data For Impact to upload your outcomes. This will provide evidence that Physio First members are providing good results, which ultimately, we hope, will drive up fees. We have had enough of various companies devaluing our expertise – the key point is to get involved.

By the way, remember to keep your CPR certificate up to date, it could be a lifesaver for someone. In recent years, I have used the British Red Cross. As far as I can tell, they provide the best and cheapest course and their certificate is valid for three years.

Some executive news: a warm welcome and thanks to Tobias Bremer who is taking over the demanding role of RO rep from Tracy Millar. We thank Tracy for her vast contribution and energy and wish her well. On that note, my term of office is coming to a close and I offer my wholehearted support to my successor.

If it's not too early to say so, may I wish you all a happy Christmas and a healthy and prosperous New Year. Please do contact me if I can assist in any way.

Diana Dear

WESSEX

Regional Officer: Helen Mehrrens

Tel: 07860 136934

Email: wessex@physiofirst.org.uk

1 Woodside Gardens, Fleet,

Hants GU51 3EZ

Hello Wessex!

I am delighted that our course with Howard Turner, "The myofascial spine: understanding and integrating myofascial spinal treatment", went so well on 14 October 2016 at Hart Leisure Centre, Fleet. I would very much recommend this course if you haven't been on it, as it combines a high practical "hands on" element with theory and a comprehensive course manual for reference.

It was also new to me to see the application of cupping for treatment of trigger points with instant beneficial results for the model! Definitely a treatment area to explore for future application.

I shall be running a CPR course (hurrah!) at Therapeutics Southampton, Trojans Club, Stoneham Lane, Eastleigh SO50 9HT on 21 February 2017, so please book up early as I have had a lot of requests for this one. It will be advertised on the Physio First website and in *Update*.

If there are any interested budding Regional Officers for Wessex, please get in touch, as my term of office finishes March 2017. I have found it a very rewarding experience in addition to meeting so many wonderful Wessex members, colleagues (old and new) and the very hardworking, committed team of Physio First.

I wish you all a very happy Christmas and best wishes for the New Year.

Helen Mehrrens



Physio First Education Day 31 March 2017

Early bird 2 rates are now available until 04 January 2017
– prices will increase after this date, so don't miss out!

Seth O'Neill



Seth is a lecturer at the University of Leicester and Coventry and will be running a course on managing lower limb tendinopathies in private practice. This course is targeted at individuals with some experience/knowledge of treating patients suffering from tendinopathy.

Jon Hobbs



Jon is an AACP Accredited Tutor and will be presenting “Trigger points and myofascial pain and dysfunction”, designed for those who wish to expand theoretical knowledge and practical application of trigger point acupuncture and manual therapy.

Tania Pizzari



Tania is a Physiotherapy Lecturer at La Trobe University in Australia specialising in knee, shoulder and hamstring injuries. She will be presenting her course on ball and socket joints: an evidence and principle-based approach to management.

Rich Katz



Rich is the Director of Contracting, Business Development and Executive Director for Northwest Rehab Alliance (NWRA) in the USA. He will be presenting a presentation directed at all conference delegates on the challenges and benefits of developing your own clinical care pathways.

Igor Tak



Igor is a Sports Physiotherapist and Course Co-ordinator of Master Physiotherapy in Sports at NPI in the Netherlands. Igor's course will detail the theoretical principles on factors that are related to hip and groin pain in athletes.



Physio First will be hosting a drinks reception and buffet in the main exhibition hall from 16.30-20.00hrs after Education Day courses come to a close. This will also be attended by some of our keynote speakers, executive committee and Physio First team, so come and say hello!

Enjoy the great food and drink on offer and explore the many stands of what our exhibitors have to offer, with prizes and competitions to be won, while Nottingham Jazz plays on stage. This is a fabulous way to kick off the weekend, especially if you are staying in the Orchard Hotel, adjacent to the venue. Friday night supper tickets are priced at **£19** per person including complimentary wine and a two-course meal.

Prices start from **£155** for members / **£185** for non-members online.

To save **£10** and book, go to www.physiofirst.org.uk or email us at education@physiofirst.org.uk

Physio First 2017 conference

01 – 02 April 2017 East Midlands Conference Centre, Nottingham

BODY, BRAIN AND BUSINESS:

TOOLS FOR SUCCESS

See our exciting line-up of international and UK speakers below...



PAUL
HODGES



TANIA
PIZZARI



DYLAN
MORRISSEY



IGOR
TAK



CELIA
CHAMPION



RICH
KATZ



PHILIP
GLASGOW

Professor Paul Hodges

PhD MedDr DSc BPhy(Hons) FACP



One of our keynote speakers Paul Hodges will be flying in from Queensland, Australia and we hope you will be joining us for his informative lectures on “Low back pain: matching the treatment to the patient” (Saturday 01 April) and “Men’s health: a new bastion of physiotherapy” (Sunday 02 April).

Paul’s level of expertise is dauntingly impressive – he has presented workshops for more than 5,000 physiotherapists and medical practitioners in more than 40 countries. He is the lead chief investigator on the first physiotherapy-based NHMRC Program Grant and received the 2011 NHMRC Achievement Award as the highest-ranked NHMRC Research Fellow across disciplines in Australia.

Be sure to get plenty of rest on Friday night as Paul will be kicking off our conference on Saturday morning to discuss optimal approaches to management of low back pain and identify the most cost-effective ways to design care pathways. His lectures will be beneficial to those whose clinical patient load includes men – particularly those who are interested in expanding their scope in men’s health management – and musculoskeletal injuries. A recommended reading list is available on our website for both of his lectures.



early bird #2 rates...

...are now available – prices start from **£310 for members/£395 for non-members** or book online to receive your **£10 discount.**

For further updates on our conference, follow us on Twitter [@PhysioFirstC](https://twitter.com/PhysioFirstC)

If you are interested in attending or have any queries regarding our 2017 conference, “Body, Brain and Business: tools for success” simply email us at education@physiofirst.org.uk.



Calendar of events

Book online and receive our £10 discount.

For more information and to book your place visit www.physiofirst.org.uk or call 01604 684968

Online booking discounts available at www.physiofirst.org.uk

REGION	TITLE / TUTOR	VENUE	DATE	COST: ONLINE	COST: STANDARD	EVENT REF
Surrey	Patellofemoral OA – improve your practice	Weybridge Physiotherapy, 10 Church St, Weybridge KT13 8DX	17 January 2017 (18:30-21:00hrs)	n/a	£30 (member) £35 (non member)	n/a
NW Met	CPR	Ruislip Golf Course, Ickenham Rd, Ruislip HA4 7DQ	23 January 2017	n/a	No lunch provided £60 (member) £70 (non member)	CPR0617
Wessex	CPR	Hart Leisure Centre, Hitches Lane, Fleet GU51 5HS	02 February 2017	n/a	No lunch provided £60 (member) £70 (non member)	CPR0717
Kent	Know Pain – a patient-centered approach to managing persistent pain conditions by Mike Stewart	The Swan, 35 Swan Street, West Malling, Kent ME19 6JU	02 March 2017	n/a	Cost (includes USB flash drive with course content) £45 (member) £55 (non-member) email lizthephys09@gmail.com	KNOW0117
Scotland	Young athlete from screening to application	Life Fit Wellness, Weir St, Falkirk FK1 1RA	18 March 2017	£135 (member) £165 (non member)	£145 (member) £175 (non member)	MUS30817
Wessex	STarT Back tool and making sense of pain	Hart Leisure Centre, Hitches Lane, Fleet GU51 5HS	11 March 2017	£135 (member) £165 (non member)	£145 (member) £175 (non-member)	SBT0117
Trent	Managing lower limb tendinopathies in private practice	University Park, Beeston Lane, Nottingham NG7 2RJ	31 March 2017	Early bird 2 rates £155 (member) £185 (non member)	£165 (member) £195 (non member)	ED117
Trent	Trigger points and myofascial pain and dysfunction	University Park, Beeston Lane, Nottingham NG7 2RJ	31 March 2017	Early bird 2 rates £155 (member) £185 (non member)	£165 (member) £195 (non member)	ED1217
Trent	Ball and socket joints: an evidence and principle-based approach to management	University Park, Beeston Lane, Nottingham NG7 2RJ	31 March 2017	Early bird 2 rates £155 (member) £185 (non member)	£165 (member) £195 (non member)	ED317
Trent	Enhancing treatment opportunities for athletes with hip and groin pain	University Park, Beeston Lane, Nottingham NG7 2RJ	31 March 2017	Early bird 2 rates £155 (member) £185 (non member)	£165 (member) £195 (non member)	ED417
Trent	Rich Katz' business lecture	University Park, Beeston Lane, Nottingham NG7 2RJ	31 March 2017	Early bird 2 rates £155 (member) £185 (non member)	£165 (member) £195 (non member)	ED517
NW Met	Sport specific rehab	Ruislip Golf Course, Ickenham Rd, Ruislip HA4 7DQ	10 June 2017	£135 (member) £165 (non member)	£145 (member) £175 (non member)	SSR1117
Essex	Treating the neuro patient	Cressing Temple Barns, Witham Rd, Braintree CM77 8PD	09 June 2017	£135 (member) £165 (non member)	£145 (member) £175 (non member)	NEURO0217
Midlands	Chronic pain missing links between management and recovery	BH Parkside, Stourbridge Road, Bromsgrove, Worcestershire B61 0AZ	26 September 2017	£135 (member) £165 (non member)	£145 (member) £175 (non member)	LINKS0117
Sussex	Myofascial spine	Withdean Sports Centre, Tongdean Lane, Brighton BN1 5JD	30 September 2017	£135 (member) £165 (non member)	£145 (member) £175 (non member)	MYS0717
Oxford	Myofascial spine	Oxford Brookes University, Faculty of Health & Life Sciences, Jack Straws Lane, Marston Road, Oxford OX3 0FL	04 November 2017	£135 (member) £165 (non member)	£145 (member) £175 (non member)	MYS0817

Please refer to our website www.physiofirst.org.uk for further details on all of our courses.



Disclaimer Physio First reserves the right to change the venue, cancel (or reschedule) any education course at any time with a full refund. In this case, course fees will be fully refunded to the attendee but Physio First is not responsible for travel, hotel or any other expenses incurred.

How to book a centrally run course: There are two ways to book your place on a Physio First centrally run course:

- 1) Book online via www.physiofirst.org.uk under our **Events** tab to receive our **£10 discount**.
- 2) Call Education on **01604 684968** – specifying which course you would like to attend and providing your card details. Please note that standard prices will apply as you will only be able to receive our £10 discount online.

Course confirmation and a sales receipt, plus any additional information will be sent to you via email on receipt of full payment.

Physio First course booking application form



Event reference:			
Course title:			
Venue:		Course fee: (VAT inclusive)	
		Member £	Non-member £
Date(s):	(including registration times)	Tutor(s):	
Time(s):			
Surname		Title:	Dr / Mr / Mrs / Miss
First name			
Billing address			
Postcode			
Tel:	Work	Home	
	Mobile	Fax	
Email:			
Physio First no:		CSP no:	
In case of any last-minute emergency situations, are you happy for the course host to have your contact details? Yes / No			
Dietary needs			
Other needs			

What prompted you to book this course? Please circle:

In Touch / Regional Officer / Update / Calendar of events / E-alert / Website / Frontline / Word of mouth / Other

When signing the application form delegates accept full responsibility for their own physical wellbeing while participating in the postgraduate training course they have booked.

Applicant's signature:

Date:

Booking methods:

Online: www.physiofirst.org.uk (online discount available) | By telephone: **01604 684968** | By fax: **01604 589238** |
By email: education@physiofirst.org.uk | By post: **Physio First, Minerva House, Tithe Barn Way, Swan Valley, Northampton NN4 9BA**



Cancellation charges policy:

The education sub committee has issued the following cancellation policy that comes into effect in relation to all Physio First education programme courses from January 2006. **Cancellation within: 20 weeks of the delivery date will produce a 75% refund / six weeks of the delivery date will produce a 50% refund / four weeks of the delivery date will produce no refund.** Cancellation with short notice does have implications in that it can deprive other members of a place and can be the difference between making a course viable and non-viable. Rather than receiving a refund; if a member would prefer to transfer his / her place on a course to an alternative venue / date, this will be possible but notice must be given at least 10 weeks prior to the delivery date of the course. Where courses are full and a waiting list is in operation and an individual on that waiting list has been informed that a place has become available, a period of seven days will be allowed for payment. If payment is not received within that period, then the place will be offered to the next person on the list. A place is not confirmed until payment is received in full. Physio First reserves the right to change venue, cancel (or reschedule) a course at any time with a full refund. In this case, course fees will be fully refunded to the attendee but Physio First is not responsible for travel, hotel or other expenses incurred.

I (Delegate) have read and understand the above cancellation charges policy. **Yes / No**

Payment details:

Your place will only be secured on receipt of full payment of the course fee.

Cheque payment:

I enclose cheque for £_____ (Cheques payable to “Physio First”)

Credit / debit card payment:

Name of cardholder:

Cardholder address (first line / postcode):

Card type: Visa / Switch / MasterCard

Card number:

Expiry date:

Security code:

Issue no: (Switch only)

Central education course fee structure:

	Member	Non-member
Online cost	£135	£155
Standard cost	£145	£165
Manual handling & CPR	£125	£145
Business courses*	£149	£156

Please note that the above booking fees are based on full day courses and include the provision of lunch.

*Business courses are subject to VAT at the prevailing rates.

